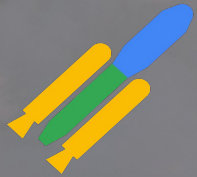


Increasing offer coverage by activating Low Volume SKUs



Low Volume SKU Implementation Deck
June 2022

Agenda

01

What are Low Volume SKU's

02

Prerequisites for Low Volume SKU Solution

03

FAQ's

01

What are Low Volume SKU's?

02

03



If your online shop was a physical store, **would you keep products in the back?**

Today, advertisers see many products with low volume

Budget restrictions and low performance lead to a big number of products with no or very low impressions/clicks which leads to low transactions for these products

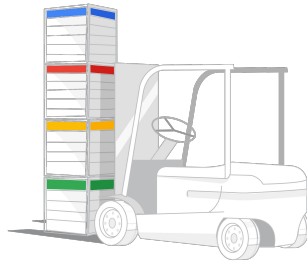


Many reasons to push all products to your digital storefront

Increase Visibility in
Shopping Ads
auctions



Manage inventory



Drive incremental
Sales



PMax Campaigns help to kickstart your products

Maximum inventory across all Google Properties

PMax uses Google Search, Search Partners, Display Network, YouTube and Gmail to connect your products with customers



Google
Display Ads

Maximum Conversion Value Bidding

Maximize your revenue within a given budget using all available auction-time signals

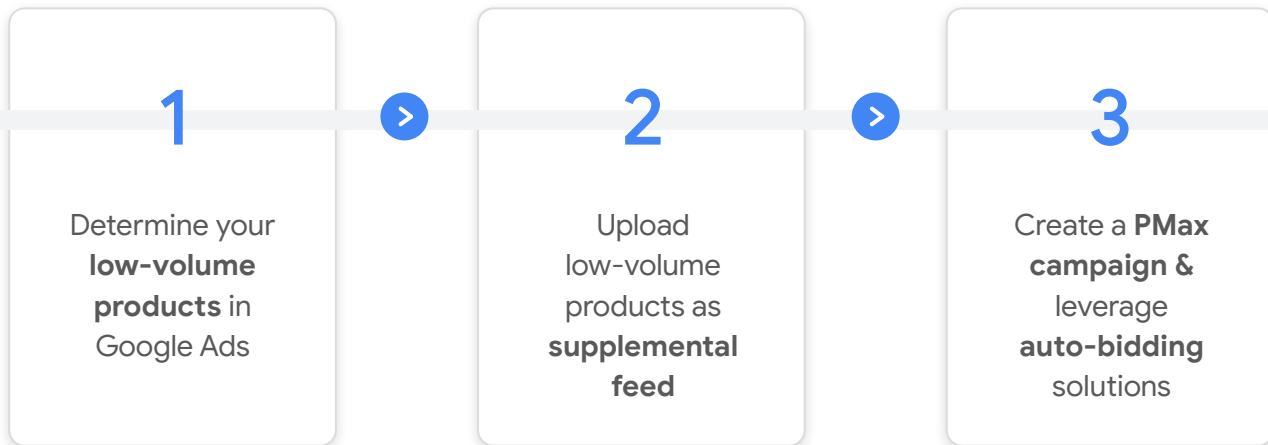


Lean & easy setup with full automation

One campaign with one ad group and only one ad – that's all you need!



How to activate these products?



01

02

How to implement the solution

03

Prerequisites for Low Volume SKU Solution



Merchant Center sub-account is compatible with supplemental feeds

- MCAs only support Content API Supplemental Feeds which unfortunately aren't currently supported by this solution



A custom label (0, 1, 2, 3 or 4) is free for use

- The supplemental feed will need this to overwrite values



It is recommended to test the script for your account, especially with expected Low Volume SKU count >1M

- Google Sheets has limitations with respect to the number of cells in use
- Scripts can time out when fetching large volumes of data

Step 1: Create New Supplemental Feed using Google Sheets

Sample Low Volume Output for Supplemental Feed

File Edit View Insert Format Data Tools Extensions Hel

100% € % .0 .00 123 Default (Ari...)

	A	B	C	D
1	id	custom_label 4		
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				

LowVolume

- Create a new Sheet.
- Ensure you have the following values for these cells:
 - **A1 = id, B1 = custom_label_0-4**
- Ensure the tab is named 'LowVolume'.

- This Sheet will now act as your Supplemental Feed.
- The custom label should match what's in the script.
- The headers should be exactly as above

Step 2: Creating New Script in Google Ads

All bulk actions

SCRIPTS SCRIPT HISTORY

Rules

Later in 2019, the history of bulk actions (edits, rules, scripts, and uploads) will only be visible in the account you're signed into. [Learn more](#)

Scripts

+ **To create new script**
ADD FILTER

EXPAND MORE

Uploads

Script ↑	Created by	Frequency	Last edit date/time	Status	Actions
404 URL Checker		–	Nov 6, 2015 7:45:24 PM	● Enabled	Options
LF UK Quality Score Tracker - THG		–	Feb 26, 2015 5:49:08 PM	● Enabled	Options
Shopping Ad Scheduling		Hourly	Aug 13, 2019 8:01:52 PM	● Enabled	Options
Shopping products with 0 clicks	Your Google Account Team	Daily at 12:00 AM	Dec 23, 2019 12:33:49 PM	● Enabled	Options

Test Script created here

1 - 4 of 4

In Google Ads UI, go to: **Tools&Settings > Bulk Actions > Scripts**. Click on the '+' icon to create a new script.

Step 3: Paste the Script and update variables

```

12
13 // Define which custom label nr [0-4] will be used.
14 // IMPORTANT: Ensure this label is free and only used for this solution.
15 // This number should match the custom_label nr in the second column of the spreadsheet above.
16 var CUSTOM_LABEL_NR = '4'; Change to custom label that should be used
17
18 // Create a new Google spreadsheet.
19 // Add these values to A1 and B1 respectively:
20 // A1 = 'id', B1 = 'custom_label 4' - the nr of the custom label should match the above.
21 // Name this working sheet 'LowVolume'.
22 // Copy the link of the new sheet and paste it below
23 var SPREADSHEET_URL = 'https://docs.google.com/spreadsheets/d/1BB2sZ0o0Re9_F6grGByDC_FHMfRg9tv2sPpyo3lnkv_k'; Change to supplement
24
25 // Set the value for the label for newly flagged low volume products.
26 var LABEL_LOW = 'low_clicks_last_30D';
27
28 // Set the value for the label for low volume products that have ramped up.
29 var LABEL_RAMPED_UP = 'product_ramped_up';
30
31 // Set the nr. of clicks with which should be considered ramped_up.
32 // It needs to be a string to be added as part of the query statement.
33 var THRESHOLD = '1';
34
35 // The following filter will detect low volume products, using the threshold above.
36 // You can add other metrics to filter on, for ex. adding AND metrics.impressions < 100.
37 // Optionally you can filter on a merchant, e.g. adding AND MerchantId = 1234. ← Optional
38 var FILTER_NO_CLICKS = 'metrics.clicks < ' + THRESHOLD;
39
40 // The following filter will identify products that have already ramped up.
41 // As a condition, it must have the previously added label and for ex. clicks > 50.
42 // To add further conditions use the AND clause, e.g. AND Conversions > 10.
43 var FILTER_RAMPED_UP = 'metrics.clicks > ' + THRESHOLD + ' AND segments.product_custom_attribute' + CUSTOM_LABEL_NR + ' = ' + LABEL_LOW +
44
45 // To filter campaign names, add for ex. AND campaign.name LIKE "%FR_FR%".
46 // Set the filter to true to include it.
47 var USE_CAMPAIGN_FILTER = false; ← Optional: set to false if not using.

```

Paste [this script](#) into the code section.

You will need to authorize the first time you run the script for any account. Click Save and Run (or preview)

Step 4: Set frequency of Data Refresh

All bulk actions

Rules

Scripts

Uploads

SCRIPTS SCRIPT HISTORY

Later in 2019, the history of bulk actions (edits, rules, scripts, and uploads) will only be visible in the account you're signed into. [Learn more](#)

+ F ADD FILTER EXPAND MORE

Script ↑	Created by	Frequency	Last edit date/time	Status	Actions
		—	Nov 6, 2015 7:45:24 PM	● Enabled	Options
		—	Feb 26, 2015 5:49:08 PM	● Enabled	Options
		Hourly	Aug 13, 2019 8:01:52 PM	● Enabled	Options
Shopping products with 0 clicks ✎	Your Google Account Team	Frequency Daily ▾ 12:00 AM ▾	Aug 23, 2019 18:10 PM	● Enabled	Options ▾

CANCEL SAVE

1 - 4 of 4

Go back to **Bulk Actions > Scripts** and edit the frequency of the script run

Step 5: Creating New Supplemental Feeds

Surfaces across Google

Supplemental feeds

Use supplemental feeds as a secondary data source to provide additional attributes to your primary feeds, or to provide additional data that you want to use in Feed Rules.

[ADD SUPPLEMENTAL FEED](#) [ADD LOCAL PRODUCT INVENTORY FEED](#)

Feed name	Feed type	Input method	Last upload date	Used in
Custom Label 3 Update	Supplemental	Google Sheets Open	Jan 9, 2020 03:00:00 EST	

Navigate to the **Feeds Section** of the Merchant Center account. Click on Add Supplemental Feed

Step 6: Select Format as Google Sheets

← Google Merchant Center | New supplemental feed CSS: G

1 Name and input method — 2 Setup — 3 Add to primary feeds

Name your feed and choose an input method.

[Supplemental feed name](#)

Custom Label 3 update _____

Choose a descriptive name that helps you understand the content of the feed. The feed name does not need to match the name of the actual file you're submitting.

Choose how to set up your feed and connect your data to Merchant Center.

- Google Sheets**
You'll make updates to your product data in a Google Sheet, and they'll automatically be applied to your account. [Learn more](#)
- Scheduled fetch**
You'll host a file on your website that contains data and schedule a regular time for Google to fetch updates. Updates are only applied to your account when the fetch occurs. [Learn more](#)
- Upload**
You'll keep a file on your computer that contains data and regularly upload it to your account through SFTP, FTP, Google Cloud Storage, or a manual upload. [Learn more](#)
- Content API**
The Content API for Shopping enables you to automatically upload product listings and so make your products easily discoverable through Google Shopping. [Learn more](#)

Name the Supplemental Feed and Select Google Sheets as the input format

Step 7: Schedule refresh of feed to align with Script refresh

Fetch schedule

PAUSE SCHEDULE

Fetch frequency

Daily ▾

Fetch time

1:00 AM ▾

Time zone

(GMT+05:30) India Standard Time (Kolkata) ▾

CANCEL

SAVE

Select the time of feed refresh. The latest list of values in the Google Sheet will be fetched.

Step 8: Creating New Campaign with only Low Volume SKUs

Filter: Advertise only products that match all of your requirements

Custom label **4**



is

Enter value

AND

Custom label 1

Products

low_clicks_last_30D

429,191

Ensure these match the script



Create a new Low Volume SKU campaign. Use **inventory filter** to target the required label
The script will have respectively labeled low volume products, or removed ramped up products.

Three-Step Approach

Identify Low Volume SKUs

Create a self refreshing Google sheet with the latest list.



Label offers

Use self refreshing sheet as a Supplemental Feed to label these items as Low Volume SKUs.



Target offers

Use the Low Volume SKU label in Google Ads interface, and leverage auto-bidding solutions.

01

02

03

FAQ's

Benefits of this approach



Surface a broader range of your inventory to high-intent shoppers across Google networks



Increase the number of auctions you enter and win, driving incremental clicks and sales



You may find yourself reaching new customers that you previously had missed out on with a larger range of SKUs entering Shopping auctions

Why are these products not showing already?

Slots to serve Shopping ads to users are limited

Due to depth of inventory some products may not get an opportunity to surface as much as others

Over time, as other products develop a click history, it can become even harder for these products to make their way into the auction

Splitting these products out on their own gives them a chance to surface

PMax campaigns ensure items surface across a broader selection of inventory and to the right clients to drive sales for you

Won't these products perform poorly?

Past tests showed that these products perform very well when activated in a Performance Max campaigns (PMax):

- PMax allows your products access to a large array of inventory
- PMax uses Machine Learning to surface:
 - the right product
 - to the right user
 - at the right time
 - to drive maximum conversion value for your budget
- PMax can also optimize towards driving sales at a chosen ROAS target for added control (not recommended for Low/No Volume items)

Does this work with tROAS as well?

We recommend to use PMax for specific reasons:

- tROAS is set too high, thus the algorithm is deprioritizing certain products to meet the goal
- The allocated budget is insufficient

Performance Max Campaigns

Doesn't need a ROAS goal

Doesn't need previous conversions

Is budget aware and will spread it across the day

Regular Shopping campaign using tROAS

Needs a ROAS goal that is significantly lower than in the rest of the campaigns

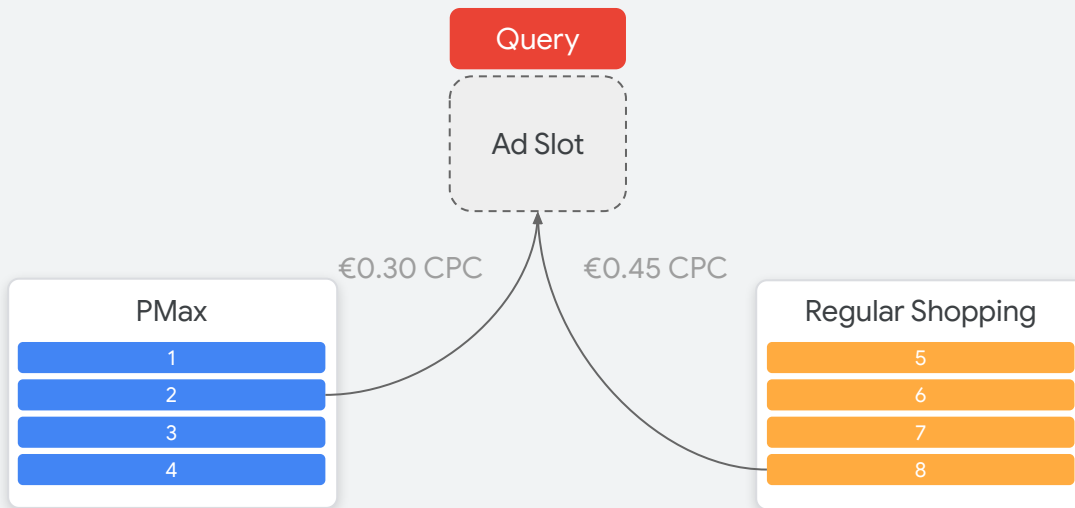
Campaign needs to meet a conversion threshold. You need to run Max. Clicks first for up to 2 weeks (depending on volume)

Budget can be depleted so that you don't run ads at the end of the day

Will PMax not cannibalize my other Shopping campaigns?

- PMax is trumping regular Shopping Campaigns only when the same products are in both campaigns. This will not be the case.
- The product we will allocate to PMax won't have any traffic to begin with.

Both campaigns could go for the same search queries, but with different products:



What do we do with products once they start serving and generating sales?

Products will resurface

Some products are now generating sales regularly

Re-integrate into campaign

These products can be re-integrated back into existing Shopping setup

Or leverage a new campaign

Alternatively, create a new campaign for “ramp-up SKUs” to build a click history before sending it back into your campaign structure

Key Takeaways

01

Focus on offers with 0 clicks, ensuring good offer hygiene for best results

02

Isolate and label offers via an available custom label

03

Target offers preferably via a PMax, leveraging machine learning capabilities



Thank you!