croud

GOOGLE SHOPPING

A retailer's guide to Google Shopping

SOME TIPS FOR

Shopping

croud

SHOPPING - ALIGNING TO BUSINESS STRATEGY

FEED

Best practices

SHOPPING CAMPAIGN TRAFFIC SEGMENTATION

Why it's important to split traffic

SHOPPING CAMPAIGNS

(STRUCTURE)

Examples

OTHER FEATURES

Merchant promotions, local inventory ads, RLSA

croud

FEED - BEST PRACTICES

- *Ensure your product title contains essential information*

- *Use at least 3 nods when structuring your product type*

- *Ensure descriptions are not generic but product-specific*

- *Don't change product ID, but...*

- *Use SQR to improve your feed*

croud

FEED - BEST PRACTICES

Ensure your product title contains essential information

FEED - BEST PRACTICES

Use at least 3 nods when structuring your product type

Clothing → Women → Cardigans → Crew Neck

croud

FEED - BEST PRACTICES

Ensure descriptions are relevant but not very specific

- The description should relate to a category of products in which they sit

- Avoid using very specific descriptions

- 500 characters is enough

croud

FEED - BEST PRACTICES

- *Ensure your product title contains essential information*

- *Use at least 3 nods when structuring your product type*

- *Ensure descriptions are not generic but product specific*

- ***Don't change product ID, but...***

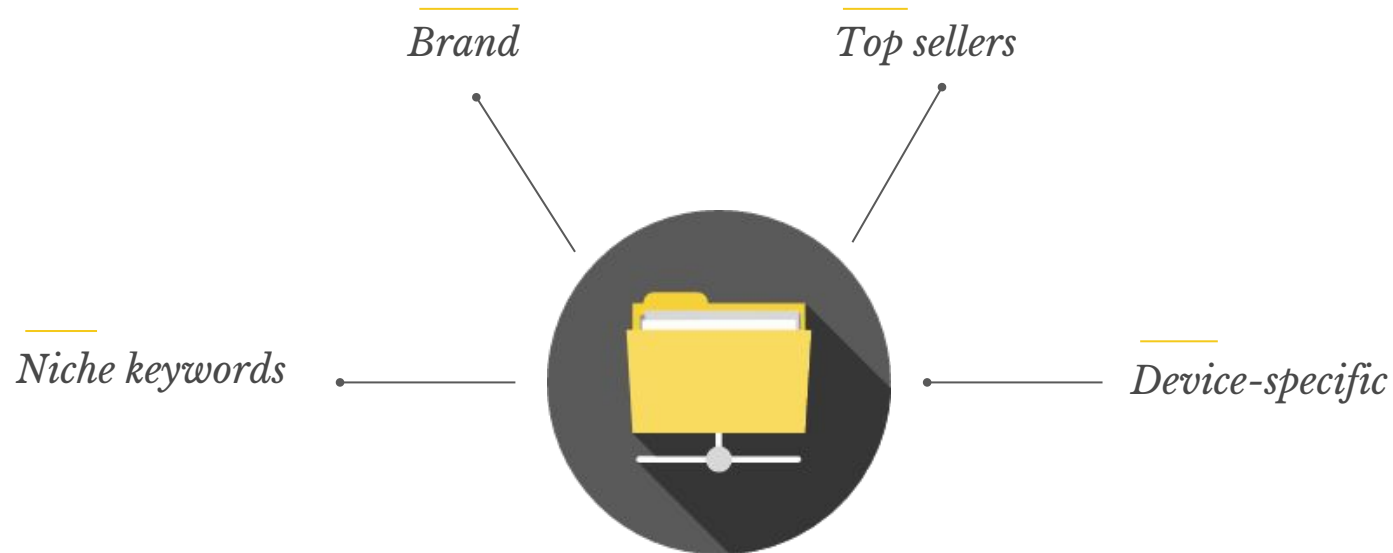- *Use SQR to improve your feed*

croud

FEED - BEST PRACTICES

- *Ensure your product title contains essential information*

- *Use at least 3 nods when structuring your product type*

- *Ensure descriptions are not generic but product specific*

- *Don't change product ID, but...*

- ***Use SQR to improve your feed***

croud

SHOPPING STRUCTURE

Brand

Top sellers

Niche keywords

Device-specific

croud

SHOPPING STRUCTURE EXAMPLES - NICHE TERMS

Create a separate campaign for niche terms such as:

- Specific keywords, like dimensions
- Terms for product brands you sell
- Keywords for buy / purchase / order
- Very generic terms

croud

SHOPPING STRUCTURE EXAMPLES - BRAND TERMS

Create a separate campaign for the following products to match against Brand terms:

- Highest margin
- Highest CvR
- Low CvR but good margin
- All products, enhanced CPC (recommended to start with)

croud

SHOPPING STRUCTURE EXAMPLES - TOP SELLERS

Two approaches depending how often product range changes:

- If top sellers change often - don't split by product ID, but just keep your structure at category level, with all IDs within that category within a single product group

- For evergreen best selling products - put each of them in a separate ad group for a better CPC and traffic control

croud

SHOPPING STRUCTURE EXAMPLES - DEVICE-SPECIFIC

Different approaches to device-specific targeting:

- If certain terms perform well on a specific device, test them from a separate campaign against that device

- Test showing your best-selling, or highest CvR products on mobile devices

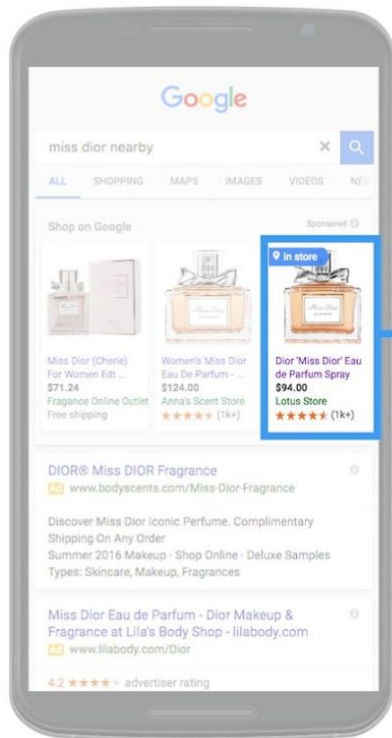- Use Merchant promotions against devices where CvR or ROAS is low

croud

SHOPPING - OTHER FEATURES

Shopping promotions
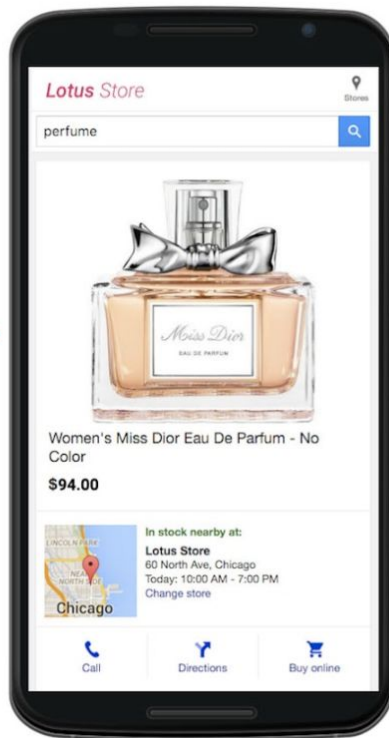
Local inventories

RLSA

croud
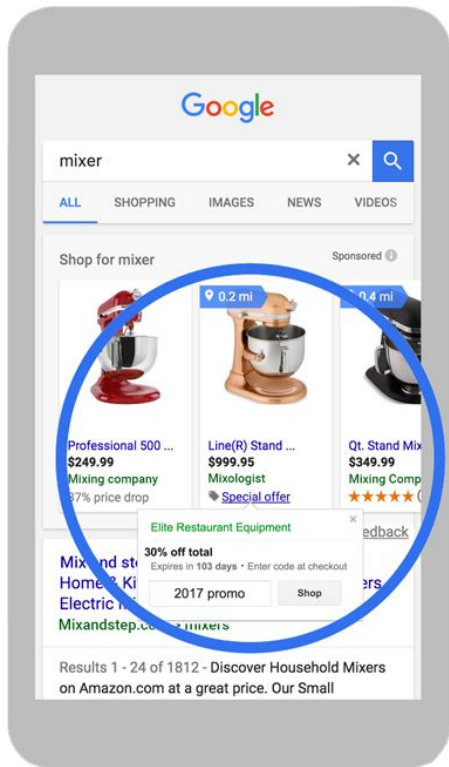
SHOPPING - LOCAL INVENTORIES

Local inventory ad

Local storefront

Local inventory ads showcase your products and store information to nearby shoppers searching with Google

croud

SHOPPING PROMOTIONS

Benefits

- **Increase click-through rate:** Give additional incentive to buy

- **Increase conversions:** Give shoppers a reason to buy now

- **Capture multi-screen traffic:** "Special offer" shows on both - mobiles and desktops

croud

SHOPPING - RLSA

RLSA approach to Shopping:

- **Standard:** Overlay all your Shopping campaigns with audiences and "bid only" setting

- **Target and bid:** Move very generic terms to this new campaign and target website visitors only
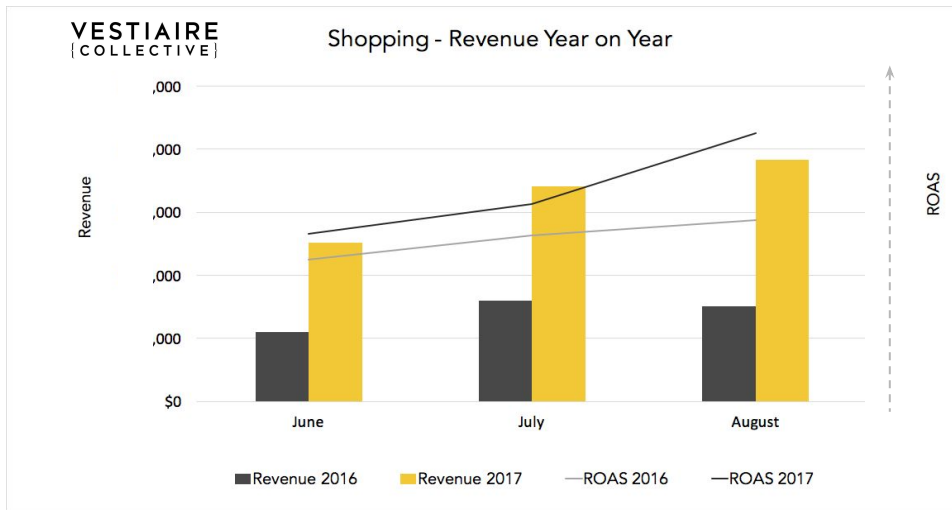
croud

LAUNCHING NEW SHOPPING STRUCTURES

VESTIAIRE {COLLECTIVE}

Croud started working with Vestiaire Collective in April 2017, the main priority being to deliver a new Shopping strategy and account structure to grow revenue in Q3 & Q4 2017

- Search vs Shopping spend was at 60/40 when we started, and ROAS was sub-optimal
- Since the restructure, Shopping now accounts for 85% of spend and revenue has more than doubled year on year

In addition to Shopping, and given the target audience, Croud has been able to increase efficiencies across the accounts and improve the ROAS.

VESTIAIRE {COLLECTIVE}

Shopping - Revenue Year on Year

Revenue

ROAS

,000
,000
,000
,000
$0

June   July   August

■ Revenue 2016   ■ Revenue 2017   — ROAS 2016   — ROAS 2017

5

NEW CAMPAIGNS BUILT

100s

OF BRANDS IN OWN AD GROUPS, SEGMENTED BY PRODUCT AND PRICE BRACKET

+133%

IN YoY REVENUE IN AUGUST '17

+40%

INCREASE IN ROAS YOY

THANK YOU!
TALK SOON!

Tel: 02080177723

Email: info@croud.co.uk

croud

croud