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







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

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





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



google.com Google Google \equiv \equiv Q hawaiian shirts Q, hawaiian shirts IMAGES MAPS VIDEOS ALL SHOPPING Images Shopping News See hawaiian shirts Sponsored 🕜 On sale Women Men Kids Ads Sale Women Kids Boys Regular B PRICE DROP SALE Chubbies The **Resort Wear Soft** Stretch Mens Short Slim Hawaiian **Duvin Happy Hour** Sleeve Shirt, Size S XL **Revere Collar Shirt** Short-Sleeve \$69.50 \$29.99 \$32.94 \$51.00 \$68

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





Steps and requirements





Account level checklist for all campaigns



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 <u>UTM suffix</u> provided by the retailer partner to track conversions

6

Maintain an always-on budget to enable continuous machine learning



Qpt in <u>"Add to Cart"</u> Optimization at the account level

<u>Opt out "App Install"</u> from Optimization at Account level



Link Google Ads account

#1

• Go into Linked accounts on Google Ads

≡ 🙏 Googl	e Ads All campaigns				Q II SEARCH REPORTS	کر TOOLS		0	
Overview 🔒	Overview						ACCOUNT	BILLING	>
Recommendations	Campaign status: All; Ad group status: All	ADD FILTER					Access and security	Summary	
Insights					L	-	Linked accounts	Documents	
 Campaigns 	+ NEW C	AMPAIGN					Preferences	Transactions	
 Ad groups 	Clicks 🔻	Impressions 🔫	Avg. CP	20	Cost			Settings	
Product groups			\$0.0		\$0.00	:		Promotions	
Ads & extensions			ţ				ads		_
 Landing pages 	2				2		Get your ads running by add to each ad group	ling ads	
 Keywords 									
Audiences	1				1				
 Demographics 									
 Placements 	0 — —	1, 2021			Mar 29, 2021		VIEW		
 Settings 		,			19101 2.7, 202.1				
+ More •	Campaign	S		:	Billing summary			:	
		Cost 👻	Clicks 🔻 C	TR 🔻	Next payment				
	Standard 1	Est SGD0.00	0	0.00%	When your balance				
	Sales-Disc	overy-1 SGD0.00	0	0.00%	Payment setting				
	What ever	SGD0.00	0	0.00%	You're making automatic payr	nents			
	Shopping	campaign SGD0.00	0	0.00%	Documents No recent				•



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

💊 Google Ads 🕴 Lii	nked accounts	Q 🕕 🔧 🔯 Search reports tools Belling C ?
	Measure how your online ads drive offline conversions by importing sales funnel data from your Salesforce Sales Cloud accounts.	Third-party app analytics Link a third-party app analytics provider or your own software development kit (SDK) to your Google Ads account to see user lists and conversions for your Android and iOS apps.
	DETAILS	DETAILS
	Google Hotel Center Share your Google Ads audience lists with a Hotel Center account. You can choose a bid adjustment for the audience lists in Hotel Center.	Google Merchant Center Use your product data from Merchant Center in Google Ads. You'll be able to advertise your products with Shopping campaigns, dynamic remarketing, and more.
	DETAILS	DETAILS
	YouTube Gain insight into how viewers engage with your videos. Remarket to people who interact with your channel, track actions people take after watching video ads, and drive clicks with call-to-action overlays.	Search Console See how your ads and organic search listings perform (both alone and together) by importing organic search results from Search Console.
	DETAILS	DETAILS
	Ads Data Hub Make campaign data available to vendors and agencies for third-party verification or analysis in a secure, cloud-based platform. Note that this feature	



#1

• Go into Audience manager in Google Ads

All campaigns	Overview 🏫	Campai	E PLANNING	I SHARED LIE	BRARY	💼 BULK AC	TIONS	MEASU	JREMENT	SETU	0
Q Search campaigns	Recommendations		Performance Planner	Audience manag	ger	All bulk action	ns	Conversion	S	Business of	ata
Display campaigns	Insights	12,000 —	Keyword Planner	Bid strategies		Rules		Google Ana	lytics	Policy mar	ager
Shopping campaigns	 Campaigns 		Reach Planner	Negative keywor	rd lists	Scripts		Attribution		Access an	d security
	Campaigns 🔒	6,000	Ad Preview and Diagnosis	Shared budgets		Uploads		Lift measur	ement	Linked acc	ounts
N Video campaigns	Auction insights	ل	Campaign Translator	Location groups					ft measuremei		
* Discovery campaigns	 Ad groups 			Placement exclu	ision lists			Geo experir	nents	Google Me	rchant Center
nabled and Paused	Product groups	•	Campaign status: All but removed	ADD FILTER					SEGMENT COLU	- 644	L J OAD EXPAND I
	Ads & extensions		Campaign		Budget	Status	Optimisation	Campaign	Avg. CPV	Avg. CPM	Cost
3	 Videos 		Campaign		buuget	Status	score	type	Avg. or v	Avg. CFW	COST
	Landing pages										
	 Keywords 										
	 Audiences 										
	 Demographics 										
	 Placements 										
	 Settings 										
	+ More •										



#2

• Click YouTube users

Audience lists	REMARKETING CUSTON	1 AUDIENCES								
Audience insights	×					Enabled audiences		SEGMENT		EI EXPAND
Settings -	+ Website visitors		Туре	Membership status	Size: Search	Size: YouTube	Size	e: Display	Size: Gmail ca	mpaign
	+ App users									
	+ YouTube users									
	+ Customer list									
T.	+ Custom combination									





#3

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

× ٨ Google Ads	New audience: YouTube us	ers		Q II. SEARCH REPORTS	TOOLS & SETTINGS	BILLING	?	Ŷ
	Audience name	YouTube					~	•
	List members	Choose the people that you'd like to include in th Viewed any video from a channel	is audience 🔺					
	YouTube channel	Viewed certain videos Viewed any video (as an ad) from a channel Viewed certain videos as ads	ľ					
	Pre-fill options	Subscribed to a channel Visited a channel page					~	,
	Membership duration Your use of remarketing lists must comply wi CREATE CANCEL	Liked any video from a channel Added any video from a channel to a playlist Shared any video from a channel	consent policy.				~	/

© Google, 2021.





#4

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

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	Google Ads can pre-fill your list with people who have interacted with your business within the last 30 days, or you can start with an empty list.	^
Membership duration	Enter the number of days that someone stays in this audience 540 days	Membership duration is the amount of time someone will stay on your remarketing list after interacting with your business.	^
	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.		



#1

• Click into the campaign





#2

• Go into Settings







#3

• Click Additional settings then expand Campaign URL options

All campaigns	Overview	Paused	Type: Shopping Budget: SGD5.	00/day	
Q Search campaigns	Recommendations	Settings			
Shopping campaigns	Insights	:	Smart Shopping campaign set	tings	
App campaigns	▶ Ad groups		Campaign name	Shopping Campaign	~
* Discovery campaigns	Product groups		Campaign status	Paused	~
	Ads		Merchant and Comparison	146381766 - JMH Holdings / CSS: Google Shopping (google.com/shopping)	~
	 Products 		Shopping Service		Ŷ
	 Landing pages 		Country of sale	United States	
	Keywords		Local products	Disabled	~
	Placements		Campaign URL options	No options set	~
	Settings		Content exclusions	Use account settings to define content exclusions.	
	— Less				
	 Locations 				
	 Ad schedule 				
	Devices				
	Change history				
	Labs				



#4

- Complete Tracking template field
- Complete Final URL suffix field

==	All campaigns	Overview	Paused	Type: Shopping Budget: SGD5.	.00/day		
Q	Search campaigns	Recommendatio	ns Settings				
	Shopping campaigns	Insights		Campaign name	Shopping Campaign		~
Ø	App campaigns	 Ad groups Product groups 		Campaign status	Paused		~
*	Discovery campaigns	Ads		Merchant and Comparison Shopping Service			~
Enabl	ed and Paused 🔒 🔒	Products		Country of sale	United States		
Θ	App promotion-App-1	 Landing pages 		Local products	Disabled		~
	Ad group 1	Keywords					_
		Placements		Campaign URL options			
	google it	Settings			Tracking template		
*	Sales-Discovery-1	— Less			Example: https://www.trackingtemplate.foo/?url={lpurl}&id=5		
	Sales-Search-2	 Locations 			Final URL suffix	UTM is provided by the partner	
	Sales-Search-3 sfasd	Ad schedule			Example: param1=value1¶m2=value2		
	stasd	Devices					
	Shopping	Change history			Custom parameters ③		
•	Shopping campaign	Labs			{_Name } = Value		
	Ad group					CANCEL S	SAVE
	Smart Shopping TEst						(



Add to Cart Optimization

#1

• Go into Conversions in Google Ads

≡	🙏 Google	Ads	All cam	npaigns	Q Try "billing"		I. Reports	TOOLS & SETTINGS	
	All campaigns	:	Overview	E PLANNING	BHARED LIBRARY	BULK ACTIONS	MEASUREMENT	SETUP	🗎 BILLING
Q 5	Search campaigns		Recomment	Performance Planner	Audience manager	All bulk actions	Conversions	Business data	Summary
I) (Display campaigns		Insights	Keyword Planner	Bid strategies	Rules	Google Analytics	Policy manager	Documents
	Shopping campaigns		 Campaigns 	Reach Planner	Negative keyword lists	Scripts	Attribution	Access and security	Transactions
) 8	shopping campaigns		 Ad groups 	Ad Preview and Diagnosis	Shared budgets	Uploads		Linked accounts	Settings
			Product gro		Location groups			Preferences	Promotions
			 Ads & exten 		Placement exclusion lists			Google Merchant Center	
			 Landing page 	es					
			 Keywords 						
			 Audiences 						
			 Demographic 						
				-9					
			 Placements 						
			 Settings 						
			Suggested						
			Change histo	iry					
			Drafts & experiments						
			+ More						



Add to Cart Optimization

#2

• Click into the Conversion action with "Add to cart" in Category

Conversion actions	CON	VERSION ACTIONS Status: All enabled		RSION ACTION SETS	5					Custo	m Mar 2 – 29, 2021	· · · · ·	>
Jploads	•	Conversion action		Source	Cotogony	Tracking status	Count	Click-through conversion	Include in	Popost rate	All conv.	COLUMNS All conv.	EXPA
Salesforce		Conversion action		Source	Category	Tracking status	Count	window	"Conversions"	Repeat rate	All conv.	All Conv.	value
		Shopee_Shop_Add 451411106	dToCart_s584182	Import from clicks	Add to cart								



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 <u>this sheet</u> to optimize the Add to cart value

Settings	Conversion name		
	Category	_	
	Value		
	Source Not editable Count		
	Click-through conversion window		
	Include in "Conversions" Yes		
	Attribution model Data-	driven	
			EDIT SETTINGS
ВАСК			



Opt-Out App install

#1

• Go into Conversions in Google Ads

≡	, Google	۵ds		npaigns	Q Try "billing"		11. Reports	Noolse ?	
	All campaigns	:	Overview		BHARED LIBRARY	BULK ACTIONS	REPORTS		Billing
۹	Search campaigns		Recomment	Performance Planner	Audience manager	All bulk actions	Conversions	Business data	Summary
_			Insights	Keyword Planner	Bid strategies	Rules	Google Analytics	Policy manager	Documents
	Display campaigns		 Campaigns 	Reach Planner	Negative keyword lists	Scripts	Attribution	Access and security	Transactions
•	Shopping campaigns			Ad Preview and Diagnosis	Shared budgets	Uploads	Autouon	Linked accounts	Settings
			 Ad groups 	na rener and Blaghoolo	Location groups	opioudo		Preferences	Promotions
			Product gro		Placement exclusion lists			Google Merchant Center	
			 Ads & exten 						
			 Landing page 	es					
			 Keywords 						
		3	 Audiences 						
			 Demographic 	cs					
			 Placements 						
			 Settings 						
			Suggested						
			Change histo	ory					
			Drafts &						
			experiments						
			+ More						



Opt-Out App install

#2

 Click into the Conversion action with "Add to cart" in Category

		CONVE	RSION ACTIONS CONV	VERSION ACTION SETS						Last 7 dav	Apr 19 – 25, 2021	~ / \
Conversion actions Settings				ERSION ACTION SETS							Apr 19 23, 2021	
Uploads	+ T Status: All enabled ADD FILTER										COLUMNS EXPAN	
Salesforce		•	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	I: All con	oversion actions									
												1 - 5 of 5
© Google, 2021.												
_	_			_	_	_	-	_	_	_	_	_

Google

Opt-Out App install

Details

© Google,

Android installs (all other apps)

Tracks installs of your app in Android. If you haven't created a separate install conversion action for an app, that app's install conversions are reported for this action. Learn more

	Settings	Conversion name			
		Category Not editable			
		Mobile platform Not editable			
		Value			
		Source Not editable			
		Count Not editable			
		Click-through conversion window Not editable			
		View-through conversion window Not editable			
		Include in "Conversions"	Yes		
		Attribution model Not editable	Last click		
				EDIT SETTINGS	
1	ВАСК				
2021.					

Ŭ

Google

#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

2

Visit our <u>partner</u> <u>page</u> and click through to the retail partners' pages or forms to contact them Retail partner to send linking request for Google Merchant Center and Google Ads MCC Retail partner to set up conversion tracking in your Google Ads account

3

Follow the mandatory setup steps Follow the <u>campaign</u> and <u>store</u> best practices when setting up your shopping campaigns

5



Start running the campaign

Retail Partnerships with Google Ads



Google







Shopping Hygiene Checklist

Campaign-level	Action required			
Start with Smart Shopping Campaigns to drive 20% more sales vs standard Shopping ads	Switch to Smart Shopping Campaigns if you haven't already, but don't set tROAS to maximize sales at any given budget			
[Optional] If used, standard Shopping campaigns should be on tROAS	[Optional] Start Standard Shopping with eCPC and switch to tROAS after 20 conversions			
Implement correct UTM codes for all campaigns	Implement UTM at campaign level (applies to all campaign types)			







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

Optimization Score

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

Why: More volume

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 <u>SKU report</u> to maximize traffic to bestselling products

Fix disapproval reasons: click <u>here</u> for how Keep an eye on <u>'Recommendations'</u> tab





Recommendations tab



Overview	Recommendation
Recommendations	52.1% ↑1% Your optimization score [®]
Insights	Improve your score by following the recommendations below
Ad groups	All Bidding & budgets +23% Automated campaigns +25% Growth +23% Challenged +25% Assessing +25% Pivoting +25%
Product groups	Investing +48%
Ads	Top recommendation for you: 14 Raise your budgets +23.3%
 Products Landing pages 	Switch to Smart Shopping campaigns +47.9% Your ads stopped running on your busiest days. Fixing your limited budget can help. Conversions +47.9% +47.9% +47.9% +47.9% +47.9% +47.9% +47.9%
Keywords	Get more conversion value at a similar cost with Smart Shopping campaigns Recommended because you missed out on 5% or more of your potential traffic last week () -\$0.01 Cost / conv. +\$70.90 Cost Weekly estimates
Audiences	Recommended because you have enough conversion data on Shopping to benefit from Smart Shopping campaigns () VIEW RECOMMENDATION APPLY
Settings	VIEW RECOMMENDATION
uggested	Monitor performance and improve your account on the go
Change history	Recommended because you haven't used the Google Ads mobile app recently 🕥
⊢ More	VIEW RECOMMENDATION



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



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

Overview Recommendations Insights Ad groups Product groups	3. Scroll down on the same page to get breakdown of any disapprovals within th			_	+
Ads	Product status	↓ Products	Clicks	Impr.	CTR
 Products 					
Products	Ready to serve	232	2,669	287,619	0.93%
Diagnostics	Not ready to serve	0	-	-	-
Landing pages	Inactive	0	-	-	-
Keywords	▲ Disapproved	19	6	351	1.71%
Audiences	Violation of Shopping ads policy	9	0	0	_
Settings	Promotional overlay on image [image link]	5	6	351	1.71%
Suggested Change history	Mismatched value (page crawl) [price]	5	0	0	_
+ More					



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** <u>Google Shopping policies</u>

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

Mandatory requirement











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 <u>here</u>





Fixing feed disapproval:

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

Sample supplementary feed (Google Sheets version)

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

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

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	\checkmark
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

					Q	SEGMENT	COLUMNS	REPORTS	D
ic	Interaction rate	Avg. cost	Cost	Coi	Segment None				с
5 s	13.96%	\$0.14	\$1,064.35		Time			*	
222	-	-	-		Click type				
23	Conversion action				Conversions				
6	Convers	ion categoi	ry		Device				
s	Conversion source Ad event type Conversion edjustment				Network (with search partners) Top vs. Other				
-									
0					Ad destinat	ion			
1	Days to	conversion			19.00	67E 0.4		170/	
S	Days to	conversion	or adjustmen	t	18.00	\$75.04	0.	17%	
1	2.01/0	JU.12	01,000.70		18.00	\$75.04	0.	17%	

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

	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
✓ Tota	l: 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





#1

• Create a new campaign in Google Ads

Recommendations							- Clicks	- No		~ :
Insights	2								CHAI	RT TYPE EXF
 Campaigns 										
Campaigns 🔒	1									
Auction insights	0 -									
 Ad groups 	Ŧ	1 Feb 2021								28
Product groups		Campaign status: All but removed ADD FILTER				Q		LUMNS REPORTS		KPAND MO
Ads & extensions					Optimisation	Our maine			Internation	
 Landing pages 		Campaign	Budget	Status	score	Campaign type	Impr.	↓ Interac	Interaction rate	Avg. co
 Keywords 	0									
 Audiences 	0									
 Demographics 										
 Placements 										
 Settings 	_ 0									
+ More										



#2

 Select a Goal and "Shopping" as campaign type



Google

#3

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

	Smart		Discovery	scover,			
	ertise products on your	8		nt (?)			
Sm Ma Net	a campaign subtype. Ke art Shopping campaign ximize your conversion twork, YouTube, and Gr arn more	n n value by using auto	omated bidding and ta	argeting across the			
\sim	Standard Shopping can Pick your products, bid		l targeting. You can sh	ow ads on the Goog	le Search Netwo	rk. Learn more	



#4

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

Bidding	Maximize conversion value Set a target return on ad spend (ROAS) Target ROAS ⑦ % Setting a target ROAS for a Smart Shopping campaign could result in lower conversion value	Note: Maximize conversion value is set by default. Alternatively, ROAS can be selected - if ROAS is too high, volume might be very limited. Tip: Look at the average ROAS of existing campaigns to set a realistic target.
Budget	Enter the average you want to spend each day SGD	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
	Note: Use the average daily spend of current shopping campaign(s) to maintain a similar spend.	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	



#4(a)

[Optional]:How to set Target ROAS





#5

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

	Maximize conversion value Set a target return on ad spend (ROAS) Target ROAS ⑦ % Setting a target ROAS for a Smart Shopping campaign could result in lower conversion value	Google Ads automatically adjusts your bids to help you get the highest conversion value within your budget and target ROAS constraints. Learn more		
Budget	Enter the average you want to spend each day SGD	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 Mar 29, 2021 • End date None Select a date •	Your ads will continue to run unless you specify an end date.		
Google, 2021.	ANCEL			



#6

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

Select campaign settings	Product groups and assets	
Product groups		~
To control which product product groups. ⑦	s can show in your ads, use Note: If there are diffe create separate camp subset of products.	rent ROAS goals or budgets for different product categories, aigns for each. Product groups can also be used to test on a
		are no products in the selected product group(s). ucts to include in this campaign to see preview(s) for your ads.
Responsive display ads		
Assets	Add images, text, and more to use in ads that f	eature your business @
Assets Logo Edit in Merchant Center	Add images, text, and more to use in ads that f	



#7

- Upload an image or video
- Complete all fields
- Click "Save" and you're all set

Note: This section is optional but it is <u>strongly</u> <u>recommended</u> 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.

Logo Edit in Merchant Center				
Image Add a marketing image to represent your store's brand. See supported spec on images	Image requirements			
	Landscape (1.91:1): 1200 × 628 (min. required: 600 × 314) Images should not exceed 1MB and must meet the recommended size requirements.			
Video Add 1 video, up to 30 seconds long (optional)	Upload an image and enter text to see a preview			
+ VIDEO	-F			
Text Add text for your ads. These may be used in different orders and formats. Learn more				
Short headline ⑦ 0 / 25				
Long headline	Your assets are used to generate product shopping and display remarketing ads. Learn more			
Description (?)				
0 / 90				
Final URL ⑦				

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

Google

#8

Optional campaign segmentation strategy to maximize volume to high performing SKUs

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
Apparel	Brand + Gender + Product Type + Attributes (Color, Size, Material)	Ann Taylor Women's Sweater, Black (Size 6)
Consumable	Brand + Product Type + Attributes (Weight, Count)	TwinLab Mega CoQ10, 50 mg, 60 caps
Hard Goods	Brand + Product + Attributes (Size, Weight, Quantity)	Frontgate Wicker Patio Chair Set, Brown, 4-Piece
Electronics	Brand + Attribute + Product Type + Model #	Samsung 88" Smart LED TV with 4K 3D Curved Screen (UN88JS9500)
Seasonal	Occasion + Product Type + Attributes	Mother's Day Personalized Storage Box, Silver
Books	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

with Google Ads



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

Google

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).





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