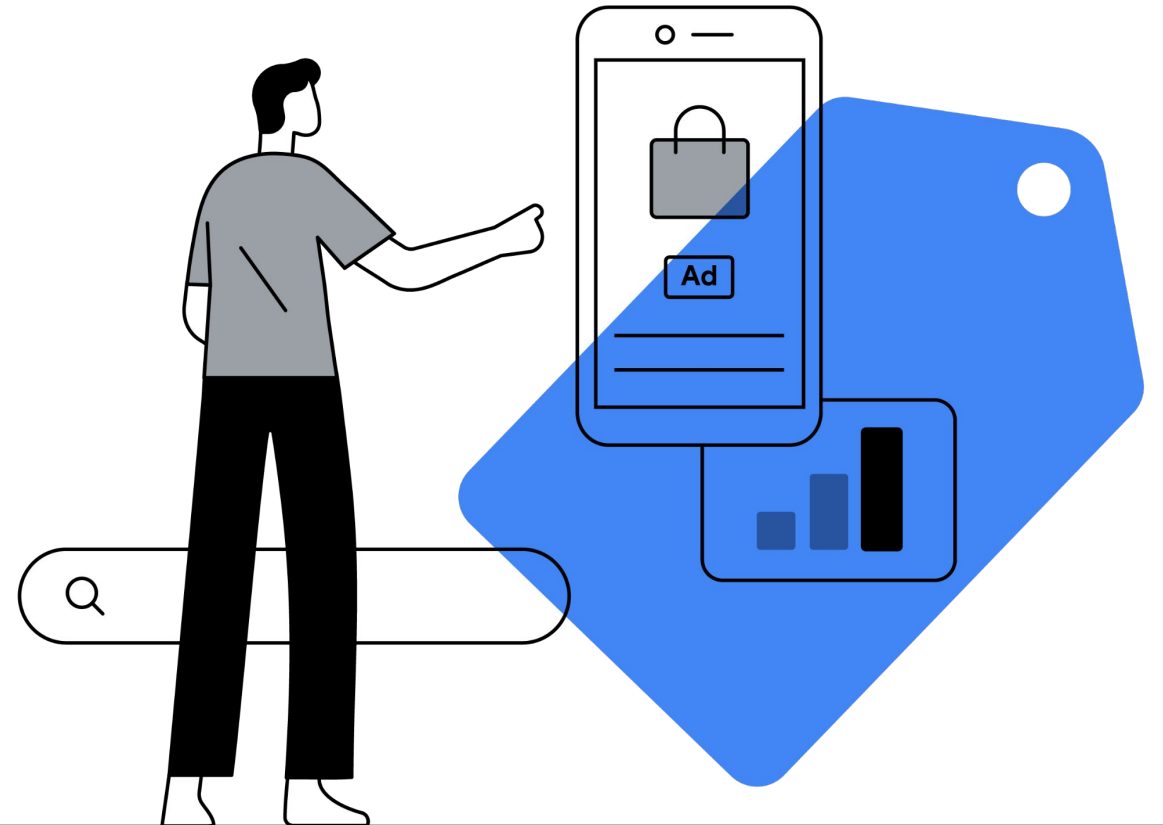


# Retail Partnerships

with Google Ads

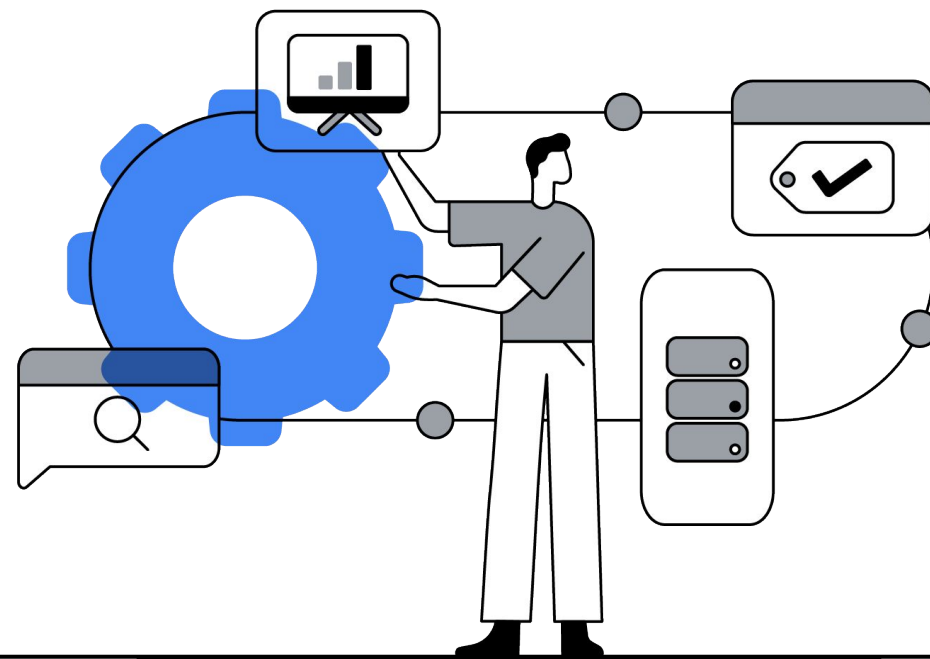
Brand Managed Activation Model

Best Practices & Launch Playbook

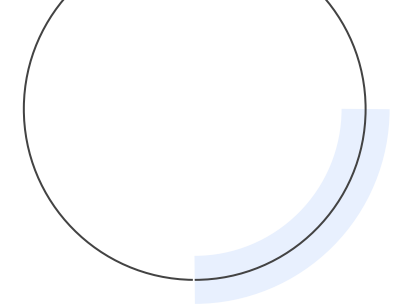


# Contents

- Supported ad formats
- Steps and requirements
- Best practices



Out of the 3 activation options, you have chosen the brand-managed activation option



## Activation Options

**B**

### Brand-Managed Model

Ideal for brands/sellers who want to maintain full control of campaigns

**P**

### Partner-Managed Model

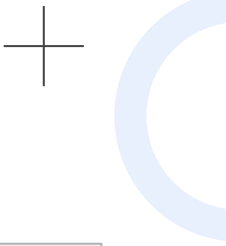
Ideal for brands/sellers who prefer to pay for results without hassle

**S**

### Self-Service Model on Partner's Portal

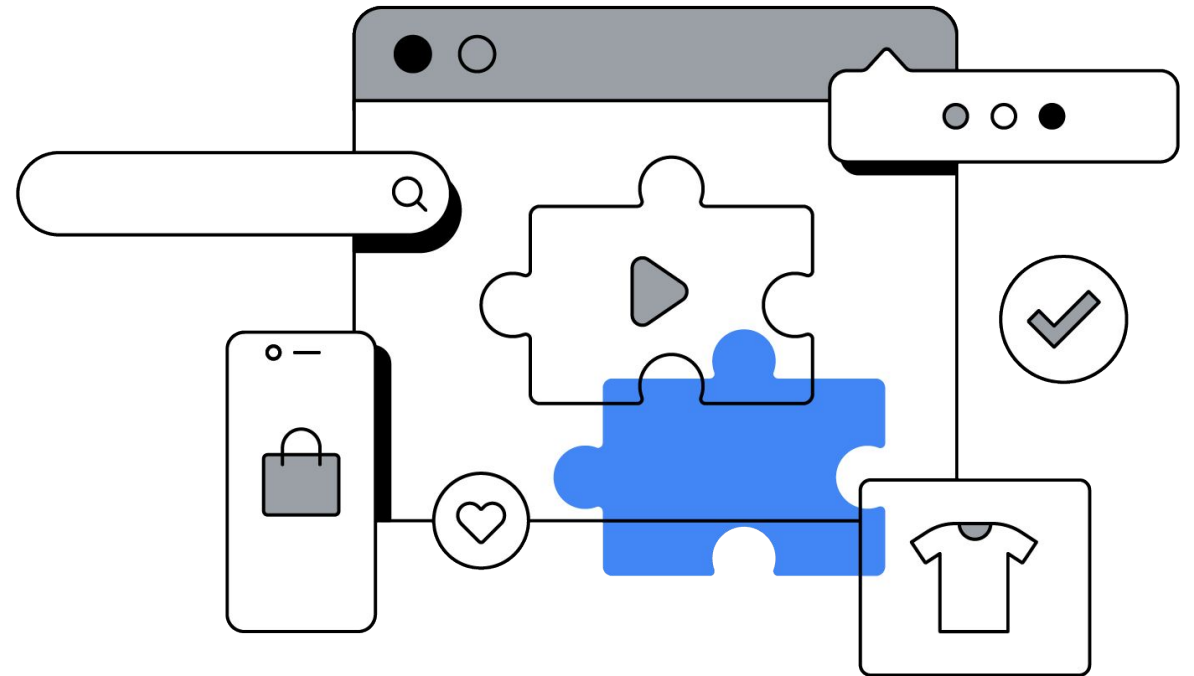
Ideal for brands/sellers looking to run ads through a partner's seller dashboard

# The 3 activation options have different options in terms of ad formats, campaign types & budget requirements

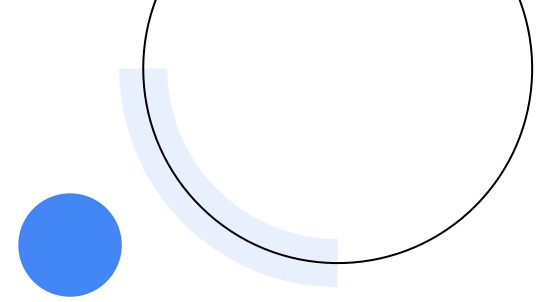


	Brand-Managed	Partner-Managed	Self-Service
<b>Supported partners</b>	Shopee, Tokopedia	Shopee, Tokopedia, Tiki	Shopee
<b>Where to run the campaign</b>	Agency / Brand's Google Ads Account	Retail partner's Google Ads Account	Retail partner's portal
<b>Campaign management &amp; reporting</b>	Agency / Brand will manage and optimize the campaigns	Retail partners to manage the campaigns and report to the brands	Agency / Brand will manage and optimize the campaign from Retailer UI
<b>Access to product feed</b>	Yes, in all cases		
<b>Brand/Merchant-level sales data</b>	Both Sales Value & Volume Data are available at the brand level		
<b>Ad formats available</b>	Shopping Ads (offered by all retail partners) + retail partner specific formats (e.g. YouTube, Search, Display)		
<b>Contracting required with retail partners</b>	No	Yes	No
<b>Remarketing campaigns</b>	No	Yes	No

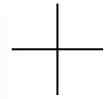
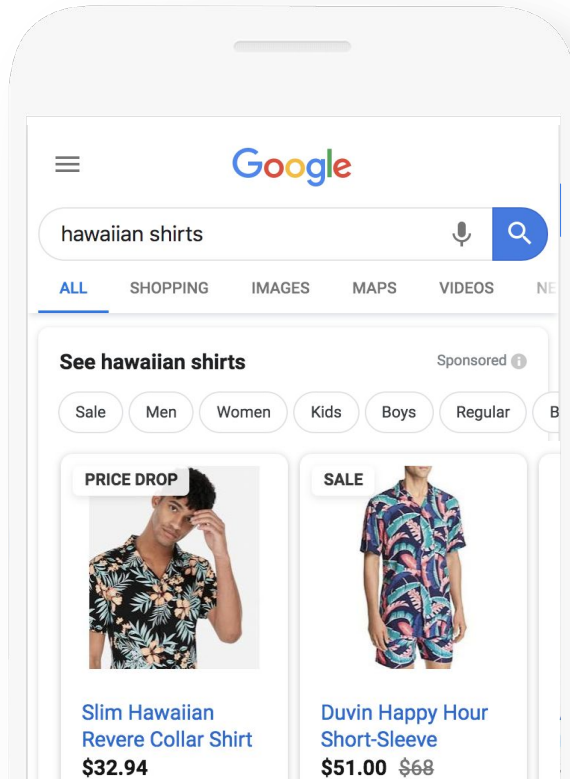
# Ad Formats



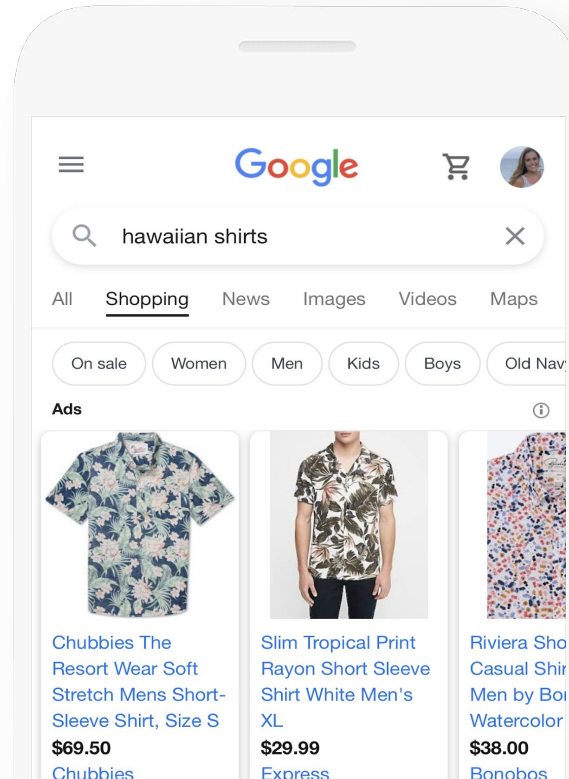
# Google Shopping Product Ads on Google Search (Offered by all retail partners)



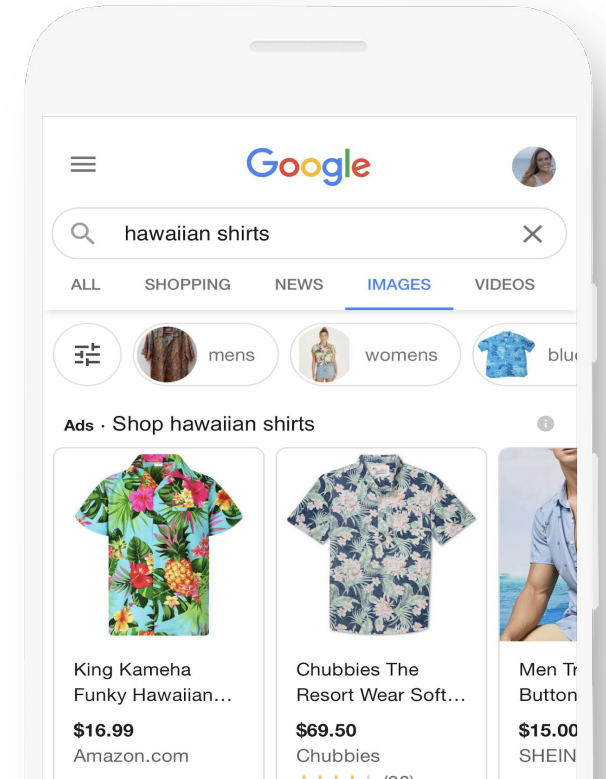
google.com



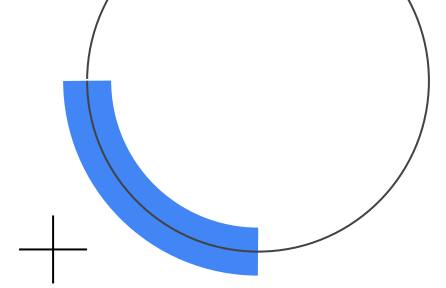
Shopping Tab



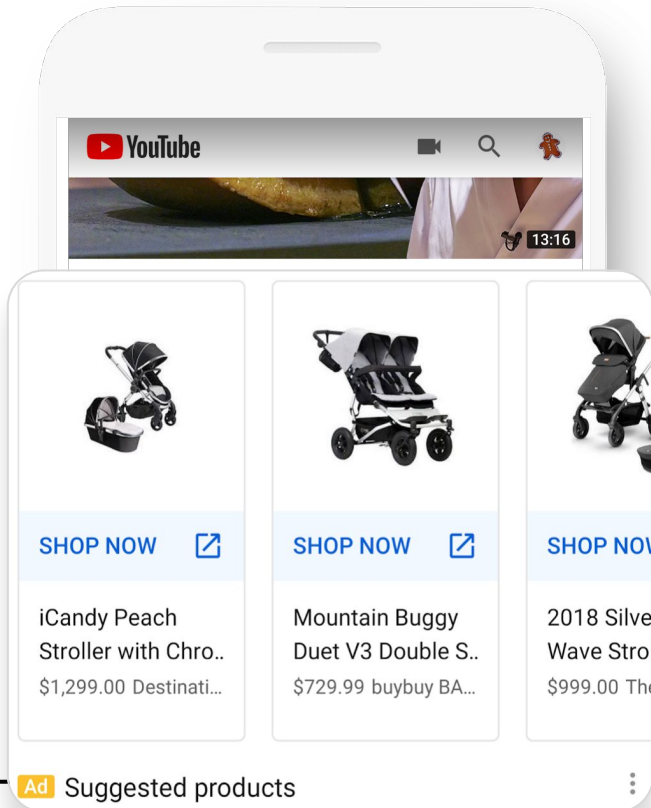
Images Tab



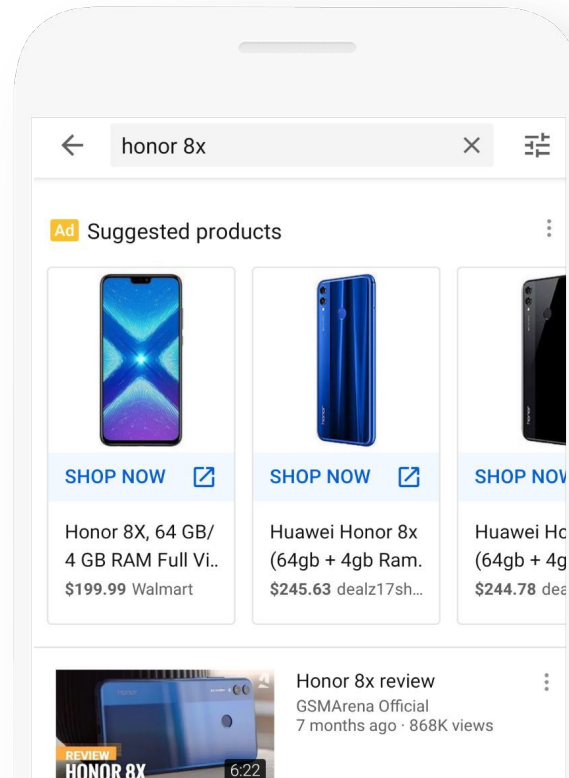
# Google Shopping Product Ads on YouTube (Offered by all retail partners)



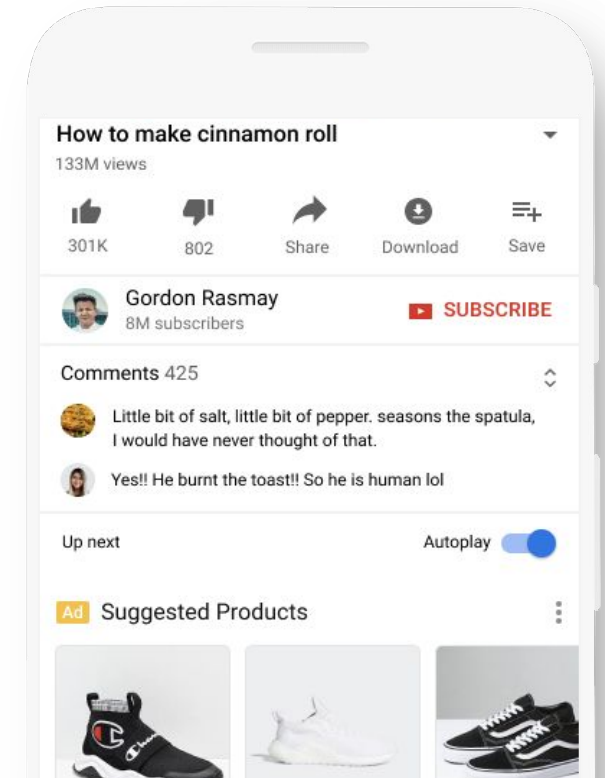
### YouTube app homepage



### YouTube app Search

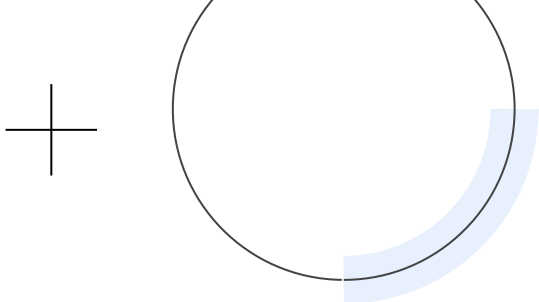


### YouTube app Watch Next



# Full Google Shopping Surfaces

## Scale your campaign based on your marketing objectives



### Text Ads

Best for Sales

### Product Listing Ads

Best for Sales

### Gmail Ads

Best for Sales

### Web/App GDN Ads

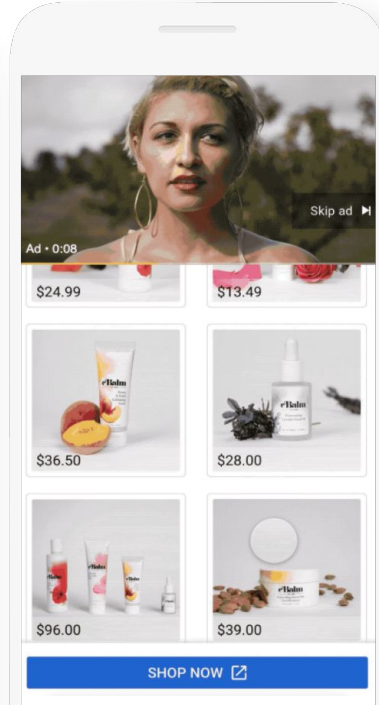
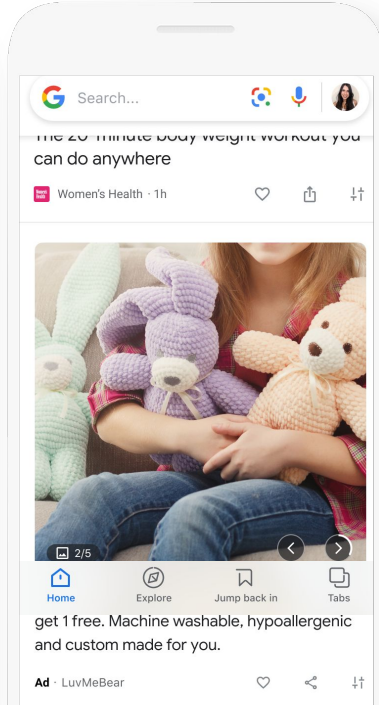
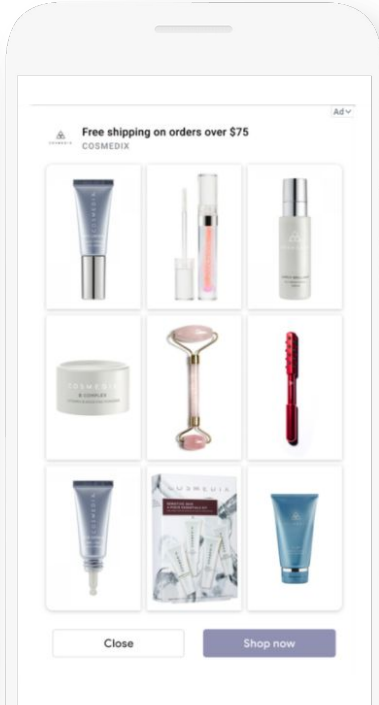
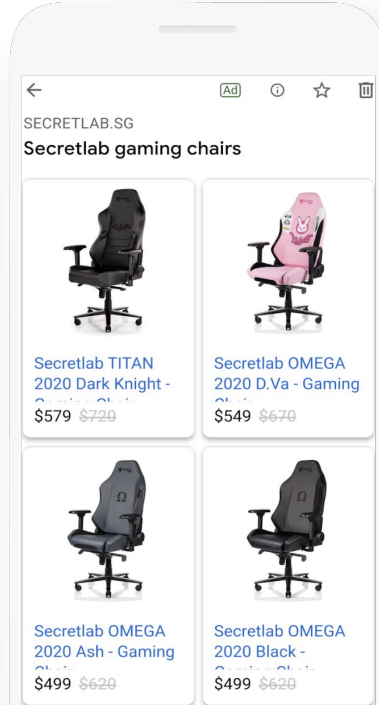
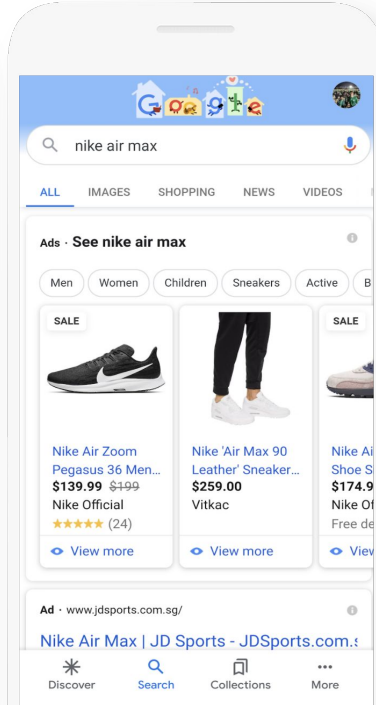
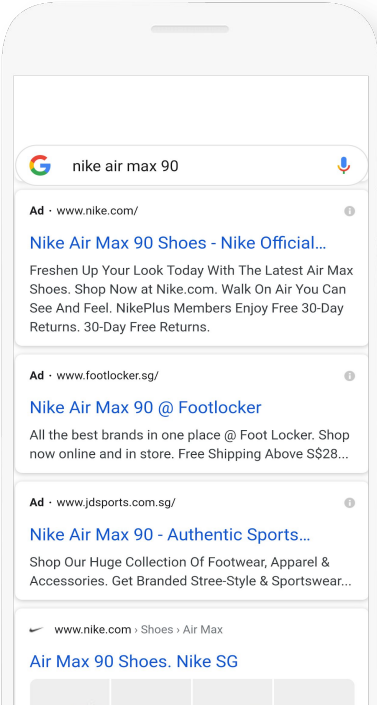
Best for Sales

### Discovery Ads

Best for Traffic

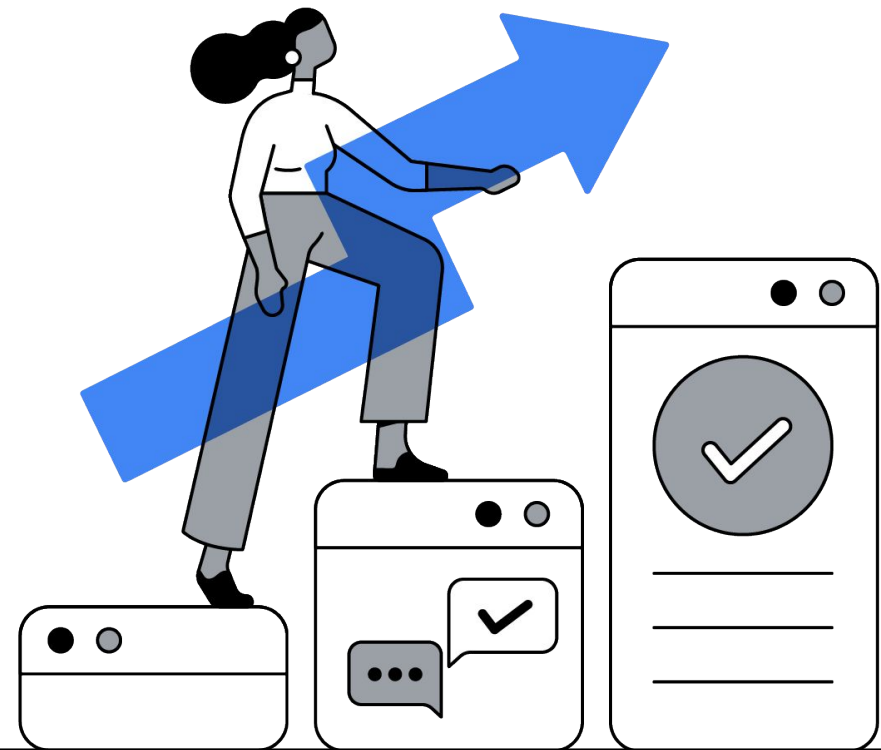
### YouTube Instream TrueView Ads

Best for Awareness

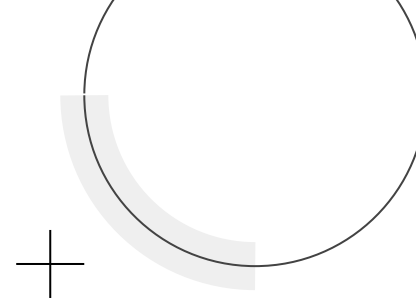




# Steps and requirements



# Account level checklist for **all campaigns**



1

Link your Google Ads account to partner's Google Merchant Center

2

Import remarketing list from Google Analytics or other first-party sources to improve performance

3

Every campaign must have the required URL UTM suffix provided by the retailer partner to track conversions

4

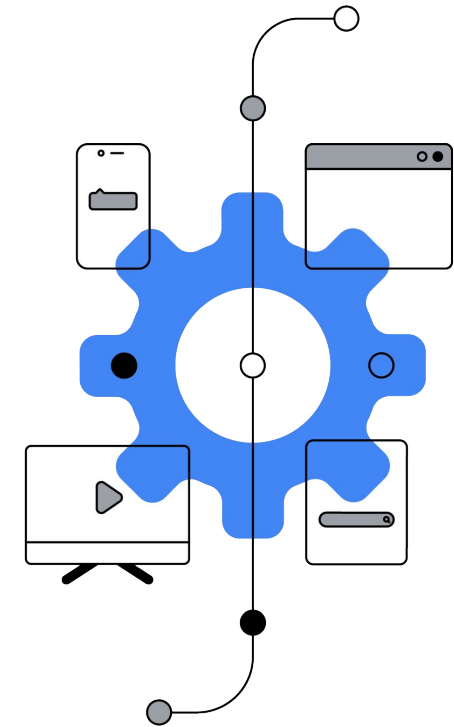
Opt in "Add to Cart" Optimization at the account level

5

Opt out "App Install" from Optimization at Account level

6

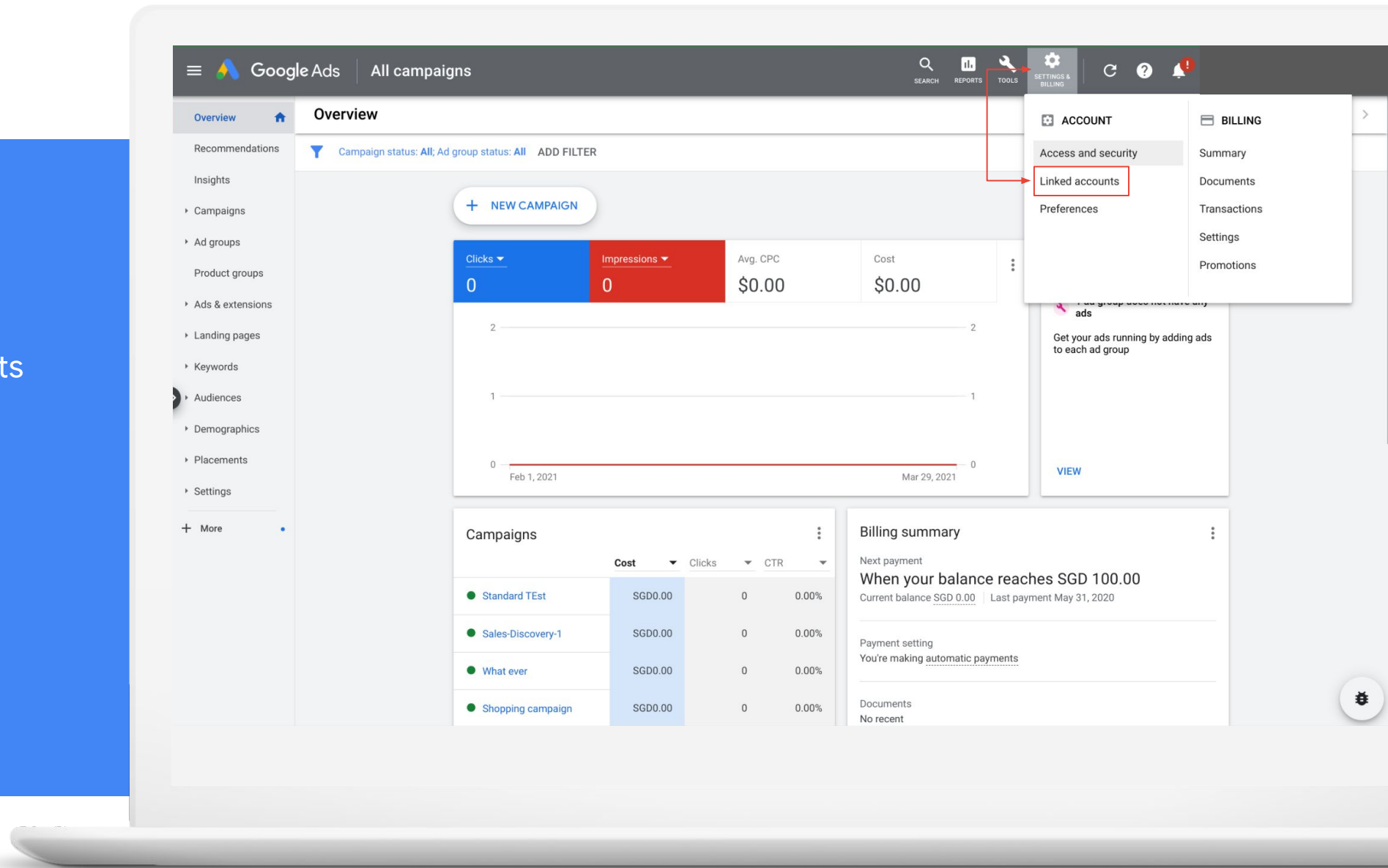
Maintain an always-on budget to enable continuous machine learning



# Link Google Ads account

## #1

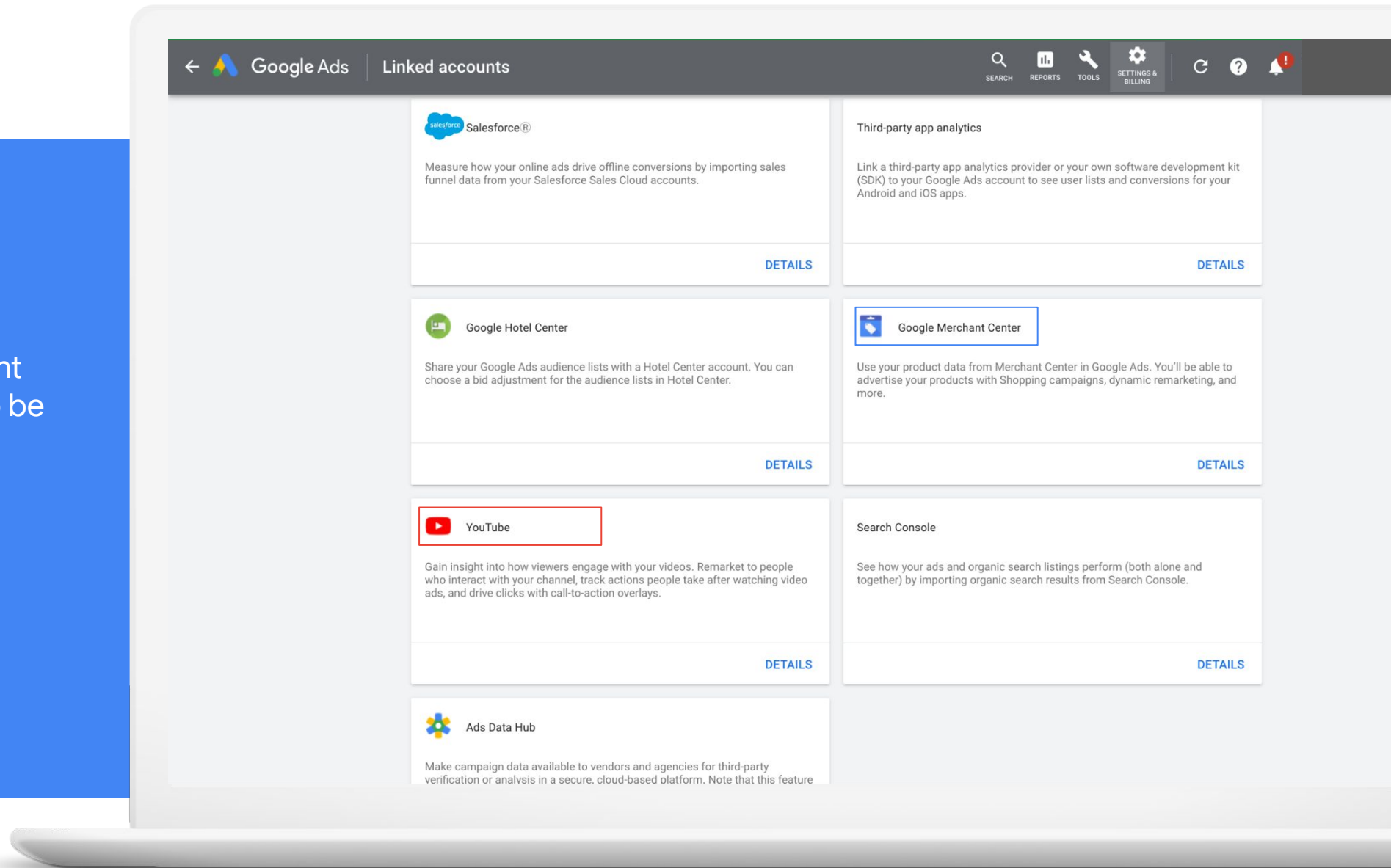
- Go into Linked accounts on Google Ads



# Link Google Ads account

## #2

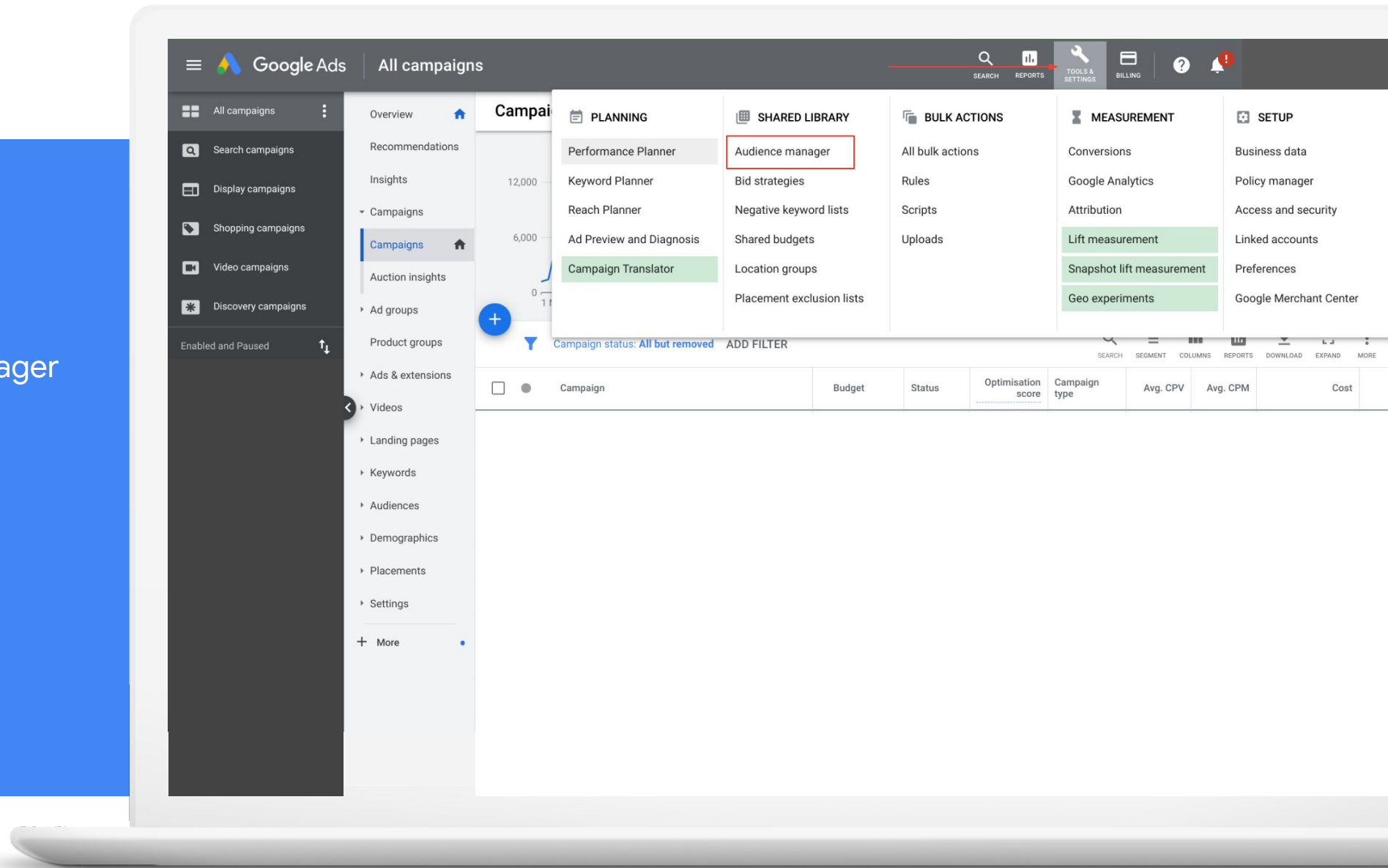
- Under Google Merchant Center or YouTube - to be linked - click Details
- Locate the account in “Pending” status
- Click View details and Approve



# Import remarketing list

## #1

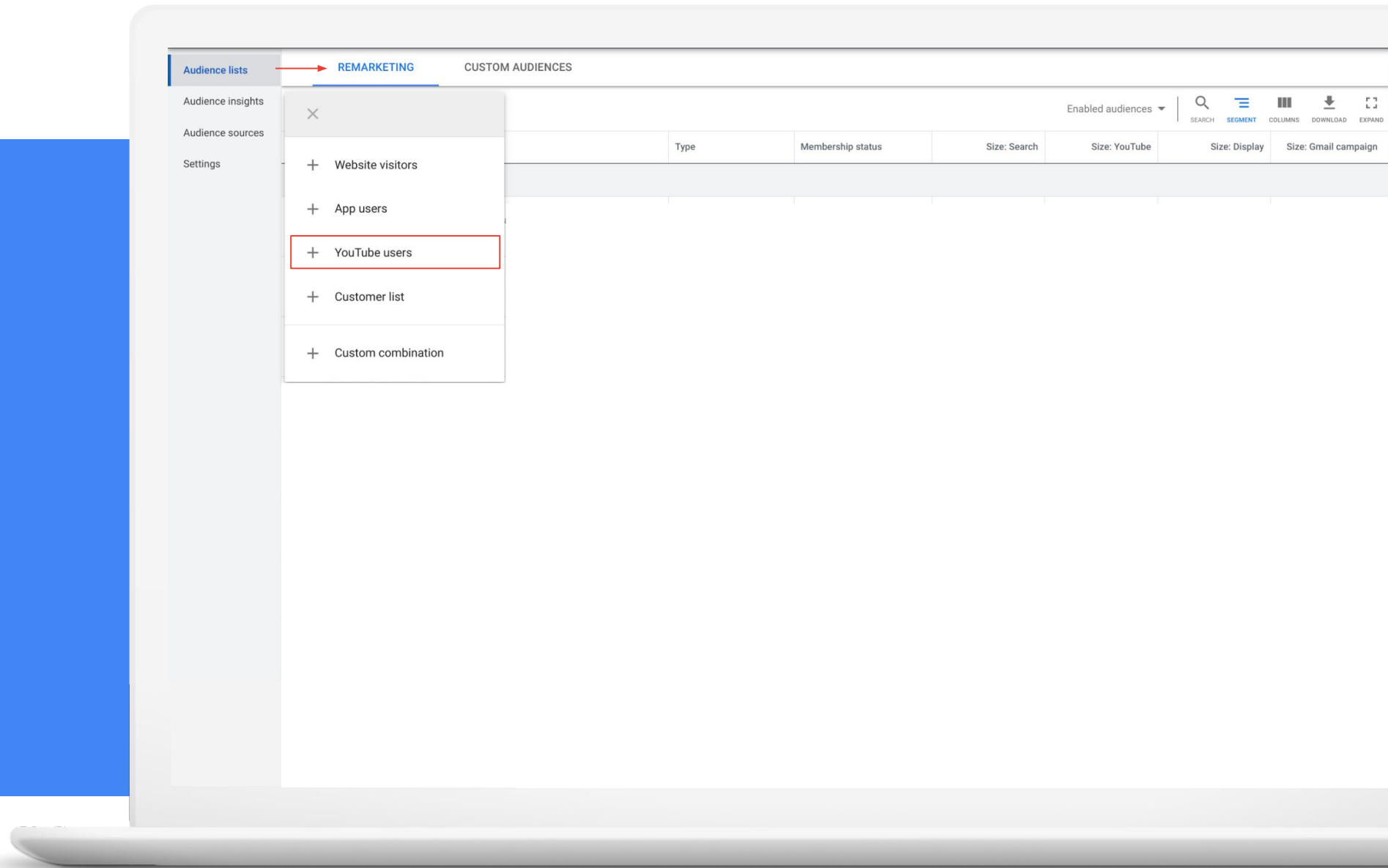
- Go into Audience manager in Google Ads



# Import remarketing list

## #2

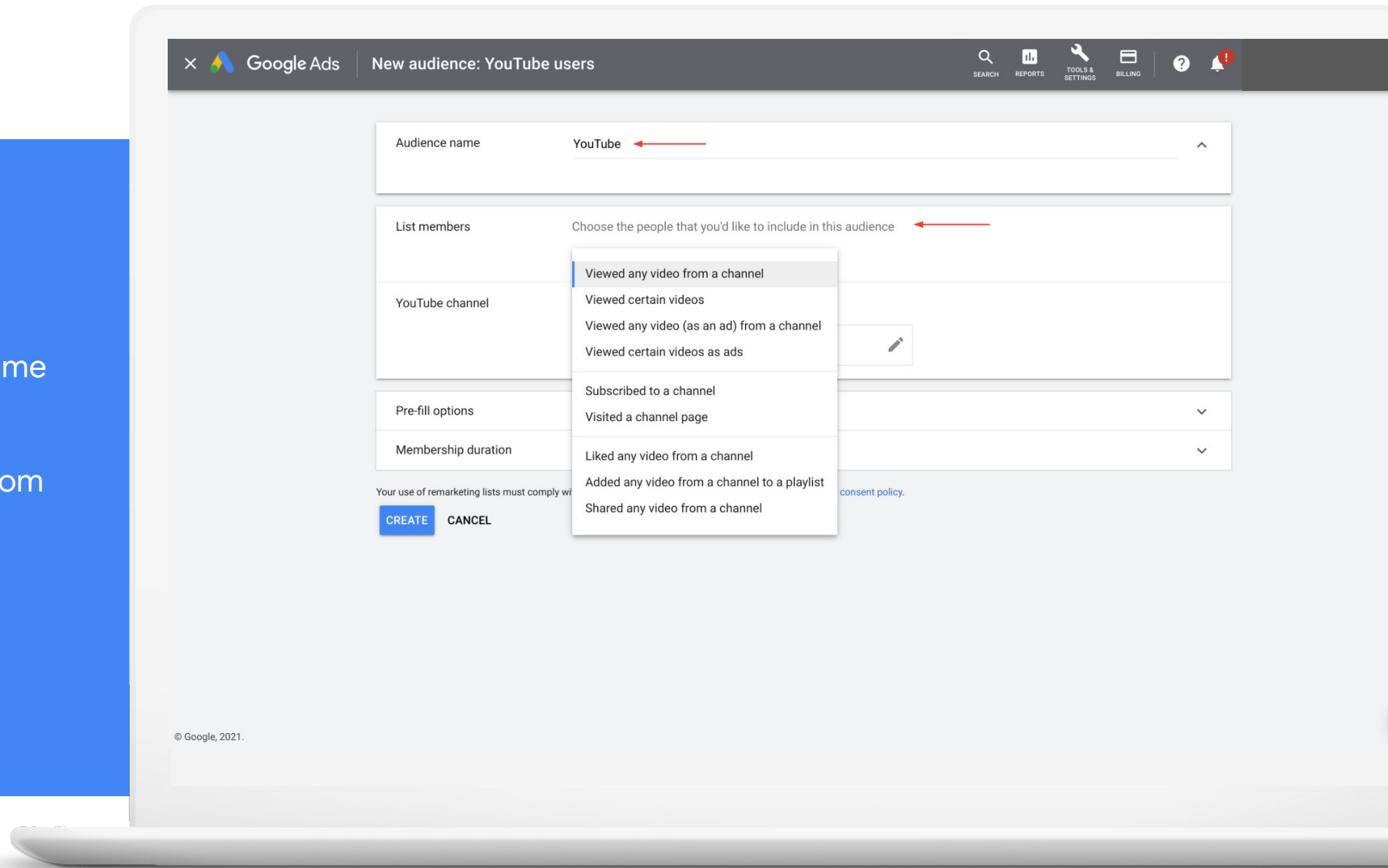
- Click YouTube users



# Import remarketing list

## #3

- Complete Audience name field
- Select List members from drop-down



# Import remarketing list

## #4

- Select YouTube channel
- Check Pre-fill list
- Enter 540 days - the maximum membership duration
- Click “Create”

Google Ads | New audience: YouTube users

Audience name: YouTube

List members: Choose the people that you'd like to include in this audience  
Viewed any video from a channel

YouTube channel: Select the YouTube channel of this audience

Pre-fill options: Choose between pre-filling the list or starting with an empty one  
 Pre-fill list with people who matched the rules within the past 30 days  
 Start with an empty list

Membership duration: Enter the number of days that someone stays in this audience  
540 days  
The maximum membership duration is 540 days  
For lists that target users in the EU, we recommend a maximum list duration of 393 days, based on guidance from privacy regulators.

Your use of remarketing lists must comply with the [Personalised advertising policy](#) and the [Google EU user consent policy](#).

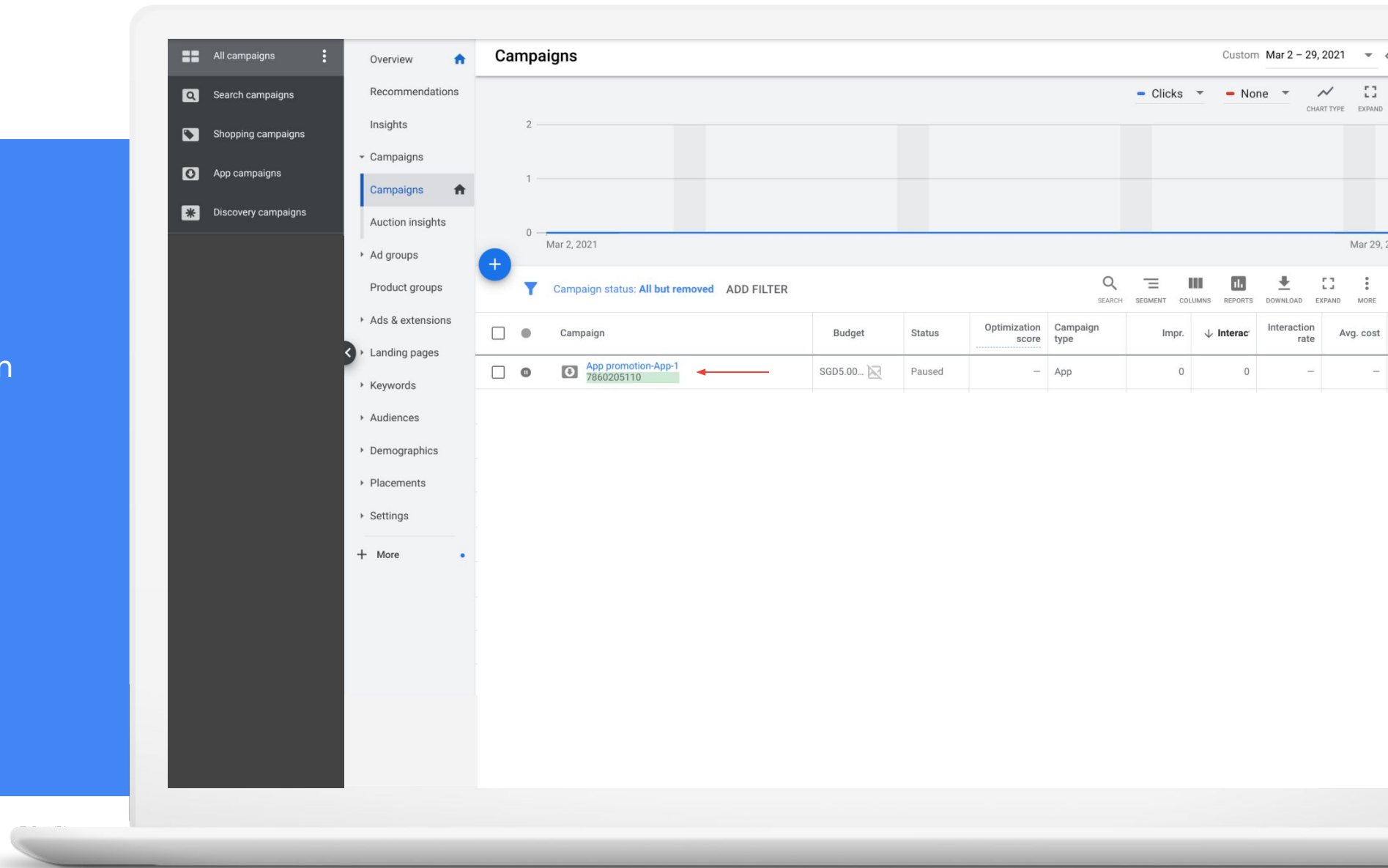
[CREATE](#) [CANCEL](#)



# Set up UTM code

## #1

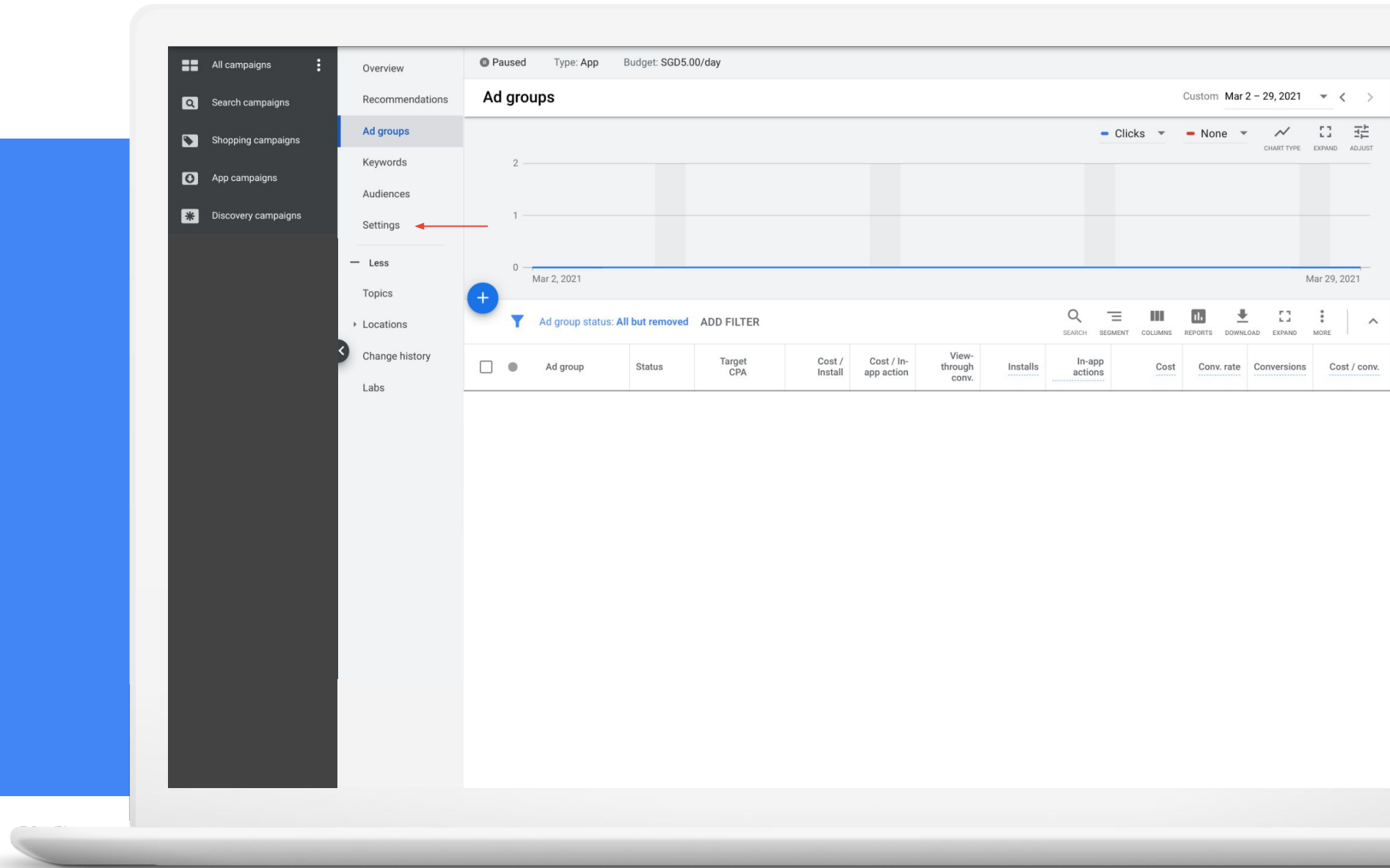
- Click into the campaign



# Set up UTM code

## #2

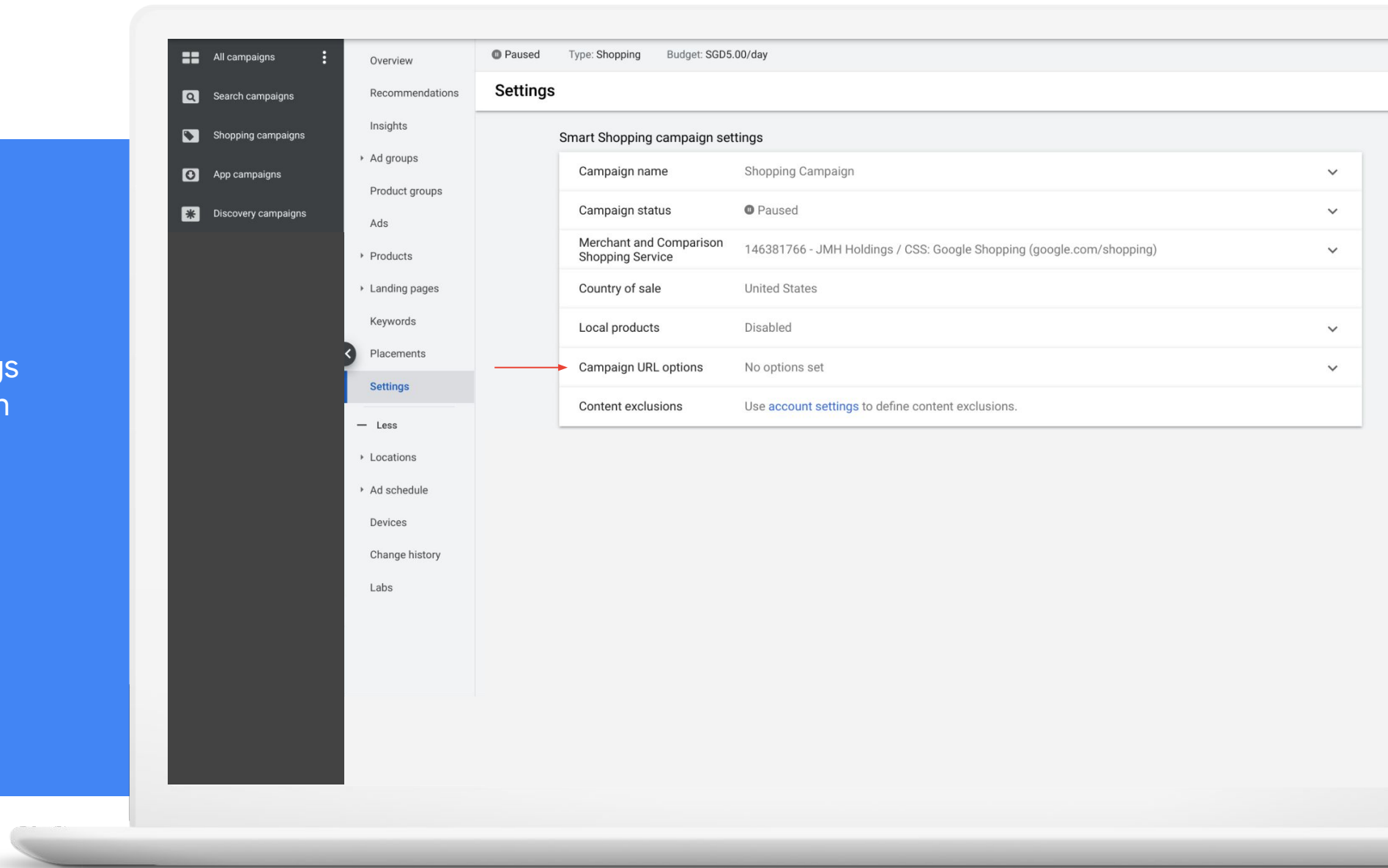
- Go into Settings



# Set up UTM code

## #3

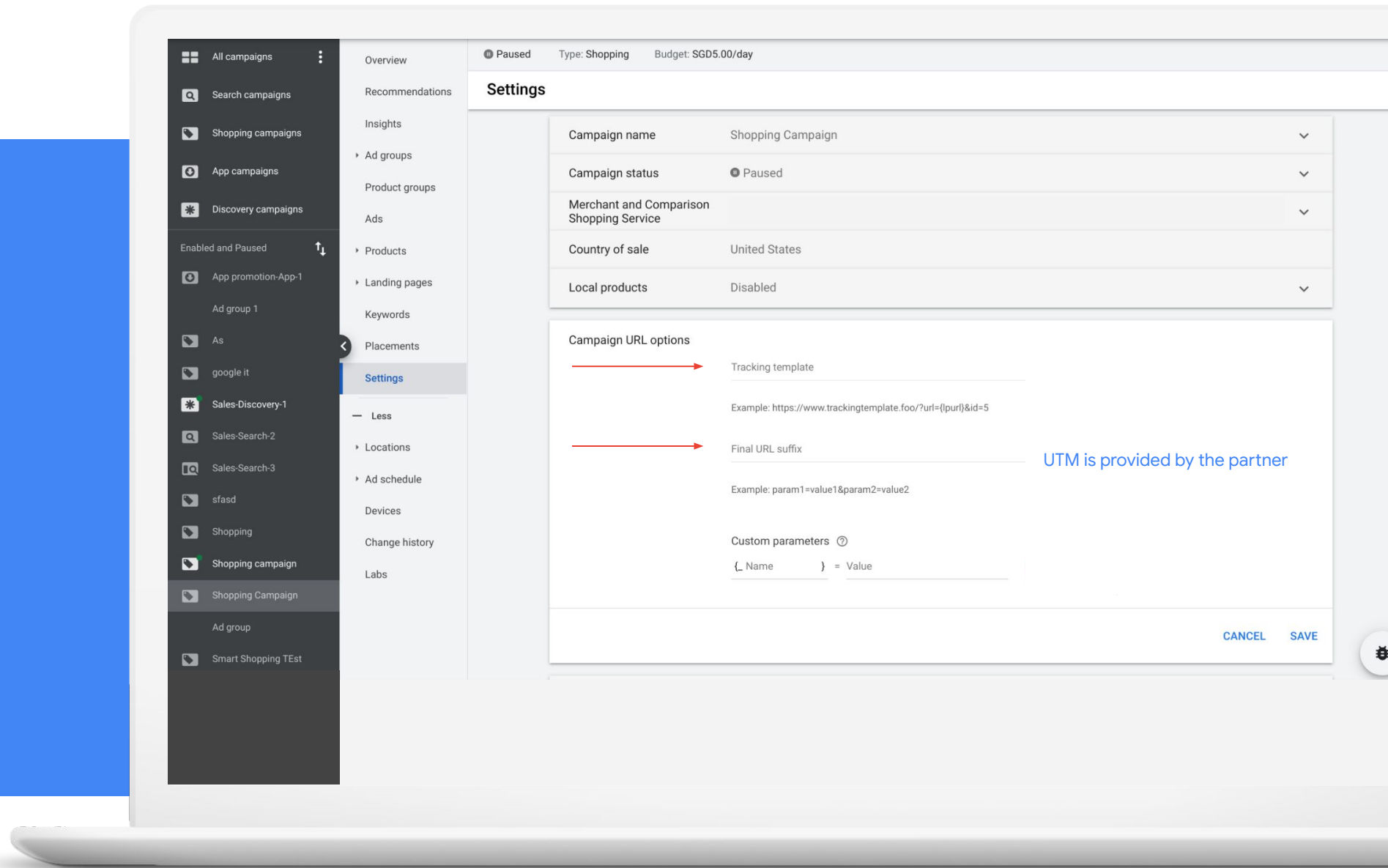
- Click Additional settings then expand Campaign URL options



# Set up UTM code

## #4

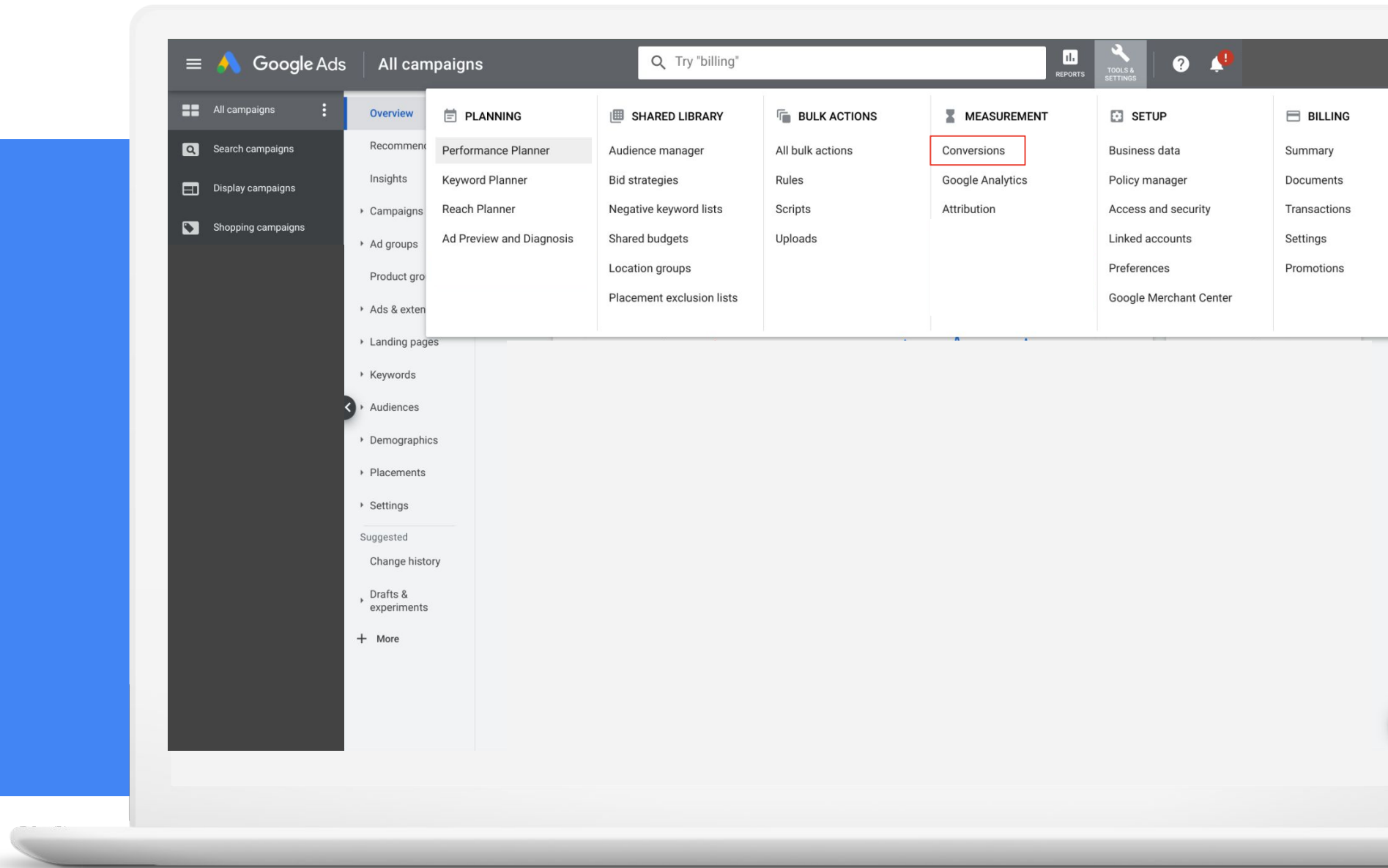
- Complete Tracking template field
- Complete Final URL suffix field



# Add to Cart Optimization

## #1

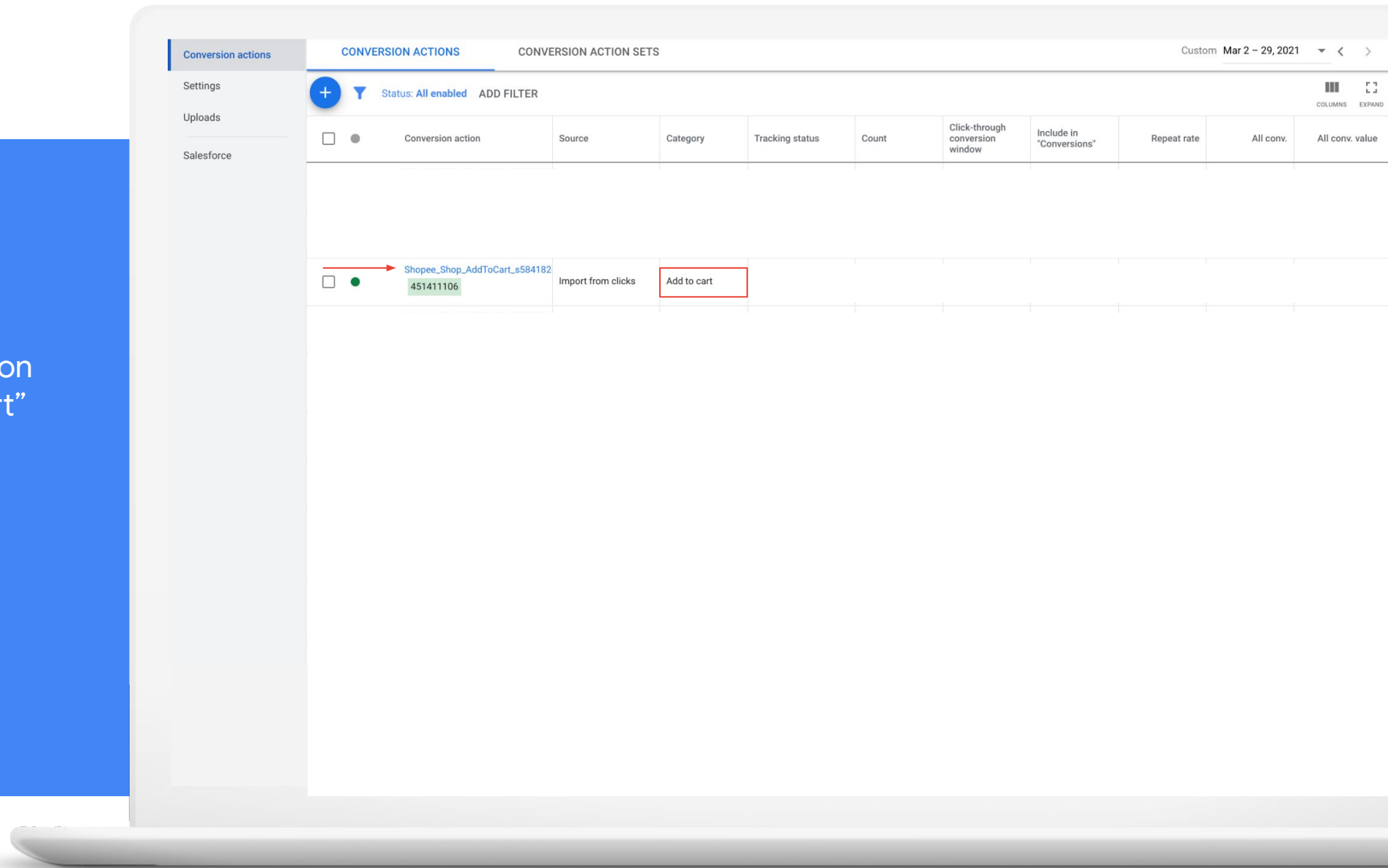
- Go into Conversions in Google Ads



# Add to Cart Optimization

## #2

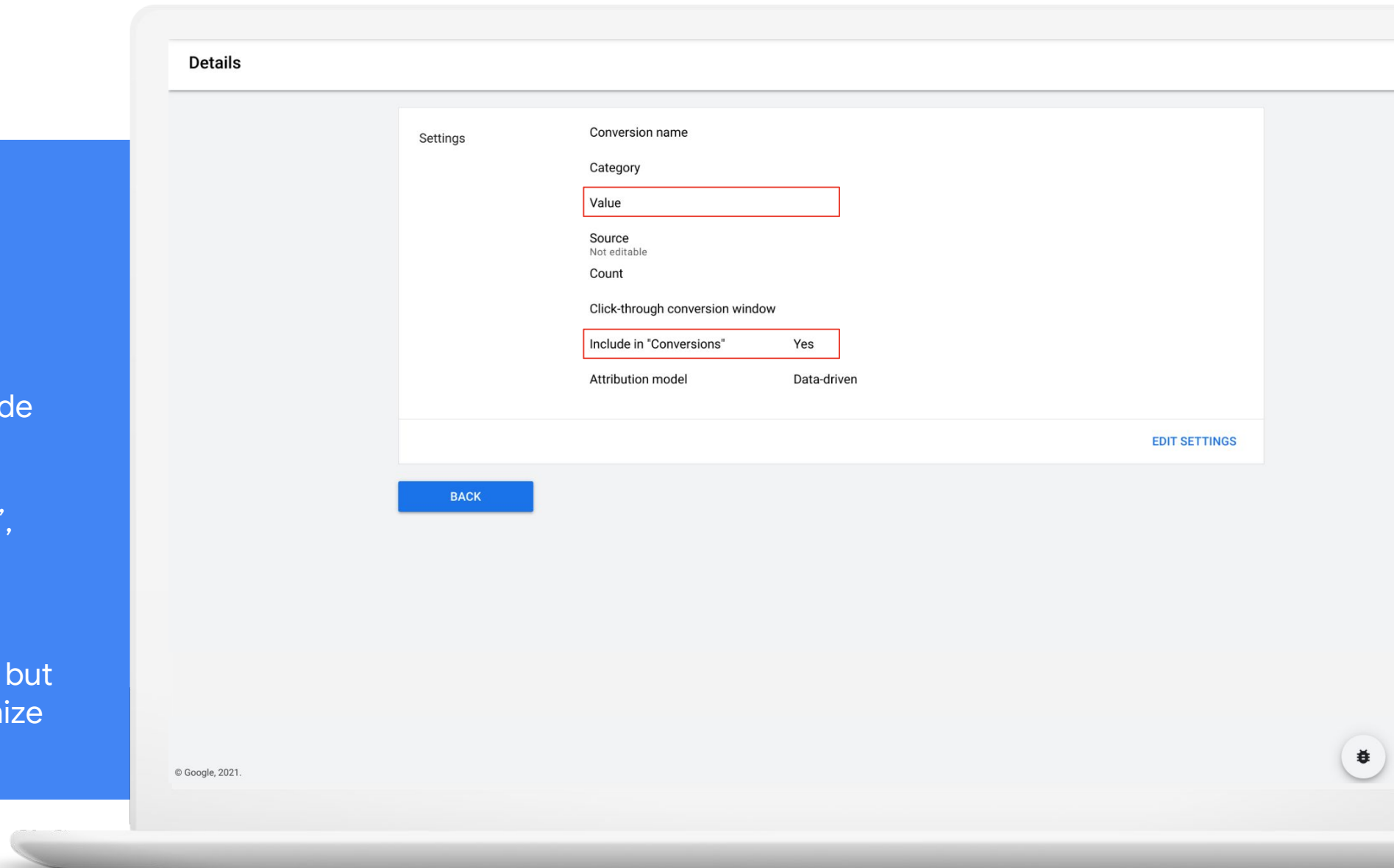
- Click into the Conversion action with “Add to cart” in Category



# Add to Cart Optimization

## #3

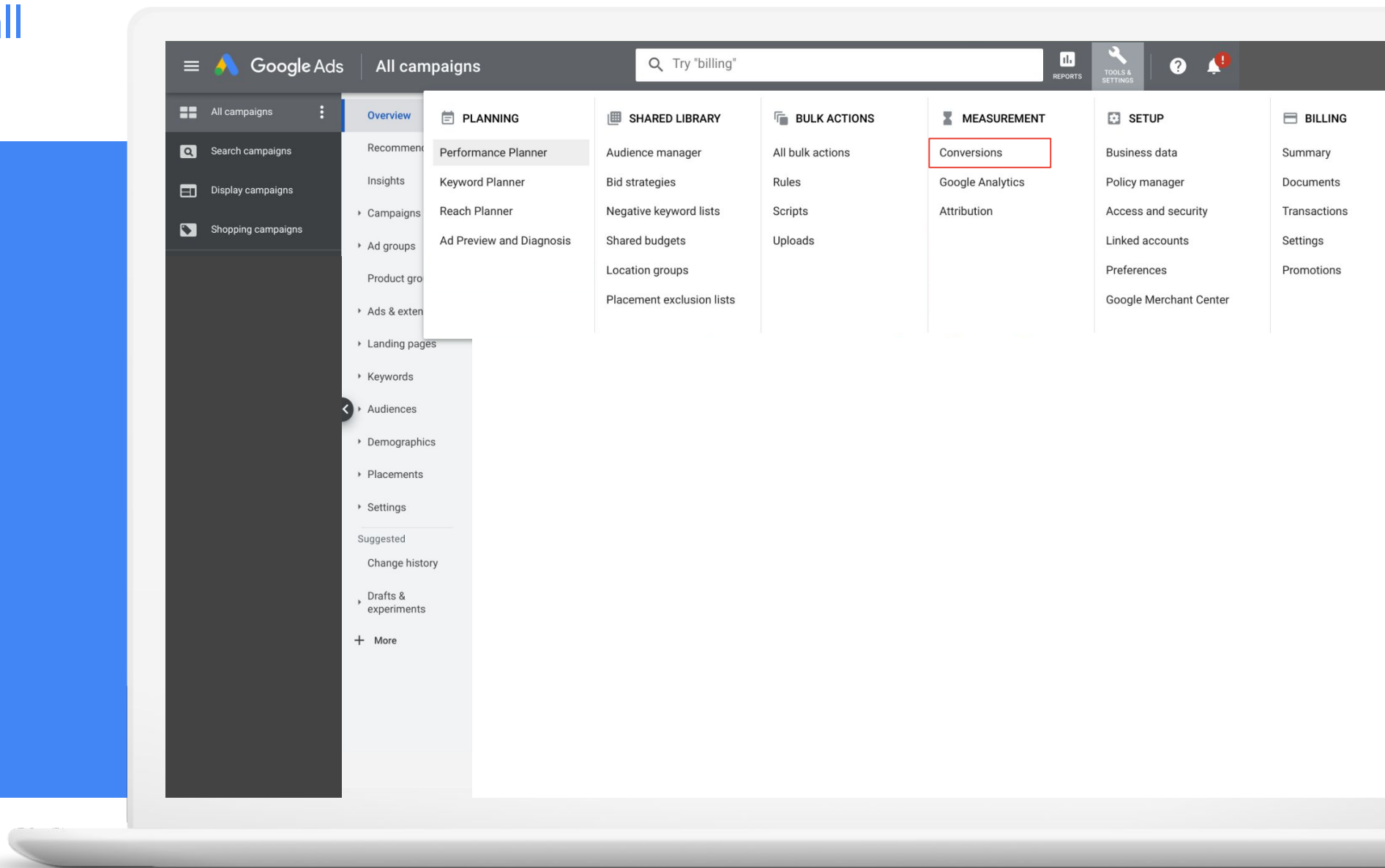
- Check that “Yes” is indicated against Include in “Conversions”
- If it is indicated as “No”, change to “Yes” in Edit settings
- Keep the default value but use [this sheet](#) to optimize the Add to cart value



# Opt-Out App install

# #1

- Go into Conversions in Google Ads

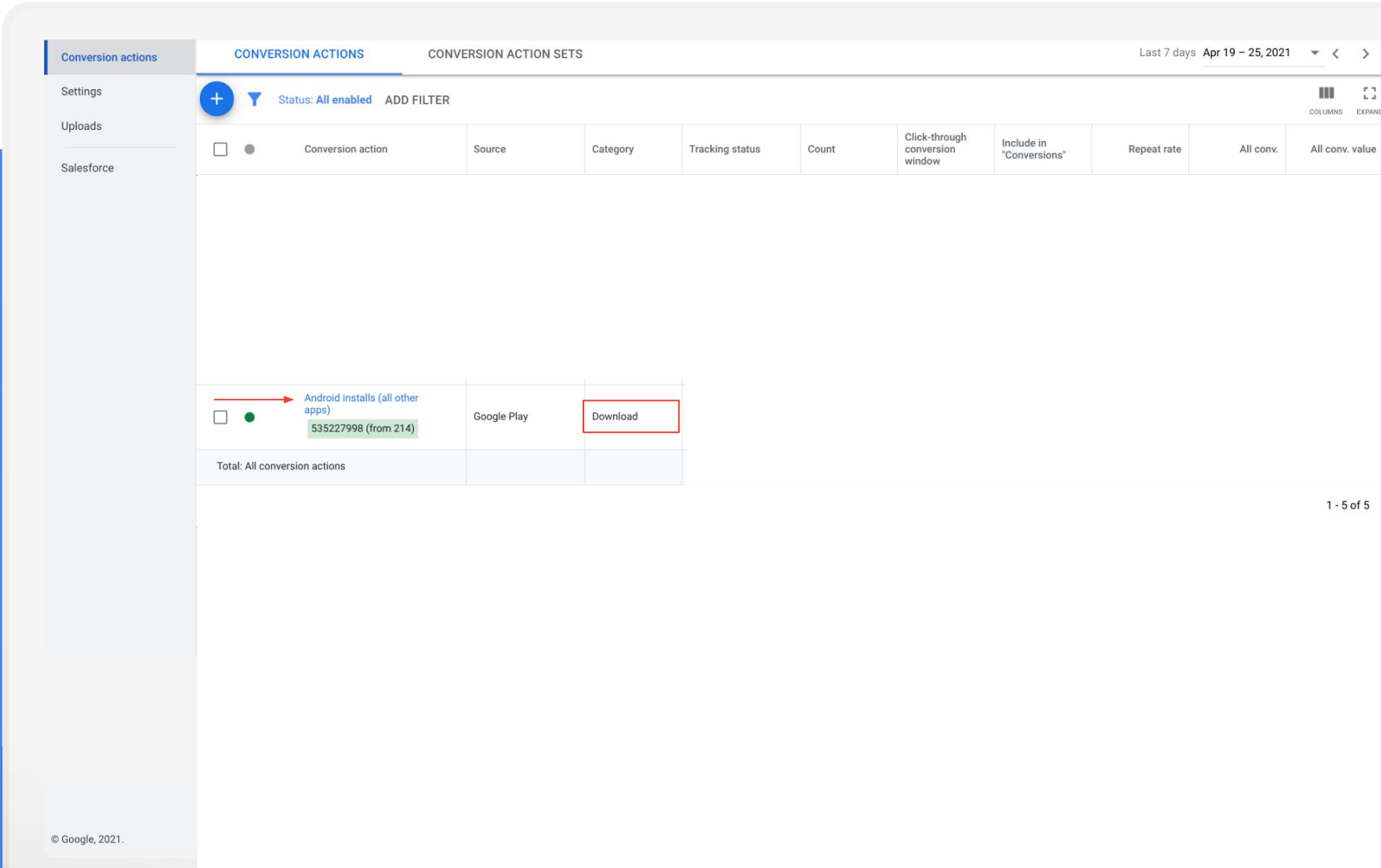




# Opt-Out App install

## #2

- Click into the Conversion action with “Add to cart” in Category



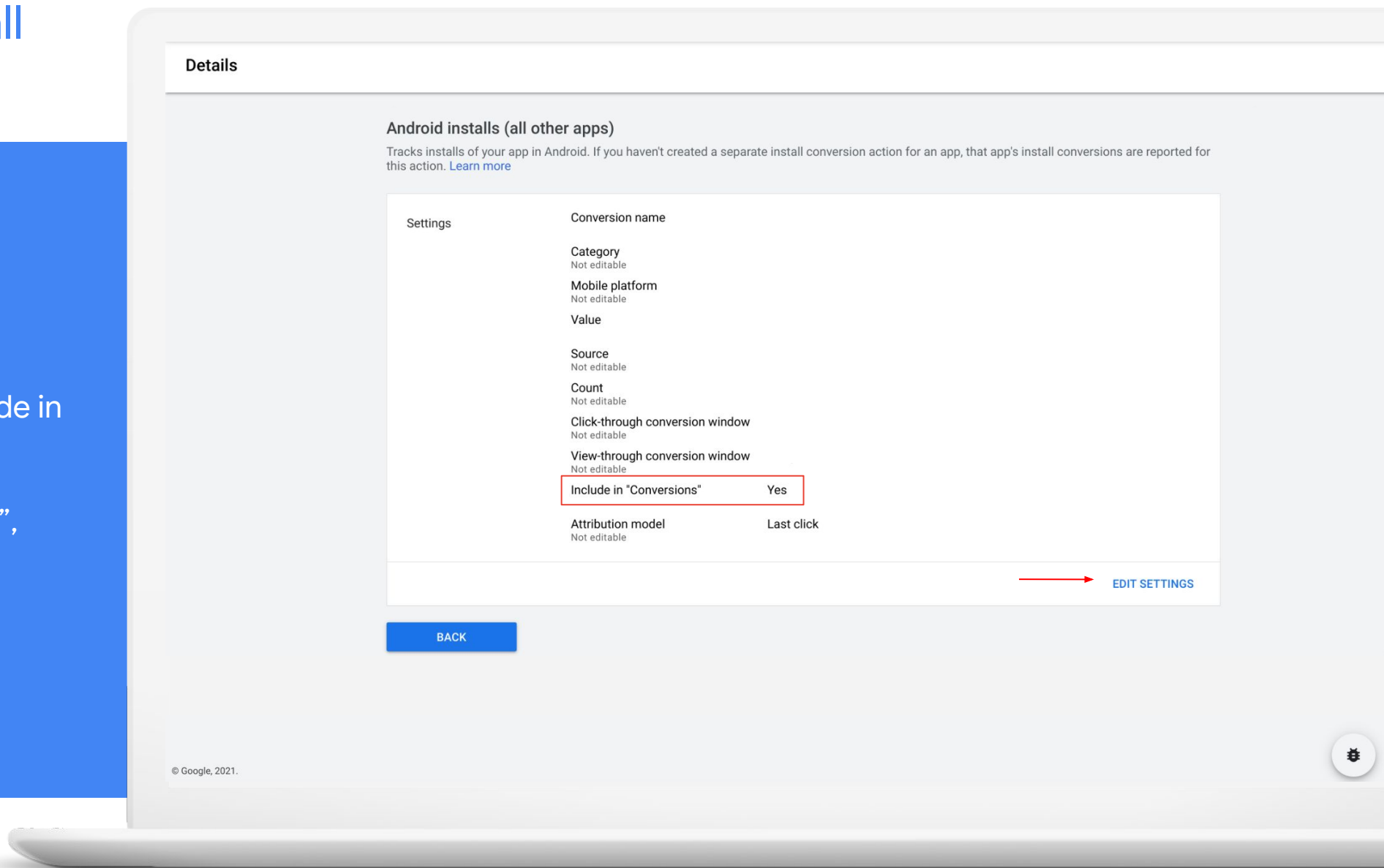
The screenshot displays the Google Ads Conversion Actions interface. The top navigation bar includes 'CONVERSION ACTIONS' and 'CONVERSION ACTION SETS', with a date range of 'Last 7 days Apr 19 - 25, 2021'. A sidebar on the left contains 'Conversion actions', 'Settings', 'Uploads', and 'Salesforce'. The main content area features a table with the following columns: Conversion action, Source, Category, Tracking status, Count, Click-through conversion window, Include in "Conversions", Repeat rate, All conv., and All conv. value. A single row is visible, representing 'Android installs (all other apps)' with a count of 535227998 (from 214), source 'Google Play', and category 'Download'. A red box highlights the 'Download' button in the category column. A 'Total: All conversion actions' row is also present. The bottom left corner of the interface shows the copyright notice '© Google, 2021.' and the page number '1 - 5 of 5' is located at the bottom right.

Conversion action	Source	Category	Tracking status	Count	Click-through conversion window	Include in "Conversions"	Repeat rate	All conv.	All conv. value
Android installs (all other apps) 535227998 (from 214)	Google Play	Download							
Total: All conversion actions									

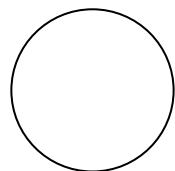
# Opt-Out App install

## #3

- Check that “No” is indicated against Include in “Conversions”
- If it is indicated as “Yes”, change to “No” in Edit settings



# Onboarding steps summary



1

Visit our partner page and click through to the retail partners' pages or forms to contact them

2

Retail partner to send linking request for Google Merchant Center and Google Ads MCC

3

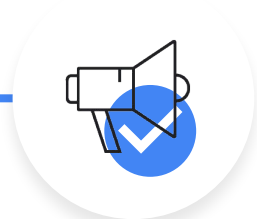
Retail partner to set up conversion tracking in your Google Ads account

4

Follow the mandatory setup steps

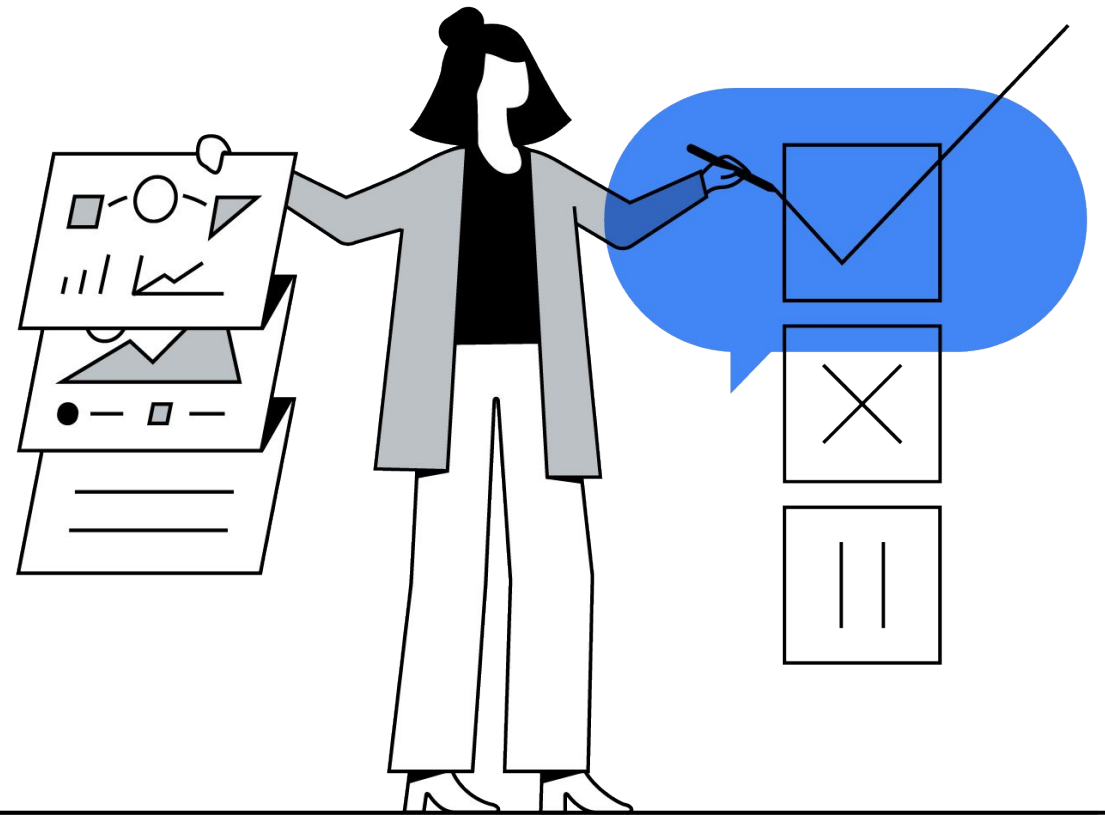
5

Follow the campaign and store best practices when setting up your shopping campaigns



**Start running the campaign**

# Campaign best practices



# Shopping Hygiene Checklist

Campaign-level	Action required
<ul style="list-style-type: none"><li>✓ Start with Smart Shopping Campaigns to drive 20% more sales vs standard Shopping ads</li></ul>	<ul style="list-style-type: none"><li>✓ Switch to Smart Shopping Campaigns if you haven't already, but don't set tROAS to maximize sales at any given budget</li></ul>
<ul style="list-style-type: none"><li>✓ [Optional] If used, standard Shopping campaigns should be on tROAS</li></ul>	<ul style="list-style-type: none"><li>✓ [Optional] Start Standard Shopping with eCPC and switch to tROAS after 20 conversions</li></ul>
<ul style="list-style-type: none"><li>✓ Implement correct UTM codes for all campaigns</li></ul>	<ul style="list-style-type: none"><li>✓ <u>Implement UTM</u> at campaign level (applies to all campaign types)</li></ul>



## Shopping Feed Approval and Targeting Rate

**Best Practice:** Fix and target at least 90% of your listed products (Images, Policy, Out of Stock)

**Why:** More volume

Fix disapproval reasons: click [here](#) for how



## Optimization Score

**Best Practice:** Aim >90% **Optimization Score** to ensure all hygiene recommendations are addressed

**Why:** More volume

Keep an eye on 'Recommendations' tab



## Campaign segmentation

**Best Practice:** Target 100% of your approved products using 3 or fewer campaigns. Use different bids to maximize the scale of different SKUs. e.g:

**All SKUs:** ROAS bid 200%  
[Normal volume]

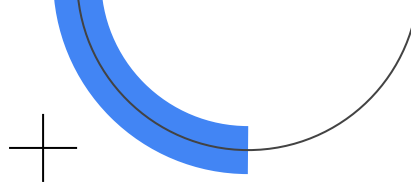
**Best Selling SKUs:** ROAS bid 100%  
[Higher volume, always on]

**Seasonal SKUs:** ROAS bid 50% [Highest volume, not always on]

**Why:** More volume

Keep an eye on your SKU report to maximize traffic to bestselling products

# Recommendations tab



- Overview
- Recommendations**
- Insights
- Ad groups
- Product groups
- Ads
- Products
- Landing pages
- Keywords
- Audiences
- Settings
- Suggested
- Change history
- + More

## Recommendation

52.1% ↑1%



Your optimization score [?](#)

Improve your score by following the recommendations below

- All
- Bidding & budgets +23%
- Automated campaigns +25%
- Growth +23%
- Challenged +25%
- Assessing +25%
- Pivoting +25%
- Investing +48%

### Top recommendation for you:

Switch to Smart Shopping campaigns +47.9%

**Get more conversion value at a similar cost with Smart Shopping campaigns**

*Recommended because you have enough conversion data on Shopping to benefit from Smart Shopping campaigns [?](#)*

[VIEW RECOMMENDATION](#)

Raise your budgets +23.3%

**Your ads stopped running on your busiest days. Fixing your limited budget can help.**

*Recommended because you missed out on 5% or more of your potential traffic last week [?](#)*

Conversions  
**+8.12**  
-\$0.01 Cost / conv.  
+\$70.90 Cost

*Weekly estimates*

[VIEW RECOMMENDATION](#)

[APPLY](#)

Try the new Google Ads mobile app

**Monitor performance and improve your account on the go**

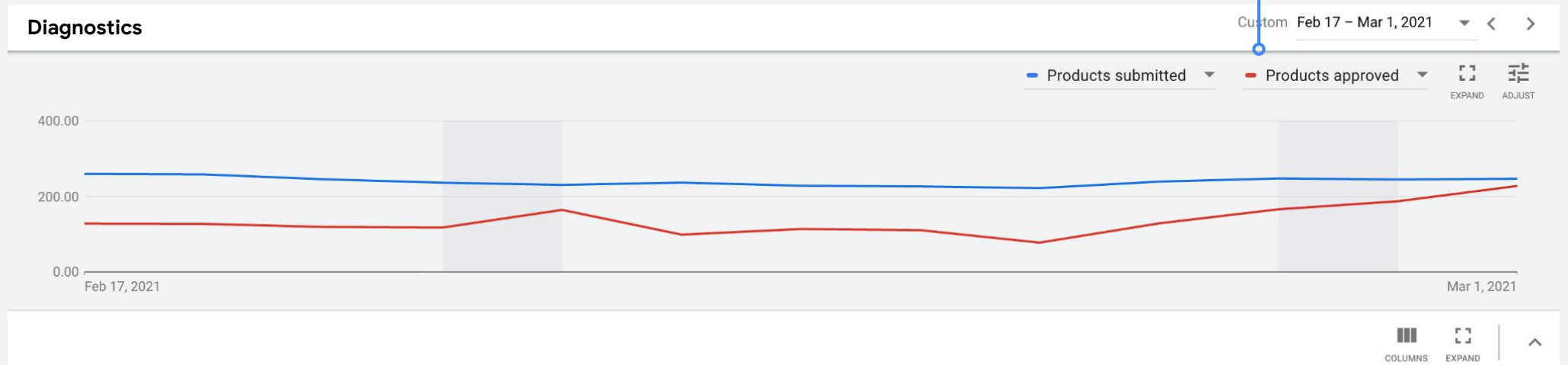
*Recommended because you haven't used the Google Ads mobile app recently [?](#)*

[VIEW RECOMMENDATION](#)

# Fixing feed disapproval: Access to the Google Merchant Center Account is not required to surface product disapprovals

- Overview
- Recommendations
- Insights
- Ad groups
- Product groups
- Ads
  - Products
  - Products
  - Diagnostics**
- Landing pages
- Keywords
- Audiences
- Settings
- Suggested
- Change history
- + More

1. Begin by clicking on the Products -> Diagnostics Tab within the Shopping Campaign
2. Adjust the graph axis to reflect:  
**Products Submitted + Products Approved.**





# Fixing feed disapproval: Access to the Google Merchant Center Account is not required to surface product disapprovals

3. Scroll down on the same page to get an in depth breakdown of any disapprovals within the campaigns.

Product status	↓ Products	Clicks	Impr.	CTR
Ready to serve	232	2,669	287,619	0.93%
Not ready to serve	0	–	–	–
Inactive	0	–	–	–
^ Disapproved	19	6	351	1.71%
Violation of Shopping ads policy	9	0	0	–
Promotional overlay on image [image link]	5	6	351	1.71%
Mismatched value (page crawl) [price]	5	0	0	–

# Fixing feed disapproval

## Image policy for Google Shopping



To enable you to run Google Shopping ads, the information you provided on your official retail partner store is linked to your Google Ads account, including images, titles, etc.



The first image for each product is picked for use in the Google Shopping ads. For **Shopping ads to run, this image must comply with Google Shopping policies**



If you are **unable to make your 1st image comply** with the policy, please consult with your partner on replacing it

## Mandatory requirement



Incorrect images



Correct images



Google Shopping requires images to have **no background, overlay, or watermark.**

Our automated system will try to remove these elements using machine learning. However, if machine learning is unsuccessful in removing the images, the offer will be disapproved and will need to be addressed. Policy [here](#)

# Fixing feed disapproval:

Supplementary feeds can also be used, with partner's permission

1

Sample supplementary feed (Google Sheets version)

Product ID	Image Link
ABC	https://www.[Brand].com/image1

2

**Feed Rule:** Overwrites information in the primary feed, with information from the supplementary feed



Google teams can help to upload if you have an assigned Google Account Manager

3

Google Merchant Center Account (owned by the retail partners and shared with your Google Ads account)

Product ID	Product Title	Product Price	Image Link	Approval Status
123	L'Oreal Paris.....	\$20	https://www.shopee.sg...	✓
ABC	[Brand] [Product].....	\$15	https://www.[retailpartner].sg...	✗
XYZ	L'Oreal Paris.....	\$12	https://www.shopee.sg...	✓

# Caveats regarding supplementary feeds

## Retail Partner's Permission

As retail partners own the Google Merchant Center accounts, the retail partner must grant permission, over email, to utilize the supplementary feed.

## Image Hosting

The new images must be hosted on a live site, and indexed by Google. They cannot be uploaded on cloud storage services e.g. Google Drive, and then submitted.

**Note:** the same image URL can be used multiple times.

## Implementation

Implementation is taken care of by Google and the retail partner. No brand POC will be added to the Google Merchant Center to complete this step.

If you are interested, please contact your Google account manager (if applicable) or our retail partners to implement this step.

# Segment Conversion Actions

Segment conversions to properly evaluate the actual ROAS of the purchase conversions

The screenshot shows the Google Ads interface with a dropdown menu for conversion actions. The menu is open, showing options like 'Conversion action', 'Conversion category', 'Conversion source', etc. The 'Conversion action' option is highlighted with a blue box. The background table shows columns for Interaction rate, Avg. cost, and Cost.

Interaction rate	Avg. cost	Cost
13.96%	\$0.14	\$1,064.35
-	-	-
18.00%	\$75.04	0.17%
18.00%	\$75.04	0.17%

Add these 2 columns in your Google Ads view to evaluate conversion performance

The screenshot shows a table of campaign performance. The 'Conversions' and 'Conv. value' columns are highlighted with blue boxes. The 'Shopee\_Shop\_Purchase' row is highlighted with a green box, and the 'Total: Campaigns' row is highlighted with a red box.

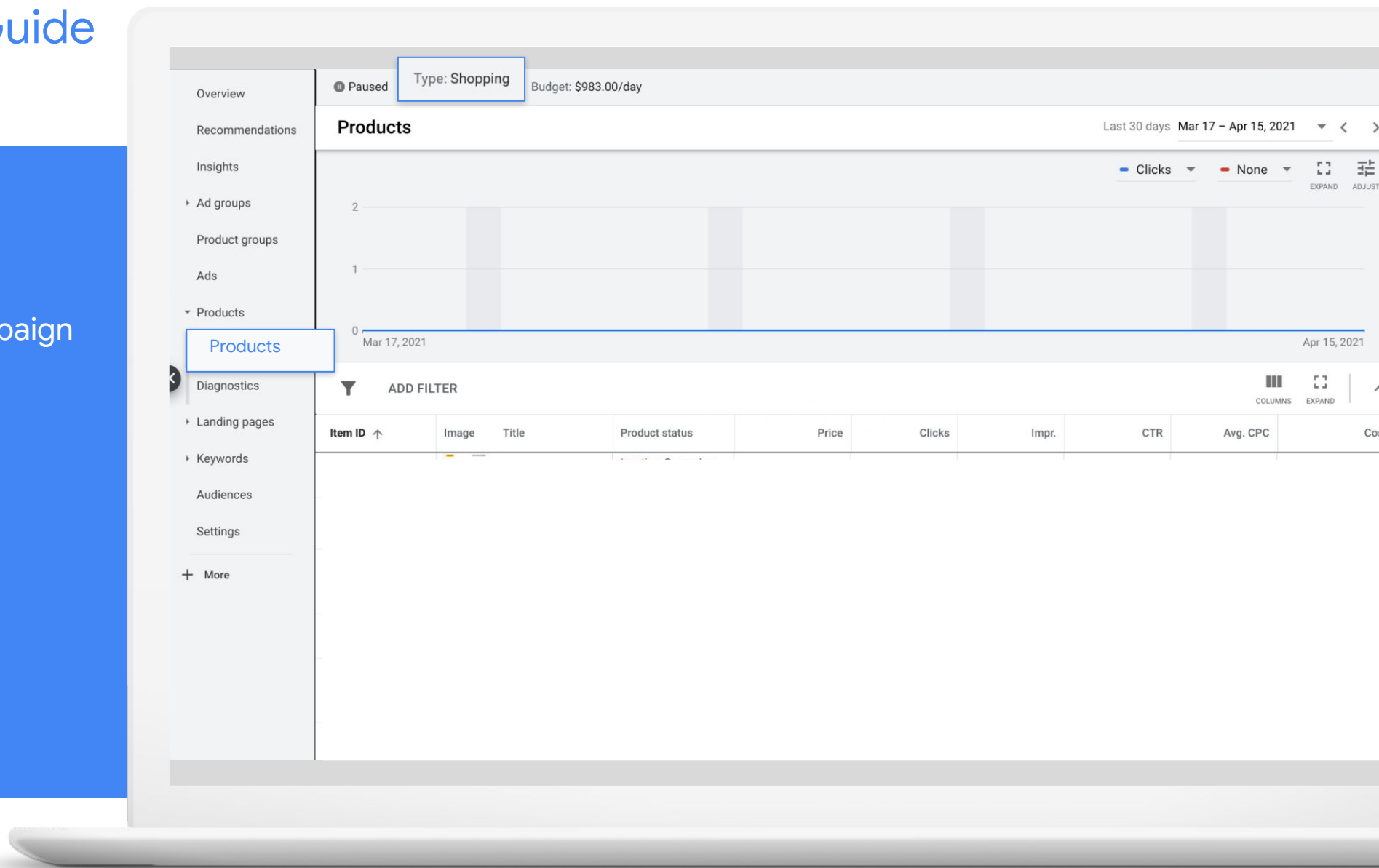
Campaign	Conversions	Conv. value
Campaign Name	1,784.00	21,001.04
Shopee_Shop_AddToCart	1,436.00	2,246.00
Shopee_Shop_Purchase	348.00	18,755.04
Total: Campaigns	1,784.00	21,001.04

**# of conversions :**  
 ATC = Shopee\_Add to Cart  
 Order = Shopee\_Shop\_Purchase  
 GMV = conversion value of  
 Shopee\_Shop\_Purchase ONLY

**DO NOT** use the  
 aggregated campaign  
 metrics for  
 conversions data

# Products Report Guide

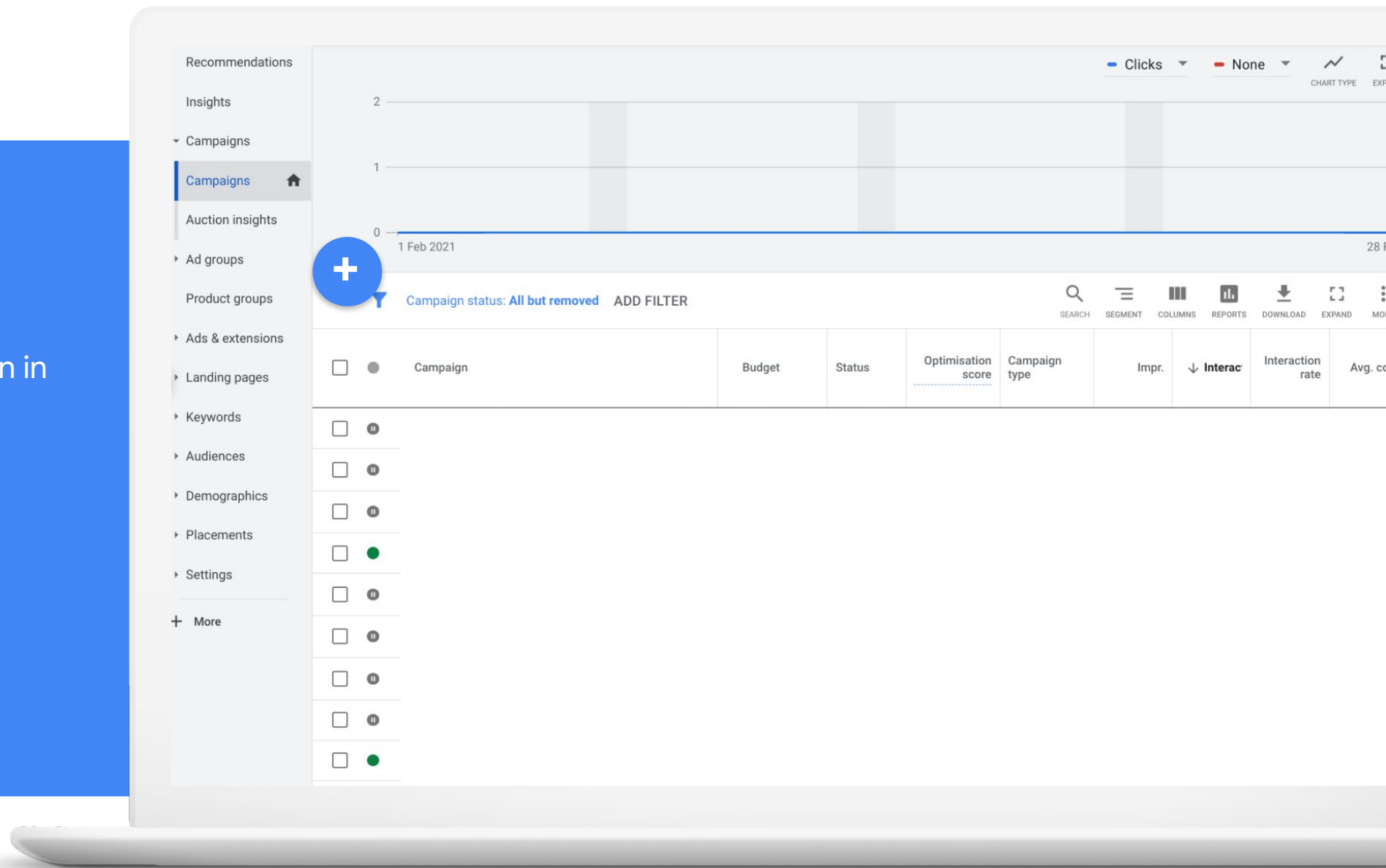
- Go into Shopping campaign
- Click Products



# Shopping Guide

## #1

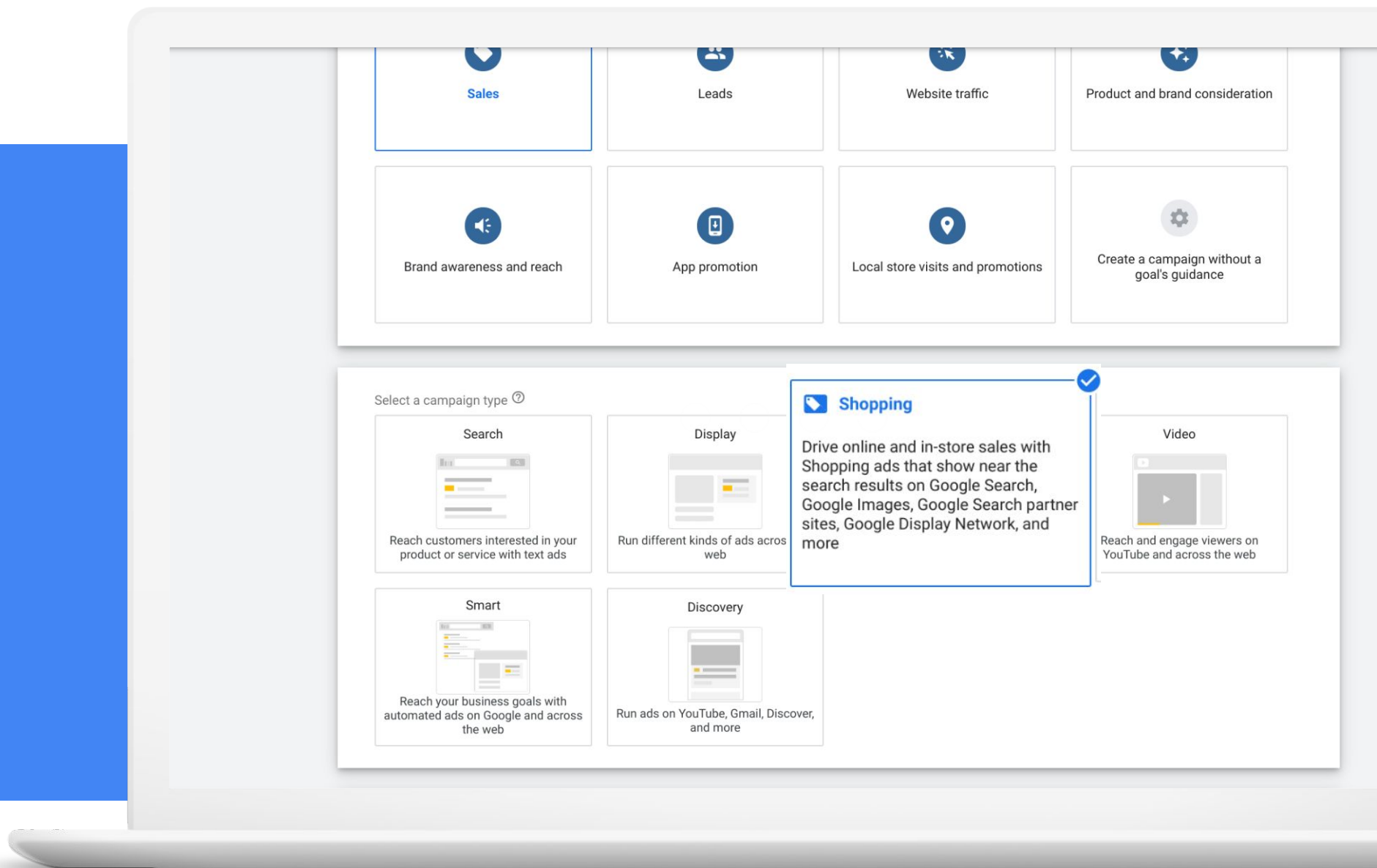
- Create a new campaign in Google Ads



# Shopping Guide

## #2

- Select a Goal and “Shopping” as campaign type

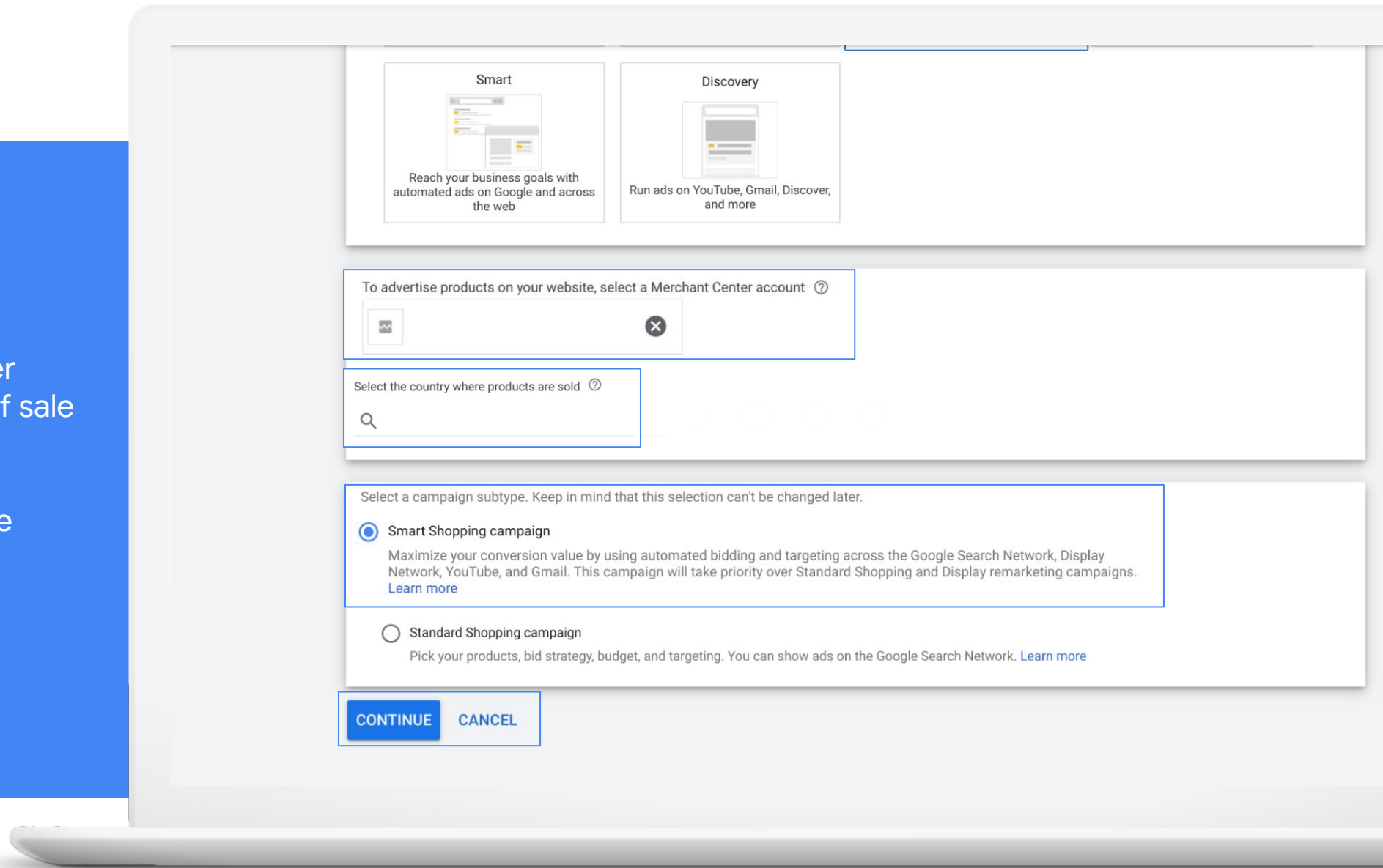




# Shopping Guide

## #3

- Select Merchant Center account and country of sale
- Select Smart Shopping campaign and continue



# Shopping Guide

## #4

- Complete Campaign name field
- Select Maximize conversion value or Set a target ROAS (We recommend leaving ROAS target blank)
- Set Budget

The screenshot displays the Google Ads campaign setup interface for a Shopping campaign. It is divided into two main sections: Bidding and Budget.

**Bidding Section:**

- Bid strategy:** Maximize conversion value.
- Set a target return on ad spend (ROAS).
- Target ROAS:** A text input field followed by a percentage sign (%).
- Info:** A light blue box with an information icon stating: "Setting a target ROAS for a Smart Shopping campaign could result in lower conversion value".
- Note:** A blue box on the right states: "Note: Maximize conversion value is set by default. Alternatively, ROAS can be selected - if ROAS is too high, volume might be very limited." Below it, a tip says: "Tip: Look at the average ROAS of existing campaigns to set a realistic target."

**Budget Section:**

- Budget type:** Enter the average you want to spend each day.
- Unit:** SGD.
- Note:** A blue box states: "Note: Use the average daily spend of current shopping campaign(s) to maintain a similar spend."
- Monthly limit:** A text box on the right states: "For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)".

**Start and end dates:** Start date: March 29, 2021 End date: Not set

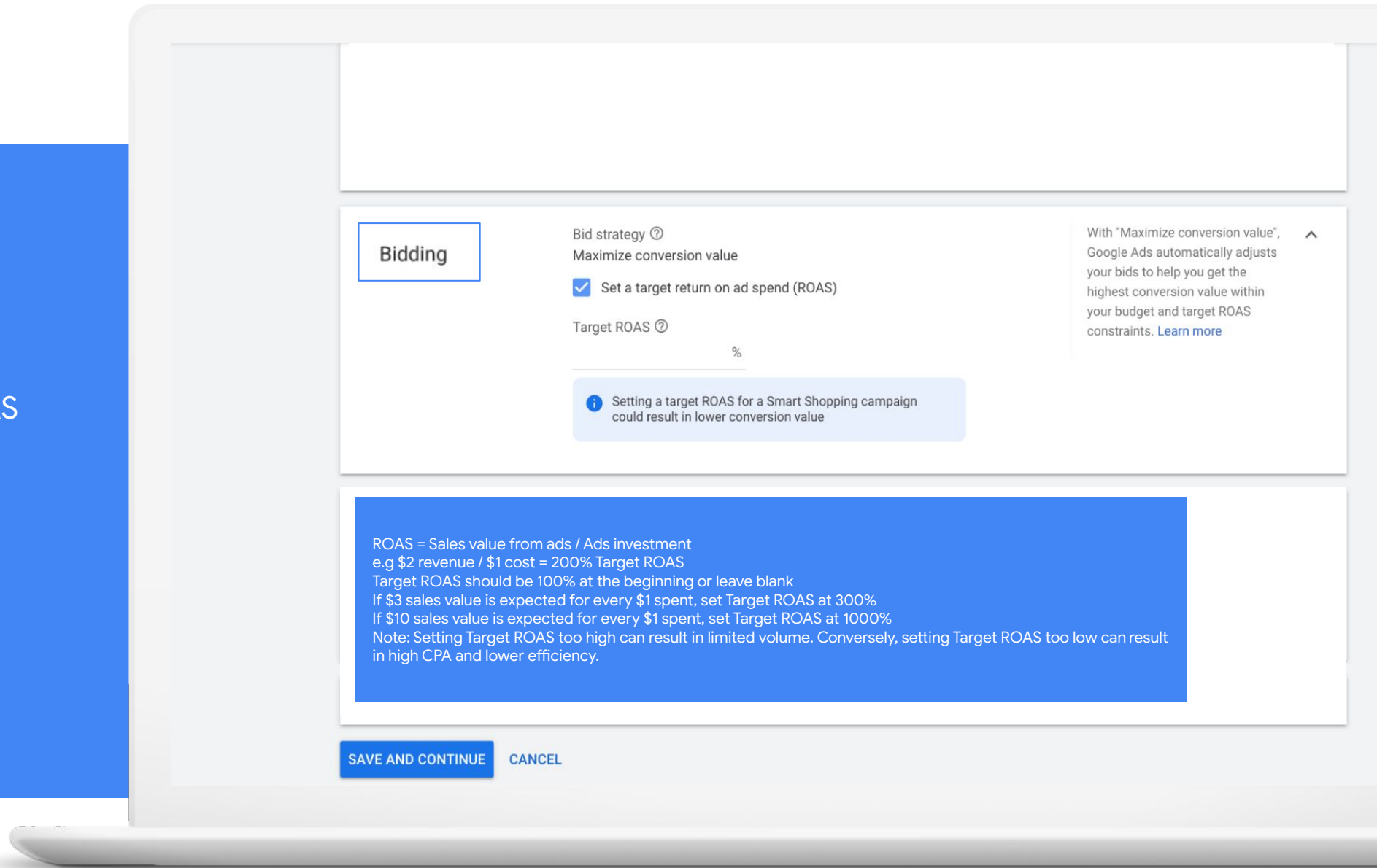
**Buttons:** SAVE AND CONTINUE (highlighted in blue), CANCEL

# Shopping Guide

## #4(a)

[Optional]:

- How to set Target ROAS



ROAS = Sales value from ads / Ads investment  
e.g \$2 revenue / \$1 cost = 200% Target ROAS  
Target ROAS should be 100% at the beginning or leave blank  
If \$3 sales value is expected for every \$1 spent, set Target ROAS at 300%  
If \$10 sales value is expected for every \$1 spent, set Target ROAS at 1000%  
Note: Setting Target ROAS too high can result in limited volume. Conversely, setting Target ROAS too low can result in high CPA and lower efficiency.

# Shopping Guide

## #5

- Set Start date
- Select None as End date and continue

The screenshot shows the 'Select campaign settings' step of a Google Ads campaign setup. The interface is divided into two main sections: '1 Select campaign settings' and '2 Product groups and assets'. The '1 Select campaign settings' section is further divided into three main areas:

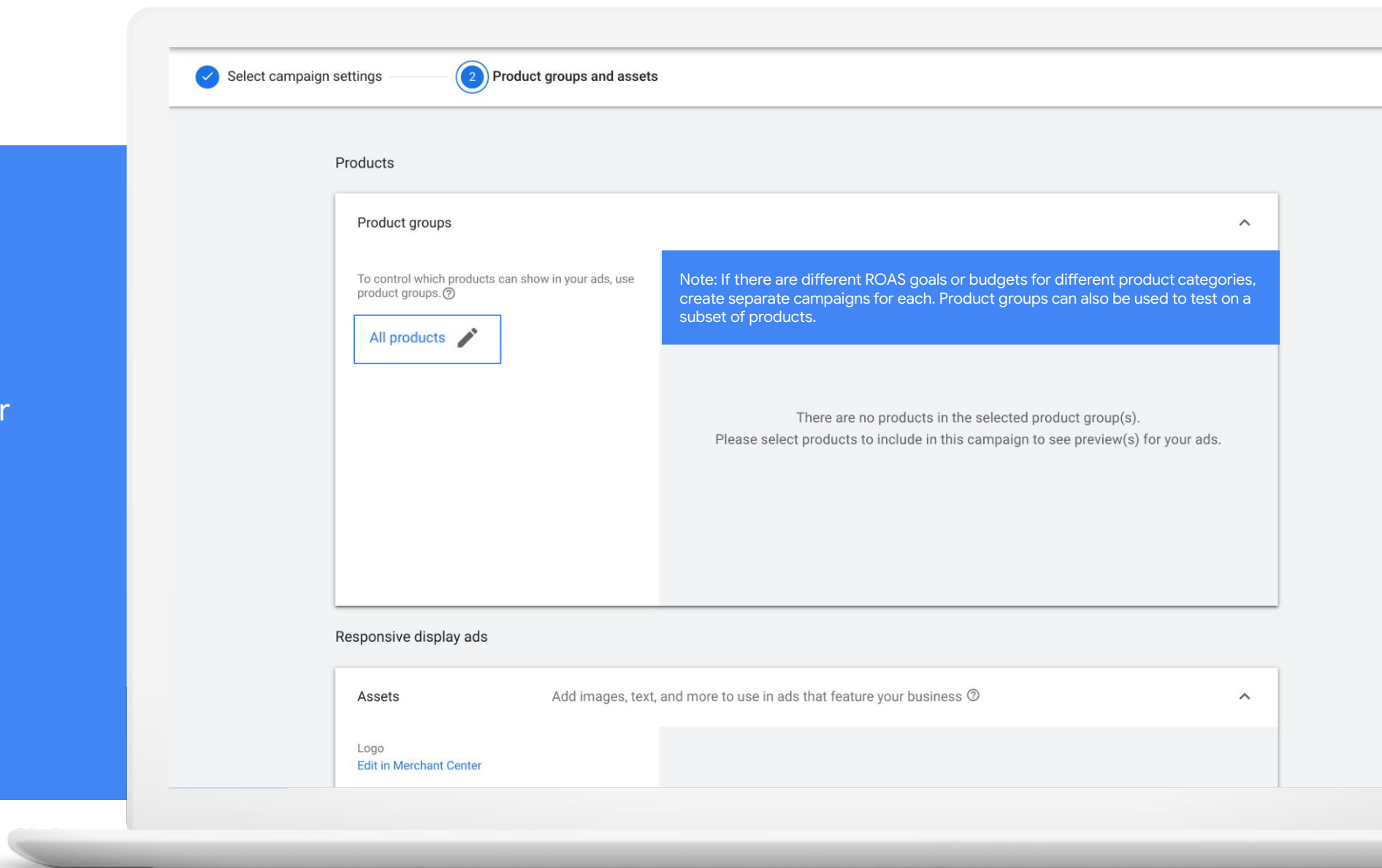
- Maximize conversion value:** This section includes a checked checkbox for 'Set a target return on ad spend (ROAS)'. Below it is a 'Target ROAS' input field with a percentage sign. A blue information box states: 'Setting a target ROAS for a Smart Shopping campaign could result in lower conversion value'. To the right, a help text explains: 'Google Ads automatically adjusts your bids to help you get the highest conversion value within your budget and target ROAS constraints. [Learn more](#)'.
- Budget:** This section has a label 'Budget' and a text prompt 'Enter the average you want to spend each day'. Below is an input field with 'SGD' entered. To the right, a help text states: 'For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)'.
- Start and end dates:** This section is highlighted with a blue box. It contains 'Start date' and 'End date' labels. The 'Start date' is set to 'Mar 29, 2021'. The 'End date' has two radio button options: 'None' (which is selected) and 'Select a date'. To the right, a help text states: 'Your ads will continue to run unless you specify an end date.'

At the bottom of the form, there are two buttons: 'SAVE AND CONTINUE' and 'CANCEL'. The footer of the page reads '© Google, 2021.'

# Shopping Guide

## #6

- All products are included by default. For simplest management and performance, it is recommended to set up one campaign to target all products.

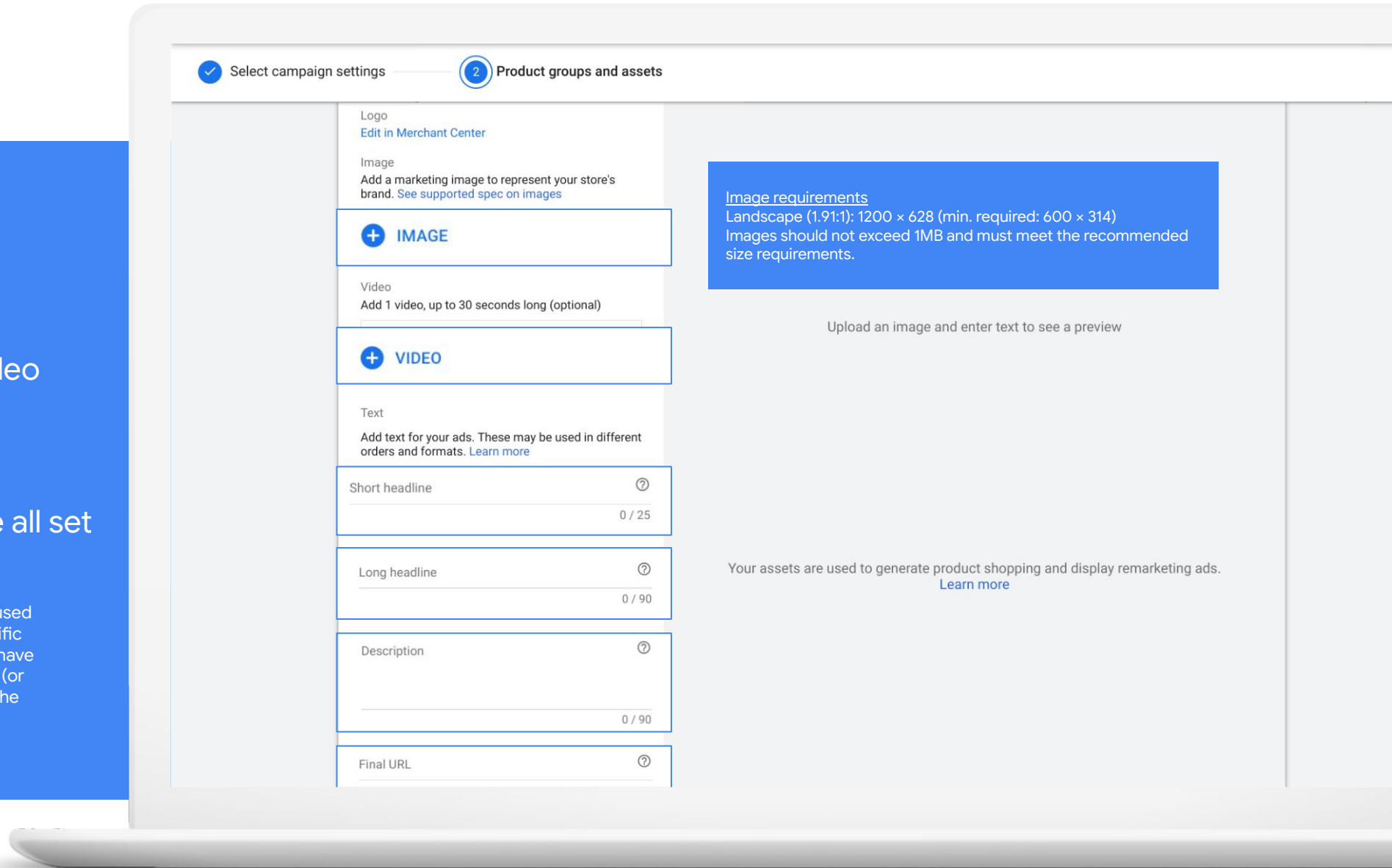


# Shopping Guide

## #7

- Upload an image or video
- Complete all fields
- Click “Save” and you’re all set

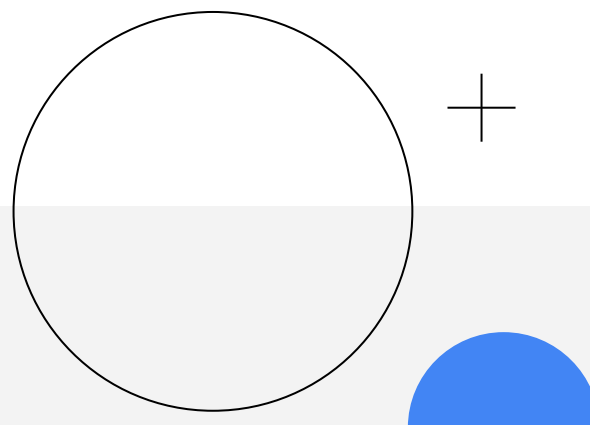
Note: This section is optional but it is strongly recommended to complete it. The assets will be used for new users who haven’t interacted with a specific product on the website. For returning users who have visited the website and viewed specific products (or even added to cart), relevant product data from the feed will be used to build an ad.



# Shopping Guide

## #8

Optional campaign segmentation strategy to maximize volume to high performing SKUs



### Smart Shopping Campaigns

Can hold **a single** ad group

**Campaign 1: ROAS Goal: 5 to 1.  
Daily Budget: \$1,000**

Ad Group 1: All mid-margin products

**Campaign 2: ROAS Goal: 2 to 1.  
Daily Budget: \$1,000**

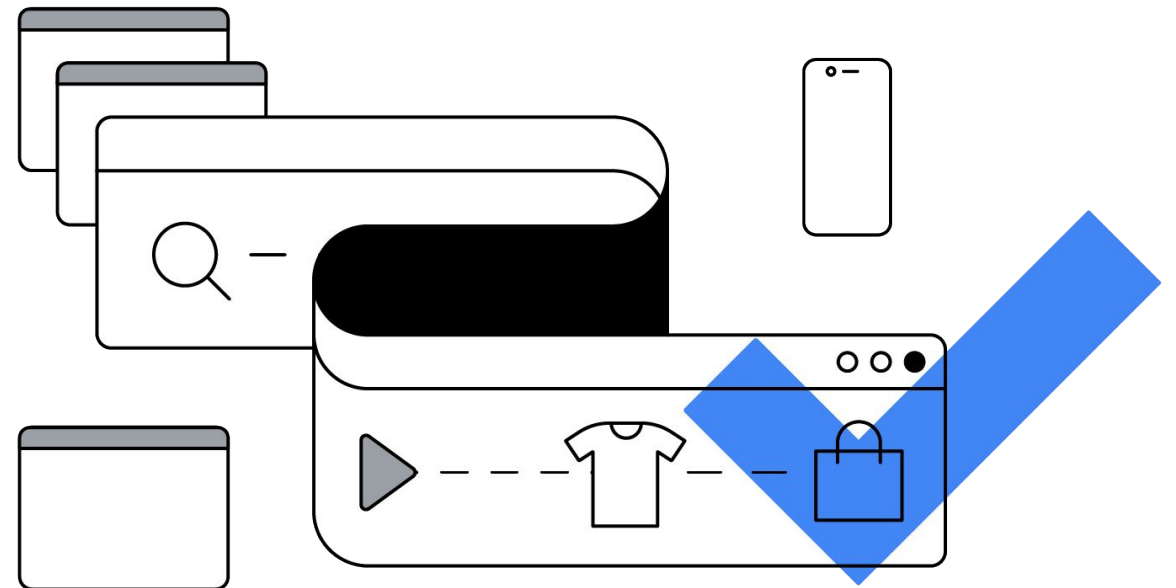
Ad Group 1: All low-margin products

**Campaign 3: ROAS Goal: 10 to 1.  
Daily Budget: \$1,000**

Ad Group 1: All high-margin products

# Product listing best practices

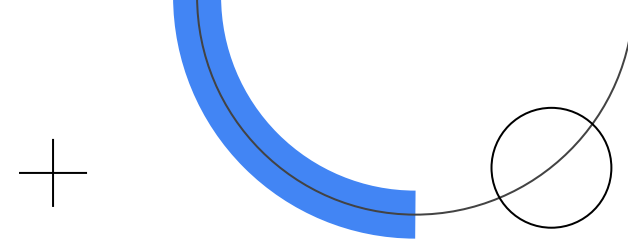
(To be applied directly to the marketplace/retailer store listing)





# Best-in-class titles are optimized for their vertical

(To be applied directly to the marketplace/retailer store listing)

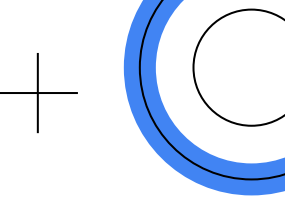


## Basic naming structure: Brand + Product Type + Attributes

Category	Recommended Structure	Example
<b>Apparel</b>	Brand + Gender + Product Type + Attributes (Color, Size, Material)	Ann Taylor Women's Sweater, Black (Size 6)
<b>Consumable</b>	Brand + Product Type + Attributes (Weight, Count)	TwinLab Mega CoQ10, 50 mg, 60 caps
<b>Hard Goods</b>	Brand + Product + Attributes (Size, Weight, Quantity)	Frontgate Wicker Patio Chair Set, Brown, 4-Piece
<b>Electronics</b>	Brand + Attribute + Product Type + Model #	Samsung 88" Smart LED TV with 4K 3D Curved Screen (UN88JS9500)
<b>Seasonal</b>	Occasion + Product Type + Attributes	Mother's Day Personalized Storage Box, Silver
<b>Books</b>	Title + Type + Format (Hardcover, eBook) + Author	1,000 Italian Recipe Cookbook, Hardcover by Michele Scicolone

# Provide **product descriptions** in user-friendly language conveying the Unique Value Proposition instead of technical details

(To be applied directly to the marketplace/retailer store listing)



## Current product description

The latest running shoe from Nike gives you the best in performance and style.

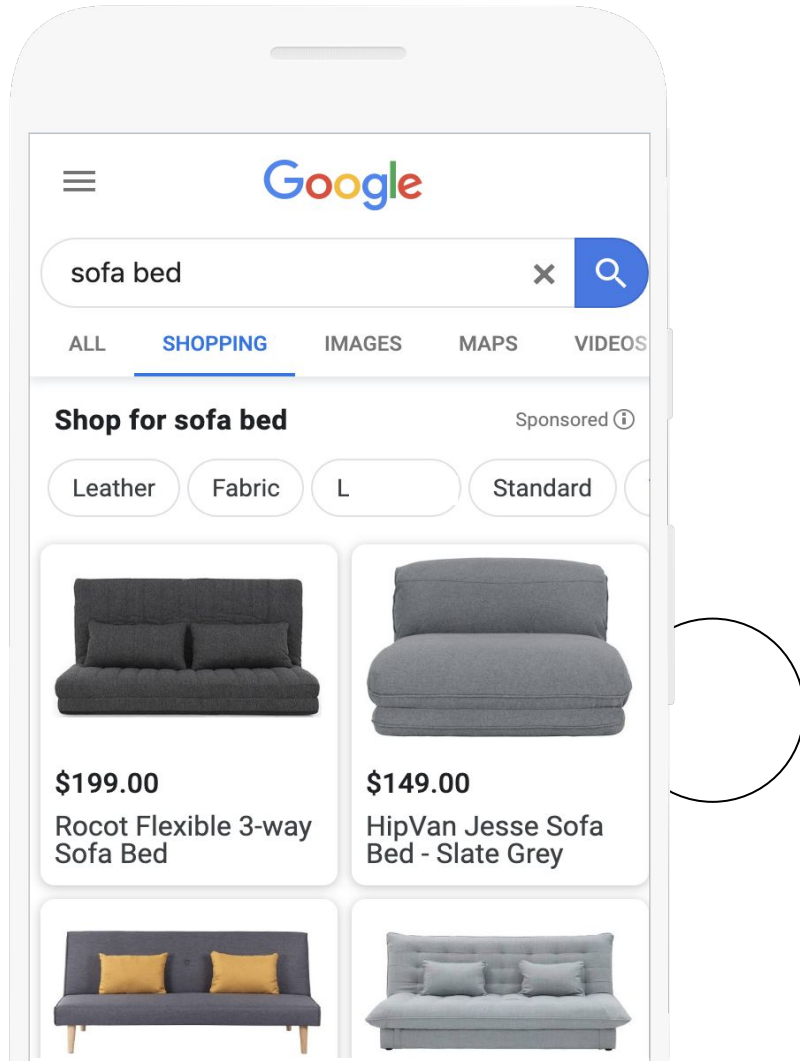
## Recommended product description

The latest **running shoe** from Nike gives you the best in performance and style. Manufactured using the latest in **Vapormax** cushioning technology, the **V20** model will allow maximum sole cushioning whilst enabling energy flow through the entire **shoe**. Whether you are hitting the pavement for the first time, or seeking that new marathon PR, the **VaporMax V20** is the ultimate **running shoe**.

## Not recommended

Nike Vapormax  
Size: 27-25  
Color: Blue

# Product images



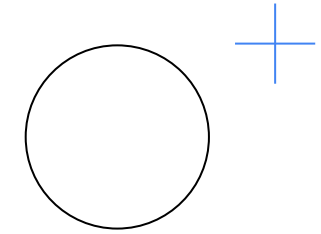
## Best practice

- Products with high quality images are more likely to show for relevant search queries and will capture your shoppers' attention, especially on today's high resolution smartphones
- Provide the highest resolution images you have available (800x800 recommended; 250x250 for apparel and 100x100 for non-apparel)

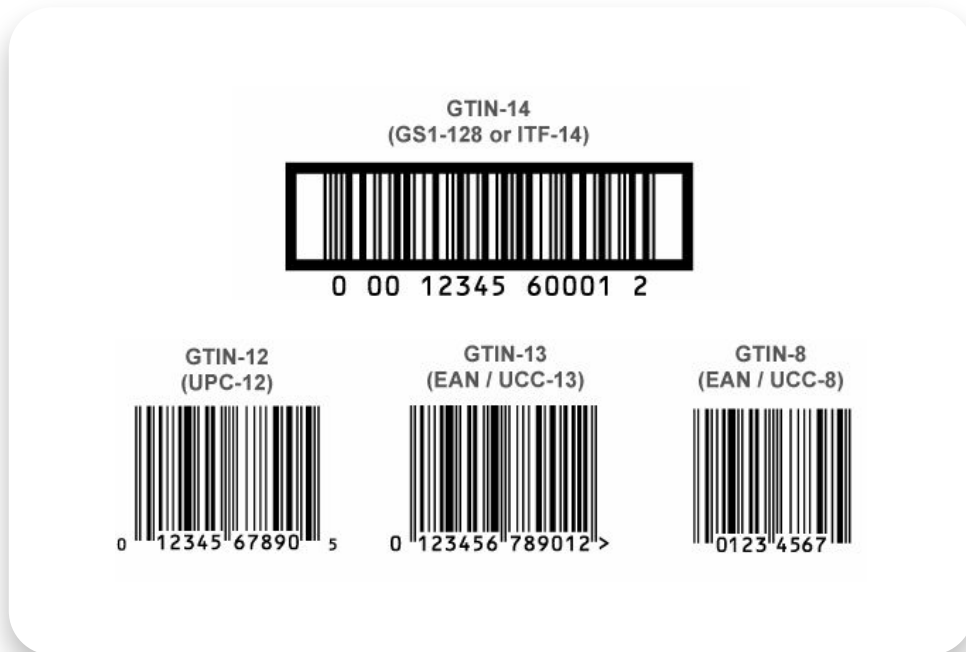
## Must-have

- Images must be on white background / transparent background without watermarks and/or caption
- [Link to Help Center](#)

# Product barcode: GTIN



- Merchants who submit GTINs will be rewarded within the auction with additional clicks at no extra cost.
- GTINs can usually be found via online databases, warehouse catalogues or within the e-commerce platforms.
- If the marketplace/retail partners do not provide an input method for GTIN for your product listing, collect your GTIN on a spreadsheet and reach out to your Google representative (if you have one assigned).





# Get started on partnerships ads with our [retail partners](#)

For more details, please visit [g.co/retail/partnerships](https://g.co/retail/partnerships)

