

WHAT YOU ARE MISSING OUT IN YOUR GOOGLE SHOPPING CAMPAIGNS

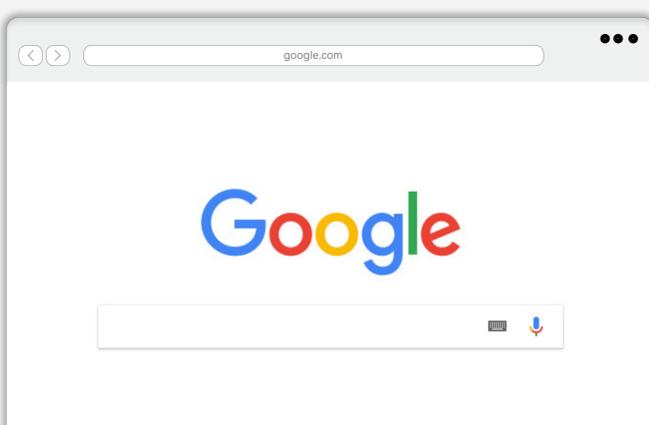
Google Shopping Campaigns are quite different from regular Search Campaigns, especially when it comes to targeted qualitative optimization and increasing traffic not just by raising click bids.

QUANTADS can help you out by showing you a bullet proof way to generate more traffic to your site.

GOOGLE SHOPPING CAMPAIGNS

Contrary to regular Search campaigns, you cannot increase the traffic of Google Shopping campaigns (assuming a constant product level) by just adding more keywords. Instead, in order to increase Shopping traffic, you need to **optimize the product feed**.

By conducting a **comparative analysis** between search terms from your **Search campaigns**, and search terms from your **Google Shopping campaigns**, you can identify underrepresented search terms (share wise on impression levels), in the Google Shopping campaigns.



HOW SHOULD YOU DO THIS?

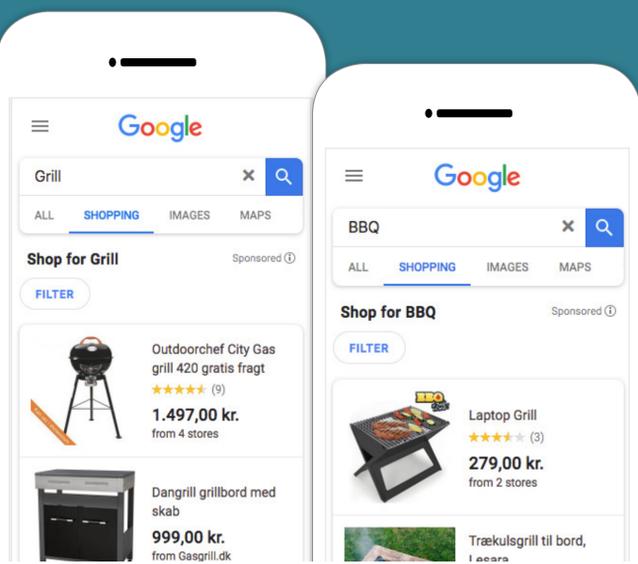
The key to a successful optimization is to **identify impression-wise underperforming search terms** in your Google Shopping campaigns by using **comparative analysis**.

Check if any of those search terms are synonyms to what your current product titles contain.

For example, you might see that the search term “BBQ” takes up a much lesser share of impressions in your Shopping campaigns, compared to your Search campaigns. If you have only used “Grill” in your product titles, this presents an optimization opportunity.

By adding the **identified search terms to the relevant product titles in your feed** (as Synonym 1/Synonym 2), you can optimize the content of your product feed in a focused way and raise impression/traffic levels incrementally.

Below, we show a representative example of the strong traffic boost that this optimization generates.



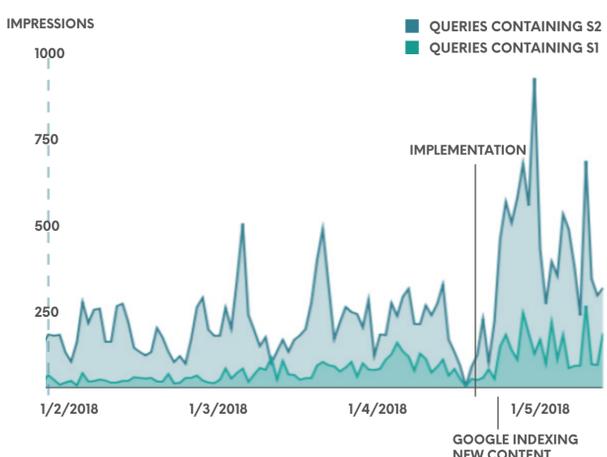
INCREASE IMPRESSIONS

As you can see, this method not only **significantly increases impressions** on the new synonym 2, but also, after an initial re-indexing of the product titles by Google, raises impressions on the original synonym 1.

This is because the added impressions on Search Term 2 signals to Google that this product generally is more relevant.

Thus, Google starts to serve more product impressions also on queries containing Synonym 1.

Note: The development in total Google Shopping impressions was used as control group. As this level also increased in the post-implementation period vs. the pre-implementation period, this general increase was deducted from the increase in impressions on Synonym 1 and 2



WHICH TOOL TO USE?

In order to make the above kind of feed optimizations, QuantAds uses the feed management tool **DataFeedWatch**. With an intuitive and user-friendly interface, **DataFeedWatch** allows digital marketing specialists to optimize the content of any product feed in more than 1.000 channels in 50+ countries. This is done through easily created rules, where ones imagination is the only limitation.

Besides improving the performance of your feed based online marketing, it removes the necessity of involving a development team who is often busy with other tasks, and brings the feed optimization to the persons who know how to do it.

Below, you will find **DataFeedWatch**' recommended structure for building Google Shopping product titles

GOOGLE SHOPPING TITLE recommended structure

When it comes to crafting a winning Product Title there are a few tricks you can add to your toolbox. On top of making sure that you use the keywords identified the search queries in your title, we advise to always add the brand attribute at the beginning of your Product Titles.

The only time we don't recommend this is if the brand is not included in the search queries. For those products, we still recommend you to add it to the title but move it towards the middle or the end of your product title. Whenever you're in doubt use this structure to craft the best Product Title for Google Shopping.

APPAREL
Brand + Gender + Product Type + Attributes (color, size, material)

CONSUMABLES
Brand + Product Type + Attributes (weight, count)

HARD GOODS
Brand + Product + Attributes (size, weight, quantity)

ELECTRONICS
Brand + Attributes + Product Type + Model #

SEASONAL
Occasion + Product Type + Attributes

BOOKS
Title + Type + Format (hardcover, eBook) + Author

55 Digital Specialists 23 Nationalities 40+ international clients SEM/SEA - SEO

**WANT TO HEAR MORE?
CONTACT US HERE**