Google Shopping
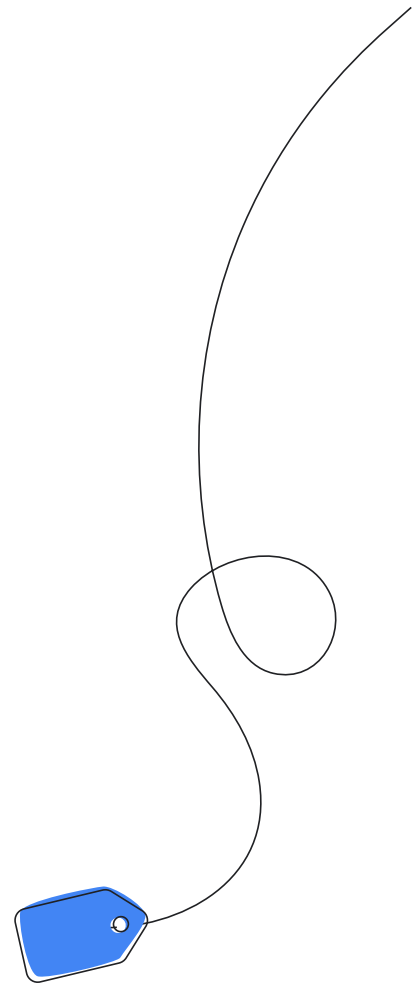
Comparison Shopping Service

Key tips and takeaways from our 2021 Google Shopping (CSS) Online Events

Index

Google Shopping
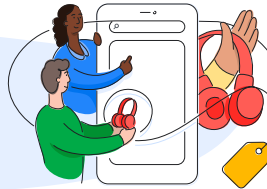Comparison Shopping Service

Shopping for Business Objectives

A quick snapshot of this Google Shopping Online Forum.

▶ **Watch again**

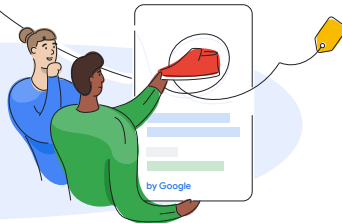## **What** is Shopping for Business Objectives (SFBO)

SFBO is a framework designed to help merchants find the best Shopping campaign strategy and structure for their business objectives. SFBO can help merchants design their Shopping campaigns strategy based on multiple objectives that are key to growing their business, such as increasing profitability, or managing stock.

Three reasons for **using** SFBO:

1. Increasing profitability
2. Managing stock
3. Combined goals (e.g. increase profitability and improve stock management)

You can combine as many business goals as needed to implement an individual successful Shopping campaign structure. Other frequently used business KPIs - apart from margin and stock level - are return rate and new customer acquisition. There are a variety of possibilities depending on your internal data set and strategic business objectives.

How to make the most of SFBO

There are five key elements that make up a successful Shopping campaign:

1. Define campaign success to support your strategic objectives

2. Set up automations that save you time

3. Ensure your campaigns are built in a logical way to support your strategy.

4. Make sure your feed includes the most relevant product data

5. Analyse your campaigns' performance against the defined success metric(s).
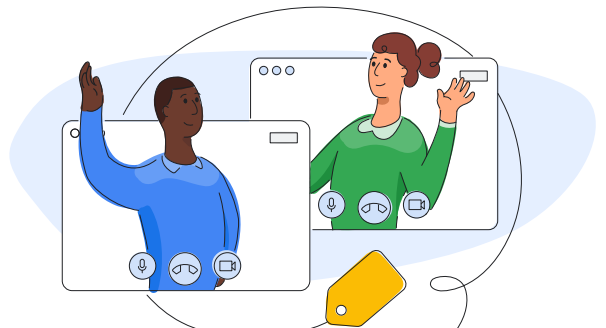
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Smart Shopping Campaigns:
Optimisation, best practices and use cases for 2021

A quick snapshot of this Google Shopping Online Forum

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Structure your campaigns around your business goals

Smart Shopping Campaigns help you with conversion value bidding, provides a broader reach, and puts your business in front of the right people. Optimising for revenue instead of clicks allows you to focus on what matters for your business.
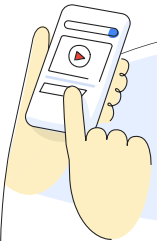
Learn more

Regularly check your recommendations tab

Try adding a Customer Match List to help re-engage with users who interacted with your business recently, and reach potential clients by targeting audiences like those on the list with your Smart Shopping Campaigns.

Consider adding video assets to your campaign

Video helps your ads stand out and can increase their reach and potential performance. Either upload your own video or select one from YouTube and link it to the campaign. If you don't have any video content, auto-generated videos can also be created based on your feed information.

Check out the predefined reports tab

Deep dive into your campaign and examine how key aspects are performing. From this, you can see what is and isn't working, and where and how you should shift your budget.

Learn more   ▶ **Watch again**

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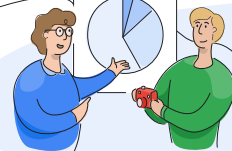
Automation:
Optimise your Shopping campaigns

A quick snapshot of this Google Shopping Online Forum.

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Automated bidding **strategies** for Shopping campaigns

The **benefits** of Target ROAS

Whatever your business goals may be, there's an automated bidding solution for you:

1. **Target return on ad spend (TROAS)**
   TROAS is most effective when you have very clear targets, such as maximising conversion value (revenue).

2. **Maximize Conversion Value**
   Get the most conversion value for your budget.

3. **New Customer Acquisition**
   This is a great way to capture new customers – you'll also be informed of cost per acquisition.

4. **Maximize Clicks**
   Focus on increasing traffic to your product pages and website, but keep in mind that there's no value goal attached to this bidding solution.
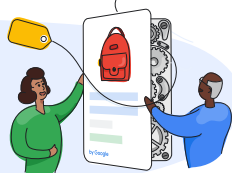
TROAS is compatible with many different campaign structures and gives merchants the flexibility to make frequent adjustments to ROAS targets to align with their business goals. It also has access to seasonal data and is able to optimise your Shopping campaigns during seasonal events, without the need for manual interventions.

How to use TROAS:

Shopping campaigns **structures**

- **One ROAS target for all products –** this means the algorithm will have all of the conversion data from many products in one campaign.

- **Different ROAS targets for each product category** – a great approach when you have brands and products that need different budgets and ROAS.

- **Portfolio bid strategy –** combines the conversion data from all campaigns it is applied to. This strategy is only available with TROAS.

1. **Implement TROAS:**
   Go with the system recommended ROAS target. Alternatively, you can take the average ROAS from your previous 28-30 days.

2. **Test for three - four weeks:**
   The more conversions your campaign has, the quicker the learning period will be.

3. **Evaluate data from the test period:**
   Once the campaign has run for three - four weeks you can begin analysing its performance.

4. **Optimise:**
   This may not be necessary if you're happy with the campaign performance. If there's need for optimisation you'll get ideas from the Bid Strategy Report – this can be found under the Bid Strategy column in the main campaign tab.
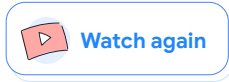
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Feeds and Google Merchant Center:
2021 optimisation tips and best practices

A quick snapshot of this Google Shopping Online Forum

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Recommendations for 2021

Submitting your product data to the Google Merchant Center is an important step to create Shopping campaigns. Here's some tips on making the most of your account:

Show return policy info in your Shopping ads and free listings
Start by adding a policy that applies to the majority of your products. If you have multiple policies or policy exceptions, you can add them later.
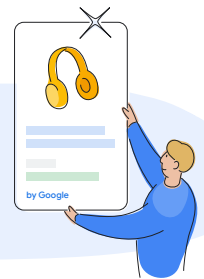
Reporting
In the Performance tab, you can find the reporting section where you can see how products are performing.

💡 **Tip for setting up your shipping costs**
Include all charges for a purchase using words: "shipping", "delivery", "handling", "logistics", or "carrier".

The impact of a great feed

A high quality product feed is important to improve the performance of your Shopping campaigns. It should contain a list of products and details that you want to advertise.

Consider including the following attributes to help optimise your Shopping campaigns:

- 🏷 Price
- ✏ Title
- 🔔 Availability
- ☰ Description
- 👤 ID
- 🖼 Image link
- 🔗 Link
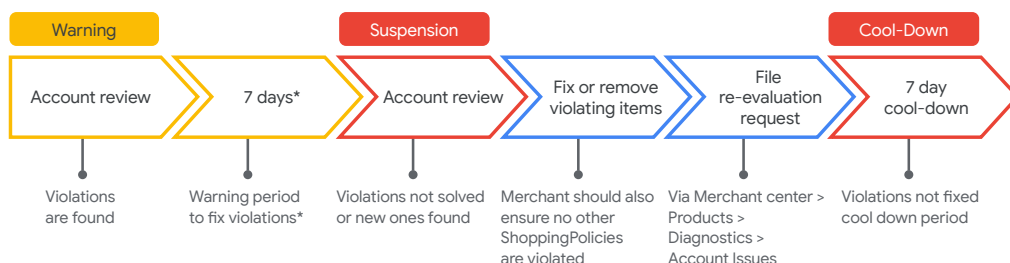
Account warnings and suspensions

To ensure a positive experience and user safety, Google created a set of policies for Shopping Ads and product feeds. If you're issued with a suspension warning, these are the next steps and actions to keep in mind:

💡 **Top tips for dealing with account suspension**

Make sure you are added as a user in the Google Merchant Center, with the correct notifications enabled
Carefully read the warning email, relevant policy and ask for clarification if needed
Often the safest solution is to remove violating products
Expect a re-review and reactivation of all products to take up to 7 days for the review to be complete and 1-3 days upon approval for the products to reactivate
Make sure the issue is resolved before asking for a review to avoid the cool down period

Warning		Suspension			Cool-Down
Account review	7 days*	Account review	Fix or remove violating items	File re-evaluation request	7 day cool-down
Violations are found	Warning period to fix violations*	Violations not solved or new ones found	Merchant should also ensure no other ShoppingPolicies are violated	Via Merchant center > Products > Diagnostics > Account Issues	Violations not fixed cool down period

* Unless the policy violation is very serious such as dangerous weapons or unsecure checkout.

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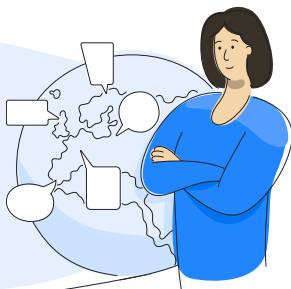**shoppingsolutions.withgoogle.com**

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Feeds and Google Merchant Center:
Deep dive #2 - key topics and use cases

A quick snapshot of this Google Shopping Online Forum.

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Setting up your feeds and Shopping campaigns for export use cases

Language, currency, and domains are key elements to consider when creating feeds and Shopping campaigns for export.

Remember the highlights from the Export (Policy Must Knows) section of the livestream, including translations, differences per market, and import/export charges.

💡 **Learn more**

Shipping best practices

The easiest way to modify your shipping costs is through shipping services in the Google Merchant Center (GMC).

If you can't provide the exact shipping cost for each product, overestimate it.

💡 **Learn more**

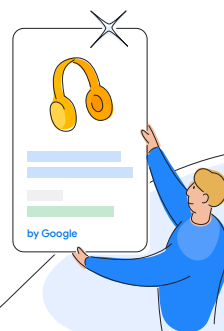## An introduction to troubleshooting tools

The URL inspection tool can help you find potential reasons for disapprovals on some of your landing page links.

The Shopping Feed Specs identifies attributes to include in your product data.

✓ Try the **URL Inspection Tool** and the **product data specification** resources.

Tips for promotional overlay on images

Use an image that shows a clear and unobstructed view of the main product.

To avoid image overlays, use minimal product staging or none at all.

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Optimization Score: new recommendations for Shopping campaigns and top tips

A quick snapshot of this Google Shopping Online Forum.

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+10%
conversions*

What is Optimization Score?

Optimization Score (OptiScore) is a tool in Google Ads that uses a combination of machine learning, simulations, and statistical models to make recommendations for your Google Ads account, including some specific to your Shopping campaigns.

*On average, advertisers who increase their account-level optimisation by 10 points see a 10% increase in conversions.[1]

When to leverage OptiScore

As the business environment changes, so too does OptiScore. This tool can help when you're: navigating challenging times; investing for growth and expanding your customer relationships; assessing your priorities; or pivoting your strategy to find a structure that matches your business goals.

Check these new recommendations

Google has recently added a series of new recommendations to help you navigate your Shopping campaigns through these dynamic times:

↗ **Simplified Optimisation**
Many of the new recommendations are designed to help you spend less time optimising your Shopping campaigns, and more time on what matters most to your business.

📄 **Feeds**
Bridging recommendations in the Google Merchant Center and Google Ads more seamlessly, to help you quickly discover and adjust to potential errors and disapproval warnings.

〰 **Tracking**
OptiScore recommendations can help advertisers ensure that they're measuring their advertising performance correctly and efficiently.

⋏ **Omni-channel**
A core area for businesses with physical stores is omnichannel presence. Google has added new OptiScore recommendations in this area.

🔒 **Privacy**
As businesses continue to adapt while measuring advertising performance, OptiScore now includes some new recommendations to keep in mind in this regard.

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[1] Source: Google Ads Help article, "Optimization score now includes Shopping campaigns", 2019

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Peak season planning: early preparation and setting up your Shopping campaigns

A quick snapshot of this Google Shopping Online Forum.

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The past two years have changed how people shop, both in store and online. Retailers have had to adapt quickly to enable their customers to shop when, how, and where they want, while also providing an outstanding customer experience. Check out these key tips that'll help you navigate the 2021 peak season and achieve your business goals with your Shopping campaigns:
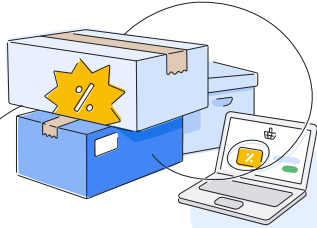
Insights – Make the most of reporting tools to help monitor your campaigns

Performance Planner in Google Ads allows you to take a holistic view of your Shopping campaign auction and identify where some opportunities lie. **Google Mobility Reports** can help you understand consumer trends and guide what strategy you can take when it comes to online and offline sales. The Growth tab in Google Merchant Center includes the **'Price Competitiveness'** and **'Best Sellers'** reports, where you can view industry insights and benchmarks.

Feeds – Get ready for peak season by optimising and monitoring your feed health

☑ Add contacts for feeds-related email to get notified of any issues in the Google Merchant Center.

☑ Regularly check that your account is not at risk of suspension. Go to Diagnostics tab > Account Issues.

☑ Look at the Opportunities tab for feed and Shopping campaign recommendations that can improve performance, fix item issues, and unlock clicks.

☑ Update incorrect product data with supplemental feeds.

☑ Check out these best practices tips on what to do before a planned or unplanned site outage.

☑ Request a manual review (when applicable) in GMC or reach out to your Google Shopping Account manager for questions to avoid any policy violations.

Automation – Leverage the power of machine learning to maximise your performance

Google ads automated bidding uses different signals to optimise for performance differences across platforms and users.

- Seasonality bid adjustments can be used to inform Smart Bidding of expected changes in conversion rates for future events like promotions or sales during peak season.

- For advertisers aiming at driving new customers during peak, activating the new customer goal in Smart Shopping Campaigns is another way to maximise the total conversion value, including new customer value.

💡 Additional details and best practices

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Peak Season 2021: Achieving your business goals with Shopping campaigns

A quick snapshot of this Google Shopping (CSS) Online Forum

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What are your business goals for this upcoming season?

Budget checklist

Whether you're looking to increase revenue and ROAS, manage stock, drive new customers, or lift traffic and visibility, Shopping Ads can be highly effective in driving your strategic business goals during peak season.

Try implementing these expert tips to help get your campaigns set and ready for Peak 2021.

☑ **Allocate budgets** that can meet and grow with demand during the peak period.

☑ **Reallocate available budgets** to higher priority campaigns

☑ **Analyse clicks** during previous peak seasons; then reassess your budget to capture missed opportunities.

☑ **Review how much time** ads weren't shown due to insufficient budget with the Search lost IS (budget) column.

☑ **Set up automated budget alerts** to get notified when you're missing traffic in high volume periods.

💡 **Top Tip:** Use the budget depletion tool to monitor your spending during Peak.

Shopping campaigns structure and automation checklist

☑ **Campaign Structure -** Consider using the 'Shopping for Business Objectives' framework when you plan your campaign structure. Reach out to your Google Shopping team for more information.

☑ **Optimisation Score -** Use Optimisation Score in Google Ads to identify, prioritise, and take advantage of campaign opportunities.

☑ **Smart Shopping Campaigns (SSC) and Target ROAS -** Use SSC and adjust your ROAS target to help scale your campaign easily and efficiently.

☑ **Ad Creative -** Always add high quality images, adjust your text for generic display ads to include offers, select main and accent colours, and try out new features, such as Video, to increase overall reach and impressions.

Upcoming key seasonal events

October checklist
· Do a thorough account and feed health check
· Monitor fluctuations, quotas, promotions and disapprovals early

November checklist
· 11th - Singles Day
· 26th - Black Friday
· 29th - Cyber Monday
· Monitor promotions and price competitiveness
· Act quickly on suspensions and warnings

December checklist
· 25th - Christmas day
· 26th - Boxing Day and post-holiday sales
· Shift budget to top Christmas and New Year campaigns and key categories for your business
· Have a support and optimisation plan in place for key dates

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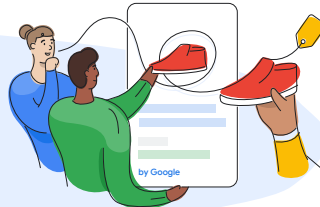**shoppingsolutions.withgoogle.com**

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Looking back at 2021

Highlights from the Google Shopping Online Summit

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New trends emerging across many verticals

- Consumers are using multiple channels for shopping inspiration, not just in store. Online window shopping has increased this year and we expect this to continue.[1]

- Every day, 15% of queries on Google have never been searched before.[2] As the economic and business landscape remains dynamic, we expect category trends to remain unpredictable throughout 2022.

- Curbside pick-up and same-day delivery options have increased in importance as consumers expect their shopping experience at home to be the same as, or even better, than in store.[1]

- We've seen an increase in businesses interested in expanding reach and selling in new countries across Europe. Check out our recent livestream event, now available on demand, for tips on your Shopping campaigns.

Shopping campaign and feed updates
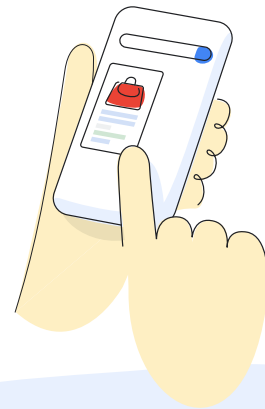
- Smart Shopping Campaigns and new features, such as the new customer conversion goal, let you increase the number of new customers your campaigns are set to acquire. Automation in particular is a valuable resource that can help you reach the right customer at the right time, and optimise your performance at scale.

- There have been many updates on feed management and optimisation to help you refine your Shopping campaign strategies. Keep an eye out for recently launched features, such as the ability to provide more info on return and refund policies.

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[1] 4 ways the pandemic has changed shopping behaviors, Think with Google, June 2021
[2] Future of retail report - Trends & insights, September 2021

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Sneak peek into 2022: Planning ahead for success

Highlights from the Google Shopping Online Summit

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**Four common strategies** for Shopping campaigns

1. **Revenue and ROI:** Use **Smart Shopping Campaigns** for automated bid strategies that will help you find the right customers, reduce ineffective spending, and increase revenue. If you're selling products online and offline, try using **Local Inventory Ads.**

2. **Managing stock: Supplemental Feeds** provide data on one or more of your primary feeds, while **Custom Labels** can be used for monitoring, reporting, and bidding in your Shopping campaigns.

3. **Driving new customers:** Leverage **Markets Insights** to access exclusive retail data on Google. **New customer conversion goal** helps you to reach the right customer, at the right time, and in the right place.

4. **Traffic and visibility:** Compare your performance with advertisers who are participating in the same auctions as you by using **Auction Insights.** Consider using the **video asset** option for Smart Shopping Campaigns to capture customers' attention.

Tools to help you **optimise** and **set up** your Shopping campaigns

1. **Optimization Score** for Shopping campaigns offers customised recommendations under the following themes – simplified optimisation, tracking, privacy, feeds, and omnichannel.

2. **Google Merchant Center** provides you with reports that can help you sell the right products to the right audience at the right price. Check out the **best sellers report** for tips on product seasonality and how to adapt your inventory to match customer demand.

3. Use **Performance planner** to learn the best bids and budgets for your campaigns, to drive incremental conversions, and forecast how you can grow your business.

Check out our **seasonal events calendar** where you'll find some key retail moments for 2022
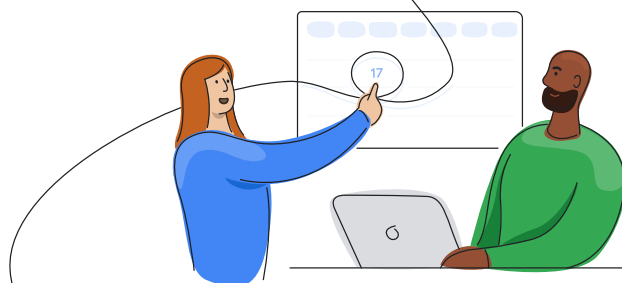
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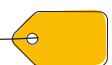
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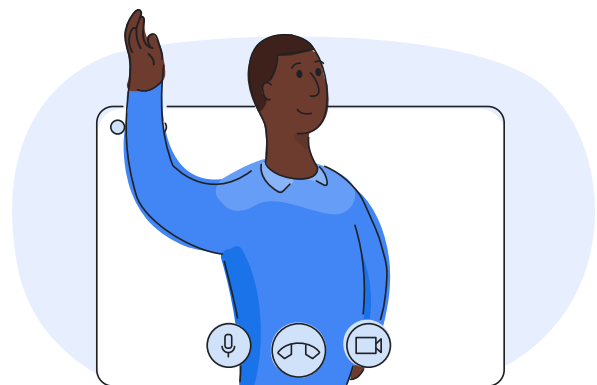Comparison Shopping Service

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Additional resources to help support you in your Shopping campaign optimisation journey

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Watch our previously aired livestreams for tips, recommendations and use cases on optimising your feeds and Shopping campaigns

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