



# Asking the Right Questions: How to Use the Scientific Method to Succeed With Shopping Feeds



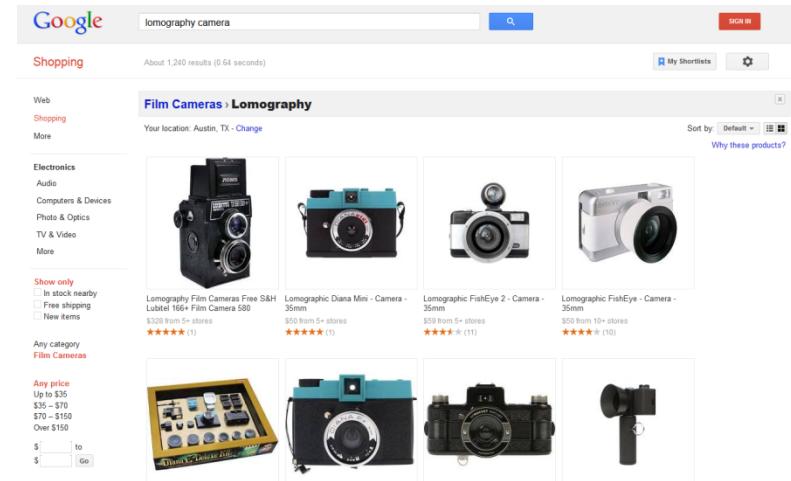
Sean O'Connor  
Channel Marketing Specialist



Mia Wenske  
Channel Marketing Specialist

# What are Shopping Feeds?

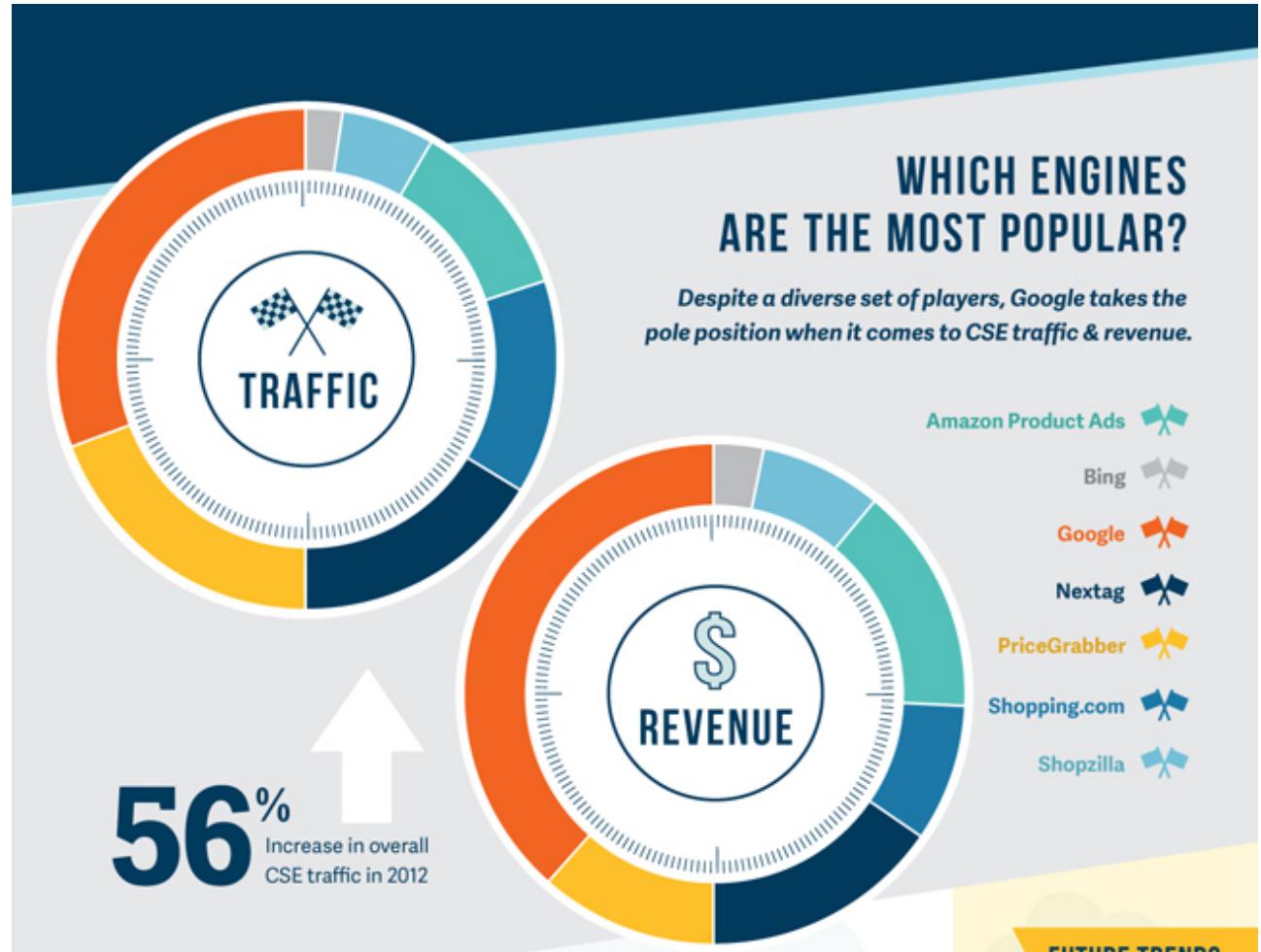
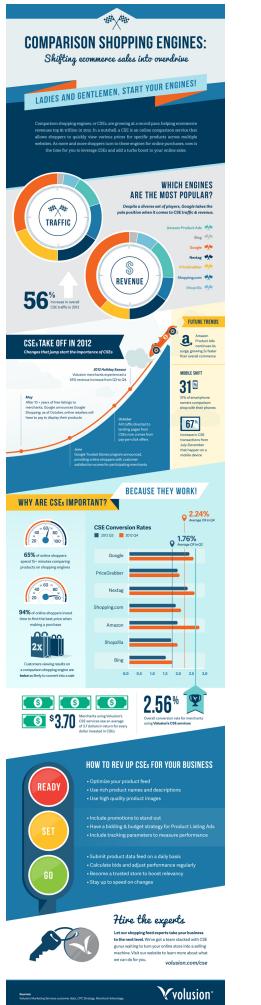
- Also referred to as Comparison Shopping Engines
- NOT Keyword-Based
- Show based on Product Information
- Most Shopping Engines are paid and you select bids
- Must have correct product data



# Who are the Players?



# Which Engines are Popular?



Confidential and Proprietary Information

# Google Product Listing Ads

Google search results for "beach towel".

Web Images Maps Shopping More + Search tools

About 17,700,000 results (0.27 seconds)

**Ads related to beach towel**

**Unique Beach Towels - threadless.com**  
www.threadless.com/beach-towels  
Grab An Original Threadless Beach Towel Before You Hit The Water!  
Shop Girly - Shop Guys - Threadless Kids - Clearance Tees

**Lands' End® Beach Towel - Beach Towels** for Adults and Kids  
www.landsend.com/BeachTowels  
Shop Many Colors, Styles & Sizes!  
Beach Totes - Kids' Swimwear - Men's Swimwear - New Arrivals In Swim

**Designer Beach Towels - Bold, Bright & Graphic Beach Towels**  
www.onekingslane.com/Beach\_Towels  
★★★★★ 411 reviews for onekingslane.com  
Totally Chic For The Beach-Only \$29  
One Kings Lane has 468 followers on Google+

**Amazon.com: Beach Towels: Home & Kitchen**  
www.amazon.com - Home & Kitchen - Bath > Towels  
Results 1 - 24 of 4714 - Online shopping for Beach Towels: Home & Kitchen at Amazon.com.

**beach towels\_bath\_home : Target**  
www.target.com/c/beach-towels-bath-home/-/N-5xtv6  
40+ items - Shop for beach towels at Target. Find beach towels.  
Stripe Beach Towel Set of 2 - Blue/Green quick info Stripe Beach Towel Set...  
Stripe Beach Towel Set of 2 - Coral/Yellow quick info Stripe Beach Towel Set...

**Beach Towels\_Bath Towels\_Bathroom\_Bed & Bath | Kohl's**  
www.kohls.com/.../beach-towels-bath-towels-bathroom-bed-and-bath.jsp...  
Shop the Kohl's Bed & Bath Bathroom Bath Towels Beach Towels collection today! Expect great things when you save at Kohls.com.

**Beach Towels - Macy's**  
www1.macys.com/shop/bed-bath/beach-towels?id=51717  
Shop Beach Towels at Macy's. Buy Beach Towels at Macys.com and Get Free Shipping with \$99 Purchase.

**Beach Towels\_Towels\_Bath - Bed Bath & Beyond**  
www.bedbathandbeyond.com - Bath > Towels  
Shop for Beach Towels, Towels, Bath at Bed Bath & Beyond. Brands include Microdry, The New Yorker.

**Shop for beach towel on Google**

**Sponsored**

Image	Name	Price	Offer	Source
	Lacoste Towels, Rayon	\$19.99		Macy's
	Whale Beach Towel	\$20.00		Pottery Barn...
	PB Essential Beach Towel...	\$26.00		Pottery Barn
	Tribal Splash Beach Towel	\$19.00		PBteen
	JCP home Citrus Beach...	\$20.00	Special offer	JCPenney
	Echo Design Marle Swirl...	\$19.99		Zappos.com
	Anvil T340 Midweight Be...	\$14.99		BlankApparel...
	Design Beach Towel Cotton...	\$23.95		LogoSportsw...

**Shop by price**

Up to \$15 \$15 - \$25 \$25 - \$40 Over \$40

**Ads**

**Beach Towel at Zappos®**  
www.zappos.com/Towels  
★★★★★ 21,998 seller reviews  
Great Selection of Beach Towel.  
Free Shipping and Free Returns!

**Beach Towels at JCPenney**  
www.jcpenney.com/BeachTowels  
Shop Selection of Beach Towels.  
Free Shipping on Orders Over \$75.  
Austin, TX  
(512) 327-6300

**Towels for the Beach**  
www.beachstore.com/Beach-Towels  
Find a Towel & Relax on the Beach.  
\$10 OFF Discount Code: SUMMER10

# Google Shopping Search Results

Google beach towel

Shopping About 156,000 results (0.45 seconds)

Web Your location: Austin, TX - Change

Sort by: Default  Why these products?

Web Shopping More

Show only  In stock nearby  Free shipping  New items

Any category Beach Towels Bath Towels & Washcloths Kitchen Towels Towel Racks & Holders Coolers More

Any price Up to \$15 \$15 - \$25 \$25 - \$40 Over \$40  to  Go

Any store Bed Bath & Beyond Target Macy's L.L.Bean Zappos.com More

**L.L.Bean Seaside Beach Towel Sea Turtle**  
This bright, generously sized towel is essential for summer fun at the beach or in the backyard. Made of thick, thirsty cotton that dries quickly ...

**Vertical Rugby Stripe Beach Towel - Lands' End**  
This perennial favorite has a fresh assortment of colors and shorter loops to resist snagging. What makes our Rugby Towel so popular? First, it ...

**Lacoste Towels Rayures Beach Towel**  
Bright white A spectrum of vibrant stripes is framed by rich navy stripes in this preppy Rayures beach towel from Lacoste.

**Medallion 40 x 72 Beach Towel**  
Bath Towels - Beach towel's classic medallion design pops in bright orange. Plus, the velour body towel with two-ply construction provides a great ...

**Nine Space For J.Crew Beach Towel**  
Nine Space creates some of the most lush, luxurious textiles we've ever found; we couldn't resist adding them to our collection. Crafted by ...

**\$29.50**  
Free shipping L.L.Bean [9 reviews](#)

**\$29.00**  
\$40.05 with est. tax & shipping Lands' End [6 reviews](#)

**\$19.99**  
1 special offer \$31.59 with est. tax & shipping Macy's [47 reviews](#)

**\$14.99**  
\$22.22 with est. tax & shipping Bed Bath & Beyond [10 reviews](#)

**\$76.00**  
J.Crew [4.5 stars 17,037 reviews](#)

**ASK**  
*a question*

**RESEARCH**  
*background information*

**CONSTRUCT**  
*a hypothesis*

**TEST**  
*your hypothesis (experiment)*

**ANALYZE**  
*the data & draw conclusions*



**ASK**  
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# Ask a Question

- How do I get started?
- What engines should I be on?
- What is needed – AdWords, Merchant Center, Data Feeds
- What is my budget?
- What is my target market?
- What are my marketing goals?

# What do I need to get started?



# Google Merchant Center

## Google merchant center

### Dashboard

Data feeds  
Products  
Data quality  
API Dashboard  
[Settings](#)

We have announced changes to the Google Shopping feed specification. For accounts that are currently exempted from requiring unique product identifiers, Google Shopping will start enforcing these new requirements for unique product identifiers on July 15th, 2013 in the US, and September 16th, 2013 in all other target countries. Enforcement for all other accounts will start July 15th, 2013 for the US, France, Germany and the United Kingdom, and September 16th, 2013 for all other target countries. Non-compliant items might then be disapproved and disappear from Google Shopping. Account level exemptions for unique product identifiers won't be supported after the above mentioned dates – the 'identifier exists' attribute should be used instead. [Learn more](#)

### Dashboard

You have set up a Product Listing Ads campaign. If you are submitting product listings for multiple countries, please make sure that the Product Listing Ads campaign covers all targeted countries. This ensures that all your items can continue to show up on Google Shopping. [Update targeted countries](#) or [Learn more](#)

#### Products overview



#### Performance



#### Free Clicks



**Note:** Paid click data are estimates only; please refer to AdWords for current paid click data. All billing for paid clicks is based on data available in AdWords. Free clicks and paid clicks are always calculated based on Pacific Standard Time.

# Product Listing Ads - AdWords

Google AdWords

Home | Campaigns | Opportunities | Tools and Analysis | Billing | My account | Help

Search

All online campaigns

Campaigns eligible to use Conversion Optimizer (1) View

Last 30 days  
Jun 22, 2013 - Jul 21, 2013

Campaigns Ad groups Settings Ads Keywords Ad extensions Auto targets Dimensions

All but deleted campaigns Segment Filter Columns Search

Clicks vs Cost

View Change History

Jun 22, 2013 Jul 21, 2013

+ New campaign Edit Details Automate Labels

	Campaign	Campaign type	Campaign subtype	Budget	Status	Enhanced	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through conv.	Labels
	Volusion PLAs	Search Network only	Product Listing Ads	\$65.00/day	Eligible	Enhanced	7,057	253,840	2.78%	\$0.26	\$1,818.86	0.0	118	\$15.41	1.67%	0	--
	Total - all but deleted campaigns						7,057	253,840	2.78%	\$0.26	\$1,818.86	0.0	118	\$15.41	1.67%	0	
	Total - Search						7,057	253,840	2.78%	\$0.26	\$1,818.86	0.0	118	\$15.41	1.67%	0	
	Total - Display Network						0	0	0.00%	\$0.00	\$0.00	0.0	0	\$0.00	0.00%	0	
	Total - all campaigns			\$65.00/day			7,057	253,840	2.78%	\$0.26	\$1,818.86	0.0	118	\$15.41	1.67%	0	

Show rows: 30 1 - 1 of 1

# Data Feed

id	title	link	price	descriptio	conditio	gtin	mpn	image_lin	google_pr	product_t	availability	shipping	tax	onlin	shipping_	excluded	color	size	sale_price	adwords_	adwords_	adult
1sick	Matzuo Si	http://ww	2.99	Matzuo Si	New	1sick		http://ww	Sporting & Fishing	In Stock	US:::0		y		1	n/a	n/a		0.89	price 0 to 14.99		FAL
mat5/0wi	Matzuo W	http://ww	3.19	Matzuo W	New	mat5/0wi		http://ww	Sporting & Fishing	In Stock			y		1	n/a	n/a		0.65	price 0 to 14.99		FAL
gypsw175	Gypsy Lur	http://ww	19.99	Welded R	New	gypsw175		http://ww	Sporting & Fishing	In Stock			y		1	n/a	n/a		9.49	price 0 to 14.99		FAL
gypsw350	Gypsy Lur	http://ww	19.99	Welded R	New	gypsw350		http://ww	Sporting & Fishing	In Stock			y		1	n/a	n/a		10.99	price 0 to 14.99		FAL
culgobyot	Culprit Gr	http://ww	3.99	Culprit Gr	New	culgobyot		http://ww	Sporting & Fishing	In Stock			y		1	n/a	n/a		0.89	price 0 to 14.99		FAL
culgobybr	Culprit Gr	http://ww	3.99	Culprit Gr	New	culgobybr		http://ww	Sporting & Fishing	In Stock			y		1	n/a	n/a		0.99	price 0 to 14.99		FAL
culgobyby	Culprit Gr	http://ww	3.99	Culprit Gr	New	culgobyby		http://ww	Sporting & Fishing	In Stock			y		1	n/a	n/a		0.99	price 0 to 14.99		FAL
culgobybr	Culprit Gr	http://ww	3.99	Culprit Gr	New	culgobybr		http://ww	Sporting & Fishing	In Stock			y		1	n/a	n/a		0.99	price 0 to 14.99		FAL
culgobyna	Culprit Gr	http://ww	3.99	Culprit Gr	New	culgobyna		http://ww	Sporting & Fishing	In Stock			y		1	n/a	n/a		0.79	price 0 to 14.99		FAL
culpfrogcl	Culprit Fr	http://ww	3.99	Culprit Fr	New	culpfrogcl		http://ww	Sporting & Fishing	In Stock			y		1	n/a	n/a		0.99	price 0 to 14.99		FAL
culplizchil	Culprit Ta	http://ww	3.99	Culprit Ta	New	culplizchil		http://ww	Sporting & Fishing	In Stock			y		1	n/a	n/a		0.89	price 0 to 14.99		FAL
culplizgob	Culprit Ta	http://ww	3.99	Culprit Ta	New	culplizgob		http://ww	Sporting & Fishing	In Stock			y		1	n/a	n/a		0.89	price 0 to 14.99		FAL
culplizgrn	Culprit Ta	http://ww	3.99	Culprit Ta	New	culplizgrn		http://ww	Sporting & Fishing	In Stock			y		1	n/a	n/a		0.99	price 0 to 14.99		FAL
culplizjun	Culprit Ta	http://ww	3.99	Culprit Ta	New	culplizjun		http://ww	Sporting & Fishing	In Stock			y		1	n/a	n/a		0.99	price 0 to 14.99		FAL
culplizred	Culprit Ta	http://ww	3.99	Culprit Ta	New	culplizred		http://ww	Sporting & Fishing	In Stock			y		1	n/a	n/a		0.99	price 0 to 14.99		FAL
crekstrtg	Creek Chu	http://ww	8.99	Creek Chu	New	crekstrtg		http://ww	Sporting & Fishing	In Stock			y		1	n/a	n/a		4.5	price 0 to 14.99		FAL
crekstrgr	Creek Chu	http://ww	8.99	Creek Chu	New	crekstrgr		http://ww	Sporting & Fishing	In Stock			y		1	n/a	n/a		4.5	price 0 to 14.99		FAL
hedfclr	Heddon Si	http://ww	7.99	Heddon Si	New	hedfclr		http://ww	Sporting & Fishing	In Stock			y		1	n/a	n/a		3.75	price 0 to 14.99		FAL
yozshpbst	Yo-Zuri Liv	http://ww	11.99	Yo-Zuri Liv	New	yozshpbst		http://ww	Sporting & Fishing	In Stock			y		1	n/a	n/a		3.75	price 0 to 14.99		FAL
yozzsbs	Yo-Zuri Liv	http://ww	11.99	Yo-Zuri Liv	New	yozzsbs		http://ww	Sporting & Fishing	In Stock			y		1	n/a	n/a		4.49	price 0 to 14.99		FAL
lbbg20x9	6 Pocket L	http://ww	13.75	6 Pocket L	New	lbbg20x9		http://ww	Sporting & Fishing	In Stock			y		1	n/a	n/a		5.75	price 0 to 14.99		FAL
lbbg20x7	6 Pocket L	http://ww	12.75	6 Pocket L	New	lbbg20x7		http://ww	Sporting & Fishing	In Stock			y		1	n/a	n/a		4.99	price 0 to 14.99		FAL
bbyslpnk	Bobby Gar	http://ww	3.69	Bobby Gar	New	bbyslpnk		http://ww	Sporting & Fishing	In Stock			y		1	n/a	n/a		1.59	price 0 to 14.99		FAL
bbyslrb	Bobby Grl	http://ww	3.69	Bobby Grl	New	bbyslrb		http://ww	Sporting & Fishing	In Stock			y		1	n/a	n/a		1.59	price 0 to 14.99		FAL
culbetcha	Culprit W	http://ww	3.99	Culprit W	New	culbetcha		http://ww	Sporting & Fishing	In Stock			y		1	n/a	n/a		0.99	price 0 to 14.99		FAL
culbetGRr	Culprit W	http://ww	3.99	Culprit W	New	culbetGRr		http://ww	Sporting & Fishing	In Stock			y		1	n/a	n/a		0.99	price 0 to 14.99		FAL
culbetwh1	Culprit W	http://ww	3.99	Culprit W	New	culbetwh1		http://ww	Sporting & Fishing	In Stock			y		1	n/a	n/a		0.89	price 0 to 14.99		FAL
culbettex	Culprit W	http://ww	3.99	Culprit W	New	culbettex		http://ww	Sporting & Fishing	In Stock			y		1	n/a	n/a		1.19	price 0 to 14.99		FAL
culbetchr	Culprit W	http://ww	3.99	Culprit W	New	culbetchr		http://ww	Sporting & Fishing	In Stock			y		1	n/a	n/a		0.99	price 0 to 14.99		FAL
culwolpm	Culprit W	http://ww	3.99	Culprit W	New	culwolpm		http://ww	Sporting & Fishing	In Stock			y		1	n/a	n/a		0.79	price 0 to 14.99		FAL
xcalblgd	Xcalibur R	http://ww	8.99	Xcalibur R	New	xcalblgd		http://ww	Sporting & Fishing	In Stock			y		1	n/a	n/a		3.99	price 0 to 14.99		FAL
gyp3flpk	Gypsy Lur	http://ww	5.99	Gypsy Lur	New	gyp3flpk		http://ww	Sporting & Fishing	In Stock	US:::0		y		1	n/a	n/a		4.98	price 0 to 14.99		FAL
gyp3flsar	Gypsy Lur	http://ww	5.99	Gypsy Lur	New	gyp3flsar		http://ww	Sporting & Fishing	In Stock	US:::0		y		1	n/a	n/a		4.98	price 0 to 14.99		FAL
gyp3flblpr	Gypsy Lur	http://ww	5.99	Gypsy Lur	New	gyp3flblpr		http://ww	Sporting & Fishing	In Stock	US:::0		y		1	n/a	n/a		4.98	price 0 to 14.99		FAL

**ASK**  
*a question*



**RESEARCH**  
*background information*

**CONSTRUCT**  
*a hypothesis*

**TEST**  
*your hypothesis (experiment)*

**ANALYZE**  
*the data & draw conclusions*

# What are you Researching?

- What to Avoid
- Feed Requirements
  - Unique policies on each feed
  - Prepare the product data to meet those specifications
  - Merchant Center Requirements



# What are you Researching?

- **Tracking**
- **How is it created, why is it used?**
  - **Google Analytics**
  - **ROI tracking in Volusion**
  - **Marketing > ROI Tracking**
  - **www.url.com/?click=###**
  - **http://www.url.com/ProductDetails.asp?ProductCode=Code&Click=123**

# Merchant Center Requirements

- **Claiming and verifying your store's URL**

Recommended method [Alternate methods](#)

**HTML file upload**  
Upload an HTML file to your site.

**HTML tag**  
Add a meta tag to your site's home page.

1. Copy the meta tag below, and paste it into your site's home page. It should go in the <head> section, before the first <body> section.

```
<meta name="google-site-verification" content="ABCDEFGHIJKLMNOPQRS123456789";ZmhLixDFG0" />
```

▶ [Show me an example](#)

2. Click Verify below.

To stay verified, don't remove the meta tag, even after verification succeeds.

**Domain name provider**  
Sign in to your domain name provider.

**Google Tag Manager**  
Use your Google Tag Manager account.

**VERIFY** [Not now](#)

# Verifying Your Store's Domain

## Under Marketing > SEO

### Search Engine Optimization

**Meta Info**

Enter meta tag information to help search engines index and reference content on your site.

**Default Values**

- Home Page
- About Us
- Affiliate Info
- Bulk Discounts
- Catalog Subscribe
- Category Index
- Deal of the Day
- Email a Friend
- Gift Certificate
- Gift Certificate: Send
- Help
- Help: Answer
- KB Results
- Login
- Login: Send Pass
- Mailing List
- Photo Details
- Product Index

**Meta Tag Title** (?)

**Meta Tag Description** (?)

**Meta Tag Keywords** (?)

**Meta Tags Override** (?)  Override Meta Information with Custom HTML

**Globally Appended Meta Tags:**

# Tax and Shipping Requirements



- Dashboard
- Data feeds
- Products
- Data quality
- API Dashboard
- Settings**
  - General
  - FTP
  - Google Cloud Storage
  - Tax and shipping**
  - AdWords
  - Trusted Stores
  - Users

## Tax and shipping summary Learn more

### Tax settings

Create and manage your tax settings for United States. These settings will be used to estimate the tax costs of your item listings on Google Shopping.

You will specify sales tax by state:

Illinois, US	8.3%	Washington, US	7.8%
--------------	------	----------------	------

[Edit your tax settings](#)

### Shipping methods

Create and manage your shipping methods. Your default method will be used to estimate the shipping costs of your item listings on Google Shopping.

Default	Name	Method	Region	Currency	Delivery speed
<input checked="" type="checkbox"/>	Fedex Ground	FedEx > Ground	United States	USD	7 business days
<a href="#">Create new method</a>					

# Creating the Product Feed

- Product Names
- Condition
- Product Images
- SKU
- Product Pricing
- Product Descriptions
- Manufacturer
- And More

## Required Attributes\*

Attribute Name	Coverage
Product Name	100.00%
Condition	100.00%
Stock Availability	100.00%
Current Price	100.00%
Product URL	100.00%
Unique Merchant SKU	100.00%
Image URL	100.00%

\* These are the required attributes for your listings to appear within our network. If your items are missing any of these requirements, they will be rejected.

## Recommended Attributes\*\*

Attribute Name	Coverage
Stock Description	0.00%
Manufacturer	100.00%
Shipping Rate	100.00%
Coupon Code Description	0.00%
MPN/ISBN	100.00%
Category Name	100.00%
Product Description	100.00%
Coupon Code	0.00%
Original Price	0.00%
UPC	7.27%

\*\* These attributes are recommended to assist in improving categorization of your items. Including these attributes may also result in higher visibility & conversion to sale within our network.

# Bad Product Data

light bulb

+ Add    Delete    Share    View Live

**Basic Info**

\* Name ? light bulb

\* Code ? pc12/34bulb

\* Price ? 4.00

\* Weight ? 1

Description ?  
HTML Editor

light bulb



# Good Product Data

Incandescent Light Bulb - 60 Watt 120 Volt Clear Long Life Bulb

+ Add    Delete    Share    View Live

**Basic Info**

\* Name ? Incandescent Light Bulb - 60 Watt 120 Volt Clear Long Life Bulb

\* Code ? LightBulb1

\* Price ? 4.00

\* Weight ? 1

Description ? This light bulb is ideal for hotels, stores and property owners. This long-lasting bulb can shine up to 2,800 hours when used at 120-volts. This bulb lasts 3 times longer than standard bulbs. Clear, vintage style light bulb. Perfect for lanterns and lamps. Provides a reliable long lasting source of light. Great for all visible job applications.

HTML Editor

Specifications:  
Wattage: 60W  
Voltage: 120 Volts  
Dimensions: 6" Height x 3.25" Width x 3.25" Depth



# What to Avoid – Placeholder Product Images

Shopping Page 2 of about 7,780 results (0.27 seconds)

Web Shopping More

Show only  In stock nearby  Free shipping  New items

Any category Lacrosse Lacrosse Protective Gear Duffel Bags Backpacks Vehicle Cargo Racks More

Any price Up to \$25 \$25 – \$40 \$40 – \$60 Over \$60 \$ to Go

Any brand Brine Lacrosse STX Warrior Wear Harrow Adidas More

Any store dicksportinggoods.com sportstop.com LacrosseMonkey.com Lax.com HockeyGiant.com More

Your location: Austin, TX - Change Sort by: Default

Nike Team Training Women's Lax Lacrosse Stick Bag Black/silver \$17.95 at eBay

Brine Womens Complete Lacrosse Stick Bag Pink \$29.99 at Lax.com

Brine Jet Pack T1 Lacrosse Backpack Equipment Bag Forest \$64.95 at sportstop.com

Lacrosse Stick Bag \$48.60 at Mansion Lacrosse

Warrior Black Hole S1 Bag Orange/Silver \$59.99 at Eastbay

STX Solstice 43" Lacrosse Equipment Bag \$40 from 2 stores

Brine Lacrosse Classic Stick Bag, Pink, 44" \$24.99 at Perani's Hockey World

STX Women's Journey Lacrosse Backpack \$49.99 at dickssportinggoods.com

STX Lacrosse Bag - STX Baron Goggle Bag Pink \$32.99 at Lacrosse.com

Harrow Blitz 4000 Lacrosse Equipment Bag - Marcon-Silver \$81.99 at Q Webstores.com

Debeer Flutter Stick Bag Black \$30 from 5+ stores 1 special offer More style options

Warrior Jet Pack S1 Lacrosse Backpack - Black \$64.95 at eBay

Champion Sports XLB Lacrosse Bag, Price/EA \$24 from 10+ stores

TurtleLax Lacrosse Backpack Forest Green \$59.99 at Lax.com

Harrow Blitz 4000 Lacrosse Equipment Bag - Forest-Silver \$81.99 at Q Webstores.com

# Ineffective Product Images

Google billiard tables

Shopping About 202,000 results (0.43 seconds)

Web Your location: United States - Change

Sort by: Price: low to high Why these products?

Show only

- In stock nearby
- Free shipping
- New items

Any category

- Billiard Tables
- Lighting Fixtures
- Ceiling Light Fixtures
- Chandeliers
- Bar Stools
- More

Any price

- Up to \$800
- \$800 – \$1,500
- \$1,500 – \$3,000
- Over \$3,000

\$  to  Go

Any brand

- Imperial
- Dmi Sports
- Escalade Sports
- Connelly
- Imperial International
- More

Medal Sports 7ft Brookfield Billiard Table w/ BONUS Table Tennis Top \$99.99 at Kmart

Harvil 7 Foot Pool Table with Table Tennis Top \$300 from 5+ stores

Triumph Sports 84 in. Billiard Table with Table Tennis Top \$353 from 5+ stores

Fat Cat 64-0146 7' Tucson Billiard Table \$400 from 20+ stores

Minnesota Fats MFT200 7' Fairfax Billiards Table \$449 from 20+ stores

Antique Pool Table \$500.00 at blujay free marketplace

Blue Wave NG1023 7 Foot Pool Table with Table Tennis \$599 from 10+ stores

Halex Billiards: 8 ft Kirkwood Pool Table \$599.99 at Fingerhut

# Product Price

Google ghost chair

Kartell 4852 Louis Ghost Chair  
\$410 online

[Write a review](#) [Add to Shortlist](#)

KARTELL Louis Ghost Chair Philippe Starck A comfortable armchair in transparent and colored polycarbonate in the Louis XV style, it is the quintessence of baroque revisited to dazzle, excite and captivate. Louis Ghost is the most daring example in the world of injected ... [more »](#)

Online stores Related items Reviews Details

**Online stores** shipping to Austin, TX

Free shipping  Refurbished / used

Sellers	Seller Rating	Details	Base Price	Total Price	Shop
hive	★★★★★ (61)	No tax	\$410.00 \$12.00 shipping	\$422.00	<a href="#">Shop »</a>
YLighting	★★★★★ (518)	Free shipping, No tax	\$410.00	\$410.00	<a href="#">Shop »</a>
AllModern 	★★★★★ (1,268)	No tax	\$410.00 \$10.46 shipping	\$420.46	<a href="#">Shop »</a>
LBC Modern	No rating	Free shipping, No tax	\$820.00	\$820.00	<a href="#">Shop »</a>
Lightopia	1 rating	Free shipping, No tax	\$390.00	\$390.00	<a href="#">Shop »</a>
Stardust Modern Design + Show all 2	5 ratings	Free shipping, No tax	\$410.00	\$410.00	<a href="#">Shop »</a>
Mod Livin	No rating	Free shipping, No tax	\$410.00	\$410.00	<a href="#">Shop »</a>

# Product Categorization

## Shopping

Page 2 of about 94,200 results (0.40 seconds)

Web

Shopping

More

Show only

- In stock nearby
- Free shipping
- New items

Any category

- Ski Bags
- Ski & Snowboard Goggles
- Snowboard Bags
- Boating
- Backpacks
- More

Any price

- Up to \$50
- \$60 – \$100
- Over \$100

\$  to  
\$  Go

Any brand

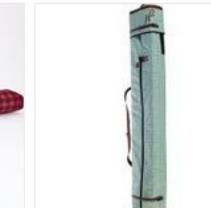
- K2
- Volk
- Atomic
- High Sierra
- Dakine
- More

Any store

- Kohl's
- Sports Authority
- eBags
- Shoebuy.com
- Wayfair
- More

Your location: Austin, TX - Change

Sort by: Default ▾

				
Athalon Platinum Molded Wheeling Double Ski Bag 165cm \$178 from 10+ stores	Sierra Sports Sierra Logo Ski Bag \$21 from 2 stores	Athalon Ski Bag \$90.99 at Kohl's	K2 Deluxe Double Ski Bag Green 180-200cm \$49 from 3 stores	High Sierra Single Fully Padded Adjustable Ski Bag \$95 from 5+ stores
				
HIGH SIERRA S4115 Double Ski Bag, Black/black \$34.99 at Sports Authority	Fischer XL Ski Bag w/ wheels \$149.95 at Boulder Nordic Sport	Oakley O Ski Box Wheeled Ski Bag 2013 \$190 from 2 stores	Dakine Campus 33L Pack - S13: Dakine Ski Bag \$38.50 at o2 Gear Shop	Athalon Wheeling Double Ski Bag \$170.00 at St Bernard Sports
				
High Sierra - Deluxe Single Ski Bag - Diamond Plaid \$87.99 at GearX.com	Marker LTD Marker Wheel Double Padded Ski Bag Charcoal/Black \$159.95 at SnowShack	Line Ski Bag 195 \$69.95 at Alpine Sporting Goods	Athalon Wheeling Padded Double Ski Bag \$103.95 at Suitcase.com	High Sierra Single Padded Adjustable Ski Bag \$94.95 at Sierra Trading Post

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# Other Optimization to Consider

- Product Code formatting
- User Friendly Product Names
- Relevant Product Categorization
- Alternate Images
- Proper tagging of deals
- Consistency in Specifications

**ASK**  
*a question*

**RESEARCH**  
*background information*



**CONSTRUCT**  
*a hypothesis*

**TEST**  
*your hypothesis (experiment)*

**ANALYZE**  
*the data & draw conclusions*

# Construct Your Hypothesis

Level	IF....	THEN...
Beginner	I do Shopping Feeds	My store will get increased traffic and sales.
Beginner	We double our budget	We will double our sales.
Advanced	I update my product images	My ROI will increase.
Advanced	I add negative keywords to my account	My click through rate will improve.
Advanced	I'm on 2 more engines	My store will make more money

**ASK**  
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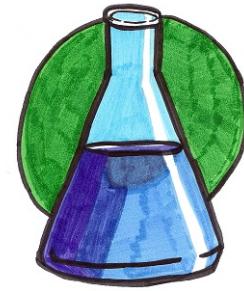


**TEST**  
*your hypothesis (experiment)*

**ANALYZE**  
*the data & draw conclusions*

# Test Your Hypothesis

- Record your Benchmark
- Set up test
- Submit a fresh, updated product data feed daily
- Check Data Quality in Merchant Center
- Fix issues in product data feed for disapproved products
- Collect data by running shopping feeds for at least 2 weeks



# Merchant Center – Checking Data Quality

Google merchant center

**Dashboard**

We have announced changes to the Google Shopping feed specification. For accounts that are currently exempted from requiring unique product identifiers, Google Shopping will start enforcing these new requirements for unique product identifiers on July 15th, 2013 in the US, and September 16th, 2013 in all other target countries. Enforcement for all other accounts will start July 15th, 2013 for the US, France, Germany and the United Kingdom, and September 16th, 2013 for all other target countries. Non-compliant items might then be disapproved and disappear from Google Shopping. Account level exemptions for unique product identifiers won't be supported after the above mentioned dates – the 'identifier exists' attribute should be used instead. [Learn more](#)

**Dashboard**

You have set up a Product Listing Ads campaign. If you are submitting product listings for multiple countries, please make sure that the Product Listing Ads campaign covers all targeted countries. This ensures that all your items can continue to show up on Google Shopping. [Update targeted countries](#) or [Learn more](#)

**Products overview**

**Shopping**

A stacked horizontal bar chart showing the count of products in different states: Active (green), Awaiting Review (yellow), Disapproved (red), and Expiring (grey). The total count is 16,000. The chart shows a significant number of active products (around 14,000) and a smaller number of disapproved products (around 2,000).

Jul 25, 2013 12:28 pm CDT

**Performance**

**Paid Clicks**

A line graph showing paid clicks over time. The y-axis ranges from -0.5 to 1.0. The data shows a steady increase from approximately -0.4 to 0.8.

Aug 8, 2013 10:28 am CDT

**Free Clicks**

A line graph showing free clicks over time. The y-axis ranges from 2.5 to 10.0. The data shows a fluctuating trend with peaks around 7.5 and 10.0.

Jul 25, 2013

Aug 8, 2013

**Data Feeds**

Filename	Schedule	Status
	None	<a href="#">14897 of 14897 items inserted (View errors)</a>

[All data feeds »](#)

**Note:** Paid click data are estimates only; please refer to AdWords for current paid click data. All billing for paid clicks is based on data available in AdWords. Free clicks and paid clicks are always calculated based on Pacific Standard Time.

**Data quality**

Last data snapshot: Aug 8, 2013 1:11 am CDT  
Information for United States

Error type	Percentage	Count
Price mismatch	18	18
Capitalized titles	1%	152
Broken images	25%	3,709
Crawl errors	<1%	1
Short Descriptions	2%	283

# Merchant Center – Checking Data Quality

## Products overview

Shopping

Active Awaiting Review Disapproved Expiring

16,000

12,000

8,000

4,000

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# Common Google Error – Product Images

## Data quality

Target Country: United States

Maintaining high quality of your data is critical for items to continue appearing in Google Shopping results. Below, you'll find a sample of issues, meant to help you identify problems that you should fix. Note that this list isn't exhaustive nor refreshed in real time (there may be a lag between you fixing an issue and it disappearing from this list). [Learn more](#)

Last data snapshot: Jul 14, 2013 11:11 pm PDT

**⚠ Suggested Optimizations: Items will appear despite these issues, but may show up more prominently if addressed.**

[Learn more »](#)

### Image problems (366 items)

Some of your items have problems related to images links. These might be because of broken image URLs that do work properly or because of missing 'image link' values or because the submitted image URLs are blocked by robots.txt.

**366 items**

5% of total

#### Broken images

##### Example

- [!\[\]\(a929cb7df6a59dacff13a4bb5dd022c7\_img.jpg\) Patchouli stick 20 pk](#)
- [!\[\]\(b2778ab504b0baf29b0a0e27ad3f22ec\_img.jpg\) Amethyst Angel Pendant](#)
- [!\[\]\(0766fc7c55426fc522a8310e8b0ceb17\_img.jpg\) Pumpkin Spice incense stick](#)
- [!\[\]\(b3a2980f2438c3ef69df5468514de4ba\_img.jpg\) Bayberry Anna Riva stick](#)
- [!\[\]\(4ed7b1e9f1b1805b2529e09e3a51626a\_img.jpg\) Wicca, Solitary Practitioner](#)

##### Image link

- [Open](#)
- [Open](#)
- [Open](#)
- [Open](#)
- [Open](#)

### Short Descriptions (23 items)

Some of your items contain short descriptions. We recommend that you submit descriptions with at least 15 characters.

**23 items**

<1% of total

##### Example

- [!\[\]\(00e5db27676f97c02863b79ded87ad00\_img.jpg\) 1oz Violet](#)
- [!\[\]\(65b02cb4f145c155508780098546d86e\_img.jpg\) Magic Happens](#)
- [!\[\]\(6059f7261ac7dcdeaec4eb1599ab2bab\_img.jpg\) 4dr Attraction oil](#)
- [!\[\]\(41ba5ef8af4699348ad544547c648ae6\_img.jpg\) Creativity soy](#)
- [!\[\]\(48a9bc2a4a70a69f8e115f2e5383afae\_img.jpg\) Pentagram 3x](#)

##### Description

Description	Length
1oz Violet	10 chars
Magic Happens	13 chars
Attraction oil	14 chars
Creativity soy	14 chars
Pentagram 3x	12 chars

# Testing Reminders

- Monitor performance of the campaign
- Monitor Feed, Google Merchant Center, and AdWords account for any errors
- Fix any issues ASAP
- Upload fresh feeds daily
- Run your test for an appropriate amount of time

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# Analyze the Data and Retest the Hypothesis as Necessary

- What data? How you analyze it? And where?
  - Google Analytics
  - Volusion ROI Tracking

All ROI Reports				
All Campaigns 07/09/2013 through 08/08/2013, grouped by Past 30 Days				
Affiliate Record	Customer Record	Group	Campaign	Track
			Other	
			No Referrer	
Feeds				
951	951	Feeds	Google Shopping	http:// /?Clic
952	952	Feeds	Bing Shopping	http:// /?Clic

Visits	Revenue	Transactions	Average Value	Ecommerce Conversion Rate	Per Visit Value
3,562	\$9,402.09	50	\$188.04	1.40%	\$2.64
% of Total: 21.14% (16,851)	% of Total: 21.04% (\$44,678.64)	% of Total: 20.16% (248)	Site Avg: \$180.16 (4.38%)	Site Avg: 1.47% (-4.62%)	Site Avg: \$2.65 (-0.45%)

# Google Analytics

Jun 21, 2013 - Jul 21, 2013

## Audience Overview

Advanced Segments | Email Export | Add to Dashboard | Shortcut

% of visits: 100.00%

Overview

Visits VS. Select a metric

Hourly Day Week Month

Visits

Jun 22 Jun 29 Jul 6 Jul 13

20,444 people visited this site

Visits: 27,225 | Unique Visitors: 20,444 | Pageviews: 116,126 | Pages / Visit: 4.27

Avg. Visit Duration: 00:03:30 | Bounce Rate: 57.29% | % New Visits: 69.31%

New Visitor Returning Visitor

Visits	% Visits
26,534	97.46%
441	1.62%
43	0.16%
26	0.10%
22	0.08%
16	0.06%
16	0.06%

Demographics

Language

Rank	Language	Visits	% Visits
1.	en-us	26,534	97.46%
2.	en	441	1.62%
3.	en-gb	43	0.16%
4.	fr	26	0.10%
5.	fr-fr	22	0.08%
6.	es	16	0.06%
7.	es-es	16	0.06%

Country / Territory

City

System

Browser

Operating System

Service Provider

STANDARD REPORTS

- Real-Time
- Audience
  - Overview
    - Demographics
    - Behavior
    - Technology
    - Mobile
    - Custom
    - Visitors Flow
  - Traffic Sources
    - Overview
    - Sources
    - Search Engine Optimization
    - Social
  - Cost Analysis BETA
    - Advertising
    - AdWords
    - Campaigns
    - Bid Adjustments
    - Keywords
    - Matched Search Queries
    - Day Parts
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New Visitor: 69.4% | Returning Visitor: 30.6%

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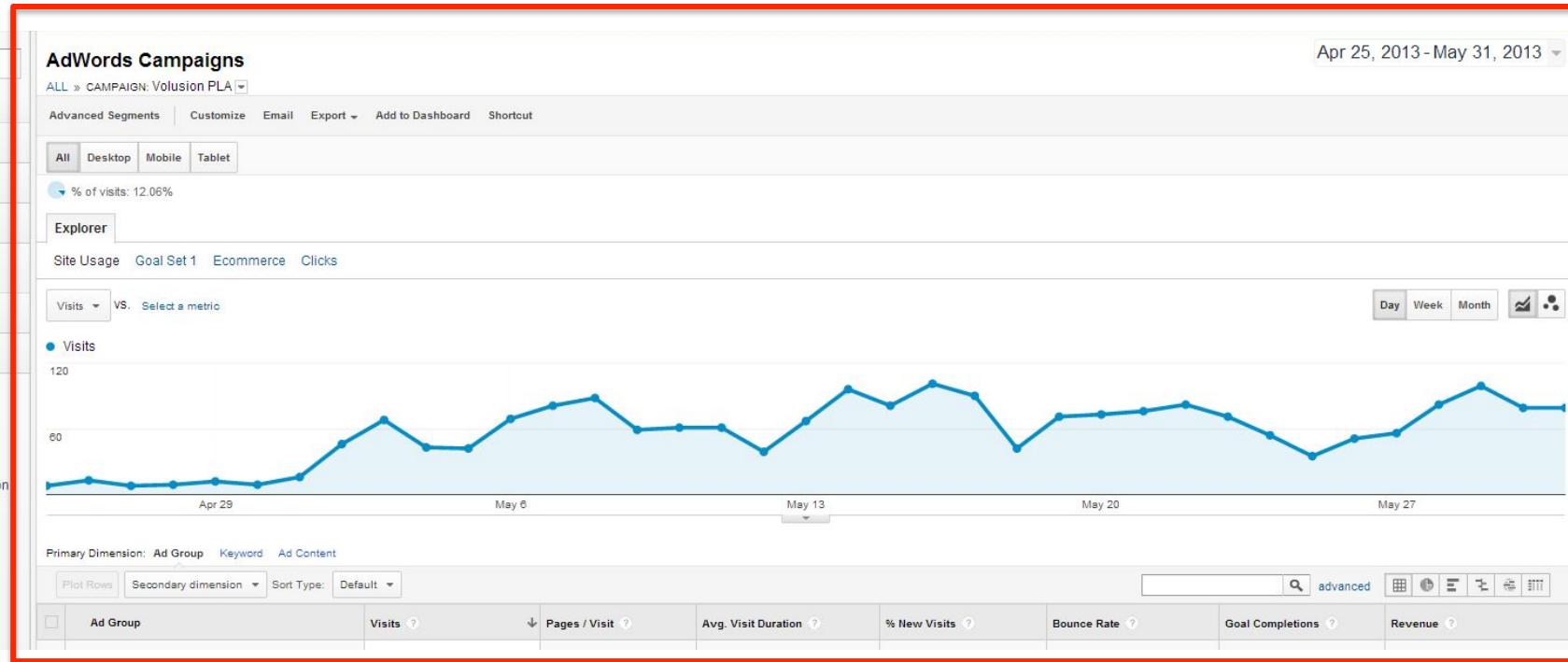
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      - Destination URLs

MY STUFF

- Dashboards
- Shortcuts
- Intelligence Events

# Google Analytics



# Volusion Dashboard

Volusion Orders Customers Inventory Marketing Design Reports Settings Storefront Publish Reporting ROI Tracking Affiliate Stats Search Terms Get Help

## Dashboard

Orders View Orders July 8 - August 6

Week Month 3 Months

### Top 5 Products

### Top 5 Categories

Video Tutorials

- Building Your Store
- Managing Your Store
- Expanding Your Store
- List Top Videos

Resources

- Release Notes
- Knowledge Base
- Training Videos
- My Volusion

Ecommerce Authority

- Volusion Releases Best-in-Class Amazon Integration
- Volusion Releases Exciting New Template Enhancements
- Volusion Custom Design Showcase: Round 6
- An Introduction to the Power of Typography

# Creating an ROI Tracking Link

New/Inactive Campaigns [Add](#)

Group Title

Campaign Name

Days To Track

[Add New](#) [Cancel](#)

Feeds												
ID	Click ID	Link	Source	URL	TLD	Created	Updated	ROI %	Visitors	Conversions	Conversion Rate	
6433	6433	<input type="text" value="Feeds"/>	Google Shopping	http://www. /?Click=6433	.com	07/25/2013	07/25/2013	1.90%	5322	101		
6436	6436	<input type="text" value="Feeds"/>	Shopping.com	http://www. /?Click=6436	.com	07/25/2013	07/17/2013	0.57%	3692	21		
6437	6437	<input type="text" value="Feeds"/>	shopzilla	http://www. /?Click=6437	.com	07/25/2013	07/25/2013	0.92%	3048	28		
6439	6439	<input type="text" value="Feeds"/>	NexTag	http://www. /?Click=6439	.com	07/25/2013	07/09/2013	0.46%	1725	8		

# Was Your Hypothesis Correct?

- **What conclusions can we draw from the data provided?**
- **Do not try to overanalyze the results**
- **How does your data influence future tests?**

