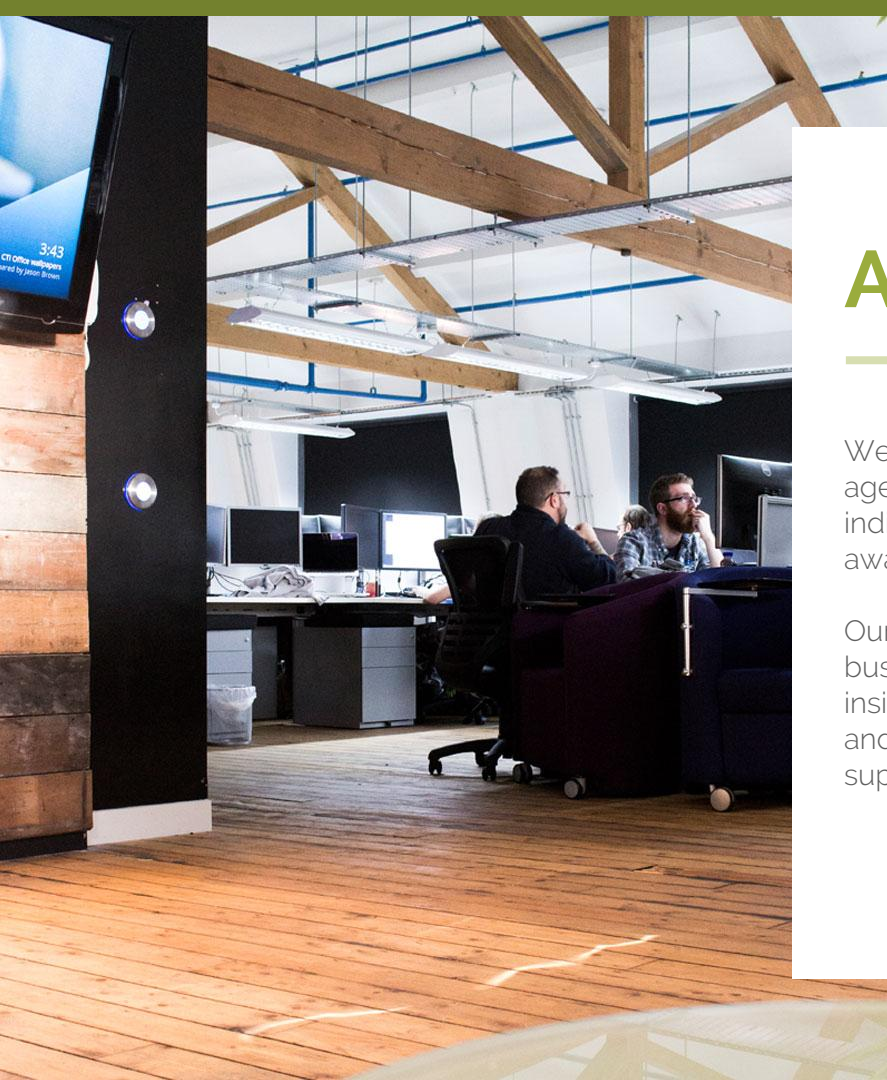




CTI Insights

7 Tips for Running Better Google Shopping Ads



A bit about us...

We are CTI Digital, one of the UK's leading full service digital agencies, with a growing team of over 70 talented and creative individuals. We've got over 15 years of experience in providing award-winning, innovative solutions.

Our mission is to help you achieve incredible results for your business by taking a user-centred approach to your project. This insights booklet aims to let you achieve results here and now, and remember, if you ever happen to need more long term support, we're always ready at the other end of a phone call.

Introduction

The Consumer Decision Journey is changing. Previously, it was considered that users would travel through a relatively simple journey toward making a purchase. It starts with recognising an issue; then users search for information regarding that issue. Once information has been gathered, they evaluate the alternatives and make a decision. Finally, users make a post purchase evaluation of whether they would buy again, and the cycle repeats.

However, in 2018, we consider the Consumer Decision Journey to be much more complex. It involves different types of information gathering, such as trials, and infinite information points. Users are no longer restricted to the information provided only by the brands and people they know. Social media, comparison websites, influencers, and magazines all make the decision more complex.

Users are also relying much more heavily on search results. While previously you may have asked a friend: "how much is my car worth?", "what do I do with chilli powder?", or even "what's the best haircut for me?", users are now asking Google these personal questions.

Google is able to handle these requests, as it is built to recognise intention and, as a result, it can offer users smarter personalised search results, based on what Google knows they will like.

This is an opportunity for marketers to make sure their targeted adverts can be found by users with the right intent. Through the following 7 tips, we'll discuss how to ensure that your adverts are found by potential customers, and how to make sure they are seeing the most relevant advert for them.

Why Google Shopping?

Google Shopping ads are the fastest way to appear at the top of search results. They pull through photos and text into modules that appear at the top of Google search queries.

Shopping ads perform better than text ads for e-commerce. The visual nature of the posts gives users the information they require faster, leading to better conversions.

This tool is especially useful on dates like Black Friday and around Christmas time, when text PPC adverts can push normally high ranking pages down.

Shop for cameras



Panasonic DMC-TZ100 - Black
£528.00
Park Cameras
By Google



Sony DSC-WX350 White ...
£236.68
Viking Direct
★★★★★ (3)
By Google



Osmo Plus
£689.00
Heliguy
By Google



Sony - Cybershot W800
£69.00
Argos
★★★★★ (657)
By Google



Nikon D850 Digital SLR ...
£3,499.00
Wex Photograp...
★★★★★ (3)
By Google



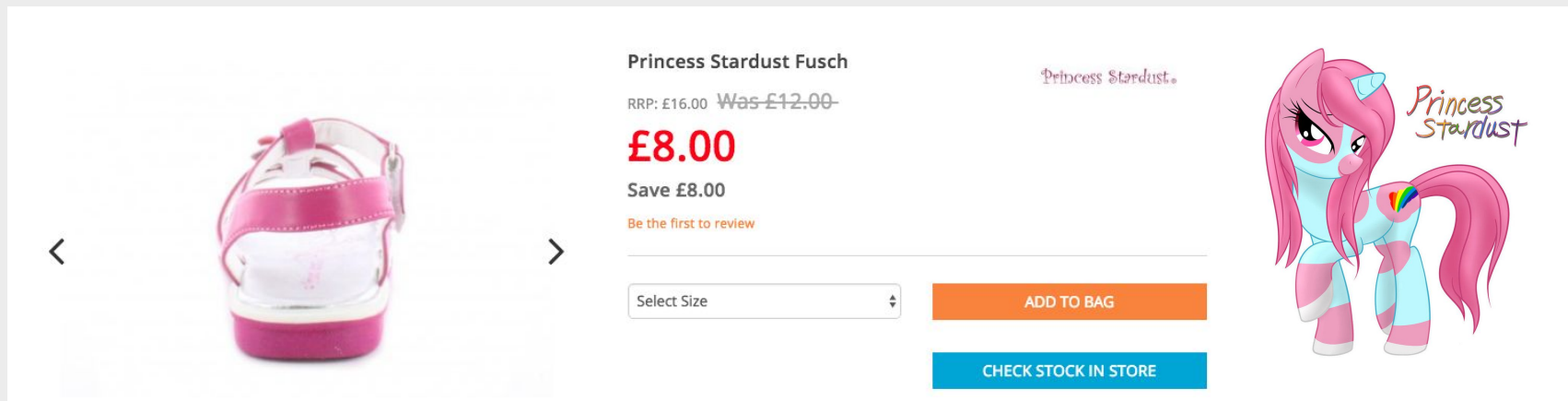
Sponsored ⓘ

Optimise Product Titles to Rank Correctly

The content you feed into Google Shopping largely determines how and where your ads rank. In e-commerce, visuals are vital, but crawlers are unable to gauge the content of images.

Therefore, it's important to tell Google exactly what it is you're selling, so its algorithms can pick up the product with appropriate consumer searches.

In the example, the title does not say what the product is, or what color/size/material it is. By manually including this information, Google is able to serve the shopping ad to the most relevant searches.



The screenshot shows a product page for 'Princess Stardust Fusch' shoes. On the left is a product image of a pink and white sneaker with a strap. To the right of the image is the product title 'Princess Stardust Fusch', the original price 'RRP: £16.00', a crossed-out price 'Was £12.00', and a large red price tag '£8.00'. Below the price is 'Save £8.00' and a 'Be the first to review' prompt. There is a 'Select Size' dropdown menu, an 'ADD TO BAG' button, and a 'CHECK STOCK IN STORE' button. On the far right is a cartoon illustration of a pink pony with a rainbow mane and tail, labeled 'Princess Stardust'.

Princess Stardust Fusch

RRP: £16.00 ~~Was £12.00~~

£8.00

Save £8.00

Be the first to review

Select Size

ADD TO BAG

CHECK STOCK IN STORE

Princess Stardust

2.





Optimise Product Titles to Target Keywords

Optimise Product Titles to Target Keywords

Include elements like brand, model, size, colour, and material in the title. Be as descriptive as possible. Using long-tail keywords means your product will appear to consumers who know what they are looking for, which makes them more likely to convert.

It's better to overuse keywords in product titles than to underuse them. Overusing descriptors may not appear neat, but users will appreciate the clarity of the product description. Underusing them means you won't appear at all, which is the worst case scenario for your product.

Google starts to truncate product titles at around 50 characters, so this is a good target to reach; any longer and words will be cut off.

Title		CONCISE	DESCRIPTIVE	FOLLOWS PROTOCOL
	Great Cyan Light Bulb \$4.15 from bigbulbs.com ★★★★★ 19,414 seller reviews Wattage 13 – Bulb Color Blue – Life Hours 10000	X	X	✓
	Blue Light Bulb \$4.15 from bigbulbs.com ★★★★★ 19,414 seller reviews Wattage 13 – Bulb Color Blue – Life Hours 10000	✓	X	✓
	Blue 12 Watt CFL Light Bulb - Colored Lighting!! \$4.15 from bigbulbs.com ★★★★★ 19,414 seller reviews Wattage 13 – Bulb Color Blue – Life Hours 10000	✓	✓	X
	Blue 12 Watt CFL Light Bulb - Colored Lighting \$4.15 from bigbulbs.com ★★★★★ 19,414 seller reviews Wattage 13 – Bulb Color Blue – Life Hours 10000	✓	✓	✓

3.

Split Campaigns by Brand & Non Brand

Split Campaigns by Brand & Non Brand

Users will have different intents when they see your Shopping ad. Creating multiple sets of campaigns allows you to focus on each specific intent.

Some users will be browsing for information and will search for wider terms, like 'running shoes'. You may want to target this to attract undecided consumers.

Users closer to the purchase stage may search for a specific brand or range. Targeting these searches may allow you to reposition your product in line with competitors and convert consumers to your brand.

Shopping	Non Brand	Brand	Product
Query	Running Shoes Trainers Online	Adidas Trainers	Adidas Originals Gazelle
Negative Keywords	Brand Names Product Names	Product Names	None

4.

Optimise Bids for User Intent

Optimise Bids for User Intent

Users looking for a specific product are more likely to convert, as they are likely to already have a range of information on the topic. Therefore, clicks are more likely to turn into full sales. Set higher bids for these searches in order to increase visibility.

At this stage, competitors may be using harsher tactics to steal customers, so remaining at the top of the search is vital. Lower bids are suited to more general search terms, with more competition and information required, resulting in multiple site visits and costly clicks.

The user's device can also indicate intention and so it is useful to assign bids based on screen size. Lower bids can be set for mobile, as users may browse whilst on the go. A higher bid is then appropriate for desktop, where they are more likely to be ready to purchase.

Shopping	Non Brand	Brand	Product
Query	Running Shoes Trainers Online	Adidas Trainers	Adidas Originals Gazelle
Negative Keywords	Brand Names Product Names	Product Names	None
Bids	Low	Medium	High

5.

Use the Priority Feature

Use the Priority Feature

The priority feature allows you to set which adverts should appear when a user searches for a specific term. This can be useful when you're advertising one product in multiple ways.

The feature can also ensure users are shown the cheaper cost per click when their criteria matches two of your adverts. Therefore you should set generic campaigns to a higher priority.

In this example, by setting negative keywords you can ensure that generic searches are only met with cheaper adverts, like 'gym trainers'. Whereas more specific searches, like 'Adidas Gazelles', would fetch campaigns that are more costly, but more likely to convert.

Shopping	Non Brand	Brand	Product
Query	Running Shoes Trainers Online	Adidas Trainers	Adidas Originals Gazelle
Negative Keywords	Brand Names Product Names	Product Names	None
Bids	Low	Medium	High
Priority	High	Medium	Low

6.

Get Creative with Custom Labels

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Stock levels or circumstances can change suddenly in e-commerce. Custom labels can be created to automatically align adverts to preset criteria, managed from your merchant centre.

You can create custom labels based on categories like margin, price and availability, that push different aspects of the product. You can then allocate bids based on these categories.

This ensures that you can provide custom labels with different intentions, without paying the same premium. The result: you have more flexibility.

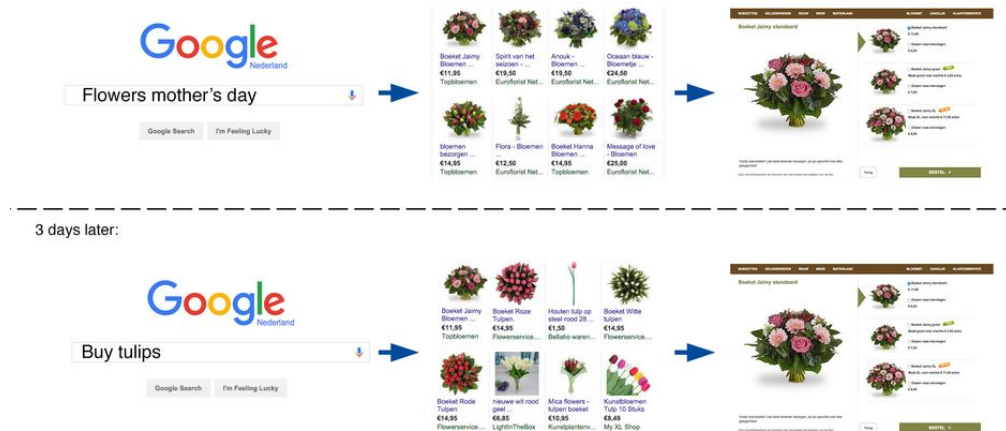
Custom Labels	Low Bid	Medium Bid	High Bid
Margin	10%-20%	20%-30%	30%-40%
Price	£1-£20	£21-£50	£50+
Stock Levels	Low	Medium	High

Use Remarketing Lists & Customer Match Audiences

The famous 80/20 rules states that brands receive 80% of their revenue from 20% of their customers.

Remarketing allows you to present your adverts to users who have seen your brand before.

Using existing audiences can generate a much higher Conversion Rate & ROI. This is ideal for campaigns on a limited budget.



Bonus Tip



Shopping Ads on Youtube

Video is increasingly popular across all types of business, particularly in commerce. When running a shopping campaign, ads can be set to connect viewers directly to products from your Google Merchant Center account. This works best when viewers are watching peer reviews or topics related to your product. There are 2 main types of video shopping ads:

TrueView for Shopping

These ads use existing product data from your Merchant Centre to generate shopping cards. Up to 6 shopping cards may appear on a video at a time. You can filter your inventory, or select specific products, to tailor the products that can show with your ads.

Shopping Ads on Youtube

These ads have been recently introduced and allow advertisers to use AdWords to target YouTube videos they do not own. To start showing Shopping ads in contextually relevant YouTube videos, you must activate your Shopping campaigns in AdWords by opting in to Search Partners on the campaign settings tab.



Awesome Stuff Week: Tuesday Reviewsday, adidas Tubular X



Brad Hall



30,048

71,804



Add to



Share



More



1,410



55

Conclusion

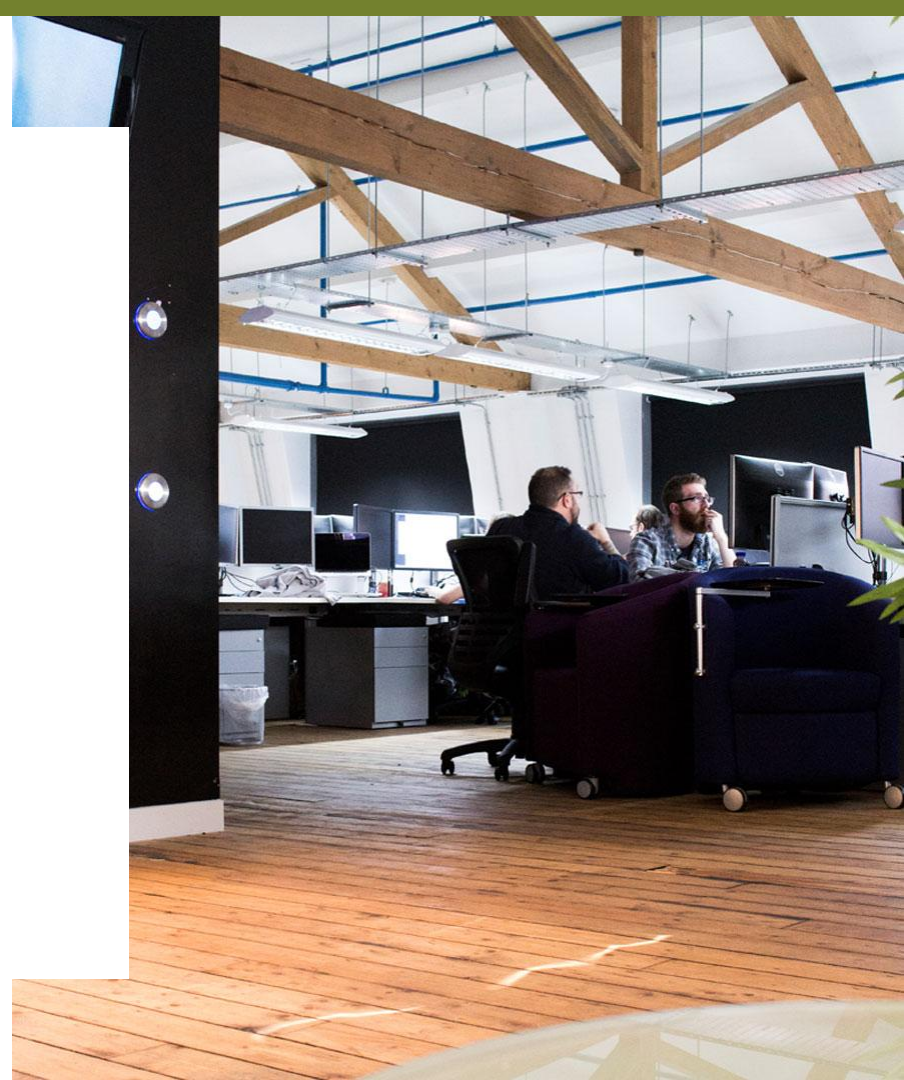
If you want some more advice, why not drop us a line?
Our dedicated digital marketing team is always on hand to help.

The Digital Marketing Experts

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