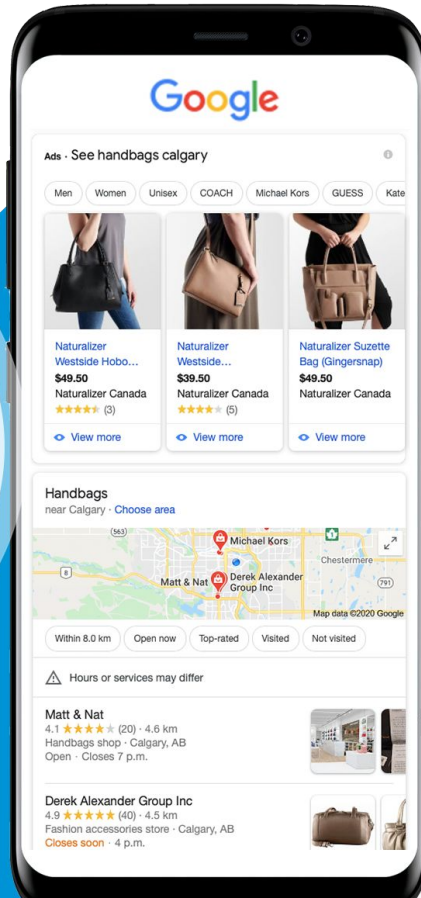


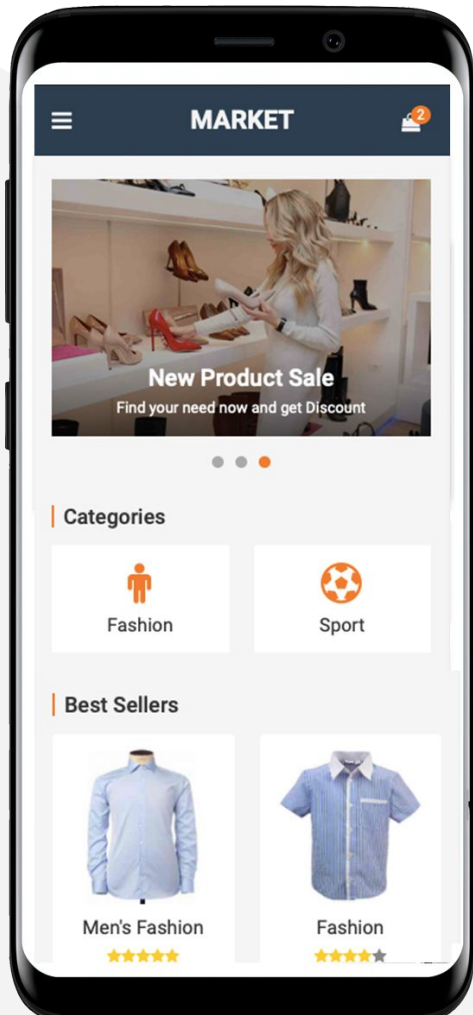


Google Ads



AUTOMATED PRODUCT BASED GOOGLE ADS

Built to help small businesses get found in paid and free Google search, when consumers are searching for the products they sell.



Step 1: Website

It starts with having a website containing the products a business sells. This site does not need to have an extensive product catalogue - even highlighting a few products a business sells is a good start.

We tailor to businesses that sell online only, as well as businesses looking to get found in their local area for the products they sell.



Step 2: Product Data



Once the business has a website containing products, we take this product data, format it to Google's specifications, and API the data directly to the Google Ads engine.



We have many integrations that allow you to send us product data automatically. We also accept .csv or .txt files that can be imported into our platform easily.



PRODUCT

AD

AD

AD

Expanded Text Ad Preview

Ad · www.yourdestinationurl.com/DYNAMIC-PATH1/DYNAMIC-PATH2 ▾

Our ads are great. | Try them for your clients. | Low budget options.

Our Automated Ads platform helps small businesses compete in product search Our hands free approach allows you to focus your time on other things

Google

ALL MAPS IMAGES VIDEOS

Ad · www.yourdestinationurl.com/DYNAMIC-PAT... ⓘ

Our ads are great. | Try them for your clients. | Low budget options.

Our Automated Ads platform helps small businesses compete in product search Our hands free approach allows you to focus your time on other things

Step 3: Ad Creation

We automatically generate a variation of text based ads for each product the business sells. We handle all categorization, ad creation, keyword generation, negative keyword omissions - and generate ads that direct to the specific landing page for each product, increasing campaign effectiveness and conversions.

We take text snippets from the business' website (along with factors such as the product searched for, and the location desired) to generate text ads for each product within the campaign. This ad copy is customizable, and can be previewed and edited anytime within our dashboard.

PRODUCT

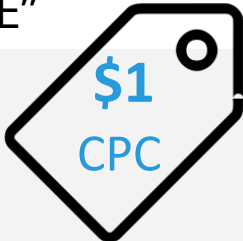


KEYWORDS

"MENS SHOES"



"MENS NIKE AIR MAX
NEAR ME"



Step 4: Keyword Generation

We generate extensive Long-tail keyword lists for each product a business sells. Our platform generates long-tail, intention keywords - rather than generic, broad terms that can quickly eat up a small business budget. We focus on buyers - not browsers and deliver much higher ROI.

Smaller businesses simply can't afford to compete with their larger competitors for broad, generic search terms - for example - "Mens Shoes". But when bidding on more specific, long-tail keywords such as "Mens Nike Air Max Near Me" smaller businesses can compete.

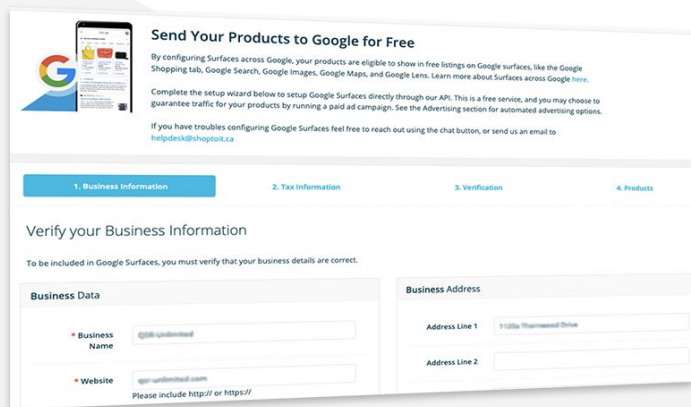


Step 5: Targeting

We target to the city of the business by default, and offer the option to target any additional areas at no extra cost.

Whether a business sells online and ships nationally, or they want to be found locally for the products they sell - our platform will target the desired location set by the business in their dashboard.

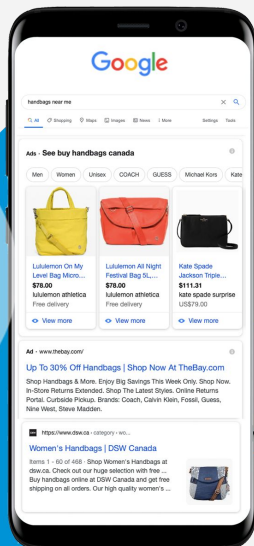
Optional - If you'd like to target specific regions or cities, please specify below and we can customize your targeting for you



Step 6: Get free traffic from Google

Use Surfaces across Google to receive free traffic in product searches. We've built a simple step-by-step wizard that allows you to submit products to be eligible to be shown in free product-based search listings (which includes free listings in Google shopping, Google search, Google images, and Google lens).

This is a free optional add-on for our product based ads clients, and can be configured quickly and easily.



Impressions

46

Clicks

5

Cost

\$20.57

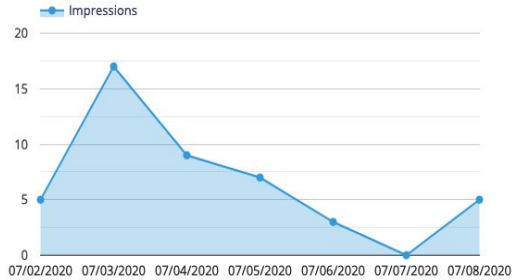
Avg CPC

\$4.11

Ad Performance

Last Week

Impressions For Last Week



Clicks For Last Week



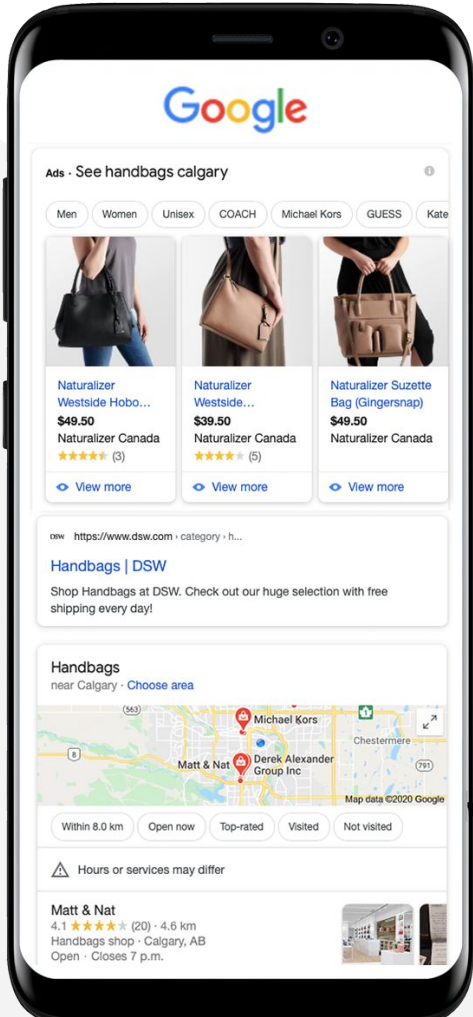
Keyword Performance

Last Week

Keywords	Clicks	Impressions	Cost	Avg CPC
+Gift +Baskets	4	36	16.61	4.15
+Gift +Baskets +Cobourg	1	5	3.96	3.96
+Baby +Baskets	0	1	0.00	0.00
+new +baby +basket	0	1	0.00	0.00
baby arrival gift baskets	0	1	0.00	0.00
baby boy gift baskets	0	1	0.00	0.00
Gift Baskets	0	1	0.00	0.00

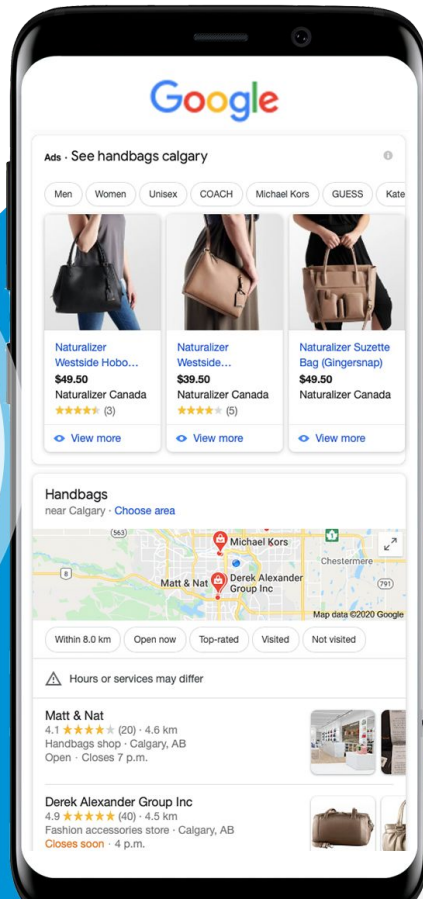
Step 7: See Results

We report on all campaign activity through your Executive report and offer comprehensive reporting within our dashboard - allowing you to always see how the ads are performing. We also auto-tag all ad clicks, so they display in the Google Ads traffic section of Google Analytics - allowing you to generate any type of report you wish.



ADS THAT SUIT ANY BUSINESS

- ✓ TEXT ADS
- ✓ SHOPPING ADS
- ✓ LOCAL ADS
- ✓ GOOGLE SURFACES



AUTOMATED PRODUCT BASED GOOGLE ADS

- Fully automated, Cloud-Based Platform
- No account management required - we do all the work
- Fast setup - ads are live in two business days
- Affordable budget options with no contracts, setup or maintenance fees