

# Product Listing Ads

## Promote your products with Google Shopping

### 5 Quick Setup Tips

- Use the “All Products” target to quickly promote your entire inventory.
- Bid strategically to maximize your return on investment per product line.
- Use promotional messages to show how you differ from other merchants.
- Respond to errors and optimization suggestions in the Merchant Center data quality tab.
- Use search query reports and negative keywords to prevent your products from showing on irrelevant queries.

### Keep in mind

Don't see Product Listing Ads in your AdWords account? This feature is available only for campaigns that are opted into the “Search Network only.” You can switch your campaign type at any time. Keep in mind that doing so may hide or deactivate some features that affect ad serving.

### A new type of advertising

Product Listing Ads differ from text ads through the use of product-targeting technology where you bid on and target products, not keywords. AdWords dynamically creates your ad for you, and shopping searches are matched to your ads based on your product data.

Product Listing Ads (PLAs) place your products in front of millions of online shoppers searching on Google.com for the products you offer. PLAs show shoppers exactly what you have for sale before they even reach your site, which makes them more likely to click on your ad, make a purchase, and increase your ROI. To create PLAs, you'll need to have a linked AdWords account and Merchant Center account.

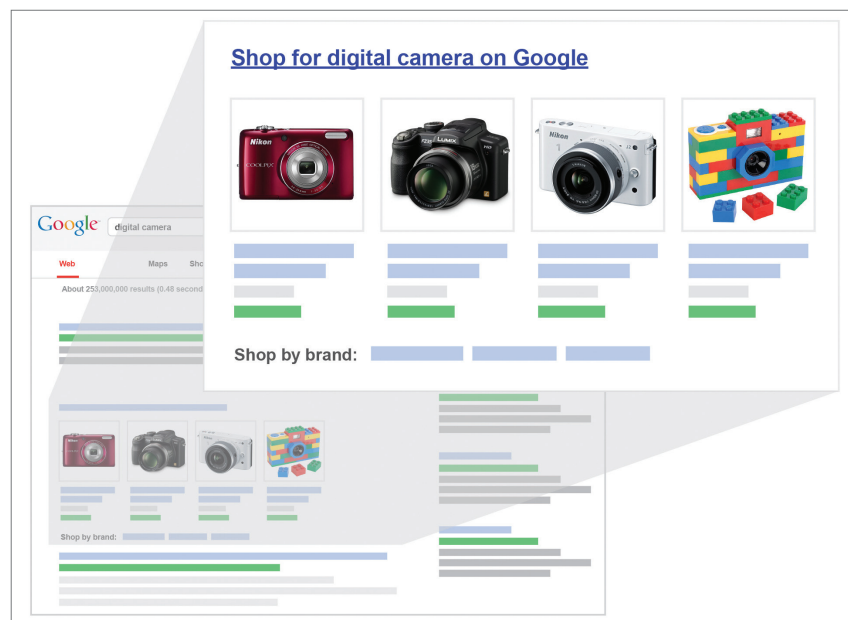
### Building your Product Listing Ads

#### Step 1: Link your Google Merchant Center and AdWords accounts

You'll have to link your Google AdWords and Google Merchant Center accounts to run your PLAs.

- In your Merchant Center account, click **Settings > AdWords**.
- Enter your AdWords Customer ID (CID). Your CID appears at the top right of your AdWords account when you're signed in.
- Click **Add**.

To complete this process, you'll need to also link your AdWords campaign to your Merchant Center account. You'll learn how to do this in the following steps.



*Product Listing Ads help you stand out on the page with an image and extra product information.*

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## Product target best practices

Be sure to click **Validate** after you enter your targets. AdWords will confirm your attributes align with your Merchant Center settings. If you receive an error, your ads may not show for the selected targets.

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## Need more help?

Visit the AdWords Help Center at [support.google.com/adwords](https://support.google.com/adwords). You can also give us a call at 1-866-2-Google (1-866-246-6453) from 6:00am – 5:00pm PST, Monday through Friday.

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## Step 2: Create your Product Listing Ad campaign

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the **Campaigns** tab. Then, click **+New campaign** and select “Search Network only.”
3. Select the button next to “Product listing ads – Ads promoting your product inventory from Google Merchant Center” button. This button is in the “Campaign Type” section of the page.
4. Scroll to the “Ad extensions” section of the page and select a linked Google Merchant Center account to associate with your campaign. If there are no available accounts to link, go back to Step 1 and make sure your Merchant Center account is properly linked to AdWords.

## Step 3: Optimize Your Performance

With your new PLA campaign, it's time to think about whether you'd like to bid differently for specific groups of products. Are some products more important than others, or eligible for different promotions? These questions can help you target your campaign for better results.

### Setting product targets

Setting different product targets lets you bid differently on groups of products. To add a product target:

1. Select an Ad Group.
2. Select the **Auto Targets** tab.
3. Click **Add Product Target** above the statistics table.
4. Select up to three product attributes and enter their corresponding values.
5. Click **Save**.

## Step 4: Select your bidding strategy

Use other keyword-targeted ad groups in your account to guide your bids, then adjust them based on performance. Bids can influence your ad's position on the page, so bid higher for products that are more important to your business. For the “All products” target, set your bid below your other product target bids. This will help you gain incremental traffic for long-tail products in your inventory for a lower price, while keeping 100% ad coverage for your products with PLAs.

## Step 5: Tracking your performance

The Auto targets tab shows detailed product performance statistics that are tightly linked to your Google Merchant Center feed data. For valid performance metrics, double check that your feed attributes match the product targets and filters you've set in your AdWords campaign. If your product targets and filters don't exactly match the attributes in your Merchant Center account, your ads may not run for those targets.

