Google gTech Partner Center EMEA

YouTube Shopping Best Practices

TECH BREAKFAST

LIVESTREAM

3rd March 2026

Our Team for Today

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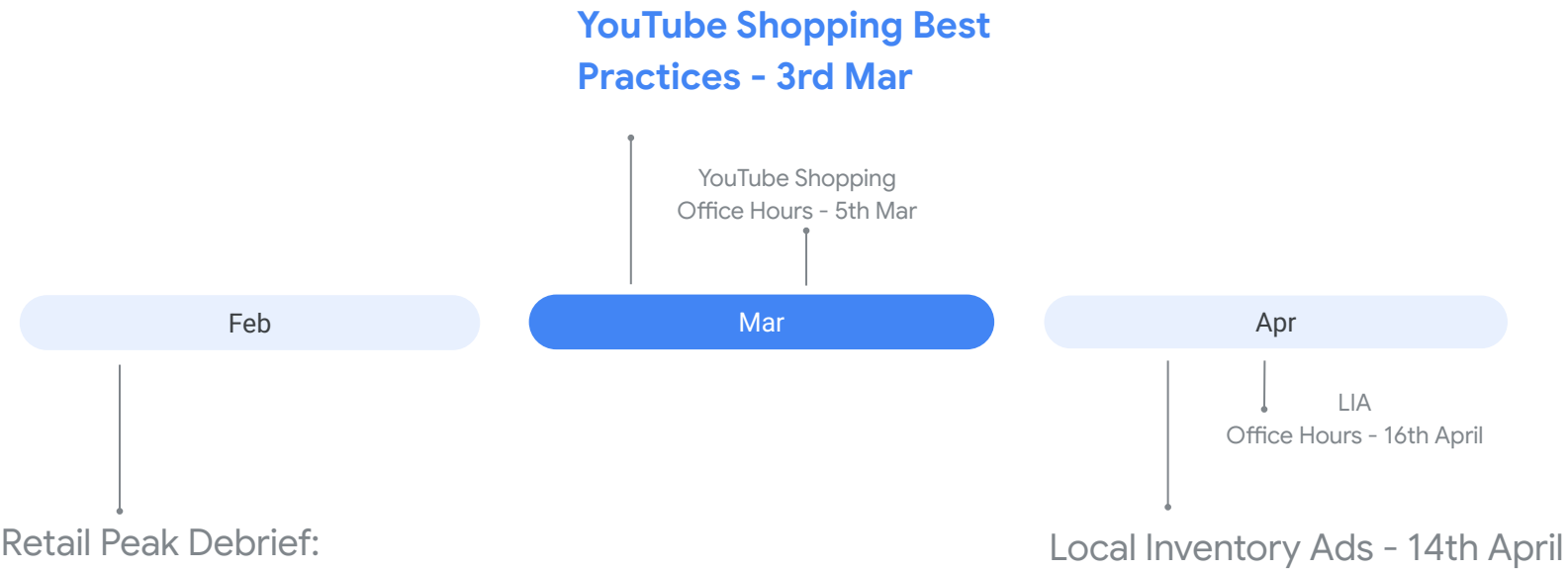
Upcoming Retail Tech Breakfast Event



Welcome

Agenda

01 Introduction: YouTube Shopping & Why it matters

02 YouTube Shopping Formats & Features

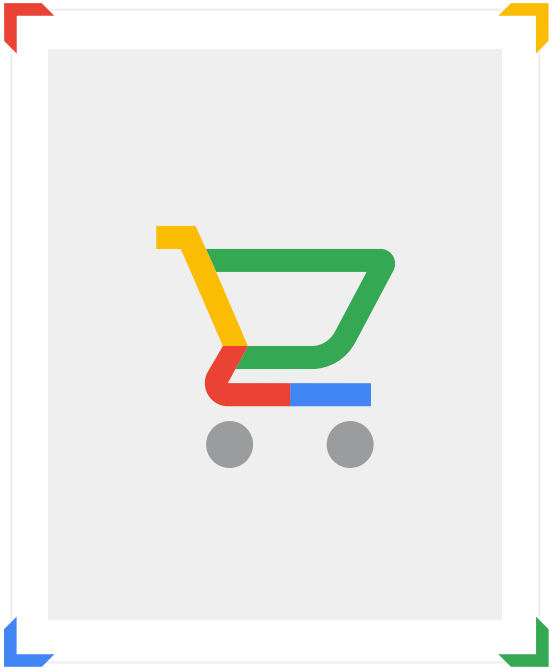
03 Key to Success: Best Practices

04 Measuring Success: Insights & Reporting

05 Q&A

01

Introduction:
YouTube Shopping & Why it matters

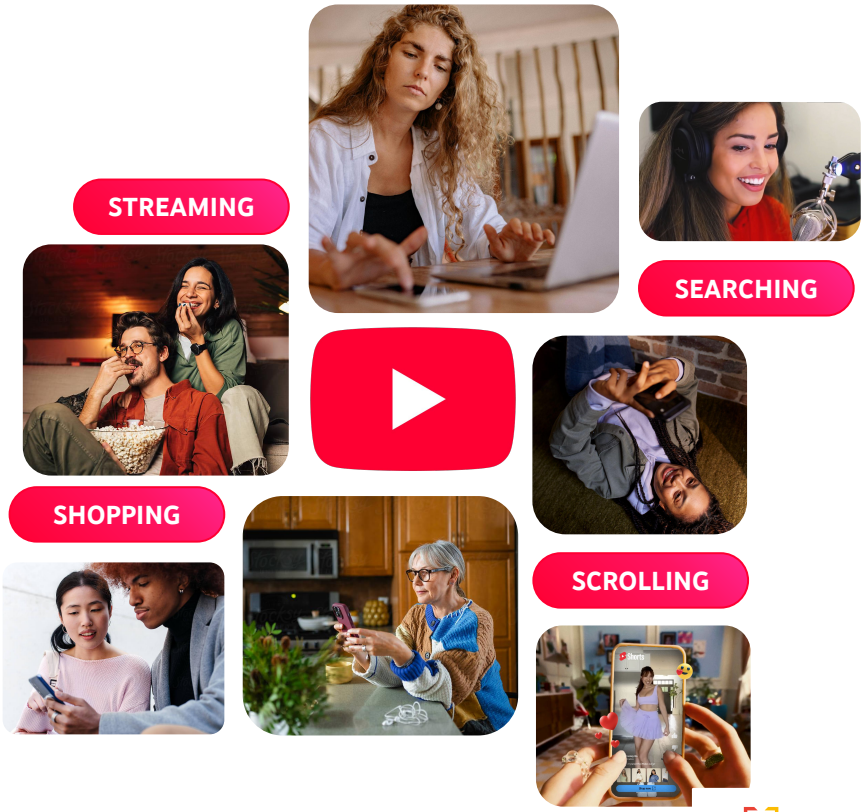


8 in 10

online purchase journeys
involve multiple touchpoints

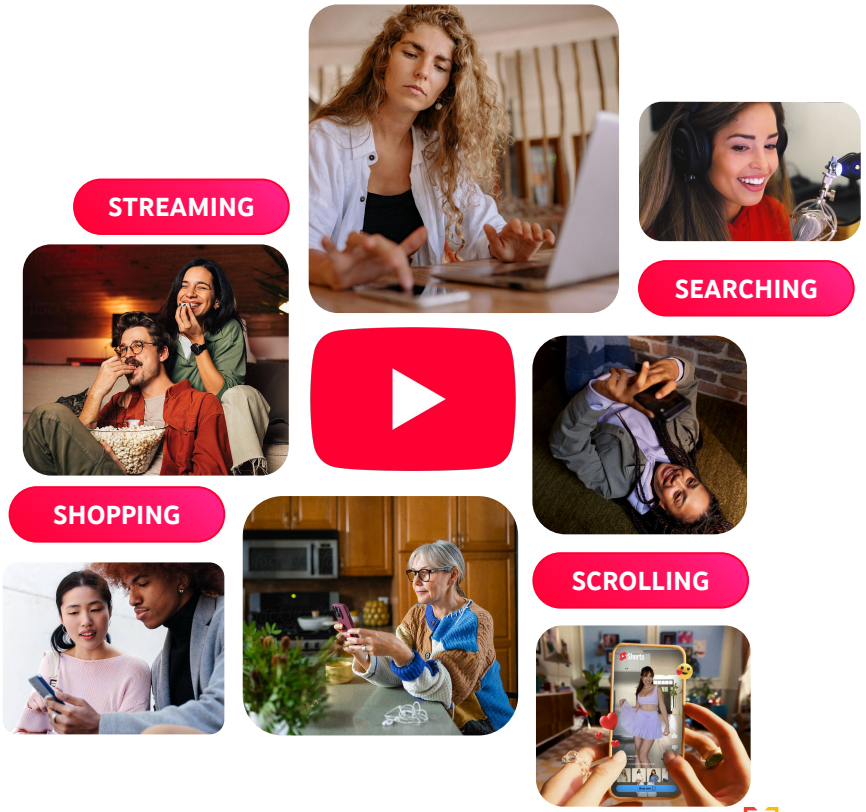
Source: Google/Measure Protocol, Consumer Journey Analysis, US, online consumers 18+, logged-in/out, iOS and Android, n=22,523 online purchase journeys. Jan 1 - Sept 30, 2024.

How we make decisions and discover things is **not a linear journey** anymore



Source: Google/Measure Protocol, Consumer Journey Analysis, US, online consumers 18+, logged-in/out, iOS and Android, n=22,523 online purchase journeys. Jan 1 - Sept 30, 2024.

Only one platform
gets you across all four key behaviors with unmatched reach, trust and influence.



Source: YouTube Internal Data, GWI, All Internet Users Aged 18+, Feb 2025.

Google and YouTube drive **faster purchase decisions**

STREAMING

cTV is YouTube's **fastest growing screen** for the past 5 years.

SEARCHING

Users are **2x more likely to search on YouTube** vs. social sites or apps.

SHOPPING

80% agree that YouTube helps them make more **confident shopping decisions.**

SCROLLING

45% of Shorts users **aren't on TikTok**, and a **65% aren't on Reels.**

Source: YouTube Internal Data, GWI, All Internet Users Aged 18+, Feb 2025. / Google/Ipsos, Rethink Social Study, July 2023-August 2023

In the last **12 months**
people watched more than

35 billion

hours of shopping content on YouTube

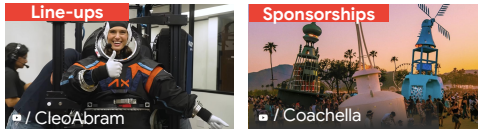
Source: YouTube data, global, 1/27/24 - 1/26/25.

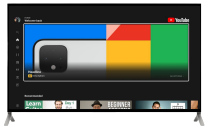
Turn your YouTube ads into a virtual storefront with the help of product feed and QR codes

01 **Amplify Key Moments**

Premium Content

YouTube Select



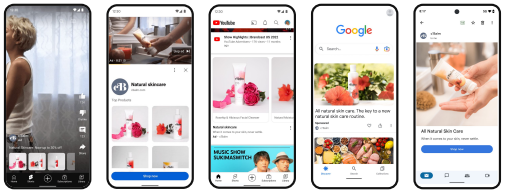


YouTube Masthead

Drive impact with YouTube's most prominent placement

02 **High Reach + Engage**

VVC + VRC + Demand Gen



YouTube Shorts | YouTube in-stream | YouTube Feeds | Discover | Gmail

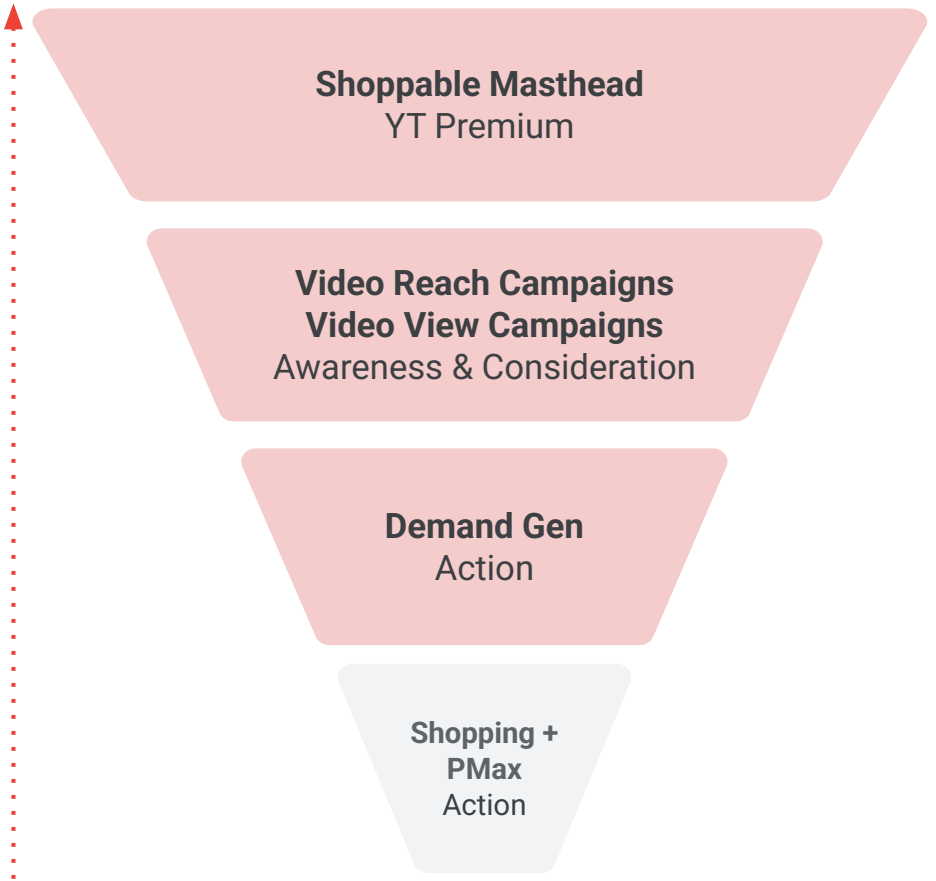
03 **Social Amplification**

Shorts

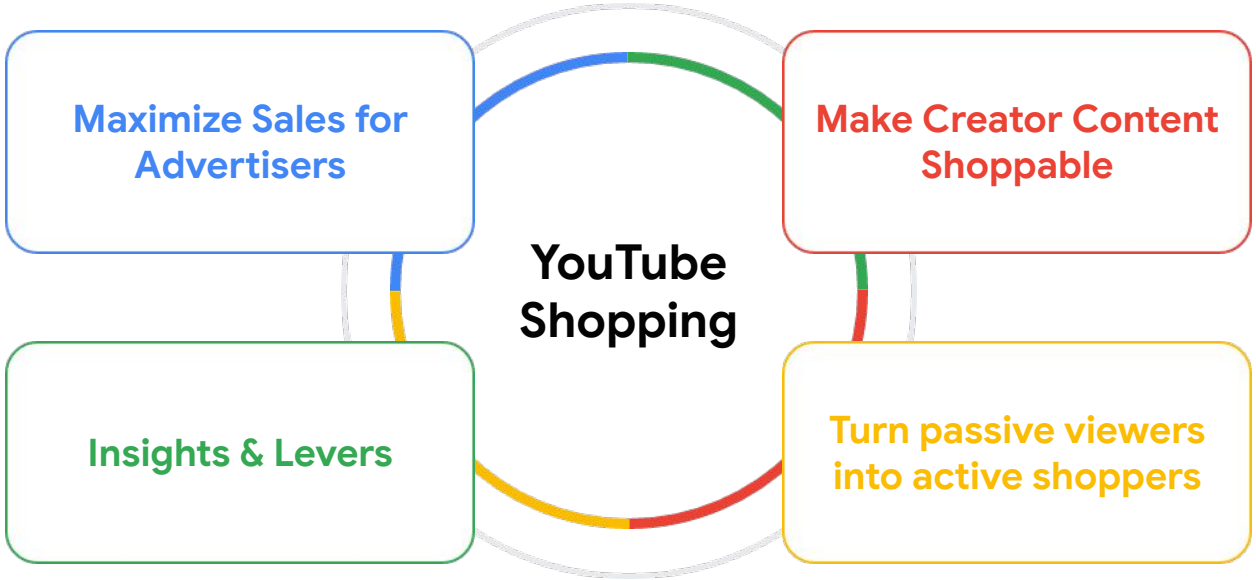
Make it shoppable with Product Feeds & QR Codes

Product data is the critical foundation for Shoppability

Ensure your GMC product feed is added across the Google ecosystem

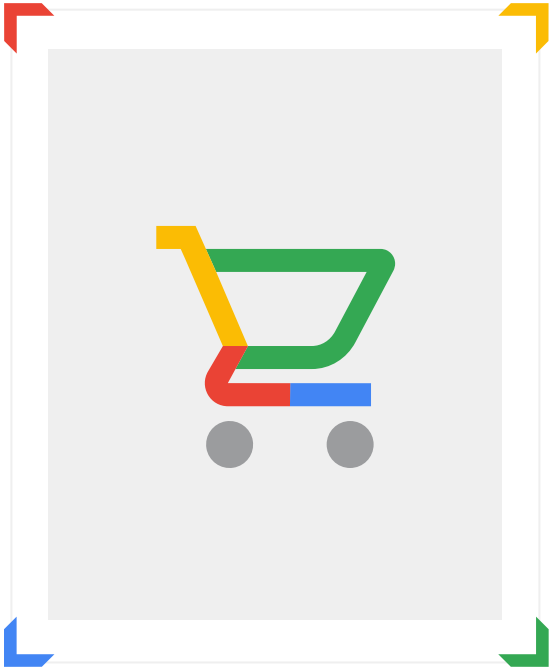


Think of YouTube as the world's largest digital shopping mall where ads and organic working together



02

YouTube Shopping Formats & Features



Alpha | Google Ads

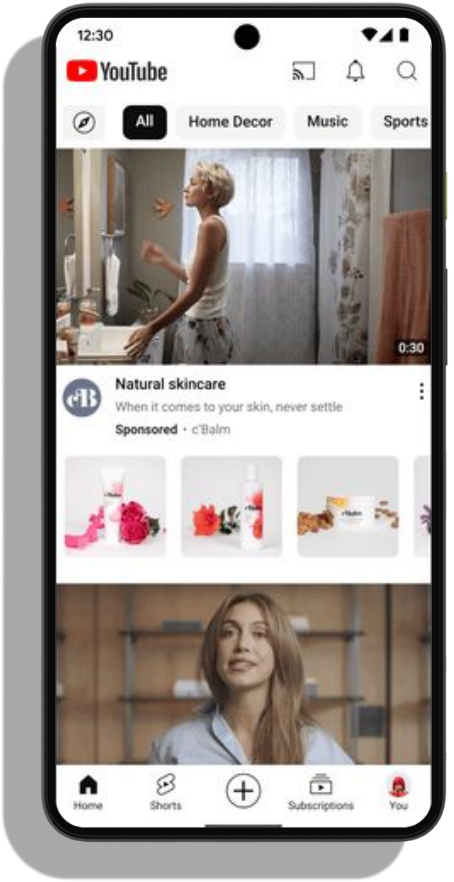
Shoppable Masthead

YouTube's most prominent placement is now shoppable on mobile

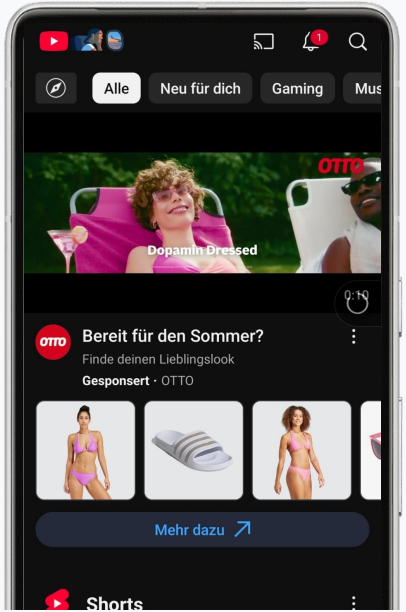
Announce or promote new products

Highlight tentpole moments, events or promotions

Drive awareness & encourage shopping behaviors with always on strategies



OTTO Drove record-breaking sales with Shoppable Masthead



6.2x
Higher Conversion Rate

800%
Higher CTR (Mobile)

88%
Lower Cost Per Click

"Shoppable Mastheads offered an excellent opportunity for us to present relevant products in the mid-funnel and significantly increase traffic."

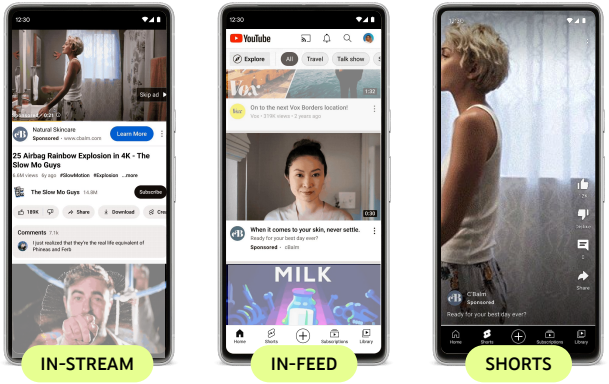
Chiara Reehag & Jannike Jungclaus
Online Marketing, OTTO

Launched | Google Ads + DV360

Make your Awareness and Consideration campaigns shoppable with the help of the product feed

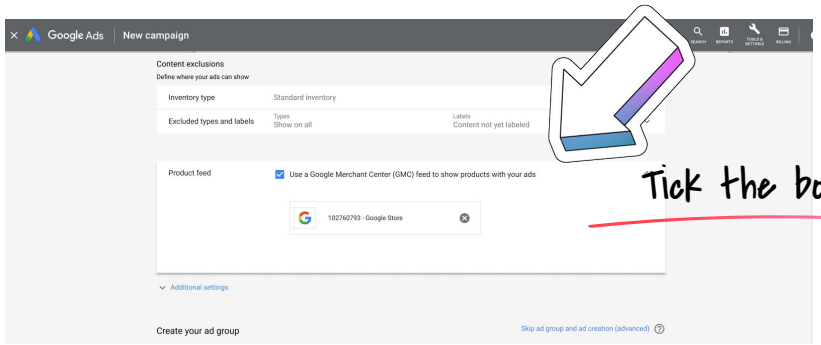
Awareness	Consideration
Video Reach Campaigns	**Video View Campaigns**
Media metrics: Unique reach, CPMs, Frequency **Outcomes:** Ad recall, awareness lift, MMM ROI, sales lift	**Media metrics:** Video views, CPVs **Outcomes:** Consideration lift, search lift, earned actions

+ **Make it Shoppable**

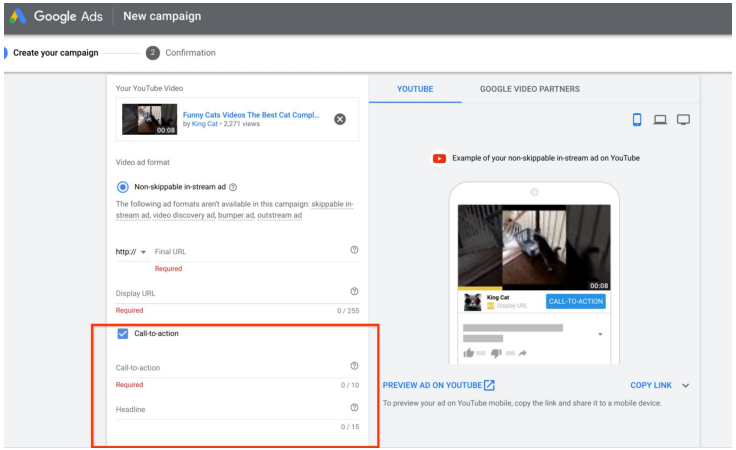


On average, Google AI-powered video campaigns on YouTube **deliver 17% higher ROAS** than manual campaigns.

How to set up Video View + Video Reach Campaigns with product feed



Campaign Creation Flow



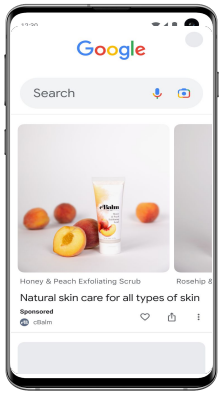
Top Tip: For A&C campaigns we strongly recommend to **customize your CTA.**

If you do not set one, we will auto generate a CTA that says “Shop Now” (translated in target language)

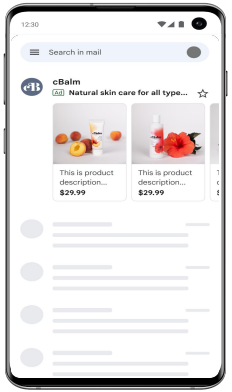
Launched | Google Ads + DV360

Use Demand Gen to turn your ads into a virtual storefront and help drive sales

Shoppable Image Ads

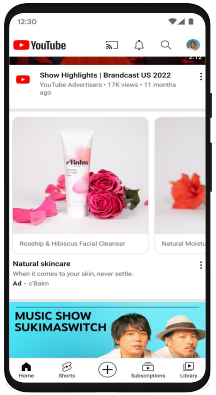


Discover

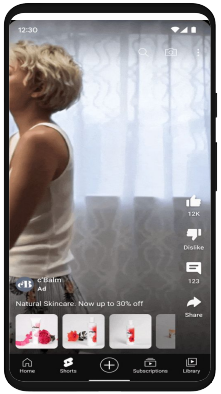


Gmail

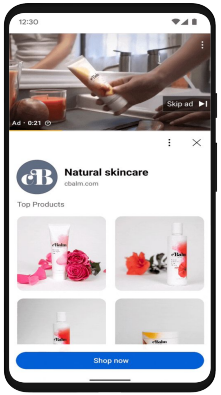
Shoppable Video Ads



YouTube Feeds



YouTube Shorts



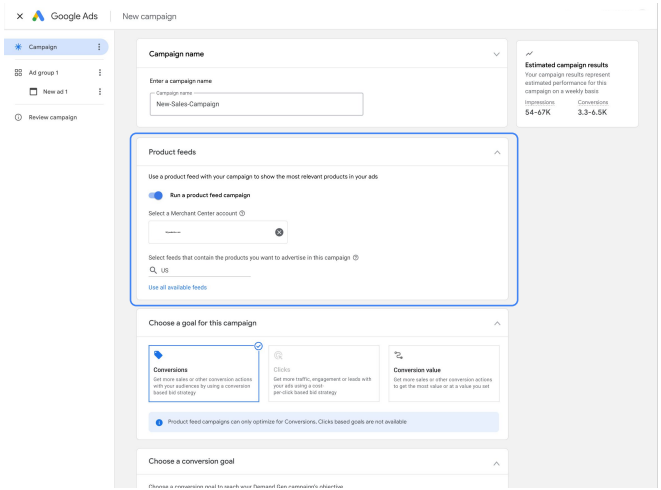
YouTube in-stream

We found that mature Demand Gen campaigns, with large product selections, typically see a 33% increase in conversions when adopting product feeds.

*Google data, Global, May to June 2025, based on performance data from campaigns active since Q1 2024 with over 50 products in merchant feed

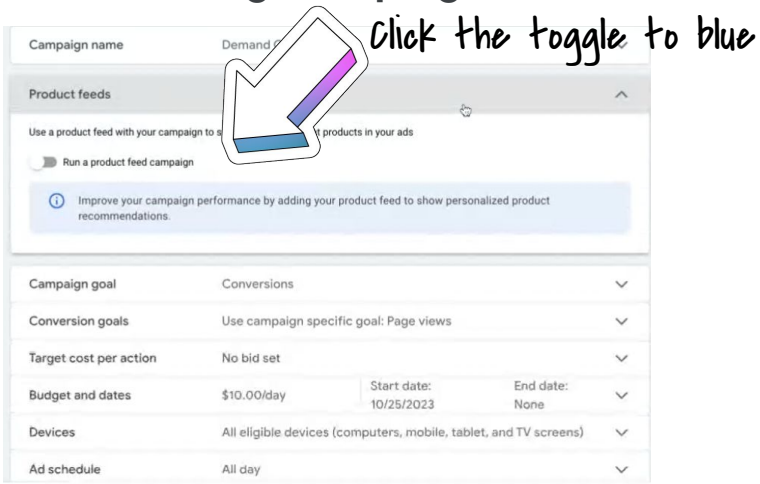
How to set up Demand Gen Product feeds

New Campaigns



If you already have a Merchant Center (GMC) linked to their account, then the product feeds toggle will be blue, and you will see your linked GMC on the campaign construction page. To run product feeds, keep this toggle blue.

Existing Campaigns



We recommend you attach product feeds to all your Demand Gen campaigns. Do the following to add a product feed to existing Demand Gen campaigns:

- Edit campaign
- Any Google Ads account with a MC feed linked will see a product feeds tab.

CROPP boosts ROAS 50% using Demand Gen campaign with GMC feed

50%
ROAS uplift

4.5%
Conversion Lift

8%
Search Lift

"As the campaign's name, Demand Gen is not just a promise, but a real goal that translates into measurable results. Seeing its effectiveness, we will definitely expand its use to additional markets."

Paweł Winiarski,
Performance Marketing Specialist, Cropp (LPP Group)

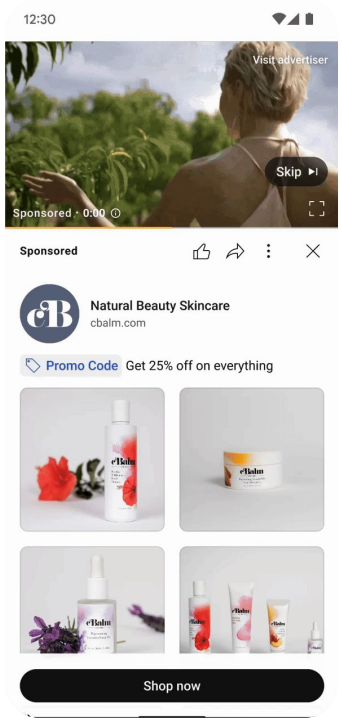
Launched | Google Ads

Promotional assets for Demand Gen

showcase compelling offers and discounts directly within Demand Gen ads on YouTube.
It's designed to make ads more prominent and capture the attention of customers who are looking for a great deal.

<u>Sample offers:</u>

- $10 off
- Up to $20 off
- 20% off
- Up to 20% off



Launched | Google Ads + DV360

Checkout on Merchant for Demand Gen

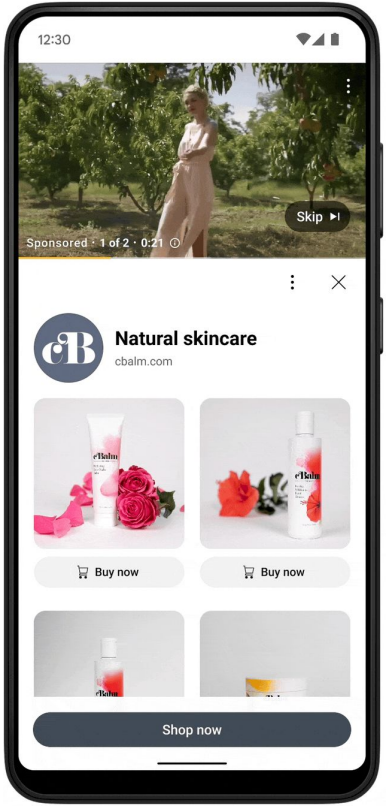
Improve performance and increase conversion value

NEW! On average, advertisers who provide Checkout URLs achieve an **11% increase** in Conversion Value* at similar CPA/ROAS in their Demand Gen campaigns.

*Available now on Demand Gen & pMax campaigns

Available today on **YouTube inventory via Demand Gen and Performance Max**, and display inventory via Performance Max.

Available markets: US, CA, DE, GB, IN, JP - Coming to more countries in 2026



How to set up Checkout on Merchant

Option 1: Enable at the *account* level

Use this option if you'd like to enable *all* products in your feed for Checkout on Merchant, requiring only your cart/checkout page URL and **{id}** field in your feed

Option 2: Enable at the *product* level

Use this option if you'd like to enable *select* products from your feed for Checkout on Merchant, requiring individual custom URLs for each product utilizing the **{checkout_link_template}** attribute

Enablement Option 1

Account Level Example: Cart/Checkout URL with parameters

`….com/cart?item_id={id}`

{id} is required and will be substituted with the product id

Note: The id must be your Google Merchant Center id for the product

Enablement Option 2

Product Level Example: Checkout URL via feed

Add your checkout URL using the checkout_link_template attribute:

id	checkout_link_template
12345	… .com/checkout?item_id=*12345_m_blue*
67890	… .com/checkout?item_id=*67890_s_red*

Shoppable CTV for Demand Gen

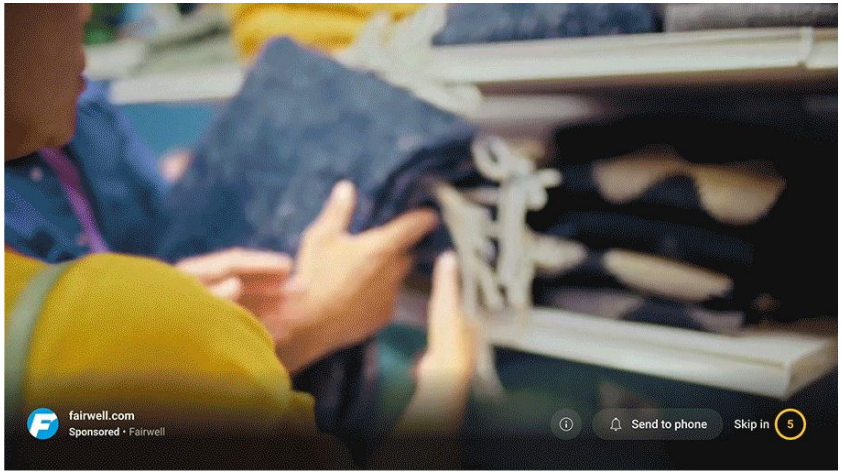
43% of CTV viewers wish they could shop online directly through their TV*

Big Screen Shopping

Ensure your message reaches your target audience on the biggest screen

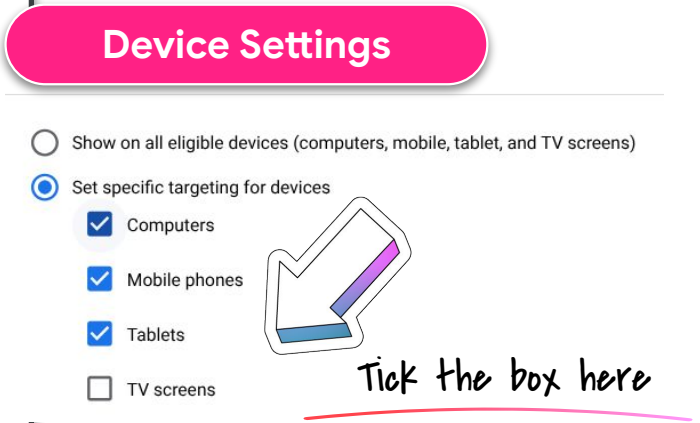
Interactive Experience

Capture attention and motivate viewers via QR codes, sent to phone and GMC feed



How to set up Shoppable CTV

- [ ] **Connect the Feed:** Ensure the client's Merchant Center product feed is actively connected to their Demand Gen campaigns at account and campaign level
- [ ] **Target TV Screens:** Verify that "TV Screens" are enabled in your device targeting settings. You can run this as part of an always-on campaign or by itself through a separate campaign targeting TV screens only
- [ ] **Audit your images**: Review the updated product feed image guidelines to ensure your assets look crisp on large screens
- [ ] **Campaign structure:** Segment ad groups, audiences by theme (e.g. gender, product type, top sellers, etc)

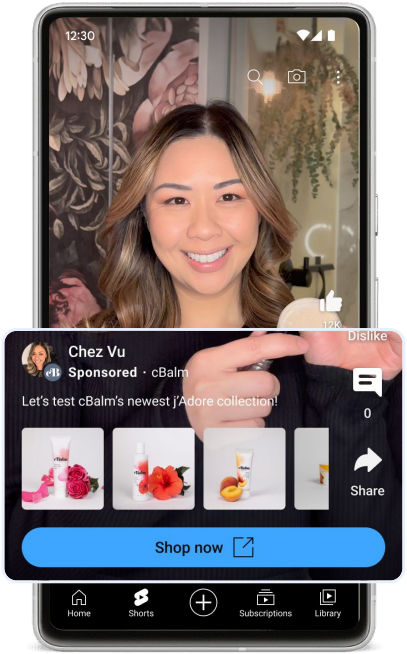


Launched | Google Ads + DV360

Run Partnership ads with product feed

Creator content enhances ad performance by using an authentic voice and experience to the platform. Tap into the power of creator ads that result in new audiences, brand affinity, and improved performance.

With partnership ads, you can turn creator videos into high performing ads that drive conversation and increase brand love.



Authentic Advocacy

Creator videos tap into a relatable voice that leads to better ad performance and stronger brand affinity.

Reach New Audiences

Tap into creator communities and boost to reach new target consumers you can deepen relationships with.

Increase Brand Performance

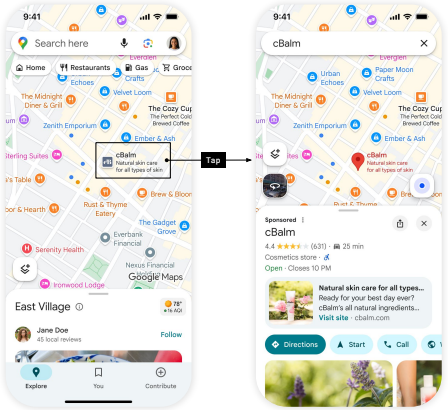
Diversify assets and optimize ad performance: engagement, click through, and conversion.

Shoppable Solutions for Omnichannel clients

Closed beta | Google Ads

Show up on Maps inventory

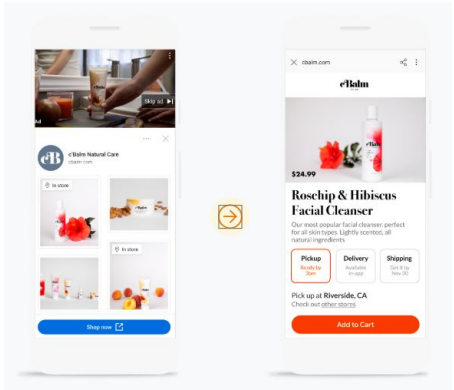
Reach users on Maps inventory as they browse different businesses and locations via Promoted Pins.



Launched | Google Ads + DV360

Local Offers on Demand Gen

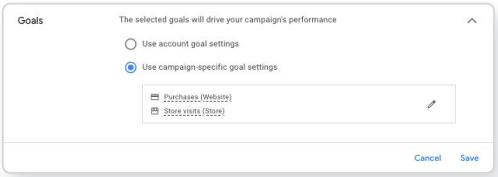
By seamlessly integrating local and online offers, this true omnichannel experience offers more purchase path options and raise awareness of local stores.



Launched | Google Ads

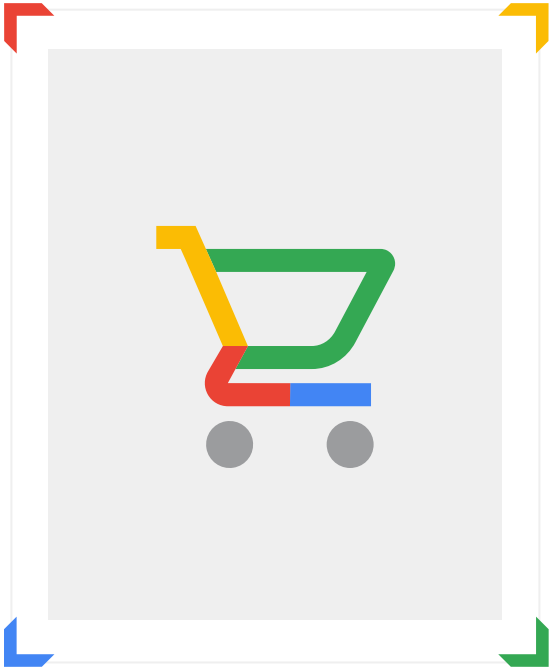
Omnichannel bidding for store visits

Omnichannel bidding optimises ad spend for online (website purchases) and offline (store visits) conversions, using Google AI to find users likely to drive results for either goal.



03

Key to Success: Best Practices



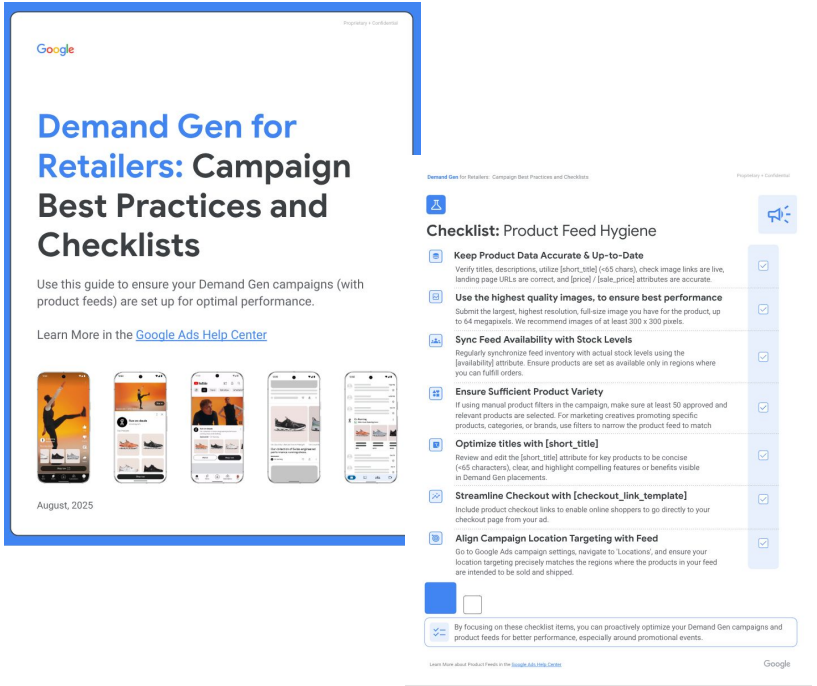
Optimize Your Merchant Center Feed for Demand Gen

Follow these guidelines to ensure your Merchant Center feed is optimized for high-performing Demand Gen campaigns

Accurate Product Data: Ensure all product information in your feed is accurate and up-to-date. Pay close attention to critical attributes like product title, short title, image, URL, price, and sale price.

Product Availability: Make sure your product feed includes items that are available in the countries you're targeting. This ensures that users only see ads for products they can actually purchase, improving the user experience and your campaign performance.

Feed Approval Time: New product feeds can take up to 3 days to be approved, so factor this in when planning your campaigns.



Learn more here

Partner Center

Proprietary + Confidential

Maximize Performance with Smart Product Filtering

We always recommend maximizing Google AI's potential by including as many relevant products as possible in your campaign. If your campaign goals require you to curate products, here are a few scenarios to consider:

AI-Powered Product Campaign:

Include a **wide range of products (at least 50)** for the best results. This allows the AI to learn and optimize effectively.

Niche Product Promotion:

While campaigns with as few as 1 product is supported, **at least 4 is preferred** to maximize eligibility across all ad placements.

High-Volume Product Marketing:

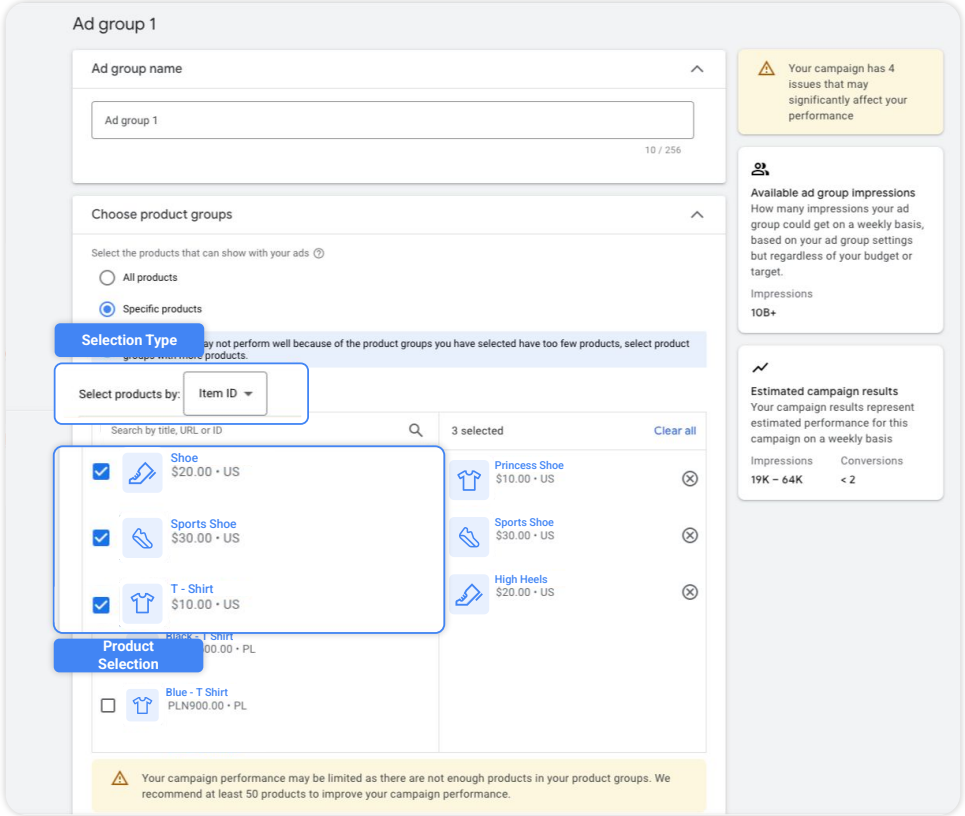
Don't be afraid to include a large number of products. Google AI is designed to handle large catalogs and find the best-performing products. Advertisers with a massive product catalog can target a product count of 10,000 or more.

Proprietary + Confidential

Product Selection
Best Practices

Choose Relevant Products: Your creative's focus should directly determine your PF configuration. For broad messages, such as a brand narrative, showcase your entire product feed. For videos focused on a specific category or product, filter to include relevant products alongside the video.

Handling Product Variants: For large feeds with product variations (like different sizes or colors of the same item), use the [item_group_id] attribute. This helps prevent duplicate product images from appearing in your ads, creating a more visually appealing and effective campaign.



Leverage Custom Labels: Increasing relevance drives higher CVR

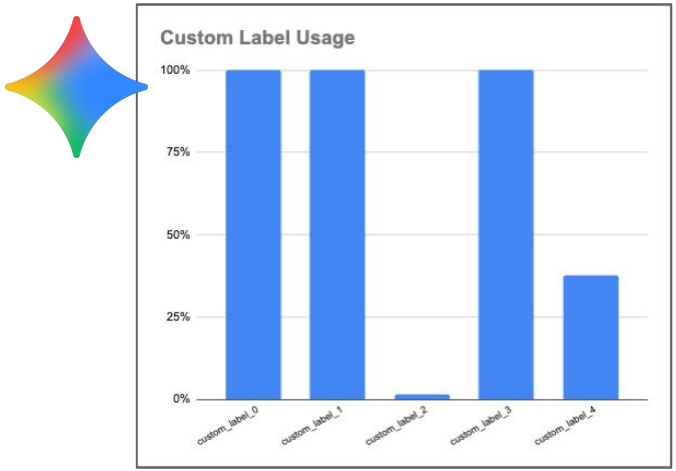
Use the CL Report to define a custom label strategy. Custom Labels are best used to combine products that can't be combined with current shopping campaign filters. Advertisers are limited to 5 custom labels at this time.

This report pulls in Custom Label Usage and Spend and leverages AI to analyze the data to develop recommendations.

Current Campaign Filters include:

- Category
- Brand
- Item ID
- Product Condition
- Product Type

Custom Label Report

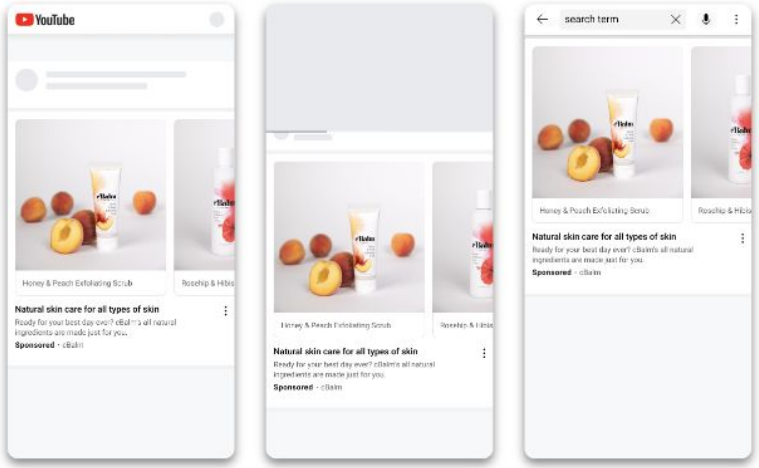


$ **NEW:** Custom Label Reports now include Ads Spend per CL Value.

Add Short Titles:
Improve Readability and control what users see

Use the [short_title] attribute to create concise and attention-grabbing titles for your Demand Gen ads.

Aim for titles under 65 characters that highlight key features. This helps capture user attention as they browse.



There are many ad formats on Demand Gen that leverage Short Titles

Fix Aspect Ratio Issues: Ensure all products can show across YouTube

For optimal ad coverage, use square images (1:1 aspect ratio) for your products. Images within a 0.6-1.4 ratio will also work well. High-quality images are essential for attracting user attention and showcasing your products in the best possible light.

If an image is ineligible, the product will not be able to serve on YouTube.

Images are evaluated differently in Merchant Center vs. Google Ads when it pertains to YouTube Inventory. Just because a product is able to serve on Shopping Ads, does not mean that it's guaranteed to serve on Demand Gen.

Image Audit

Image Audit features:

- Top 100 most clicked, ineligible products *(based on shopping clicks in the last 30 days)*
- Image URLs for those products
- Percent of Ineligible Images

Caption: example ineligible image that is too short and wide to run on Demand Gen

To Fix: Manually swap in images that have more square aspect ratios or use Product Studio to generate square images, setting them as main image

⚠ **Look for warning in Google Ads** - this is how ineligible images are shown.

Optimize Performance with Creative ABCD Standards and keep creatives fresh

Creatives build trust through transparent storytelling and a mix of authentic videos across all formats.

Showcase your product in authentic, relatable moments. Featuring everyday people or creators in real-life moments helps your brand resonate with audiences and build genuine trust.

Inspire action with how-to and testimonial videos
Mix in UGC and creator-led ads to show value and build trust across different video styles.

A: Attention

Hook and sustain attention with an immersive story.

B: Branding

Introduce your brand early, often, and richly.

C: Connection

Help your audience think or feel something about your product.

D: Direction

Ask them to take action with a strong CTA.

Top Tipp: Keep Creatives Fresh - Add new videos every 14 days.
Instead of replacing old content, add new variations to maintain momentum and build trust

Key to Success: Best Practices

Follow Demand Gen ABCDs to drive campaign performance

Audience

- Leverage your 1P data & Use Demand Gen's powerful audience targeting solutions to find customers when they are most ready to convert.
- Leverage Optimized Targeting & Lookalike Segments & New Customer Acquisition

Budget/Bid

- Setting up your campaign for success with the right budget and bid recommendations is essential!
- Budget for Target* campaigns should be >=10x CPA bid per day. Budget for Max* campaigns should be >=$100/day.

Creative

- Creative is the foundation of any strong advertising campaign. You want to hook customers with the right messaging and asset variation.
- Use both Image and Video assets and ensure wide variety of assets (vertical, horizontal and square)

Data & Measurement

- Data, data, data. This best practice is critical in driving performance for your campaign.
- We have different solutions available for you to drive quality & durable solutions. Leverage GTG with PII, offline imports, and biddable app conversions (W2AC).

Google Internal Data, Global, H2 2025, DemandGen Experiment Results

Promotional Short Flight Guidance to capture seasonal peak and flash sales with Demand Gen (~4 weeks or less)

- **Set up New Promotional Campaign** *(on top of your always on DG campaign):* In **Google Ads**, this means setting up as a new campaign using **"total budget feature"**. In **DV360**, this means setting up as a new line item and using "ahead pacing"

- **Implement Ideal Campaign Settings:**

  ***Audiences:** Optimized targeting is the recommended lever to drive maximum scale/performance and pick up on DG history (1P data powering is ideal)

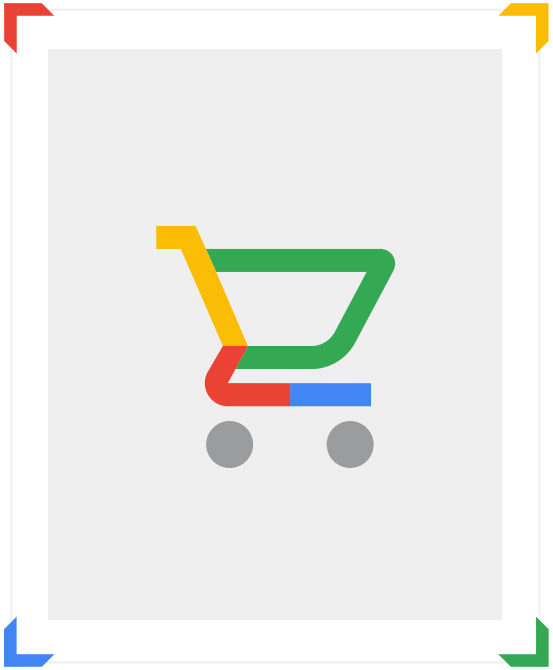
  ***Creatives:** Finalize assets across all orientations (horizontal, vertical, square) for max screen exposure and set live in a paused state at least 1-2 days pre-launch for faster approval

  ***Bids:**

  - ★ **Performance KPI:** Launch with tCPA or tROAS target set to the average of a previously successful DG campaign (or ~20% higher given peak competitive season). Aim to exit learning phase (50+ conversions) before main event date.
  - ★ **Budget utilization KPI:** Launch with a max bid strategy (conversions/clicks)

04

Measuring success: Insights & Reporting



Proprietary + Confidential

Enhance Your Insights: Setting Up Click Tracking for Your Products

If you have click tracking URLs per product, make sure you set them up in the Merchant Center at the product level.

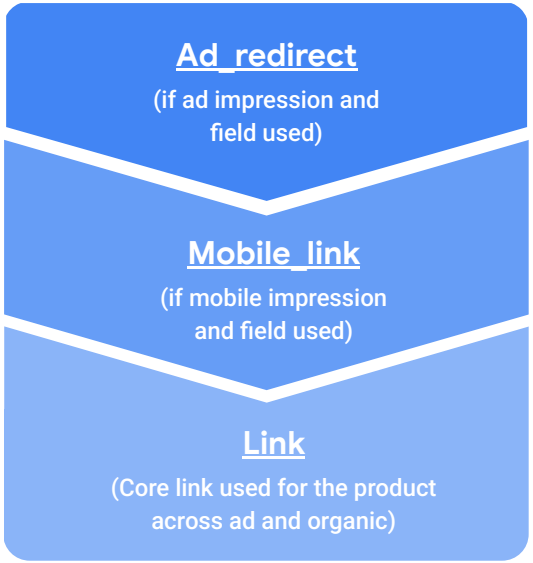
To do so, update the adwords_redirect_url for products in Merchant Center to include the {campaign_id=...} and {adgroup_id=...} value tracking parameters.

Example:

If your click tracking URL is:
https://www.example.com/tracking?productid=123

you would add the parameters like this:
https://www.example.com/tracking?productid=123&{campaign_id=...}&{adgroup_id=...}

Hierarchy Of Url Fields In GMC:



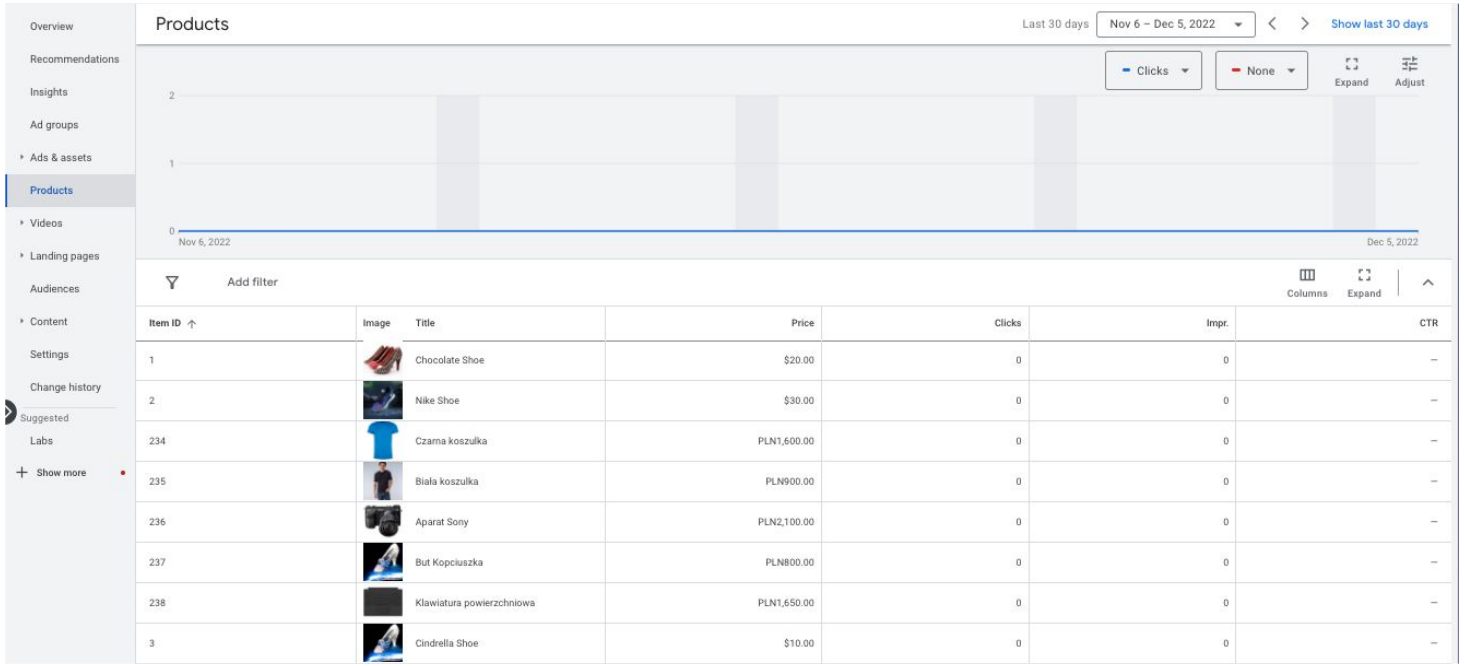
Applies only to ad traffic

Only for mobile traffic (ad and organic)

All traffic (ad and organic)

We will only use one URL - this hierarchy is the fallback/prioritization logic.

Product Level Reporting available for clicks and impressions in Google Ads*

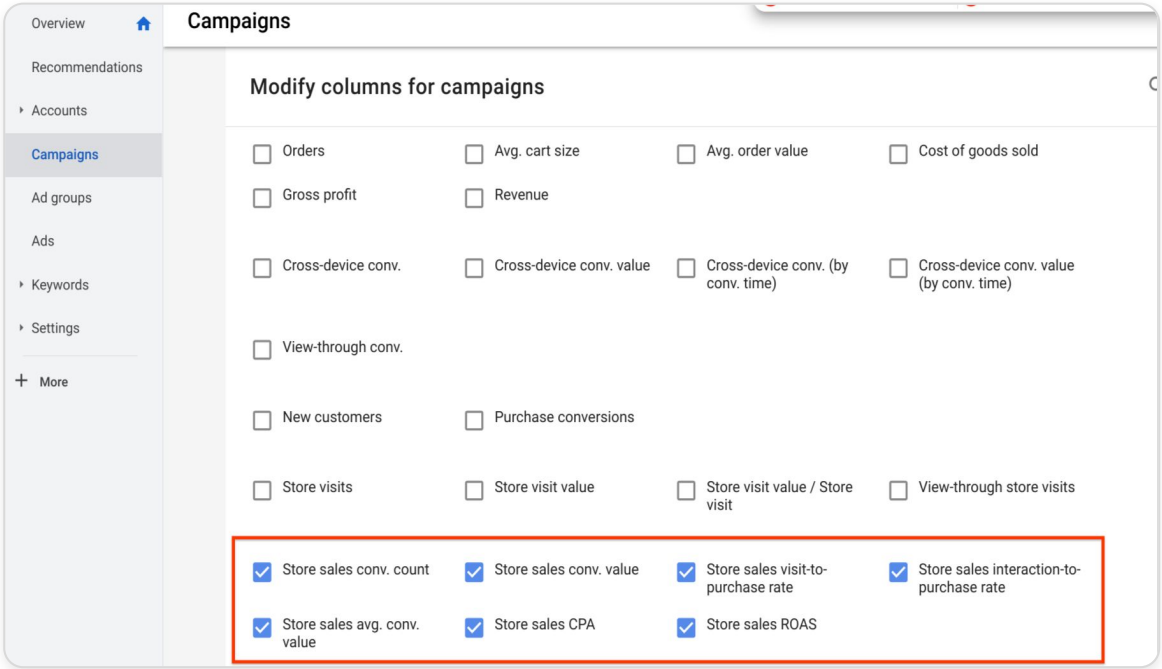


* For Awareness and Consideration campaigns - Product level reporting only works on campaign and adgroup level and not on the account level.

Launched | Google Ads

Store Sales Reporting* available for omnichannel clients

Omnichannel advertisers can now directly attribute in-store sales and revenue to their Demand Gen campaigns



Google

* Store Sales Bidding is not yet available

Partner Center

Top Tipp: Demand Gen Experiments allows you to run a clean A/B test

You can find Demand Gen experiments on the experiments tab within Google Ads (Campaigns > experiments)

Get started with a **minimum of 2 Demand Gen campaigns**

(campaigns should be ready, but not currently serving)

Choose a success metric to measure against:

- Avg. CPC
- Cost per Conversion
- Conversion Rate
- CTR

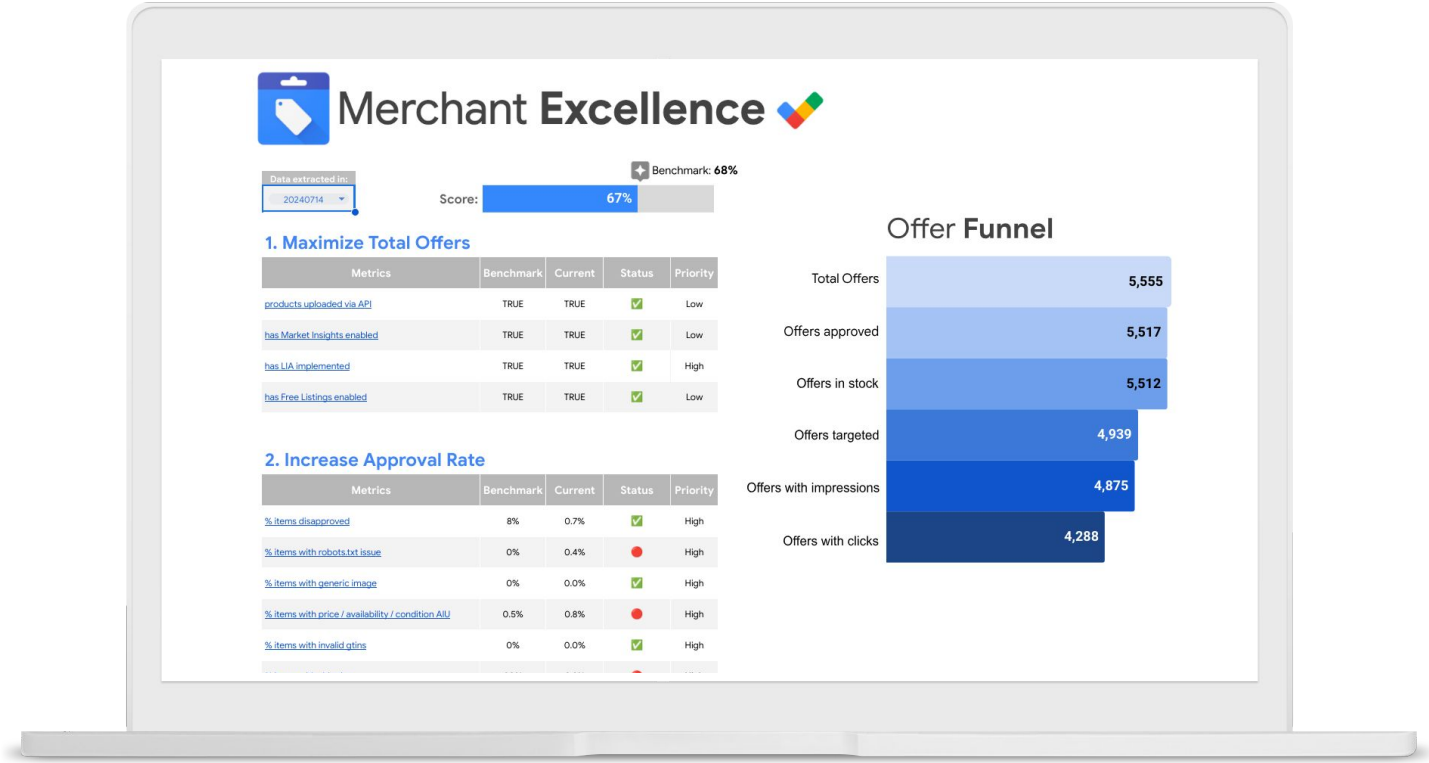
Allow 1-2 weeks for the campaigns to ramp up and you'll start to see results on the Experiments page.

Around 3-4 weeks is ideal for experimentation, but adapt to your conversion window and the success metric you choose.

Introducing Merchant Excellence Report

Merchant Excellence

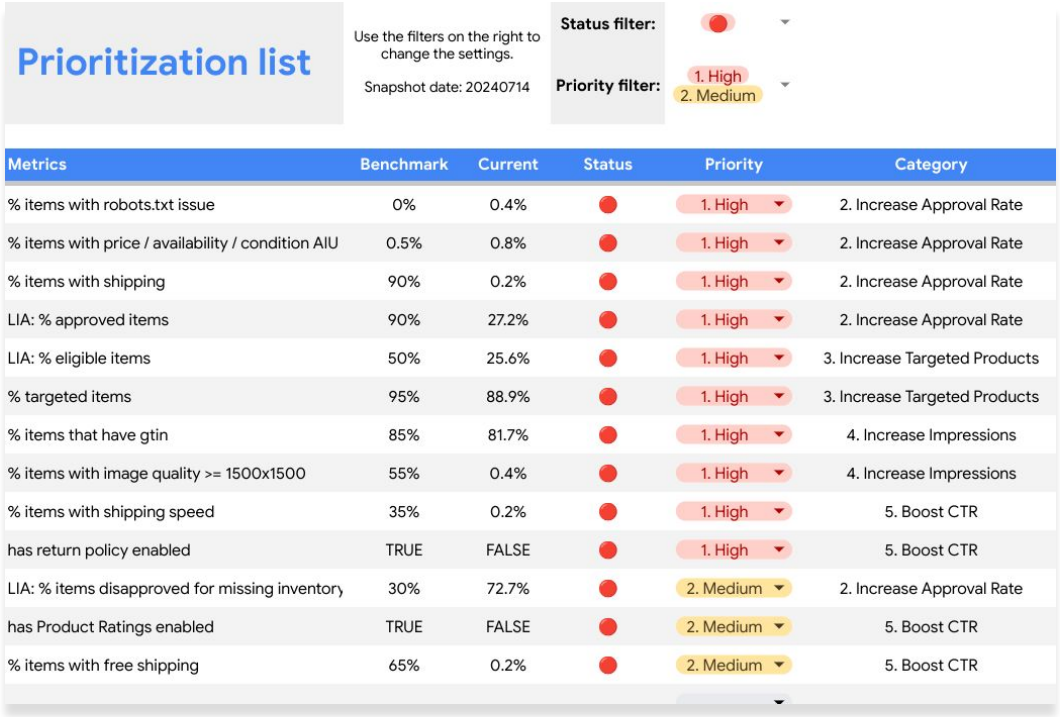
helps merchants **identify opportunities to improve product data** and feature adoption, **benchmarking** against top retailers to maximize performance.



Review Action Items

The new **Action items** tab summarizes all the metrics that are available at the “Merchant assessment” tab and comes pre-filtered with metrics that have Status as “🔴” and have a High or Medium priority. The metrics are ordered by their priorities.

Use **Status filter** to be able to also include status “✅”, as well as the **Priority filter** to further change the list of priorities to show.



Prioritization list

Use the filters on the right to change the settings.

Snapshot date: 20240714

Status filter: 🔴

Priority filter: 1. High, 2. Medium

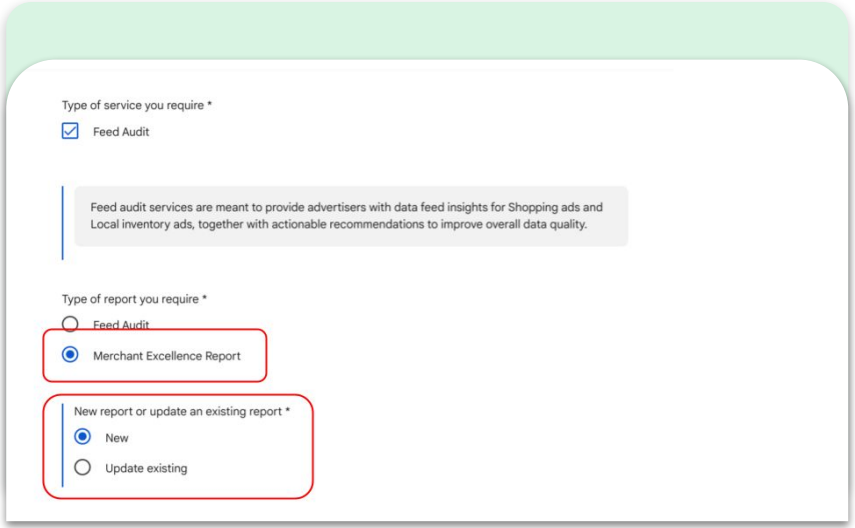
Metrics	Benchmark	Current	Status	Priority	Category
% items with robots.txt issue	0%	0.4%	🔴	1. High	2. Increase Approval Rate
% items with price / availability / condition AIU	0.5%	0.8%	🔴	1. High	2. Increase Approval Rate
% items with shipping	90%	0.2%	🔴	1. High	2. Increase Approval Rate
LIA: % approved items	90%	27.2%	🔴	1. High	2. Increase Approval Rate
LIA: % eligible items	50%	25.6%	🔴	1. High	3. Increase Targeted Products
% targeted items	95%	88.9%	🔴	1. High	3. Increase Targeted Products
% items that have gtin	85%	81.7%	🔴	1. High	4. Increase Impressions
% items with image quality >= 1500x1500	55%	0.4%	🔴	1. High	4. Increase Impressions
% items with shipping speed	35%	0.2%	🔴	1. High	5. Boost CTR
has return policy enabled	TRUE	FALSE	🔴	1. High	5. Boost CTR
LIA: % items disapproved for missing inventory	30%	72.7%	🔴	2. Medium	2. Increase Approval Rate
has Product Ratings enabled	TRUE	FALSE	🔴	2. Medium	5. Boost CTR
% items with free shipping	65%	0.2%	🔴	2. Medium	5. Boost CTR

How to request the report

The reports can be requested using the same path as the Feed Audits.

Support for CSSs or Support for Merchants

Click the link to get your report, fill the form with your information, choose "Merchant Excellence" as *Type of report* and provide the Merchant Center IDs.



05

Q&A

We love your feedback!

Google

Partner Center

Thank You!

Please, fill out the feedback form on screen and let us know how we did

Google gTech Partner Center EMEA