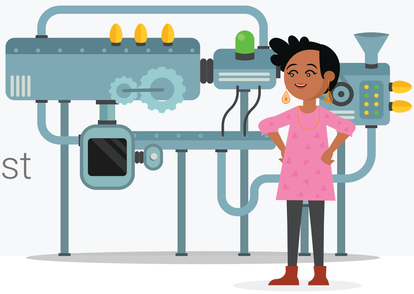
Academy for Ads

Google Shopping Campaign Optimization Checklist



Spruce up your campaigns - measure, test and enhance performance.

If you've been advertising with Google Shopping for a while, you've probably gained some valuable insights. Now could be the ideal time to revisit your goals and see if you can achieve even more.

As shopping season peaks this month, take a minute to review some techniques to optimize your campaigns more effectively and increase performance.

Uncover valuable new opportunities with our checklist.



1. **Examine your campaign with fresh eyes**
View your campaign from different angles and understand your performance better with customized performance reporting.



2. 

Get your columns in a row
Add Shopping-specific columns to your campaign reports and discover more insights on the performance of your campaign.

3. **Get smart with auction insights**
Improve your bidding and auction performance with the Auction insights report and the Bid Simulator.



4. 

Freshen up your data
Make sure your product data is accurate and up-to-date in Merchant Center so your ads are matched to user searches.

5. **Check out the competition**
Stay ahead by looking at the click-share metric in your product category. You can improve your ad placement, through higher bidding and fine-tuning the quality of data in your product feed.



6. 

Go negative and get positive results later
Avoid appearing in searches that don't align with your campaign: add negative keywords and make sure to review them regularly.

7. **Optimize for mobile**
Capture more mobile site traffic. Optimize your campaign by making necessary modifications after checking the Devices page and click-share on mobile.



To learn more about Shopping, visit Academy for Ads and take the Google Shopping Basics course. You can also earn an achievement by taking the assessment and take the Shopping exam to get certified.

Sources:
Academy for Ads | Google Shopping Basics | Measure Shopping campaign performance course
Academy for Ads | Google Shopping Basics | Optimize your Shopping campaign course