



Marketing Expert Journey

Shopping Ads

Best Practices for Feed Optimization



12.10.2023





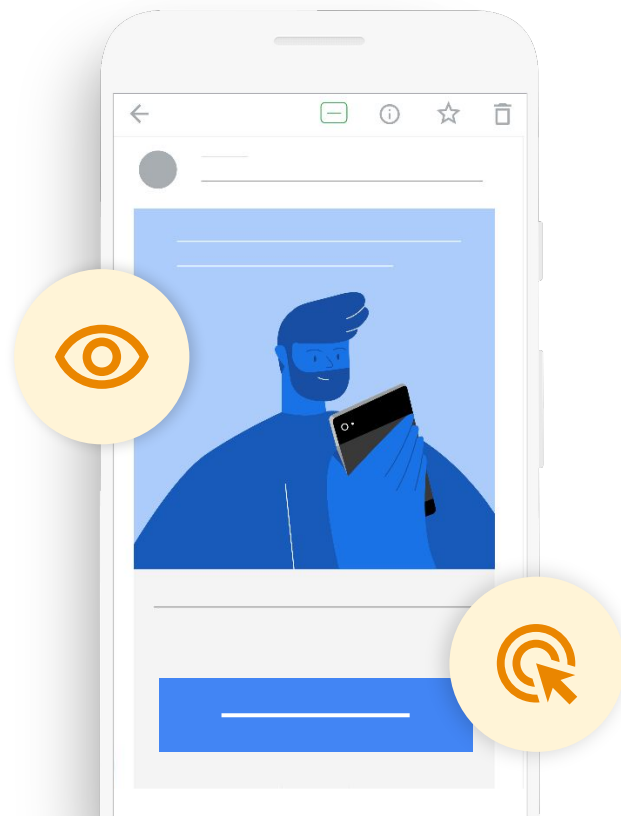
Agenda

- ● ● ● Introduction
- ● ● ● Feed optimization
- ● ● ● Merchant Center
- ● ● ● Asset optimization
- ● ● ● How to start



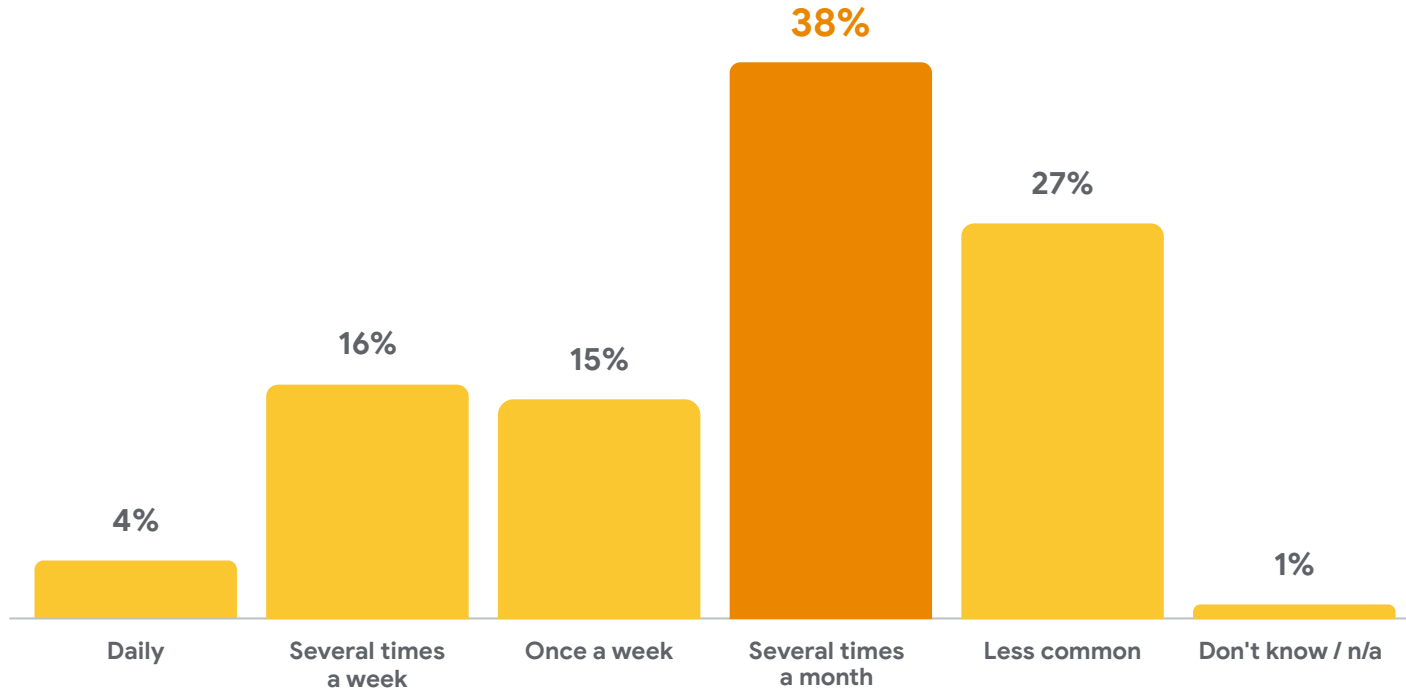
70%

of consumers buy
more online now
than pre-COVID





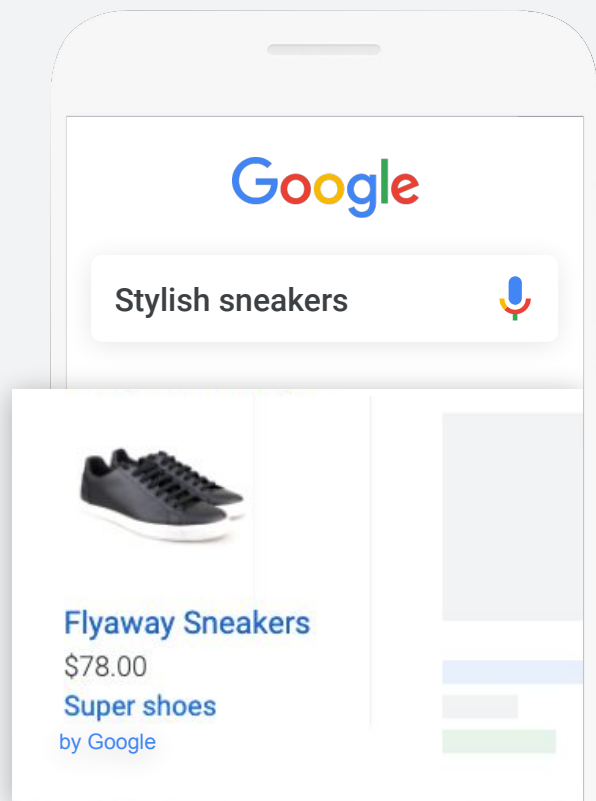
How frequently do Germans shop online?





Images speak a thousand words

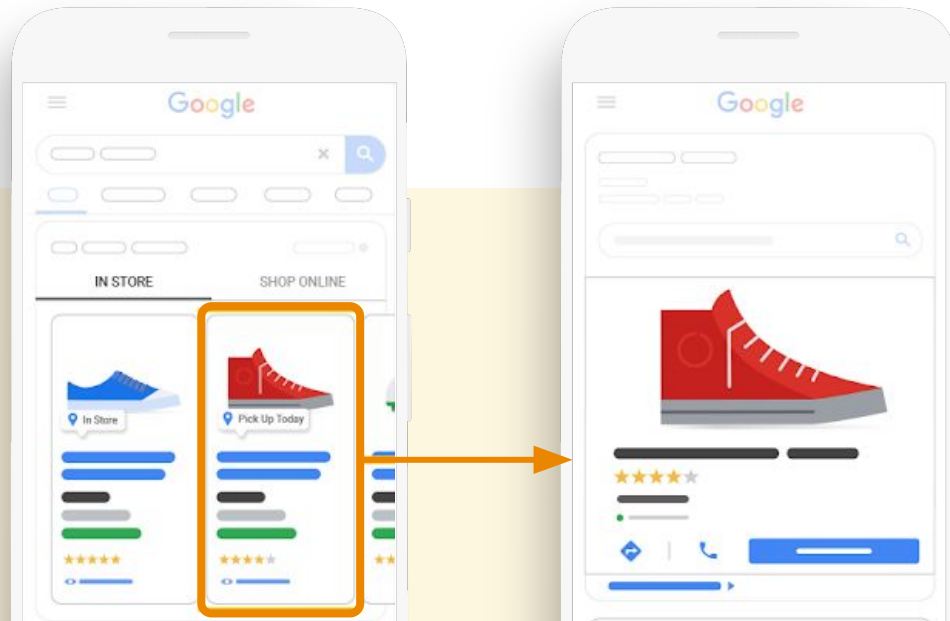
- 1 Product properties at a glance
- 2 Price and shipping costs
- 2 Descriptive title
- 2 Ratings, if applicable





And for local inventory

Goods availability
additionally visible
in the ad.

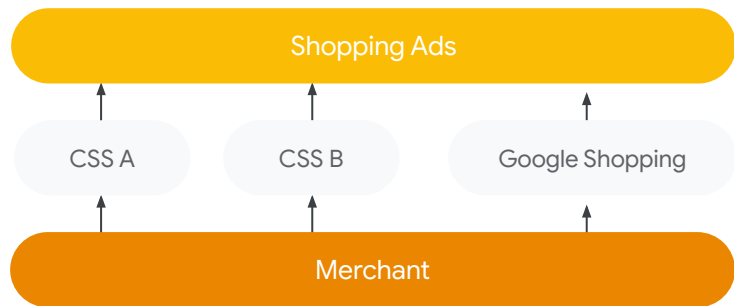


In CSS Program Countries, Performance Max campaigns can be used with any Comparison Shopping Service (CSS) you work with. The ads will show on general Search results pages and on any other surfaces the CSS has opted in to.

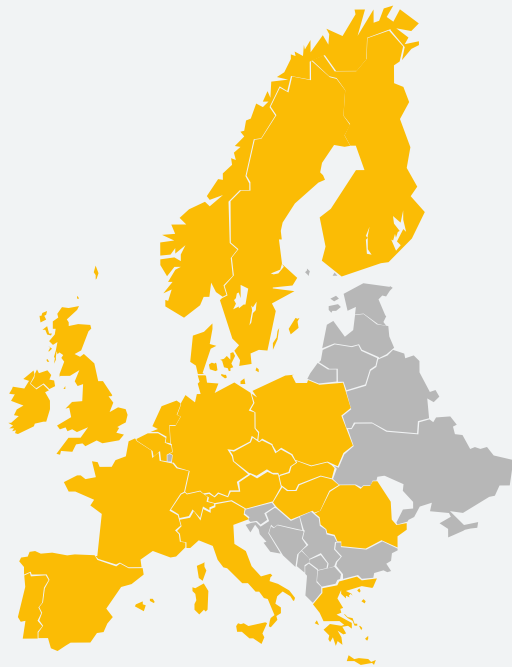


The many routes into Shopping ads

Open for the participation of price comparison portals
Following the European Commission's decision on June 27, 2017, Google made ads on its general search results pages in the EEA and Switzerland equally available to all qualifying price comparison portals ("CSSs").



21
countries



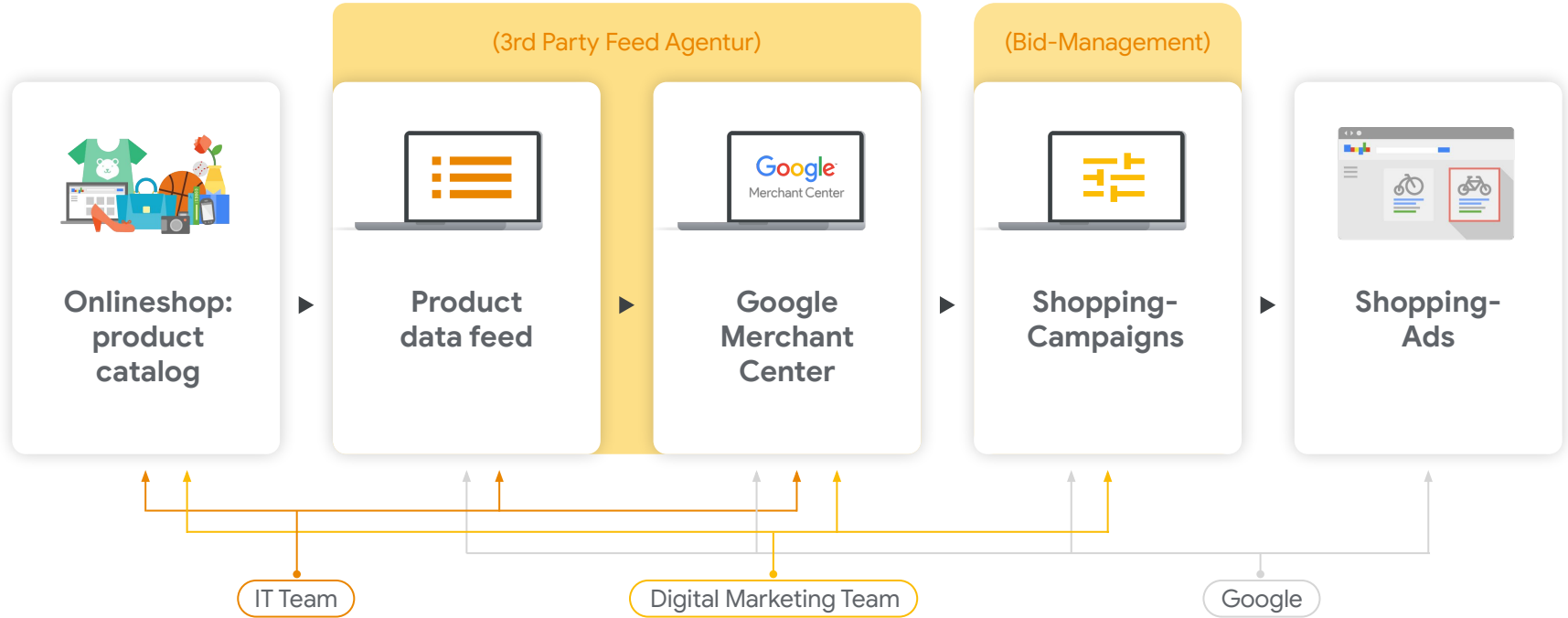
Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Spain, Sweden, Switzerland, United Kingdom



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Different optimization options





Real optimization approaches



Shopping Campaigns vs. Performance Max



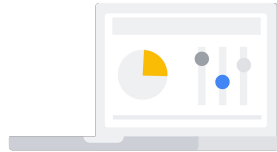
Feed Optimization

Feed Management
Feed Content
Rules & Sub-Feeds



Asset Optimization

Image Optimization
Video & Text Content
Additional Assets



Landing Page Optimization

Content, A/B Testing, Page-Speed



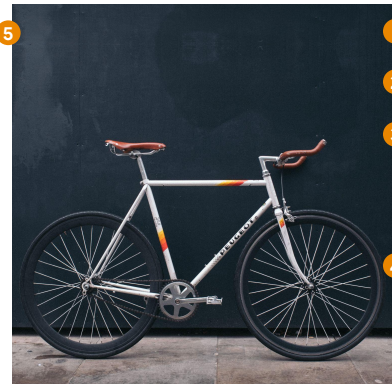
Feed optimization



A Shopping ad contains:

- 1 **Title** includes brand, gender, product type, size and color
- 2 **Ratings and reviews**
- 3 A rich **description** that provides additional important information
- 4 Accurate **price**, including tax and shipping
- 5 High quality **image**

! Submit [multiple high-quality images](#) per product, and also [lifestyle images](#), to positively influence your offer performance



1 **Brand Men's Road Bike 46CM Black**

2 ★★★★★ 10 seller reviews

3 Aluminum frame bike for easy riding and consistent speed. Ideal for both new and intermediate cyclists. Fits riders between 5ft 6in and 5ft 10in.

4 **\$299.00**

from BrandXY

+\$25.00 shipping. No tax

In addition to what the customer sees, **GTIN**, **MPN**, and **Brand** improve Google's ability to match your product with the most relevant searches



Ensure your feed and landing page are consistent so customers know what to expect



Price

The price in your listing needs to match the price at checkout. For any fees separate from the item cost, add them into your shipping cost in the feed



Availability

If an item is listed as “in stock” in the feed, then a customer needs to be able to purchase it immediately



Language

Provide the language in the listing in the same language as the landing page a customer would be taken to



Currency

Use currency conversion to provide transparency into what a customer would pay if they are located in a different country



A good history of correct prices and availability leads to better rankings and more sales



Best practices to maintain feed & website consistency

Clearly show important information, like price and availability, on your landing page

- Show a consistent experience to all customers
- Keep pricing and availability information prominent and easy to read
- Use [schema.org microdata](https://schema.org/microdata) to provide accurate information for Google bots to crawl
- Avoid excessive pop-ups

Keep prices and availability as stable as possible to avoid sudden disapprovals

- Update your feed and landing pages at the same time and frequency. If they cannot be updated at the same time, minimize the time between updating your feed and landing page, and update your landing page first
- Feeds can only be updated once per day, so use the API to support more frequent pricing and availability updates

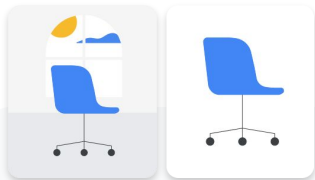
[Advanced Features]

- Ensure each variant has a URL that loads to a pre-populated page of that variant, especially if they sell at different prices. Also, ensure that differences are captured in the [title], [description], and product identifier such as [GTIN].
- [Use sale_price] & [promotion_id] attributes in the feed to avoid mismatches if prices fluctuate

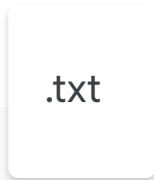


Strong product images can catch customers' attention

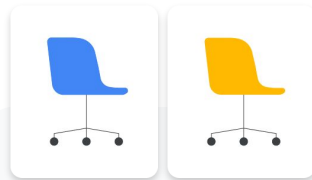
The image you provide will show to customers when they search on Shopping



Submit multiple unique images that clearly show the product being sold



Convert your image URL into a .txt format that Google can crawl. Make sure "Googlebot", "AdsBot-Google", and "Googlebot-Image" have access to crawl



If you sell multiple variations of the same product, submit multiple images



You can submit additional images using the [\[additional_image_link\]](#) attribute



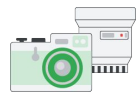
Submitting [multiple high-quality images](#) per product including [lifestyle images](#), can positively influence your offer performance

Feed Attributes: [image_link] [additional_image_link] [mobile_link] [lifestyle_image_link]





Do



Show all items
in a product **bundle**



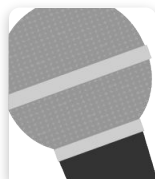
Meet Google's **image size requirements** for crisp images



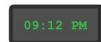
Display the product with
minimal staging



Display the product
in its **entirety**



Do not



Misrepresent the quantity
being sold



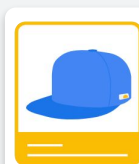
Use **placeholder**
images or **generic logos**



Put **promotional text, watermarks, or overlays**
on the image



Add **borders** around
the image



Enable **automatic image improvements** in Merchant Center, which may prevent product disapprovals

Google

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Unique product data gives Google important information so we can show customers the best results

Types of Unique Product Data



GTIN

A number assigned by the manufacturer, which is found on the barcode of the product. Also known as a UPC/EAN



MPN

Identifies a specific product or SKU among all products from the same manufacturer, and is determined by the manufacturer



Brand

Indicates who makes the product, and should be visible on the front of the product packaging or label



Understand if a product should have a GTIN or MPN. All products should have a Brand



Brand

All products should have a brand, which is the business that manufactured the product.



AND



GTIN



OR



MPN

Provide a GTIN or MPN where you know the identifier.
All manufactured hard goods should have GTINs and MPNs.
Note that variations of the same product can have different ones.
For custom-made or handcrafted products or older vintage goods that do not have GTINs, provide the MPN and Brand.

Feed Attributes: [gtin] [mpn] [brand] [identifier_exists]

- Improper use of identifier_exists = FALSE will lead to **disapproval**
 - Provide the Brand & GTIN to avoid disapprovals due to improper use of identifier_exists = FALSE.
 - If the GTIN is unknown, do NOT make up a GTIN. Instead, provide the Brand & MPN.
- MPNs are set by the manufacturer and are a unique alphanumeric value tied to a specific product.





For products that should have GTINs and MPNs, identify and provide the accurate data

If you manufactured the product

- You can choose to have a GTIN issued by GS1.
(Recommended if other retailers also sell this product)
- Create a unique MPN for each product
- Use your inventory management system and/or barcodes to add this information to your feed

If you did not manufacture the product

- Request a GTIN lookup from GS1.
- Use an inventory management system and/or barcodes to add this information to your feed
- Contact the manufacturer to receive this information

If you're still not sure

- Do not provide a GTIN or MPN. You may see limited performance until this information is provided. Leave the [identifier_exists] field blank
- Do not make up a GTIN or MPN. Products with incorrect data will be disapproved

Some businesses
have seen

**up to
3x click
uplift**

for products that have
fixed missing GTINs



Provide titles that will distinguish your product

Basic naming keywords:

Brand | Product Type | Key Attributes

(Function, Size, Material)

Apparel

Commonly Used Keywords*

Brand | Gender | Product Type | Attributes

(Color, Size, Material)

Example

Ann Taylor Women's Pink Cotton
Polkadot Dress Size 6

*This is not an exhaustive list nor a recommended ordering



Smart Titles dynamically improve titles to be query aware and reflect product and brand attributes that shoppers are looking for in real time. Smart Titles **increase Shopping ad clicks, CTR, and conversions on Search.**

High quality data in the feed remains important! Strong descriptions with distinguishing attributes enable better Smart Titles.

Avoid

- “Stuffing” your title with promotional information or irrelevant keywords
- Using excessive capitalization or punctuation
- A vague title
- A title that does not accurately represent the product
- Unprofessional or grammatically incorrect language
- Foreign characters (such as ø_ø)

Examples

FREE SHIPPING Blue Socks

ø_ø SALE!!! Red Bike!!!

Feed Attribute: [title]

Note: Optimum titles are query aware, so smart titles may override the title in your product feed on Shopping ads.



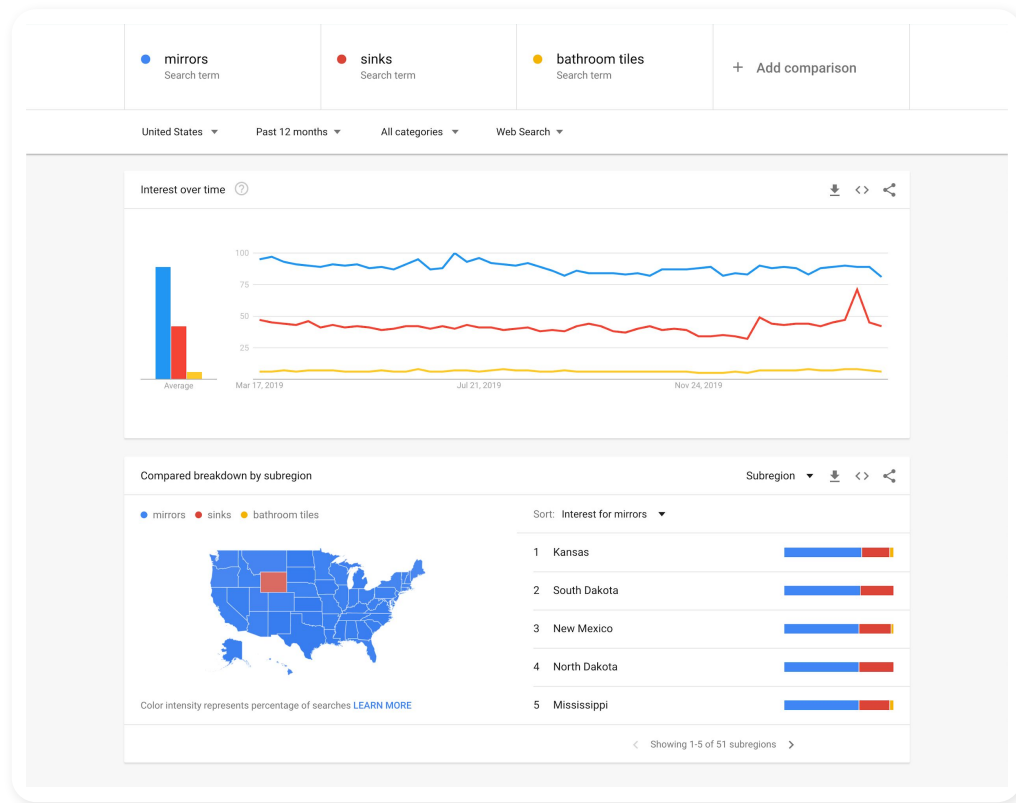
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Use Google Trends for Search

Use [Google Trends](#) tool to keep up to date with terms shoppers are searching for and adjust your titles, descriptions, and campaigns accordingly.

You can compare search terms across preferred times and locations, multiple search terms, import or export trends data, and so much more!





Use feed rules to optimize titles

Append and prepend

to include relevant information in bare titles (e.g. prepend brand, append color and size).

If **title** does not contain **brand** >

Add before: **brand** + ''

If **title** does not contain **color** >

Add after: ', ' + **color**

If **title** does not contain **size** >

Add after: ' Size: ' + **size**



E.g. Add **brand**, **color**, **size** to existing **title values**

Find & replace to search for keywords or strings

which you want to replace for business or optimization related reasons.

Find & Replace

Find

remanufactured

Replace with

refurbished

reconditioned

refurbished



E.g. Replace 'remanufactured' with 'refurbished'



For some retail categories, additional attributes are required and make your product data richer for customers

Apparel

Color

Age_Group

Size

Gender

Helps customers who want to filter results that appear on the Shopping tab

Multiple Items

Multipack

Indicate grouped identical products for sale as one item

Is_Bundle

Indicate a product grouped with different products, sold together as a package for a single price

Item_Group_ID

Identify products with variants that differ from one another by size, color, material, etc.

Used/Refurbished

Condition

Share the type of product you're selling so they know what to expect

*Note: Apparel performance will be limited if the category-specific attributes are not provided.



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You can use a lightweight supplemental feed to enhance / override attributes from your primary feed



Add custom labels to your campaign



Exclude specific products from the primary feed¹



Add missing GTIN values



Override product titles



Update online inventory



Supplemental feeds can be particularly useful for agencies or CSSs that do not have access to a client's primary feed

1. If an item is excluded from all destinations for 7+ days, it will be automatically deleted.



Custom labels



Enhance data feed with custom labels



Blue shoes

Feed hygiene

ID

Price

Description

Brand

Availability

Product type

Minimum requirements for a successful feed upload in Merchant Center.

Feed Strategy

custom label 1

custom label 2

custom label 3

custom label 4

custom label 5

Label based on **margin**

High margin

Medium margin

Low margin

Combine with relevant **asset group**

General group

Category-specific group

Special event group

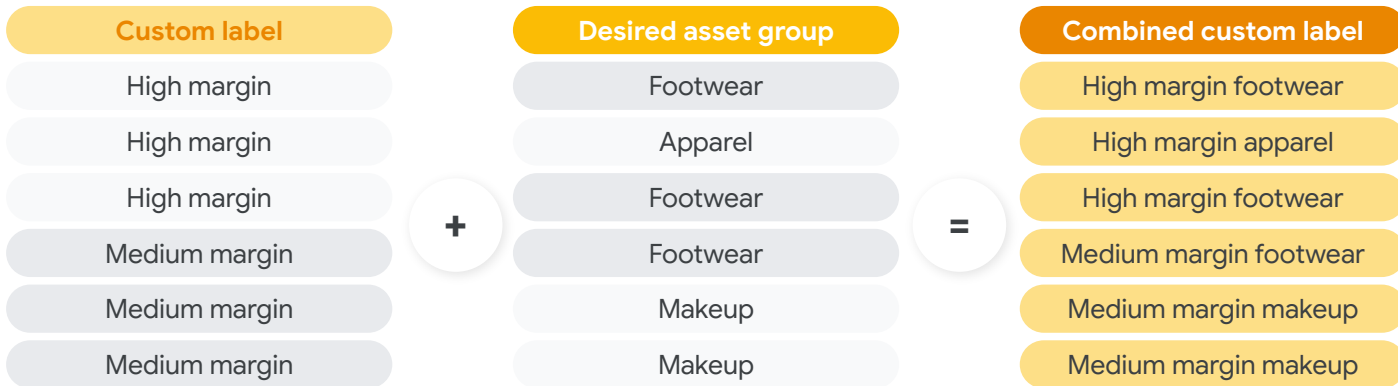




Possible asset group set up based on product categories



In this example, footwear, apparel, and makeup have **separate profit margins**. To optimize toward both margin and asset group at the same time, the customer combined the custom margin label and asset group into a single custom label



This solution is optional for customers who have many creative assets that apply to various product categories. For most advertisers, a limited number of general asset groups will perform well.



When to use feed rules?



When the data you are passing to the feed is not the final label you want to use to split campaigns. **For example**, you are passing stock levels as quantity, and you need to transform it to low stock, medium stock and high stock.

Value submitted

Custom label 1

After feed rule

Custom label 2

In stock: 2

Low stock

In stock: 26

Medium stock

In stock: 75

High stock



Feed rules: Creating a new rule in three simple steps

1. From the **Feeds** tab > Click on the primary **feed name**

→ **NOTE:** You always create rules from a Primary feed, not a Supplemental feed.
Using feed rules, you'll have the option to leverage data in your Supplemental feed.

Google Merchant Center | Products > Feeds

Overview
Products
Diagnostics
All products
Feeds
Performance
Growth

Primary feeds

Merchant Center uses primary feeds to display your products on Google. Use primary feeds to upload your product data to Merchant Center using text (.txt) files, XML (.xml) files, Google Sheets, or the Google Content API for Shopping. [Learn more](#)

+

| Feed name | Input method | Last upload date | Country of sale | Content language | Products | Destination |
|---------------------|--------------|------------------|-----------------|------------------|----------|------------------------|
| Feed Example | File | - | United States | English | 0 | Surfaces across Google |

[View products](#)

Supplemental feeds

Use supplemental feeds as a secondary data source to provide additional attributes to your primary feeds, or to provide additional data that you want to use in Feed Rules.

[ADD SUPPLEMENTAL FEED](#)

| Feed name | Feed type | Input method | Last upload date | Used in |
|------------|-----------|--------------|------------------|---------|
| No results | | | | |



Feed rules: Creating a new rule in three simple steps

2. Select the **Feed rules** tab located on the right side > Select **Create Rule**

Google Merchant Center | Products > Feeds > Feed Example

PROCESSING SETTINGS **FEED RULES**

Feed rules let you transform your product data to align with Merchant Center requirements. [HIDE EXAMPLES](#)

Set up your data sources so we know where to find the data for a specific attribute. For example:

- Set `my_first_feed.title + " " + brand` to populate your title attribute
- Set `my_supplemental_feed.age_group` to populate your age_group attribute
- Extract ["red", "blue", "black"] from `my_first_feed.title` to populate your color attribute

Add a feed rule to change your data for a specific attribute. For example:

- Find and replace "Pumps" with "Pump heels"
- Change "Vintage" to "Used"

[Learn more](#)

United States, English ^

+
Create rule

Attribute Rule

All attributes Take from: Feed Example
Default rule

Note: Attributes with * are custom attributes



Feed rules: Creating a new rule in three simple steps

3. Select the **outbound**
Google attribute to target

Google Merchant Center | Products > Feeds > Feed Example

PROCESSING SETTINGS **FEED RULES**

Feed rules let you transform your product data to align with Merchant Center requirements. [HIDE EXAMPLES](#)

Type or select

- Processed attributes
- additional image link
- adult
- age group**
- availability
- availability date
- brand
- canonical link
- color
- condition
- description
- energy efficiency class
- excluded destination
- expiration date
- gender
- google product category
- gtin
- identifier exists
- image link

so we know where to find the data for a specific attribute. For example:

title + " " + brand to populate your title attribute

my_first_feed.age_group to populate your age_group attribute

my_first_feed.title, "black" to populate your color attribute

your data for a specific attribute. For example:

"Pumps" with "Pump heels"

to "Used"

United S

+

Create rule

Attribute

All attribut

Default ru

from: Feed Example

Note: Attributes with * are custom attributes



Feed rules: Types - sources vs modifications

Data sources

- Defines the data source & method to populate a Google attribute
- Possible operations: Set to, Extract, Take latest

Modifications

- Optional rules you can add to modify the data in your attribute
- Possible operations: Find & replace, Standardize

Attribute: **title** CA

Data sources

Where to take the data for your attribute from

Set to: **Demo Feed 2**.product name

If **title** has no value yet › Apply default rule: Set to: **Demo Feed 2** **CHANGE**

[ADD SOURCE](#)

Modifications

Add any optional steps to change your data

Replace: 'Remanufactured' -> 'Refurbished' +2 entries

(If **product type** contains 'running shoes') +1 condition ›
Replace: 'shoes' -> 'running shoes'

(If **product type** contains 'hiking shoes') +1 condition ›
Replace: 'shoes' -> 'hiking shoes'

[ADD MODIFICATION](#)



Merchant Center (live)



If you want to use more than one signal...



In case your business goals require you to use two signals, you can use custom labels and rules to combine the signals into one input

For example, you want to use stock and margins

Values submitted

Custom label 1

Low stock

High stock

Custom label 2

Low margin

High margin

After feed rule

Custom label 3

Low ROAS

Medium ROAS

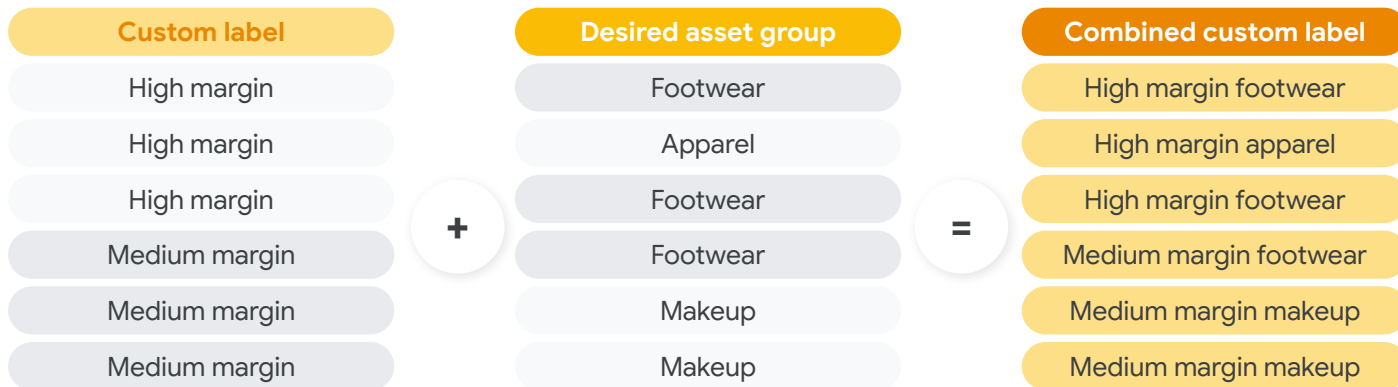
High ROAS



Possible asset group set up based on product categories

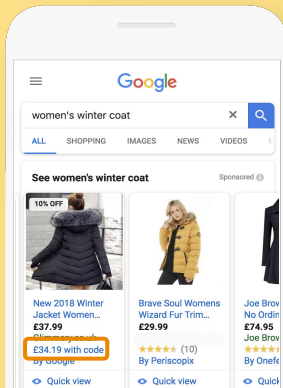


In this example, footwear, apparel, and makeup have **separate profit margins**. To optimize toward both margin and asset group at the same time, the customer combined the custom margin label and asset group into a single custom label



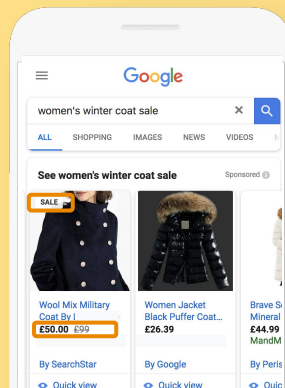


Differentiate your listings by adding annotations



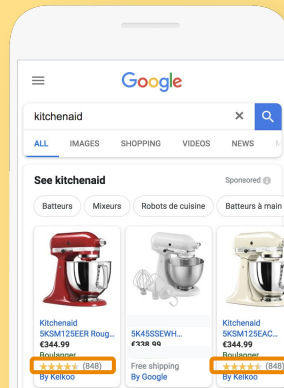
Merchant Promotions

Share promos—with or without coupon codes—for customers



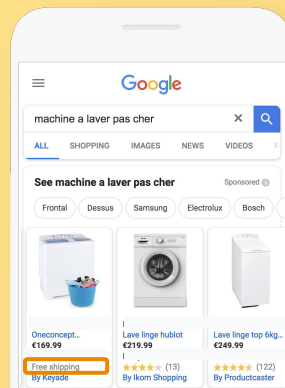
Sale Price, Price Drop

Differentiate your products with item-level sales



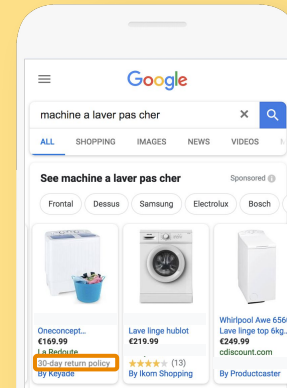
Product Ratings

Build trust in the products you're selling



Free Shipping

Differentiate your products with shipping



Return Policy

Build confidence by sharing your return policy

In CSS Program Countries, Performance Max campaigns can be used with any Comparison Shopping Service (CSS) you work with. The ads will show on general Search results pages and on any other surfaces the CSS has opted in to.



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Asset optimization

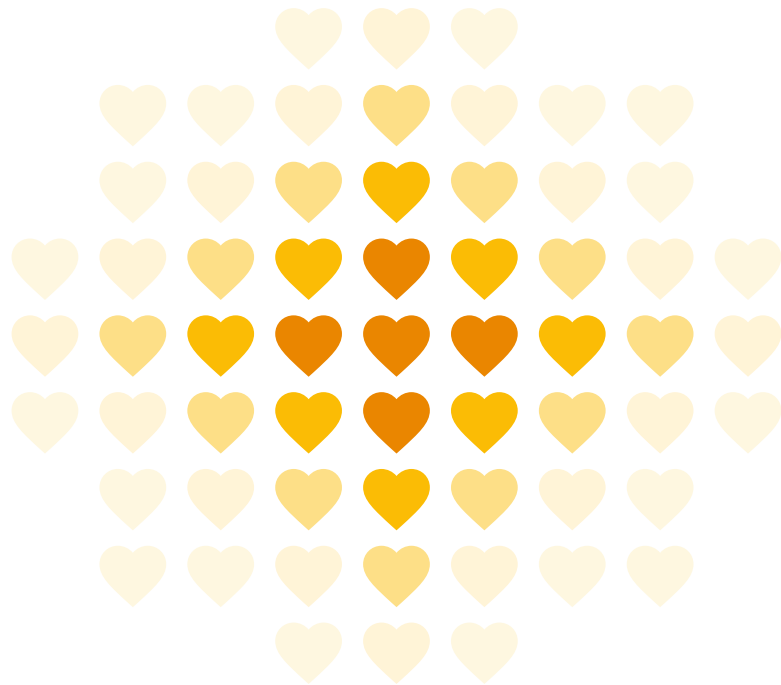


What is an asset group?



An **asset group** is a collection of creatives centered on a *theme* or related to a *target audience*. The creatives of your asset group are used to assemble all of your ads and build an inventory for all applicable ad formats for your advertising objective.

Asset groups let you associate other creative assets you have with specific products in your GMC feed. The products you select are your **listing group**.





Asset group best practices



To start, we recommend having a **general asset group** which includes all of the products you are targeting in the campaign. Consider using this asset group to highlight *seasonal messaging* or what makes your *brand unique*.

Let's say you want to increase web traffic and sales to your website. You can find an example below to see how asset groups can be used:

Theme related

(E.g. you're selling winter sports outfit)

- **Asset group 1** is dedicated to ski **jackets** and includes text, images and videos related to ski jackets. You can use the jacket's page as final URL and you can set up audience signals.
- **Asset group 2** is dedicated to ski **goggles** and includes text, images and videos related to ski goggles. You can use the ski goggles' page as final URL and you can set up audience signals.



You can create more than one asset group if needed.



Types of asset groups

Creative assets

Creative assets that are relevant to all products the campaign is targeting



Category-specific creative



Creative for a special event or sale



Listing Group*

All products the campaign is targeting.

Products the campaign is targeting from a specific product category.

Products in the campaign that are on sale or included in the special event.

Strongly recommended

Optional



*Note: Listing groups for PMAX campaigns with a GMC feed work the same way as product groups in Shopping campaigns.

In CSS Program Countries, Performance Max campaigns can be used with any Comparison Shopping Service (CSS) you work with. The ads will show on general Search results pages and on any other surfaces the CSS has opted in to.



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What is Ad Strength?

Ad Strength is a **real time feedback tool** to guide you on the best practices for optimal asset group set-up to maximize performance across all inventory where Performance Max can serve.

- 1 Make sure you have the right assets during campaign creation.
- 2 Continue to guide you on how to improve asset group performance for optimization.

Your ads are all set! They'll have a higher chance of performing well.

Ad strength Excellent

- Images
- Videos
- Headlines
- Descriptions

Preview

YOUTUBE GMAIL SEARCH DISPLAY DISCOVER

Search ad

Provide final URL, 3 headlines, and 2 descriptions to show ad

Ad - www.example.com/
Headline 3 | Headline 1 | Headline 2
Description 1, Description 2

Long headline

Ad Strength will include signals to help you understand if their text asset quality is good.



Asset creation best practices:

Best practice to follow:

- ✓ Add as many versions of text assets (headlines, descriptions) and image assets (including 1200x1200) as possible. The more the better because our system can generate a better combination of assets from various assets.
- ✓ Don't forget to update your assets if there is any change in your business.
- ✓ Use 4+ extensions and include video assets.
- ✓ Improve your Ad strength to "Good" or "Excellent."
- ✓ Keep an eye on approval status.





How to start?



Step 1: Grow your inventory on Shopping ads as you master feed creation

Once you've successfully added all your products on free listings and your best sellers to Shopping ads, begin adding additional inventory to your ads campaign so you can see more value from Shopping.

All products added to free listings

Best Seller



Backpack

Best Seller



Tee Shirt

Best Seller



Sneakers



Briefcase



Dress



Bowtie



Stilettos



Jacket

Best sellers successfully added to Shopping ads

Next set of products to add to Shopping ads

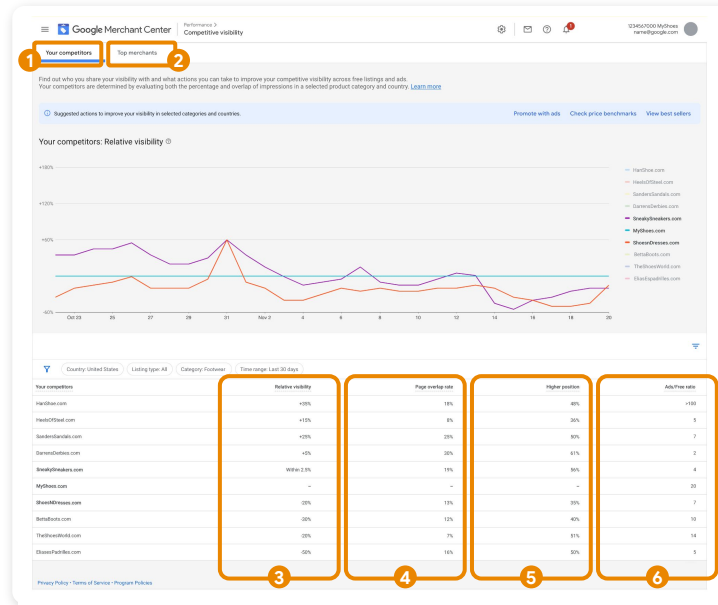


Step 2: Improve the visibility in your most relevant product categories

The “**Competitive Visibility**” report in Merchant Center will help you compare your visibility across Shopping ads and free listings to your competitors and the market

Best Practices:

- Optimize the **offer title, image, description, and product variant attributes** for your high-visibility product categories. Conversely, boost your low-visibility categories by improving these attributes
- **Promote your visibility** by setting up a dedicated Shopping ads campaign
- Optimize your inventory with the **best sellers report** and compare your pricing using the **price competitiveness report**



- 1 Visibility of businesses similar to yours
- 2 Visibility of top merchants in category
- 3 **Relative visibility:** how frequently your offers are shown compared to competitors' offers
- 4 **Page overlap rate:** how frequently your offers are shown together with a competing merchant's offers
- 5 **Higher position:** how often the competitor ranked above you in the auction
- 6 **Ads/free ratio:** how often ads offers show compared to free offers



Step 3: Dive into Merchant Center best sellers and price insights reporting to evaluate performance

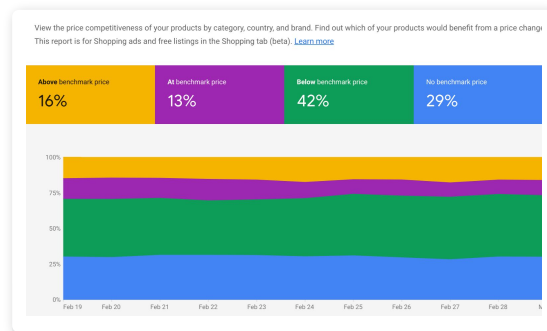
Best Sellers Report

Country: **United Kingdom**, Category: **Outdoor Furniture**

| Popularity rank | Change from preceding week | Relative demand | Image | Title |
|-----------------|----------------------------|------------------------------------|-------|-------------------------|
| 1 | 0 | Very high | | Keter Store It Out Midi |
| 2 | ↑ 1 | Very high ↑ from preceding week | | Keter Store-It-Out Arc |
| 3 | ↓ 1 | Very high | | Keter Store-It-Out MAX |

Identify the most popular products/ brands in a given country or product category to make smarter inventory decisions

Price Competitiveness Report



View your inventory's price competitiveness at the country, category, brand, or product level to visualize price advantages/gaps

Price Insights Report

| Image | Title | Price | Predicted impressions | Predicted clicks | Predicted conversions |
|-------|---|---|-----------------------|------------------|-----------------------|
| | Toshiba 50UJ2063dg Tv Led Uhd 4k 50" (126 cm) Smart Tv Wi fi Bluetooth 3 x Hdmi 2 x Usb | Suggested: €305.49 Your price: €419.99 Benchmark: €420.33 | +1.7% | +3.4% | +71.1% |
| | Toshiba 58UJ2063dg Tv Led Uhd 4k 58" (146 cm) Smart Tv Bluetooth 3 x Hdmi 2 x Usb | Suggested: €342.57 Your price: €479.99 Benchmark: €480.75 | +11.2% | +27.2% | +116.4% |
| | Apple AirPods 2 wireless Blanc Embout auriculaire | Suggested: €112.00 Your price: €159.99 Benchmark: €185.28 | +30.4% | +154.9% | +243.2% |
| | Samsung Ue50tu7022 Tv Led 50" (125cm) Uhd 4k HdriD+ Smart Tv 2Xhdm 1Xusb | Suggested: €305.49 Your price: €419.99 Benchmark: €454.99 | +148.1% | +440.6% | +636% |
| | Console Xbox Series S La nouvelle Xbox 100% digitale Compatible 4K Hdr | Suggested: €210.00 Your price: €299.99 Benchmark: €299.43 | +33.1% | +193% | +322.9% |

View sale price suggestions, as well as what conversions you can expect if you apply the suggested price.



Please give us
your feedback!

Thank you

