Chapter 1 : About the Shopping Advertising assessment - Google Partners Help

Shopping Advertising assessment study guide. About the Shopping Advertising assessment; Module 1: Overview of how Product Listing Ads work. About Google Merchant Center.

I hope you find it useful. I know after many years managing AdWords, I always enjoy learning something new. Important, these are notes I took when preparing for theGoogle Shopping Exam. Shopping ads allow customers to be better informed before clicking on an ad by giving them information such as price, product name, and an image at a glance. What elements do you send to Google to include in your ad? Name of the product as well as any other relevant attribute such as brand, size, gender, colour and size. They appear most obviously in the search engine result page on the right-hand side and sometimes found on the very top of the page. You can also see them when you click the Shopping or Image link under the Search box as well as Google Partner sites like Youtube. In my humble opinion the Google Exam Study Guide version of the benefits are the same as text ads â€" or very similar at least. More qualified leads â€" the shopper gets to see a picture of your ads, the product name, and price before they click. You only pay per click, the price and picture also pre-qualify users before they click. Ads are displaying in Google and syndicated through the Google Partner Network. You can see the performance by product or brand in AdWords by filtering the product view. Shopping ads are similar to text ads, they require a bid strategy and relevance. In text ads the relevance comes from the keyword, Shopping campaigns use the product data in your Merchant Center account. Your Merchant Center is where you load all of the inventory you want to sell along with the relevant product data. Shopping feeds are used to populate Shopping ads with up-to-date offerings and deals. When you place a bid for a Shopping campaign the bids are analysed against all your products in the Merchant Center. The Merchant Center is where retailers can upload product data with feeds. Feeds contain all the information on the inventory they want to sell, such as product title, image, and website URL. The user can also configure account-wide shipping and tax as well as find current and past problems and issues with the feed. Merchant Center multi-client accounts allow a single person or company to submit data feeds for multiple domains. Each client may have a distinct store name and URL. A link to the landing page that features the product you want to sell. A descriptive title that matches the way a user would search for your product and a title of your landing page. Do not include promotional text, all caps or gimmicky characters. Include full details of the offer such as price, availability and shipping info. You can configure your shipping settings in merchant Center or you can send it through in your feed. The information in your feed must match the information on your landing page. You can upload information either in a. This helps Google to deliver the most relevant Shopping ad to a user. Assuming that your Merchant Center is set up ok and without errors, your Bids will directly impact the visibility of your Ads. In Adwords you can choose between manual bidding and smart bidding. The first choice you need to make is your goal, for example: To increase awareness you will bid for maximum clicks To drive sales conversion you would target return on ad spend Manual bidding lets you set bids at the campaign, ad group or product group level. You set bids as you wish. With Smart bidding you can set to achieve: You select the strategy, give it a name and an optional budget. To implement a smart or manual bid strategy you go to the campaigns and select the bidding tab. Creating a Shopping Campaign in Adwords Optimising the product data is an important step in setting up Google Shopping ads. Titles match the user search queries to the ads. They are limited to characters but only the first 70 are visible. Optimising titles can improve impressions and ranking. Descriptions give users information to buy a product. They need to be keyword rich and meaningful to users. Categorisation is an important structural step when setting up a campaign. Each product must be mapped to the correct product type or Google product category. Shopping Campaign Structure The structure of the campaign is what gives the advertiser control over the bidding and performance visibility of the campaign. How you structure your campaign will depend on your bid strategy. This is where you go to see how your product groups are performing. You can then drill down by: Product Tab â€" measure the performance of individual products Dimensions Tab â€" provides customised performance reporting Attribution Reports â€" provide detailed information about the paths that

lead people to conversions Shopping-Specific Columns For Shopping campaigns, there are several unique columns you can add to your reports. The maximum number of clicks depends on both the prominence of your ads and the number of ads you show for a search query. You can use product groups to set bids on your products. You can check the bid for each product by adding the effective max. CPC column in the Products tab. Use this column to understand how your product disapprovals affect the performance of your product group. Use this column to understand how your product data and your campaign settings affect the performance of your product group. This can bring clarity to how different product group bids might potentially affect your traffic and conversions! Optimise your Shopping Campaign Your goal is to increase your ad placements and achieve your goal. To optimise your campaigns you can:

Chapter 2 : Case Study: Google Shopping - Best Practice Opsætning | Geniads

Hello again fellow Google Shopping Advertisers, this is part 2 of the notes I made when reviewing the Google Shopping Exam Study Guide. This part is a little trickier than Google Shopping Exam Study Guide Part 1 and requires some web development knowledge.

This part is a little trickier than Google Shopping Exam Study Guide Part 1 and requires some web development knowledge. Note that to pass the test you will probably have to know this but auto updates can also be achieved by creating XML feeds that auto update from your database. Structured data markup is metadata that you can add to a webpage Google can use this metadata to extract information products from your website You will need HTML to implement structured data markup and make sure that the page can be crawled by Google How do you set up structured data markup? Note, this is more technical than it is marketing. If you are non-technical just learn this well enough to be able to brief a web developer. Product Object â€" must describe the product being sold. The price field should only contain the price value. This attribute is required for automatic item updates as well. How do you enable automatic item updates? If Google is unable to extract microdata from your website, they will report the issue to you in the Diagnostics section in the Products page of your Merchant Center account. In your Merchant Center Account, select Automatic item updates from the menu in the upper right. Enable AIUs for price only, availability only, or price and availability, which is recommended. Which Shopping Ads are Compliant? They are mostly products that are not physical and shippable goods. This includes cars and concert tickets. If an account is in violation, Google will notify a user in the Merchant Center Account and send them a violation email. The user will need to rectify the problems and resubmit the feed for another check. How to Create Feed Rules? Here are some examples of what you can do with rules: If data is incorrect â€" for example brand appears in the feed as make, you can set a rule to map it from make to brand. This can apply to other compulsory feed attributes â€" like condition. If the product data is missing something like Gender, you can create a rule to look for any item with mens in other parts of the feed and map it to mens. This will simplify the management of your Shopping campaign and allow you to bid differently based on the average order value of the products. Here are the Google Instructions. This is where SEO and shopping overlap a little. Make sure that your robot. Submit Correct Product Data Price and availability on landing pages must match product data sent to Google. This is the most common reason for account suspensions or product disapprovals. The character limit for URLs is 2, You can submit product data via: Failure to do so will result in a violation. Watermarks and promotional text in images will also cause a violation. Make sure you have a secure checkout too. A full feed should be submitted at least every 30 days. For updates to your price and availability information in Merchant Center, you can use an online product inventory update feed as often as your price and availability data changes. If you submit multiple feeds, keep each item in the same feed with each submission. Avoid moving your items to different feeds. Some practices are not allowed. Vague discounts that make a promotion amount unclear are not allowed. This includes a range of possible promotions. Conditional promotions like â€" first time buyers only are a problem too. You also have to avoid promotions that are just not supported by Google, like promotions that last longer than 6 months or running more than 50 promotions. Or create a promotions feed to bulk upload all of the promotions at once. If one campaign has a higher priority than the others, the campaign with the higher priority bids. If the campaign with the highest priority runs out of the budget, the next lower priority campaign will place the bid. If multiple campaigns all have the same priority, the campaign with the highest bid for that product participates in the auction. This is set up in AdWords under Campaign Settings. All too complicated for you? All items need to adhere to Shopping Policies or they could be disapproved. Any item that violates Policy needs to be removed from the data. Price mismatch needs to be updated. Once you have updated your product data you can request a review. If you meet the final data product requirement your account will be restored and returned to approved within 3 days. You should then find ways to stop the violation reappearing. LIAs help omnichannel retailers differentiate their ads from online Shopping ads. LIAs promote in-store inventory. Optimise Shopping Campaigns for Mobile Mobile customers use devices with

smaller screens and are often on the go.

Chapter 3 : Google Shopping

Google Shopping Exam Study Notes Definition of Shopping Google Shopping is an image ad format that appears in Google and around the web. Shopping ads allow customers to be better informed before clicking on an ad by giving them information such as price, product name, and an image at a glance.

Monday â€" Friday, 8 a. MDT shares Case Study: The numbers we generated for them were: By treating their online shopping campaigns like a brick and mortar window display. Specifically, most companies let Google decide which products to display in their Google Shopping results, but this can often be killing your conversion rate and leaving lots of revenue on the table. They have a high click-through rate and convert extremely well. You bid aggressively and grabbed the Number 1 spot â€¦ But â€¦ then what? Which corset, specifically, do you want Google to display in that spot? Most companies let Google just kind of guess based on traffic or whatever else Google can see. In other words, they let Google decide which products to feature in the all-time single best sales location available in Google Shopping ads. It would be like a retail store letting a complete stranger waltz in and decide what products get displayed in the window promotions at the front of the store. This is exactly why we implemented product-specific campaign structure for the online retailer that mimics the science behind product placement in brick and mortar stores. Because, just like a retail store, you want your best products displayed in the most prominent position in shopping campaigns. Andâ€"as the numbers showâ€"it works. We cut out generic search terms such as bras, lingerie, corset, etc. Before they came to us, the company was using a funnel approach that targeted a variety of keywords. At the top of the funnel were keywords that were more genericâ€"such as bras, lingerie, and corsets. On these keywords, they bid less aggressively. At the bottom of their funnel were keywords such as plus-size corsets and DDD bras. This is not a bad strategy. It separates generic keywords from those with more buying intent. It is notâ€"howeverâ€"an ideal strategy for a company with thousands of products in many categories, such as our client. Their setup led to wasted campaign dollars by bidding on searches that were less likely to convert to sales. Using negative keywords, we filtered out searches for generic terms like bras, lingerie, corset, etc. That way, we were only bidding on the most relevant searches. If you want to know more about how to use negative keywords in PLA campaigns, check out our case study for another online clothing company, Skreened. That resolved the problem of spending money on queries unlikely to convert into customers. We Told Google What Products Were Most Important Our second change was to tell Google exactly what products we wanted to feature in the search returns for our shopping ads. This is where our retail approach comes in. But, which plus size corset would Google show? They sell the best. And they have the highest margins. Our simple, effective hack to force Google to feature these products was to bid the most aggressively on top-performing products. This had two positive results. As expected, we increased the click-through rate by showing products the consumers would likely be the most interested in. In addition, we increased the possibility that multiple products would show up on a search page. Our goal was to display in as many of those listings as possible. For our client, certain sizes sell better as well. See how that works? Instead, you tell Google what you want it do to with your money. These two changes resulted in higher relevance scores, better impression share, higher click-throughs, and, yes, the most important metric of allâ€¦ More revenue. Does your PLA strategy best match your products? Let us help you get your best possible return on ad spend by creating a unique strategy designed for your specific audience.

Chapter 4 : Google Shopping Exam Study Guide Part 2

This study guide is for those who want to prepare for the Google Ads Fundamentals assessment. It provides information about the basic and intermediate aspects of online advertising and Google Ads, including the benefits of online advertising, how to set up and manage a Google Ads campaign, and how to measure and optimize your campaign's.

Sign up for our daily recaps of the ever-changing search marketing landscape. We respect your privacy. Google Shopping feed optimization: Contributor Andreas Reiffen shares data on how to optimize them. Andreas Reiffen on December 28, at Not only that, but a good product title will entice more shoppers to click on your product. But to make the most of Google Shopping, e-commerce retailers have to apply more advanced techniques to optimize and enhance their product feeds. Previous experiments have shown that product titles have a major influence on performance, while other fields â€" like the product description or the Google product category â€" have little or no influence. To give you some practical advice on how to effectively optimize product titles, we at Crealytics my employer tested how Google Shopping reacts to changes in titles. Test setup We selected products, which we observed over a six-week period. After three weeks, we changed the titles and analyzed the impact of the change over the subsequent three weeks. Unfortunately, 62 products ran out of stock during our experiment and so had to be excluded from the analysis, which we performed on the remaining 74 products. Examples of optimized products To optimize our product titles, we added very specific, keyword-rich terms in front of the existing product title. In some cases, we added a product search term to the existing product title: In other cases, we added the product category to the existing product title: And in some cases, where the original product title was quite short, we added a search term, as well as the size and gender focus of the product. In every instance, our impressions rose dramatically! To do this, we also analyzed the total performance of all the products. On average, there was a slight decrease in CTR of 4 percent across the entire Google Shopping account. However, the products with optimized, more keyword-rich product titles saw a CTR uplift of 18 percent. Since each product was optimized for a specific, highly relevant search query, we also took a look at the CTR uplift of the exact query match to the term we added. A lot more, in fact. And once we know that, we need to know which search terms our audience is using to find our products. In addition, Google struggles when comes to matching synonyms. That means that if you have a range of fancy dresses, you want to use different descriptors party, evening, fancy, nice across the category to make sure you cover all your bases. Google recommends you include the brand, product name and basic product characteristics like model, color and size. Most Feed Management tools will do a great job of giving you a solid, rule-based Product Feed from which to start optimizing. Feed management tools can then pull the optimized titles through an API to replace the old titles. With a bit of effort, you can replicate the work our tool does manually by accessing your AdWords Performance Report and identifying popular search terms that are relevant to your products. Get your product feed from Merchant Center. Identify words and combinations of words which are contained in search queries, but not in your Product Feed. Identify relevant products and change their Titles to reflect the correct search terms Benefits of product title optimization Product title optimization is an important part of scaling your Google Shopping campaigns. It can increase your impressions and help you grow shopping revenues. Opinions expressed in this article are those of the guest author and not necessarily Search Engine Land. Staff authors are listed here. About The Author Andreas Reiffen is a thought leader in data-driven advertising. His company Crealytics works exclusively in the retail sector, and offers a holistic approach to search, shopping and paid social campaigns. Andreas is a regular speaker at industry events worldwide.

Chapter 5 : Shopping Advertising exam study guide - PDF file - The Google Advertiser Community -

Google Shopping Basics Learn the basics of setting up and optimizing a Shopping campaign. Learn the basics of using Google Shopping and how to set up your first campaign.

We already know that Shopping Campaigns work great for e-commerce companies. The Merchant Center is actually where a lot of the magic happens in Shopping Campaigns. This is where your product data feeds live. A product data feed is a list of all the products you sell. Some key attributes of your product data feed list are: Some companies do this manually using Google spreadsheets, some use third-party services, and some use special software on their website to keep this info up-to-date and in sync with their website. Using a Google spreadsheet certainly gives you the most control, but might not be realistic to manage if you have s of products. A good data feed is a huge factor in the success of your Shopping Campaigns. A few super-important things to keep in mind: Product images can make or break your ads â€" make sure your images are high-quality! No edited or watermarked product images â€" the images should be of only the product you are selling. Get your feet wet before you dive in! This is a great way to get used to how it all works! Ad Groups in shopping campaigns are really for organizational purposes only: Companies with very small product data feeds typically create just one ad group. Companies with larger product data feeds sometimes split ad groups by brand or category. Shopping Campaign bidding works totally different from search campaigns. There are no keywords in Shopping Campaigns! So, what do you bid on? Shopping campaigns are really cool because you can set the bid on the actual products that you are selling â€" this gives you a huge amount of control. You can either set the bid on individual products or you can set the bid on groups of products â€" either way, the thing you set the bid on is called a "Product Group. You can set a bid on this product group and ads for all products in that bin would get the same bid. Google allows you to take all of the products in that giant bin and split them into smaller bins so you can set bids on those smaller bins. To create these bins product groups , you use the attributes you set in your product feed to segment products. This concept is by far the most complicated part of setting up a Shopping Campaign. A picture is worth a thousand words so here goesâ€¦ You may have noticed that every time you segment a product group, you always end up with an "Everything Else" group. How to Organize Your Product Groups Now that we have that concept down, we have a few tips for how to best organize your product groups. The key is ROI! How much can you afford to spend on an ad for a specific product? Try first segmenting by brand or category, then segment by product ID. You already have your products organized in some way â€" reproduce that organization in your product groups. If you have a large data feed where managing bids at a product level is unrealistic, segment by similar products where the profit margins are similar â€" this could be by brand, category, product type or any other attribute that makes sense to your business. The way you organize your product groups has ZERO bearing on whether or not Google considers your product relevant to a search query. Product groups are strictly used to set bids. More Product Group Bidding Tips Once you have your product groups organized, you are ready to set bids on those groups. Tweaking a bid can have a fairly immediate effect on performance. Set bids in your "Everything Else" product groups lower than the specific named groups â€" this will help ensure all traffic and data for products in the feed are sent to that specific product and not the catch-all parts. The Search Impression Share metric gives great insight into how much growth potential you have for a specific product group. The final piece of advice we have for you is around special promotions you are running â€" Google has this cool thing where you can tack on promotional text to your shopping ad. You are now prepared to start your first Shopping Campaign. Good luck and happy shopping!

Chapter 6 : Case Study: Google Shopping Best Practices | Inflow

Searching for Shopping Advertising exam study guide - PDF file such as Adwords Tutorial - AdWords is now Google Ads. Our new name reflects the full range of advertising options we offer across Search, Display, YouTube, and more.

At the time my AdWords knowledge was slim to none. But the thought of failing made my shoulders tense up. And phewf, I passed. I kept second guessing myself: Well, both of the answers could be correct, but which is more correct? Some the questions struck me as unexpected and not relevant to my day-to-day. Before getting too deep into this guide you should probably ask yourselfâ€¦ Should I Get Certified? Opinions tend to vary on whether getting certified is worth the effort. To say the least, the post evoked a lot of feedback both positive and negative. So, are you a PPC specialist or consultant that would gain value from having the certification on your resume? Luckily nowadays the exam is completely FREE! For the Video Advertising, Shopping Advertising, and Mobile Advertising you have 90 minutes to answer roughly 70 questions. The test will time you until the end even if you shut your computer down so make sure you mark off the time to focus on passing. Google allows you to re-take the exam after 7 days if you fail. How Do I Sign Up? Sign in to Google Partners. Below that, select AdWords, pictured below. As I said above, you can take any one of the complementary tests to become certified, so consider which area of advertising you feel would benefit you most. Are the majority of your clients in the e-commerce space? Then take shopping as your second exam. Preparation Tips for the AdWords Certification Tests Before we can even talk about popping bottles, we should talk about prepping for the test. Here are some resources I recommend utilizing to get you up-to-speed. Google has a thorough study guide center to help you prepare for each exam. No thanks, not happening. I absolutely love this program, and recommended it in my first blog post written for WordStream. It still holds true. Their system is the perfect way to practice and pass the AdWords exams. The program gives you practice tests that ask very similar questions to the real exam. I reused the system recently before getting re-certified and noticed several duplicate questions from iPass in the live exam. These practice tests help you determine which areas need a bit more study love before attempting the test. This is probably the best piece of advice to pass the exam with flying colors. I guarantee the answers will come much more naturally this way. Even Google recommends on-the-job AdWords experience before attempting the certification tests. Want to prep for the test even more? Check out PPC As we discussed above the certification does help instill confidence in potential clients or employers so you should have some strategy to flaunt it. To get full use of it I recommend doing the following: Add the title to the Certifications section of your LinkedIn profile Promote on any other social platforms you use for business. Staying Certified The AdWords certification is valid for one year. Partner Badge You may be wondering the difference. Put simply, individuals typically get certified and agencies get badged. There you have it. She loves all things digital, learning about nutrition, running, traveling, and cooking.

The Ultimate Guide to Google Shopping. 9 chapters Google Shopping ads are one of the leading traffic sources that can give you the ultimate edge.

Sign up for our daily recaps of the ever-changing search marketing landscape. We respect your privacy. Andreas Reiffen on July 15, at 9: This blog post gives an overview of our findings from research and testing undertaken by our business intelligence team in Berlin. Hopefully, these insights will enable you to tackle the challenge and do advanced optimization of your Google Shopping campaigns. As most of you know, with paid search, there is a clear relationship between budget and revenue: We learned two important things from this test. Although traffic is likely to increase when bids are raised, the traffic quality can decrease if cannibalization happens. The results across our test products varied. In addition, our average cost per click CPC increased. This meant that we paid much more for the designer query clicks, and we also gained a lot of generic query clicks which generally do not convert as well , so our product became less profitable. In other cases, we found that the increase in traffic came from search queries that were much more relevant to the product, meaning the higher bid resulted in an increase in traffic quality, while the profitability remained stable. Furthermore, we observed that the impact of bid changes on impression volume also varied. Some examples are given below: Table 1 â€" Impact of bid changes on impression volume These data show that, in the case of Google Shopping, within a very small range there is a much greater level of elasticity as compared to Search. This is illustrated in the graphs below. Figure 1 â€" High elasticity in a very small range There appears to be a minimum bid in order to be eligible for the auction, followed by a point where traffic accelerates quickly for small bid increases, and finally a plateau where bid increases will only have a minor impact on traffic volume. Google Shopping lacks this level of control. To test the impact of campaign priorities on performance, we created duplicate campaigns to run intermittently throughout the day with differing priorities. This way, we could isolate the impact of the priority, as all other aspects of the campaign were identical. Our findings showed that the Campaign Priority itself had no impact on traffic volumes. In fact, when the bid differentials were high, Google would even override the Campaign Priority and serve the product with the higher bid, but lower priority. The test above showed that you cannot utilize campaign priorities to boost volume. However, we did find that they can be useful for segmenting traffic. Take the following example: Figure 2 â€" Same bid for different user intents The two search queries have very different user intents and are likely to have extremely varied conversion rates. Do we want to place the same bid for a user who has already decided which shoe to buy as for a user who is clearly still in the research phase? The answer, of course, is no. So how did we overcome this challenge? We segmented our shopping campaigns by specificity of search query, using campaign priorities and negatives to allocate traffic and to bid higher for the queries that we knew were more likely to convert. This segmentation strategy allowed us to set bids beyond product averages and to allow queries with higher conversion probability to get more exposure. We were also able to save money on low-quality queries. See the results below. The main challenge with this strategy is that the implementation process is largely manual and takes a great deal of time and resources to execute. In order to test this, we changed the product descriptions of a random selection of products and measured the impact on clicks. We first tried to improve the description, and then we made it completely irrelevant. Table 2 â€" Optimizing the description before making it completely irrelevant All of the products showed roughly the same results: Even changing the description of a dress to describe a baseball cap does not seem to have had any negative impact. We tested this similarly to the example above. We started by improving the categorization, then made it irrelevant to the product and measured the impact on clicks. The product tested in this example is a sport shoe: Table 3 â€" Making the product category irrelevant Here are the results: Figure 5 â€" Making the product category irrelevant had no impact on clicks Again, we can see that the changes had little impact on clicks. In fact, making the category less relevant had no negative impact at all. This is where our findings get really interesting. We looked at a selection of products and analyzed the search queries that were resulting in product sales. We then included the top search queries in the product title field within the

product feed. Conclusion Our research indicates the following: The bidding model behind Shopping has a much greater elasticity compared to Paid Search, but only within a very small range. Setting different Campaign Priorities in AdWords for single campaigns will have no impact on traffic volumes. Optimizing product descriptions and product categories within the product feed has no impact over traffic volume. Optimizing Product Titles within the product feed has a huge impact on traffic volume. Rewriting titles also allows traffic to be directed to certain products. See my full presentation from SMX London here: Opinions expressed in this article are those of the guest author and not necessarily Search Engine Land. Staff authors are listed here. About The Author Andreas Reiffen is a thought leader in data-driven advertising. His company Crealytics works exclusively in the retail sector, and offers a holistic approach to search, shopping and paid social campaigns. Andreas is a regular speaker at industry events worldwide.

Chapter 8 : Advanced Optimization Of Google Shopping Campaigns - Search Engine Land

The study guide helped me a lot to practice for the exam. " The questions were very close to the actual exam questions and I can recommend it to anyone who considers taking the shopping exam.

Chapter 9 : iPassExam: Study AdWords and Adobe ACE Exams with our Practice Test Question Bank

CPC Strategy recently released a new study on Google Shopping performance. We believe these metrics help to serve as a benchmark for retail brands in the Google Shopping landscape. We decided to take a closer look at this data to study Google Shopping as a whole and by category throughout