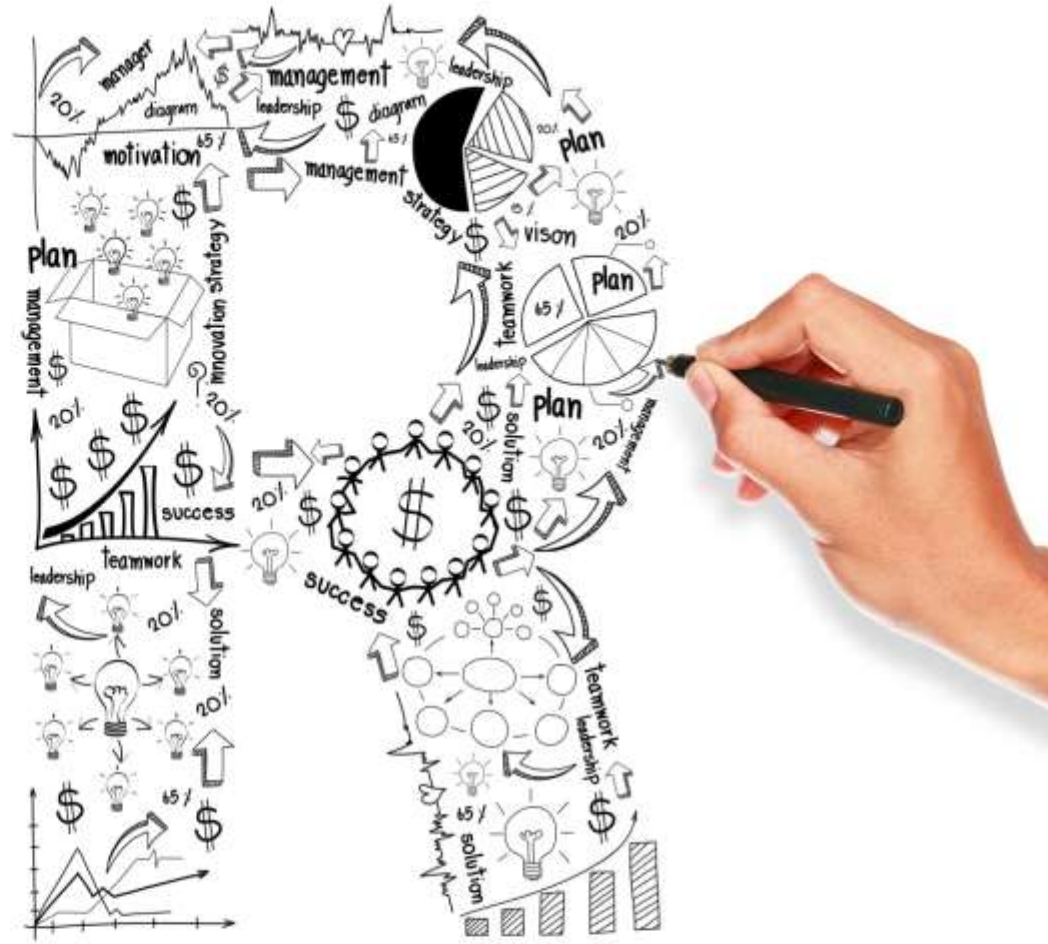


REGALIX

Product Listing Ads



Google



Steps To Follow

Google Merchant
center
configuration

Creating and
Uploading the Data
Feed

Creating the PLA
Campaign in
Adwords account

Product Listing Ads



Google Merchant Centre Configuration

1. Creating the account
2. Claiming & verifying the website
3. Linking the Google merchant center account to Adwords account
4. Defining tax & delivery methods

Creating and Uploading Data Feed

1. Creating the Data Feed using PLA tool or manually helping the advertiser to do that or using a CMS extension to generate the feed
2. Uploading the feed on the Google Merchant center account.
3. Rectifying all the errors on the feed
4. Rectifying Robots.txt related restrictions



Creating The PLA Campaign in Adwords Account

1. Creating the PLA / shopping campaign in the Adwords account
2. Confirming that the data feed products are being displayed in the product list of the shopping campaign
3. After 48 hours verifying that the advertiser is getting impressions or not



Thank you!