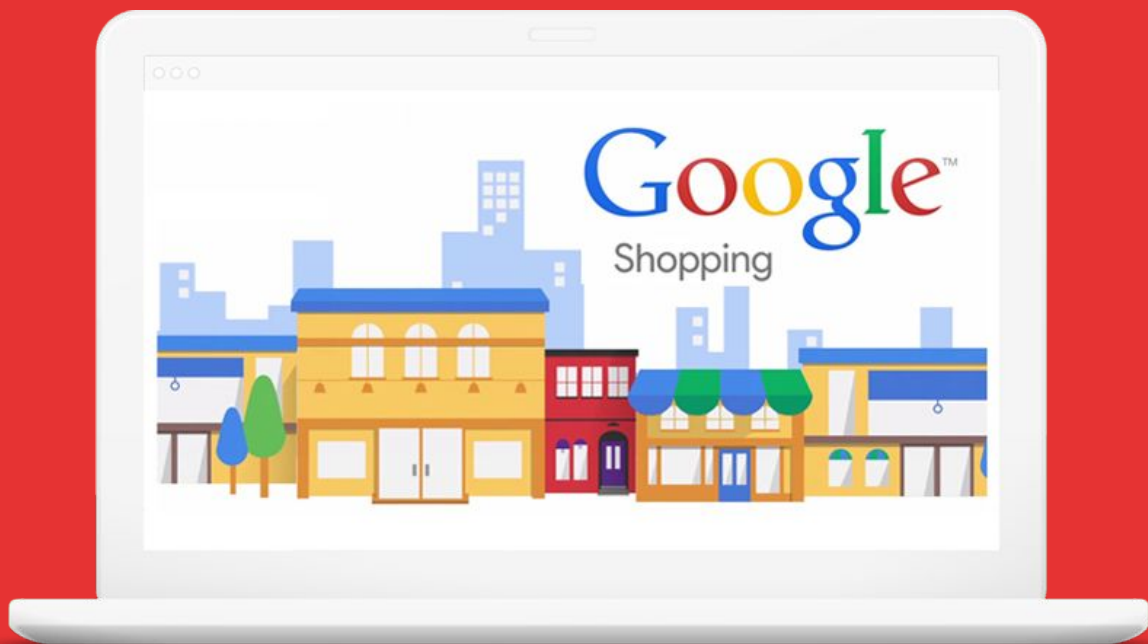


Create and Optimize Your Google Shopping Campaign

A Step-By-Step Guide





Create and Optimize Your Google Shopping Campaigns. A Step-By-Step Guide.

Abstract

Google Shopping has become an indispensable platform for many retailers and brands. It allows you to reach a broader audience and maximize the sales of your products online.

However, making the most out of your Google Shopping campaigns may not be that easy, as Google products are quite complex, and specific knowledge is required if you want to run it properly.

Thanks to this whitepaper, you can learn how to optimize your Google Shopping campaigns with useful tips and recommendations. We will focus on two main types of strategies, i.e., Standard Shopping and Smart Shopping campaigns.



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Introduction

A high percentage of internet users that buy online visit different price comparators and marketplaces to find the most attractive price for the product they are looking for. That is why being present in this type of platform can make the difference between generating sales or not, by impacting users with your products if they are competitive enough to a pricing level in relation to the overall market prices.

Google Shopping is one of the most used price comparators for many retailers and brands when selling products online: it extends to both users that know you and users that still don't but are looking for products related to your store.

Nonetheless, you need a certain knowledge level of Google Shopping to do this. It will let you stand out from the competition and try to position in the first ranks, knowing whom to impact with your ads thanks to your optimized Google Shopping campaigns.

In this white paper, we are going to talk about the campaign creation and optimization process on Google Shopping. More particularly, we'll talk about the Smart Shopping and Standard Shopping strategy.








buy jordan sneakers

All Shopping Images News Videos More Search tools

About 7,490,000 results (0.58 seconds)

Shop for buy jordan sneakers on Google Sponsored

| | | | | |
|---|---|---|--|---|
|  |  |  |  |  |
| Jordan IV Retro White £154.99 Foot Locker UK | Nike Air Jordan VII Retro BG ... £89.00 End.com | Nike Air Jordan Eclipse ... £90.00 ASOS.com | Air Jordan 1 Mid Black 6 (25) £90.00 Nike.com ★★★★★ (16) | Jordan Eclipse, Wolf Grey/ ... £76.87 Kickz.co.uk |

Shop Authentic Air Jordan Shoes - Jordan Brand ...
www.sneakerhead.com/nike-air-jordan-p1.html
... Air Jordan Shoes. Sneakerhead.com has the latest Air Jordan Shoes, including Brand Jordan Team Shoes, Air Jordan Retro Shoes, Jumpman & others.
Retro Jordan - Air Jordan Lifestyle - Air Jordan Sport - Air Jordan Son Of Mars Low

Jordans - Air Jordans | Flight Club
www.flightclub.com/air-jordans
Since 1985, the sneakers carrying Michael Jordan's name and world-renowned "Jumpman" silhouette have helped to define and shape sneaker culture.
Air Jordan 11 - Air jordan 7 retro "hare" - Air jordan 6 retro "infrared 2014" - 11lab4

As you can see in this figure, every time a user searches for a product on Google, Google Shopping section appears in the first place. That is why another competitor may end up selling the product, even if your website is positioned on the first place on the organic searches. By appearing in the Google Shopping section, there are more chances to sell online.

Who is the target user of Google Shopping campaigns?

Google Shopping campaigns are suitable for advertisers (let's say retailers or brands) that want to sell products to final consumers.

Google Shopping is a price comparator with which you can publish your products and pay via PPC methods. It's not allowed to sell intangible products, such as services or courses.



Key concepts

What is Google Shopping?

Google Shopping is a type of Google Ads campaign in which the advertiser shows its ads on:

The Search Network The Display Network The Shopping Tab

This type of campaign allows you to show your products with certain attributes, such as pictures, title, price, description and reviews. The payment methods are the same both in this type of campaign and in search campaigns, for example, you always pay per click.

There are two available bid strategies for Google Shopping campaigns:

- **STANDARD SHOPPING**
 - *enhanced CPC*: This is the simplest strategy and allows you to have greater control over the campaign. Fix a maximum CPC you want to pay for each click. As this is an enhanced CPC, Google will increase or decrease it every time it detects there's a higher or lower chance of conversion.
 - *Maximize clicks*: Tell Google what's your budget and Google will get as many clicks as it can.
 - *Target ROAS*: Indicate how much you want to pay (in percentage) for each sale.



- **SMART SHOPPING**

- *Maximize conversion value*: Similar to “Maximize clicks” but instead of telling Google what kind of traffic you want, you indicate Google you want to generate the greatest possible benefit within your budget.
- *Maximize conversions value with target ROAS*: Exactly the same as target ROAS. The only difference lays on a technical level, but on a functional level it works exactly the same.

What is a product feed?

A product feed is just a file that contains the products and its characteristics. It can be a Google Sheets file or an URL with an .xml extension.

The product feed is absolutely necessary to publish your products on any platform; i.e., Facebook, Idealo or Google Ads.

This file must be created from the back-end of the CMS you are working with. Currently, all e-commerce CMS have modules or plug-ins which spare you the work of having to generate this file manually.

In order to buy these modules, we recommend you to go to well-known marketplaces such as:

- Prestashop Addons
- ThemeForest

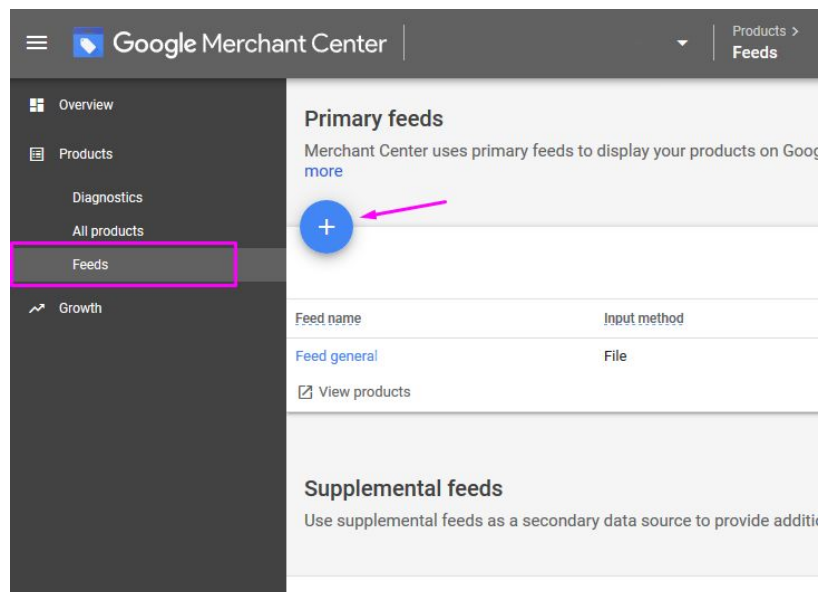
Given the fact that you can't choose the keywords you want your product's ads to appear, your feed becomes a critical element and has a great value in this type of campaigns.



Your feed depends mostly on the quality of your keywords. On Google Shopping campaigns, the quality is determined according to the quality of your feed, the same happens for the performance of your searching campaigns.

What is Google Merchant Center?

Google Merchant Center is an informative panel where you can upload your product feed and clearly visualize what products have been accepted and rejected by Google's trackers.



How to upload your feed on Google Merchant Center

1. Go to **Products > Feeds**, and click the blue “+” button.
2. Choose the **country** you want to sell in.
3. Choose the **language** of the feed.
4. Name the feed: this is an **internal name**, so it has to be as descriptive as possible.
5. Choose the **input method**: that means, where does Google have to go to update the information of your feed?
6. Indicate how often Google is going to track the information. We recommend you to do this on a **daily basis**.



Link Google Ads with Google Merchant Center

As the interface of both Google Ads and Google Merchant Center is updated on a regular basis, we attach the link to [Google's official support website](#). Anytime there are changes on the interface, the link will still be updated with the newest information.

Create a new Google Shopping campaign

In order to publish your products on Google Shopping campaigns, you need to follow these steps:

- Create a **Google Ads account**.
- Create a **Google Merchant Center account**.
- Create a **product feed** and upload it on Google Merchant Center.
- **Link** your Google Ads account with your Google Merchant Center account.
- Set up a **conversion action** that considers the total value of conversions (profits).

| Final attributes | |
|----------------------------|--|
| Title | Pin And Pon 4 Famosa Figures |
| id | ES13032060 |
| price | € 14.99 |
| offer price | € 14.24 |
| availability | in stock |
| state | new |
| quantity | 5 |
| category in google product | Games and toys> Toys> Dolls, playgrounds and toy figures> Action and toy figures |
| description | Pin and Pon pack of 4 figures, two pets and accessories, inside the box simulates a store where they can buy. Pin an shopping, the box has a shop drawn so you can recreate your adventures. * Recommended from 4 years. |
| link | https://tamtam.es/pin-y-pon/Pin-y-Pon-4-figuras.html |
| link image | https://tamtam.es/1071-large_default/Pin-y-Pon-4-figuras.jpg |
| additional image link | https://tamtam.es/1072-large_default/Pin-y-Pon-4-figuras.jpg https://tamtam.es/6872-large_default/Pin-y-Pon-4-figuras.jpg |
| Shipping | shipping country shipping costs IT IS € 2.00 |
| custom label 0 | 36 years |
| custom label 1 | Pinypon |
| custom label 2 | Multinational |
| custom label 3 | <15 |
| gtin | 8410779320605 |
| brand | Famous |
| mpn | 13032060 |
| product type | Dolls and stuffed animals> Dolls> Pin and pon |



The most important fields your feed need to include are the following:

- Product ID
- Title
- Description
- Type of product
- Product URL
- Image URL
- Status
- Availability
- Shipping costs
- Price
- Google category product: probably you'll have to do this directly from the plug-in or module you created the feed.
- Quantity (Stock): we recommend you to indicate a lower number of products than what you really have. This way, you ensure you don't find yourself in a stock emergency in the future.

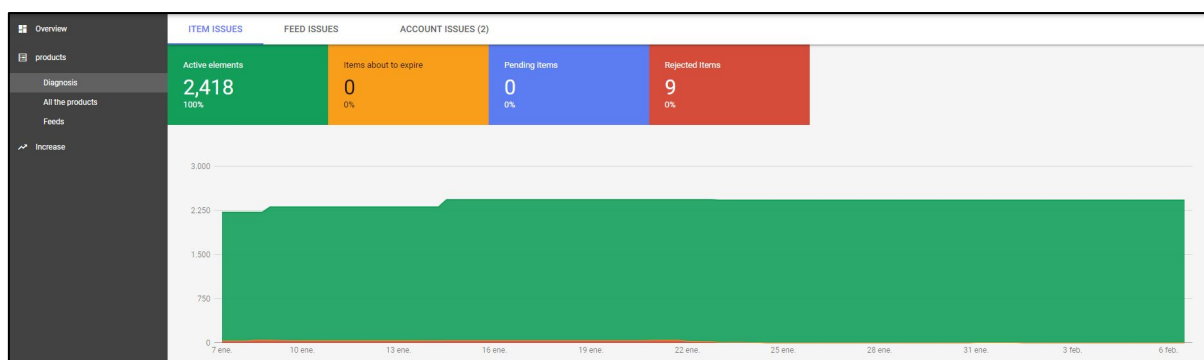


What's a high quality feed?

Basically, a high quality feed is the feed that provides you with all the necessary product data: title and own descriptions adapted to your landing page.

You need to make sure you don't have trouble when uploading your products on Google Merchant Center. Check its diagnostic or the diagnostic from Google Ads to make sure everything is alright (we will talk about this later on).

Here in this article we will not focus on the elements and characteristics of a feed, but on the optimization of the campaigns.





Conversion tracking

There are two different ways to keep track of the conversions of your e-commerce store:

- You can create a conversion with **dynamic values** according to the amount of the order.
- You can import the goal **Transactions** from Google Analytics. This goal is created automatically once you activate the enhanced ecommerce tracker from Google Analytics.

We recommend you to use the second method and change the attribution modeling to “*Last click on Google Ads*” or “*Position Based*” or “*Linear*”.

| | | |
|----------|--|---|
| Settings | Conversion name | Transactions (User ID view) |
| | Category | Purchase |
| | Value | Use the value and currency from Analytics |
| | Source <small>Not editable</small> | Analytics |
| | Google Analytics property <small>Not editable</small> | Tamtam Joguines (UA-128559790-1) |
| | Google Analytics view <small>Not editable</small> | User ID view |
| | Google Analytics type <small>Not editable</small> | Transaction |
| | Count | Every conversion |
| | Conversion window | 30 days |
| | Include in "Conversions" | Yes |
| | Attribution model | Position-based |

[EDIT SETTINGS](#)

[BACK](#)



Google Shopping Campaigns

The primary differences between the two subtypes of bid strategies are the following:

- By using **Standard Shopping strategy**, you can only see the search terms that activated your ads. This option is not available on Smart Shopping.
- By using **Smart Shopping**, dynamic retargeting techniques are employed automatically and mandatorily, as it maximizes conversion value. It's a two-in-one strategy.

Standard Shopping

How to create the campaign

Follow these steps to create a Standard Shopping campaign:

- Open Google Ads
- Go to the **Campaigns** section.
- Select **Create new campaign**
- Goal: **Sales**, or don't choose any particular option.
- Type of campaign: **Shopping**
- Choose the feed you uploaded on Google Merchant Center.
- Subtype: Standard Shopping campaign
- Click Continue
- Name the campaign and configure the requested fields.
- Create an **ads group** and choose the CPC maximum you want to set.
- Once you've saved the changes, the campaign is created!



Structure the campaign

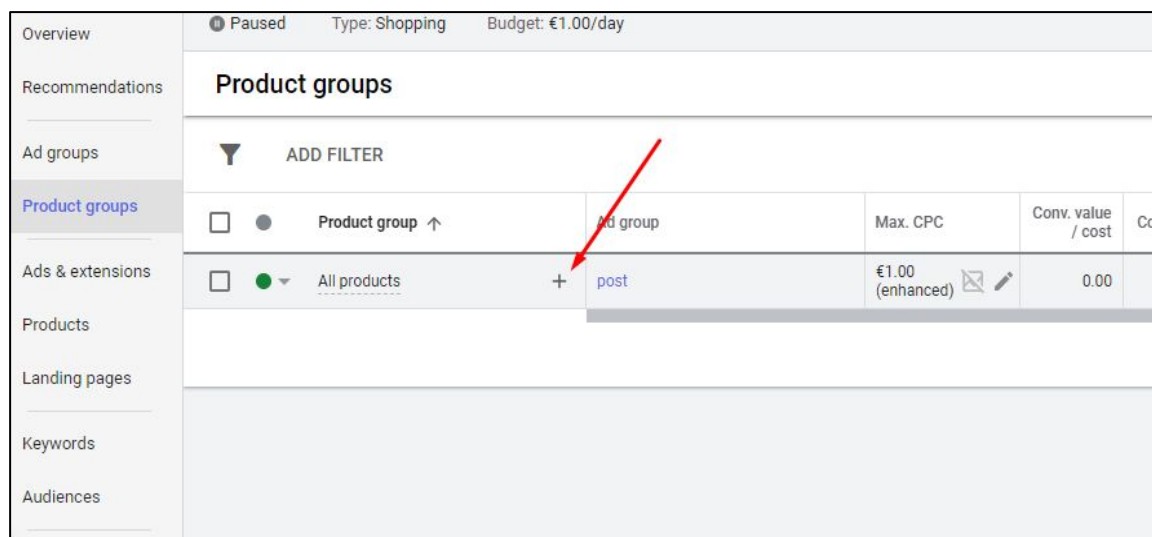
Now it's time to structure the campaign. This means to subdivide it based on the criteria you choose. For example, you can divide your campaign by brand to see the performance of each brand separately; or you can divide it by product category and check what are the top-selling categories...

In general, the most used structure is dividing the campaign by product category as you can see in the following figure:

| Product Group [?] | Subdivision | Suggested attribute for dividing products |
|-----------------------------------|-------------|--|
| ▼ All products | 1 | Product type, Category |
| ▼ Apparel | 2 | Product type, Category |
| ▼ Shirts | 3 | Product type, Category |
| ▼ Luxury Brand | 4 | Product type, Category, Brand |
| ▼ Product ID: 123456789 | Final | Product type, Category, Brand, Custom Label, Item ID |
| Everything else in 'Luxury' brand | Final | Product type, Category, Brand, Custom Label, Item ID |
| Everything else in 'Shirts' | 4 | Product type, Category, Brand |
| Everything else in 'Apparel' | 3 | Product type, Category |
| ▼ Electronics | 2 | Product type, Category |
| ▼ Laptops | Final | Product type, Category, Brand, Custom Label, Item ID |
| ▼ Tablets | Final | Product type, Category, Brand, Custom Label, Item ID |
| ▼ Phones | Final | Product type, Category, Brand, Custom Label, Item ID |
| Everything else in 'Electronics' | Final | Product type, Category, Brand, Custom Label, Item ID |
| Everything else in 'All products' | 2 | Product type, Category |



You can make these divisions going to **Campaign > Product groups**, and then clicking the “+” button.



Now you have the available structuring options. You can subdivide the campaign as many times as you want.

By using the following combination, you can set **specific CPCs** for each SKU and, at the same time, you have the information about the performance of each brand inside each category, and from each category separately.

Category > Brand > Product ID

If you'd like to learn more on how to structure a campaign, we recommend you to read our whitepaper *10 Advanced Strategies to Improve the Performance of Your Google Shopping Campaigns*.



Optimization

During the first few days, you will need to take a close look on the performance of the campaign, so it doesn't bring you any unexpected surprise. The most important thing is:

- Daily
 - Make a **diagnostic** of your products: Identify which have been rejected.
 - Search terms: Just like in the searching campaign, you need to add every day new **negative keywords** based on the search terms that activate your ads.
- Weekly
 - Watch the **performance** of each product subdivision.
 - Incomes
 - Value of conversion / cost
- Monthly
 - Is the **structure** you are using appropriate?
 - Do subdivisions indicate very different ROAS?
 - Do subdivisions indicate very different incomes?
 - Ask yourself about the performance of the **bid strategy**
 - Is it ok to keep using an eCPC?
 - Should I change to ROAS?
 - Should I go back to eCPC?
 - Ask yourself about the **products**
 - Is it correct to keep publishing products under X€?
 - Is there any unprofitable product you should pause?



Smart Shopping

How to create the campaign

To create this subtype of campaign, you need to follow these steps:

- Open Google Ads
- Go to the **Campaigns** section
- Select **Create a new campaign**
- Goal: **Sales**, or don't choose any particular goal.
- Type of campaign: **Shopping**
- Choose the feed you uploaded on Google Merchant Center
- Subtype: Smart Shopping campaign
- Click Continue.
- **Name** the campaign and configure the requested fields.
 - Remember to start maximizing conversions, so that once you reach +50 conversions, you can change to target ROAS.
- Create an **ads group** and the **static ad**. Remember this subtype of campaign makes retargeting automatically.
- Once you've saved the changes, your campaign is created!



Takeaways

- The use of platforms like Google Shopping foster an increasement of your company's presence on the internet.
- If you use Google Shopping properly, you can optimize your sales strategy and increase conversions. To do so, an in-depth knowledge of Google products (Ads and Merchant Center) is necessary.
- The product feed is a key element to promote your products when a user is searching online.
- Depending on the goal of your strategy, you can apply one bidding strategy or another: Standard Shopping or Smart Shopping.



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](#).

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



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White Paper

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