Google Shopping

Phases:

Phase I - How Google Shopping Networks Works

Phase II - Google Merchant Center

Phase III - The Product Data Feed

Phase IV - Creating Shopping Campaign in Adwords

Phase I: How Google Shopping Networks Works

- ❖ What is Google Shopping
- ❖ The Benefits
- ❖ What are Shopping Network Ads Work
- ❖ How Shopping Network Ads Appear
- ❖ What's the cost

Google Shopping

What is Google Merchant Center?

Google Merchant Center is a tool that helps you upload your store and product data to Google and make it available to Google Shopping and other Google services.

What is Google Shopping?

allows shoppers to quickly and easily find your product listings on Google.

As a seller, Google Shopping offers you the following **advantages**:

- ❖ Attract more potential buyers. Google Shopping helps you to reach shoppers while they are searching for items to buy on Google.

- ❖ Control your product information. With Google Shopping, you can maintain the accuracy and freshness of your product information, so your customers find the relevant, current items they're looking for.

Google Shopping is currently available on 24 countries namely: **Australia, Austria**, **Belgium, Brazil, Canada, China, Czech Republic, Demark, France, Germany, India, Italy, Japan, Mexico, Netherlands, Norway, Poland, Russia, Spain , Switzerland, Turkey, United Kingdom, and United States.**

Google Shopping

About Shopping Campaigns

If you're a retailer, you can use Shopping campaigns to promote your online and local inventory, boost traffic to your website or local store, and find better qualified leads.

To get Started:

➜ you'll send us your product data with Merchant Center and create a campaign in AdWords.
➜ Then we'll use your campaign to create ads on Google and around the web where potential customers can see what you're selling. We call this placements **Product listing Ads**
- ◆ because they're more than a text ad--they show users a photo of your product, plus a title, price, store name, and more.

Benefits of Google Shopping

Benefits:

- ❖ More traffic
- ❖ Better qualified leads:
- ❖ Easy retail-centric campaign management:
- ❖ Broader presence:
- ❖ Powerful reporting and competitive data:

How Shopping campaigns and Product Listing Ads work

1. Product Listing Ads use your existing Merchant Center product data -- not keywords -- to decide how and where to show your ads
2. The product data you submit through Merchant Center contains details about the products you sell.
3. We'll use these details when we match a user's search to your ads, making sure to show the most relevant products.

Where Your Ads Appear

Here's where you might see your Product Listing Ads across the web:

★   Google Shopping (in select countries)

★   Google Search, next to search results and separate from text ads

★   Google Search Partner websites (if your campaign is set to include search partners)

Your Product Listing Ads can appear at the same time as text ads, because we want to give shoppers access to the full variety of products that match their search

Cost

Just like other AdWords ad formats, your Product Listing Ads participate in an ad auction, but you'll only be charged whenever someone takes one of these actions with your ad:

★   The user clicks an ad that leads directly to the landing page on your website

★   The user clicks an ad that leads to the Google-hosted landing page for your local inventory

This is known as cost-per-click (CPC).

You'll only pay the minimum amount necessary to rank higher than the advertiser immediately below you, and you'll often pay less than your maximum bid.

Phase II: Google Merchant Center

- Setting up your account
- Setup steps
- Claiming and verifying your URL
- Multi-client accounts
- Setup steps
- Claiming and verifying multiple URLs
- Navigating Merchant Center
- Dashboard
- Diagnostics
- API diagnostics
- Feeds
- Settings

Phase II: Google Merchant Center

Set Up your Account

After you've opened your Merchant Center account, you'll need to tell us some basic details about your business by filling out the General tab under Settings.

Once we have this information, we'll check your website to ensure that it meets a few basic requirements.

Add your Business Information to your Account Settings

Website Information:

The website URL you enter for your Merchant Center account must meet the following requirements:

- ★ The URL must start with either http:// or https://

- ★ No IP addresses are allowed, e.g. http://10.127.127.127

- ★ No ports are allowed, e.g. http://www.example.com:8080

- ★ No fragments are allowed, e.g. http://www.example.com#top

Phase II: Google Merchant Center

Set Up your Account- Add your business information to your account settings

Business Information

➤ Store name is required and must conform to the Google Merchant Center

➤ You can provide your business address and phone number here.

➤ The country or territory that you selected when you created your Google Merchant Center account cannot be changed.

Customer Service Information

Please provide the contact information for customer service inquiries.

Private Contact Information

➤ Your contact information will not be displayed publicly, but Google will use this information to contact you if necessary.

➤ Google will use your listed technical contact to reach out to you regarding data quality or policy violations, so please make sure this is current.

Phase II: Google Merchant Center

Set Up your Account- Add your business information to your account settings

Ensure your Site Meets all Requirements

Before you upload your product feed, you must ensure your site offers a safe and user-friendly experience by meeting a few requirements.

We check every merchant's site for a few basic requirements:

- ❏   Accurate contact information
- ❏   Secure checkout process.
- ❏   Return policy.
- ❏   Billing terms and conditions
- ❏   Complete checkout process.

Verify and Claim your Website URL

Verification:

Lets Google know that you are an authorized owner of a website URL

Claiming:

Associates the verified website URL with your Merchant Center account.

There are two ways that you can verify and claim your website URL: during account signup or from the Website Verification tab.

❖ During account signup (recommended)
❖ From the Website Verification tab

Additional information about URL Claiming

While more than one person can verify the same website URL (verification), Google Merchant Center requires that only one account holds the right to upload product data for this URL (claiming).

Verify and Claim your Website URL

You cannot claim your website URL

➔ Your website is not verified:

➔ The URL has been claimed at a higher level

You've lost an existing claim on your website URL

➔ If another authorized owner of the website in question successfully verifies and claims the website URL, you will lose the claim and will be notified by email.

➔ If you lose the verified status for your website, you'll also lose your website claim. You can lose your website verification

➔ If you enter a new website URL in the General Settings tab of your Merchant Center account, you will lose the claim for your previously verified and claimed website URL

Multi-Client Account

- Multi-client accounts allow merchants to submit items for more than one website domain.
- Multi-client account owners may verify and claim a website URL for the parent account.
- Typically, the parent account should verify and claim the top-level domain, e.g. http://example.com.
- Each sub-account will then automatically inherit the claim and can submit products for that domain.

Verify and Claiming Websites under a Multi Client Account

We recommend multi-client account owners verify and claim a website URL with the parent account login email. Typically, the parent multi-client account will need to verify and claim the top-level domain, e.g. http://example.com.

If the sub-account website URLs are sub-hosts or paths under the MCA claimed URL tree:

After the parent MCA has verified and claimed a URL, each sub-account can automatically inherit the claim and can set its website URL to any sub-host or path under the claimed URL tree.

Multi-Client Account

If the Sub-account Span Multiple Websites:

There are 3 ways that you can verify and claim these website URLs depending on how you're managing your MCA and the domains:

➔ If the parent account MCA user manages the website URLs for each sub-account, the MCA user can verify and claim each URL in the sub-account settings.

➔ If the parent account MCA user does not manage the website URLs for each sub-account, each sub-account can verify and claim their website within their respective Google Search Console accounts and share the verification status with the parent account MCA user in Search Console.

➔ If a sub-account does not wish to share verification status with the parent account MCA, you can add a website owner as a user of the sub-account. The website owner will then be able to verify and claim the URL for that sub-account in the sub-account settings.

Navigate Google Merchant Center

Dashboard

The Dashboard tab will show you an overview of your account, including:

❖ **Products Overview**:

Lets you see how many products are active for the specified destination

❖ **Feeds**

A list of your most-recently updated data feeds, including each data feed's schedule and status.

❖ **Performance**

Clicks from your Shopping campaigns. Note: All click data is based on data available in AdWords and is calculated based on the timezone of your AdWords account. Data is for the previous 30 days.

Diagnosis

View consolidated issue reporting for Shopping product data across your account, feeds, and items.

API Diagnostics:

Lets you find, view, and download all of the failed data entries in the Content API requests that you submit to Merchant Center.

Products:

Shows you the products in your account, including the display status and click data.

Phase II: Google Merchant Center

Settings

Navigate Google Merchant Center

- **General**:

  Set your company name, website, contact information, and display settings here

- **Website Verification:**

  Verify and claim your website URL.

- **FTP**

  Set your FTP username and password here.

- **Google Cloud Storage**

  Submit and store your product data securely via Google Cloud Storage, a new cloud-based storage service.

- **Adwords**

  Link your Google Merchant Center and Google AdWords accounts here.

- **Tax**

  Create and manage your tax settings. Please be aware that tax attributes at the product level will override these settings.

- **Shipping**

  Create and manage your shipping methods. Please be aware that shipping attributes at the product level will override these settings.

- **Users:**

  Allow multiple users to access your account. Learn more about multi-user access.

- **Automatic item updates:**

  Enabling this feature allows us to update your items on Google Shopping based on the schema.org microdata we find on your website for price and availability information

- **E-commerce Platform:** Link your Google Merchant Center and supported e-commerce platform accounts here

Phase III: The Product Data Feed

- Feed Policies
- User experience
- Safety and Security
- Product data
- Feed Specifications
- Product information
- Availability and Price
- Unique product identifiers
- Product attributes and groupings
- Tax and shipping

- Custom labels
- Feed Data Quality
- Fresh Data
- Accurate and comprehensive data
- Setting Up Data Feeds
- Settings
- File formats
- Uploading Data Feeds
- Upload options
- Troubleshooting feed errors

Product Feed Specification

- ❑ Some attributes are required for all items,
- ❑ some are required for certain types of items (such as apparel), and
- ❑ others are recommended.

Item

Term use to describe a single product listing.

To refer to a single variation of a product.

Basic Product Information

- ❖ **ID - An Identifier of the item**

  The identifier for each item has to be unique within your account, and cannot be re-used between feeds for the same country in the same language.

  If you have multiple feeds for one country, ids of items within different feeds must still be unique

When to use: Required for all items

- ❖ **Title - Title of the item**

  this is the name of your item which is required. We recommend you include characteristics such as color or brand in the title which differentiates the item from other products.

When to use: Required for all items

- ❖ **Description - Description of the item**

  Include only information relevant to the item. Describe its most relevant attributes, such as size, material, intended age range, special features, or other technical specs. Also include details about the item's most visual attributes, such as shape, pattern, texture, and design, since we may use this text for finding your item.

  you can submit up to 5,000 characters.

When to use: Required for all items

Product Feed Specification

❖ **Google Product Category - Google's category of the item**

indicates the category of the product being submitted, according to the Google product taxonomy. This attribute accepts only predefined values, taken from the product taxonomy tree. If your items fall into multiple categories, include only one category which is the most relevant.

❖ **Product Type - Your category of the item**

This attribute also indicates the category of the product being submitted, but you can provide your own classification.

❖ **Link - URL directly linking to your item's page on your website**

The user is sent to this URL when your item is clicked on Google Shopping. We also refer to this as the landing page.

❖ **Mobile link - Mobile Landing Page URLs**

You can use this attribute to provide links to mobile-optimized versions of the landing pages for your products.

❖ **Image Link - URL of an image of the item**

This is the URL of the main image for a product and is the first image users see on product detail pages.

If you have multiple different images of the item, submit the main image using this attribute, and include all other images in the 'additional image link' attribute.

❖ **Additional Image Link - Additional URLs of images of the item**

If you have additional images for this item, include them in this attribute.

Product Feed Specification

❖ **Condition - Condition or state of the item**

There are only three accepted values:

- ❖ **'new'**: The product is brand-new and has never been used. It's in its original packaging which has not been opened.

- ❖ **'refurbished':** The product has been professionally restored to working order, is "as new", and comes with warranty. The packaging may or may not be the original packaging. This is sometimes referred to as "remanufactured".

- ❖ **'used':** If the two previous values don't apply. For example, if the product has been used before, is a refilled printer cartridge, or the original packaging has been opened or is missing.

Availability and Price

The attributes in this section are required in order to specify the availability and prices of your items. The availability and prices of your items can change quite frequently, and you need to make sure Google is notified of these changes as they happen.

❖ **Availability - Availability status of the item**

The availability attribute has three accepted values:

- ★ 'preorder'
- ★ 'in stock'
- ★ 'out of stock'

❖ **Availability date [availability_date] - The day a pre-ordered product becomes available for delivery**

If you are accepting orders for products that are available for preorder, use this attribute to indicate when the product becomes available for delivery.

Format Date specified by the format (YYYY-MM-DD), followed by the letter 'T', the time of the day when availability begins,

Phase III: The Product Data Feed

Product Feed Specification

❖ **Price - Price of the item**

The price of the item has to be prominent on the landing page. If multiple items are on the same page with multiple prices, it has to be straightforward for the user to find the correct item and corresponding price.

❖ **Sale Price - Advertised sale price of the item**

Use this attribute to submit the advertised sale price of the item

❖ **Sale Price Effective Date - Date range during which the item is on sale**

Used in conjunction with sale price. This attribute indicates the date range during which the sale price applies.

Example: 2011-03-01T13:00-0800/2011-03-11T15:30-0800

Unique Product Identifier

Unique product identifiers are product codes associated with an individual product or product variant. They uniquely and completely identify a product in the global marketplace.

Submit unique product identifiers with a combination of these attributes:

❖ Global Trade Item Numbers (GTINs)
❖ Manufacturer Part Number (MPN
❖ The product brand name in the 'brand' attribute

These products won't have unique product identifiers:

❖ custom goods or one-of-a-kind items, like custom t-shirts, art, and perishables.
❖ goods produced before unique product identifiers were introduced, like vintage goods, antiques, books published before 1970, and other special items.

Product Feed Specification

Unique Product Identifier Rules

For Austria, Belgium, Canada, Denmark, India, Mexico, Norway, Poland, Russia, Sweden, and Turkey, unique product identifier attributes are recommended.

For Australia, Brazil, the Czech Republic, France, Germany, Italy, Japan, the Netherlands, Spain, Switzerland, the UK, and the US, you'll use the following set of rules to provide the correct identifiers for each of your products.

'gtin' and 'brand' are strictly required* for products when:

1. the 'brand' is a designated brand, and
2. the condition is 'new'.

*Products where 'availability' is **'preorder'** are exempted from this; you may use one of the rules below.

'mpn' is strongly recommended.

Product Feed Specification

For all products that do not meet these criteria, refer to the following rules:

Apparel	-	'brand' is required
Media and Software	-	'gtin' is required
All other categories	-	At least 2 of the following 3 identifiers are required: 'brand', 'gtin', and 'mpn'. Whenever GTINs are available, we strongly recommend providing them in the 'gtin' attribute.
No unique product identifiers exist	-	Where unique product identifiers are required but no such identifier exists for an item (e.g. custom goods), submit the 'identifier exists' attribute with a value of **FALSE**. identifiers exist

Product Feed Specification

Detailed Product Attributes

ou are recommended to provide the following product information for each unique item you submit if it exists, is relevant, and if the information fits into the accepted values for the detailed product attributes:

- ❏ 'color',
- ❏ 'size',
- ❏ 'pattern',
- ❏ 'material',
- ❏ 'age group',
- ❏ 'gender',
- ❏ 'size type' and
- ❏ 'size system'.

For Brazil, France, Germany, Japan, the UK, and the US, the attributes: 'color', 'age group' and 'gender' are required for the 'Apparel & Accessories' category and

the 'size' attribute is required for the categories 'Apparel & Accessories > Clothing' and 'Apparel & Accessories > Shoes'.

Product Feed Specification

Items Grouping

Use the 'item group id' attribute with a common value across the group. Each distinct item group must have a unique value for 'item group id'.

Examples of products that should use item groupings:

★ A t-shirt available in several different colors, patterns, and sizes

★ A couch available in different materials, patterns, and colors

★ A mobile phone available with different colors

➜ **Item Group ID - Shared identifier for all the variants of the same product**

All items that are variants of the same product must have the same item group id. If you have a "Parent SKU" that is shared by all variants of a product, you can provide that as the value for 'item group id'.

➜ **Color - Color of the item**

This defines the dominant color(s) for an item. When a single item has multiple colors, you can submit up two additional values as accent colors:

Product Feed Specification

➜ **Gender - Gender of the item**
➜ **Age Group - Target age of the item**

Use the 'age group' attribute to indicate the demographic of your item.

The target market for each value is defined as follows:

- ➢ Newborn: Up to 3 months old.
- ➢ Infant: Between 3-12 months old
- ➢ Toddler: Between 1-5 years old.
- ➢ Kids: Between 5-13 years old.
- ➢ Adult: Typically teens or older.

➜ **Material - Material of the item**

The material or fabric that a product is made out of. For example, a high heel pump might have values of "Leather", "Denim", "Suede", etc.

➜ **Pattern - Pattern/Graphic of the item**

The pattern or graphic print featured on a product. A dress might come in two prints, and have pattern values of "Polka Dot", "Striped", "Paisley", etc.

Product Feed Specification

➔ **Size - Size of the item**

This indicates the size of a product. For 'Apparel & Accessories' items, you can also submit the 'size type' and 'size system' attributes to provide more details about your sizing.

➔ **Size type - Size type of the item**

Use this attribute to indicate the cut of your item.

Format	There are five accepted values:
	• 'regular'
	• 'petite'
	• 'plus'
	• 'big and tall'
	• 'maternity'

➔ **Size system - Size system of the item**

Use this attribute to indicate the country's sizing system in which you are submitting your item.

Format	There are 11 accepted values:
	• US
	• UK
	• EU
	• DE
	• FR
	• JP
	• CN (China)
	• IT
	• BR
	• MEX
	• AU

Product Feed Specification

Tax

The tax attribute is an item-level override for merchant-level tax settings as defined in your Google Merchant Center account. This attribute is only accepted in the US. If your feed targets a country outside of the US, please do not use this attribute.

This attribute has four parts:

➔ country (optional):The country an item is taxed in according to ISO 3166 standard

➔ Geographic area

   ◆ region (optional): The geographic region that a tax rate applies to. In the US, the two-letter state abbreviation (e.g., CA).

   ◆ postal code (optional): The postal code range that a tax rate applies to

   ◆ location id (optional): The numeric id of a location that a tax rate applies to as defined in the AdWords API.

➔ rate (required): The tax rate as a percent of the item price

➔ tax_ship (optional): Boolean value for whether you charge tax on shipping, 'y' for yes or 'n' for no

Product Feed Specification

➔ **Shipping**

This attribute provides the specific shipping estimate for the product. Providing this attribute for an item overrides the global shipping settings you defined in your Google Merchant Center settings.

This attribute has four sub-attributes:

★ country (optional):
★ Geographic area.
    ○ region (optional)
    ○ postal code (optional)
    ○ location id (optional):
    ○ location group name (optional)
★ service (optional): The name of the shipping method.
★ price (required) Fixed delivery price.

➔ **Shipping weight - Weight of the item for shopping**

This is the weight of the product used to calculate the shipping cost of the item. If you have specified a shipping method that is dependent on shipping weight, this attribute will be used to calculate the shipping cost of the item automatically.

Product Feed Specification

- **Shipping Length- Length of the item for shipping**

  This is the length of the package needed to ship the product.

- **Shipping Width - Width of the item for shipping**

  This is the width of the package needed to ship the product

- **Shipping Height - height of the item for shipping**

  This is the height of the package needed to ship the product.

- **Shipping label**

  This attribute can be used to assign labels to specific products using values of your choosing, such as perishable, bulky, or promotion.

Product Combination

These attributes allow you to submit information about merchant-defined multipacks and merchant-defined bundles

- **Multipack - Submit merchant-defined multipacks**

  Multipacks are packages that include several identical products to create a larger unit of sale, submitted as a single item.

- **Is bundle - Submit merchant-defined bundles**

  Merchant-defined bundles are custom groupings of different products defined by a merchant and sold together for a single price.

Product Feed Specification

Adult Products

Google cares about the family status of the product listings you submit in order to make sure that appropriate content is shown to an appropriate audience. You should use the 'adult' attribute to indicate that individual items will be considered "adult".

➔ **Adult**

The adult status assigned to your product listings through the 'adult' attribute affects where product listings can show

Type Boolean: TRUE or FALSE

Adwords Attributes

These attributes help you to organize your AdWords campaigns and track the traffic to your website.

➔ **Adwords Redirect**

Allows advertisers to specify a separate URL that can be used to track traffic coming from Google Shopping.

Product Feed Specification

Custom Label Attributes for Shopping Campaign

You can use custom labels if you want to subdivide the products in your campaign using values of your choosing.

For example:

. For example, you can use custom labels to indicate that products are seasonal, on clearance, best sellers.

You can create up to five custom labels

- numbered 0 through 4, for each item in your feed.

Additional Attributes

The two attributes below allow you to control the destination of your items, and the period during which your items are valid.

➔ Excluded Destination - Excluded destinations of your items

The 'excluded destination' attribute prevents an item from appearing in certain destinations even though it appears in your product data. This attribute might be useful to you if you have products that you can't remove from your product data, but you don't want them to appear to the public.

➔ **Expiration Date - Date that an item will expire**

This is the date that an item listing will expire. If you do not provide this attribute, items will expire and no longer appear in Google Shopping results after 30 days. You cannot use this attribute to extend the expiration period to longer than 30 days.

Product Feed Specification

Unit Prices (US Price)

These attributes allow you to submit pricing for products that rely on unit pricing. You might need to use these attributes to clarify your prices for a few reasons:

➢   If your products are typically sold by a quantity of units

➢   If your products are required to show the price per unit to comply with regulations

If your products don't fit one of these categories, you don't need to use these attributes.

➢   **Unit Pricing Measure**

The 'unit pricing measure' attribute defines the measure and dimension of an item, e.g. 135floz or 55oz.

➢   **Unit Pricing Base Measure**

The 'unit pricing base measure' attribute specifies your preference of the denominator of the unit price (e.g. 100floz). You should only submit this attribute if you also submit 'unit pricing measure'.

Provide High Quality Data

To attract users to your products and to have them eventually buy from your store, it is essential to provide high-quality product data -- product data that is fresh, accurate and comprehensive. In order to maintain a smooth shopping experience, it is important that a user sees the same information about products in Google Shopping that they'll see on your website.

Providing Fresh Data

Here are some tips for providing fresh data:

➢ Create your feed right after you've updated your database with the latest information, such as price and availability status.
➢ Submit your feed to Google at the same time as you update your website. For example, if you update your website every night at 2:30 am, submit your feed at 2:30 am. We usually update your information for existing products within minutes
➢ If your website consists of several parts that are updated individually, create a feed for each of them and submit them at the appropriate time.
➢ If you update your website multiple times per day (or continuously), submit your feed multiple times per day. We recommend you submit, at least, early in the morning, around noon, late afternoon and in the evening.
➢ If you are using a third party feed provider, try to minimize the amount of time that your data is being processed.
➢ If you've set up your Merchant Center account such that Google fetches the feed from your server, make sure that the scheduled fetch from your server happens shortly after you update your website.
➢ If the prices and availabilities of your products change very frequently such that four updates per day are not enough to meet our quality standards, you will need to use the Content API for Shopping.

Provide High Quality Data

Providing Fresh Data

Here are some tips for providing fresh data:

➢ You can use schema.org microdata for price and availability information to ensure that we can always extract the most accurate and up-to-date data about your products from your website.

Providing Accurate and Comprehensive Data

When a user comes to Google Shopping to look for a product, he or she often has something very specific in mind. We then show him or her the most relevant products. The more information we have about your products, the better we can serve our users and send them to your website.

★ Therefore, submit all of the required attributes listed in our feed specification that apply to your products.
★ We also suggest including as many of the recommended attributes as you can.
★ By providing all of the relevant attributes, we can show users products which are most relevant to search queries.
★ In addition, make sure you submit all products that meet ourpolicies. Read these policies carefully.

Register a Data Feed

In the Register a new feed section, you'll need to specify several pieces of information about your feed in order to register it:

❖ **Mode**:
  ➢ test feed: No result
  ➢ standard feed: create items eligible for Google Shopping results
❖ **Feed type**: The type of data you are submitting in your feed
❖ **Target country:** Specify the location where your items are sold
❖ **Content language**: Select the language that corresponds to the language that you used for describing your product data in this feed.
❖ **Feed name**: Enter a descriptive name that helps you understand the content of the feed.
❖ **Input method**: There are four input method options:
  ➢ **Google Sheets**: allows you to provide us your data using a generated template or by selecting an existing Google spreadsheet that you created.
  ➢ **Scheduled fetches**: allows you to create an uploading schedule for a data feed hosted on your website.
  ➢ **Regular uploads**: llows you to upload files directly to Merchant Center via FTP, Google Cloud Storage, or manual uploads.
  ➢ Import from e-commerce platform: is an option displayed for merchants who have linked their store on a supported e-commerce platform to their Merchant Center account and will automatically import updated data into Merchant Center.

Register a Data Feed

❖ **File Name**:

Depending on what upload method you select, you may be prompted to enter the name of the file you'll be submitting.

❖ **Which Google Products can use the feed:**

By default your products are submitted to Google Shopping. You can choose to add or remove other destinations if available.

❖ **Fetch Schedule and Fetch Settings**

If you select the Automatic upload (scheduled fetch) option, you'll be prompted to create an uploading schedule and to specify settings information like the URL location of your file.

Supported File Format

We currently support data feeds in the following formats:

❏ Text (Spreadsheet) or Tab Delimited

In this format, you'll first include the attribute names in the first row (i.e., header) separated by a tab. Then starting on the second row, include the corresponding values under each attribute name. We recommend using a spreadsheet program such as Microsoft Excel or Google Sheets to create this and save the file as a tab-delimited file.

Advantages:

- Simple to create and edit if you have a spreadsheet program
- Easier to view multiple items

Disadvantages

- Easier to make formatting mistakes

❏ **XML**

We support extended versions of RSS 2.0 and Atom 1.0. You can create and edit these files using any text editor, such as Notepad or SimpleText

Advantages:

❏ Your site may already generate an XML file of your content

❏ Including multiple values for an attribute is easier

Disadvantages

❏ May require more tech-savviness

❏ Difficult to see many items at once

Supported File Format

❏ **XML**

   We support extended versions of RSS 2.0 and Atom 1.0. You can create and edit these files using any text editor, such as Notepad or SimpleText

Advantages:

❏ Your site may already generate an XML file of your

   content

❏ Including multiple values for an attribute is easier

Disadvantages

   ❏ May require more tech-savviness

   ❏ Difficult to see many items at once

When creating your data feed, remember to save your file in one of the supported filetypes with the appropriate filename extension:

❏ **.txt - text**   ❏ **.gz - GNU zip**

❏ **.xml - XMl**   ❏ **.zip - Zip**   ❏ **.bz2 = Bzip2**

Upload a Data Feed

After you have created and registered your data feed, you can upload a data file into it.

Note: If you submit your items for the first time to a particular target country for Google Shopping, it may take up to 3 business days for your items to be reviewed. To minimize delays, please ensure that your data feed conforms to the products feed specifications and the Google Shopping Policies. Learn more about our product status definitions.

Upload Options

If you are new to Merchant Center a direct upload may be easiest option to get started.

Note: If you're submitting a compressed file, your file must be under 500 MB. If your file is larger than 500 MB please split your file into multiple, smaller files before uploading.

- ★ Direct Upload (Files under 20 MB in size)
- ★ FTP Upload (Files under 1GB in size)
- ★ SFTP Upload (Files under 1GB in size)
- ★ Scheduled Fetches (Files under 1 GB in size)

Tips:

- ★ Send us a data feed as often as your item information changes -- up to once per day, but remember to upload a new feed at least once a month.
- ★ If you submit multiple data feeds, keep each item in the same data feed with each submission. Avoid moving your items to different feeds.

Upload a Data Feed

How many times do i have to submit to my account?

We strive to allow merchants to submit their full inventory of products. However, all accounts have a default limit of items than can be submitted.

If you're submitting a large number of items, you will receive a notification in your account when you're approaching or have reached your current limit.

View errors and Troubleshoot issue

You'll be able to download a CSV report detailing feed processing errors and warnings after you've uploaded your feed. When a report is available, you'll see an option to download the file on the Status page, which is accessible by clicking the feed name.

You can also view consolidated issue reporting for the Shopping product data across your account, feeds, and items in theDiagnostics tab.

Phase IV: Creating Shopping Campaign in Adwords

- Setup Settings
- How to create a shopping campaign
- Basic campaign settings
- Monitoring and Optimizing Shopping campaigns
- Product groups
- Dimensions
- Auction insight
- Bid simulator

Set up a Shopping Campaign

     Shopping campaigns help you promote your products by giving users detailed information about what you're selling before they even click your ad. Using retail-centric reporting tools, you'll then be able to track the performance of your products over time.

Walkthrough on how to create a shopping Campaign

Monitor and Optimize your Shopping Campaigns

After you get your Shopping campaign running, you'll need to check how it's performing to make sure you get the results you want. You can monitor the performance of your campaign in a few key places in AdWords:

★ Product groups tab

★ Dimensions tab

★ Auction insights report

★ Bid simulators

Product Listing Ads are generated based on the product data you've set up in your Merchant Center account. While you can define product groups within your campaigns, your ad performance is tightly linked to the data you've provided in Merchant Center, so make sure your product data is accurate and up-to-date.

Monitor and Optimize your Shopping Campaigns

➔ **Use the "Product groups" tab**

The Product groups tab is the first place you can check to see how your product groups are performing. Customize the columns you see and download reports with segmented options.

You'll be able to view these types of information:

- ❖ maximum cost-per-click (max. CPC)

- ❖ impressions

- ❖ clickthrough rate (CTR)

- ❖ conversion metrics

- ❖ benchmark clickthrough rate (CTR)

- ❖ benchmark maximum cost-per-click (max. CPC)

- ❖ impression share

- ❖ tracking templates

- ❖ custom parameters

Phase IV: Creating Shopping Campaign in Adwords

Monitor and Optimize your Shopping Campaigns

➔ **Use the Dimension Tab**

The Dimensions tab provides customized performance reporting at any level of granularity by any dimension you choose, including:

- ★ category
- ★ product type
- ★ item ID
- ★ brand
- ★ Merchant Center ID
- ★ Store ID
- ★ Channel
- ★ Channel exclusivity
- ★ benchmark clickthrough rate (CTR)
- ★ benchmark maximum cost-per-click (max. CPC)
- ★ impression share

Monitor and Optimize your Shopping Campaigns

➔ **Use the Auction Insights report**

The Auction insights report lets you compare your performance with other advertisers who are participating in the same auctions that you are.

➔ **Use the Bid Simulator**

The Bid Simulator can help bring clarity to how different product group bids might affect your traffic by estimating what your advertising results might have been over the previous seven days, if you'd set different bids.

Thank You