

Retail Partnerships

with Google Ads

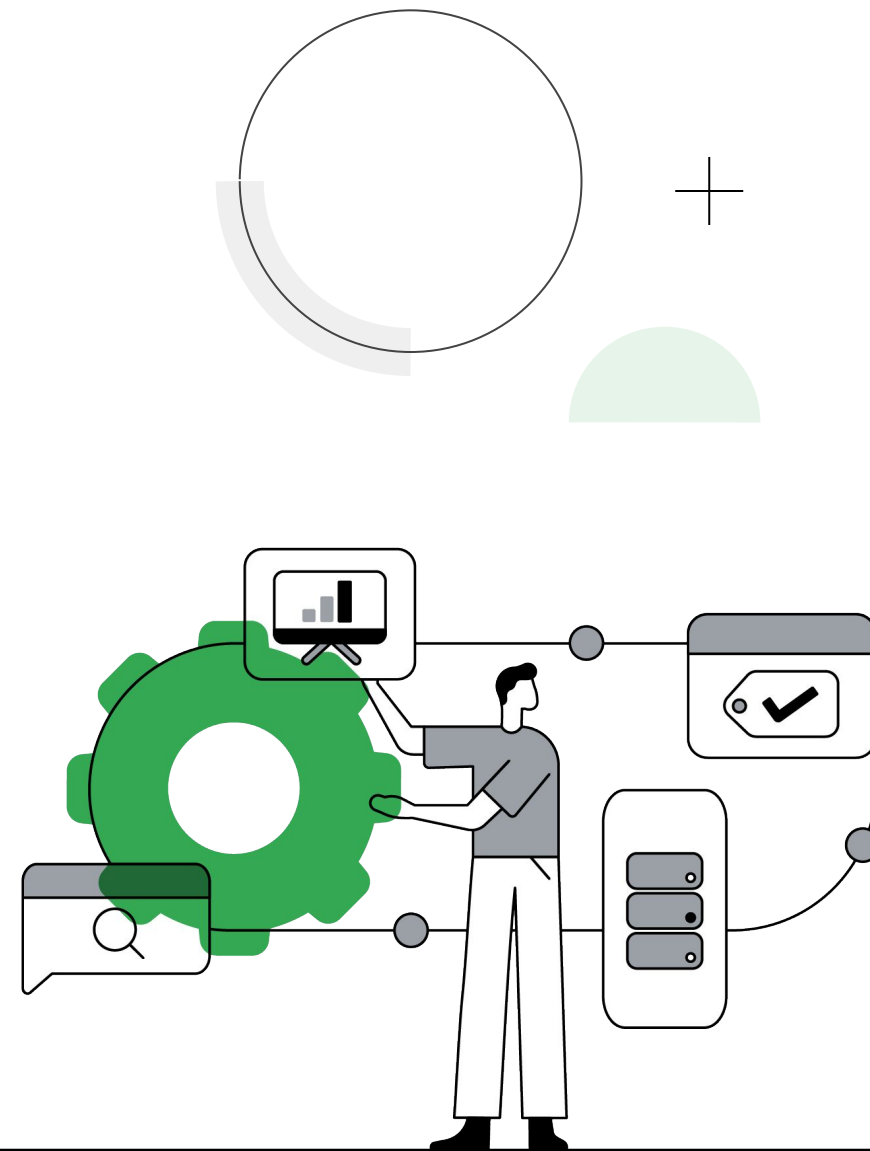
Partner Managed Activation Model

Best Practices & Launch Playbook

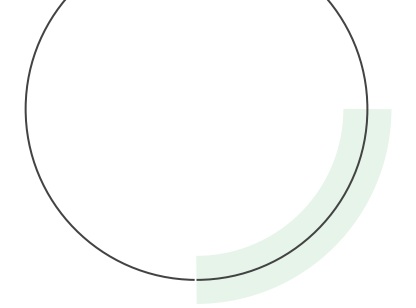


Contents

- Supported ad formats
- Steps and requirements
- Campaign best practices



Out of the 3 activation options, you have chosen the partner-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

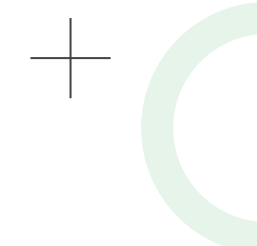
Ideal for brands/sellers who prefer to pay for results without hassle

S

Self-Service Model on Partner's Portals

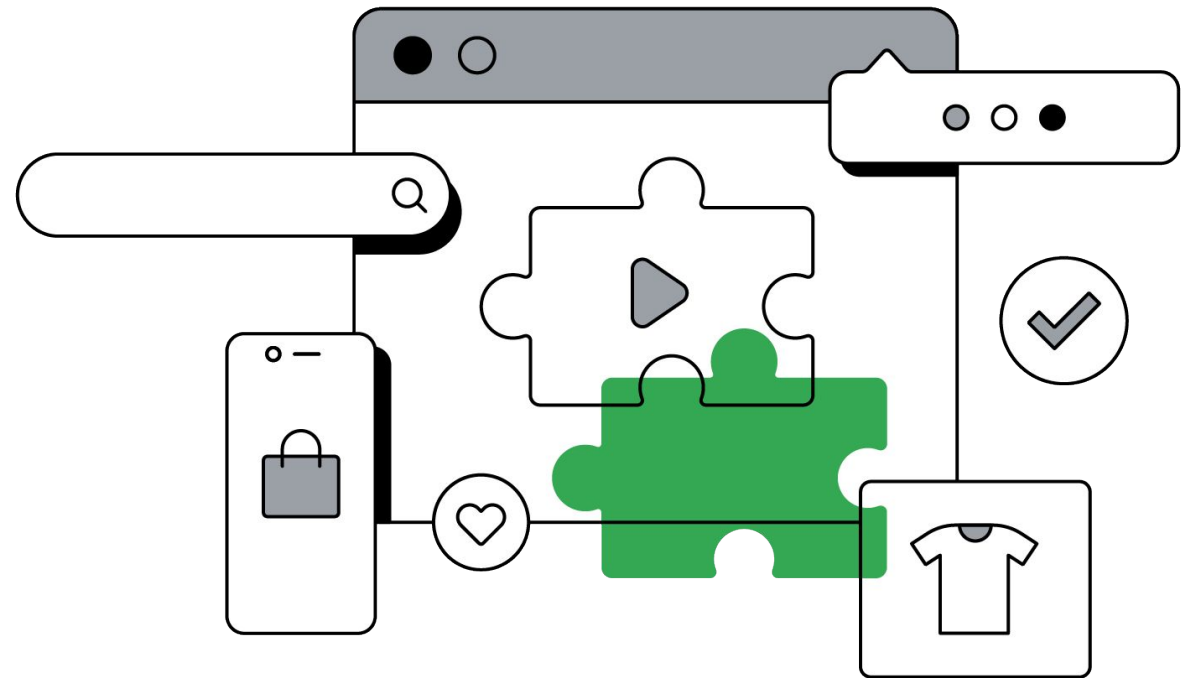
Ideal for brands/sellers looking to run ads through a partner's seller dashboard

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

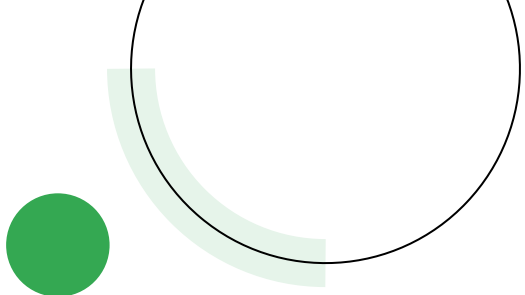


	Brand-Managed	Partner-Managed	Self-Service
Supported partners	Shopee, Tokopedia	Shopee, Tokopedia, Tiki	Shopee
Where to run the campaign	Agency / Brand's Google Ads Account	Retail partner's Google Ads Account	Retail partner's portal
Campaign management & reporting	Agency / Brand will manage and optimize 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 brand level		
Ad formats available	Shopping Ads (offered by all retail partners) + retail partner specific formats (e.g. YouTube, Search, Display)		
Contracting required with retailers	No	Yes	No
Remarketing campaigns	No	Yes	No

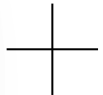
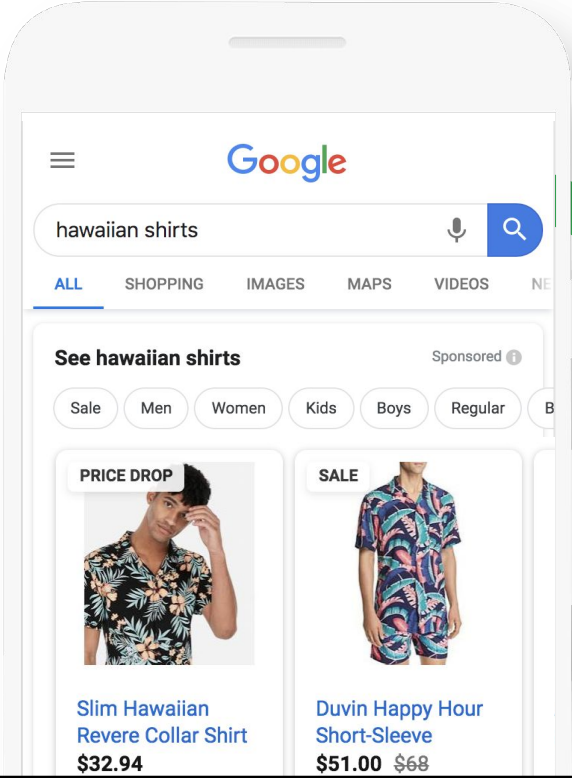
Ad Formats



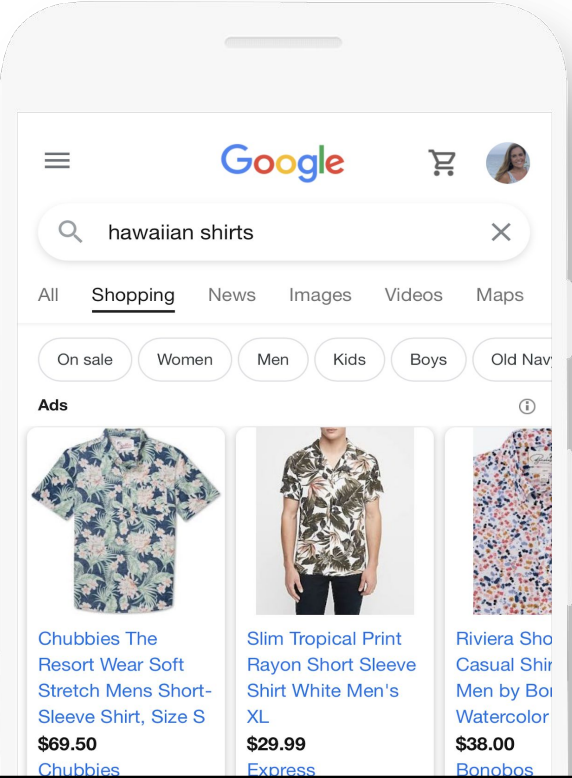
Google Shopping Product Ads on Google Search (Offered by all retail partners)



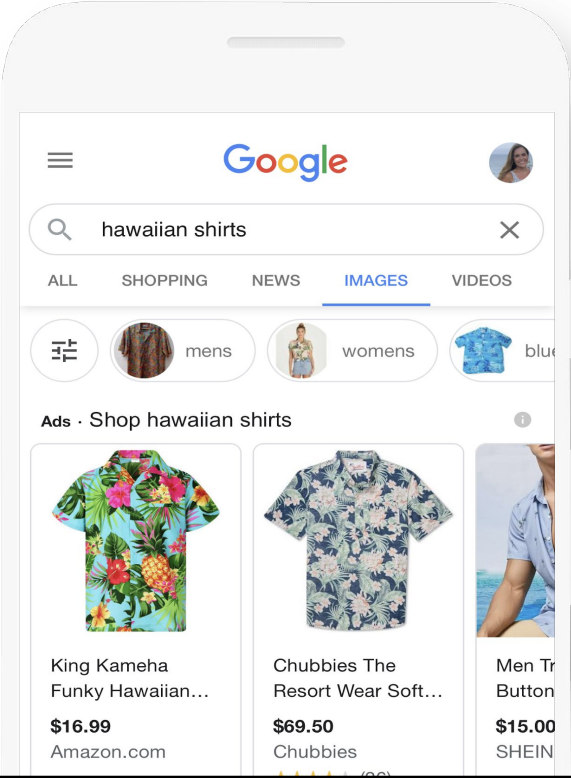
google.com



Shopping Tab

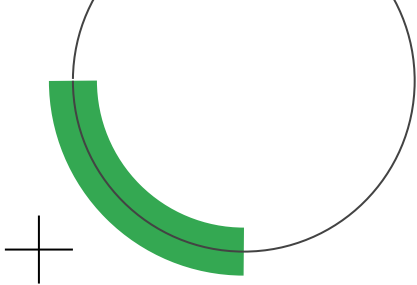


Images Tab

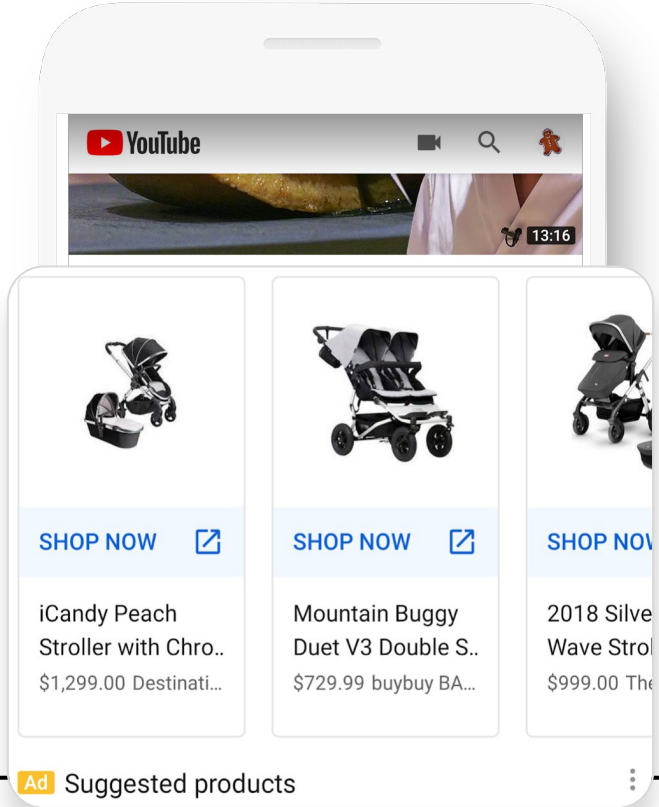


Google Shopping Product Ads on YouTube

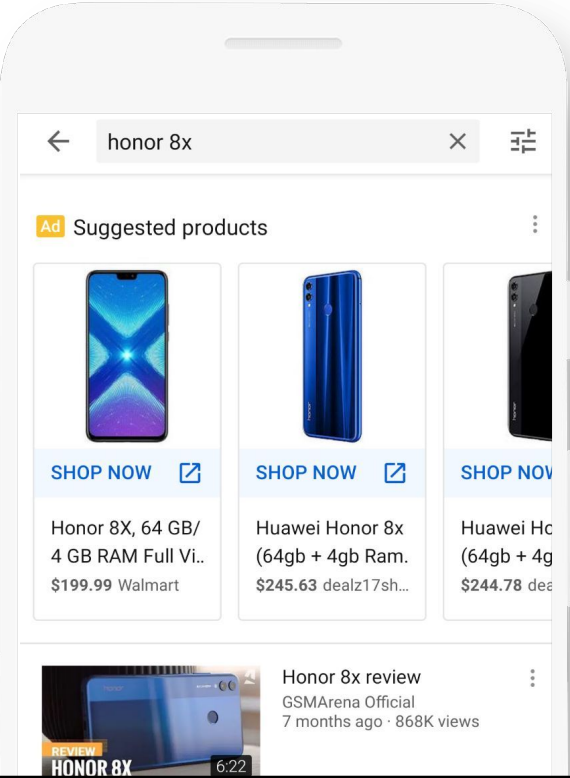
(Offered by all retail partners)



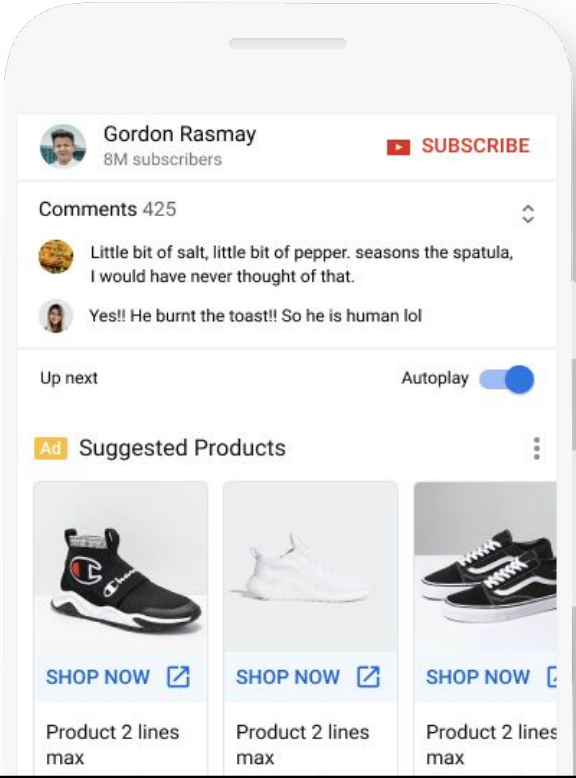
YouTube app homepage



YouTube app Search

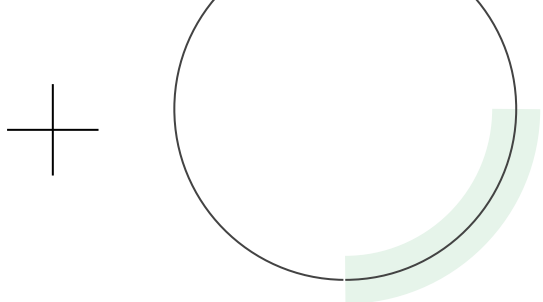


YouTube app Watch Next



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

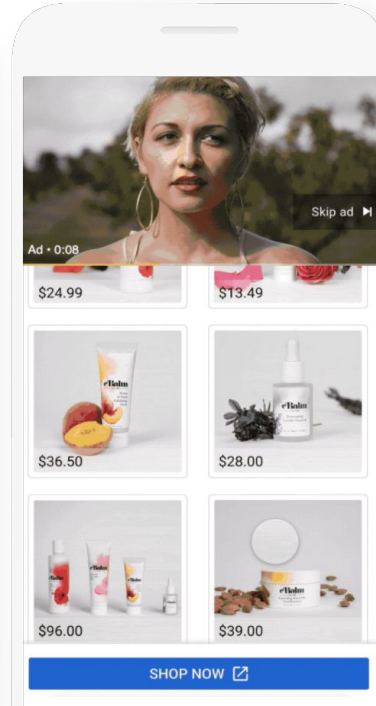
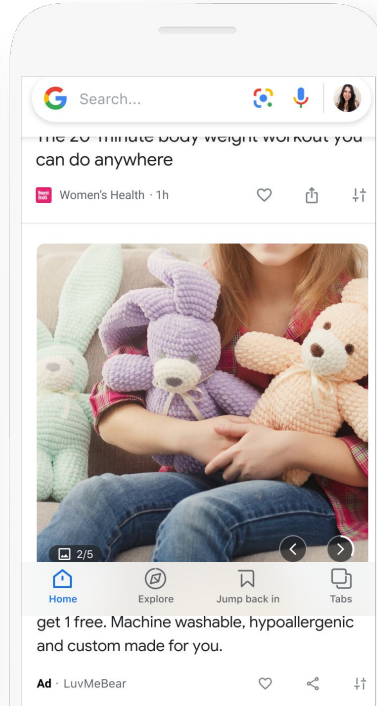
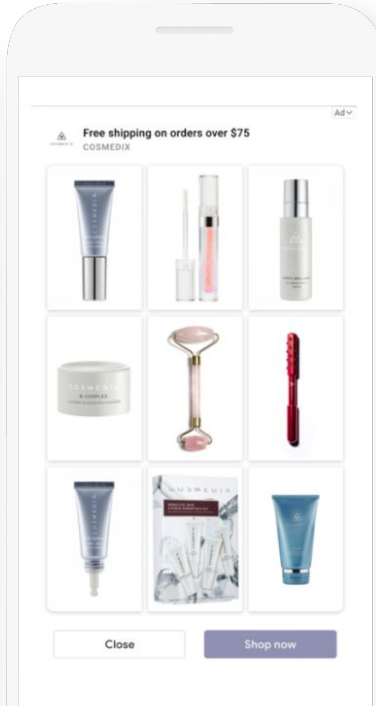
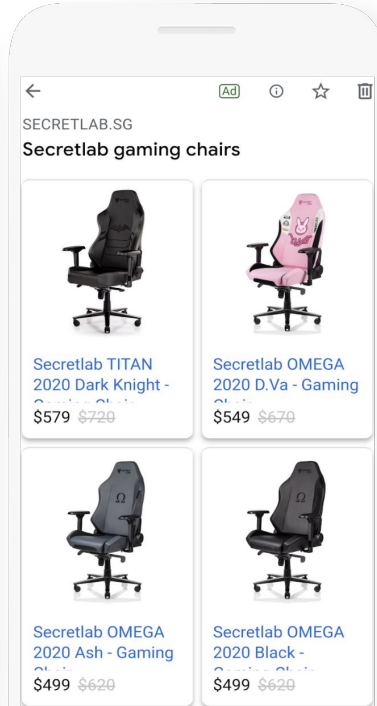
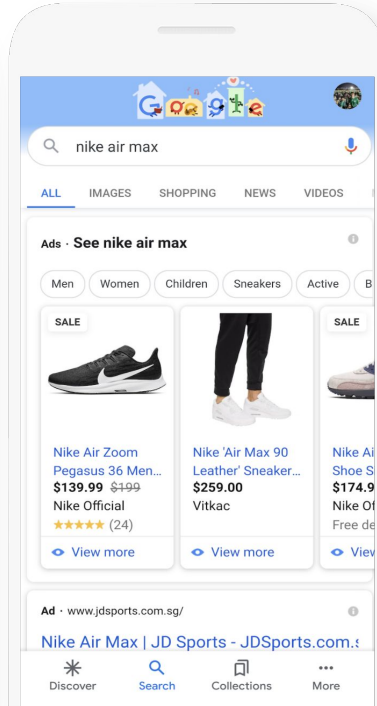
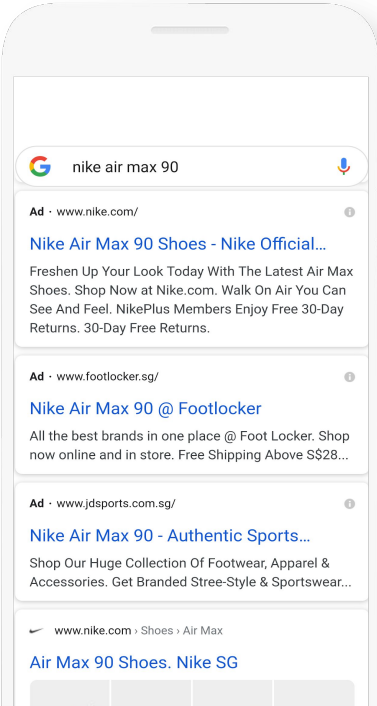
Best for Sales

Discovery Ads

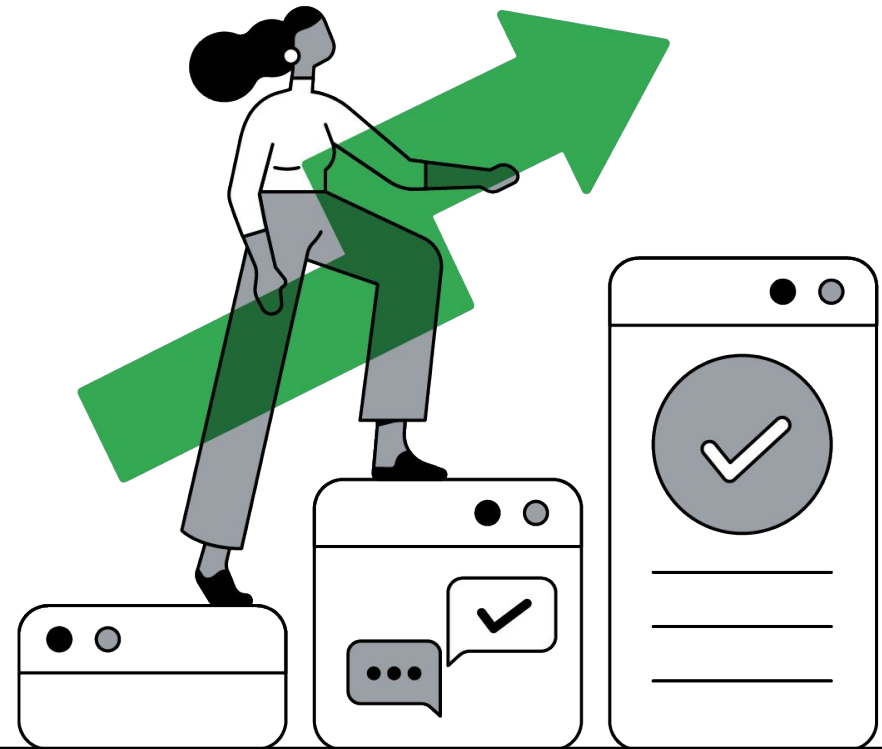
Best for Traffic

YouTube Instream TrueView Ads

Best for Awareness



Steps and requirements



Onboarding steps



1

Visit our [partner page](#) and click through to the retail partners' pages or forms to contact them

2

Retail partner to reach out with contract

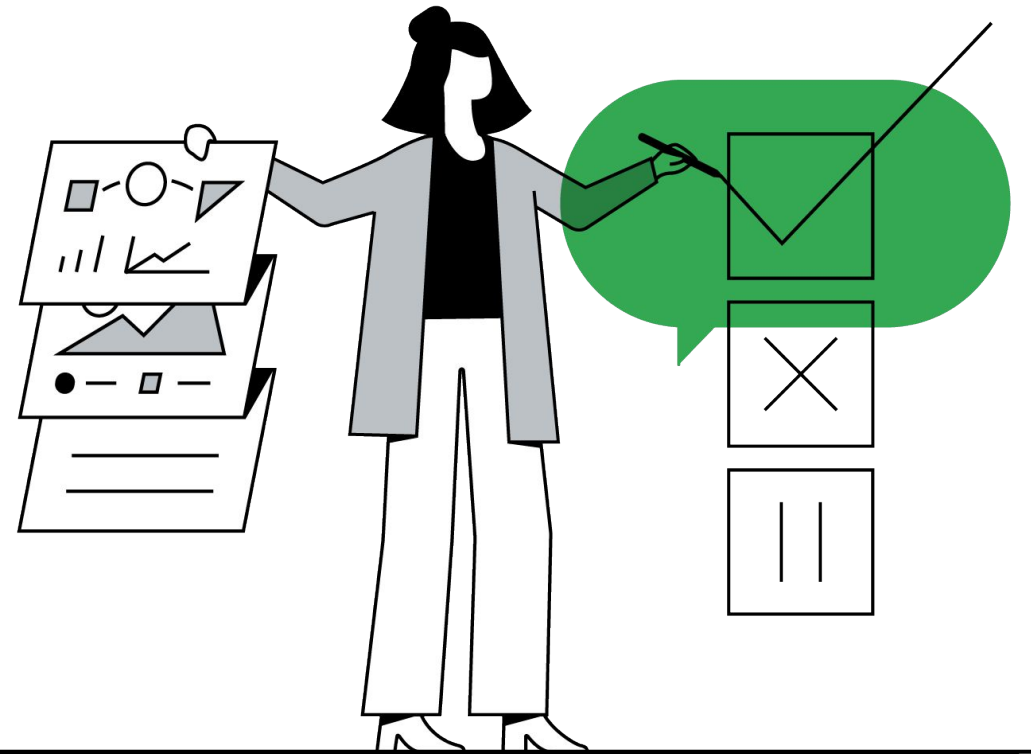
3

Finalize campaign objective and budget with retail partner

4

Retail partner to run the campaign and provide report

Best practices



The partner-managed model offers brands simplicity while driving specific goals

Brands can do the following to ensure retail partners have enough data and information to meet your objectives

Clear Goals

- a. Awareness: Number of impressions, share of voice
- b. Traffic: Number of clicks
- c. Sales: Volume of sales

Clear Efficiency Expectations

- a. Awareness: Impression share (recommended value > 95%)
- b. Traffic: CPC
- c. Sales: ROAS (recommended value = 100% for maximum sales)

Product Information

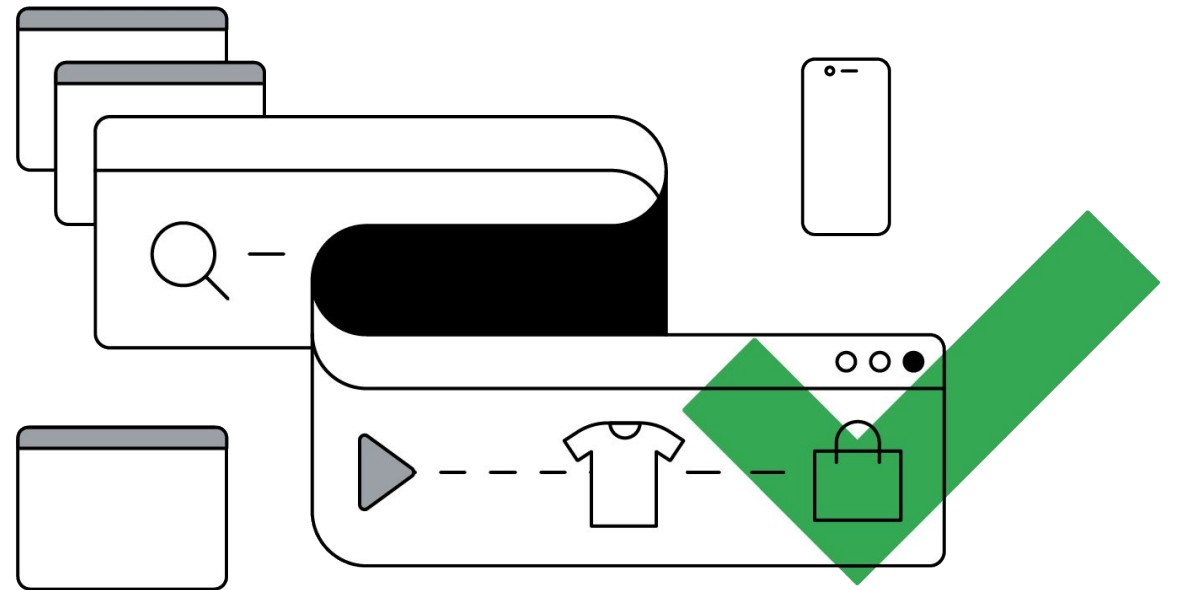
Most partners will ONLY offer Product Listing Ads (PLA) under the partner-managed model. Be sure to provide the following when your retail partner reaches out

- a. Latest product images
- b. Product barcode information



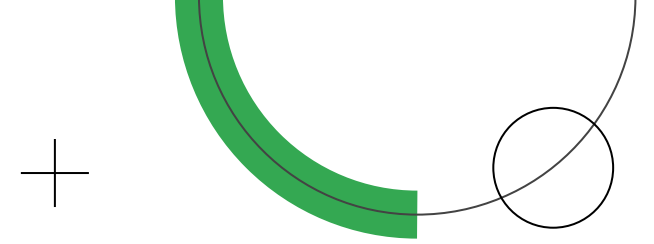
Product listing best practices

(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)

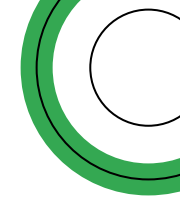


Basic naming structure: Brand + Product Type + Attributes

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 best in performance and style.

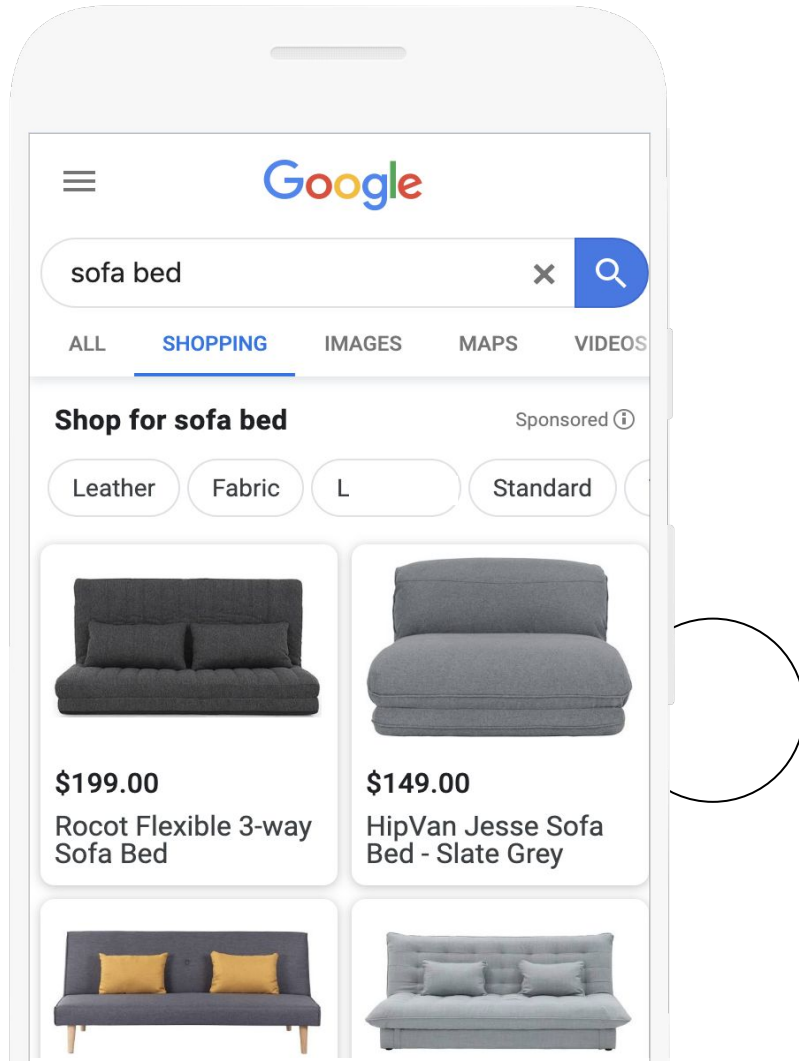
Recommended Product Description

The latest **running shoe** from Nike gives you 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



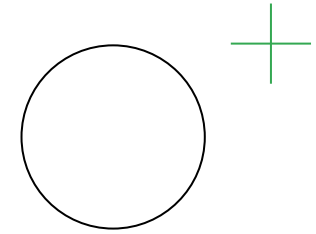
Best practice

- 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)

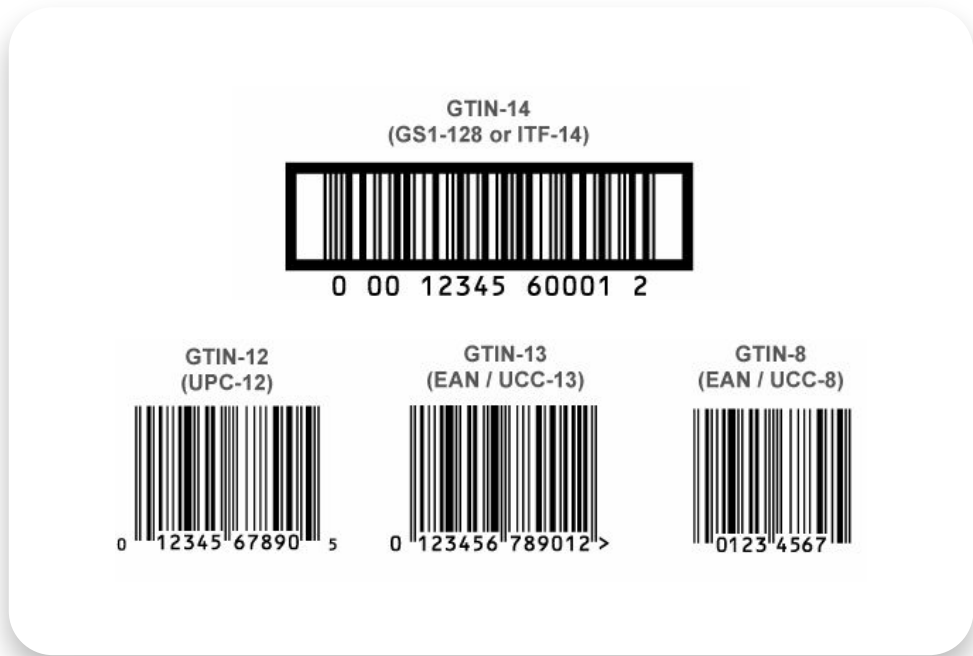
Must-have

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

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

