

Smart Shopping Campaigns



Simplicity

Manage campaigns more easily than before. Free up time to focus on strategic tasks.



Performance

Optimize to your goals with fully automated bidding.



Reach

Reach customers across Google. Optimize across Search, Google Display networks, YouTube, and Gmail.



How do they work?



Your business goals

Campaigns based on your objective: maximize conversion value



Machine learning

Automated optimization across contextual signals, including intent and seasonal demand

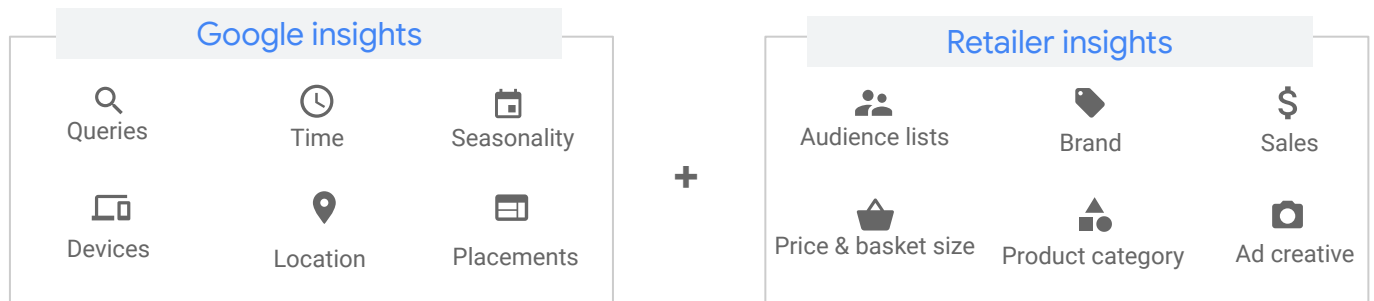


Across Google

Combine Standard Shopping, Display Remarketing, and Display Prospecting to reach customers on Search, Display, YouTube, and Gmail

Machine Learning | Automated bidding across cross contextual signals

The right bid based on **contextual signals at each auction.**



Activate your Smart Shopping campaign

Requirements: conversion value tracking, Remarketing list with min 100 active users

Create

Create a Smart Shopping campaign

Set

budget

Set your budget (target ROAS optional)

Select

products

Target all products (recommended) or choose specific products

Add

creative

Add creative assets for ads showing on the GDN*

15 day

learning period

Run campaign for 15 days before evaluating performance