

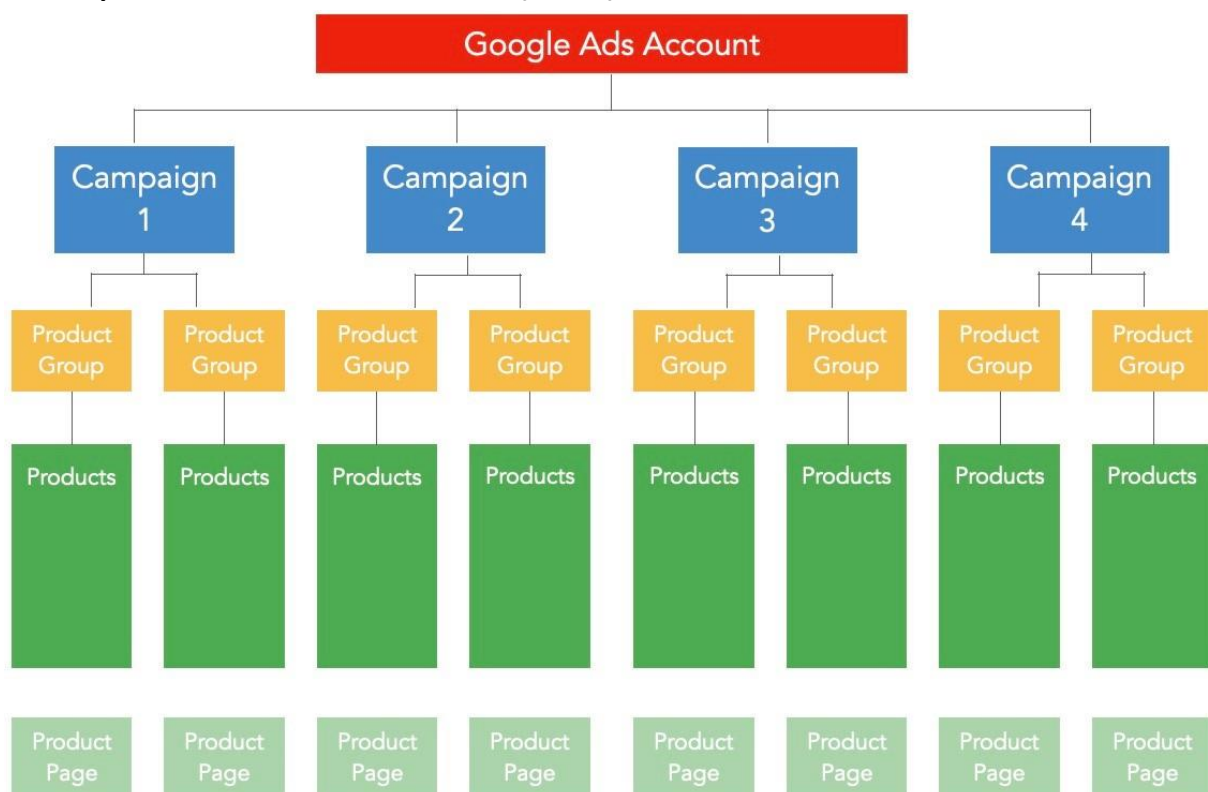
GOOGLE ADS

GOOGLE SHOPPING
CAMPAIGN GUIDE

BEST PRACTICES FOR SETTING UP GOOGLE SHOPPING CAMPAIGNS

1. **BEFORE** you set up your Shopping campaign think about how you will segment the products in your campaign. Taking into account, your:

- Cost of Goods Sold
- Expected Traffic Volumes
- Expected Cost Per Click (CPC)



GOOGLE SHOPPING

CAMPAIGN SET-UP STEPS

1. Select New Campaign

Overview Last 7 days Mar 10 – 16, 2022 < >

Campaign status: All; Ad group status: All Add filter

New campaign Download Feedback

Clicks ▾	Impressions ▾	Avg. CPC	Cost	
0	0	\$0.00	\$0.00	⋮

2 1 0

Mar 10, 2022 Mar 16, 2022

2. Select Sales

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign

Sales
Drive sales online, in app, by phone, or in store

Leads
Get leads and other conversions by encouraging customers to take action

Website traffic
Get the right people to visit your website

Product and brand consideration
Encourage people to explore your products or services

Brand awareness and reach
Reach a broad audience and build awareness

App promotion
Get more installs, engagement and pre-registration for your app

Local store visits and promotions
Drive visits to local stores, including restaurants and dealerships.

Create a campaign without a goal's guidance
Choose a campaign type first, without a recommendation based on your objective.

2. Your 'Purchases' goal will automatically be selected

Use these conversion goals to improve Sales

Conversion goals labeled as account default will use data from all of your campaigns to improve your bid strategy and campaign performance, even if they don't seem directly related to Sales.

Conversion Goals	Conversion Source	Conversion Actions	
Purchases (account default)	Website	<u>1 action</u>	⋮

Click Continue Cancel Continue

3. Select 'Shopping' as your campaign type

Select a campaign type

Search
Reach customers interested in your product or service with text ads

Performance Max
Reach audiences across all of Google with a single campaign. [See how it works](#)

Display
Run different kinds of ads across the web

Shopping
Promote your products with Shopping ads

Video
Reach and engage viewers on YouTube and across the web

Discovery
Run ads on YouTube, Gmail, Discover, and more

4. Select your merchant centre account & then select 'standard shopping campaign'

5. Add campaign name, bid strategy, budget, campaign priority, location targeting & ad group name.

To advertise products on your website, select a Merchant Center account [?](#)

All products from the selected account will be available to advertise in this campaign [Select specific feeds](#)

Select a campaign subtype. Keep in mind that this selection can't be changed later.

☐ Performance Max campaign
Get the best of Google's automation to reach customers across all channels.

☒ Standard Shopping campaign
Pick your products, bid strategy, budget, and targeting. You can show ads on the Google Search Network.

[?](#) Performance Max campaigns use your conversion goals and the best of Google Ads automation to serve ads on all Google properties, ensuring you reach your customers at the right time with the right ad. [Learn more](#)

[Switch to Performance Max campaign](#)

Cancel Continue

General settings

Type: Shopping – Standard Merchant: Feeds: All products from all feeds

Campaign name Shopping

Additional settings

Bidding and budget

Bidding

Select your bid strategy

Manual CPC

☒ Help increase conversions with Enhanced CPC

☒ Optimize for conversions

☐ Optimize for conversion value

With "Manual CPC" bidding, you set your own maximum cost-per-click (CPC) for your ads.

[Learn more](#)

Budget

Set your average daily budget for this campaign

A\$20.00

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

Campaign priority

Select a campaign priority

☒ Low (default) – Recommended if you only have one Shopping campaign

☐ Medium

☐ High

When to use it

If you have multiple campaigns with one product, use campaign priority to decide which campaign's bid will be used. If campaigns have the same priority, the campaign with the higher bid will serve.

Targeting

Networks



Search Network

Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords

☐ Include Google search partners

Most advertisers include their ads on Google search partner sites

Devices

Ads will show on all eligible devices by default

Locations

Select locations to target

☐ All countries and territories

☒ Australia

☐ Enter another location

[Location options](#)

Start and end dates

Start date: October 9, 2022 End date: Not set

Create your ad group

Ad group name

Product Group 1

Bid

Enter your cost-per-click (CPC) bid

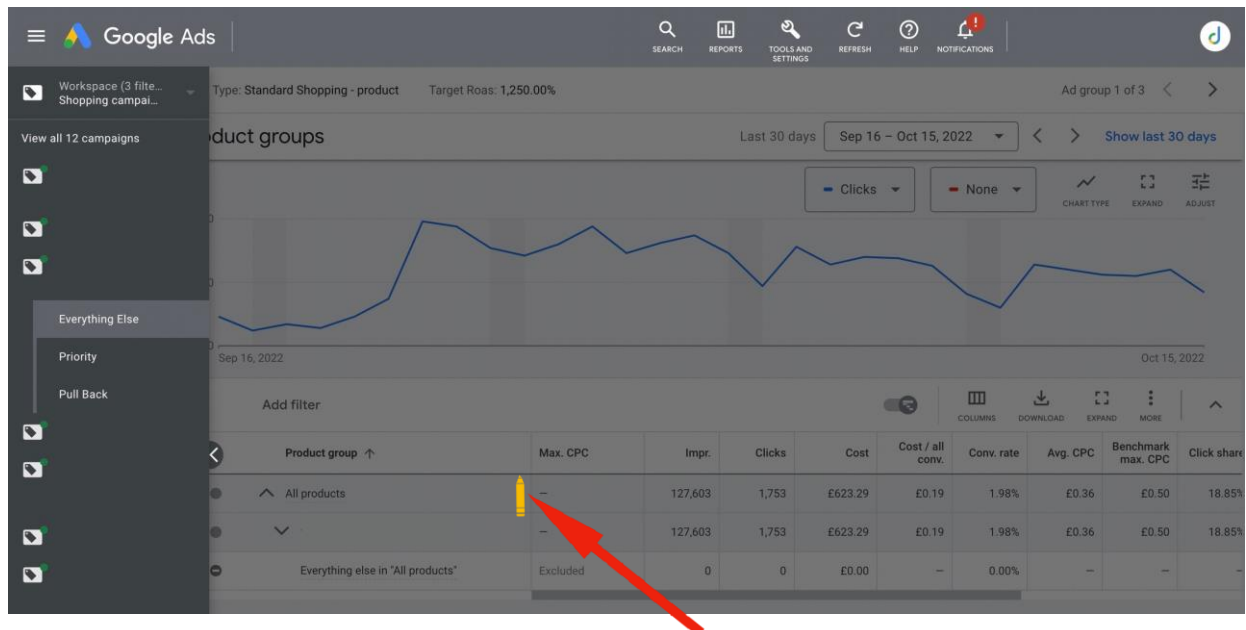
A\$.70

Create Campaign

Cancel

6. AFTER you have finished creating your campaign

•



"Roll" your cursor over "All Products" to "Add or Edit subdivisor"
Add your product segmentation

7. Add your product segmentation

You can then add your product segmentation

The screenshot shows the 'Subdivide All products by' dialog box. The 'Subdivide All products by' dropdown is set to 'Brand'. Below this is a search bar and a table with columns: Product group, Clicks, and Cost. The table has one row with values: 32, 1,753, and £17.91. A red arrow points to the 'Category' option in the dropdown menu.

Subdivide All products by: Brand

Search: 1 selected Clear all

☒ Product group

☒ Product group

32 1,753 £17.91

Category

Brand

Item ID

Condition

Product type

Channel

Channel exclusivity

Custom label

Your options for sub division are