Shopping Campaigns:
Upgrade Playbook

Agenda

Shopping campaigns at-a-glance

Upgrade walkthrough

Advanced set-ups

Frequently asked questions

At-a-Glance:

Upgrading to Shopping campaigns

Shopping campaign upgrade overview

- Shopping campaigns are a better way to manage, report on, and optimize PLAs

- All retailers are required to upgrade by the end of August 2014

- Use the following walkthroughs and FAQs to help you upgrade to Shopping campaigns as soon as possible to get new functionality and begin optimizing

Retail-centric campaign management

Advanced reporting

Competitive landscape data

Tip: learn more about Shopping campaigns in our Upgrade Guide.

Shopping campaign management overview

- You'll use *product groups* to bids on your products within a campaign

- Basically, different products have different values to your business - product groups allow you to group similar items together and bid on them as a group

Electronics $2.25

Apparel $1.75

Furniture $2.00

Everything else $1.30
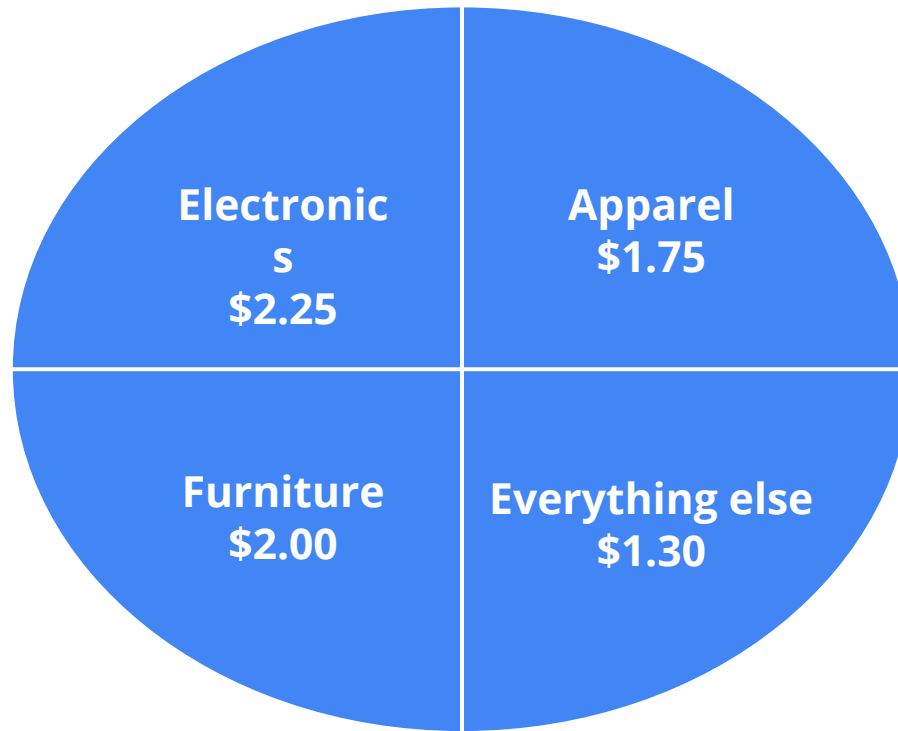
Tip: learn more about Shopping campaigns in our Upgrade Guide.

Steps to upgrade

1. Analyze your regular PLA campaign structure

2. If needed, add custom labels to your data feed

3. Create a Shopping campaign and subdivide

4. Pause your regular PLA campaign

Upgrade walkthrough

Step 1:

Analyze your regular PLA campaign structure

Most campaigns use 1 of 3 approaches

- Campaign structure should allow you to bid according to products' values

- For example, you want to bid up on your high margin items and bestsellers

- So, identify which of these behaviors aligns with your existing PLA campaign

Products	Performance	Hybrid
"I bid on my brands and product lines differently."	"I bid on my top- and low-performers differently."	"I bid according to my catalog and performance."

Merchandise by product lines and brands

- Create product groups to bid differently on various product lines or categories

- Attributes: product_type (or Google product category), brand

```
Apparel                Womens                    Acme Apparel
Product type level 1   Product type level 2      Brand

                                                 Everything else

                       Mens                      Beta Branded
                       Product type level 2      Brand

                                                 Everything Else

                       Everything else           Catalan Classics
                                                 Brand

                                                 Everything else
```
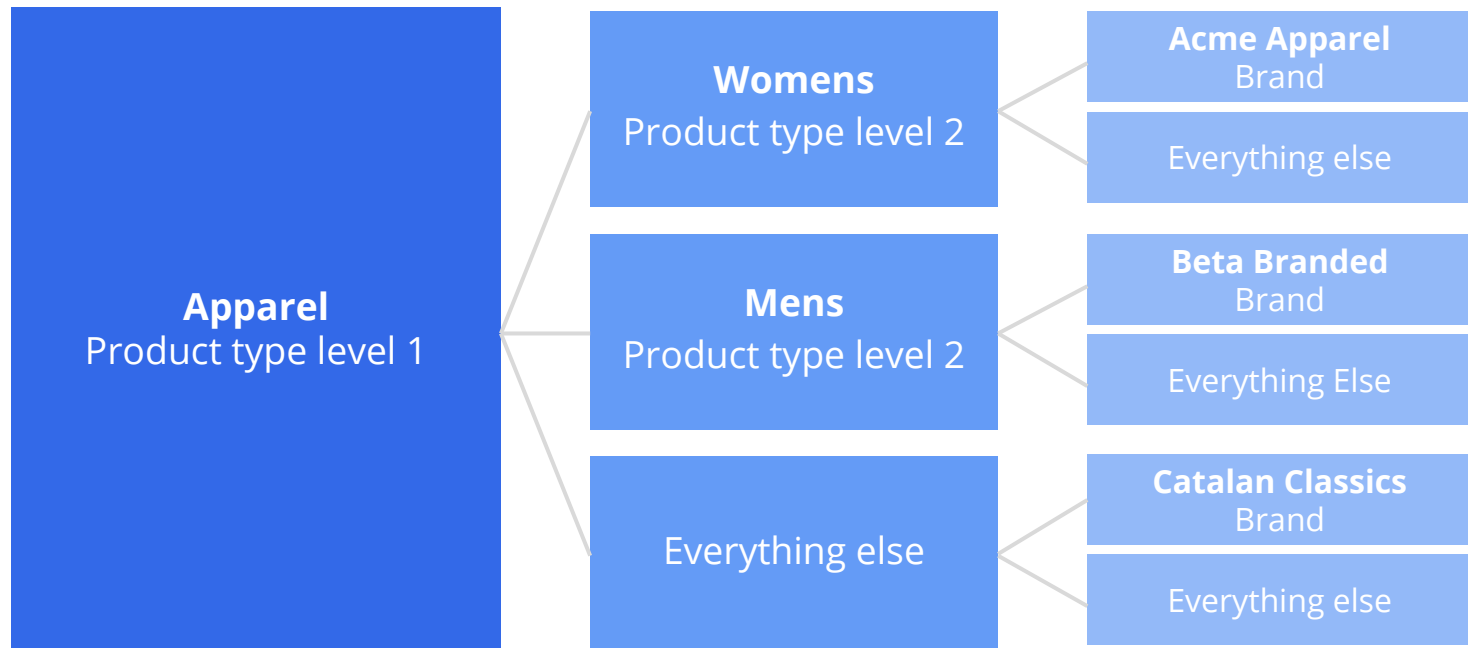
Merchandise purely by performance

- Subdivide your inventory by performance, margins or sales

- Get as specific as bidding on individual, high-value products by ID

- Attributes: custom labels, item ID

Best Sellers
Custom label 0

High margin
Custom label 1

111
Item ID

Everything Else

Low margin
Custom label 1

222
Item ID

Everything Else

Everything Else

333
Item iD

Everything Else
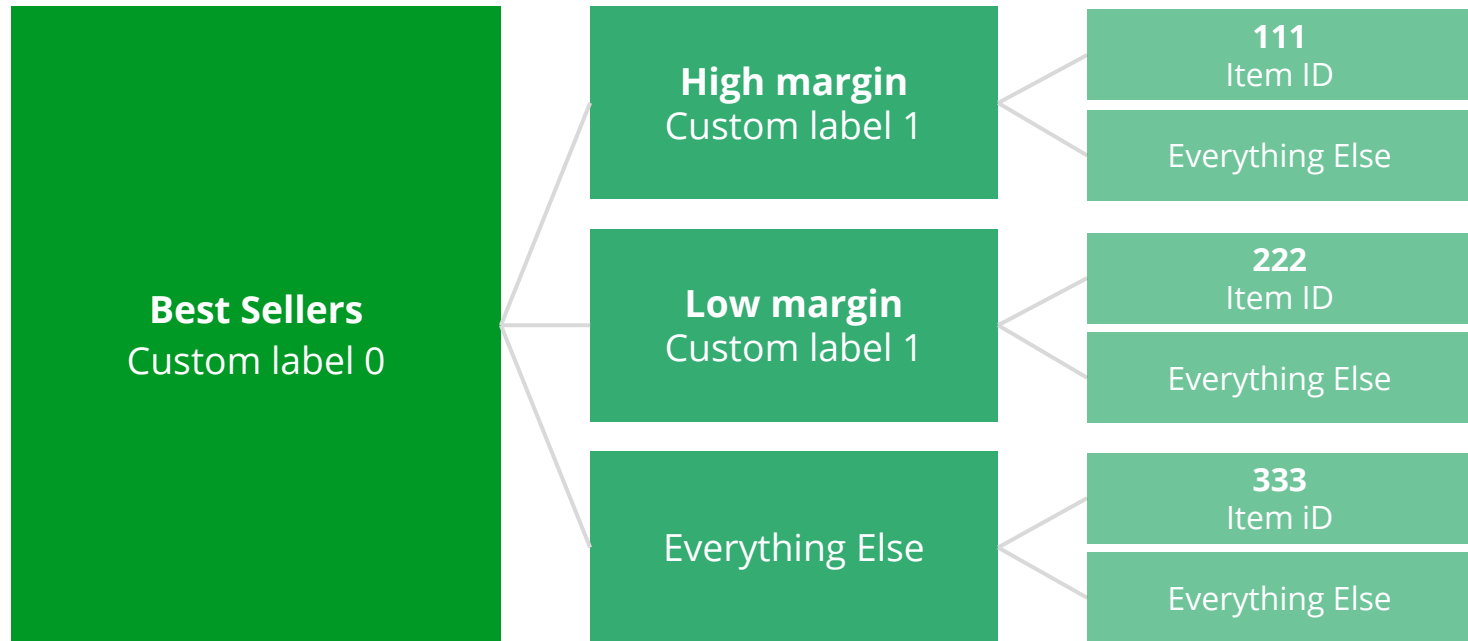
Merchandise by products and performance

- Segment your inventory with a combination of attributes

- At deeper-levels, focus on a smaller number of products

- Consider using custom labels for cross-product line promotions like Back to School

Apparel
Product type level 1

Womens
Product type level 2

Mens
Product type level 2

Everything Else

Bestsellers
Custom label 0

Everything Else

1111
id

Everything Else

High margin
Custom label 1

Everything Else
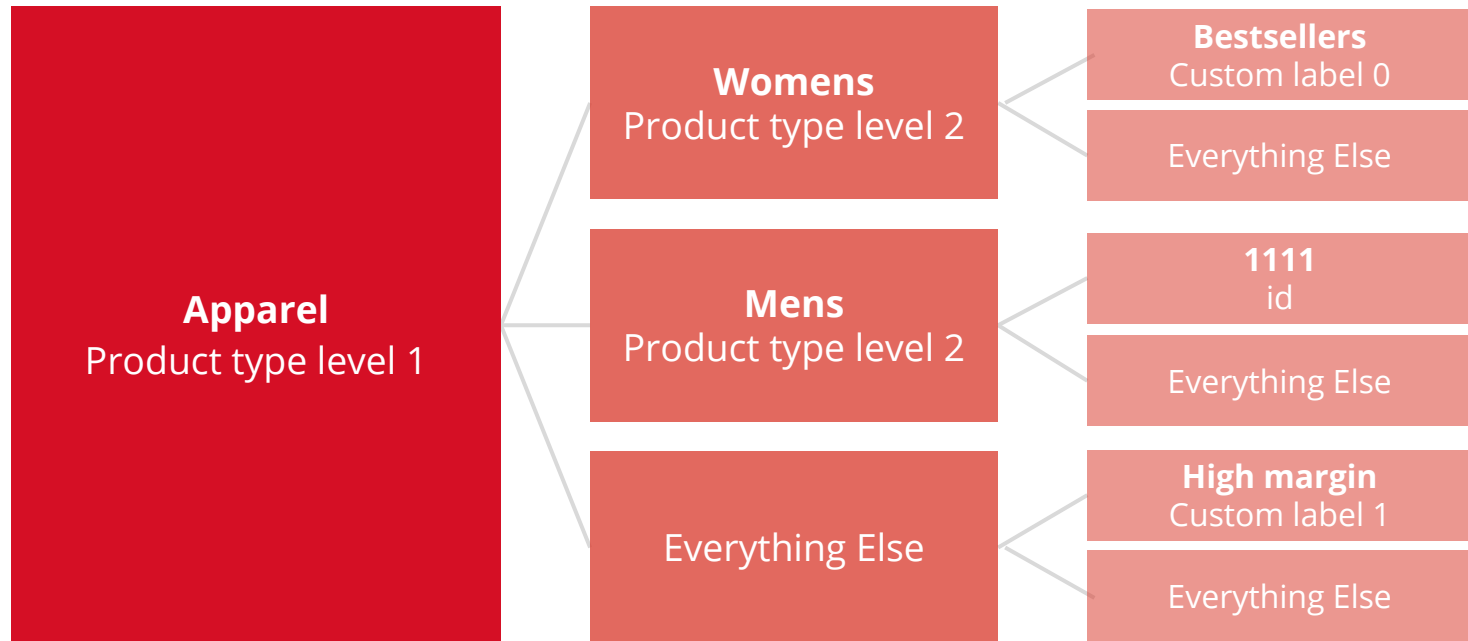
1a. Filter for product targets with 1+ impressions

- Sorting for active targets lets you focus on targets impacting performance

- Choose at least a 30-day date range

1b. Download your performance report

- Get the data you'll analyze to identify top performing targets

1c. Sort your product targets A → Z

- Copy/paste your performance report data into a spreadsheet
- Sort your product targets alphabetically

1d. Count each type of product target

- Either count manually or use count functionality to note the number of each type of product target in your campaign

1e. Record your results in a table

- List the number of product targets using each attribute

Attribute	Total #
All products	1
product_type	100
brand	100
AdWords_label or AdWords_grouping	0
ID	2,000
Condition	0

1e. Repeat based on product target performance

- In your spreadsheet, filter product targets by performance

- Identify targets with the most volume (i.e. clicks, impressions) and / or strongest conversion performance (i.e. low CPA, high conversion rate)

Attribute	Total #	# in Top 20 Clicks
All products	1	1
product_type	100	12
brand	100	2
AdWords_label or AdWords_grouping	0	0
ID	2,000	6
Condition	0	0

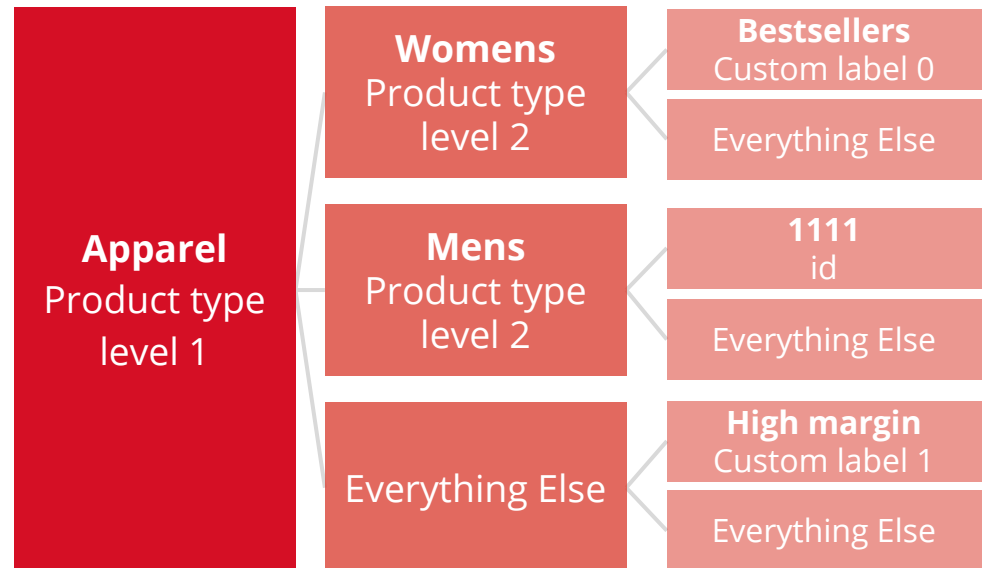# 1e. Identify which attribute targets matter most

- Look for the types of targets with strong performance (i.e. in the top 20 by clicks)

- The goal is to understand how you organize your PLA campaign and how you can transfer the product targets that drive the most business to a Shopping campaign

Attribute	Total #	# in Top 20 Clicks
All products	1	1
product_type	100	12
brand	100	2
AdWords_label or AdWords_grouping	0	0
ID	2,000	6
Condition	0	0

Example: choosing a campaign template

- From the table, *product_type* and *ID* were clearly the strongest performers

- Therefore, this advertiser should plan to use the hybrid template

Attribute	Total #	# in Top 20 Clicks
All products	1	1
product_type	100	12
brand	100	2
AdWords_label or AdWords_grouping	0	0
ID	2,000	6
Condition	0	0

Apparel
Product type level 1

Womens
Product type level 2

Mens
Product type level 2

Everything Else

Bestsellers
Custom label 0

Everything Else

1111
id

Everything Else

High margin
Custom label 1

Everything Else

Step 2:

If needed, add *custom_labels*

Notice if you depend on custom tagging in feed

- The goal is to identify the attributes you'll organize your Shopping campaign with

- Look for the types of targets with strong performance (i.e. in the top 20 by clicks)

Attribute	Total #	# in Top 20 Clicks
All products	1	1
product_type	100	5
brand	100	0
AdWords_label or AdWords_grouping	0	16
ID	2,000	4
Condition	0	0

2a. Assess if you actually need custom labels

- Make sure you're using the right attribute for the right values

- In Shopping campaigns, custom labels should only be used for your unique key performance indicators (KPIs) like seasonality, sales, margins, and bestsellers

Common use	Optimized use
adwords_labels = pants	product_type = pants google_product_category = Apparel & Accessories > Clothing > Pants
adwords_labels = ACMEbikes	brand = ACMEbikes
adwords_labels = mens	product_type = pants > mens custom_label_0 = mens
adwords_labels = 0-49.99	product_type = apparel > pants > mens > 0-49.99 custom_label_0 = 0-49.99
adwords_labels = bestseller	custom_label_0 = bestseller
adwords_labels = highROAS	custom_label_0 = high ROAS

2b. If you do, create a *custom_label* strategy

- Ideal for grouping products by promotions, sales, margins, and bestsellers

- Each product can have up to 5 values with 1 per custom label attribute

- Start by creating a table to define how you'll use the label and possible values

Custom label	Definition	Possible values
0	Seasonal	spring, summer, fall, winter
1	Promotions	flash sale, clearance, co-marketing deal
2	Selling rate	bestseller, low seller
3	Margins	high margin, low margin
4	Holiday	back to school, christmas

2b. Add the *custom_label* attributes to your feed

- Do not delete the *adwords_labels* or *adwords_grouping* attribute from your feed as it may be used for other ad formats

- When complete, re-upload your data feed so changes take effect

Tip: learn more about custom labels.

Step 3:

Create a Shopping campaign and subdivide

3a. Create a Shopping campaign

- You have 2 options for creating a campaign: in AdWords or via API*

- In AdWords, click + *Campaign*, choose *Shopping*, and follow on-screen instructions to select your settings

*See developer documentation for details.

3b. Pause your Shopping campaign

- Set the campaign status to *pause* while you build out your Shopping campaign

3c. Subdivide your campaign into product groups

- Click to + button subdivide your *All products* into more granular product groups

3c. Subdivide your campaign into product groups

- Choose the attribute you'll use to start breaking out product groups, i.e. the one that matches the template you identified in step #1

3c. Subdivide your campaign into product groups

- Choose which values you'd like to bid separately on and use the arrows to move them to the left panel or use the + to select all - then, click save

3c. Subdivide your campaign into product groups

- Repeat the process for up to 7 total levels of product groups
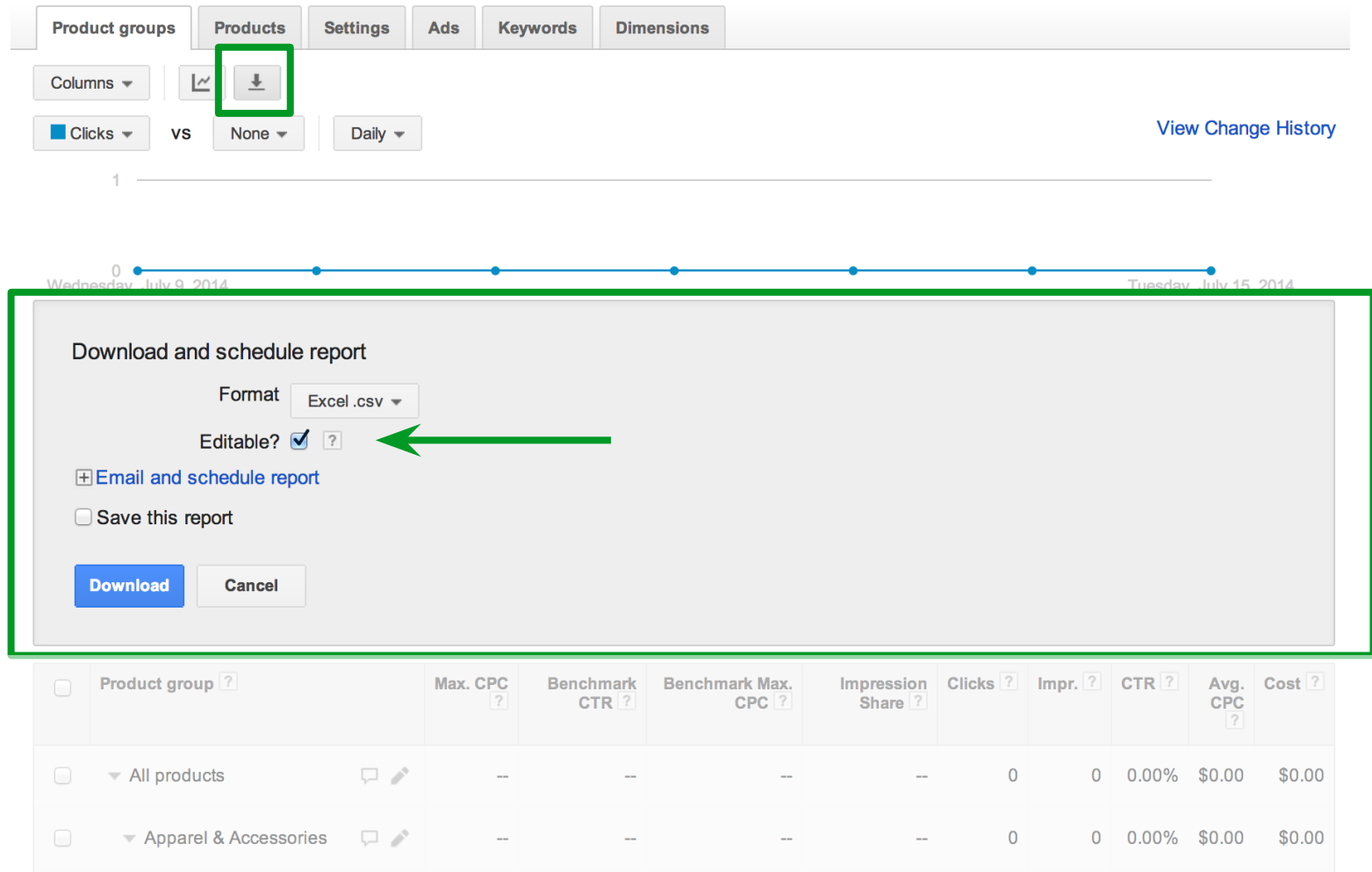
3c. Subdivide your campaign into product groups

- When complete, you have product groups for items you want to bid on differently
- Now, you can edit your bids by clicking on each, or do it in bulk in the next step

Edit ▾

	Product group ?			Max. CPC ?	Benchmark CTR ?	Benchmark Max. CPC ?	Impression Share ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?
☐	▾ All products	💬 ✏		--	--	--	--	0	0	0.00%	$0.00	$0.00
☐	▾ Apparel & Accessories	💬 ✏		--	--	--	--	0	0	0.00%	$0.00	$0.00
☐	▾ Clothing	💬 ✏		--	--	--	--	0	0	0.00%	$0.00	$0.00
☐	111	💬 +		$0.20	--	--	--	0	0	0.00%	$0.00	$0.00
☐	222	💬 +		$0.20	--	--	--	0	0	0.00%	$0.00	$0.00
☐	333	💬 +		$0.20	--	--	--	0	0	0.00%	$0.00	$0.00
☐	Everything else in 'Clothing'	💬 +		$0.20	--	--	--	0	0	0.00%	$0.00	$0.00
☐	Jewelry	💬 +		$0.20	--	--	--	0	0	0.00%	$0.00	$0.00
☐	Shoes	💬 +		$0.20	--	--	--	0	0	0.00%	$0.00	$0.00
☐	Everything else in 'Apparel & Accessories'	💬 +		$0.20	--	--	--	0	0	0.00%	$0.00	$0.00
☐	Electronics	💬 +		$0.20	--	--	--	0	0	0.00%	$0.00	$0.00
☐	Everything else in 'All products'	💬 +		$0.20	--	--	--	0	0	0.00%	$0.00	$0.00

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3d. To bulk edit bids, download product groups

- By downloading, you'll have the option to edit your bids via spreadsheet

3e. Edit your bids in a spreadsheet

- Use any spreadsheet editor to set your bids

- Set bids only for rows with partition type *unit*

- Note: * at the end of a product group is a placeholder for *everything else*

Report (Jul 9, 2014-Jul 15, 2014)								
Parameters:InMicros=FALSE;								
Action	Campaign	Campaign ID	Ad group ID	Ad group	Criterion ID	Product Group	Partition Type	Max. CPC
	My Shopping	162046818	1.064E+10	Ad Group #1	1.8284E+10	* /	Subdivision	--
	My Shopping	162046818	1.064E+10	Ad Group #1	5.5733E+10	* / category = *	Unit	1
	My Shopping	162046818	1.064E+10	Ad Group #1	5.4098E+10	* / category = "Electronics"	Unit	0.2
	My Shopping	162046818	1.064E+10	Ad Group #1	5.9936E+10	* / category = "Apparel & Accessories" /	Subdivision	--
	My Shopping	162046818	1.064E+10	Ad Group #1	5.7957E+10	* / category = "Apparel & Accessories" / category = *	Unit	0.2
	My Shopping	162046818	1.064E+10	Ad Group #1	5.809E+10	* / category = "Apparel & Accessories" / category = "Jewelry"	Unit	3
	My Shopping	162046818	1.064E+10	Ad Group #1	5.7957E+10	* / category = "Apparel & Accessories" / category = "Clothing" /	Subdivision	--
	My Shopping	162046818	1.064E+10	Ad Group #1	6.4653E+10	* / category = "Apparel & Accessories" / category = "Clothing" / item id = *	Unit	1
	My Shopping	162046818	1.064E+10	Ad Group #1	8.9162E+10	* / category = "Apparel & Accessories" / category = "Clothing" / item id = "111"	Unit	1.5
	My Shopping	162046818	1.064E+10	Ad Group #1	9.1619E+10	* / category = "Apparel & Accessories" / category = "Clothing" / item id = "222"	Unit	2
	My Shopping	162046818	1.064E+10	Ad Group #1	9.1619E+10	* / category = "Apparel & Accessories" / category = "Clothing" / item id = "333"	Unit	1.75
	My Shopping	162046818	1.064E+10	Ad Group #1	5.7957E+10	* / category = "Apparel & Accessories" / category = "Shoes"	Unit	2

Tip: remember that *All products* no longer needs to be the lowest bid as products do not overlap within a single ad group.

3f. Upload to *Reports and uploads* in AdWords

- Upload your bid file to AdWords so that they take effect in your campaign

3g. Carry over your mobile bid modifier

- Make sure you carry over your mobile bid modifier to Shopping campaigns

- Ensure your modifier is between -90% and +300% to reach mobile shoppers

- If you'd like to use different mobile bid modifiers across products, you'll need to create and segment inventory into separate ad groups (see advanced setups)

Modify mobile bids in *Settings* tab

| Product groups | Products | Settings | Ads | Keywords | Dimensions |

| All settings | Devices |

Columns ▾

↑ Device	Bid adj. ?
Computers	
Mobile devices with full browsers	- 10%
Tablets with full browsers	

3f. Unpause your Shopping campaign

- Now that you've built out product groups and applied your bids, unpause your Shopping campaign to get it running

- Traffic will start flowing through this campaign within a few hours

Step 4:

Pause your regular PLA campaign

4. Pause your regular PLA campaign

- Avoid running two campaigns at once by pausing your regular PLA campaign

- It can take up to 6 hours for your Shopping campaign to start running - so only pause your regular PLA campaign once you see traffic in your new campaign

Advanced set-ups

Multiple ad groups

Aim for 1 ad group per campaign

- Shopping campaigns helps you easily subdivide and bid on your products within one ad group

Benefits of using a single ad group

- Eliminate product bidding overlap
- Easily subdivide your inventory into product groups
- Identify which products don't have specific bids
- Streamline your campaign management

Use multiple ad groups only if you...

- Adjust mobile bid modifiers differently across products
- Use a more granular negative keywords strategy

Prevent overlap across multiple ad groups

- If you do use multiple ad groups, you'll end up with multiple automatically created *Everything else in 'All products'* groups

- To prevent bidding overlap, exclude all but one of these groups

Ad group #1

Ad group #2

Multiple campaigns

There are 3 main reasons for multiple campaigns

1 Allocate budget across a subset of products

2 Respond to the retail calendar / promotions

3 Target multiple countries

#1: Allocate budget across product subsets

- The most common use of this strategy is to allocate a higher budget to strongest performing targets, i.e. your bestsellers

- In this way, you can better uncap revenue potential while maintaining ROAS
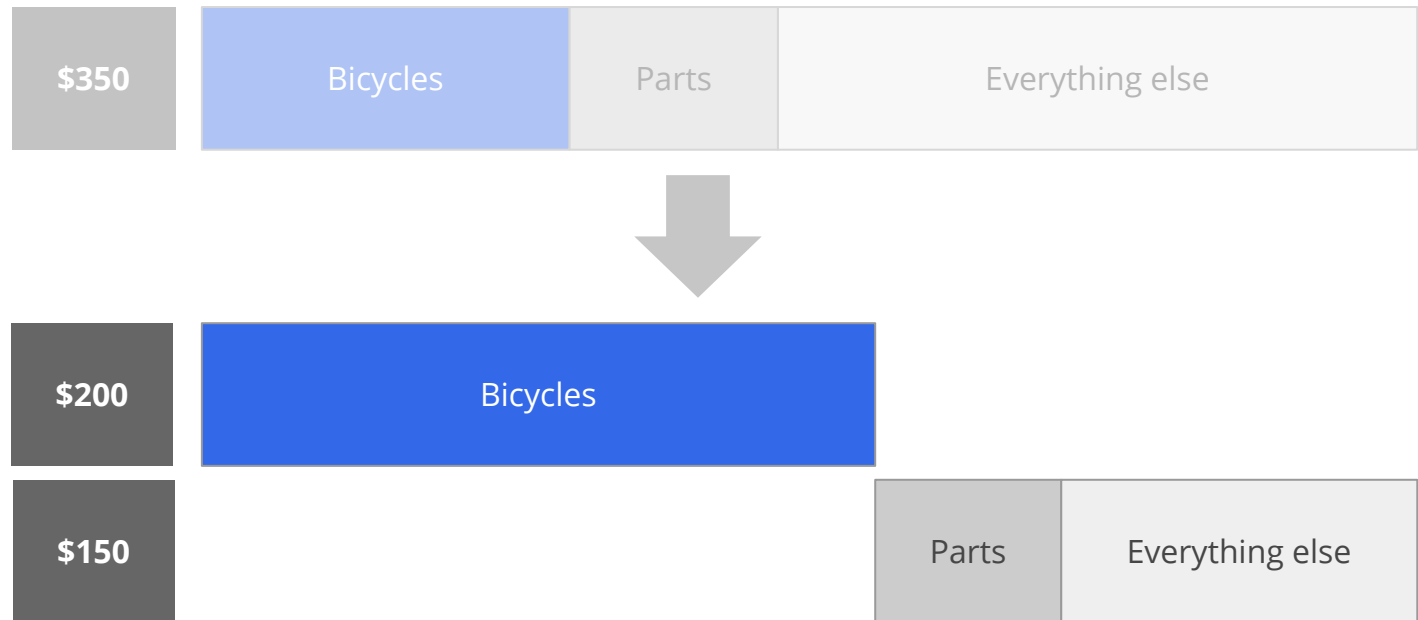
Use *exclusions* to only bid on the right subset

- Make sure your campaign budget only goes to the product subset you intend

- In other words, use exclusions on the *Everything else in 'All products'* group

#2: Respond to retail / calendar promotions

- Retailers optimize their stores all the time, moving trending items to the front window and displaying prominent "Sale" signs to move reduced price inventory

- Shopping campaigns let you apply these same principles to digital advertising on top of your regular, core campaign optimized for long-term performance

On-Sale / Seasonal Campaign	Flexible, efficient structure for seasonal promotions
Bestsellers Campaign	Uncapped potential for your top performing products
Core Campaign	Foundation for long-term testing and optimization

Campaign priorities lets you tier campaigns

- Tell Google which bid to use when more than one is available for a product

- Options for *low*, *medium*, and *high* priorities

Example: campaign for summer apparel

- Your core campaign is structured to bid on product lines and brands, but you want to promote a few items as part of a summer sale

- Instead of editing your core campaign, create a campaign just for sale items - use *high* priority to tell Google to use the bids in the seasonal campaign

- When your sale is over, simply pause the sale campaign

Low Priority	Apparel	Womens	Acme Apparel
			Everything else
		Mens	Beta Branded
			Everything Else
		Everything else	Catalan Classics
			Everything else

| High Priority | **Summer Sale**
Short-sleeved shirts + Shorts |

#3: Target different countries

- Because tax, shipping, language, and currency vary from country-to-country, you'll need to create a separate campaign for each country where you sell products

- Ensure the country of sale in your AdWords location settings matches the country your data feed is targeting and customized for in Merchant Center

Campaign 1 US	**Campaign 2** Germany	**Campaign 3** France

Tip: required attributes may vary across countries - check the [feed specification](#).

FAQs

FAQs - Upgrade walkthrough

"What bid should I apply to my product groups?"
   Use the same bid as your regular PLA campaign or the closest average bid.

"What performance changes will I see by upgrading?"
    If your structure and bids are the same, you won't see any differences.

"Should I copy my regular PLA campaign structure to my Shopping campaign?"
   No, regular PLA campaigns have nuances that don't exist in Shopping campaigns.
   You should take the time to consolidate your structure now before the holidays.

FAQs - Advanced set-ups

"I don't understand campaign priorities. Will a high priority campaign prioritize those products in the auction?"
   No, campaign priorities tell Google which bid to use in your portfolio, not the product.

"What happens if a product is in multiple campaigns or ad groups?"
   If the campaigns are the same priority, Google will use the highest product group bid.

"I use a third-party platforms for my bidding and feed management. How should I upgrade?"
   Reach out and see how they can help.

"How many advertisers have upgraded already? What's their feedback?"
   Majority of PLA advertisers have already started taking advantage of Shopping campaigns. 85% of these advertisers are fully upgraded.

Key takeaways

Key takeaways

✓ Your regular PLA campaigns will be retired at the end of August

✓ Start upgrading to Shopping campaigns as soon as possible

1. Analyze your regular PLA campaign structure

2. If needed, add custom labels to your data feed

3. Create a Shopping campaign, subdivide, and bulk edit bids

4. Pause your regular PLA campaign

✓ Reach out to your Google team directly or give us a call if you need help at (866) 2-Google

Google   **Thanks!**

Appendix

Case Study: Farfetch

Smarter merchandising with product groups

F A R F E T C H

Organized product groups by category and brand

Created a separate campaign for top-trending and best-selling products and set it to high campaign priority

↑ 37% Conversion Rate
3x higher ROI

http://goo.gl/Ly9nKP

Case Study: LiBoutique

Better insight into performance

Created product groups for each brand

Analyzed SKU-level performance to optimize bids

↑ 37% Conversion Rate
3x higher ROI

http://goo.gl/XuY4dI

Case Study: US Mattress

Bidding strategies from competitive metrics

Organized product groups by brand, sub-brand, and individual SKUs

Optimized bids with impression share and benchmark data

↑ 30% CTR
↑ 10% Average Order Value

http://goo.gl/1Ws9C5

Case Study: ValuePetSupplies

Better workflow for management and optimization

Created product groups by brand and bestselling items

Streamlined optimization by diagnosing product group health with impression share

↑ 650% ROAS
10x time savings

http://goo.gl/XOltYb