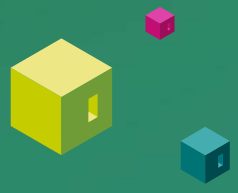
IntelligentReach

ULTIMATE GOOGLE SHOPPING OPTIMISATION GUIDE



ABOUT INTELLIGENT REACH

INTELLIGENT REACH IS AN AWARD-WINNING PRODUCT MARKETING PLATFORM USED BY HUNDREDS OF LEADING BRANDS, RETAILERS, AND DIGITAL AGENCIES TO DRAMATICALLY INCREASE DIGITAL REVENUE THROUGH PRODUCT DATA.

Intelligent Reach was founded with the core belief that getting products in front of relevant online buyers across key digital sales channels and marketplaces should just be easy.

It's why we've built the complete and intuitive Product Marketing Platform that empowers digital and e-commerce teams at brands, retailers, and their digital agencies, to dramatically improve their digital revenue through product data.

With unrivalled capabilities of building beautifully curated data feeds at scale, we drastically improve data quality, preventing brands and retailers from losing sales and helping drive incremental revenue.

With superior content experimentation on product titles, images, and types, we unlock extreme A/B and MVT testing agility to ensure product attributes really match how shoppers search for products to buy, leaving product performance down to science, not guesswork.

With real-time stock syndication and seamless order management, we help to build a flawless buyer experience.

Fast-forwarding 10 years from our launch, we're proudly driving performance through data. Our platform helps hundreds of leading brands and retailers like HP, Nike, JD, Miele, Myer, to seamlessly grow online across thousands of global and local channels.









> The remarkable service Intelligent Reach provides its users with a wealth of useful product data from all of the sales channels they engage in.
>
> *Christopher Southall (lead judge SaaS Awards)*

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1

INTRODUCTION TO GOOGLE SHOPPING

1.1 GOOGLE SHOPPING

SINCE THE FIRST MARKETS AND BAZAARS MILLENNIA AGO, SHOPPERS WERE ACCUSTOMED TO THE IN-STORE EXPERIENCE OF TOUCHING, FEELING, AND INSPECTING A PRODUCT PHYSICALLY. BUT TODAY, THE POWER OF E-COMMERCE COMPELS CONSUMERS WORLDWIDE TO PURCHASE ONLINE. SHOPPERS ARE GLUED TO THEIR GADGETS, CONTINUOUSLY RESEARCHING AND COMPARING ITEMS BASED ON IMAGES, PRODUCT INFORMATION, AND PRICE VIRTUALLY ANYTIME, ANYWHERE.

Google Shopping (previously known as Google Product Search) fulfils that need as a comparative e-commerce platform. **It allows shoppers to search, compare, and shop for products that businesses have paid to advertise on its platform.** Armed with keywords to type into a product search, shoppers submit what they're looking for to generate a Search Engine Results Page (SERP) full of organic listings and paid Shopping Ads that are deemed most relevant by Google's algorithm. Once a shopper clicks on a Google Shopping Ad, it takes them directly to the retailer's product landing page.

The biggest benefit of Google Shopping is that its high volume of traffic consists of shoppers looking to buy. But it's important to remember that to be successful, **you need to be appearing in the right place, at the right time.**

68%

of shoppers researching a product they want to buy do so **on Comparison Shopping Engines (CSEs)**[1], **predominantly Google**.



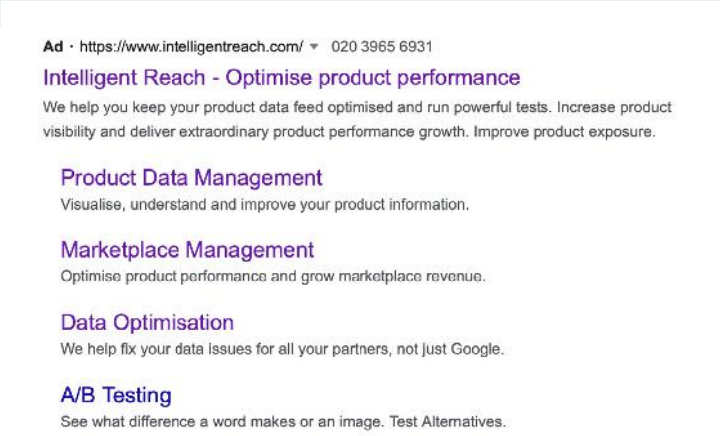
[1] *https://www.statista.com/forecasts/997051/sources-of-information-about-products-in-the-us*

1.2 GOOGLE ADS VS GOOGLE SHOPPING ADS

UNDERSTANDING WHAT AD TYPE BENEFITS YOUR BUSINESS

BOTH AD TYPES ARE POWERFUL FOR BRANDS AND RETAILERS LOOKING TO GROW THEIR ONLINE PRESENCE. BUT DEPENDING ON THE MATURITY OF YOUR BRAND, THE STAGE IN THE CUSTOMER FUNNEL YOU'RE ADVERTISING IN, YOUR DIGITAL AD SPEND AND GOALS, YOU'LL NEED TO THINK WISELY ABOUT WHICH TO INVEST IN.

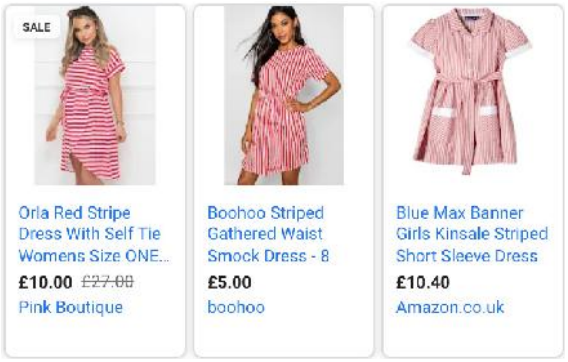
WHAT ARE GOOGLE ADS?

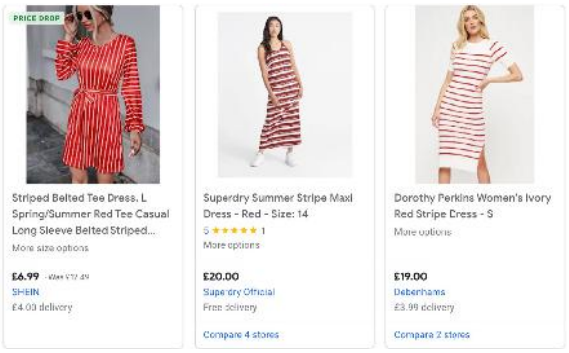


GOOGLE ADS ARE POWERFUL FOR BRANDING, MESSAGING, AND PROMOTIONS.

These are **text-based ads** that allow website owners to bid on keywords and get their ads displayed at the very top and bottom of standard Google SERPs. These are often used by e-commerce sites and brick-and-mortar store businesses.

WHAT ARE GOOGLE SHOPPING ADS?





GOOGLE SHOPPING **PRODUCT LISTING ADS**

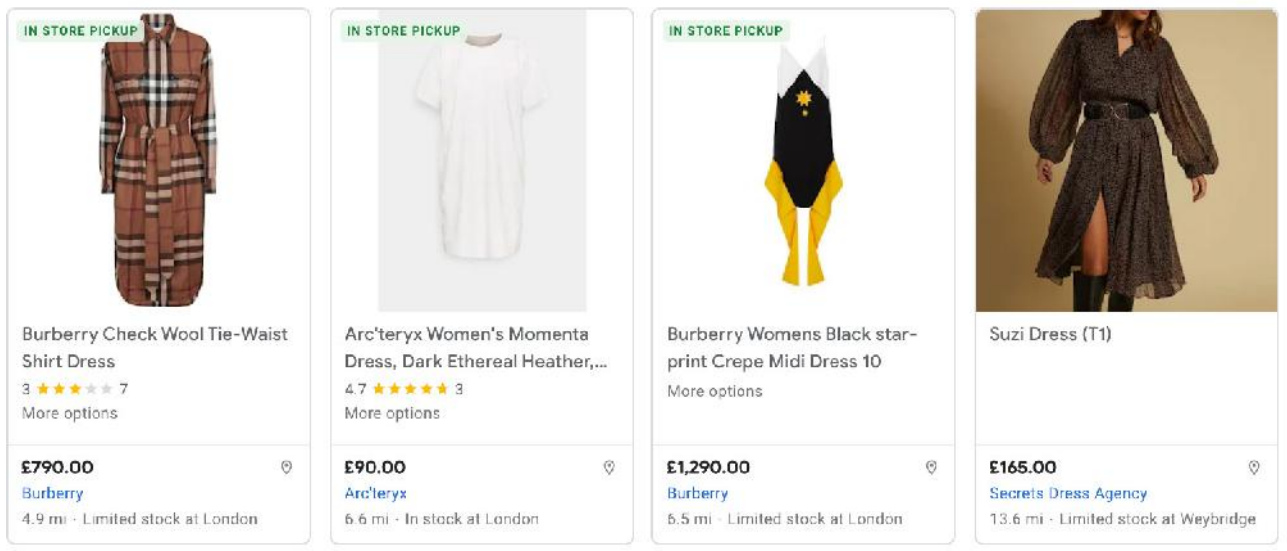
GOOGLE SHOPPING **FREE ORGANIC PRODUCT LISTINGS**

GOOGLE SHOPPING ADS WORK WELL FOR E-COMMERCE BUSINESSES WITH A LARGE NUMBER OF SKUS.

Google Shopping Ads are different to traditional text-based Google Ads. They come in the form of a thumbnail image, retailer name, product name, and price. Powered by a product data feed, these ads appear on Google Shopping, Google Search, Google Images, Google Search Partner websites, and across the Google Display Network, at a set CPC.

It's a highly competitive form of advertising that's less expensive. **But to get a good ROAS, you want to ensure your clicks convert to sales.**

DON'T FORGET ABOUT LOCAL INVENTORY ADS



LOCAL INVENTORY ADS (LIAS) ARE A FORM OF SHOPPING ADS THAT APPEAR WHEN SHOPPERS SEARCH FOR PRODUCTS "NEAR THEM" (AND GENERIC PRODUCT SEARCHES). IT HELPS YOU AS A RETAILER TO DRIVE ONLINE SHOPPERS INTO YOUR BRICK-AND-MORTAR STORES.

LIAs work like regular Shopping Ads, only they appear according to store proximity, opening hours, delivery options, and inventory. The store info comes from your Google My Business Listing, but the actual product ad information is powered and managed by a secondary data feed.

In 2021, searches for "shopping near me" have tripled[2], which is a great opportunity for brick-and-mortar businesses to capitalise on. Google has developed its Local Inventory Ad offering to help retailers meet these evolving shopping habits, by conveniently displaying their range of delivery or pickup options to the customer.

This has an impact on the buyer decision, so Google makes it easy to include any of the following:

- **CLICK & COLLECT:** Advertise your products, have shoppers purchase your item, and give them the convenience of picking it up in-store.
- **ON DISPLAY TO ORDER (ODO):** Advertise items that are displayed in-store, such as bespoke products which aren't available for immediate purchase and collection.
- **MERCHANT-HOSTED LOCAL STOREFRONT:** Direct shoppers straight to your website instead of your Google-hosted storefront.
- **PICKUP TODAY/CURBSIDE PICKUP:** Offer customers the option to collect orders based on their preference, whether it's at a store (Pickup Today) or in the car park, entrance, or drive-through (Curbside Pickup).

[2] *https://www.google.com/retail/solutions/local-inventory-ads/*

1.3 GOOGLE SMART SHOPPING

GOOGLE SMART SHOPPING IS BASICALLY THE SAME AS GOOGLE STANDARD SHOPPING BUT WITH MACHINE-LEARNING, AUTOMATION, AND LESS CONTROL

GOOGLE SMART SHOPPING IS BASICALLY THE SAME AS GOOGLE STANDARD SHOPPING BUT WITH MACHINE-LEARNING, AUTOMATION, AND LESS CONTROL.

Rather than manually setting priorities, groups, bids, and so on, Smart Shopping automatically takes your existing Shopping Ads and displays them where relevant across Google's networks: Search Network, Display Network, YouTube, and Gmail. This helps you achieve a better ROAS.

You can use both Standard Shopping and Smart Shopping, but Smart Campaigns take priority, so it's important to understand the key differences between them:

STANDARD SHOPPING ADS	SMART SHOPPING ADS
Gives you full control over your campaigns	Highly automated and fast
Manual set up	Automated set up
Full control over location targeting	Limited control over location targeting
Start from scratch	Needs historical data
Can add negative keywords in campaigns	Cannot add negative keywords in campaigns
Schedule ads is allowed	Cannot customise scheduled ads
Decide where to place ads on what network	Automatically decides where to place ads

> The new Intelligent Reach Data Connector for Google Ads has allowed us to integrate Google Ads performance data directly into our custom label strategy. We already knew that 56% of our products on Google Shopping were delivering 0 impressions, but by using the connector to apply dynamic custom labels to these items on a daily basis, we were able to generate incremental revenue through a fully automated strategy which now focusses on giving these lines the exposure they need to grow.
>
> *Kieran Stott*
> *(Paid Media & Marketing Manager, Roman Originals)*

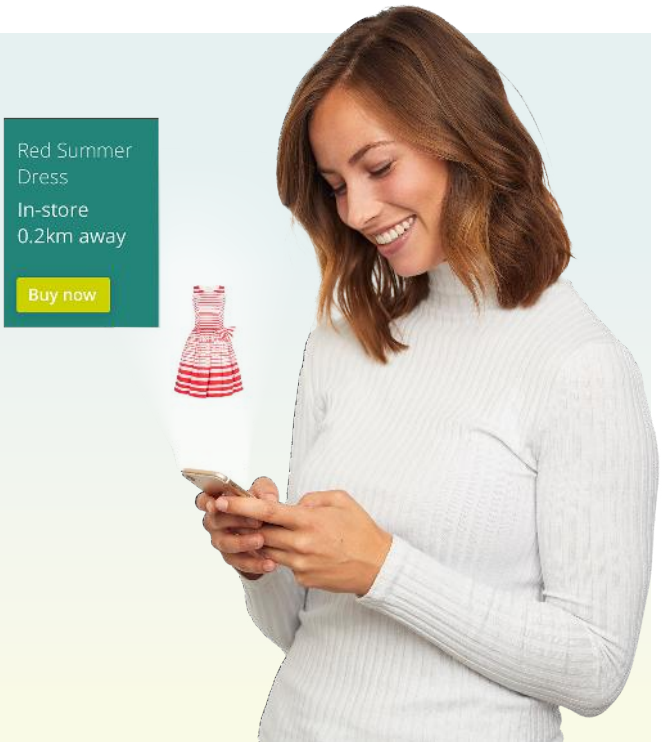
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WHY SELL ON GOOGLE

GOOGLE SHOPPING BENEFITS

2.1 GOOGLE SHOPPING WORKS!

YOU WOULDN'T BE READING THIS IF YOU WERE NOT AWARE THAT GOOGLE SHOPPING WORKS. 53% OF SHOPPERS SAY THEY ALWAYS RESEARCH BEFORE THEY BUY[3]. AS GOOGLE CONTINUES TO DOMINATE THE GLOBAL SEARCH ENGINE MARKET SHARE AT 92.47%[4], ITS POPULARITY AND THE TRAFFIC IT DRAWS MAKE IT A MUST IN EVERY E-COMMERCE PAID MARKETING STRATEGY. THIS HELPS YOU DIVERSIFY THE MARKETING MIX IN ORDER TO BE FOUND BY CUSTOMERS RESEARCHING AND LOOKING TO BUY.



Google has worked towards safeguarding the accuracy of its search engine. It aims to ensure that **the most relevant products appear in consumer searches** to improve the customer experience, making it a highly reliable shopping destination.

For brands and retailers with thousands of SKUs, it's the perfect space to get exposure to **huge volumes of traffic, build brand presence, and acquire new customers.** But these are just a few high-level business benefits. You really want to dig a little deeper into the benefits as a digital marketer.

In Q2 2021, Google Shopping Ad spend grew **15%** YoY, while Google Text Ads declined from **31%** to **7%**[5].

[3] *https://www.thinkwithgoogle.com/consumer-insights/consumer-trends/shopping-research-before-purchase-statistics*

[4] *https://gs.statcounter.com/search-engine-market-share*

[5] *https://www.merkleinc.com/thought-leadership/digital-marketing-report-q2-2021*

2.2 REAPING THE GOOGLE SHOPPING BENEFITS

MORE QUALIFIED CLICKS

Google brings in high volumes of traffic and engagement, as **Shopping Ads account for over 60% of a retailer's paid clicks**[6]. The Shopping Ad format of a product title, image, retailer, and price entice shoppers to click on your ad due to the relevant information provided. Think of it as the digital equivalent of inspecting a product. This means more qualified clicks that are likely to convert compared to a text-based ad, which tends to give too little information and zero imagery for shoppers to go on.

VISIBILITY AT THE TOP OF THE PAGE

Getting your ads surfacing to the top of product searches gives you the spotlight you want in front of shoppers. Doing this across Google's integrated network gives your ads the true exposure you're yearning for. Shopping Ads don't only exist on Google's standard SERPs. They appear on the **Google Shopping tab, Google Display Network, YouTube, search partner websites, and even in the price comparison Shopping service.**

EASY ACCESSIBILITY TO CONSUMERS

Google resides in our pockets. Being the tech giant that Google is, it's made online shopping virtually (and literally) a reach away by becoming **accessible from mobile devices, Chrome browser, and even in the voice assistant, Google Nest.** Shoppers are empowered to shop for products whenever and wherever they feel like it, whether it's a product they truly need, a good deal, or a spur-of-the-moment impulse purchase.

SHOPPERS LOOKING TO BUY

Google Shopping consumers are known to be high intent shoppers: they're looking to buy. Using high intent keywords in their product searches, sellers can match these through the accuracy of their product data attributes. This increases the relevance of your ad, product visibility, and new customer acquisition.

BRAND EXPOSURE CAN GROW

Having more than one product ad appearing in targeted product searches can help increase your brand awareness in the minds of the right target shoppers. This **doubles your exposure**, making your brand more dominant.

BETTER SEARCH EXPERIENCE CONVERTS BETTER

Before Google Shopping Ads turned to a paid model in 2012, they were suffering from a data quality problem. Generally, there were many inaccuracies within product search, with irrelevant products and out-of-stock items frequently appearing. This caused friction in the customer shopping journey. To tackle this, Google implemented **product data feed requirements for retailers** to adhere to, with **penalties for non-compliance**, which helped Google Shopping become a reliable channel.

Google's strict requirements for merchants enhance the user experience by ensuring that shoppers find what they're looking for rather than being bombarded by irrelevant ads. **The delight of easily finding products in the most frictionless way possible makes consumers trust Google (and your brand) and become more likely to convert.**

[6] *https://www.shopify.co.uk/blog/shopping-ads-google*

3

HOW TO GET STARTED ON GOOGLE SHOPPING

3.1 PRODUCT DATA FEED

TO LAUNCH YOUR SHOPPING ADS, YOU'LL FIRST NEED TO UPLOAD A PRODUCT DATA FEED FILE. THIS IS THE FOUNDATION OF YOUR GOOGLE SHOPPING CAMPAIGNS, AS DATA FROM THIS FILE IS ACTIVELY USED TO POPULATE YOUR ADS.

Shoppers seeing and inspecting your ads will base their purchase decision on the information pulled from your product data feed.

So, your first order of business is getting your product data feed in shape!

WHAT IS A PRODUCT DATA FEED?

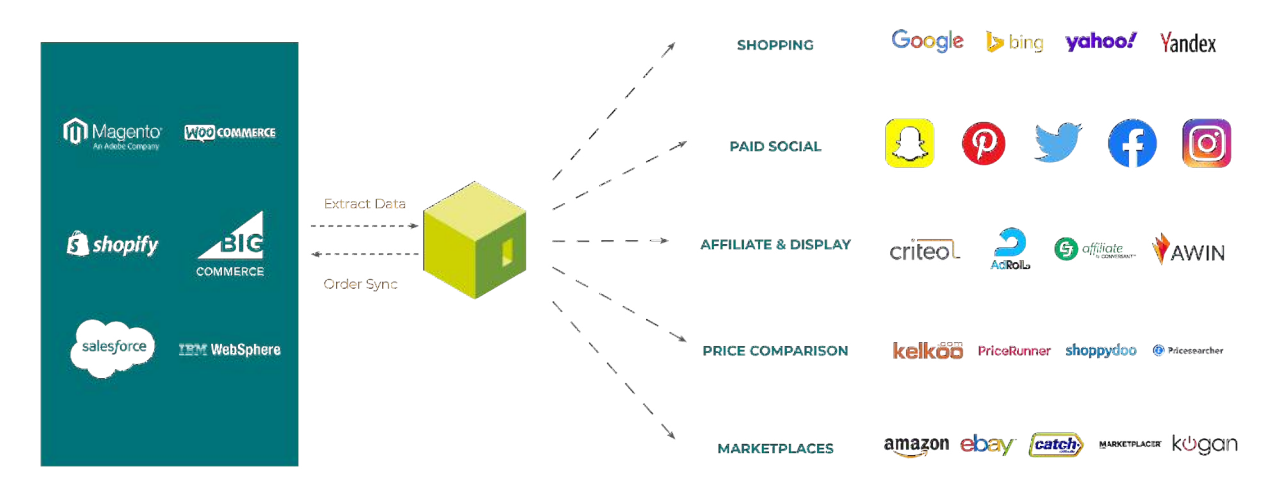
AN OUTPUT FILE FROM YOUR E-COMMERCE PLATFORM



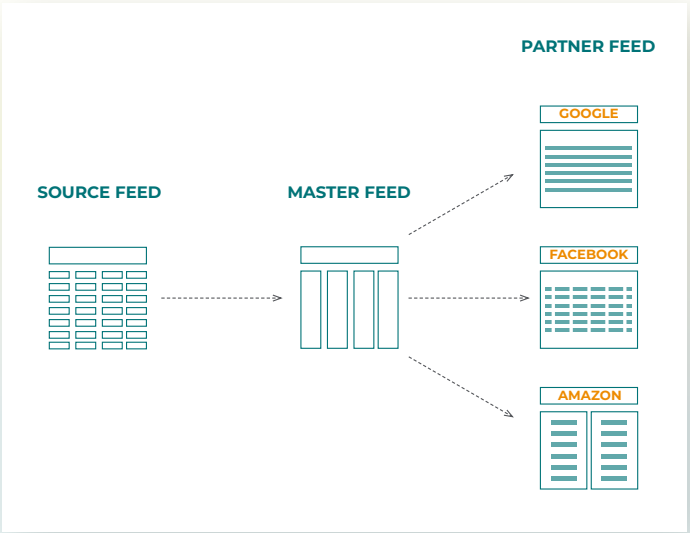
Google resides in our pockets. Being the tech giant that Google is, it's made online shopping virtually (and literally) a reach away by becoming **accessible from mobile devices, Chrome browser, and even in the voice assistant, Google Nest.** Shoppers are empowered to shop for products whenever and wherever they feel like it, whether it's a product they truly need, a good deal, or a spur-of-the-moment impulse purchase.

HOW TO CREATE A PRODUCT DATA FEED

There are three ways you can create and upload a data feed for Google. First, if you've got thousands of SKUs, manually inputting data into a spreadsheet will be a slow and painful way to start, so we'll skip past that. Here are the two remaining methods:



1. **DIRECT API CONNECTION:** If you're using e-commerce platforms like Shopify for your online selling, they usually have a direct content API connection with Google. It will automatically send your data over to the Google Merchant Centre from which a feed will be automatically created. But this may also replicate attributes meant for internal company use in your Google Shopping ads. That's not information you want in a data feed. Because of this, you'll need to do some optimising here, which we'll cover in **Chapter 5: Data Feed Optimisation.**



2. **USING A FEED PROVIDER:** Data Feed Management software, like Intelligent Reach, makes it easy to import your source data (or scrape it from your e-commerce website) and form a master feed. Feed providers vary in how they launch your ads. At Intelligent Reach, we utilise a Google Shopping Feed template. This also makes data available in the appropriate format for many other channels.

3.2 PRODUCT DATA FEED MANAGEMENT

WHAT IS IT?

PRODUCT DATA FEED MANAGEMENT IS THE DISTRIBUTION AND OPTIMISATION OF YOUR PRODUCT DATA FEEDS. IT'S THE FASTEST, MOST ACCURATE WAY TO CREATE A HIGH-QUALITY FEED THAT'S TAILORED PER CHANNEL. USING PRODUCT FEED MANAGEMENT SOFTWARE IS A MUST-HAVE FOR ANY E-COMMERCE BRAND AND RETAILER SELLING ON GOOGLE SHOPPING AND OTHER MARKETING CHANNELS.

INTELLIGENT REACH PRODUCT FEED MANAGEMENT

Optimise and test your data feeds at scale and list your products across 1,500+ channels including paid search, paid social, retargeting & affiliate networks, with no IT dependency. Our platform gives you:

FULL CONTROL OVER YOUR PRODUCTS

BOOSTS TO YOUR PRODUCT DATA HEALTH

ACCESS TO 1,500+ CHANNELS AND MARKETPLACES

POWERFUL A/B AND MULTIVARIANT TESTING



SELLING ON GOOGLE SHOPPING WEBPAGE

3.3 GOOGLE MERCHANT CENTRE

The upload of your product data and launch of your Google Shopping Ads is done through the **Google Merchant Centre (GMC)**. It's free to use for your product listings and allows you to provide more information about your store, shipping, and more. GMC lets you manage how your in-store and online product inventory is presented on Google.

3.4 GOOGLE ADS

Google Ads is Google's online advertising program where you can create Shopping ads to reach your shoppers. You can form and change your ad campaigns including your ad text, settings, and budget. With no minimum spend commitment, you can set and control your own budget and easily measure the impact of your ads.

By linking your Google Ads and Google Merchant Centre accounts, you can allow your product data to flow from GMC to Google Ads so you can use it in your advertising campaigns.

INTEGRATE YOUR GOOGLE PERFORMANCE DATA EASILY USING INTELLIGENT REACH

Our platform loves being fed data from different sources to make managing, analysing, and optimising your products easier. When you link your Google Ads account to our platform, it pulls your performance data via our Data Connector. This lets you easily visualise product performance at scale, understand what does and doesn't need optimising, and take action to drive results.

Download our data connector datasheet for picking the best feed provider for your specific needs:

DOWNLOAD DATA CONNECTOR DATASHEET

4

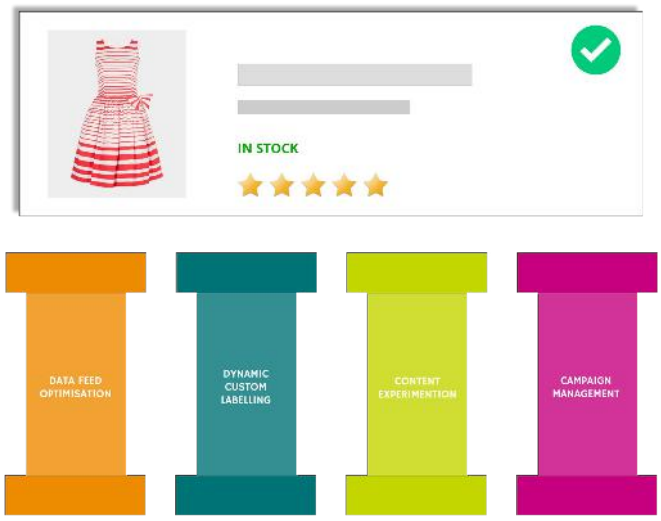
PILLARS OF SUCCESSFUL GOOGLE SHOPPING CAMPAIGNS

4.1 THE FOUR PILLARS OF GOOGLE SHOPPING SUCCESS

ADAPT, PIVOT, AND BE FLEXIBLE IN YOUR BUSINESS NEEDS

ROME WASN'T BUILT IN A DAY – AND NEITHER WILL YOUR GOOGLE SHOPPING SUCCESS. BUT BY NURTURING THESE FOUR ESSENTIAL PILLARS, YOU'LL BE able TO MASTER GOOGLE SHOPPING ADS AS A STRONG SOURCE OF SALES AND REVENUE.

But be warned: Neglecting one pillar will impact the other. It's crucial to nurture these collectively and continuously with the right tools and practices in place.



1. **DATA FEED OPTIMISATION:** Improving your data feed quality is crucial to get your ads working. High-quality feeds are attribute-rich and relevant to how your customers search for products. In a nutshell, this is what Data Feed Optimisation is all about.

2. **USING CUSTOM LABELS:** Custom Labels are not an inherent part of the general Data Feed Optimisation process or strictly related to Campaign Management. Instead, they provide an extra lever of control within your campaigns to enhance your Google Shopping optimisation efforts.

3. **CONTENT EXPERIMENTATION:** After you've covered basic Data Feed Optimisation, experimenting on your product attributes---such as Product Title, Product Images and Product Types---becomes a crucial part of channel optimisation. It's essential to test your ideas to see what does and doesn't work. Using the right methodology and experiments can help you effectively test your product content. With powerful A/B and multivariate testing, you'll be able to tweak your product attributes to improve impressions, clicks, and ROAS.

4. **CAMPAIGN MANAGEMENT:** The campaigns you run, how you structure these, what KPIs you look at, and your overall optimisation plan will determine the success of your Shopping Ads.

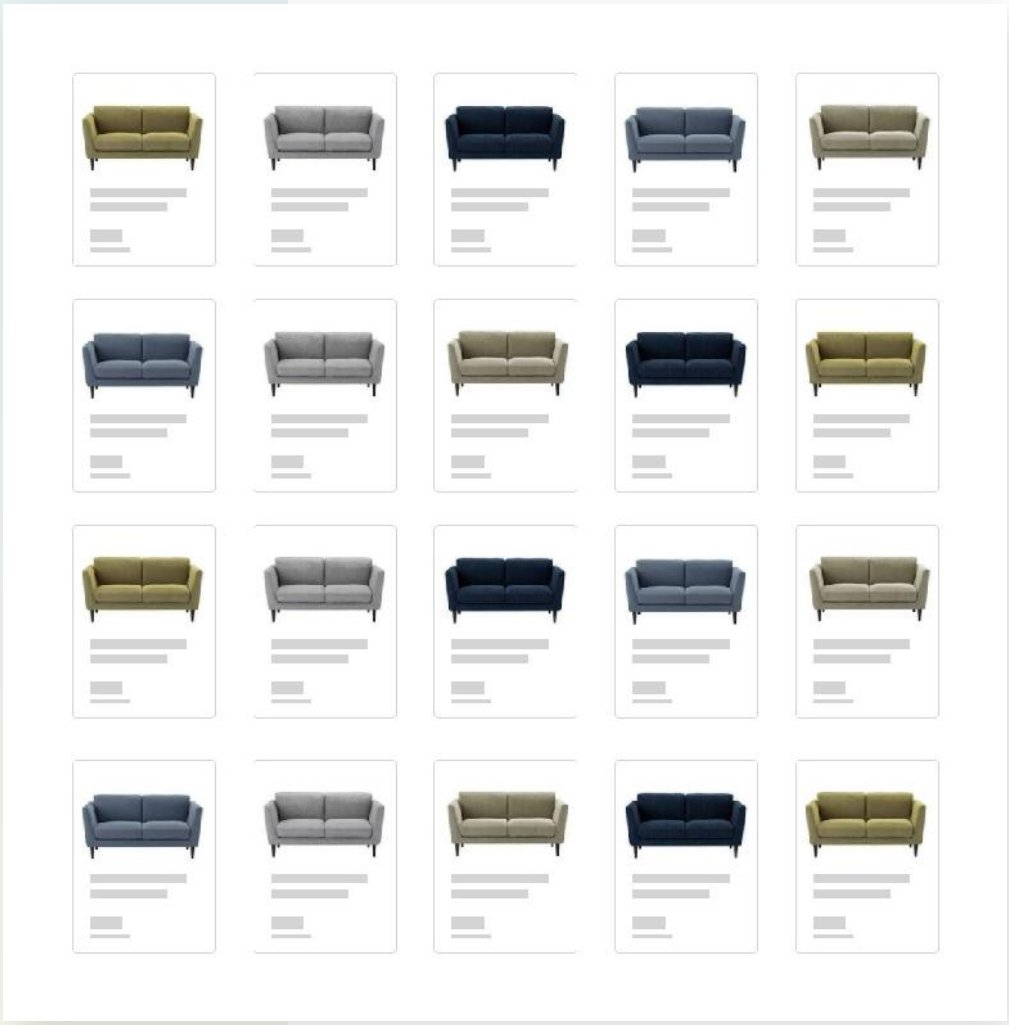
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DATA FEED OPTIMISATION

5.1 THE BIGGEST DATA FEED MISTAKE BRANDS AND RETAILERS MAKE

BRANDS AND RETAILERS ASSUME THAT SIMPLY HAVING A DATA FEED IS ENOUGH TO RUN ADS. BUT POOR-QUALITY DATA IS WHY UP TO 80% OF A BRAND'S OR RETAILER'S PRODUCTS HAVE LOW OR NO VISIBILITY ON KEY DIGITAL SALES CHANNELS.

The biggest mistake brands and retailers make is not revisiting their feeds to check their health. **Instead of solving the underlying data problem which could drive visibility, they opt to increase their bidding, making that ROAS hole bigger.**



5.2 WHAT IS DATA FEED OPTIMISATION?

DATA FEED OPTIMISATION IS THE CRUCIAL PRACTICE OF OPTIMISING THE UNDERLYING DATA FEED THAT POWERS A MARKETING CHANNEL, SUCH AS GOOGLE.

BY OPTIMISING YOUR DATA FEEDS, YOU CAN:

- Make your feeds attribute-rich and set them up in the right format
- Ensure that every mandatory attribute is provided
- Add optional attributes, such as Product Type, that improve product visibility
- Improve the relevance of your product attributes to your buyers. We'll touch on this in Chapter 7: Content Experimentation.

PICKING THE RIGHT FEED PROVIDER

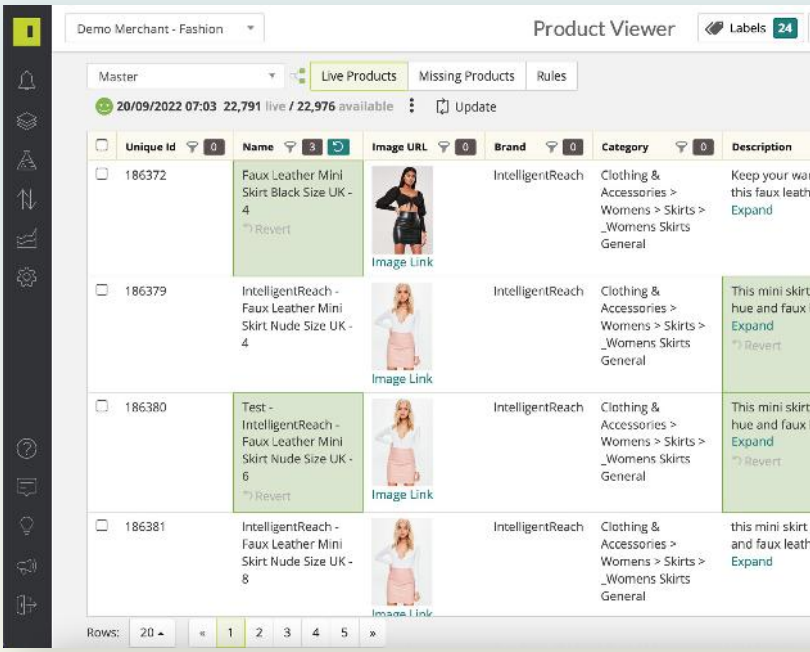
Choosing the right feed provider determines the success of your feed optimisation.

Download our essential checklist for picking the best feed provider for your specific needs:

DOWNLOAD CHECKLIST

DATA FEED OPTIMISATION IS EASY WITH INTELLIGENT REACH

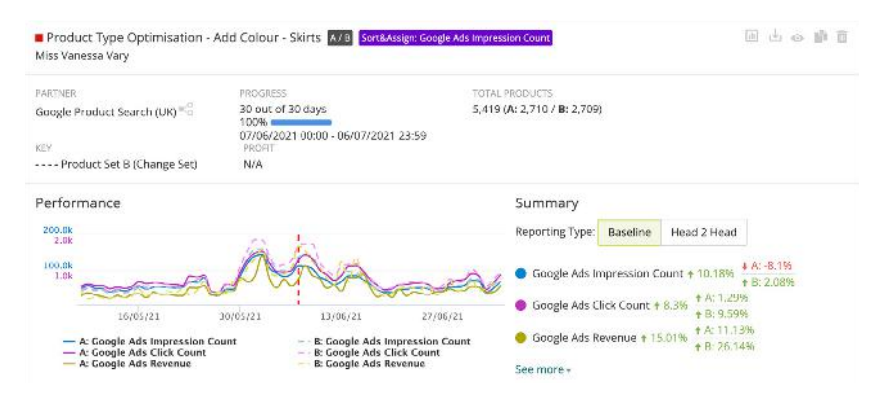
- Visualise, filter, and search through your product data in one place
- 1,500+ feed templates to seamlessly launch into new channels & marketplaces
- Instantly meet each feed requirement per channel and marketplace
- Manage and switch between different channels
- Easily monitor the quality of your feed, spot errors, and automatically fix these at scale



WHAT MAKES INTELLIGENT REACH DIFFERENT?

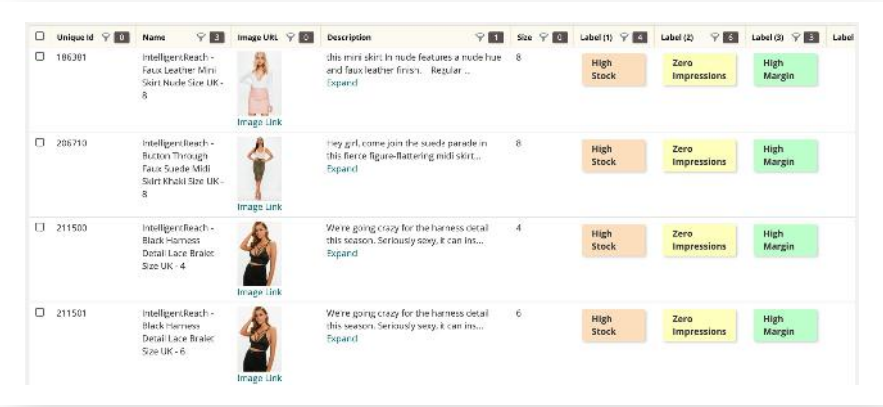
OUR POWERFUL CONTENT EXPERIMENTATION MODULE

Set up and launch A/B and multivariate tests within minutes on your Product Titles, Product Images, and Product Types. Our powerful Content Experimentation module makes it easy to find out the content in your ads that works best with shoppers, so you can easily roll out these changes.



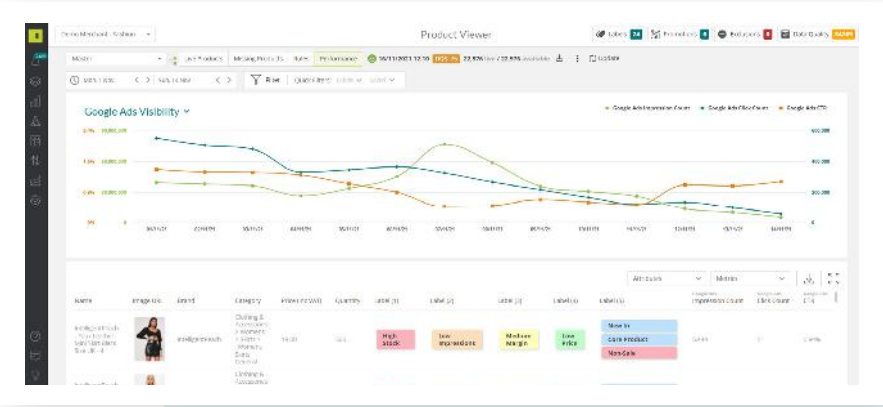
SEGMENTING PRODUCTS DYNAMICALLY

Our Label Manager makes it easy to dynamically segment and group products for effective campaign management. From there, you can apply rules and exclusions to better manage campaigns.



OBSERVE AND OPTIMISE PRODUCT PERFORMANCE

Use our Data Connector to pull your Google Ads performance metrics straight into our platform for performance-targeted optimisation. You'll be able to identify products based on their performance and use our label manager to group products---e.g. "high performers," "low converters," "zero impressions" ---and optimise accordingly.



EXPLORE THE INTELLIGENT REACH PLATFORM

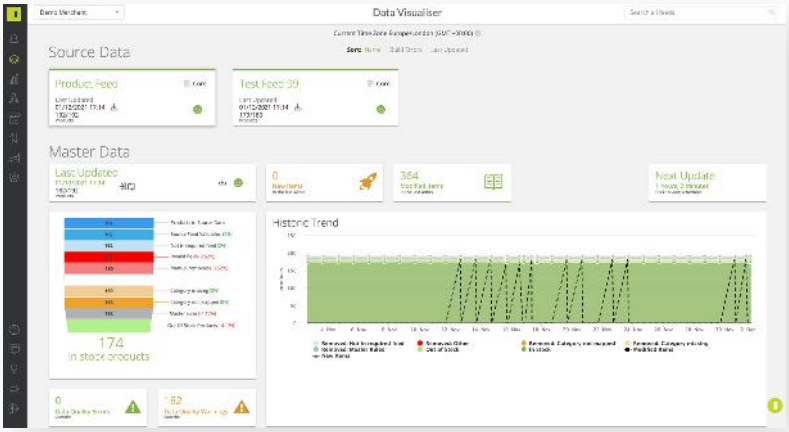
Discover our intuitive platform and gain full control over your feeds.

EXPLORE PLATFORM

5.3 COMMON MISTAKES IN YOUR DATA FEED

INCOMPLETE, INCOMPREHENSIBLE, OR IRRELEVANT PRODUCT DATA ATTRIBUTES

YOUR PRODUCT DATA FEED ATTRIBUTES ARE ESSENTIAL FOR MATCHING THE RELEVANT SEARCH TERMS USED BY SHOPPERS. BUT AS YOU'RE CONTINUOUSLY REPLENISHING AND UPDATING YOUR DATA, ERRORS CAN CREEP IN, WHICH LEADS TO MISPLACED ADS AND INVISIBLE PRODUCTS.



INCOMPLETE: Having half the story doesn't go down well with Google. Product data feeds with missing attributes have a massive negative impact on your product-level ads. In short, any products with incomplete attributes simply won't show, which means missing out on revenue opportunities.

INCOMPREHENSIBLE: Ever wanted a blue jumper and thought, "I know! I'll hop online to search for a cerulean jumper?" We thought not. Your product attributes need to contain clear, everyday terms your target audience would likely use to find that product, not the fancy words your creative team uses to describe them.

IRRELEVANT: This is different to incomprehensible attributes. Incomprehensive attributes can be relevant but not easily understood. Irrelevant attributes, on the other hand, don't provide shoppers with truly useful information due to their vagueness. For instance, having product types like "New In" or "Products Under £20" is too broad and vague for audiences to find what they're looking for. While we encourage you to add more details in your feeds, don't fill it up with ambiguous data. It'll just confuse things for you, consumers, and Google! This surfaces your products in the wrong places, making it harder for shoppers to discover them.

YOUR FEED LITERALLY MIRRORS YOUR E-COMMERCE WEBSITE

EXPORTING DATA FROM YOUR WEBSITE OR UPLOADING A FILE THAT IS A LITERAL REPLICA OF YOUR E-COMMERCE WEBSITE IS CERTAINLY EASY.

And---because you use this feed on your site---you'd think it would contain complete, consistent, and comprehensible attributes for offsite selling, right?

WRONG!

That's because an e-commerce website gives shoppers context, while offsite channels do not.

A feed that mirrors your e-commerce site would likely not be in the right Google Shopping format, would fail to match Google's taxonomy, and would contain attributes that are unclear to the outside world.

A feed needs to be universally understood.

SETTLING FOR MANDATORY ATTRIBUTES

MANDATORY ATTRIBUTES ARE ENOUGH TO GET YOUR PRODUCTS SHOWING BUT NOT ENOUGH TO HELP YOU MANIPULATE YOUR FEEDS AND DRIVE PERFORMANCE.

Having more optional attributes in your feed and making these relevant helps you build better visibility. It's important to leverage optional attributes whenever you can.

While Google does try to make launching your products as easy as possible, some details can get lost along the way. This is where optional attributes come in. They help you get control through more detail and override certain attributes for accuracy.

Take your stock or margin information, for instance. These two things aren't mandatory requirements of a Google feed, but they have a huge impact on the information Google picks up and how it does it.

PRODUCT CATEGORY INACCURACIES

KNOW ABOUT THE [GOOGLE_PRODUCT_CATEGORY] FIELD?

Every product needs to be assigned to a category. But you shouldn't rely on Google's automation to do so. This automation gives you little control and increases the chance of inaccuracies popping up based on other product data attributes. **If your feed isn't in its best shape, your products may even be assigned to an entirely wrong category**. So don't underestimate the power of supplying this optional attribute.

Google treats different product categories in a different way. Some categories may demand additional attributes due to advertising policies. If your products are in the wrong category and you're unaware of the extra attributes, your products can get disapproved. That's why it's crucial to keep an eye on these.

The only way to regain control and override this is by populating your feed with rich and accurate product data in the **[google_product_category]** field for each product. At Intelligent Reach, our machine-learning recommendations help you make these changes seamlessly, saving you time and improving accuracy.

This is an optional product data attribute that helps Google automatically assign your products into its taxonomy categories based on product titles, descriptions, and GTINs.

LACK OF PRODUCT TYPES

WHILE PRODUCT CATEGORIES HELP TO CATEGORISE YOUR PRODUCTS IN RELATION TO GOOGLE'S TAXONOMY, THE OPTIONAL [PRODUCT_TYPE] ATTRIBUTE ALLOWS YOU TO ASSIGN PRODUCTS INTO CUSTOM GROUPS – SORT OF LIKE YOUR OWN FILING SYSTEM.

This helps you **organise products for bidding, reporting, and optimisation. It also has an impact on product discovery, driven by the keywords you use.**

Using compelling and relevant keywords, together with a full breadcrumb path helps increase the chances of your product appearing. For example, if your products belong in 'Maxi dresses', list the full string:
Home > Women > Dresses > Maxi dresses.

Product Type should always be used, even if it is an optional attribute.

YOUR FEED IS TOO SIMPLE

NOT MAKING THE MOST OF YOUR FEED'S POTENTIAL IS LIKE BUYING A TREADMILL THAT GATHERS DUST IN THE BASEMENT. IT MEANS NO IMPROVEMENT IN RESULTS AND NOT GETTING MUCH FOR THE MONEY YOU'VE INVESTED.

A lack of labels, rules, and experiments gives you less efficiency and knowledge to work with in your Data Feed Optimisation. The more you test and learn, the more dynamic and effective your feed becomes.

NOT MAKING YOUR ATTRIBUTES RELEVANT TO YOUR AUDIENCE

WITH A FEED PROVIDER, OBVIOUS PRODUCT DATA ERRORS ARE RESOLVED QUICKLY, AT SCALE.

But the next thing you want to focus on is changing your product attributes---product title, product types, and product images---in a way that makes them relevant to your buyers. For example, most of the product title optimisation within the "Fashion" category is done by adding a brand name and size to the title. But how strategic are these? Are these actual game-changing tweaks?



5.4 OPTIMISING YOUR PRODUCT TITLES

PRODUCT TITLES HAVE AN IMMEDIATE IMPACT ON YOUR ADS

THE TITLE ATTRIBUTE IS THE MOST IMPORTANT TEXT PART OF YOUR SHOPPING AD.

The first 70 characters (max is 150 characters) in your product title are the most important. That's what customers will instantly see when Google displays your products, so you should strategically place your most impactful words at the front of the title.



YOUR PRODUCT TITLES IMPACT TWO CRUCIAL ELEMENTS:

- **Discovery:** Getting your products to show up for relevant shopper search queries
- **Engagement:** Clicks and site visits from shoppers

If the product title is accurate and has enough data that matches your buyers' expectations, you'll see an increase in impressions, clicks, conversions, and revenue.

WHAT SHOULD YOU FOCUS ON WHEN OPTIMISING PRODUCT TITLES?

Think about how you'd describe something you're looking for. Think about the descriptive words you'd use to narrow down the search. This is what Google's search engine tries to mimic.

OBSERVE AND OPTIMISE PRODUCT PERFORMANCE

Use our Data Connector to pull your Google Ads performance metrics straight into our platform for performance-targeted optimisation. You'll be able to identify products based on their performance and use our label manager to group products---e.g. "high performers," "low converters," "zero impressions" ---and optimise accordingly.

Note: Consider alternative keywords based on Google Trends.

THE KEYWORDS YOU CHOOSE TO INCLUDE

Once you've got an idea as to how your product titles are impacting your performance, you'll need to become a keyword wiz. You want to see what keywords are matching your target shopper queries. **Remember, your product title needs to be made up of relevant and accurate keywords.** This is for the consumers' and Google's sake!

THE STRUCTURE OF KEYWORDS

At Intelligent Reach, we call this the "permutations challenge." First, it's about getting the right combo of attributes to provide all the important information. Then it's about getting the first 70 characters right. Think of your product data attributes as LEGO blocks that you can use to assemble a product title. With so many possible variations, you'll want to find the one formula that works best in meeting consumer search queries and encouraging engagement. While there are some generic suggestions as to the order of attributes in your product title, being generic is simply following the competition.

You need to be leading the competition by discovering the perfect product title formula through testing. Depending on what you know about your target audience, you'll prioritise what goes first to capture their attention: Size? Colour? Brand Name? Something else?

Note: Remember that your product title needs to contain useful, non-promotional information that benefits your audience.



5.5 OPTIMISING YOUR PRODUCT IMAGES

PRODUCT IMAGES ARE THE FIRST THING YOUR SHOPPERS WILL SEE

THE TITLE ATTRIBUTE IS THE MOST IMPORTANT TEXT PART OF YOUR SHOPPING AD.

The **[image_link]** attribute: the biggest part of your Shopping Ad. For multiple images, you'll want to include the **[additional_ image_link]** attribute.

Feeling and touching the product are part of a shopper's decision-making process. While online shopping can't replicate this, your product images are as close as the shoppers will get. **Images instantly capture your target shopper's attention and help them make a decision.**

You can't make a first impression twice, so it's important to make it count. But it's not just about making your ad look appealing. You also need to meet Google Shopping's **product image requirements**.



WHAT SHOULD YOU FOCUS ON WHEN OPTIMISING YOUR PRODUCT IMAGES?

GETTING YOUR IMAGE RIGHT

Your product images need to clearly show what your products are. If you have different product variations (e.g. colour), it's important to reflect this in the product images you use.

IMAGE RESOLUTION

Poor image quality is enough to put shoppers off. You need to ensure that your products are presented effectively via professional-quality, high-resolution images.

PRODUCT IMAGES VS. LIFESTYLE IMAGES

Images used for Google Shopping should have a white background and focus on the product itself. (Other channels are less prescriptive, so lifestyle images may be appropriate.)

ADDITIONAL IMAGES

One image isn't enough. Shoppers usually need more context, so using different-angled product shots can help them in the buying decision.

5.6 OPTIMISING YOUR PRODUCT TYPES

PRODUCT TYPES ALSO HAVE AN IMPACT ON YOUR FEED



PRODUCT TITLES, DESCRIPTIONS, IMAGES, AND CATEGORIES SEEM LIKE ENOUGH TO POWER YOUR ADS. BUT THE OPTIONAL [PRODUCT_TYPE] ATTRIBUTE HAS AN IMPACT ON YOUR AD PERFORMANCE. IT IS KEYWORD-ORIENTATED AND HELPS GET YOUR ADS IN FRONT OF MORE SHOPPERS. ULTIMATELY, THIS CAN DRIVE ADDITIONAL IMPRESSIONS AND CLICKS

Essentially, **[product_type]** helps you inform Google of your own categorisation. Many retailers use their product type as the breadcrumb string that comes directly from their website navigation. But by adding more granular and relevant keywords to describe your product, you'll help Google better understand and use this data when surfacing your products in a product search. This may even help you dominate certain search queries.

With the ability to add up to 5 attributes, you can optimise your keywords in a tactical way to make these meaningful to Google's algorithms and get your products to appear where you need them to. Even the addition of a seasonal keyword or phrase to a product type (e.g. Christmas, Halloween, Summer, Winter, etc.) can significantly increase the number of Google Shopping ad impressions.

WHAT SHOULD YOU FOCUS ON WHEN OPTIMISING YOUR PRODUCT TYPES?

REFLECT YOUR BUYER'S SEARCH INTENT

Making these relevant to your buyers and Google is a win-win. It appeals to Google's algorithms and to your buyers, helping to surface your products in relevant searches.

FOCUS ON MAKING YOUR KEYWORDS RELEVANT

The keywords you use need to be relevant to Google's list of product categories. For instance, "Sale," "Under £5," etc. doesn't exactly tell Google or consumers what the product is. It needs to be relevant to the product itself rather than your onsite navigation.

GET GRANULAR IN YOUR PRODUCT TYPES

Getting accurate in every level of your category string helps clarify what your product data is and gives Google a better understanding of your categorisation. (E.g. "Dog > Dog Food > Dry Food > Treats > Biscuits")

ENSURE IT'S IN A FORMAT OF A CATEGORY STRING

A category string consists of text (Unicode) and reflects the product's category drilldown, e.g. "Home > Women > Dresses > Maxi dresses". This is a Google requirement. As such, make sure you add all important categories and subcategories to be as precise as possible in what you're telling Google.

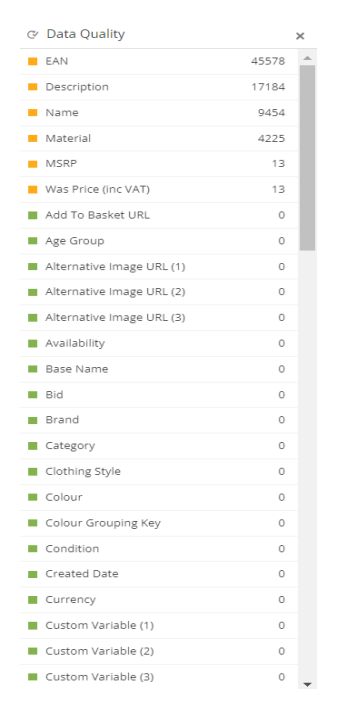
GET THE RIGHT BALANCE OF STRINGS

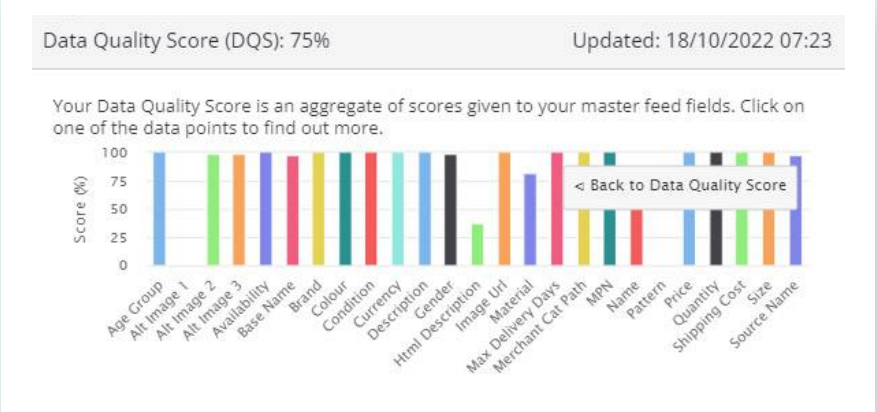
Avoid using too many or too few levels in your strings. It's good to get granular but being too detailed may create confusion instead of helping Google place your product in the right category.

5.7 SUCCESS STORY: PETS AT HOME

PETS AT HOME WANTED TO MAINTAIN THEIR MARKET SHARE AND ACCELERATE THEIR DIGITAL GROWTH BY DEVELOPING A STRONG GOOGLE SHOPPING STRATEGY

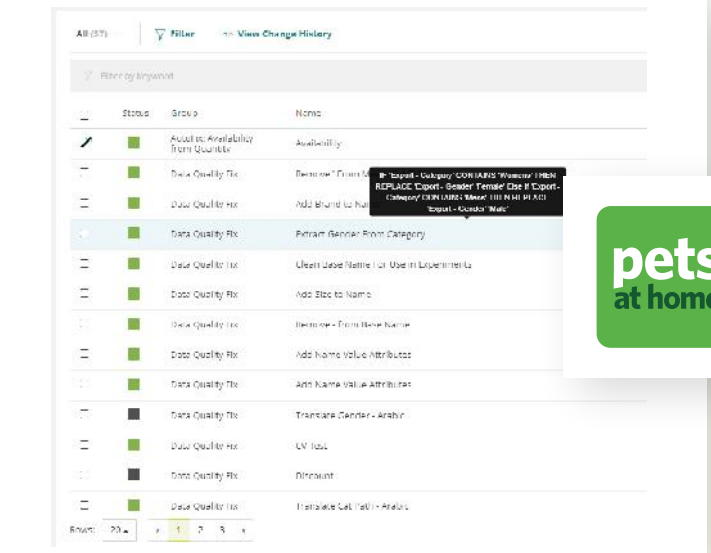
PETS AT HOME FACED THE CHALLENGE OF HAVING NEW COMPETITORS AND EXISTING RETAIL GIANTS MOVING TO GOOGLE SHOPPING. THEY NEEDED TO DRIVE THEIR OWN GOOGLE SHOPPING STRATEGY TO MAINTAIN MOMENTUM AND DRIVE GROWTH.





GETTING FEEDS IN SHAPE THROUGH A DATA REVIEW

Before skipping over to optimisation, Pets at Home used our platform to check the basics: their product data feed quality. Our platform conducts an automated Data Quality assessment through our Data Visualiser. This provides a Data Quality Score and indicates any areas that need fixing.



With our Data Health System, Pets at Home could automatically fix these errors. Yet some advanced optimisations still needed to be made. Intelligent Reach helped the company implement rules within their feed to add optional attributes easily, at scale. (Such as extracting weight from product titles and adding this into the weight field). Pets at Home also corrected errors such as product type fixes, description optimisation, capitalisation (this does have an impact), attribute extractions, and categorisation mistakes.

OPTIMISING PRODUCT TYPES

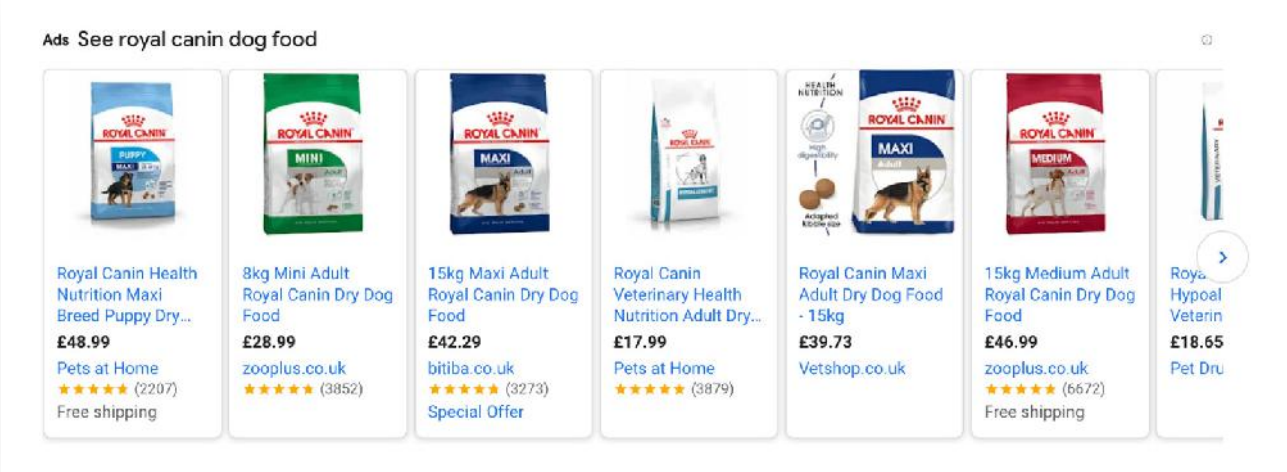
UPON LOOKING AT PETS AT HOME'S SOURCE DATA, OUR EXPERTS SAW THAT THEIR PRODUCT TYPES WERE NOT OPTIMISED FOR GOOGLE SHOPPING. FOR EXAMPLE:

Home > Special Offers > Dog Food Offers > Royal Canin

To tackle this quickly, they used the machine-learning in our platform to analyse their product's attributes and make accurate and relevant recommendations to optimise their visibility. This helped them explain to Google what the product is by making their attributes more meaningful. For example:

Dog > Dog Food > Dry Food > Royal Canin

Pets at Home saw optimisations like these help them dominate certain search queries. Overall, these optimisations also helped push their visibility in generic search queries. This helped them achieve their objective of beating their competitors in relevant SERPs.



PETS AT HOME IMPROVED THEIR GOOGLE SHOPPING PERFORMANCE

+108% IMPRESSIONS

+44% CLICKS

+24% SALES

- Owning search queries of big brands
- Better visibility across generic searches

(jan-feb 2020 vs jan-feb 2019 – Exc COVID impact)

6

CUSTOM LABELS

6.1 WHAT ARE CUSTOM LABELS?

CUSTOM LABELS CAN BE ADDED TO YOUR PRODUCT DATA FEED TO SEGMENT PRODUCTS INTO PRODUCT GROUPS. THE PURPOSE OF THESE IS TO HELP YOU:

- Get more granular control over your bidding
- Adjust campaign structures when required
- Run experiments and optimise within these groups

Custom labels are a powerful aid to managing your feeds. They give you the agility and flexibility to adjust your campaigns when needed.

CUSTOM LABEL	YOUR DEFINITION	YOUR CHOICE OF POSSIBLE VALUES
Custom label 0	Season	Winter, Spring, Summer, Autumn
Custom label 1	SellingRate	BestSeller, LowSeller
Custom label 2	Clearance	Clearance
Custom label 3	Margin	LowMargin, HighMargin
Custom label 4	Release year	1999 to 2100

Google Merchant Centre allows up to 5 custom label types in your feed. It's up to you to choose what each one represents. Labelling your products needs to add value to your feed. How you use them depends on your strategy and goals. Labels could be based on Margin/ Profit, Seasons, Performance (ROAS), Demand, Stock Levels, and so on.

6.2 COMMON CUSTOM LABELLING MISTAKES

IN MANY FEEDS THAT OUR EXPERTS HAVE AUDITED, BRANDS AND RETAILERS OFTEN DON'T USE CUSTOM LABELS PROPERLY. THIS REALLY IMPACTS THE AGILITY OF THEIR FEEDS, MAKING IT MORE DIFFICULT TO ADJUST THEIR CAMPAIGNS ACCORDING TO TRENDS OR OPTIMISE PRODUCT PERFORMANCE.

Neglecting the proper use of custom labels in your data feed will make you miss out on opportunities to drive improved campaign performance and increase ROAS.

TO MAXIMISE THE IMPACT OF CUSTOM LABELS, YOU SHOULD ADD SOME OF THESE ATTRIBUTES:

- Stock quantities
- Margin
- Live performance data (impressions/clicks)

This helps you use appropriate and relevant data to segment products dynamically and achieve a more granular campaign structure.

6.3 DYNAMIC CUSTOM LABELS: PERFORMANCE DATA

TO REALLY MAKE THE MOST OF YOUR CAMPAIGNS, CONTROL YOUR BIDDING, AND BE TACTICAL IN YOUR OPTIMISATIONS, YOU NEED TO LINK YOUR PRODUCT DATA FEED WITH YOUR PRODUCT PERFORMANCE INFORMATION.

Our platform has the Data Connector feature that allows you to automatically import your Google Shopping performance data straight from Google Ads. This helps you monitor your product ad activity at a SKU level and match your product performance with your product data to segment products for smarter management.

UNLOCKING DYNAMIC LABELLING

CUSTOM LABELS HELP YOU ACHIEVE THIS BY ENABLING YOU TO SET LABELS BASED ON OTHER DATA ATTRIBUTES SUCH AS STOCK LEVELS AND PERFORMANCE. FOR EXAMPLE:

- Low impression = "Poor visibility"
- Zero impressions = "Invisible products"
- Low clicks = "Few clicks"
- High conversions, low clicks = "Top seller, low visibility"
- High conversions, high margin, low stock = "Reduced promotion need"

By labelling products based on their data attributes and segmenting these into product groups, you get the flexibility to optimise, adjust bidding, exclude, launch new campaigns, or even experiment on these groups...

7

CONTENT EXPERIMENTATION

7.1 WHAT IS CONTENT EXPERIMENTATION?

What difference does a word make? A huge difference in your digital selling revenues. There's no "one size fits all" approach, as each business and its products are unique. Brands and retailers need accurate and evidence-backed optimisation to surface their products in the most relevant search queries. Conducting testing is crucial in Google Shopping, as it's a fiercely competitive market.

TESTING ON YOUR PRODUCT TITLES, PRODUCT IMAGES, AND PRODUCT TYPES, FACT-CHECKS YOUR OPTIMISATION IDEAS TO ENSURE EVERY CHANGE YOU MAKE GENERATES A POSITIVE RESULT. IT ALSO TELLS YOU WHAT DOESN'T WORK, SO YOU CAN STEER AWAY FROM ANY BAD DECISIONS. THIS HELPS YOU TAKE REDUCED RISKS, GENERATES HIGHER CONVERSION RATES, AND IMPROVES ROAS.

Doing this manually is a near-impossible task, so it's crucial to have a feed provider that excels in content experimentation.

LAUNCH TESTS IN MINUTES WITH THE INTELLIGENT REACH PLATFORM

We're leaders in content experimentation. Our platform makes it easy to launch tests to experiment on your ideas, find the winning variants, and quickly roll changes out into your feed.

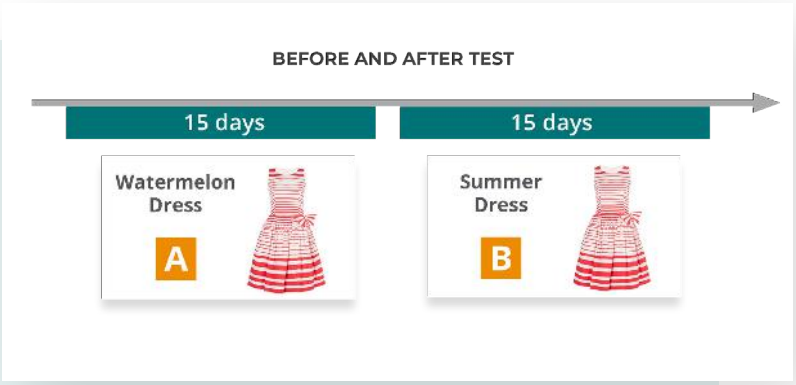
CONTENT EXPERIMENTATION DATASHEET

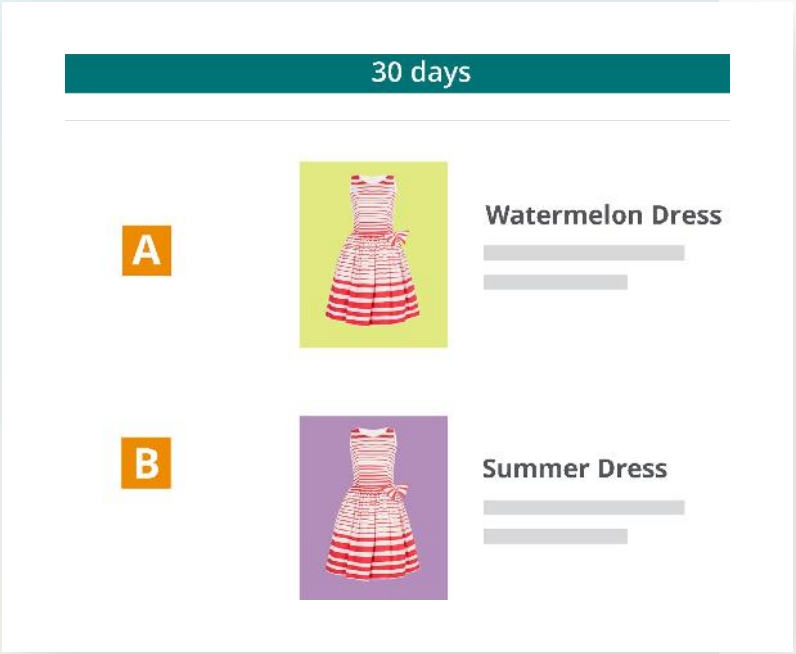
7.2 COMMON TESTING MISTAKES

MANY BRANDS AND RETAILERS DON'T CONDUCT EFFECTIVE TESTING. THOSE THAT DO, OFTEN USE INCORRECT METHODOLOGY.

When testing products, it's essential that you split products into groups that are equally balanced. This creates an unbiased environment! This means having a variation of high and low performing products in each group to ensure that this experiment will not have skewed results. The timing of these experiments is also crucial. Seasonality, peak trading periods, or even sustained periods of hot weather can impact results. That's why we recommend A/B testing instead of the more common "Before and After" tests. A/B testing works better because the test and control groups are compared during the same time window, whereas Before and After tests would be less telling due to groups being tested in different time windows.

7.3 BEFORE & AFTER VS A/B vs MULTIVARIATE (MVT) TESTING





BEFORE & AFTER TESTS

This tests the performance of two groups of product content (a control group and a variant group) by examining them separately, one after the other (before/after). This type of experiment runs the control group for a time period, then the variant group for another time period. These two outcomes can then be compared and analysed.

Before & After tests are highly impacted by the time factor, which makes it a temperamental form of testing. For example, if you ran a campaign with a feed control for 30 days in October, and then ran the test with the variant for 30 days in November (including the Black Friday period), your results wouldn't be reliable. That's because they'd be impacted by Black Friday, during which you would likely see an increase in impressions, clicks, and sales that aren't exclusively related to the changes you've made in your variation group.

A/B TESTS

Used to test the performance of two groups of product content (a control group and a variant group) at the same time. In an A/B test, you analyse your performance metrics in a set time frame, with both groups running simultaneously, which gives you a more reliable understanding of what performs better.

This gives you a more valuable comparative insight to make informed decisions.

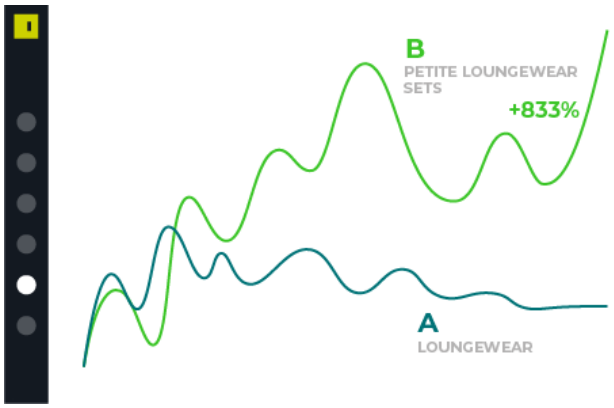
MVT TESTS

These are like A/B Tests, but enable you to modify and test multiple variants at the same time, e.g. variations of product types and product images.

7.4 CAPITALISING ON SEASONALITY AND TRENDS

NEW EVENTS, SEASONALITY, OR PASSING TRENDS CAN HAVE AN IMPACT ON YOUR ADS. TRENDS SEEN ON OTHER MEDIUMS SUCH AS SOCIAL NETWORKS (INSTAGRAM), TELEVISION (LOVE ISLAND IS ALWAYS SETTING FASHION TRENDS) OR EVEN GLOBAL EVENTS CAN INTRODUCE DIFFERENT IDEAS THAT SHOPPERS MAY USE IN THEIR KEYWORDS.

You need to be ready to adapt to the constantly changing ecommerce market. It's difficult to stay on top of what works best on each marketing channel. But with Content Experimentation, your product data has a competitive advantage as it reveals what drives performance before your competitors learn how to capitalise on changing trends.



During the pandemic, "loungewear" was a keyword that soared in Google Trends. Adding "Loungewear" to the product type increased impressions by 147% for a well-known UK womenswear brand that used our platform. They got the benefit of recognising this trend first and capitalised on what became a highly competitive area, with multiple other fashion brands and retailers bidding on this keyword. So, what more could be done to differentiate? Perhaps by experimenting (e.g. "petite loungewear sets") would have been an option, as the search volume for this increased by 833% YoY in 2020[7] along with various other keywords.

7.5 QUARTERLY TEST PLANS

Running quarterly test plans on an ongoing basis helps you put a process in place, eliminate guesswork, and drive continuous improvement in your feeds, giving you a competitive edge. This is a **test, learn, scale** approach that digital marketers need to understand better. That's because it reveals how shoppers search for your products, what resonates with them and Google's algorithms, and gives you a head-start in driving quarterly e-commerce growth.

[7] *https://www.statista.com/statistics/1126590/sportswear-keyword-growth-during-covid-19-uk/*

7.6 RUNNING TESTS ON INTELLIGENT REACH

Our Content Experimentation module helps you take the guesswork out of the equation by pro-actively looking at the right content that works for you. From product titles, types, and differently angled images, getting these elements right help your products get discovered by shoppers looking to buy, boosts conversions, and grows incremental revenues.

Here's what it looks like to test manually vs. via Intelligent Reach:

MANUAL PROCESS:

I. Download Google Ads report to identify relevant products, and associated attributes, that you want to test.

2. Make changes in the feed. Product Title is usually changed manually, or via Google Merchant Centre. For example, adding extra attribute data (colour, size), adding relevant keywords, or change the order of the data in product title or product type.

3. Set a timeframe e.g. 30 days.

4. When the test period finishes download reports from Google Ads. Compare the data to previous periods. Note, this is prone to error as you're now comparing like-for-like data.

5. Manually calculate if impressions and clicks have increased. Check KPIs such as conversions and/or CPCs. Check that external factors, such as seasonality, haven't unduly affected the results.

6. If the results are inconclusive, repeat the process with different permutations of product title, image and type.

7. If the results are positive, roll out and schedule similar tests to the next product category.

VS

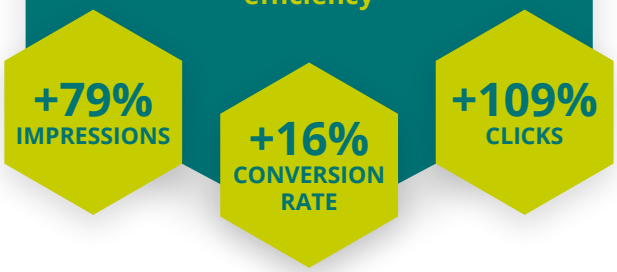
PROCESS WITH INTELLIGENT REACH PLATFORM:

1. **Connect Google Ads account to the platform**, to merge live performance data - such as impressions, clicks, CTRs, orders and revenue - with your feeds. This connects all the key data together and automates reporting.

2. **Create a Content Experiment using either A/B or MVT methodology within the IR platform**. It takes less than 5 minutes to set-up a new experiment. The rules for your experiments, the different feed set ups and any real-world performance data are all held in the same dash board.

3. **Check KPIs and roll out your successful experiments with 1 click.**

Time and human resources are a big revenue factor and you shouldalways strive for maximum efficiency



BOOK A DEMO

8

CAMPAIGN MANAGEMENT

(COLLABORATION WITH ADAPT)

INTRODUCTION

CAMPAIGN MANAGEMENT IS A CORE PILLAR OF GOOGLE SHOPPING OPTIMISATION. ONCE YOUR DATA FEEDS ARE OPTIMISED AND RELEVANT TO YOUR AUDIENCE, IT TAKES SOLID CAMPAIGN MANAGEMENT AND THE RIGHT STRATEGIES/TACTICS TO IMPROVE YOUR CAMPAIGN PERFORMANCE: CLICKS, IMPRESSIONS, CTR, AND ROAS.

We have asked our partner Adapt, a leading digital performance marketing agency, to deep-dive into their best tactics to provide you actionable information and tips.

ABOUT ADAPT

Adapt is a digital performance marketing agency with offices in London, Bristol and Bath. They are there to help your brand grow faster – whatever your market, whoever your audience and however you measure success.

Adapt blend data with human ingenuity to build powerful strategies, make smart media choices and supercharge growth. At home or abroad. And in 250 languages.

Adapt's services encompass digital performance marketing, analytics and consultancy for growth-minded brands, including SEO, Digital PR, Paid Search, Paid Social, Programmatic, Content Marketing, Conversion Optimisation and Web Analytics.

WHAT CLIENTS SAY ABOUT ADAPT

> Adapt are an essential extension to our marketing team, proactively managing PPC and social advertising for BAM. They have provided valuable insights and strong ROI for these key growing channels.
>
> ***Steve Newman (Bamboo Clothing)***

> Through a thorough understanding of our business and marketing needs, Adapt has had a bottom-line impact on performance in our most important European markets. They are a fantastic agency to work with.
>
> ***Duncan Connal (Group Digital Media Planner - VUE)***

> Harriet and the Adapt team have been an extension of our marketing team since we started working together and have really helped the business grow and evolve with the everchanging market we have experienced over the last three years. The improvements they made to our marketing strategy put us in an excellent position to be able to navigate the pandemic and capitalise on the eCommerce boom that came as a result of the pandemic.
>
> ***Laura Starkie (Digital Sales Channel Manager - Meyer Group Ltd.)***

8.1 COMMON MISTAKES

FAR TOO OFTEN, WE COME ACROSS CAMPAIGNS THAT HAVE BEEN SET UP IN HASTE, WHERE THE FUNDAMENTALS HAVE EITHER BEEN FORGOTTEN OR SKIPPED. BECAUSE OF THESE MISSTEPS, ROAS WILL BE WEAKER THAN IT SHOULD BE.

WHEN CREATING A GOOGLE SHOPPING CAMPAIGN, THESE ARE THE AREAS YOU NEED TO FOCUS ON:

- Data feed optimisation
- Data, attribution and data maturity consideration
- Campaign type and structure
- Pacing schedule
- Statistically significant campaigns and profitability optimisation structures
- Cross-business synergy
- Future calibration and capitalisation
- Fair and accurate analysis practices

8.2 BUILDING A CAMPAIGN STRUCTURE FOR BIG CATALOGUE

TO CREATE A SUCCESSFUL CAMPAIGN STRUCTURE, YOU NEED TO MOVE AWAY FROM THE "ONE SIZE FITS ALL" APPROACH. CAMPAIGN SERIES NEED TO BE TAILORED TO MEET YOUR GOALS AND BUSINESS REQUIREMENTS.

Structuring campaigns too granularly is a common mistake. If the data used for your campaign is too thin, the machine learning engine will be forced to fill in the gaps, which will most likely lead to a less competitive ROAS and an increase in volatility.

Adopting a consolidated campaign structure will most likely lead to better results!

You also need to consider the frequency in which you introduce additional campaigns. Additional campaigns should be introduced infrequently and only when additional leverage is required to adjust visibility of the product set.

LET'S TAKE A LOOK AT SOME KEY STRUCTURAL INFLUENCES:

- Feed size: Your structure should be dependent on the conversion data available.
- Category margin: With category disparities, you should split them so they will have their own ROAS target.
- Product stock quantity: With stock volume disparities, you might need to separate them to ensure they have their own ROAS target.
- Product targets: With in-house sales targets per product and differing product level margins, not all products should be pushed equally.
- Historical performance: This will be dependent on historical direct return and ROAS.
- Anticipated search market: This will be dependent on keyword research.

8.3 BIDDING: AUTOMATED VS MANUAL

AT ADAPT, WE USED TO USE SELF-CONTROLLED BIDDING PRACTICES AS A DEFAULT AND WOULD OPT FOR A STANDARD SHOPPING FIRST APPROACH. TODAY, THIS IS NO LONGER THE CASE...

PERFORMANCE MAX, LAUNCHED IN NOVEMBER 2020, IS NOW BY FAR THE MOST COMMON CAMPAIGN TYPE WE USE FOR OUR CLIENTS!

This automated approach is really beneficial thanks to its cross-network design, channel agnostic traits and built-in split testing. As a result, Performance Max has been proven to generate more impressions and deliver a more competitive ROAS when compared with its other shopping campaign types.

The days of manually manipulating hundreds of bids are mostly behind us. Google uses up to 200 different auction time contextual and user-based signals to decide not only whether to serve an ad, but also in what position to maximise conversion value. Their bidding algorithm has, without question, had greater historical development and funding than any agency's self-built custom bidding system.

8.4 TOP TIPS FOR CAMPAIGN OPTIMISATION

PACING

WHILE IT IS POSSIBLE TO ADJUST ROAS TARGETS FREQUENTLY... IT IS NOT RECOMMENDED. SHOPPING CAMPAIGNS PERFORM BETTER WHEN PACING ADJUSTMENTS ARE KEPT TO A MINIMUM (I.E., 7-14 DAYS).

This is because the optimisation engine within each campaign effectively resumes its learning curve on each considerable adjustment. And during this time, advertisers may receive increased volatility and lower consistency of performance.

ANALYSIS

ONCE YOU'VE COMMITTED TO CHANGING YOUR CAMPAIGN'S TARGETING PARAMETERS, IT'S IMPORTANT TO NOT BE DISHEARTENED BY THE EARLY RESULTS. AVOID MAKING A RASH DECISION AS TO WHETHER YOUR CAMPAIGN HAS BEEN SUCCESSFUL BASED ON A FEW POORLY PERFORMING DAYS.

On comparing results pre- and post-change, omit the 14-day learning period from any pre to post analysis by default.

TO COMPLEMENT YOUR ANALYSIS, IT'S IMPORTANT TO COMMUNICATE WITH YOUR ACCOUNT MANAGER SO THEY ARE AWARE OF KEY FEED, PRODUCT, AND MARKET CHANGES. THESE INCLUDE:

- Product availability
- Product pricing
- Product promotion status
- New products added or existing products removed
- Feed attribute changes
- Product or market virality

The best way to do this, in addition to email, is to use Google Ads Notes and Google Analytics Annotations to mark the date for any key changes.

Within Intelligent Reach, much of the data for above is available and provided through the platform which reduces the need for our clients to have to keep us continually informed.

Another recommendation is to ensure Google Ads and Google Analytics have been linked. This will allow your shopping campaigns to use the audience lists as further support for optimisation.

Moreover, it will then be possible to import site metrics to aid analysis, with visibility into bounce rate, pages/session, avg. session duration, and percentage of new sessions.

8.5 THE ANATOMY OF A MARKET-LEADING SHOPPING ACCOUNT STRATEGY

COMPETITIVE SHOPPING ACCOUNT STRATEGIES HAVE SEVERAL THINGS IN COMMON:

DATA, ATTRIBUTION AND DATA MATURITY CONSIDERATION

Google Analytics' Last Non-Direct Click model offers the oldest, least indicative form of shopping attribution. This could partly be due to the fact it was launched many years before the advent of multi-step (device, network) user journeys.

If a business is using imported Google Analytics conversions as their KPI within Google Ads, they will invariably be undervaluing their shopping campaigns. This can hinder Google's optimisation engine and reroute it to its Last Non-Direct Click activity.

To address this, you should use Google Ad's Website Conversion Tracking Tags. They have a much longer conversion window available and report on the time of the ad query preceding the click that led to a conversion.

With features such as these, Google Ads Website Conversion Tracking Tags can show a much fuller, indicative picture of conversions, with the increase in data supporting Google's inbuilt optimisation engine.

An extension of this is to utilise first-party data. For example, it's common for businesses to operate Google Ads and their CRM in silos, which is incredibly detrimental.

Importing offline conversions gives businesses a more comprehensive look at which activity drives the most cost-effective conversions. This data can help target and optimise a business' campaigns for increased profit.

STATISTICALLY SIGNIFICANT CAMPAIGN AND PROFITABILITY OPTIMISATION STRUCTURES

Automated bid strategies used in technologies like Performance Max campaigns feed on data for optimisation. So, if a business has insufficient data accruing due to insufficient budget or search volume per campaign, optimisation prowess is constricted.

Historically, it was recommended that each campaign should be receiving 50 conversions per month to ensure there is enough data for learning and experimentation.

If your business is not hitting this threshold, consider increasing budget (providing search impression share is not maxed out), consolidating Performance Max campaigns, or tracking micro conversions (such as Adds to Basket), in addition to macro conversions.

Brands should always complete an assessment and remap their Custom Label structure to ensure they are in close alignment with business needs. Account managers can then leverage these when it comes to campaign structuring and reporting.

Furthermore, we would advise against optimising towards revenue within Google Ads.

Businesses should be feeding margin data into Google Ads conversion tags to better feed the optimisation engine, deliver a better ROI and allow for more effective reporting.

By using the Intelligent Reach platform, the data is provided within the platform, and can be used to create custom labels.

FUTURE CALIBRATION AND CAPITALISATION

The latest suite of bid strategies released in the last few years are progressively more complex, intelligent and sophisticated.

Businesses need to keep their ear to the ground and be willing to embrace the latest innovations to gain a competitive edge or be strategically led by a respectable proactive forward-thinking agency.

Premium Partner agencies for the media platforms (Google, Facebook, Microsoft, etc.) get access to betas that standalone businesses would not ordinarily get access to.

CROSS-BUSINESS SYNERGY

BY MARKETING AND FINANCE WORKING COLLABORATIVELY, WE SEE BUSINESSES UNLOCKING THE POWER OF SEARCH. FINANCE TEAMS THAT FIX SEARCH INVESTMENT UPFRONT ARE:

- **Artificially capping their growth:** Businesses are missing out on unforeseen consumer demand when budgets are depleted.
- **Optimising to meet set expenditure:** Teams are sometimes encouraged to pursue unprofitable clicks with a "use it or lose it" budget mentality.

We recommend creating search budgets that can adapt to your consumers and market.

Investment should be seen as a variable cost linked directly to revenue. Finance can support marketing by enabling investment to be scaled up or down in line with market conditions.

Businesses that take a demand-driven approach are best placed to capture rising demand, with those less agile falling behind.

KAIZEN (CONTINUOUS IMPROVEMENT)

THIS SINO-JAPANESE WORD FOR IMPROVEMENT IS A CONCEPT REFERRING TO BUSINESS ACTIVITIES THAT CONTINUOUSLY IMPROVE ALL FUNCTIONS AND INVOLVE ALL EMPLOYEES FROM CEO TO THE ASSEMBLY LINE WORKERS.

Though Kaizen also applies to processes, Kaizen aims to eliminate waste. Our philosophy is to follow the concept of Kaizen and improve all of Adapt's accounts and enhance their media efficiency across the agency.

This will ensure each individual process is endlessly audited and analysed with further opportunities sought.

The worst thing a business can do is "set up and forget", without investing resources into media buying adjustment and refinement.

It's these resources that allow your campaign to be flexible and remain in close accordance with the changing market, industry, and technologies.

8.6 WRAPPING UP THE DOS AND DON'TS

DO

- Embrace Performance Max and phase out overly granular manual bidding.
- Review existing campaigns to ascertain whether they have enough conversion data to justify their granularity.
- When deciding on a campaign structure, ensure each campaign has sufficient conversion data (i.e., 50 conversions per month).
- Utilise all data sources (inventory database for stock quantity, targets, margins, etc.)
- Use an assessment and remapping of Custom Label structure, and develop this in close alignment with business needs.
- Attach basket data and Cost of Product Sold onto Google Ads conversion tags to allow for optimisation towards margin, as opposed to simply optimising for revenue
- Embrace Kaizen and the continuous improvement of practices.

DON'T

- Adjust ROAS targets frequently. Performance has higher stability when adjustments are kept to a minimum.
- Include the campaign trial period in data analysis. Testing and increased volatility are typically present during the trial period.
- Forget to link Google Ads and Google Analytics. This will allow an advertiser to import site engagement metrics and further audiences where necessary.
- Use Google Analytics imported conversion tracking. Set up Google Ads conversion tracking. This offers a longer conversion window, supports view-through conversions, and provides a more indicative view of performance.
- Have arbitrary, fixed budgets. Investment should be seen as a variable cost linked directly to revenue.
- Take a demand-driven approach.

9

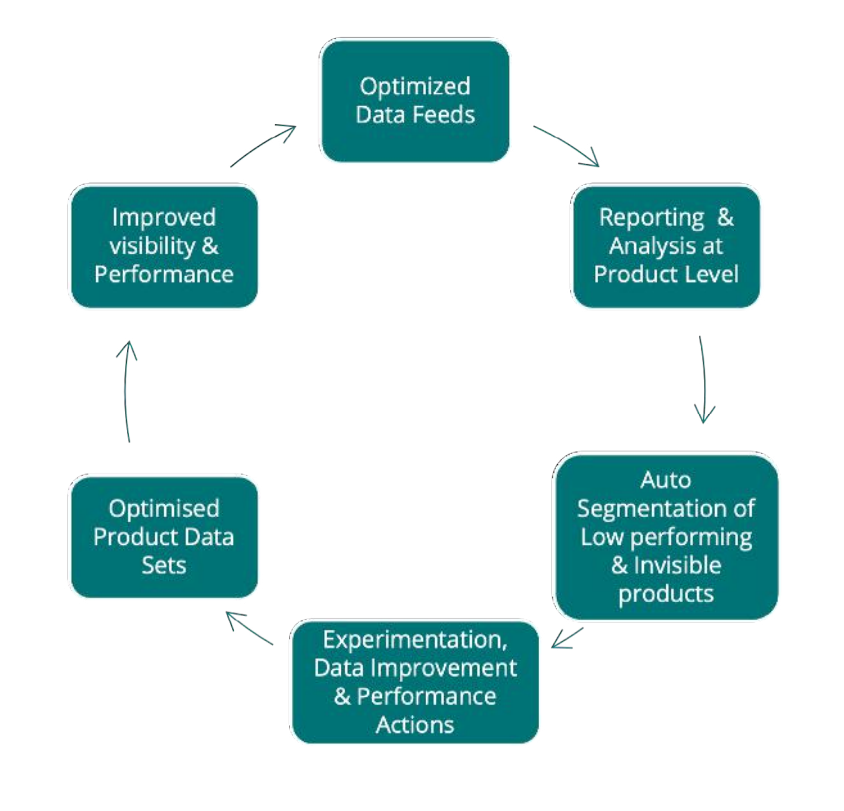
WRAPPING UP

9.1 THE ULTIMATE GOOGLE SHOPPING OPTIMISATION CYCLE

TO REALLY DRIVE INCREMENTAL GROWTH IN GOOGLE SHOPPING AS A KEY SALES CHANNEL, YOU HAVE TO CONSIDER MORE THAN JUST CAMPAIGN MANAGEMENT ON ITS OWN. YOU MUST ADOPT THE CULTURE OF CONTINUOUS OPTIMISATION TO DRIVE PERFORMANCE THROUGH HIGH-QUALITY DATA IN YOUR FEED. THE INTELLIGENT REACH PLATFORM MAKES IT SEAMLESS AND EASY TO ACHIEVE THIS CRUCIAL WAY OF WORKING, HELPING YOU STAY AHEAD OF COMPETITORS.

IMPORT AND OPTIMISE YOUR DATA FEED

When onboarding with us, we connect to all relevant sources so we can import as many data points as possible. This increases the chance of having a complete master data set. Our platform analyses your product data health and gives you insights with our Data Quality Score and Data Visualiser to help you identify any errors in the feed you export to Google. You'll be able to correct any errors in a few clicks to lift your score.



COMBINE PRODUCT DATA WITH YOUR PERFORMANCE METRICS & MONITOR THEIR PERFORMANCE

Our Data Connector pulls your Google Ads metrics to centralise your data and match your performance metrics with your product data.

Whether you're looking at impressions, clicks, conversions, or even ROAS, our Performance Viewer makes it easy to keep an eye on your product performance over time.

This helps you monitor performance, segment, and label product groups to take action.

SEGMENT AND LABEL YOUR INVISIBLE PRODUCTS.

You can label and act on your products in many ways. We suggest starting with invisible products – those SKUs receiving low to zero impressions. Set a rule to group low performing products and dynamically label them.

RUN TESTS & LAUNCH

You can launch A/B and Multivariate tests on your product titles, images, and types in just a few clicks, and scientifically prove what was holding your products performance back. You'll then be able to easily roll out your winning group into your feeds.

8.3 INTELLIGENT REACH: PLATFORM OVERVIEW

INTELLIGENT REACH IS THE COMPLETE PRODUCT MARKETING PLATFORM FOR LEADING BRANDS AND RETAILERS



Product Data is the lifeblood of e-commerce, and your feeds are key to your e-commerce success. At Intelligent Reach, we give you full control over your product data feeds to help you seamlessly grow online revenue. Import, segment, enrich, export, and control your product data across 1,500+ channels and marketplaces from just one platform.

BY OPTIMISING AND TESTING THEIR FEEDS, OUR CUSTOMERS HAVE ACHIEVED (ON AVERAGE):

+79% IMPRESSIONS

+109% CLICKS

+16.7% CONVERSION RATE

WHY USE THE INTELLIGENT REACH PLATFORM?

WE HELP E-COMMERCE AND DIGITAL TEAMS ACHIEVE INCREMENTAL REVENUE GROWTH THROUGH CONTINUAL PRODUCT DATA TESTING AND OPTIMISATION.

- Powerful A/B and MVT tests, which are easy to set up and launch
- Data Connector: Import third-party performance metrics into our platform to empower your data strategy
- Machine learning to automate feed optimisation and experiment suggestions
- Intuitive tools to power dynamic product segments, rules, exclusions, and labels
- Scalable infrastructure to handle the extra load during peak retail periods
- 5 star-rated onboarding, making the most complex transitions simple
- Trusted and used by leading global retailers and brands

GET FULL CONTROL OVER YOUR FEEDS

- List your catalogue on 1,500+ digital channels, from one dashboard
- Easily visualise your data and spot feed errors
- Quickly fix issues, at scale

TEST TO DRIVE IMPRESSIONS & CLICKS

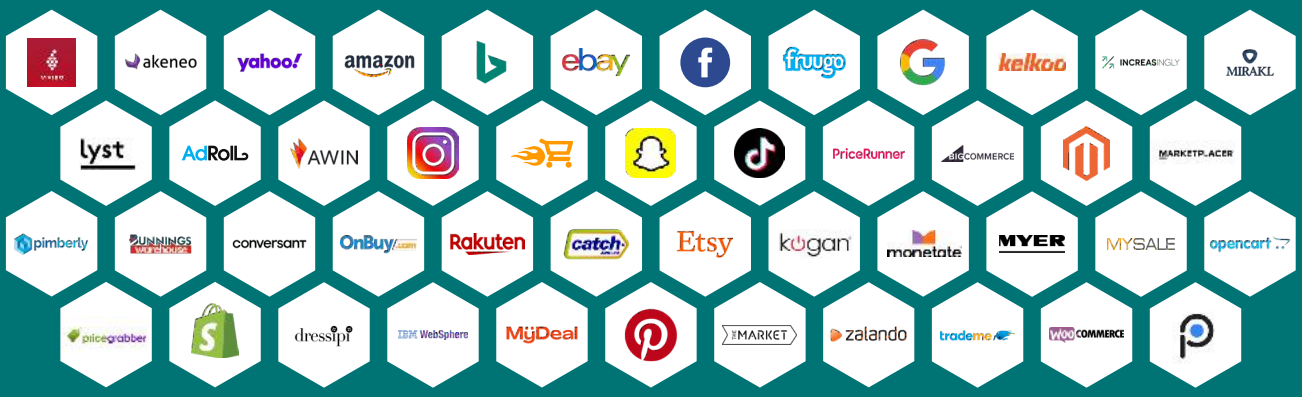
- Set up A/B or MVT tests in a few clicks
- Run an “always on” testing and optimisation strategy
- Launch new campaigns and drastically improve impressions and clicks

OPEN NEW MARKETS AND MARKETPLACES

- Launch into new markets with no IT dependencies
- Sell on Marketplaces with ease
- Manage orders & inventory, and avoid overselling

A NETWORK OF OPPORTUNITES

Plug into our ecosystem to instantly connect to countless opportunities in diversifying your key channels, increasing sales, and boosting offsite product performance.





UNLEASH YOUR POTENTIAL!

Visit us at **www.intelligentreach.com**

IntelligentReach