Google™

Implementation:
Product Listing Ads (PLAs)

Overview: AdWords Steps

1.   Create a PLA campaign   [Instructions]

2.   Set up an *All products* target and ad group   [Instructions]

3.   Use targets to focus on high value products   [Instructions]

Google AdWords

1. Create a PLA Campaign

Create a new "Search Network only" campaign and follow on-screen guide

2. Set Up an *All Products* Target and Ad Group

You'll be prompted to do this on page two of the new campaign workflow

✓ Select campaign settings   Create an ad group

◙ Type: **Search Network only - Product Listing Ads**

Name this ad group

An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in this ad group on one product or service. Learn more about how to structure your account.

Ad group name: All Products

Create an ad

Product listing ads automatically include relevant product details from Google Merchant Center, such as product images and prices, and may display in a variety of formats. In some cases, this ad may group multiple merchants selling the same product. Learn more

Promotion [?]   [   ]
      optional

Auto targets

Product targets [?]   ☑ All products: Show my product listing ads automatically for search terms related to all products in my Google Merchant Center feed.

Ad group bids

Maximum cost per click (Max. CPC)

You can influence your ad's position by setting its maximum cost-per-click (CPC) bid. This bid is the highest price you're willing to pay when someone clicks on your ad. You'll input an initial bid below, but you can change your bid as often as you like. Try a bid now to get started, then revise it later based on how your ads perform.

Default bid [?] $ [2.50]
You can set keyword-level bids separately.

Help: Learn more about creating a new PLA campaign.

3. Create Additional Targets

Use product target to segment and focus on high value products

Deep Dive: Create Additional Targets

How to think about product targets

What are targets?

- Most retailers have too many products to bid on each individually
- So, targets allow you to bid on groups of similar products
- This way, you can manage ROI on your most important product categories
- To do this, targets use your data feed to group products with shared attributes   (e.g. brand=XYZ, product_type=Apparel > Womens)

Which products should I create targets for?

- Best sellers
- Highest margins / return on investment (ROI)
- Top return on ad spend (ROAS)

Deep Dive: Create Additional Targets

1. Analyze your business's major high value product categories

Segment	Example Products	Average ROI
Professional bikes	Tour de France Pro BMC Road Racer Cannondale Compact	$500
Cruiser bikes	Schwinn Acme Fuji	$125
Wholesale clothing	wholesale bike shorts wholesale bike jerseys wholesale bike shoes	$50
Everything else	(everything else Acme Bike sells)	$15

Example: Acme Bikes Shop

Deep Dive: Create Additional Targets

2a. Ensure the targeting criteria you'll use in AdWords is set up in your feed

ID	title	description	adwords labels	price	product type	link	image link	brand	availability
1	Tour De France Legacy Bike (Yellow, Black)	The Tour De France Legacy Bike matches innovation and performance with classic style and sleek lines. The Legacy comes fully stocked and is delivered partially assembled.	bestseller	1,999.99 USD	Bicycles > Road Bikes	http://www.example.com/TourDeFrance	http://www.example.com/TourDeFrance.jpg	Tour De France	in stock
2	Schwinn 26" Ladies' Delmar Cruiser Bike	Classic styling meets modern innovation in the Schwinn Delmar 26" Ladies Cruiser Bike. The steel cruiser frame features a comfortable, upright riding position. Rear coaster brakes make it easy to stop.	clearance	220.99 USD	Bicycles > Cruisers	http://www.example.com/LadiesDelmar	http://www.example.com/LadiesDelmar.jpg	Schwinn	in stock
3	Louis Garneau LS - 100 Men's Shoes - Black, 49.0	Who doesn't appreciate value? If you're looking at the Louis Garneau LC-100 Shoes, you must. These shoes perfectly match technology and comfort for a great fit and even better performance.	clearance	137.00 USD	Apparel > Shoes > Road Biking	http://www.example.com/LGRoadShoes	http://www.example.com/LGRoadShoes.jpg	Louis Garneau	in stock

Targeting options include ID, custom AdWords labels, product type, brand

Example: Acme Bikes Shop

Deep Dive: Create Additional Targets

2b. Map the targeting criteria to the segments identified in step #1

Segment	Example Products	Avg. ROI		Product Target
Professional bikes	Tour de France Pro BMC Road Racer Cannondale CV	$500		product_type= Bicycles > Professional
Cruiser bikes	Schwinn Acme Fuji	$125		product_type= Bicycles > Cruisers
Wholesale clothing	bike shorts bike jerseys bike shoes	$50		product_type=Clothing and adwords_labels= wholesale
Everything else	(everything else Acme Bike sells)	$15		All products

Example: Acme Bikes Shop

Deep Dive: Create Additional Targets

3. Combine segments from step #1 and targeting from step #2

Segment	Example Products	Avg. ROI	Ad Group	Product Target
Professional bikes	Tour de France Pro BMC Road Racer Cannondale CV	$500	Pro Bikes	product_type= Bicycles > Professional
Cruiser bikes	Schwinn Acme Fuji	$125	Cruiser Bikes	product_type= Bicycles > Cruisers
Wholesale clothing	bike shorts bike jerseys bike shoes	$50	Wholesale Clothing	product_type=Clothing and adwords_labels= wholesale
Everything else	(everything else Acme Bike sells)	$15	All Products	All products

Example: Acme Bikes Shop

Deep Dive: Create Additional Targets

4. Set product targets' bids according to category value and to maximize ROI

Segment	Example Products	Avg. ROI	Ad Group	Product Target	Bid
Professional bikes	Tour de France Pro BMC Road Racer Cannondale CV	$500	Pro Bikes	product_type= Bicycles > Professional	$4.00
Cruiser bikes	Schwinn Acme Fuji	$125	Cruiser Bikes	product_type= Bicycles > Cruisers	$3.00
Wholesale clothing	bike shorts bike jerseys bike shoes	$50	Wholesale Clothing	product_type=Clothing and adwords_labels= wholesale	$2.00
Everything else	(everything else Acme Bike sells)	$15	All Products	All products	$1.00

Example: Acme Bikes Shop

Deep Dive: Create Additional Targets

Example: Acme Bikes Shop

Tips: Your First PLA Campaign

Focus on high value segments

- Product targets for every item would take significant time/resources to manage
- Instead, identify a handful of big impact products or product categories
- Set up product targets for these items and allocate resources to actively manage them

Create clean campaigns

- Use only 1 product target per ad group for better reporting
- Ensure that all targets receive >1 impression every 14 days (otherwise troubleshoot!)

Start automatically

- If you're not sure how to start with bidding, opt-in to automatic bidding (under *Settings*)
- Auto bidding gets you as many clicks within your daily budget as possible
- If used to start first campaign, helps set benchmarks so you know what to bid in future

Recap:
What you need to know about PLAs

Best Practices: Get PLAs Started Right

Data Feeds

- Submit all required attributes
- Include as many additional attributes as make sense for your products
- If you're a beginner, start with your top products and grow from there

AdWords Campaign

- Make sure the campaign is PLAs only (e.g. no text ads, video ads, image ads, etc.)
- Set up an *All products* target
- Use only 1 product target per ad group for clean reporting
- Ensure that all targets receive >1 impression every 14 days (otherwise troubleshoot!)

Resources:

Get more information about PLAs

Resources

Bookmark these for easy reference

- [Merchant Center Help Center](#)

- [AdWords Help Center](#)

- [Google AdWords blog](#)

- [Google Commerce blog](#)

Google™ | **Good luck!**