



Shopping campaigns

A better way to promote your products on Google

Bid on Product Groups

Organize your inventory by creating product groups with the product attributes in your Google Merchant Center data feed. You can group your products by Google Product Category, product type, brand, condition, item id and custom labels. Use up to seven of these attributes to create granular product groups.

Shopping campaigns make it easier to connect with consumers and promote your products online. This new, retail-centric campaign type for Product Listing Ads (PLAs) streamlines how you manage and bid on your products, report on your performance, and find opportunities to grow your traffic from Google.

Upgrade your campaign

In late August 2014, we'll be retiring the regular PLA campaign type in favor of Shopping campaigns. Here are a few simple steps to help you upgrade to Shopping campaigns:

1. Review your existing regular PLA campaign

- Analyze your regular PLA campaign and see if there are products you'd like to bid on differently
- Ensure that you're able to group these products according to one of these attributes in your data feed: Google Product Category, Product Type, Brand, Condition, Item ID or Custom Labels

2. Create a Shopping campaign in AdWords

- Sign in to AdWords, click + Campaign, select Shopping and set your campaign settings
- Choose how you'd like to create ad groups, set bids and use promotional text

The screenshot shows the Google AdWords 'Create Campaign' interface. At the top, there are tabs for Campaigns, Ad groups, Settings, Ads, Keywords, Ad extensions, Auto targets, and Dimensions. Below these are filters for 'All enabled campaigns', 'Segment', 'Filter', 'Columns', and a search box. A red box highlights the '+ CAMPAIGN' button. A dropdown menu is open, showing several campaign options: 'Search Network with Display Select' (Best opportunity to reach the most customers), 'Search Network only' (Google search and search partners), 'Display Network only' (Google's network of partner websites), 'Shopping' (Best way to create Product Listing Ads), and 'Online video'. The 'Shopping' option is highlighted with a red border. To the right of the dropdown, a table shows campaign details:

	Budget ?	Status ?	Campaign type ?	Campaign subtype
Search Network with Display Select	\$100.00/day	<input checked="" type="checkbox"/> Eligible	Search Network only	Product Listing Ads
Search Network only				
Display Network only				
Shopping				
Online video	\$300.00/day			

Use AdWords Labels or Groupings?

Adwords labels and AdWords groupings aren't supported in Shopping campaigns. See whether you can use other attributes such as product type or brand instead. If not, move them over to a new product attribute—custom labels. You can keep your adwords_labels or adwords_grouping in your data feed if you use them for other campaigns such as dynamic remarketing.

Create a Custom Labels Strategy

Custom labels are a new, structured way to tag your products in a data feed. If the other attributes such as Google Product Category, product_type or brand aren't enough, you can use custom labels to subdivide your inventory to match your retail needs. For example, you can have different custom labels for your seasonal items, bestsellers, or items on sale.

To learn more about Shopping campaigns, visit www.google.com/ads/shopping/shopping-campaigns.html

3. Switch to Shopping campaigns

- To avoid duplication, navigate to the Campaigns tab and pause your regular PLA campaign

That's it. Over time, performance metrics for your PLAs, such as impressions and clicks, will appear in your Shopping campaign.

Best Practices:

- **Optimize your data feed so you can subdivide and bid effectively**
Revisit attributes that are used to create product groups like product_type and start tagging your products with custom labels
- **Ensure that you're able to manage and track your campaign**
Find out what you need to manage your campaign at scale and track your performance
- **Optimize with competitive metrics**
Identify opportunities to improve and grow your campaign with benchmark data, impression share and a bid simulator

Need more help upgrading to Shopping campaigns? Visit our [Help Center](#).

