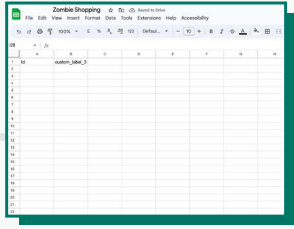# Zombie Shopping process guide
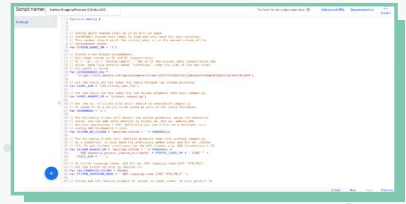
Step 1

Create a supplementary feed

Create a new Google Sheet and name the first two columns 'ID' and 'custom_label_03' (you should check first that custom label 3 is free for you to use in your feed).

Step 2

Upload your script

1. Upload the script into your Google Ads account and set a schedule for it to run daily.
2. You'll need to edit parts of the script to include your custom label, as well as the URL of your supplementary feed.
3. Authorise your script to run in your Google Ads Account and run it to check for potential errors in the execution logs or in your spreadsheet.
4. If the script has run and is working properly, you should see your Google Sheet supplementary feed populate items into it. **These are your Zombie products!**
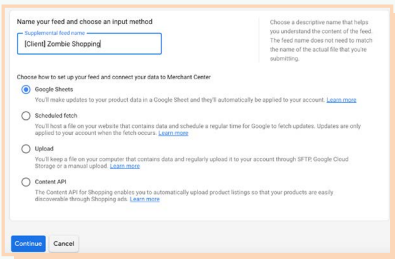
Step 3

Add your feed to GMC

In order to add your feed to GMC, you'll need to click on 'add supplemental feed'.

You'll then need to name the feed and click on 'Google Sheets' in order to select your pre-made sheet.

Step 4

Add a rule to merge your feeds

Click into your main shopping feed and add a rule by selecting the custom label.

Then you'll need to set a rule that says 'If [zombie feed] ID has a value, set to no clicks'.

If you have issues with the rule populating the labels, you may want to check if your feed is pulling in lower case or capital letters from your product ID. If it's mismatched then you might need to add a code to your script to capitalise the letters.
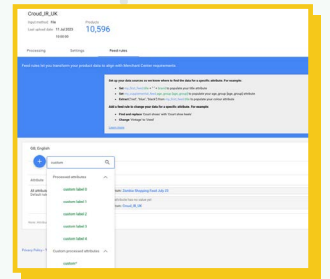
## Step 5

Create a rule to populate your feed

Now you've got your feed populating from the script, it's time to use this script to populate Zombie campaigns.

- Build a standard shopping campaign and use the custom label your feed is populating to pull only these products in. This is the time to set a maximise clicks bid strategy.
- Once your products gain a click, the script will pick up whether the product is no longer categorised as Zombie - and will therefore automatically transition back to its respective campaign setup.

Google Ads

Step 6

Measure for success

Ensure you follow your SKUs from Zombie to your BAU categories and review what incremental revenue they drove once they dropped away from Zombie back to BAU.
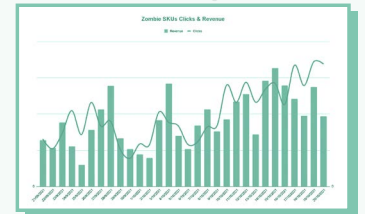
Step 7

Gain valuable insight

Review how this works at a category level for added insight.

croud