



# **Optimization:** Shopping Campaigns

# Optimization means finding opportunity to improve your return on ad spend (ROAS)

- When you created your campaign, you likely created product groups that lumped together similar products with roughly the same value to your business
- Your next step is to use performance data to dig deeper into opportunities to fine tune your bidding and budget strategy for better overall ROAs

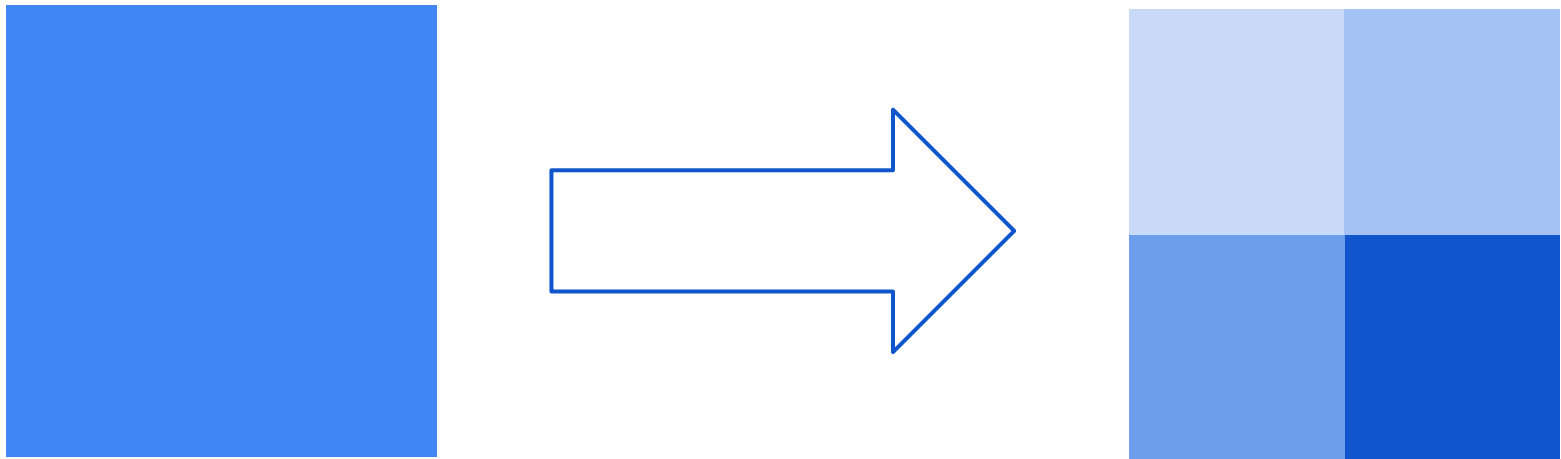


# Refine Campaign Structure



# More specific targeting means finer tuned ROAS

- Product groups let you bundle products that deserve the same bid
- So, the more specific your product groups, the more you can tailor bids according to more specific group values
- Ultimately, your goal is to find a balance between more granular segmentation and the work required to manage your product groups





# Analyze performance via *Dimensions* tab

- Access performance data for all products in your Shopping campaign by any targetable attribute - e.g. Google product category, product type, brand, and ID
  - Choose date range in the upper right corner (e.g. 14 or 30 days is a good benchmark)
  - Navigate to the *Dimensions* tab and choose *View: Shopping*
  - Select the attribute you'd like to see performance data by

Product groups

Products

Settings

Ads

Keywords

Dimensions

View: Shopping - Category

Filter

Columns

Conversions

Reach and frequency

Labels

Time

Shopping

Destination URL

Top movers

Geographic

User locations

Distance

Search terms

Paid & organic

Free clicks

Call details

Category (2nd level)

Household Supplies

Hardware Accessories

Category

Product type

Brand

Item ID

<

# Analyze performance via *Dimensions* tab

- Next, sort your data ascending or descending to quickly identify highest and lowest performers by the metric of your choice

## Clicks

See what products get traffic to your site

## Impressions

Understand your most viewed products

## Cost

Assess which products drive campaign spend

## Conversions

Identify products with strong online sales

## Cost / Conversion

Gauge product's return on ad spend (ROAS)

Must have [Conversion Tracking](#) enabled to see conversion metrics.

# Key check points for refining product groups



## Drive more traffic & improve visibility of popular products

Subdivide highest click and impression product types, brands, and IDs into their own product groups with strong bids



## Streamline your campaign management

Pause or delete existing product groups with relatively low clicks or impressions and let these products fall into the “Everything else” catchall



## Maximize volume on products that sell

Create new product groups with aggressive bids for the categories / product types, brands, and IDs that have a large number of conversions



## Limit lower-converting ad spend

Use product groups to segment out high cost, low conversion product types, brands, and IDs and use a bid lower than the “Everything else” catch all

# Example: Using *Dimensions* data to optimize

- Data below represents 7-days of performance
- Advertiser is viewing data performance by the attributes they are currently using to organize their product groups: *Category > Category*
- They're also using *Item ID* at the third level to identify individual products they might want to break out and bid higher on according to performance

Product groups

Products

Settings

Ads


Keywords

Dimensions

View: Shopping - Category ▾

Filter ▾

Columns ▾

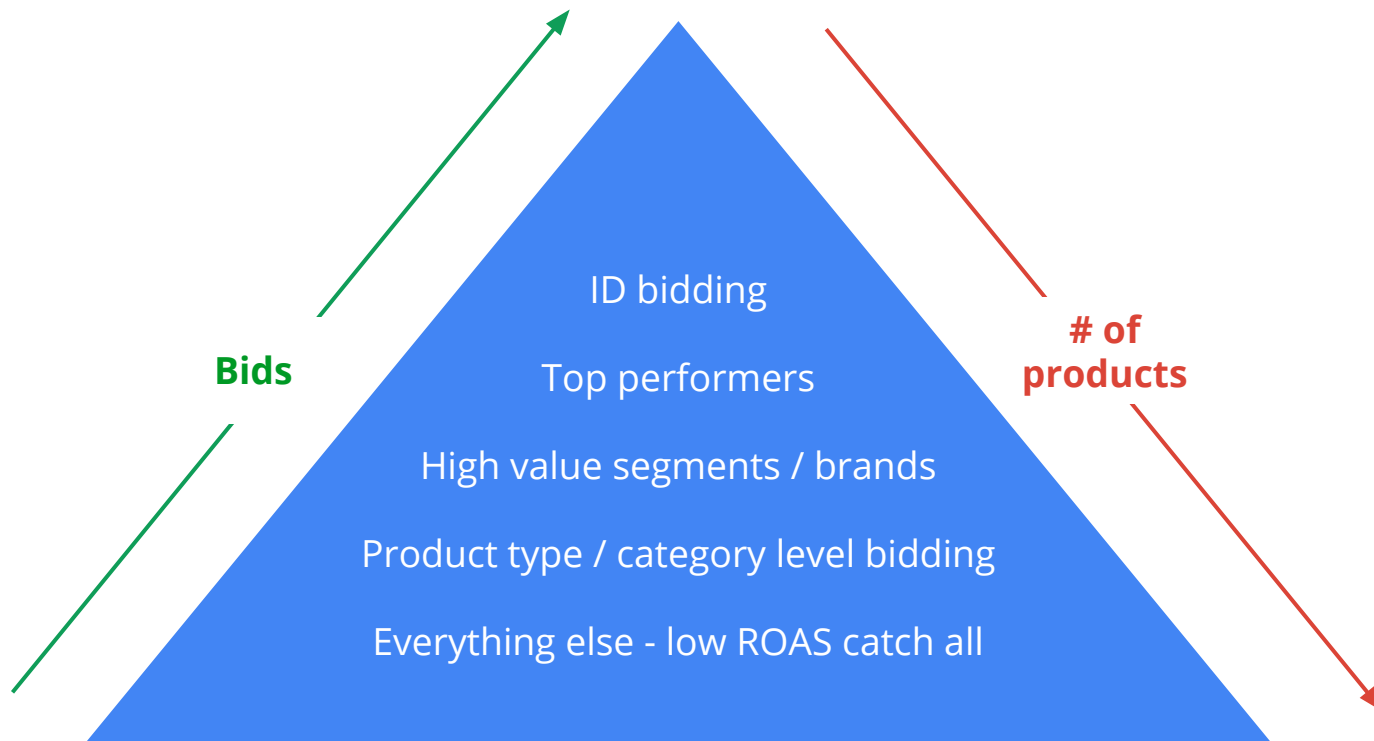


↑ Category (1st level)	Category (2nd level)	Item ID	Impr. <sup>?</sup>	Clicks <sup>?</sup>	Avg. CPC <sup>?</sup>	Cost <sup>?</sup>	CTR <sup>?</sup>
Apparel & Accessories	Clothing Accessories	100017	1	0	\$0.00	\$0.00	0.00%
Apparel & Accessories	Clothing Accessories	100018	3	0	\$0.00	\$0.00	0.00%
Apparel & Accessories	Clothing Accessories	100019	1	0	\$0.00	\$0.00	0.00%
Apparel & Accessories	Clothing Accessories	100261	1	0	\$0.00	\$0.00	0.00%
Apparel & Accessories	Clothing Accessories	100384	2	0	\$0.00	\$0.00	0.00%
Baby & Toddler	Baby Safety	100070	70	0	\$0.00	\$0.00	0.00%
Baby & Toddler	Baby Safety	100164	5	0	\$0.00	\$0.00	0.00%
Baby & Toddler	Baby Safety	100165	13	0	\$0.00	\$0.00	0.00%

Based on this data, they will subdivide and create a product group for Item ID 100070 since it accumulates the majority of impressions in the *Baby & Toddler > Baby Safety* product group

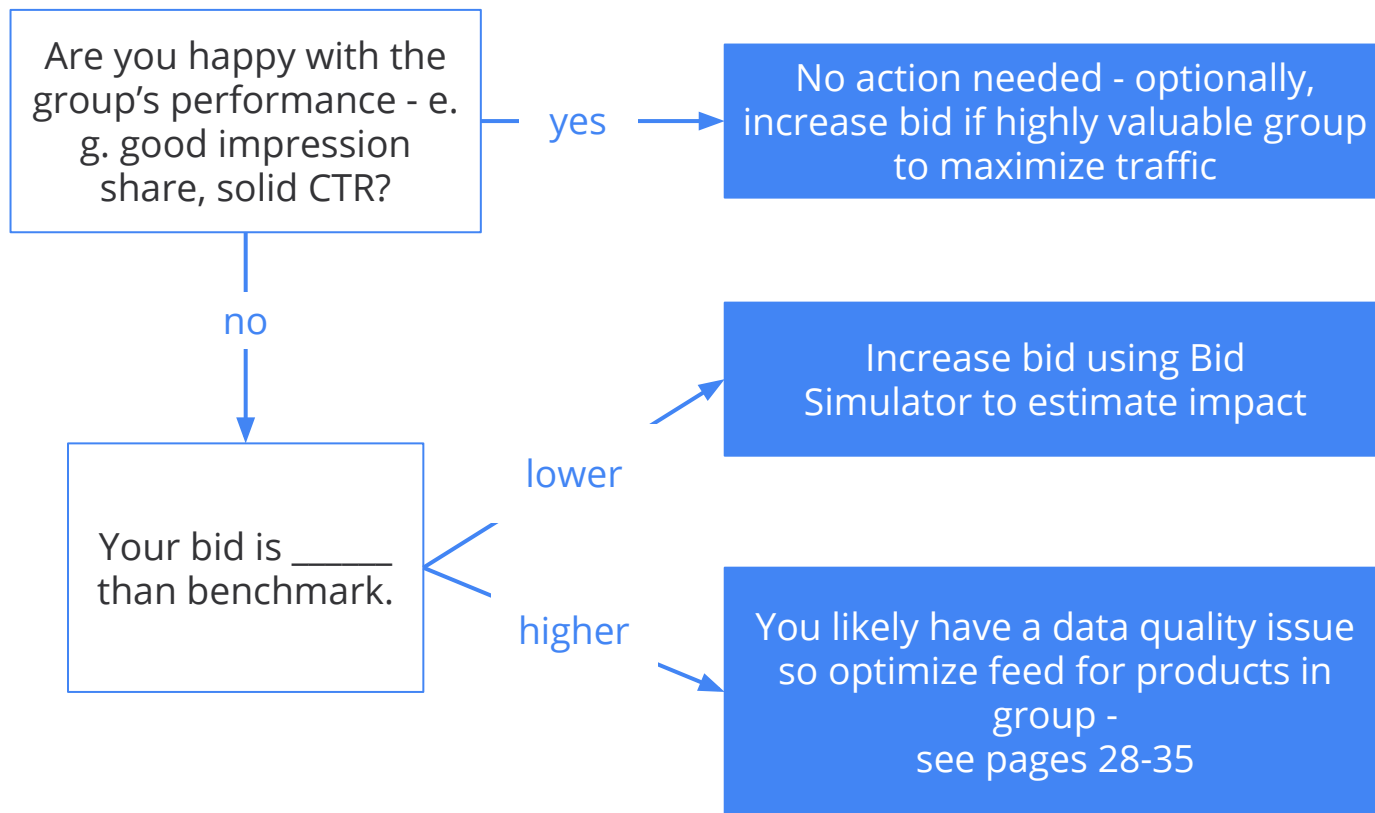
# Ensure your bids reflect group's value

- Differentiate bids across product groups - make them specific to each group's value (e.g. based on return on ad spend (ROAS) or product margins)
- Use your more granular product groups to bid aggressively for your most important products, like best sellers or highest revenue drivers
- Ultimately, your highest bids should be for the fewest products



# Use benchmark max. CPC to manage your bids

- In the *Product groups* tab, compare your maximum cost-per-click bids (CPCs) to the benchmark max. CPC bids of competitors bidding on similar products\*
- Use the flowchart below to analyze your bids using these benchmarks



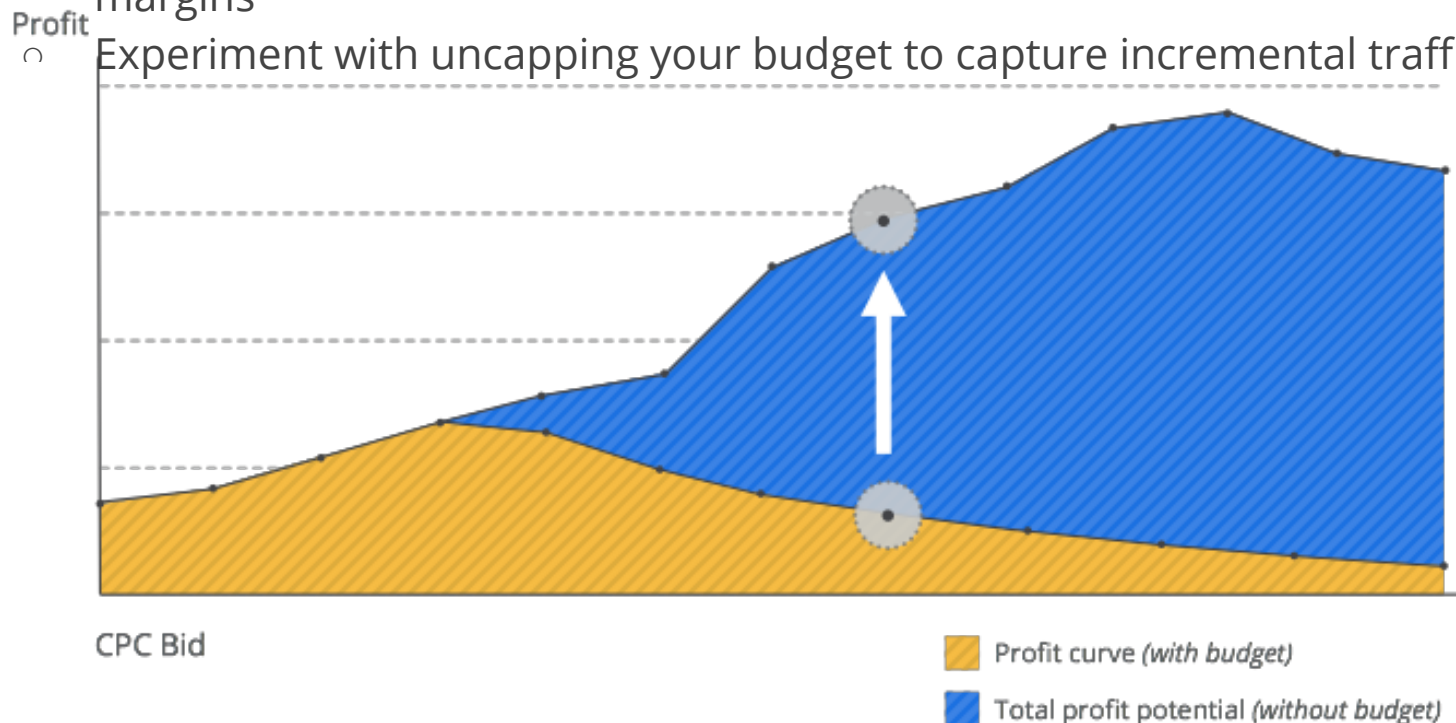
\*Note: competitive performance data is aggregated / averaged, so all performance data is anonymous.

# Capture Total Profit Potential



# Uncap your profit potential

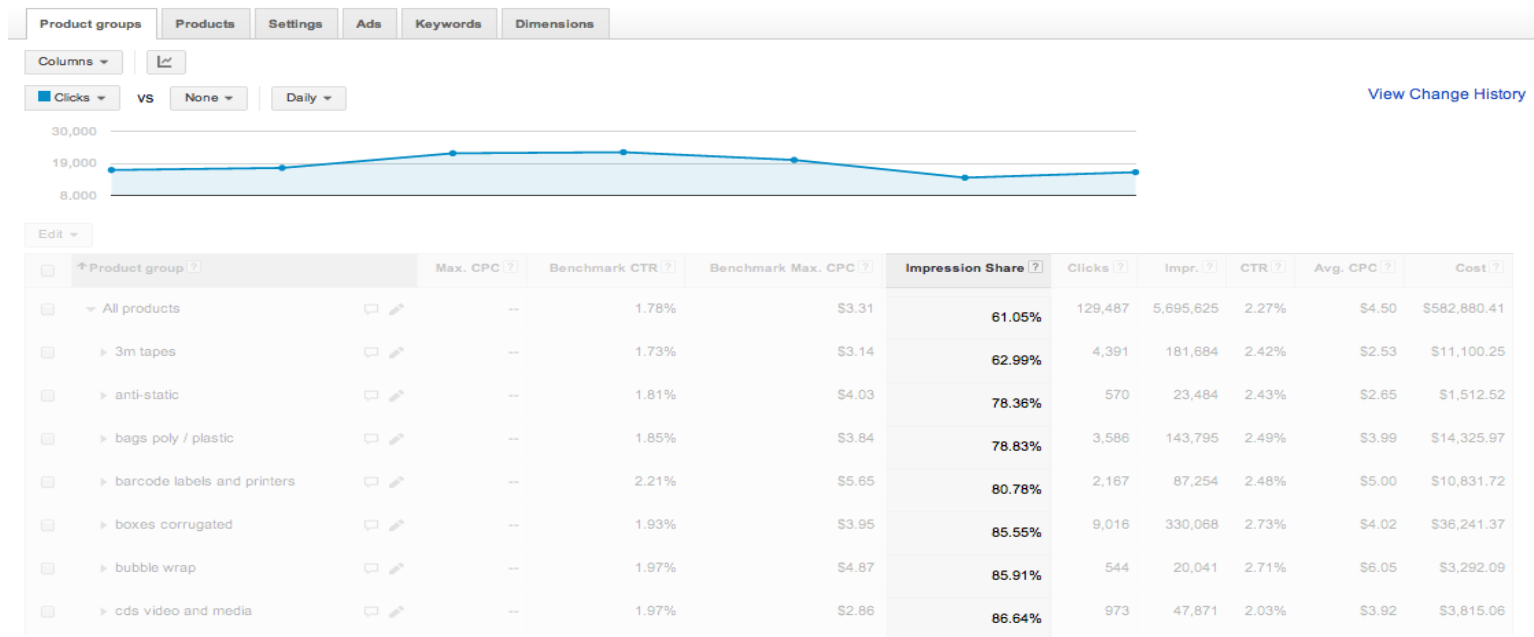
- As with all profit curve models, goal is to find optimal point where you're reaching all potential customers within costs (in this case CPCs) that maintain profitability
- To do this, you must:
  - Understand which products have incremental traffic opportunity
  - Find optimal bids that increase impressions, but maintain profitable margins
  - Experiment with uncapping your budget to capture incremental traffic





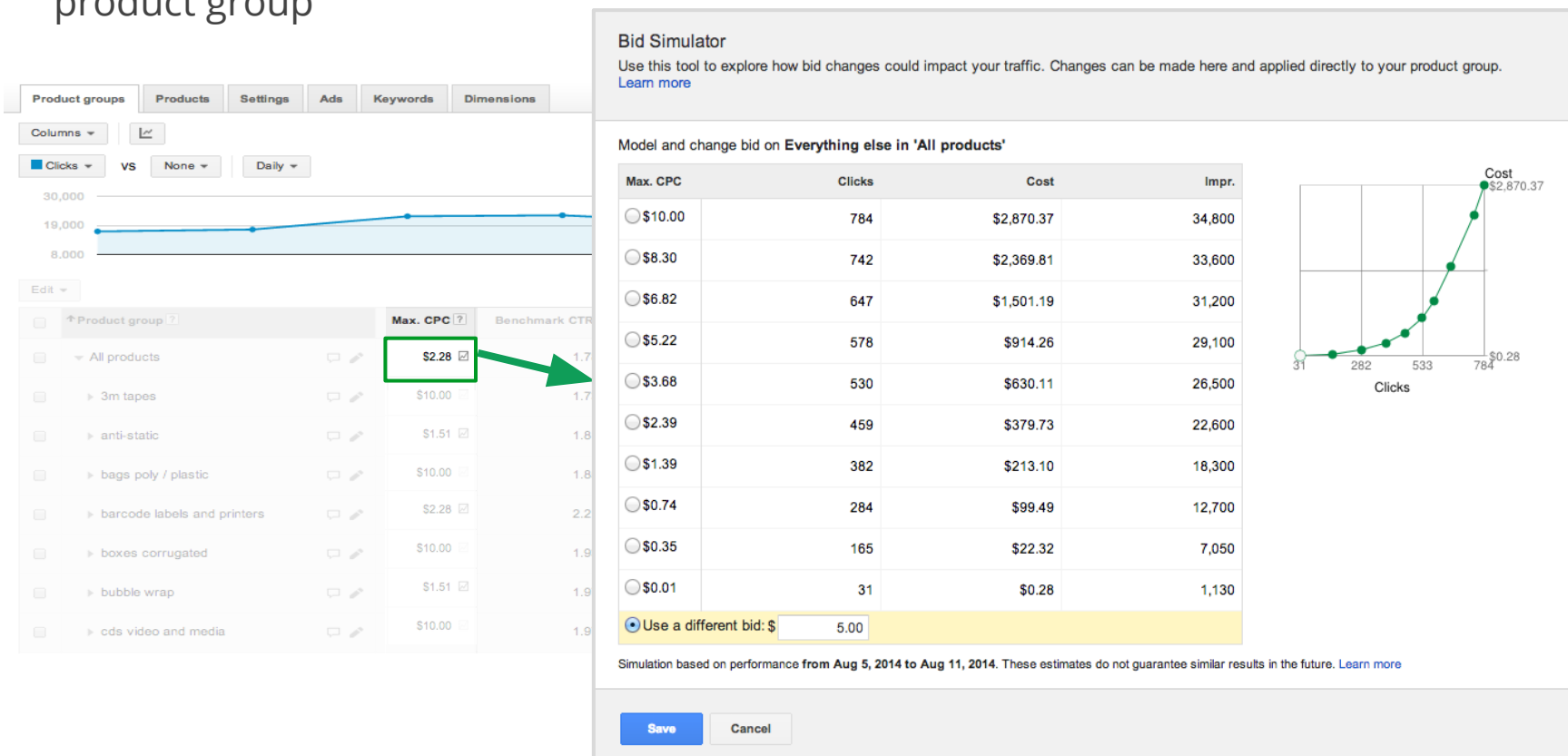
# Understand incremental traffic opportunity

- In *Product groups* tab, review impression share by product group to see what percentage of when that group was eligible to show a PLA it actually did
- For product groups with comparatively low impression share:
  - Short-term, increase your bid to maximize existing visibility potential
  - Long-term, grow overall traffic potential by improving data quality for products in the group (see pages 28-35 for details)



# Find bids that capture more traffic within margin

- The bid landscape tool can forecast how increasing your bid on a product group could impact your traffic and cost\*
- To access the tool, click the graph icon to the right of your current bid for a product group



\*Note: Bid tool is only visible when enough data is available and does not work for budget capped campaigns.

# Experiment with uncapping your budget

- To help determine the potential impact of increasing your Shopping campaign budget, see the budget opportunity report in your *Opportunities* tab

The screenshot shows the Google AdWords interface. The 'Opportunities' tab is highlighted in the top navigation bar. A green box and arrow point to the 'Opportunities' tab. The main content area displays 'All online campaigns' with a list of campaigns on the left and a table of campaign details on the right. A dialog box titled 'Raise budget for ShoppingPLA' is open, showing a bar chart of 'Total clicks | Total impressions' for different budget levels. The chart shows that increasing the budget from the current \$160.00 to \$260.00 would significantly increase the number of clicks and impressions.

Budget	Clicks	Cost
\$260.00	2,064	\$1,441.62
\$190.00	1,844	\$1,291.62
\$160.00 (Current)	1,584	\$1,111.62
\$120.00	1,204	\$841.62

Past performance is calculated over a recent 7-day period.

Save Cancel

\*Note: Budget opportunity estimate is only available for budget capped campaigns.

# Allocate Your Budget



# Use multiple campaigns to allocate your budget

- Ask yourself these questions:
  - Do you have certain products that drive more revenue than others?
  - Do you have seasonal or promotional products?
- If you answered yes, create multiple Shopping campaigns to allocate a budget to a specific subset of products and improve your overall return on ad spend



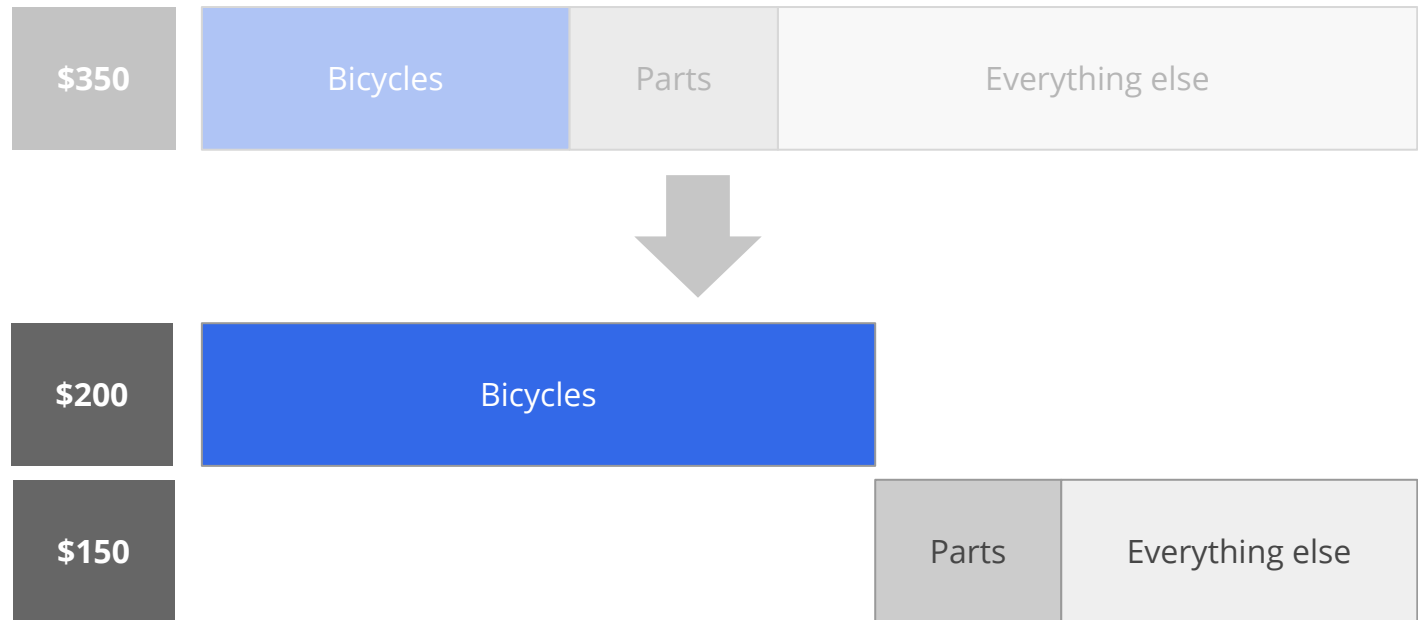
**Core  
Campaign**

**Bestsellers  
Campaign**

**Seasonal / Promotional  
Products Campaign**

# #1: Allocate budget across product subsets

- The most common use of this strategy is to allocate a higher budget to strongest performing targets, i.e. your bestsellers
- In this way, you can better uncap revenue potential while maintaining ROAS



# Use *exclusions* to only bid on the right subset

- Make sure your campaign budget only goes to the product subset you intend
- In other words, use exclusions on the *Everything else in 'All products'* group

The screenshot displays the Google Ads interface for managing product groups. At the top, there are tabs for 'Product groups', 'Products', 'Settings', 'Ads', 'Keywords', and 'Dimensions'. Below these, there are controls for 'Columns', a line graph icon, and a comparison section with 'Clicks', 'VS', 'None', and 'Daily' options. A 'View Change History' link is on the right. A timeline at the top shows dates from Tuesday, March 18, 2014, to Monday, March 24, 2014. The main table lists product groups with columns for 'Product group', 'Max. CPC', 'Benchmark CTR', 'Benchmark Max. CPC', 'Impression Share', 'Clicks', 'Impr.', 'CTR', 'Avg. CPC', and 'Cost'. The table includes rows for 'All products', 'bestsellers', and various apparel & accessories subgroups. Two rows are highlighted with green boxes and arrows: 'Everything else in 'All products'' (labeled 'Excluded') and 'Everything else in 'bestsellers'' (labeled 'Excluded'). A callout box points to the 'Everything else in 'All products'' row, showing a detailed view of the exclusion status.

Product group	Max. CPC	Benchmark CTR	Benchmark Max. CPC	Impression Share	Clicks	Impr.	CTR	Avg. CPC	Cost
All products	--	--	--	--	0	0	0.00%	\$0.00	\$0.00
bestsellers	--	--	--	--	0	0	0.00%	\$0.00	\$0.00
apparel & accessories > accessories	\$1.25	--	--	--	0	0	0.00%	\$0.00	\$0.00
apparel & accessories > bags	\$2.50	--	--	--	0	0	0.00%	\$0.00	\$0.00
apparel & accessories > clothing	\$1.75	--	--	--	0	0	0.00%	\$0.00	\$0.00
apparel & accessories > jewelry	\$3.00	--	--	--	0	0	0.00%	\$0.00	\$0.00
apparel & accessories > shoes	\$3.15	--	--	--	0	0	0.00%	\$0.00	\$0.00
Everything else in 'bestsellers'	\$1.00	--	--	--	0	0	0.00%	\$0.00	\$0.00
Everything else in 'All products'	Excluded	--	--	--	0	0	0.00%	\$0.00	\$0.00

Everything else in 'All products' Excluded

## #2: Respond to retail / calendar promotions

- Retailers optimize their stores all the time, moving trending items to the front window and displaying prominent “Sale” signs to move reduced price inventory
- Shopping campaigns let you apply these same principles to digital advertising on top of your regular, core campaign optimized for long-term performance

On-Sale / Seasonal  
Campaign

Flexible, efficient structure for  
seasonal promotions

Bestsellers  
Campaign

Uncapped potential for your top  
performing products

Core  
Campaign

Foundation for long-term testing  
and optimization



# Campaign priorities lets you tier campaigns

- Tell Google which bid to use when more than one is available for a product
- Options for *low*, *medium*, and *high* priorities

The screenshot displays the Google Ads interface for a Shopping Campaign. On the left, a sidebar lists 'All online campaigns' with options like Display Campaign, Product Listing Ads, and Shopping Campaign. The main area shows the 'Campaign: Shopping Campaign' settings. A green box highlights the 'Settings' tab, and a green arrow points to the 'Shopping settings (advanced)' section. Within this section, the 'Campaign priority' is set to 'Low' and the 'Inventory filter' is set to 'None – use all products in country of sale (recommended)'. The 'Campaign name' is 'Shopping Campaign' and the 'Type' is 'Shopping - Product Listing Ads'. The 'Merchant identifier' and 'Country of sale' are also visible. The 'Networks' section at the bottom shows 'Search' as the selected network.

# Example: campaign for summer apparel

- Your core campaign is structured to bid on product lines and brands, but you want to promote a few items as part of a summer sale
- Instead of editing your core campaign, create a campaign just for sale items - use *high* priority to tell Google to use the bids in the seasonal campaign
- When your sale is over, simply pause the sale campaign



# Analyze Your Shoppers



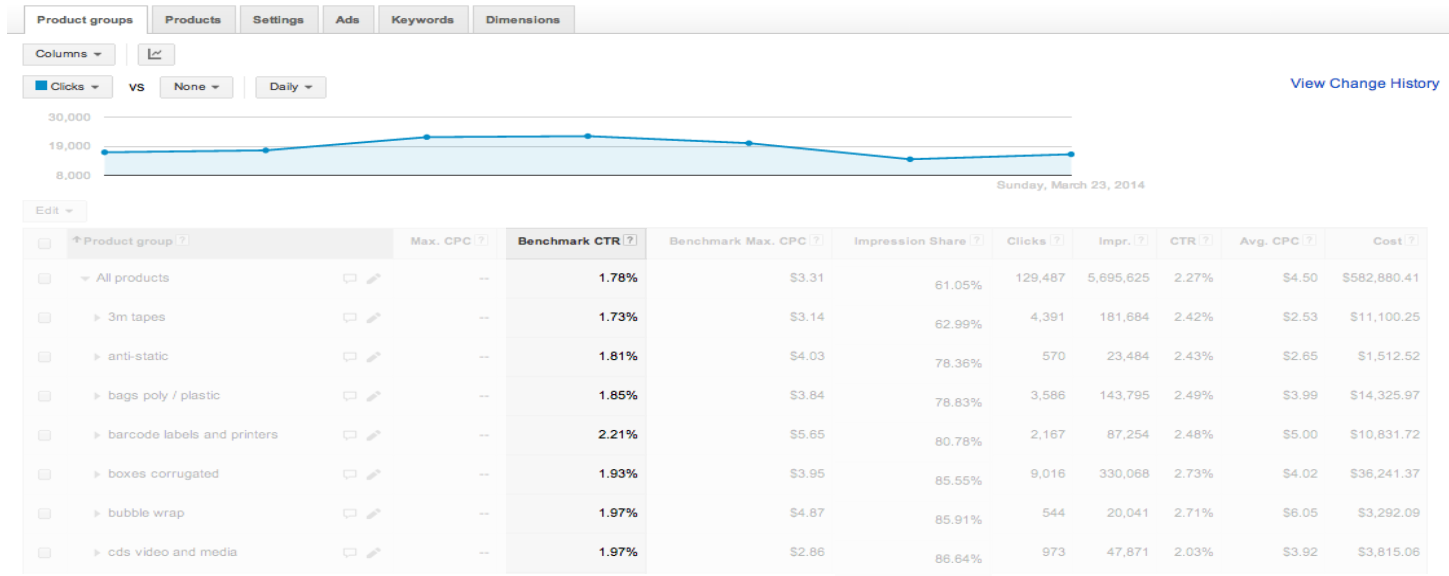
# Use shoppers' behavior to improve your results

- Even a perfectly optimized campaign can't be effective if it doesn't connect to what your shoppers are searching for and how they're searching
- So, use shopper engagement data to improve how you promote your products in your data feed through attributes like title, description, color, and images



# Use benchmark CTR to understand engagement

- In *Product groups* tab, compare your product groups' clickthrough rates (CTRs) to the benchmark CTRs for competitors advertising similar products
- For product groups with CTRs lower than the benchmark, consider opportunities to improve the immediate appeal of the products in that group:
  - Can you improve image quality?
  - Do a quick search - how do your prices compare to competitors'?
  - Are your titles accurate and shopper-friendly?



\*Note: competitive performance data is aggregated / averaged, so all performance data is anonymous.

# Understand how your shoppers search

- Use the Search Query Report (SQR) to see how shoppers are finding your products
- Review the report for the last 14 or 30 days:
  - Add irrelevant queries as negative keywords
  - Use the phrasing and keywords in high volume queries to better match your data feed information to how shoppers actually search - e.g. titles, description, color

Product groups	Products	Settings	Ads	Keywords	Dimensions
View: Search terms ▾	Filter ▾	Columns ▾	⬇		
Reach and frequency	Search terms	Clicks <sup>?</sup>	Impr. <sup>?</sup>	CTR <sup>?</sup>	Avg. CPC <sup>?</sup>
Labels	tool boxes	61	2,838	2.15%	\$2.46
Time	metal file cabinets	15	587	2.56%	\$9.99
Shopping	furniture sliders	50	2,287	2.19%	\$2.99
Destination URL	sweeping compound	44	682	6.45%	\$3.40
Top movers	clothing racks for sale	19	423	4.49%	\$7.86
Geographic	garage floor covering	28	259	10.81%	\$5.31
User locations	forklift extensions	20	170	11.76%	\$7.42
Distance	corrugated boxes	29	1,134	2.56%	\$5.08
Search terms	appliance dolly	19	401	4.74%	\$7.74
Paid & organic	wire ties	19	485	3.92%	\$7.73
Free clicks	brochure holder	9	372	2.42%	\$16.32
Call details	key organizer	9	371	2.43%	\$16.30

# Improve Feed Quality



# Feed quality is key to maximizing visibility

- Data feeds provide the product information Google uses to serve PLAs
- The more info you provide, the better Shopping campaigns generally perform
- Feed data should be as up-to-date, accurate, and comprehensive as possible

---

**Provide clean  
product info**

**Keep data  
feed fresh**

**Optimize feed  
attributes**

**Make images  
glamour shots**

**Check *Feed  
Summary &  
Data Quality***

---



# Ensure feed is complete and fresh

- Submit all [required attributes](#) and [recommended attributes](#) that fit your products
- Ensure data feed matches info on your website (e.g. titles, prices, availability)
- Re-upload your feed minimum every 30 days (recommended at least every 2 weeks) and consider scheduling refreshes with [automatic uploads](#), [FTP](#), or [API](#)

Nicole's Store (Account ID 9197255)

[Dashboard](#)

**Data feeds**

[Products](#)

[Data quality](#)

[Performance](#)

[API Dashboard](#)

[+ Settings](#)

## Data feeds

New Data Feed

New Test Data Feed

Delete selected

<input type="checkbox"/>	File	Upload	Last upload date
<input type="checkbox"/>	Example1 <a href="#">Settings</a>	<a href="#">Create schedule</a> <a href="#">Manual upload</a>	Mar 26, 2013 11:54 am PDT
Type: Products [?] Target country: United States			

New Data Feed

New Test Data Feed

Delete selected

# Submit accurate UPIs for each product

- Unique product identifiers (UPIs) are codes associated with an individual product that help Google understand how to match a product to relevant queries
- Required attribute for all items that have a unique product identifier\*
- See complete [UPI definitions and requirements](#)

Attribute	Values
<b>gtin</b>	Global Trade Item Numbers (GTINs) include: <ul style="list-style-type: none"><li>• UPC, EAN (in Europe)</li><li>• JAN (in Japan)</li><li>• ISBN</li></ul>
<b>mpn</b>	Manufacturer Part Number (MPN)
<b>brand</b>	The manufacturer's brand name

Product Category	UPI Requirements
<b>Media &amp; software</b>	<b>gtin</b> - UPC, EAN, or JAN
<b>Books</b>	<b>gtin</b> - ISBN (either ISBN-10 or ISBN-13)
<b>Apparel</b> E.g. shoes, sunglasses, handbags, and watches	<b>brand</b> + [ <b>gtin</b> or <b>mpn</b> ]
<b>Apparel</b> Others	<b>brand</b>
<b>All others</b>	At least 2 of <b>gtin</b> , <b>mpn</b> and <b>brand</b>
<b>Exceptions*</b>	For products where no UPI exists (e.g. custom goods), submit <b>identifier exists</b> attribute with a value of "false"

# Use Google product categories (GPCs)

- Google product categories are your opportunity to tell Google more about your products in through it's own [taxonomy](#)
- Required for certain item categories\*: Apparel & Accessories, Media, Software
- Best practice to submit Google product category for all items in your data feed
- Strongly recommended to use the most specific category available for your items

```
Sporting Goods > Outdoor Recreation > Cycling > Bicycles
Sporting Goods > Outdoor Recreation > Cycling > Bicycles > Cruisers
Sporting Goods > Outdoor Recreation > Cycling > Bicycles > Electric Bicycles
Sporting Goods > Outdoor Recreation > Cycling > Bicycles > Hybrid Bicycles
Sporting Goods > Outdoor Recreation > Cycling > Bicycles > Mountain Bicycles
Sporting Goods > Outdoor Recreation > Cycling > Bicycles > Recumbent Bicycles
Sporting Goods > Outdoor Recreation > Cycling > Bicycles > Road Bicycles
Sporting Goods > Outdoor Recreation > Cycling > Bicycles > Triathlon Bicycles
Sporting Goods > Outdoor Recreation > Cycling > Tricycle Accessories
Sporting Goods > Outdoor Recreation > Cycling > Tricycles
Sporting Goods > Outdoor Recreation > Cycling > Tricycles > Recumbent Tricycles
Sporting Goods > Outdoor Recreation > Cycling > Unicycle Accessories
Sporting Goods > Outdoor Recreation > Cycling > Unicycles
```

\*Note: Requirements are for feeds targeting most countries. Refer to [feed requirements](#) for complete requirements.

# Optimize titles for better query matching

Review the titles for your most important products and ensure you're talking to customers in a way they're familiar with



Women's Ankle  
Strap Heels...

**\$89.99**

StyleDepot



WOMENS RED  
HIGH HEELS...

**\$89.99**

StyleDepot



Shoes Pumps  
Heels Red Hot...

**\$89.99**

StyleDepot



15% Off Free  
Shipping...

**\$89.99**

StyleDepot

- Use human-friendly language throughout
- Move important keywords shoppers are looking for to the front
- Avoid all capitals, keyword-stuffing, promotional text
- Mirror the product information on your website

# Submit glamour shots of your products

Review the images for your most important products and ensure you're showing customers what they're looking for



Ankle Straps  
Red Pumps...

**\$39.99**

FrankieFranks



Red Heels  
Women's...

**\$78.95**

StyleDepot



Sexy Platform  
Heels Red...

**\$79.00**

AllSale



High Heels  
Shoes

**\$39.99**

SouthernStyle

- Submit 800x800 pixel images
- Consider your products' best angles
- Avoid logos, watermarks, odd backgrounds, and multiple products
- Ensure consistency - "red shoes" titles should have red show images!

# Use Merchant Center to check for feed errors

Consult *Feed Status Summary* and *Data Quality* tab to identify issues in feed

Nicole's Store (Account ID 9197255)

Country: All

Feeds 1 - 2 of 2

**Data feeds**

New Data Feed New Test Data Feed Delete selected

File	Upload	Last upload date	Status
<input type="checkbox"/> Example_Data_Feed Settings  Type: Products [?] Target country: United States	Create schedule Manual upload	Mar 12, 2013 10:43 am PDT	0 of 10 items inserted (View errors) Load into debugger

## Common Processing Errors:

- URL not verified
- Missing required attributes (e.g. unique product identifiers)
- Unknown "Google product category" values
- Too many/too few column delimiters (text feeds only)

## Common Feed Quality Errors:

- Missing/invalid unique product identifiers
- Product crawl issues
- Data mismatch between feed and website (e.g. availability, price)

Help: Find information about [troubleshooting](#) your feed and [data quality errors](#).

# Resources

# Resources



## [Shopping campaigns microsite](#)

Tutorial videos, recorded hangouts, and more



## [Merchant Center Help Center](#)

Searchable database of everything feeds-related



## [AdWords Help Center](#)

Searchable database of campaign-related information



## [Google AdWords blog](#)

All the latest news about AdWords features and opportunities



## [Google Commerce blog](#)

Most up-to-date source of info about Google Shopping and Commerce





**Thanks!**