Google Ads for your e-Commerce

Strategy in the Display Network

netRivals

Data to Win.

Google Ads for your e-Commerce: Strategy in the Display Network

Abstract

Advertising online can be a harsh duty if you don't have the necessary tools and knowledge to do it properly. Besides, given the considerable rivalry between e-commerce stores over the internet, it seems crucial to know how to optimize and maximize the results of your advertising campaigns. Learn the benefits and strengths of each strategy and optimize the results of your Google Ads campaigns.

This white paper aims to help you by providing you with the necessary knowledge about Google Display Network and the key strategies to let you reach new users and foster old visitors to convert.

We will give you a comprehensive insight on Prospecting and Retargeting strategies. Depending on the needs and the strategy you want to employ for your business, you may need to run one technique or another.

TABLE OF CONTENTS

White Paper

About Google Display Network

In other articles we have already explained the possible strategies you can run to make the most out of Google Ads Search Network. Here in this white paper, we are going to talk about the strategy any e-commerce should employ in **Google Display Network**.

Before starting, let's explain briefly what is the Google Display Network: Google Display Network is a methodology that allows you to show your ads over the internet, out of Google searching engines. In comparison with the Search Network, this methodology shows your ads on the websites the users visit, or on Youtube videos, or on apps or mobile phone devices. That is, your ads can appear to users that are not specifically searching for your products at that moment.

Google Display Network also allows you to segment your ads in **specific audiences that might be interested in your products**. For example, you can show ads by applying remarketing strategies or by using the *Similar audience* option to show your ads to users that may be interested in your brand or products.

An interesting aspect of the Display Network is that it gives you the opportunity to create **different ad formats**, from simple images to gifs or videos. The more attractive they are, the more chances you have to catch their attention, so let's be creative!

Thus, from a marketing point of view, the Google Display Network has the following features:

- Your ads can appear to users that are not making a search of your product or brand.
- It's a good way to show your ads to your target audience.
- It's a good technique to generate brand awareness.
- You can make a vCPM payment strategy.

To do so, we give you a couple tips for your e-commerce in the Display Network:

> Always exclude the mobile apps. ALWAYS. We dare to say that we've never seen an account where it works (with the exception of the companies that promote other apps, obviously).

> If the average order value (AOV) doesn't exceed 100€, we are not recommending you to use video ads on Youtube, because you are not going to obtain better results than using a standard display campaign.

This whitepaper is divided in two main parts:

- **Prospecting**, or how to impact users that don't know us.
- **Retargeting**, or how to impact users that have visited our website before.

Prospecting

Prospecting is a methodology intended for searching **new potential users**. Truth to be told, this searching technique has always existed, but how it was implemented years ago and how it is done now, is completely different.
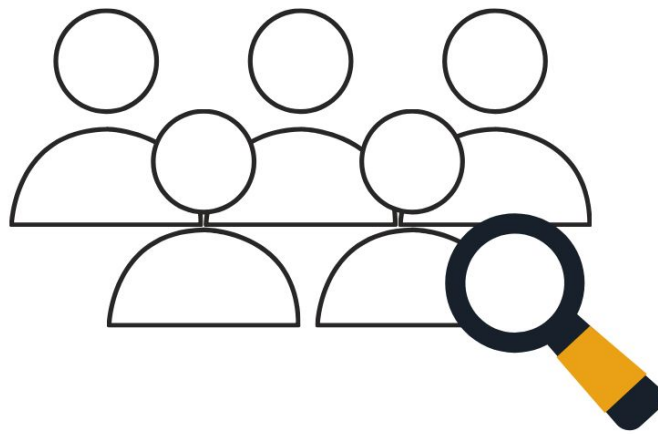
Thanks to searching engines like Google, the prospecting technologies have become way much more accurate and specific, you can now reach a broader amount of potential users and **segment new audiences** with more accuracy.

First of all, to proceed with the prospecting methodology, you need to investigate your vertical by using the adequate tools. After analysing the vertical and filtering users that may be interested in your products, it is necessary to make a good first contact with them to **convert** the potential user in client at the end.

Custom Intent Audiences

Custom intent audiences allow you to segment your ad groups according to the **keywords** used by users on their searches. This way, you can allocate your ads directly to those users that indicate a **search intention** (even if there's no intention to buy) and impact them with your ads in the Display Network.
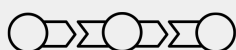
Goal of the strategy

Impact people that are actively searching for a product related to your store.

Strategy development

To impact these audiences that haven't visited your website, you need to trust Google's intelligence system.

Audience creation

You can create your custom intent audience from:
Tools & Settings > Shared Library > Audience Manager > Audience Lists > Custom Audiences > Click on plus button > Custom intent.

Three fields will appear next:
- **Name of the audience**: This is an intern name, so try to write the most descriptive name you can think of to define your custom audience.
- **Include people based on**: In-market keywords (HIGHLY IMPORTANT!).
- **Keywords and URLs**: Here you need to add both target keywords and competitors' URLs.

You can insert your website and, right in the "Ideas" tab, different keywords related to your website will appear. Select those more convenient for you and, afterwards, delete your domain (we will work with this audience in Retargeting).Add keywords and URLs until the tab "Size of the audience" has reached a minimum of >100k weekly estimated impressions.

Campaigns

Type of campaign: Display
Subtype of campaign: Display standard
Bid strategy: Maximize conversions or enhanced CPC
Audience: Add the audience you've created on "Segmentation"

Type of ad

Independently from the type of ad you end up choosing, you need to define the message you are sending very well. Keep in mind that you are going to impact users that don't know your website yet. Thus, your ads need to be visual and descriptive at the same time. They need to catch their attention and go straight to the point of what you are doing, in order to save time with irrelevant clicks and to optimize the campaign.

Similar Audiences

Similar audiences are a typology of segmentation based on **your own data lists**. These lists are created automatically from the remarketing lists, and are updated also automatically.

This functionality allows you to reach new users that have **similar characteristics** with your current users. It's interesting because Similar audiences learn automatically from all the data collected to improve its performance in real time.

> The automatization of Similar Audiences is only possible if a valid list is configured in your Audience Center from Google Ads.

This functionality allows you to reach new users that have similar characteristics with your current users. It's interesting because Similar audiences learn automatically from all the data collected to improve its performance in real time.

Goal of the strategy

Impact similar profiles to our current customers and similar profiles to potentially buying audiences.

Strategy development

Here in this case we are going to use the most common audience all Google Ads accounts share: An audience similar to all users that converted.

"All users that converted" is a retargeting audience created automatically when the conversion tracker is configured from a Google Ads account. By default, when you create any retargeting audience in Google Ads, another similar audience is created if the retargeting audience meets certain criteria. Thus, if you go to Tools & Settings > Shared Library > Audience Manager > Audience Lists, you will check all the similar audiences made from your retargeting audiences.
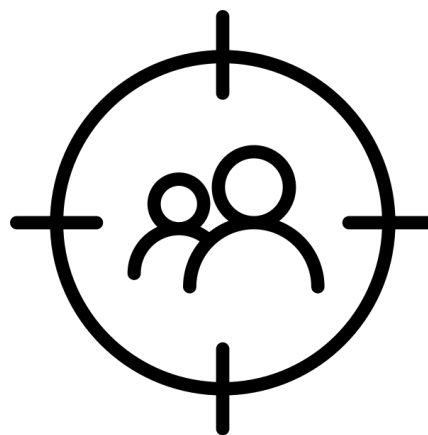
Campaign

- Type of campaign: Display
- Subtype of campaign: Display standard
- Bid strategy: Maximize conversions or enhanced CPC
- Audience: Add the audience you created on "Segmentation"

Type of ad

Just as in the last strategy, your ads should be clear and visual. You need to make clear what you are selling and to catch the attention of the user at the same time.

Retargeting

Retargeting is the technique that aims to impact those users that **already visited your website** before. The goal of remarketing is to catch those users that visited you but didn't convert for whatever reason.

What's the goal of this strategy?

The goal of this strategy is to search for those users that showed interest in your products or brand but didn't end up converting, and make them convert.

There are two different types of retargeting: static retargeting and dynamic retargeting. Let's see the differences between them:

- **Static retargeting**: the same ad is shown to all those users belonging to the same audience.
- **Dynamic retargeting**: the ad contains the same or similar products to those that visited our website.

You should add audiences that converted in the last 30 or 60 days in relation to the repetition percentage of your store.

Has it ever happened to you that you just make a purchase and in the following weeks you don't stop watching ads about that same product? This is what we want to avoid. You already bought that product, you are not going to get it twice.

- In the **Targeting Expansion** section you need to set the "Added reach" to 0. This way, you will impact directly users with very similar profiles to this type of audience.

Static Retargeting

Goal of the strategy

Show your ads to people that showed interest in your store or in specific categories of your store.

Strategy development

Just like we explained before, first of all you have to create the retargeting audiences. We recommend you to do this via Google Analytics, so the audiences are created automatically on Google Ads. When creating this audience, you should consider what product categories are more profitable to you.

Campaign

- Type of campaign: *Display*
- Subtype of campaign: *Display standard*
- Bid strategy: *Maximize conversions* or *enhanced CPC*.
- Ad group: In case you've created retargeting audiences for each family of products, you need to create different ad groups
- Audience: Add the audience you created in *Segmentation* settings

Type of ad

- You can create a general message for general audiences like "All users in the last 30 days". Use the call to action "Finish your purchase now and receive it tomorrow".
- For specific audiences you can show pictures of the family products and adapt the copy to each specific audience. In this case, we recommend you to use adaptable display ads. This way you don't need to create so many different banners for each product.

Dynamic Retargeting

Goal of the strategy

Show the same products or similar products users visited on your website before.

Strategy development

Unlike the previous case, here you don't have to create audiences depending on the categories that users visited. To apply this dynamic retargeting technique, you can create audiences like "All users" and divide them according to the period of time they have been on the audience list.

- All users <3 days
- All users <7 days
- All users <15 days
- All users <30 days
- All users <60 days

As you may have deduced, the closest audiences to the date are the audiences with more chances of converting.

Campaign

- Type of campaign: *Display*
- Subtype of campaign: *Display standard*
- Goal: *Sales*
- Bid strategy: *Maximize conversions* or *enhanced CPC*
- Dynamic ads: Select *Use a data feed for custom ads*
- Audience: Add the audience you created on *Segmentation* settings

Type of ad

Make sure you create a general version of the ad. However, this version will hardly ever pop up, as the user will only see similar products visited before. Nonetheless, you need to create this generic ad.

Takeaways

After having analyzed the possible strategies you can employ when advertising on Google Display Network, we can conclude a few statements:

- If you wish to impact new users that do not know you, you may need to apply **Prospecting** strategies, such as *Custom intent audiences* or *Similar audiences*.

- **Custom intent audience** strategy aims to make an impression to those users making an active search of a product related to yours.

- **Similar audience** strategy aims to impact users that are similar to our current clients and audiences with a high chance of conversion.

- If you want to impact those users that already visited you before but didn't end up converting, then you need to apply **Retargeting** strategies.

- There are two types of retargeting strategies: **static retargeting** and **dynamic retargeting**. The first one shows ads of your store or specific categories of your store to users that visited it. Dynamic retargeting shows the same products or very similar products to the ones visited by the users.

- Depending on the goal of your strategy, you may need to employ one strategy or another.

Additional information

If you want to learn more on how to improve your Google Ads campaigns, you can visit netrivals.com for more information on the topic. Netrivals is a key partner of pure-players and omnichannel stores to help them become competitively smarter. The all-in-one view offered by Netrivals covers relevant and valuable e-commerce KPIs like: Price Index, Profit Margins and Conversions of e-commerce businesses. You can learn more here or even request to talk to one of their specialists here.

For more information, please contact support@netrivals.com or visit netrivals.com

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White Paper

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