SMARKETER
The Google Ads market leaders

Google Shopping Guide

Google Partner
PREMIER 2022

Comparison Shopping
Premium Partner

2022 Microsoft | Advertising
Elite Partner
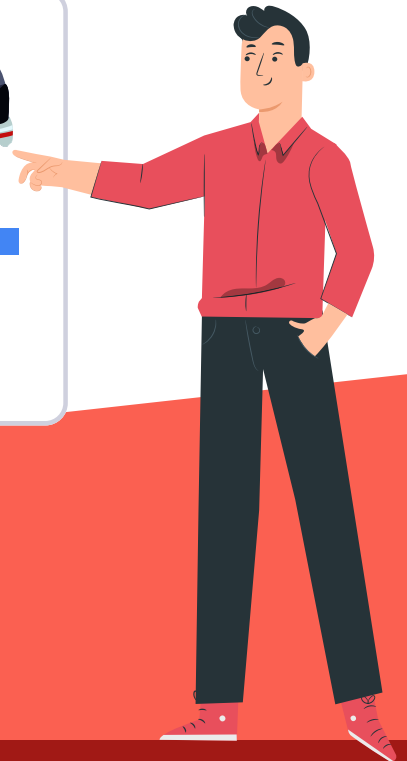
Dear readers,

when it comes to cost-efficient performance marketing for online shop operators and stationary retail shops, Google Shopping is unavoidable. In contrast to conventional text ads in Google Search, advertisers can use the product ads to convince users with appealing images, availability, discounts and the price of the product. Thanks to the cost-per-click principle of Google ads, the advertising budget used can be used transparently and effectively.

Learn in the Smarketer Shopping Guide how to set up successful Google Shopping campaigns and which options are open to you for further optimisation. Learn how to save costs and further increase the reach and click-through rate of your product ads.

Your advantages:

- ✔ Google Shopping Ads basics explained simply
- ✔ Data feed optimisation for more efficient ads
- ✔ Marketing tips for brick-and-mortar shops and e-commerce
- ✔ Using Smart Shopping campaigns correctly
- ✔ Saving costs with Google CSS (Comparison Shopping Services)
- ✔ Professional strategies with RLSA, YouTube Ads, Merchant Promotions and more
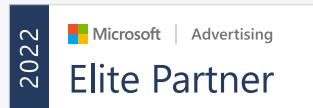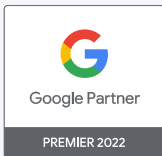
Enjoy reading,
Your Smarketer Team

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Microsoft
Microsoft Advertising
Global Partner Awards Winner
Smarketer
Global Channel Partner of the Year 2021

Table of contents:

900+ customers

200+ specialists

100% enthusiasm

120% performance

10 Years experience

100% ads management

Your smart advantages:

- ✓ **Commitment through performance, not through contracts**
- ✓ **Performance-related remuneration**
- ✓ **No limit on keyword & texts**
- ✓ **Two personal contact persons**
- ✓ **Free AdWords analysis**

Multiple awards
from **Google**
and **Microsoft**

4

Don't leave your success to chance!

Smarketer is the largest pure Google Ads agency in the DACH region and has been the growth driver for SMEs for 10 years. With 200 highly specialized experts, we develop solutions as well as strategies for more than 900 customers from a wide range of industries. As one of the most important performance agencies, specializing in Google & Bing, our successes are measurable, which is confirmed by multiple awards.

We develop your individual marketing strategy on Google Ads and Microsoft Advertising.

Google Search	Google Shopping & CSS	Microsoft Bing Ads	YouTube	Conversion rate optimisation	Google Hotel Ads
Google Display Ads & Remarketing	Google App Ads	MyBusiness	GMail Sponsored Promotions	FAST Tracking	Google for Jobs

Advice:

Seminars	Trainer	Rent a Smarketer	Technology	Internationalization

Google Shopping

Google Shopping is one of the most successful Google Ads products and allows advertisers to place highly relevant ads for their products. In order to be successful with Google Shopping, the ad visibility and expenditure should be specifically controlled. The continuous development of the product data feed also plays a decisive role.

Google Shopping ads present all relevant information that is important for a purchase decision in one view. Also the position of Google Shopping ads - above the search ads - leads to the fact that the customer receives a visual answer to his search. The following information is visible in the results: product image, price, shipping conditions, provider, etc.

Any good shopping campaign improves the efficiency of advertising expenditures across the entire product catalogue by running negative keywords and bids by time of day (ad scheduling), different locations (geo-targeting) and different consumer devices (mobile customization). The main task is to increase the visibility of best sellers and pay less for the clicks of poor performers.

The introduction of the priority system enables advertisers to separate valuable search queries from expensive search queries by the use of negative keyword lists, without completely abandoning expensive keywords. This manual exemplifies our company's Google Shopping strategies and serves as a guide for all those who want to work successfully with it.

Google Shopping campaign structure

The structure of shopping campaigns can be different:
One option is to break down each campaign and ad group, by product groups or other attributes.

Advantages:

- ✔ Good prerequisites for bid management
- ✔ Clear structure
- ✔ Easy handling and division
- ✔ Fast possibility to adjust bids on all levels

Another option is to break it down into multiple campaigns and ad groups:

Advantages:

- ✔ Targeted use of keywords to be excluded
- ✔ Targeted budgets per ad group
- ✔ Own campaigns/ad groups for best sellers

Many advertisers often use the combination of just one campaign and one ad group for Google Shopping. This is then further broken down by product groups to create a granular structure.
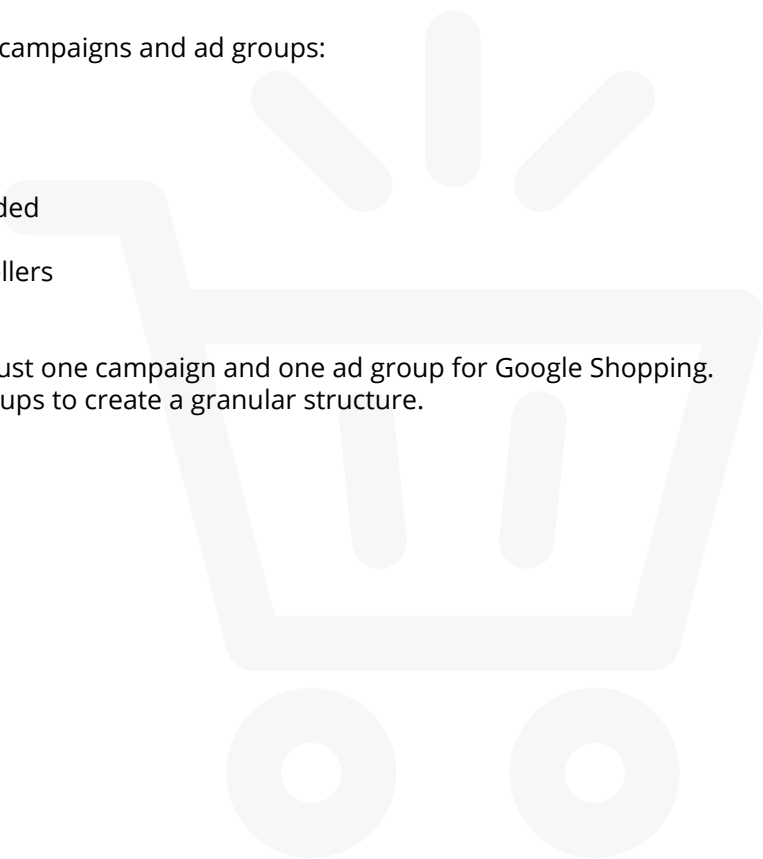
Google Shopping CSS
Essential for Google Shopping in Europe:
What are CSS and who is it suitable for?

All e-commerce merchants running Google Shopping should take advantage of CSS. Comparison Shopping Services (CSS) are services that collect product offers from online merchants in order to send users to the merchants' websites to complete the purchase. A CSS portal is therefore a price comparison portal where different products and services can be compared.

Save yourself the 20% Google margin - with a CSS partner

Google Shopping itself is a CSS, which retains up to 20% of the click price (CPC) as its own margin. By using a CSS partner like Smarketer, this Google margin of up to 20% on the CPC is eliminated, making your bids much more efficient.

Google enables merchants of CSS partners to display shopping ads in the search results page via a merchant centre. These ads are then no longer marked with „from Google" but with „from Smarketer".

| Merchant | Provider | Click Price | Better placement of your product ads |
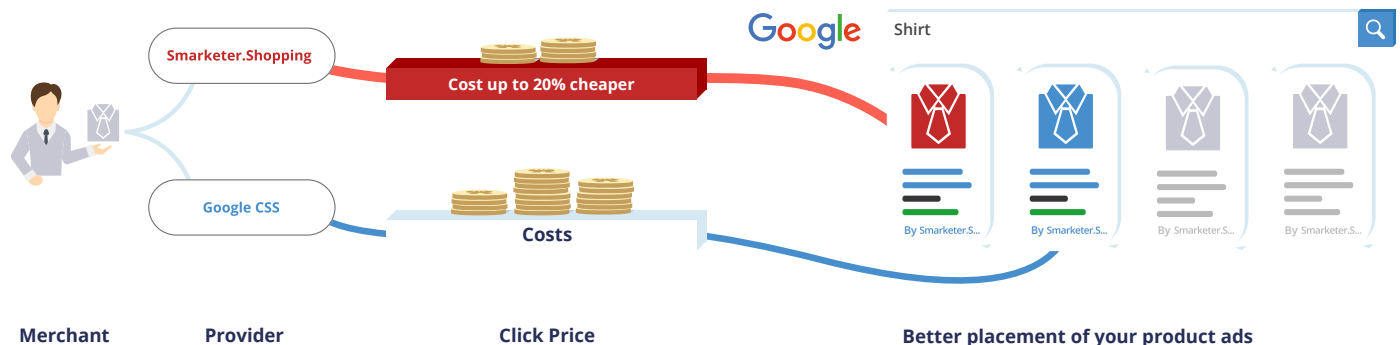
Advantages of a CSS partner:

✔ Higher reach and more impressions for your shopping ads

✔ More clicks on your ads, due to stronger playout

✔ Lower click price (up to 20%) due to margin savings

✔ Conversion is uncomplicated, fast and does not change anything in your shopping ads

Up to
20%
less costs
for clicks

By **smarketer.shopping**

Comparison Shopping
Premium Partner

Mobile visits

In Google Ads, „desktop visitors" have always been the solid basis for sales. Convenience and trust has driven customers to ultimately make the purchase using their internet browser on their computer or laptop. In recent years, shopping via smartphones has become more important. Smartphones with larger displays, a faster internet connection and optimised websites for smartphones facilitate the buying process.

What do you do with your smartphone on the train or during your lunch break?

The smartphone is now the starting point for many people's product searches. A first comparison of products, prices and shops is usually carried out quickly and „in passing" on the smartphone. That's why it's so important to be visible to potential customers here as well.

The development also shows that trust in smartphones is increasing and the mobility factor is winning.

At the start of a Google Ads campaign, the focus is usually on cost-revenue efficient desktop traffic. Therefore, bid adjustments for mobile traffic ranging from -30% to -50% - depending on the mobile page of the online shop.

As soon as the performance in the account has stabilised, traffic via mobile devices is considered according to the sufficient data available. An isolated analysis of mobile traffic often shows lower CPCs, but also lower conversion rates and thus a poorer cost-turnover ratio (CTR).

Device	Bid adj.
Smartphones	-30 %
Tablets	-30 %
Computer	—

Source: Screenshot Google Ads Interface

However, as previously described, a higher mobile presence during product search can lead to improved overall performance. At this point, the impact of changing bid adjustments for mobile devices is explored through A/B testing.

Advertising scheduler & granular locations

Most advertisers already use geo-targeting and the ad scheduler. If you, as a Google Ads user, are not yet one of those who play out your Shopping campaigns regionally and prioritised by time, you should tackle this as soon as possible. There is no reason why you should spend the same on a click at 2:00 a.m. as you do during your peak business hours or the time of day when the highest sales are generated.

How can you use granular geo-targeting?

Store granular locations in your campaigns. For example, split Germany as a location into the 16 federal states and store each of these in your campaigns. The more user data you have collected via your Google Ads account, the more efficiently you can control the local performance in the Google Ads interface. In addition, you have the option to play out the campaigns only regionally.

Target region	Bid adj.
North Rhine-Westphalia, Germany	+10 %
Baden-Wuerttemberg, Germany	+4 %
Bavaria, Germany	-2 %

Source: Screenshot Google Ads Interface

Advertising timetable

By using the Google Ads advertising scheduler, you can analyse your campaigns on a daily, weekly and monthly basis. Just as with GEO targeting, you can bid up or down the campaigns via the bid adjustment for the respective periods, depending on the performance. For the structure, it is recommended to divide the day into 6 blocks of 4 hours each, in order to be able to carry out differentiated control. The more granular your structure, the higher the optimisation potential.

If you only have business customers, you can, for example, automatically switch off the campaigns at the weekend and increase the click prices accordingly from Monday to Friday. The more granularly the advertising schedule is divided into time blocks, the better you can analyse the performance and control your campaigns.

You also have the option of filtering the traffic, conversions and sales/leads of your provider site according to the respective device accesses and optimising the campaigns accordingly.

☐ Date and Time	↓ Bid adj.
Total: advertising planner	
☐ Thursdays, 08:00 to 12:00	+10 %
☐ Mondays, 12:00 to 16:00	+5 %
☐ Wednesdays, 12:00 to 16:00	+4 %
☐ Sundays, 12:00 to 16:00	-3 %

Source: Screenshot Google Ads Interface

RLSAs for shopping

Why should you use remarketing lists with Google Shopping?

(Remarketing Lists for Search Ads)

Visitors who have left their shopping cart or have already made a purchase on your website are more valuable than visitors who come into contact with the website for the first time. The use of remarketing lists is essential so that this value can be incorporated into the bid management of the shopping campaigns.

First of all, we need relevant and large lists. What are the technical conditions on the part of Google?

For a list to be considered in Google Shopping, it must contain at least 1,000 cookies. Therefore, do not plan combinations that never have a chance of meeting this requirement.

You can define how long a user or visitor is to be stored in a list. The maximum duration of the lists for Google Search and thus also for Google Shopping is 180 days.
In the Google Display Network, this is even 540 days. If you select a longer duration than 180 days, the users are automatically removed from the list after expiry.

The duration of the lists should always be in proportion to the relevance. A user who left a shopping cart 120 days ago can probably hardly remember it. Therefore, they are rarely more valuable than someone who left a shopping cart 2 days ago.

How can remarketing lists be used?

1. In order to bring returning visitors back to the website, it is necessary to use remarketing lists. There are two methods to use the remarketing lists.

    In the first method, it is necessary to „mirror" the shopping campaigns. It is important with this method that the „Alignment" functions are active in the settings. Only then will the users of the remarketing lists be addressed in the respective campaign.

The screenshot shows a shopping campaign for all brands and a mirrored variant for remarketing:
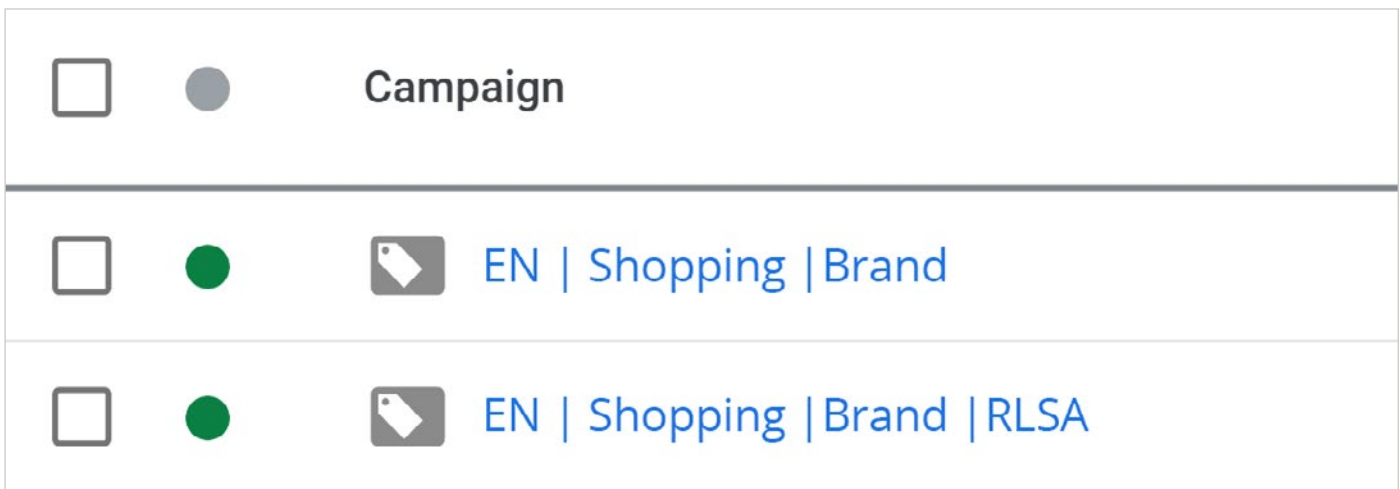
Source: Screenshot Google Ads Interface

2. The other method to use the remarketing lists in the campaigns is to store them as a target group. It should be noted that a remarketing list has a weighting. Here, the alignment is to be set to „observation". One advantage of this method is that the bid management target ROAS can be used more quickly.

Another approach in the strategic alignment of remarketing lists is to design campaigns or ad groups according to self-selected segments. The basic question behind this is: „Which signal is stronger?" Is it decisive which product was viewed or is it decisive at which point the user was in the buying process?

The actual product recedes into the background, the level at which the user is in the buying process comes to the fore.

Visitors to your website are added to the remarketing list

Personalised advertising on third party sites

Ideal segmentation

Segment I: Interaction values (page depth, dwell time, number of sessions)
Segment II: Product viewed/product groups viewed (brand A, brand B)
Segment III: Shopping cart abandoners (at which point did the user abandon? Address, payment method, checkorder)
Segment IV: Shoppers (number of orders, amount of shopping basket)

For Segment I, in addition to your own lists, the Engagement Packs from Google Analytics are also recommended. For segment II and segment III, individualised lists are necessary. For Segment IV, you can import helpful lists according to the number of purchases or the size of the shopping basket using the E-Commerce Pack from the Google Analytics Gallery (Import from Gallery).

Additional settings are necessary so that lists from Google Analytics can be used. The code may also need to be adjusted.

Source: Screenshot Google Analytics

You can find more information on this in your Google Analytics profile under the respective property and target group definitions.

Source: Screenshot Google Analytics
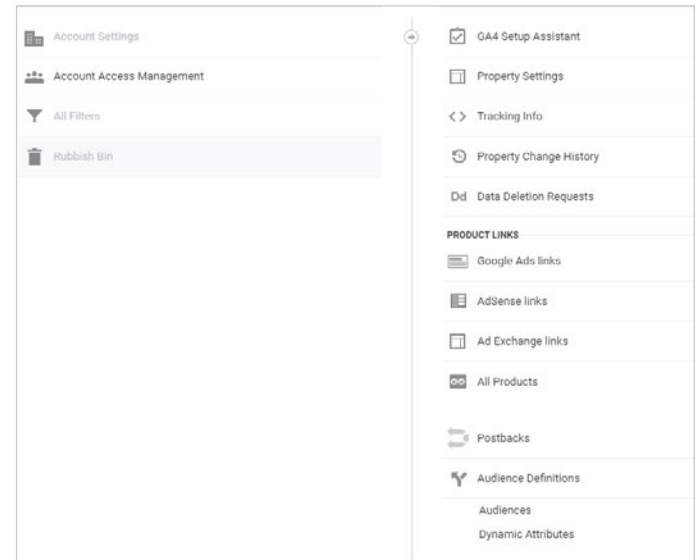
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Can performance be improved by the use of remarketing lists?

In the following screenshot, the shopping campaigns were segmented at campaign and ad group level. The conversion rates differ considerably in some cases; from experience, the shopping cart abandonment list has a higher conversion rate. It is therefore possible to bid much more aggressively and still profitably with certain user groups.

Source: Screenshot Google Ads Interface

How are remarketing lists created in the Google Ads interface?

To do this, go to the target group management area via the shared library. Additional lists can be created via the blue button. Thus, among other things, also for the addressed segments I to IV.
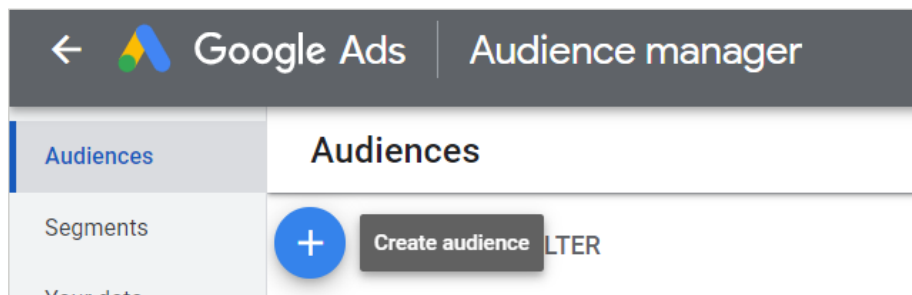
Source: Screenshot Google Ads Interface

Important: *Only create lists and combinations that have a chance. of meeting the minimum require- ment of 1,000 cookies!*

Display with local inventory
(Local Inventory Ads)

How online trade and local retail business are growing together

Global events, as well as technological advances especially in mobile devices, are bringing about a huge change in the world of commerce.

54%

of offline sales in Germany are influenced by online activities

With local ads, also called „ads with local inventory", you can show users near your shop whether the product they are looking for is available in your shop. By clicking on the ad, the user is taken directly to the product page in your online shop and thus receives all the desired information as well as the option to purchase. Particularly practical for the stationary trade: opening hours and a description of the way can also be stored.

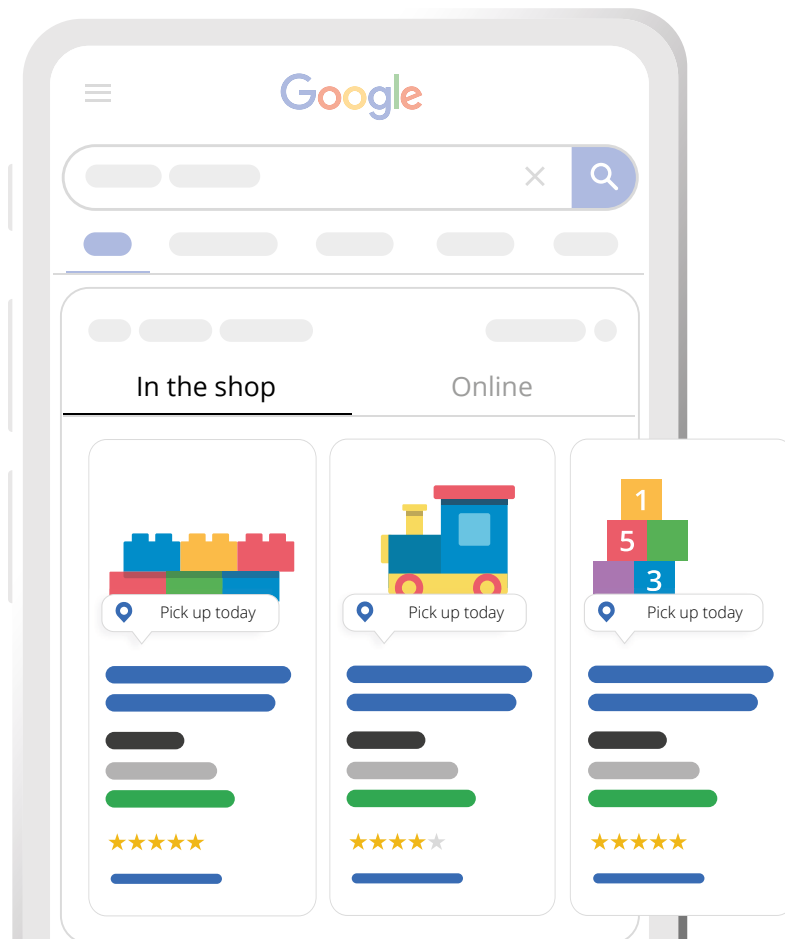**Consumers have changed their behaviour in shops:**

75% of consumers spend less time looking around the shop

65% combine multiple shop visits

30% spend more time planning their shop visits

This is what the ad format „Local Ads" offers you at a glance:

✔ **Show availability:** Your users can see immediately whether the product is available in your shop.

✔ **Present even without an online shop:** Google offers you the possibility to create a hosted seller page or to redirect directly to your website.

✔ **Buy online - pick up offline:** With the „Pick up today" function, your customers can pay directly online via your ad and pick up the item in your shop later abholen.

The merging of online and offline business will continue. We would be happy to work with you to develop a strategy to optimise your company for the future.

Google Shopping for YouTube Video Ads

Hardly any other platform has experienced such growth in recent years as the video portal YouTube.
Every month, 49 million users in Germany alone watch videos on a wide range of topics. This means that your target group is also represented there, because the number of users in Germany corresponds to 80% of the population over the age of 18.

Your online shop can also benefit from this develop-ment, as YouTube is part of the Google Ads network. One of the biggest advantages of YouTube is the ability to deliver ads to specific target groups that are at the appropriate point in the customer journey.

The format of choice: TrueView for Shopping

One of the quickest and easiest ways to be present with your products on YouTube is to use TrueView 4 Shop-ping campaigns. With this ad format, you present your products with a video ad and your products also appear as a so-called companion banner under or next to the video player.

To have your products appear there, you only need to link your product feed and your Merchant Center in the YouTube campaigns. There you also have the option of using filter options to display only specific and suitable products from your range.

Reach the right target group

As already mentioned, you can determine to which target group segments your YouTube Ads are played. For example, if your buyer group is primarily female and aged 24-30, targeting for demographic characteristics is available.

A combination of several target group alignments is particularly effective, especially if you want to address people who are already further down the conversion funnel. For example, with Custom Audiences you can also combine user signals with demographic characteristics if your target group segment not only includes a specific gender and age, but should also have shown buying signals for your product group.

Demographics

People of a certain age, gender or parental status

(Custom) Affinity Audiences

Reach target groups with key interests

Bid-Management for shopping

Do you still set manual bids?

No one likes to give the wheel out of their hands. However, there are technologies that are superior to manual bid optimisation. The basis for this is conversion tracking including sales. Alternatively, the import of performance data via Google Analytics is also possible. Some of the most urgent questions can still be answered by oneself and taken into account accordingly in campaign and bid management.

Which time of day is stronger? How well does mobile traffic work? Are there differences by region?
For which products is the ratio of advertising costs to sales generated profitable, and for which is it not?

Google Shopping can fall back on Google's own bid management target ROAS (Return on Ad Spending). The correct use of target ROAS strategies can bundle these and many other signals into an optimal bid. With target ROAS, it is possible that a bid adjustment is made at the level of a search query.

Recommendations for the use of ROAS:

- Collect data for 4 weeks before launching the strategy

- Conversion tracking with sales

- Select a campaign structure where the lowest segmentation still achieves 200 clicks/week.

- Do not change the campaign structure for approx. 2 weeks after the start.

- Divide products with similar prices into groups

- At least 15 conversions in the last 30 days, we recommend 30-50

- The more homogeneous the shopping baskets, the better for the ROAS target

- Do not set desired values, but stick to the suggested

- Targets that are displayed on the basis of the last 30 days.

- Depending on the volume, but evaluate performance after 7 days at the latest

The Overflow model
Targeted keyword exclusion

Targeted keyword exclusion

Keyword exclusion is an important and frequently used optimisation measure by advertisers. Usually, keywords to be excluded are used to prevent the ads from being displayed for undesired or irrelevant search queries.

For example, an online shop that exclusively sells Nike running shoes would add other brands such as Adidas or Reebok as keywords to exclude to prevent inappropriate clicks.

The Overflow Model

The use of keyword exclusions in the sense of an „overflow model", on the other hand, refers to a cross-campaign, targeted canalisation of search queries. The use of an overflow model means a more aggressive and targeted broadcast of the product ads for relevant search queries.

Question: „Why should I make additional effort for Google Shopping? After all, my products will also be played out if I only use a single Shopping campaign with no keywords to exclude!"

That is of course correct. If you set the bids high enough, your products will be found in Google Shopping and will probably sell. However, the questions are: How expensive will a sale be for you? Which search queries lead to a sale of your products and are thus more valuable than other search queries?

The performance of the search terms can be seen in each account under the keywords or dimensions tab and offers valuable information to the advertiser.

Let's say you sell jeans trousers. Based on the keyword reports, you find that the most sales at the lowest cost per sale are generated by long tail searches that include the brand and product name.

1 Take for example „women's jeans" vs. „Lee Toxey Super Skinny women's jeans". In this case, the second search query emits a much higher propensity to buy and indicates that the shopper is moving from the research stage to the purchase stage.

An important example of use is a seller who offers several brands in his online shop. This seller may believe that Boxfresh sneakers sell very well. For this reason, they want to choose a more aggressive strategy for these branded products.

Research stadium ① **Purchase stadium**

It is also possible that our supplier is convinced that a very specific Boxfresh model, the „Boxfresh Spencer",
sells very well and therefore also chooses an aggressive strategy for this product.

1 In the first example, we block all search requests
containing „Boxfresh" in campaign 1, so that they run
into the second campaign. In this campaign, the bids
are higher and the priority is lower.

2 In the second example, we additionally block the
product name in campaigns 1 and 2 so that the search
query „Boxfresh Spencer" is directed to the third
campaign. Here the bids are highest and the campaign
priority is lowest.

A simple and easy implementation of the described overflow model can be realised by creating lists of brands and product names in the Google Ads account under „Shared library" under „Keywords to exclude for campaign". These can then be easily added to the respective campaign.

The **priority setting** of the shopping campaigns is also **important** for the implementation.

As shown in the previous diagram, this must be set to „High" for campaign so that all search queries collect here and the long tail queries „spill over" into the next campaigns by using the exclusion lists.

An „overflow model" thus makes targeted play for long-tail search queries possible, although Google Shopping bids on products, not keywords.

On the other hand, the short-tail search terms are not lost through a multi-level model, since, as described, all queries initially end up in generic campaign 1.

The use of exclusionary keywords has become a ubiquitous part of shopping campaigns, but this approach takes your campaigns to a new level.

Select a campaign priority ⑦

○ Low (default) − Recommended if you only have one Shopping campaign

○ Medium

◉ High
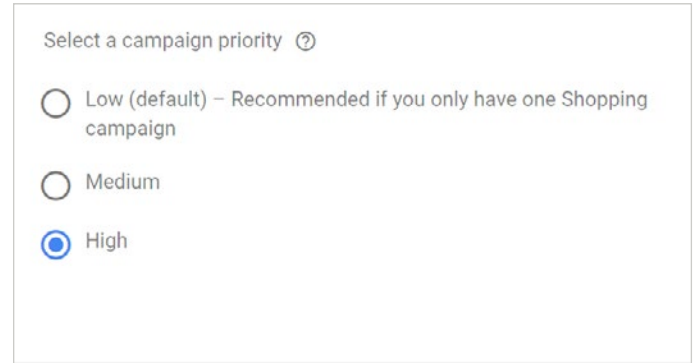
Source: Screenshot Google Ads Interface

Smart shopping campaigns

A further step by Google in the area of automation are the Smart Shopping campaigns, which have been available since spring 2018. This is a mixture of the Shopping ads in Google Search and Responsive ads of dynamic remarketing. The ads are played out in Google Search, in the Google Display Network (GDN), on Gmail and on YouTube.
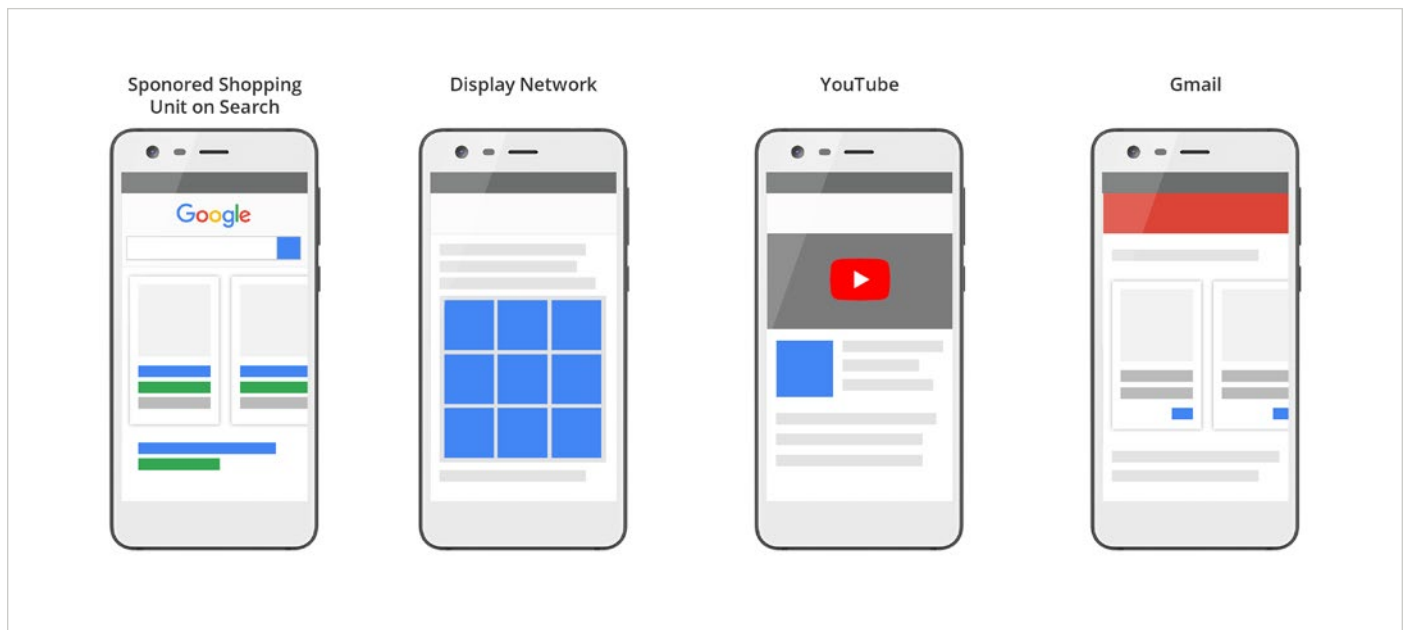
The display of the ads is determined by the Google algorithm. There are the following possible goals for the settings. Either a target ROAS is defined or the option of maximising the sales value is selected.

Advantages:

✔ Easy creation of the campaigns

✔ Bids completely automated on target ROAS or revenue maximisation, i.e. data-driven machine learning

✔ Potentially large reach through the connection of all Google products
(Search, Display, YouTube, GMail)

Disadvantages:

• Lack of transparency: Due to the automatic playout and the lack of detailed views, it is not possible to see the search terms or placements for the playout.

• It is not possible to see the search terms or the placements for the playout.

• No exclusion options: neither search terms nor placements can be excluded.

• Prioritisation of campaigns: It is not possible to prioritise the shopping campaigns, as there are no prioritisation options.

• There is no possibility to exclude keywords.

• Little influence: No sales can be accelerated in the short term due to automatic targeting.

It is precisely the low level of active influence and the lack of transparency of the detailed views that make optimisation of the data feed more important.

Optimising the data feed

To ensure the data quality in your shopping feed, you must pay attention to the completeness of your general product information. These are listed in the following illustration:
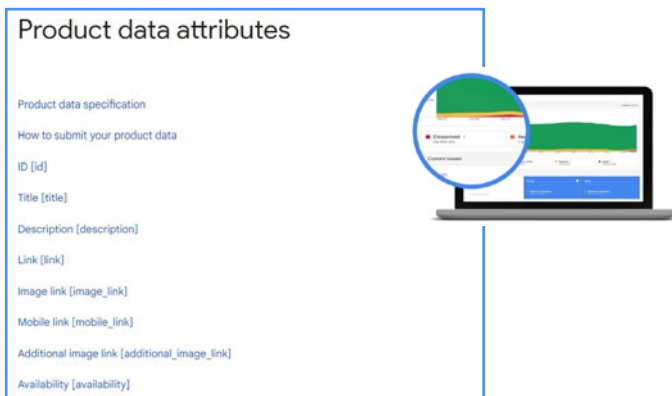
In addition to the general product information, there are the so-called „clear product identifiers". These include the Global Trade Item Number (GTIN), the Manufacturer Part Number (MPN) and the brand of the product. At least two of these product identifiers are required for your shopping feed.

However, in addition to completeness, there are also optimisation possibilities for the data feed.

Optimisation tips for attributes

In addition to the predefined attributes, there are also tips that you should take into account in order to optimise your shopping feed. The following illustration lists the respective tips for designing the attributes:

Attributes	Tips for optimisation
description	Detailled product descriptions (full use of 5000 letters)
google-_product_category	Use the Google categories - categorize your products in „Google language"
brand	Brand, not retailer
availability	Availability has to be shown, otherwise products are not displayed
mobile_link	Mobile landing pages - mobile / tablette
Additional_image_link	Second image URL as a Backup

Optimisation tips for attributes

The predefined attributes

category	recommended structure	example
clothing	brand + gender + product type + attribute (colour, size, material)	Ann Taylor Women's Sweater, black, size S
consumables	brand + gender + product type + attribute (weight, number)	Twinlab Mega CoQ10 100 capsules
Consumer Goods	brand + gender + product type + attribute (size, weight, number)	Charles & Ray Eames + chair + depth: 59 cm, height: 80 cm, width: 61 cm
electronics	brand + attribute + product type + model	Samsung 88" Smart LED TV with 4k SUHD 3D Curved Screen" (UN88JS9500)
season	occasion + product type + attribute	mother's day - personalized jewellery case, silver

| Merchant promotions

With merchant promotions (offers), you can convince your users with special offers on the search results page. If these offers are activated, they appear as additional text in your product display on Google.

If a user clicks on your offer, a pop-up window appears in which, for example, the discount code is redeemed. With just one more click, the user is taken to the product page and can immediately buy the discounted product.
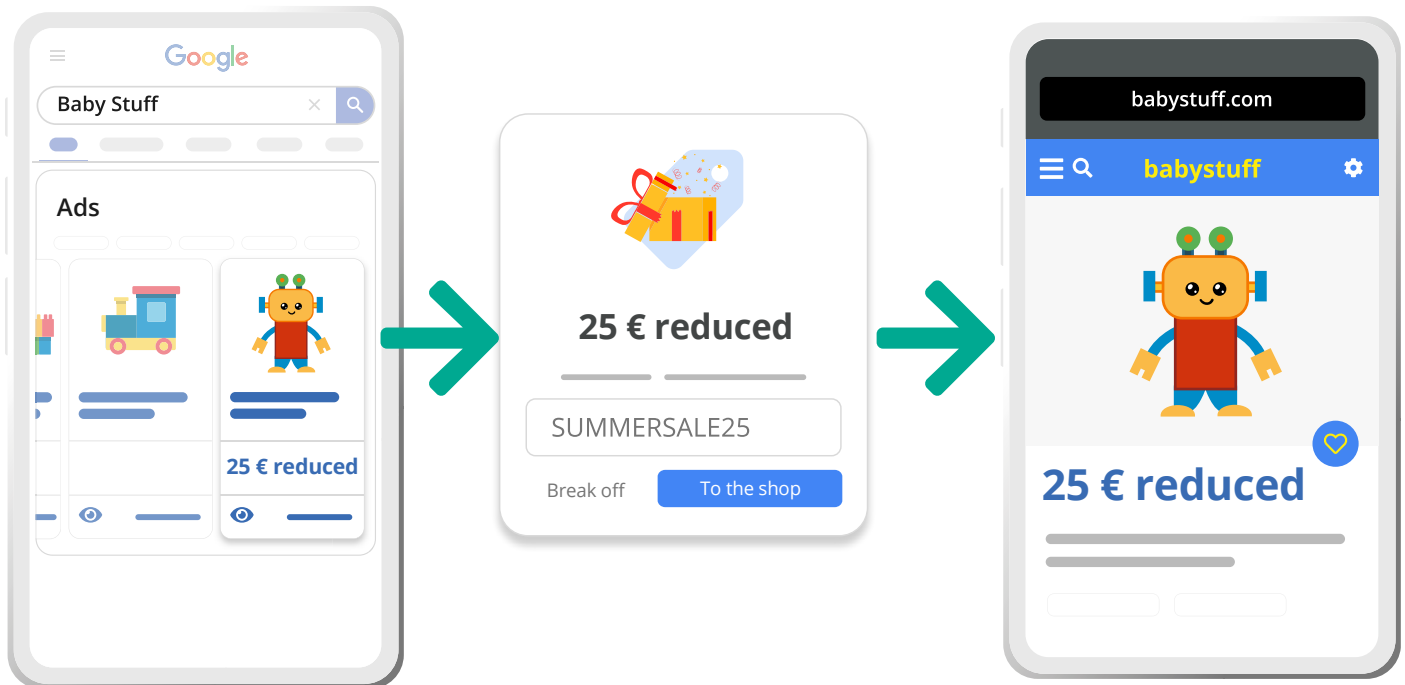
What are the benefits of special offers in product ads?

✔ **Higher click-through rate:** Your offers generate a higher level of attention and let your users click on the ad significantly more often

✔ **Higher click-through rate:** Your offers generate a higher level of attention and let your users click on the ad significantly more often

✔ **Optimised for all devices:** Reach your users on desktop devices as well as on mobile devices.

How to use the special offers

To use the Merchant Promotions, you need an active product feed in the Merchant Centre. You can choose from these offer types:

✔ Discount offers: Percentage discounts, cashback promotions, 2-for-1 promotions or buy item and get discount on another item.

✔ Free or discounted shipping

✔ Gift cards or gift items with a certain value

As soon as you have activated your ads, they will be checked again by Google.

Consulting & performance for online marketing across all of Europe

Expand internationally thanks to Smarketer

Be successful internationally with Google ads!

You would like to grow internationally and target new markets? Thanks to Google Ads you can get into the business! We will help you find the right target market, support with set-up and the optimization of your international Google campaign and implement your international advertising strategy.

Repeatedly awarded by Google & Microsoft

Take advantage of our experience as a Google Ads agency in many different industries:

MOTO INTEGRATOR
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MEDION®

NORMA

IKANO BANK

audible
an amazon company

GARMIN.

MEY & EDLICH 1870
einfach gut angezogen

reBuy

And many more satisfied customers

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Case studies

MOTO INTEGRATOR
POWERED BY INTERCARS

About the client.

MotoIntegrator is a retailer of car parts with an exceptionally wide range of products, focusing on car models from european, american and asian manufacturers.

The challenge:

Increasing traffic and sales with the same ROI targets - scaling the campaigns with the same ROI target which focuses on car models from european, american and asian manufacturers.

The procedure:

Introduction of the CSS programme and the SSC with Topseller at the same time.

Results:

42% more traffic & 30% more conversions, while CPCs and ROI remained stable. The impression share more than doubled at the same time.

" *We are very satisfied with the agency's comprehensive service for us in the general area of Google Ads and Google Shopping. Among other things, the successful conversion to the Smarketer CSS and the further support for it. This conversion enabled us to generate a very solid upswing. Furthermore, it is the monitoring of the changing market - especially in times of a pandemic - and the ability to react to what is happening around us and the continuous optimisation of the campaigns that we value very much."*

Cleverlog-Autoteile GmbH

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The Google Ads market leaders

Contact us

Thank you for your attention and good luck with your shopping campaigns!

We are happy to be there for you at any time.
Write or contact us. We look forward to hearing from you!

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