

Retail Partnerships

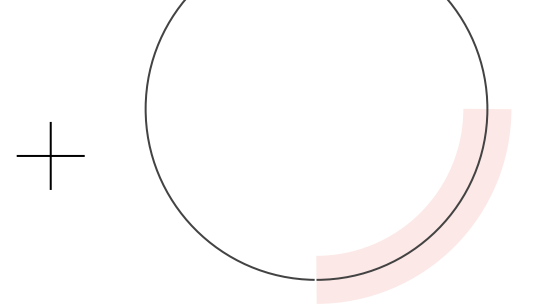
with Google Ads

Self-Service Model

Best Practices & Launch Playbook



Out of the 3 activation options, you have chosen the **Self-Service** activation option



Activation Options

B

Brand-Managed Model

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

P

Partner-Managed Model

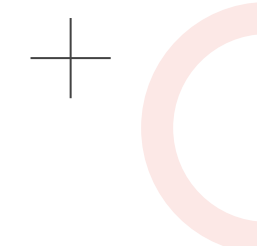
Ideal for brands/sellers who prefer to pay for results without hassle

S

Self-Service Model on Partner's Portal

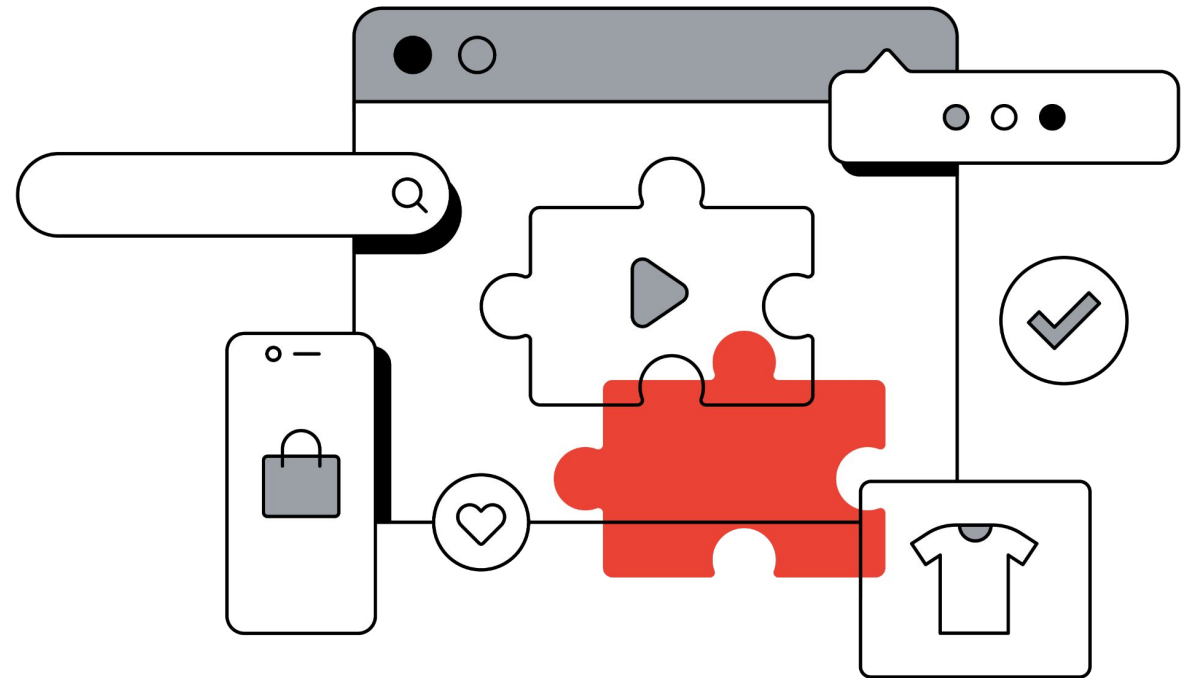
Ideal for brands/sellers looking to run ads through a partner's seller dashboard

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

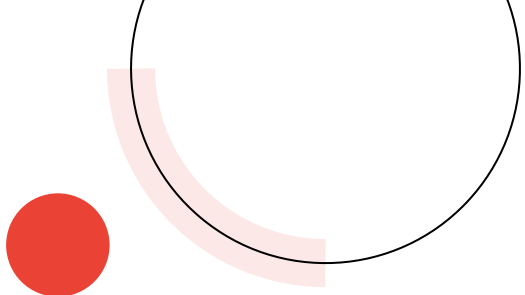


	Brand-Managed	Partner-Managed	Self-Service
Supported Partners	Shopee, Tokopedia	Shopee, Tokopedia, Tiki	Shopee
Where to run the campaign	Agency / Brand's Google Ads Account	Retail partner's Google Ads Account	Retail partner's portal
Campaign management & reporting	Agency or brand will manage and optimize 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

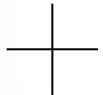
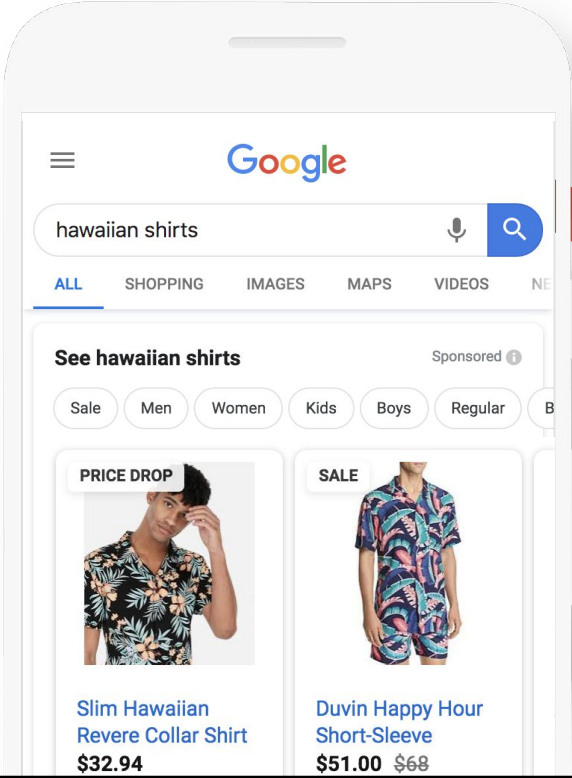
Ad Formats



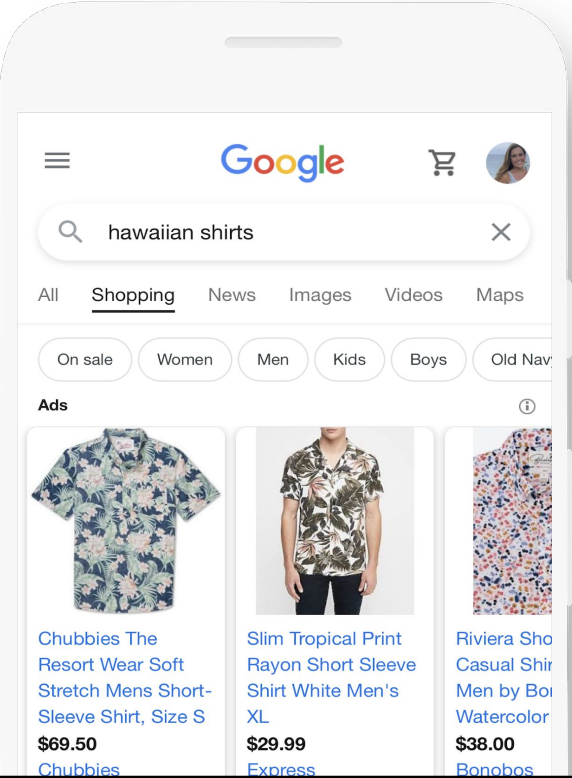
Google Shopping Product Ads on Google Search (Offered by all retail partners)



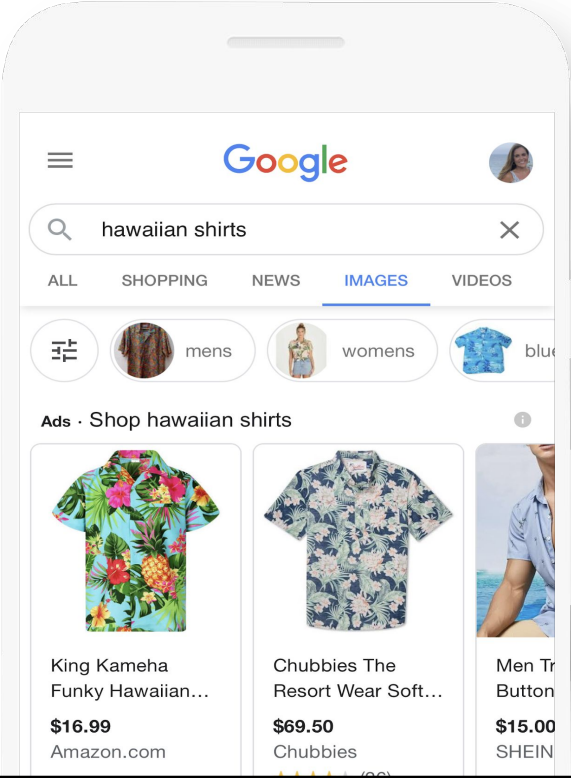
google.com



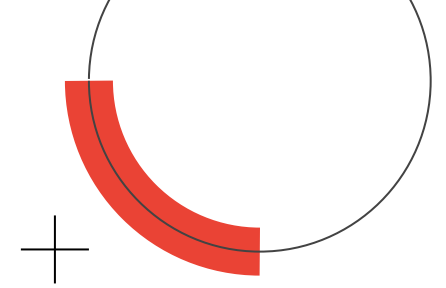
Shopping Tab



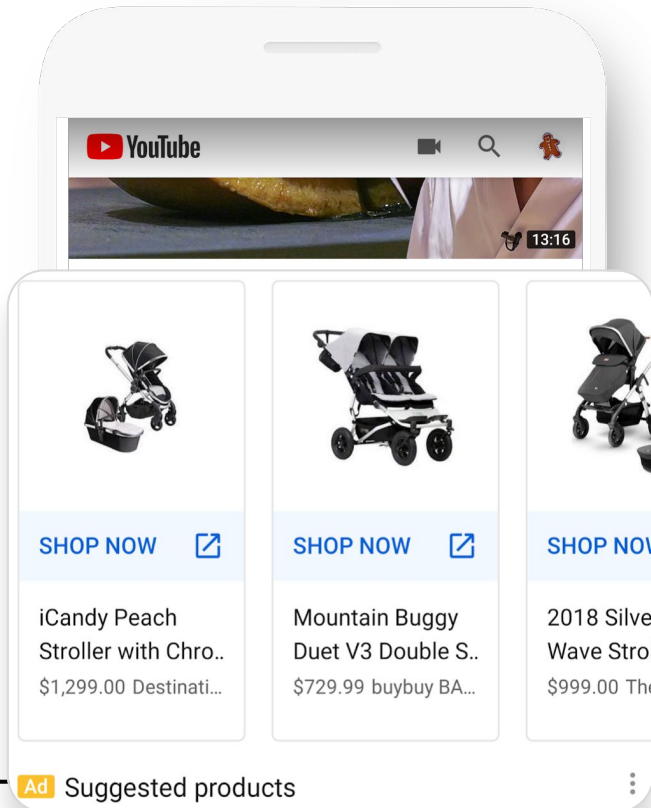
Images Tab



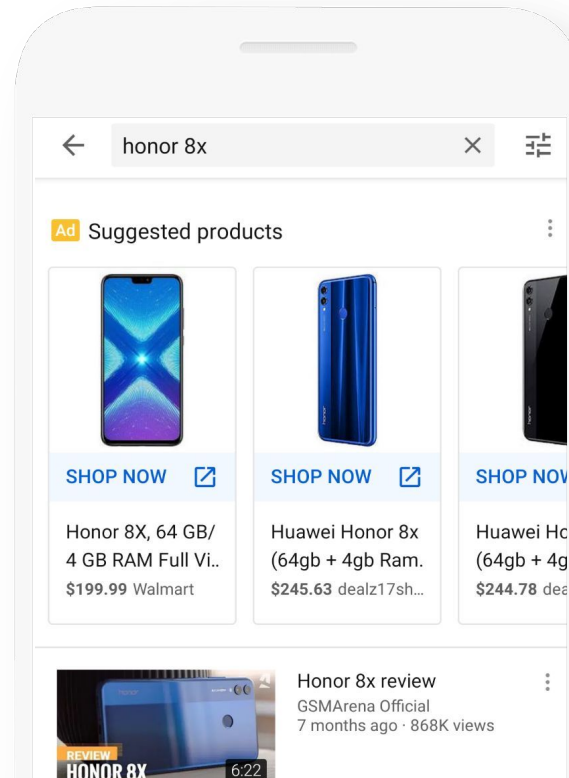
Google Shopping Product Ads on YouTube (Offered by all retail partners)



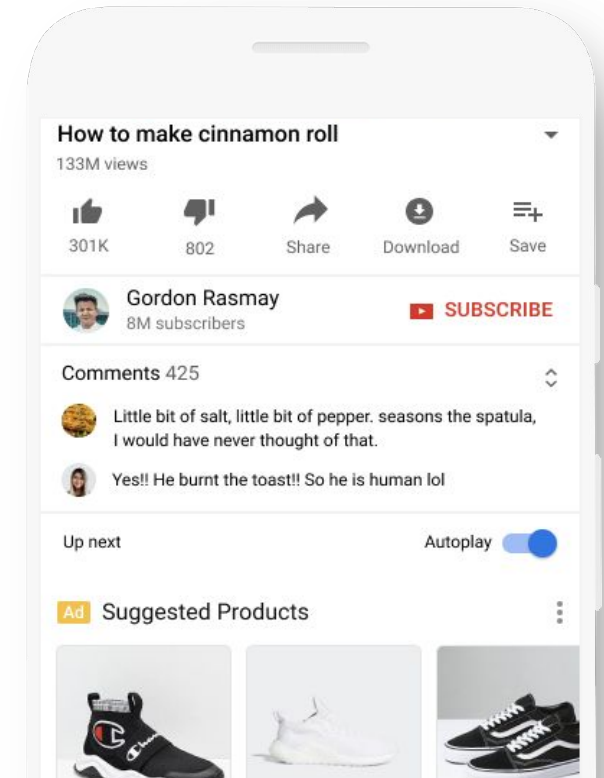
YouTube app homepage



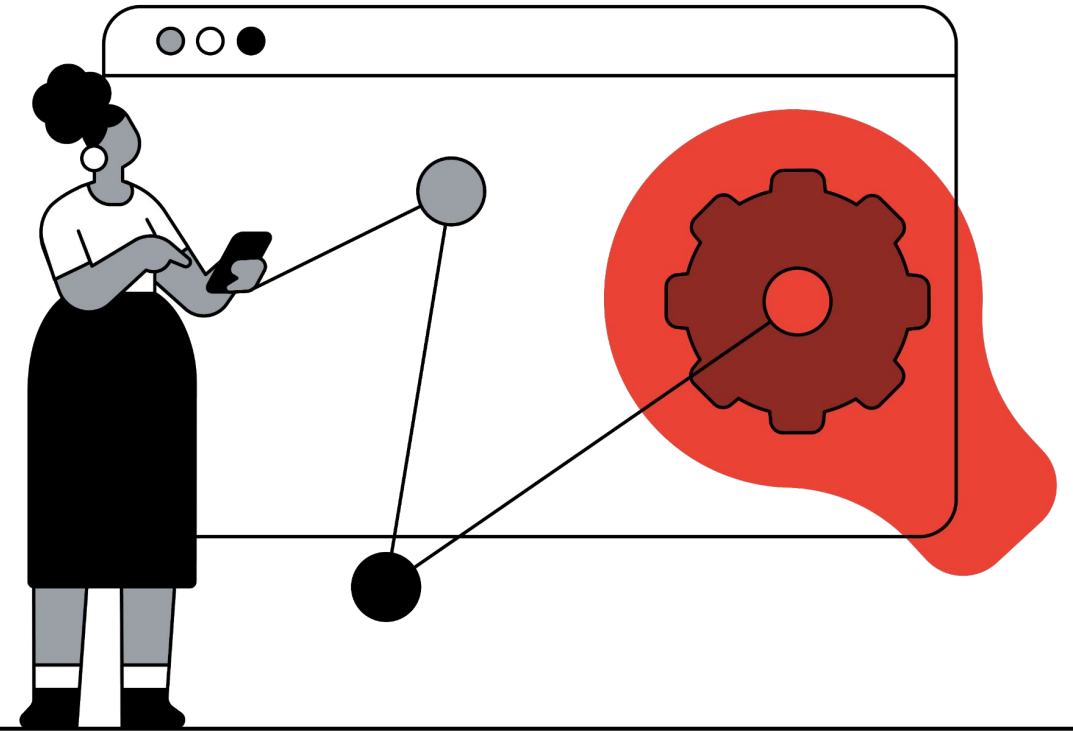
YouTube app Search



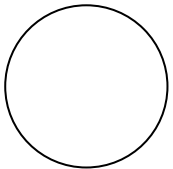
YouTube app Watch Next



Setting up your ad campaign



Onboarding steps



1

Log in to the retail partner's seller portal

2

Click on Google Shopping Ads

3

Agree to the Terms & Conditions

4

Enter your budget, campaign start date & end date

5

Select the products you want to advertise

6

Ads are auto-created from your product feed on the retail partner's platform and sent to Google for approval

7

Once approved, ads start running

8

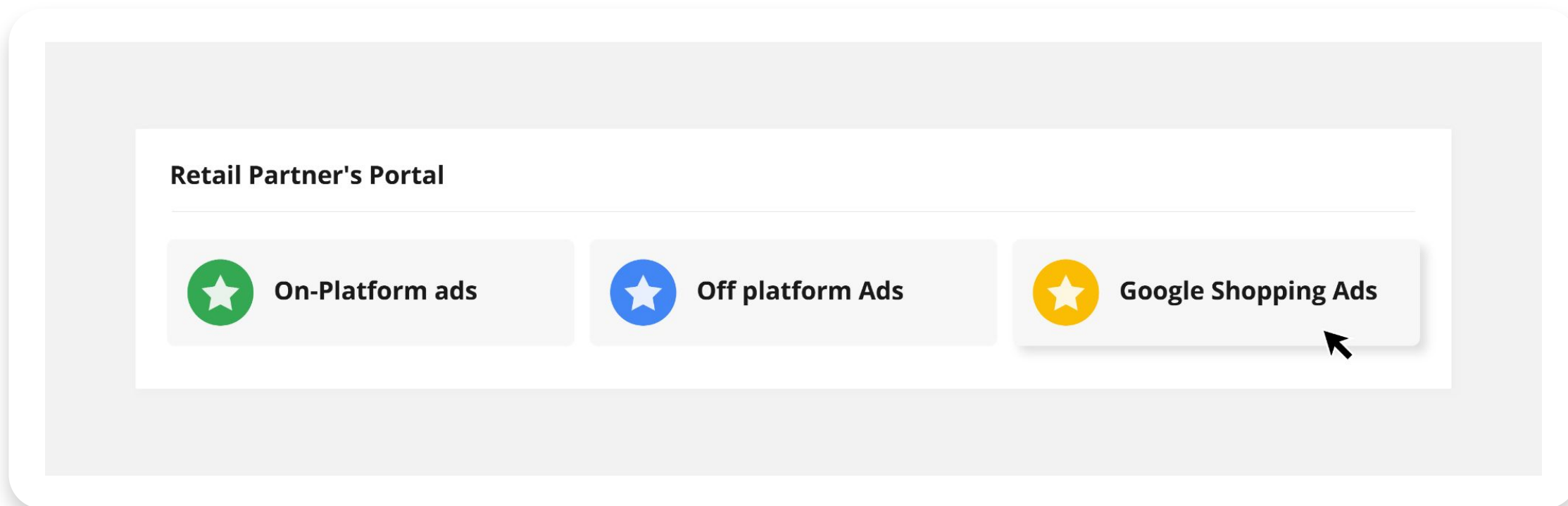
You can monitor the performance of your ads in the retail partner's seller portal

Google

Steps and requirements



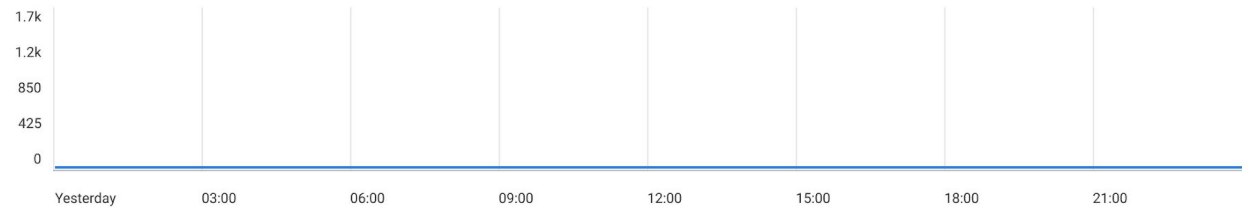
Log into the partner's seller center and select **Google Shopping Ads**



Create a new Google Shopping campaign


Impressions [?] Clicks [?] CTR [?] Orders [?] Item sold [?] GMV (SGD) [?] Expense (SGD) [?]

0 **0** **0** **0** **0** **0** **0**



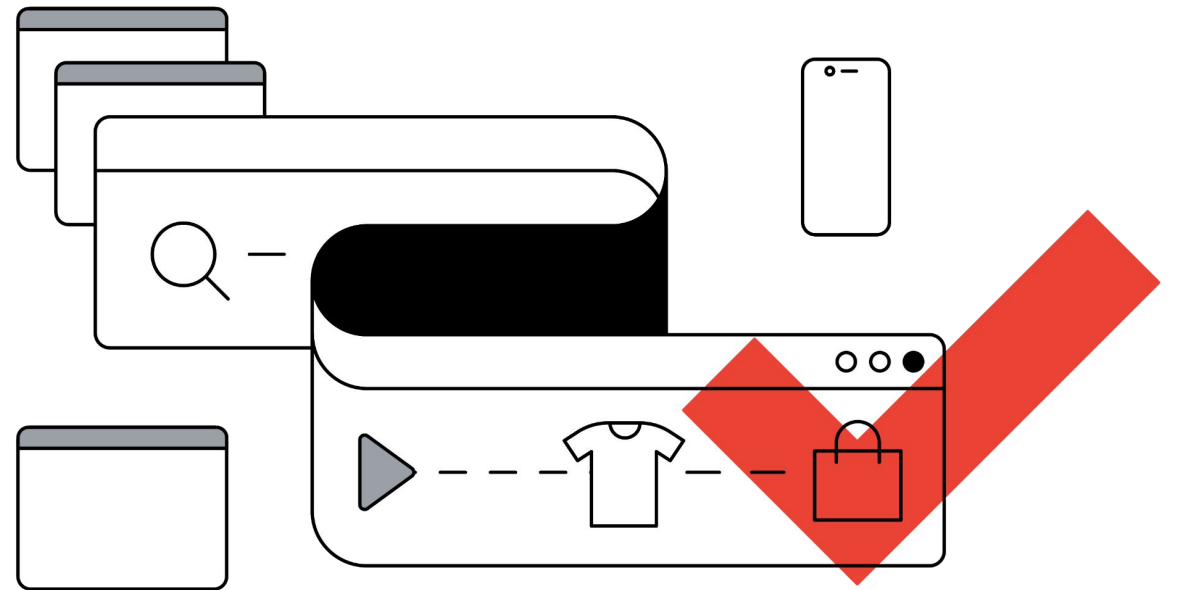
+ Add New Campaign

▶ Enable Selected ⏸ Pause Selected 🗑 Archive Selected ⬇ Export

<input type="checkbox"/>	Status	Campaign Name	Budget (₹) / Day	Budget (\$) / Day	Impressions	Clicks	CTR
 No Data							

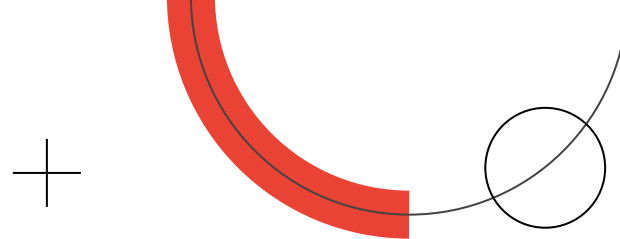
Product listing best practices

(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.

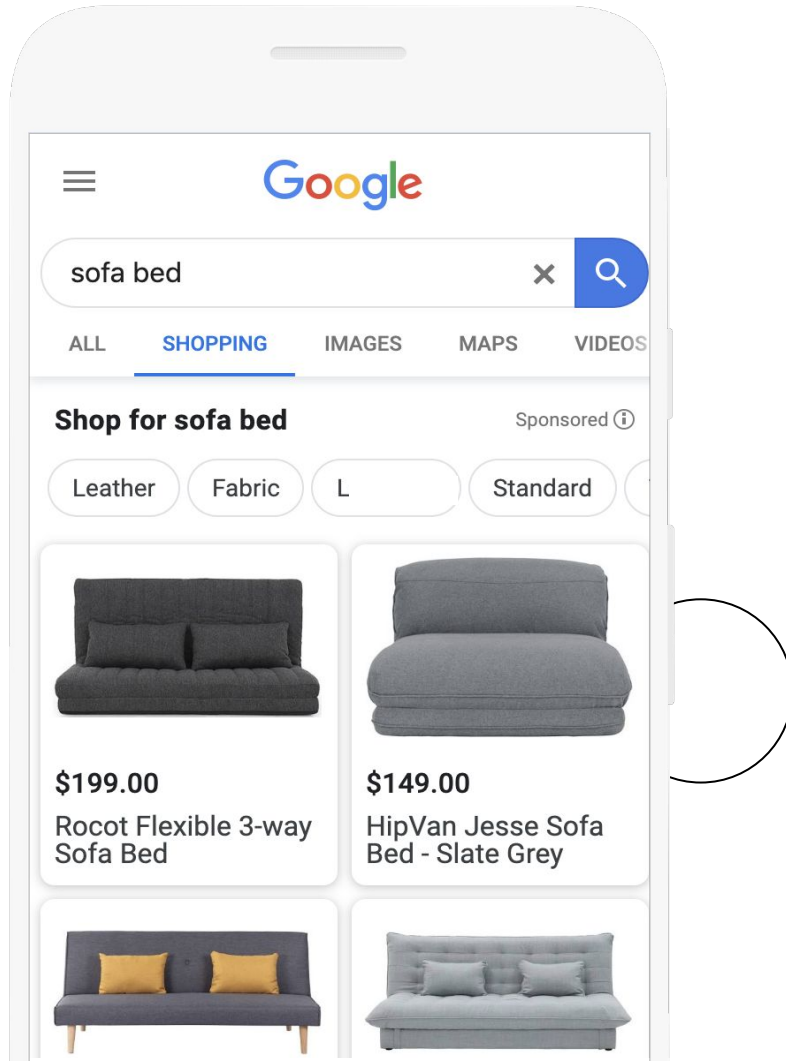
Recommended product description

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



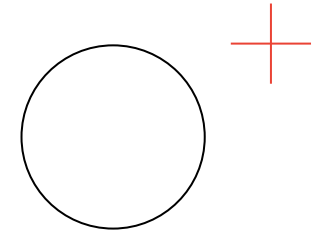
Best practice

- 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)

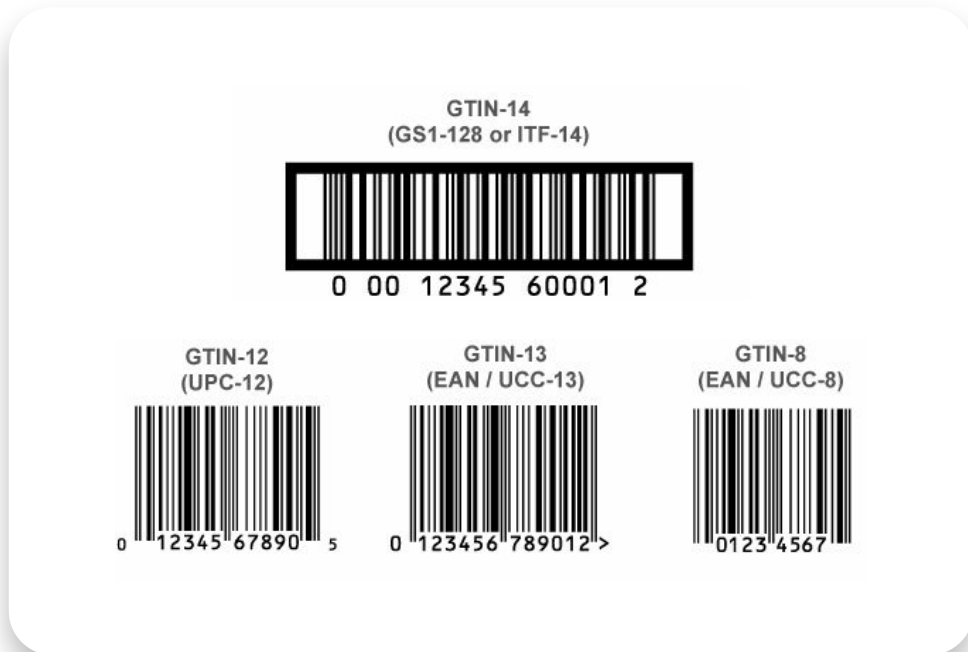
Must-have

- 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.



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

For more details, please visit g.co/retail/partnerships

