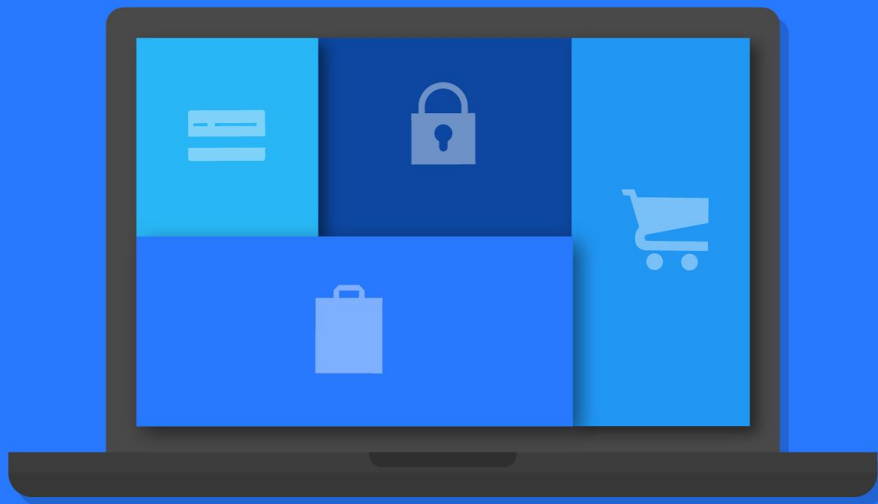


Google Partners

Shopping Advertising exam refresher guide



Welcome to the Shopping Advertising exam refresher guide - the perfect way to prepare for your exam. We'll cover everything from creating and managing your Google Merchant Centre account, product data feed submission, bidding and optimization and more. This handy resource is a shortened version of the full [Shopping Advertising study guide](#), which is available on our [Partners Help Center](#). You'll also find additional information and plenty of helpful links throughout.

Remember that your Shopping Advertising exam covers basic and advanced concepts, including creating a Google Merchant Center account and product data feed, and creating and managing Shopping campaigns. You can expect 63 multiple choice questions. There's a 90 minute time limit and an 80% passing score. You'll need to pass both AdWords Fundamentals and Shopping Advertising exams (or one of the other AdWords exams like Video, Display, Search or Mobile Advertising) to become AdWords certified.

Here's what we'll cover in this refresher guide:

Module 1 Overview of how Product Listing Ads work

- 1.1 About Google Merchant Center
- 1.2 About Shopping campaigns and Product Listing Ads

Module 2 Create a Google Merchant Center account

- 2.1 Set up your account
- 2.2 Verify and claim your website URL
- 2.3 Set up a multi-client account
- 2.4 Navigate Google Merchant Center

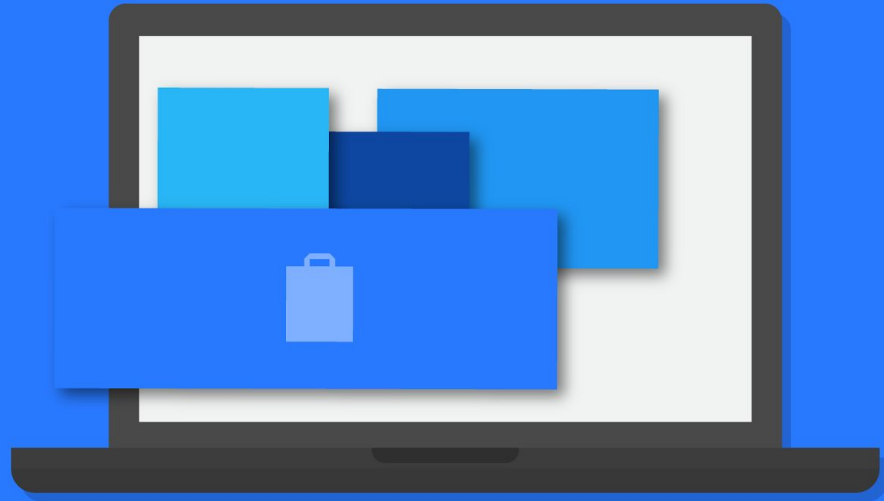
Module 3 Create your product data feed

- 3.1 Products feed specification
- 3.2 Provide high quality data
- 3.3 Register a data feed
- 3.4 Supported file formats
- 3.5 Upload a data feed

Module 4 Create Shopping campaigns in AdWords

- 4.1 Requirements for Shopping campaigns
 - 4.2 Set up a Shopping campaign
 - 4.3 Manage a Shopping campaign with product groups
 - 4.4 Use custom labels for a Shopping campaign
 - 4.5 Use campaign priority for Shopping campaigns
 - 4.6 Monitor and optimize your Shopping campaigns
 - 4.7 Use the bid simulator with Shopping campaigns
 - 4.8 Best practices for Shopping campaigns
- Take the Shopping Advertising exam

Module 1 Overview of how Product Listing Ads work



1.1 About Google Merchant Center

What is Google Merchant Center?

Google Merchant Center is a tool that helps you upload your shop and product data to Google and makes it available to Google Shopping and other Google services.

What is Google Shopping?

[Google Shopping](#) allows shoppers to quickly and easily find your product listings on Google. As a seller, Google Shopping offers you the following advantages:

- Attract more potential buyers
- Control your product information

What are Product Listing Ads?

By linking your Google AdWords and Google Merchant Center accounts, you'll be able to surface your products directly to users through Product Listing Ads.

Learn more about [Google Merchant Center](#)»

1.2 About Shopping campaigns and Product Listing Ads

If you're a retailer, you can use **Shopping campaigns** to promote your online and local inventory, boost traffic to your website or local shop and find better qualified leads. To get started, you'll send us your product data with Google Merchant Center and create a campaign in AdWords. We call these placements **Product Listing Ads**, because they're more than a text ad – they show users a photo of your product, plus a title, price, shop name and more.

These ads give users a strong sense of the product you're selling before they click the ad, which gives you more qualified leads.

Benefits

- **More traffic:** Many businesses experience significantly higher [clickthrough rates \(CTR\)](#) with Product Listing Ads compared to text ads.
- **Better qualified leads:** Increase the quality of your leads by featuring product information directly in your ads to make shoppers more likely to complete a purchase on your website.
- **Easy retail-centric campaign management:** Instead of keywords, Product Listing Ads use the product attributes you defined in your Google Merchant Center data feed to show your ads on relevant searches.
- **Broader presence:** More than one of your Product Listing Ads can appear for a given user search. This means that your reach with shoppers for a single search could double.
- **Powerful reporting and competitive data:** See how your products are performing at any level of granularity you want.

How Shopping campaigns and Product Listing Ads work

Product Listing Ads use your existing Google Merchant Center **product data** – not keywords – to decide how and where to show your ads.

You manage your Product Listing Ads in AdWords using Shopping campaigns, a simple and flexible way to organize and promote your Google Merchant Center product inventory within AdWords.

Where your ads appear

Here's where you might see your Product Listing Ads across the web:

- Google Shopping (in select countries)
- Google Search, next to search results and separate from text ads
- Google Search Partner websites (if your campaign is set to include search partners)

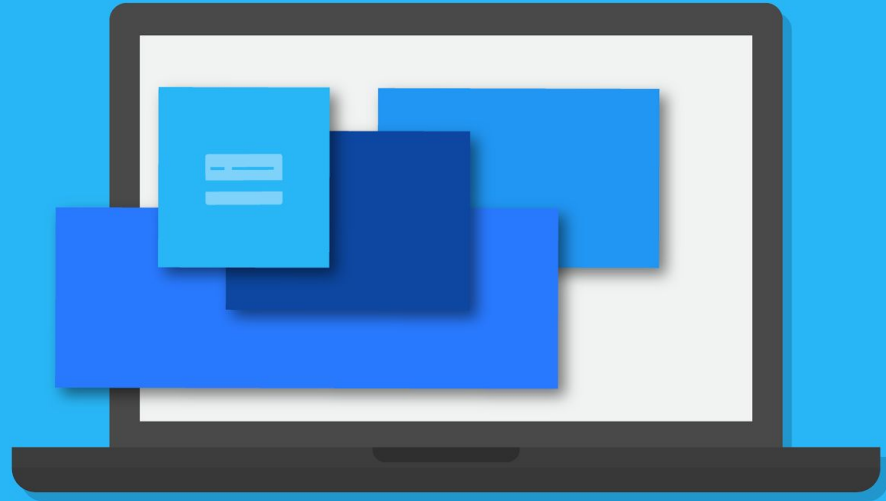
Your Product Listing Ads can appear at the same time as text ads. Product Listing Ads can appear on tablets, mobile phones, and desktops.

Cost

Just like other AdWords ad formats, your Product Listing Ads participate in an ad auction, but you'll only be charged whenever someone takes action with your ad. This is known as cost-per-click (CPC). When you're creating your Shopping campaign, you'll decide how much you're willing to pay for each click.

Learn more about [Shopping campaigns and Product Listing Ads»](#)

Module 2 Create a Google Merchant Center account



2.1 Set up your account

To add your business information to your account settings we'll need the following:

1. Website information: If you've more than one domain for which to submit items, you'll need to set up a [Multi-Client Account](#)
2. Business information
3. Customer service information
4. Private contact information

Ensure that your site meets all requirements

We check every merchant's site for a few basic requirements:

- Accurate contact information
- Secure checkout process
- Returns policy
- Billing terms and conditions
- Complete checkout process.

Learn more about [how to set up your account](#)»

2.2 Verify and claim your website URL

Before you can [upload product data](#) to the Google Merchant Center for Google Shopping, you must verify and claim your shop's website URL. You can do this:

- During account sign-up
- From the Website Verification tab

Steps to verify and claim your website URL

Enter your website URL in your account

You'll verify and claim the website URL entered in the General Settings tab of your account.

Verify and claim your website URL

New URL verification

During account sign-up and from the Website Verification tab, you'll see four options to verify and claim your website URL. Follow the instructions for the option that works best for you:

1. HTML file upload (most common method)
2. HTML tag
3. Google Analytics
4. Google Tag Manager: Add the Google Tag manager

Claim a URL that you've verified before in Google Search Console by:

1. [Adding the Google Account](#) for your Google Merchant Center account as an owner of the verified Google Search Console account.
2. Adding a Google Account that is an existing Owner in the Search Console account as a login to your Google Merchant Center account.

Additional information about website URL claiming

While more than one person can verify the same website URL, Google Merchant Center requires that only one account holds the right to upload product data for this URL.

You cannot claim your website URL

There are two main reasons why you may be unable to claim your website URL:

1. Your website is not verified
2. The URL has been claimed at a higher level

You've lost an existing claim on your website URL

- If another authorized owner of the website in question verifies and claims the website URL successfully, you'll lose the claim and will be notified by email
- If you lose the verified status for your website, you'll also lose your website claim
- If you enter a new website URL in the General Settings tab of your Google Merchant Center account, you'll lose the claim for your previously verified and claimed website URL

To find out how to verify multi-client accounts see [module 2.3](#).

Learn more about [how to verify and claim your website URL](#)»

2.3 Set up a multi-client account

Google Merchant Center multi-client accounts allow a single person or company to submit data feeds for multiple domains. Each client may have a distinct shop name and URL. When you request a multi-client account, your current Google Merchant Center account will become a sub-account in your new multi-client account.

Note: Avoid submitting duplicate websites containing similar content to avoid account disapproval.

Verifying and claiming websites under a multi-client account

We recommend that multi-client account owners verify and claim a website URL with the parent account login email. Typically, the parent multi-client account will need to verify and claim the top-level domain, e.g. <http://example.com>.

If the sub-account website URLs are sub-hosts or paths under the MCA-claimed URL tree:

After the parent MCA has verified and claimed a URL, each sub-account can automatically inherit the claim and can set its website URL to any sub-host or path under the claimed URL tree.

Learn more about [how to set up a multi-client account](#)»

2.4 Navigate Google Merchant Center

Dashboard: The Dashboard tab will show you an overview of your account, including:

- **Products Overview:** How many products are active for the specified destination
- **Feeds:** A list of your most-recently updated data feeds
- **Performance:** Clicks from your Shopping campaigns

Diagnostics: View consolidated issue reporting for shopping product data across your account, feeds and items.

API Diagnostics: Lets you find, view and download all of the failed data entries in the Content API requests that you submit to Google Merchant Center.

Feeds: Where you register and upload data feeds.

Products: Shows you the products in your account.

Settings

- **General:** Set your company name, website, contact information and display settings here
- **Website Verification:** Verify and claim your website URL
- **FTP:** Set your FTP username and password here
- **Google Cloud Storage:** Submit and store your product data securely via Google Cloud Storage
- **AdWords:** Link your Google Merchant Center and Google AdWords accounts here
- **Tax:** Create and manage your tax settings

- **Delivery:** Create and manage your delivery methods
- **Users:** Allow multiple users to access your account
- **Automatic item updates:** Enabling this feature allows us to update your items on Google Shopping based on the schema.org microdata that we find on your website for price and availability information
- **E-commerce Platform:** Link your Google Merchant Center and supported e-commerce platform accounts here. [Find out more](#)

Learn more about [how to navigate Google Merchant Center»](#)

Module 3 Create your product data feed



3.1 Products feed specification

Here is a list of all the attributes that you need to provide in order for your products to be listed in Google Shopping.

Basic product information

- ID [id] – An identifier of the item
- title [title] – Title of the item
- description [description] – Description of the item
- google product category [google_product_category] - Google's category of the item
- product type [product_type] - Your item category
- link [link] - URL directly linking to your item's page on your website
- mobile link [mobile_link] – Mobile landing page URLs
- image link [image_link] – URL of an image of the item
- additional image link [additional_image_link] – Additional URLs of images of the item
- condition [condition] – Condition or state of the item

Availability & price

The attributes in this section are required in order to specify the availability and prices of your items.

- availability [availability] - Availability status of the item
- availability date [availability_date] – The day a pre-ordered product becomes available for delivery
- price [price] – Price of the item
- sale price [sale_price] – Advertised sale price of the item
- sale price effective date [sale_price_effective_date] – Date range during which the item is on sale

Unique product identifiers

- Are product codes associated with an individual product or product variant
- Uniquely and completely identify a product in the global marketplace
- Help make it easier for users to find the product that you're selling

Submit unique product identifiers with a combination of these attributes:

- Global Trade Item Numbers (GTINs) submitted through the 'GTIN' attribute. GTINs include UPC, EAN (in Europe), JAN (in Japan) and ISBN. [Learn how to find your product's GTIN](#)
- Manufacturer Part Number (MPN) submitted through the 'MPN' attribute; and
- The product's brand name in the 'brand' attribute

These products won't have unique product identifiers:

- **Custom goods** or one-of-a-kind items, like custom t-shirts, art and perishables
- **Goods produced before unique product identifiers were introduced**, like vintage goods, antiques, books published before 1970 and other special items

Detailed product attributes and item groupings

Many products like shoes, furniture and electronics come in a variety of colors, materials, sizes and so on. To make sure that we can accurately display these products to users, you may need to submit detailed product attributes for each unique product style. You'll also need to group products together with an item group id in cases where the underlying product is part of a group that varies by one or more attributes, like color. Each different version of a product in one of these groupings are sometimes referred to as a product variant.

Detailed product attributes

We recommend that you provide the following product information for each unique item that you submit if it exists, is relevant, and if the information fits into the accepted values for the detailed product attributes: 'color', 'size', 'pattern', 'material', 'age group', 'gender', 'size type' and 'size system'.

Important: When naming your item using the 'title' attribute, we recommend that you include all relevant detailed product attributes as part of the title. This will help users to identify the correct version of the product that they are looking for.

Product combinations

These attributes allow you to submit information about merchant-defined multipacks and merchant-defined bundles. Multipacks are packages that include several identical products to create a larger unit of sale, submitted as a single item. Merchant-defined bundles are custom groupings of different products defined by a merchant and sold together for a single price.

Adult products

Google cares about the family status of the product listings that you submit in order to make sure that appropriate content is shown to an appropriate audience. You should use the 'adult' attribute to indicate that individual items will be considered "adult".

AdWords attributes

These attributes help you to organize your AdWords campaigns and track the traffic to your website.

Custom label attributes for Shopping campaigns

With Shopping campaigns you can:

- Create product groups based on the attributes for your product data, and then set bids on those product groups.
- Subdivide your products based on existing data from the category, brand, item ID, condition, product type and custom label attributes.
- Use custom labels if you want to subdivide the products in your campaign using values of your choice.
- Create up to five custom labels, numbered 0 to 4, for each item in your feed. Each of the five custom labels can only have one value per product.

Additional attributes

The two attributes below allow you to control the destination of your items and the period during which your items are valid.

1. **Excluded destination** - The 'excluded destination' attribute prevents an item from appearing in certain destinations even though it appears in your product data.
2. **Expiry date** - This is the date when an item listing will expire. If you do not provide this attribute, items will expire and no longer appear in Google Shopping results after 30 days.

Unit prices (EU countries and Switzerland only)

These attributes allow you to submit the unit pricing for your applicable products in feeds targeting European Union countries and Switzerland.

Please note that you should not submit both unit prices and energy labels for an item.

- **Unit-pricing measure** allows you to specify unit-pricing information for an item.
- **Unit-pricing base measure** specifies your preference of the denominator of the unit price.

Energy labels (EU countries and Switzerland only)

The 'energy efficiency class' attribute allows you to specify the energy efficiency class for certain product categories as defined in EU Directive.

Loyalty points (Japan only)

The attribute below only applies to feeds which target Japan. It lets you specify how many and what type of loyalty points the customer receives when buying a product: loyalty points [loyalty_points] – Loyalty points that users receive after purchasing the item

Multiple instalments (Brazil only)

The attribute below only applies to feeds that target Brazil. It lets you specify an additional option for users to pay in multiple instalments.

instalment [instalment] – Number and amount of instalments to pay for an item.

Merchant Promotions attribute

For retailers using Merchant Promotions, the 'promotion ID' attribute is used in both your products feed and your promotions feed to match products to promotions across the two feeds.

Learn more about [products feed specification»](#)

3.2 Provide high quality data

To attract users to your products and to make them eventually buy from your shop, it's essential to provide high quality, fresh, accurate and comprehensive product data. It's also important that a user sees the same information about products in Google Shopping that they'll see on your website.

Providing fresh data

Here are some tips for providing fresh data:

- Create your feed immediately after you've updated your database with the latest information
- Submit your feed to Google at the same time as you update your website
- If you update your website several times a day, submit your feed several times a day
- If you're using a third-party feed provider, try to minimize the amount of time that your data is being processed
- If you've set up your Google Merchant Center account so that Google fetches the feed from your server, make sure that the scheduled fetch from your server happens shortly after you update your website

- If the prices and availabilities of your products change very frequently, you may need to use the [Content API for shopping](#)
- You can use schema.org microdata for price and availability information to ensure that we can always extract the most accurate and up-to-date data about your products from your website

Providing accurate and comprehensive data

The more information that we have about your products, the better we can serve our users and send them to your website. Therefore, submit all of the required attributes listed in our [feed specification](#) that apply to your products.

We also suggest including as many of the recommended attributes as you can. By providing all of the relevant attributes, we can show users products which are most relevant to search queries. In addition, make sure that you submit all products that meet our [policies](#).

Learn more about [how to provide high quality data](#)»

3.3 Register a data feed

Before you upload your data feed, you'll need to register it in Google Merchant Center to let our system know to expect your file.

In the Register a new feed section, you'll need to specify several pieces of information about your feed in order to register it:

- Mode
- Feed type
- Target country
- Content language
- Feed Name
- Input method: There are four upload method options:
 1. Google Sheets
 2. Scheduled fetches
 3. Regular uploads
 4. Import from e-commerce platform.
- Filename
- Which Google Products can use the feed
- Fetch Schedule and Fetch Settings.

Learn more about [how to register a data feed](#)»

3.4 Supported file formats

We currently support data feeds in the following formats:

Text (Spreadsheet) or Tab Delimited

1. Include the attribute names in the first row (i.e. header), separated by a tab
2. Starting on the second row, include the corresponding values under each attribute name
3. Save the file as a tab-delimited file
4. If you're using Google Sheets, you can download your file and upload it as a .txt file or upload your spreadsheet directly to Google Merchant Center

XML

When creating your data feed, remember to save your file in one of the supported file types with the appropriate filename extension:

- .txt: text
- .xml: XML
- .gz: Gnu zip, compressed text or XML
- .zip: Zip, compressed text or XML
- .bz2: Bzip2, compressed text or XML

If you're scheduling your data feed, please ensure that the feed URL directly points to your feed file.

Learn more about [supported file formats»](#)

3.5 Upload a data feed

Once you've created and [registered](#) your data feed, you can upload a data file into it.

Upload options

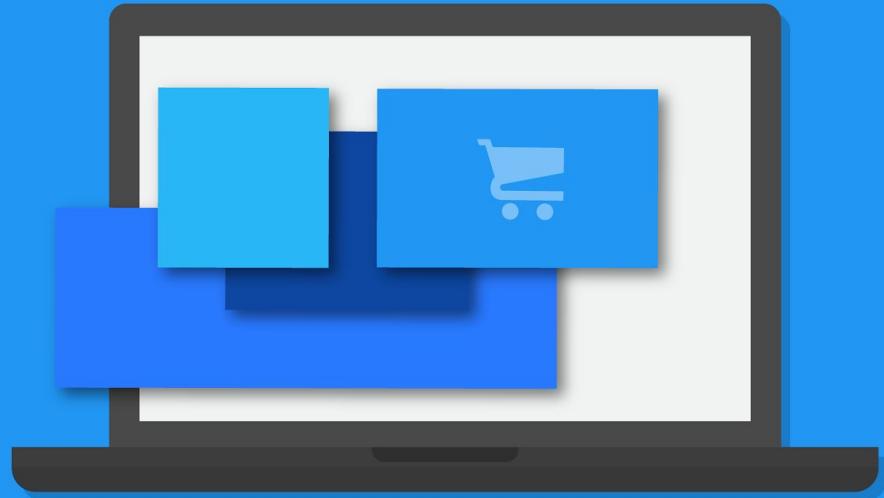
If you're new to Google Merchant Center, a direct upload may be the easiest option to get started.

When uploading your data feed to Google Merchant Center, you have three upload options. Once you have uploaded a data feed, you may also create a schedule to update your feed automatically.

- Direct Upload (Files under 20 MB in size)
- FTP Upload (Files under 1GB in size)
- Automatic Upload (Scheduled Fetch) (Files under 1GB in size).

Learn more about [how to upload a data feed»](#)

Module 4 Create Shopping campaigns in AdWords



4.1 Requirements for Shopping campaigns

There are a few requirements you'll need to meet to be able to set up a Shopping campaign and create Product Listing Ads.

Google accounts

You'll need to set up accounts with [Google Merchant Center](#) and [Google AdWords](#), and [link them](#) together.

Policies

Your content for Shopping campaigns and Product Listing Ads needs to comply with the [Google Shopping Policies](#), which are different from the [AdWords Advertising Policies](#). You'll need to make sure that your type of business, products, promotions, and website meet the requirements for Google Shopping before you begin advertising.

Product data

You'll need to be able to send us up-to-date product data at least every 30 days. This data needs to meet our standards for data quality. These standards are in place to help provide users with the best shopping experience, and we enforce the standards to help your ads perform better.

The standards for submitting your product data are in the [Products Feed Specification](#). You'll use Google Merchant Center to submit your product data regularly.

Learn more about [requirements for Shopping campaigns»](#)

4.2 Set up a Shopping campaign

Shopping campaigns help you promote your products by giving users detailed information about what you're selling before they even click your ad. Before you set up your Shopping campaign, make sure that you meet the [requirements](#) to use them.

Here are step-by-step instructions for creating a Shopping campaign:

1. Sign in to your AdWords account.
2. Click on the **Campaigns** tab. Then click on **+ Campaign** and select **Shopping**.
3. On the "Select campaign settings" page, give your campaign a name.
4. Provide a merchant identifier by clicking on the **Select account** drop-down menu and choosing the Merchant ID.
5. From the drop-down menu next to "Country of Sale", select the country where the products in this campaign are sold.
6. If you want to use the optional "campaign priority" and "inventory filter" settings or advertise local products, click **Shopping settings (advanced)**.
7. Use the optional "campaign priority" setting when you have multiple Shopping campaigns advertising the same product and you want to determine which campaign (and its associated bid) will be used when ads for these products show.
8. Use the optional "inventory filter" to limit the products that you want to advertise in your Shopping campaign.
9. To include products sold in local shops and not just on an online website, you should consider participating in Local Inventory Ads. To do this, in your Shopping campaign check "Enable local inventory ads".

10. Next to “Locations”, choose the geographical areas where you want the Product Listing Ads in this campaign to appear.
11. Including search partners can help you to reach more shoppers, increase your visibility and improve traffic to your products.
12. If you use [conversion tracking](#) and want to improve your potential for sales, consider using [enhanced cost per click \(ECPC\)](#) bidding for your campaign or ad group.
13. Enter your max. CPC bid next to “Default bid”.
14. Next to “Budget”, choose whether you would like to use an “individual budget” for this campaign or apply a budget from a shared library.
15. Select any additional advanced options for your campaign, including [delivery method](#), [ad scheduling](#) and dynamic tracking URL.
16. Click on **Save and continue**.
17. You'll arrive at the **Create ad groups** page. In the “Ad group creation” section you'll need to make some decisions about how to organize your campaign.

Learn more about [how to set up a Shopping campaign](#)»

4.3 Manage a Shopping campaign with product groups

Inside a Shopping campaign's ad group, you'll work with your inventory to place bids using product groups instead of keywords. A product group is just a subset of your inventory that you define, and all the products inside it use the same bid.

When you first create a Shopping campaign, you'll have one product group called “All products” that includes your entire inventory. We recommend that you split your inventory into smaller groups with subdivisions to make bidding more specific to your advertising goals.

Keep in mind that you can't set a bid on a product group that has been subdivided—you'll set bids on the product groups without subdivisions. Each ad group in a Shopping campaign can have up to 20,000 product groups.

Learn more about [managing Shopping campaigns with product groups](#)»

4.4 Use custom labels for a Shopping campaign

With Shopping campaigns, you can use custom labels when you want to subdivide the products in your campaign using values of your choosing. For example, you can use custom labels to indicate that products are seasonal, on clearance, best sellers, etc. These values can then be selected to use for monitoring, reporting, and bidding in your Shopping campaign.

Remember that custom labels are for your reference only. They won't appear in your Product Listing Ads.

Before you begin

You'll need to have access to your product data in Google Merchant Center and be willing to add ['custom label' attributes](#) to your products.

Instructions

You can have up to 5 custom labels in your product data, numbered 0 through 4. You should assign a specific definition for each of the five custom labels and specify the possible values for each. Then, you use these custom labels consistently across the products in your Google Merchant Center account, assigning appropriate values to each product according to your definition. Each of the five custom labels can only have one value per product. Once you've set up custom labels in your product data, you can use the custom labels to subdivide your product groups in your Shopping campaign.

Keep in mind

Every custom label can have just one value per product. Also, it isn't necessary for an item to have a value for one or more custom labels.

Learn more about [custom labels for Shopping campaigns»](#)

4.5 Use campaign priority for Shopping campaigns

Campaign priority is useful when you're advertising the same product, for the same country, in multiple Shopping campaigns.

How it works

When you have the same product in multiple Shopping campaigns, you can determine which campaign should participate in the auction for that product with **campaign priority**. Your campaigns already have a priority: Low. But you can change this priority to Medium or High. These priorities determine the bid for any product that the campaigns share.

Campaign priorities determine bids using these rules:

- **The highest priority campaign will bid.** If one campaign has a higher priority than the others, the campaign with the higher priority will bid.
- **If the highest priority campaign runs out of budget, the lower priority campaign bids.** If the campaign with the highest priority runs out of budget, the next lower priority campaign will place the bid.
- **Note about ad delivery:** When you set a campaign to use the standard delivery method, your budget will be spread evenly throughout the day. So to reserve funds for later in the day, a High priority campaign might not participate in an auction even if the budget is not yet exhausted. Instead a lower priority campaign that is not reserving funds might participate in the auction. Learn more about [ad delivery](#).
- **When multiple campaigns have the same priority, the highest bid is used.** If multiple campaigns all have the same priority, the campaign with the highest bid for that product will participate in the auction.

Before you begin

To use the campaign priority setting, you first need to [set up a Shopping campaign](#). Remember campaign priority is only important if you have multiple Shopping campaigns that promote the same product.

Learn more about [using campaign priority for Shopping campaigns»](#)

4.6 Monitor and optimize your Shopping campaigns

After you get your Shopping campaign running, you'll need to check how it's performing to make sure you get the results you want. To do this, there will need to be enough comparable products from other advertisers.

You can monitor the performance of your campaign in a few key places in AdWords, you can:

- **Use the "Product groups" tab:** The Product groups tab is the first place that you can check to see how your product groups are performing. Customize the columns that you see and download reports with segmented options.
- **Use the "Dimensions" tab:** The Dimensions tab provides customized performance reporting at any level of granularity by any dimension that you choose.
- **Use the Auction insights report:** The Auction insights report lets you compare your performance with other advertisers who are participating in the same auctions that you're.
- **Use Bid simulators:** The Bid Simulator helps clarify how different product group bids might affect your traffic by estimating what your advertising results might have been over the previous seven days if you'd set different bids.

Learn more about [how to monitor and optimize your Shopping campaigns»](#)

4.7 Use the bid simulator with Shopping campaigns

The Bid Simulator can help bring clarity to how different product group bids could affect your traffic by estimating what your advertising results could've been over the previous seven days, if you'd set different bids.

Use this tool from the "Product groups" tab to gauge what bid amount is likely to deliver the performance you want, with the budget you have. Then, quickly apply your new bid to your product groups, or across all subdivisions of a product group.

How it works

The Bid Simulator collects and analyzes data from ad auctions on Google from the previous seven days, while considering information such as the quality of your ads, your competitors' bids, and product data. The tool then uses this information to estimate how certain changes to your bid would have impacted your clicks, cost, impressions, and conversions.

Product groups are eligible for the Bid Simulator when Product Listing Ads have been included in enough auctions or accrued enough impressions.

When using the Bid Simulator for a product group with subdivisions:

You can view bid changes in aggregate and model changes for non-excluded product groups, even when individual product groups might not have enough data for this on their own. You can also use it to see what might happen if you increased or decreased all of your bids for product groups within the subdivision by a specific percentage (10%, for example). Then you can apply the bid adjustment across these product groups with just a few clicks.

Note: Bid scaling isn't available if any of the product groups are subdivided by item ID

You can model what happens if you changed all of your bids in the subdivided product group to a fixed value. If you choose to apply one of these product group-wide bid changes, your ad group default bids will be changed to this fixed value, and your product group-level bids will be removed.

Bid changes across many product groups can increase traffic significantly, which could cause you to reach your budget limit. We'll show you the projected cost for bid changes, and you might need raise your budget to make the most of your bid adjustment.

Learn more about [using the bid simulator with Shopping campaigns»](#)

4.8 Best practices for Shopping campaigns

While Shopping campaigns are flexible enough to meet many advertising goals, you still might want to fine tune your strategy or learn new ways to optimize your campaign.

- Organize your campaign based on your goals
- Create a campaign promoting your best-selling products or other subset
- Use conversion tracking and ECPC bidding
- Prioritize your bestseller, seasonal and/or special promotion campaigns
- Be strategic with your bids

- Boost bids on your top converting items, brands and categories
- Make sure that all your products are covered
- Be strategic with "Everything else" to reduce bid conflicts
- Use benchmarking data to stay competitive
- Bid by item ID (for advanced advertisers)
- Create a language-specific campaign

Learn more about [best practices for Shopping campaigns»](#)

Happy with what you've learned? [Take the Shopping Advertising exam»](#)