Feeds, data quality & tips

An in-depth workshop from Google Product Managers

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Nov 2021

Agenda

Introducing PMax for Retail
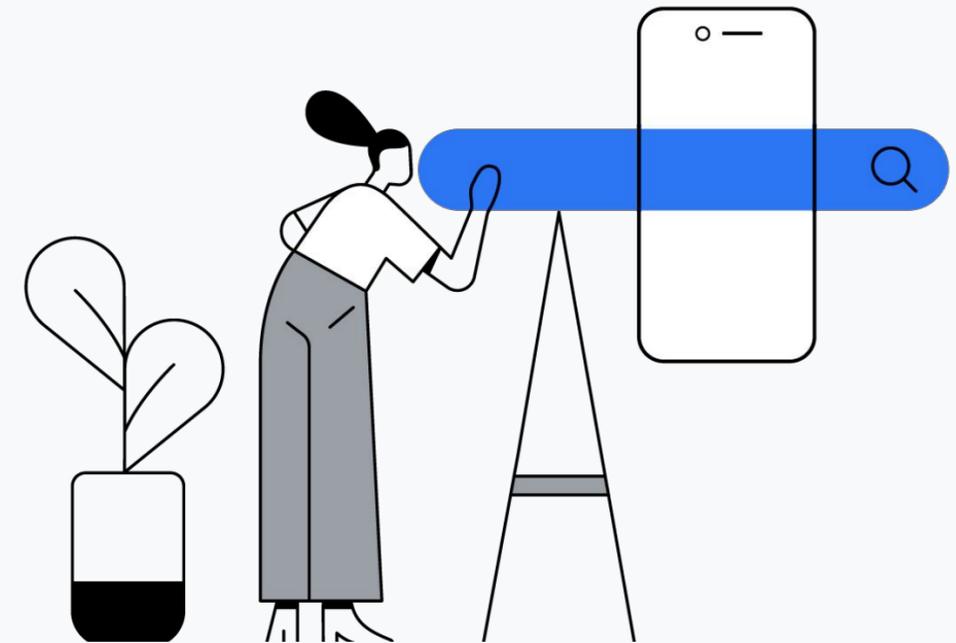
Feed Hygiene & Data Quality
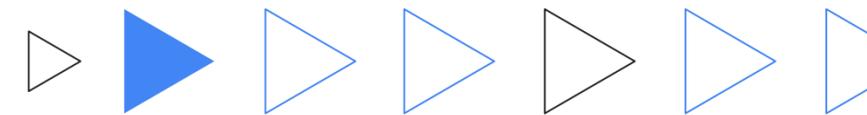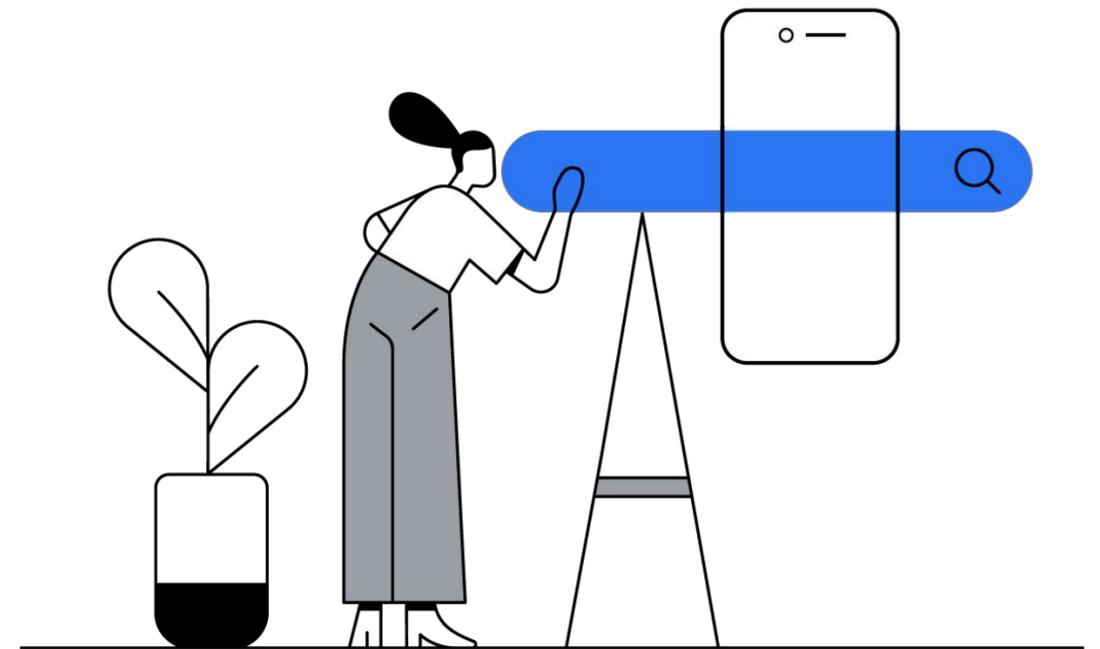
Reactivating Zombies

5min Q&A

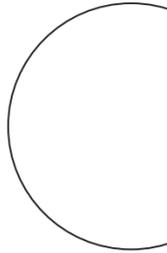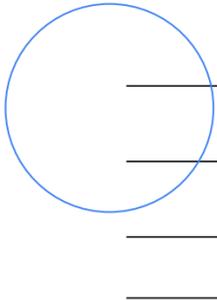25 min + Remaining time: Q&A!

Google

#1

Introducing Performance Max for Retail

Google

The **world** is changing incredibly quickly.

Google

In 2018, Google Launched Smart Shopping Campaigns

Smart Shopping campaigns automatically combine many different insights from Google and advertisers to maximize the results that advertisers receive.

Google insights

Queries · Time · Seasonality

Devices · Location · Placements

+

Retailer insights

Audience lists · Brand · Sales

Price & basket size · Product category · Ad creative

=

Max Conversion Value or tROAS
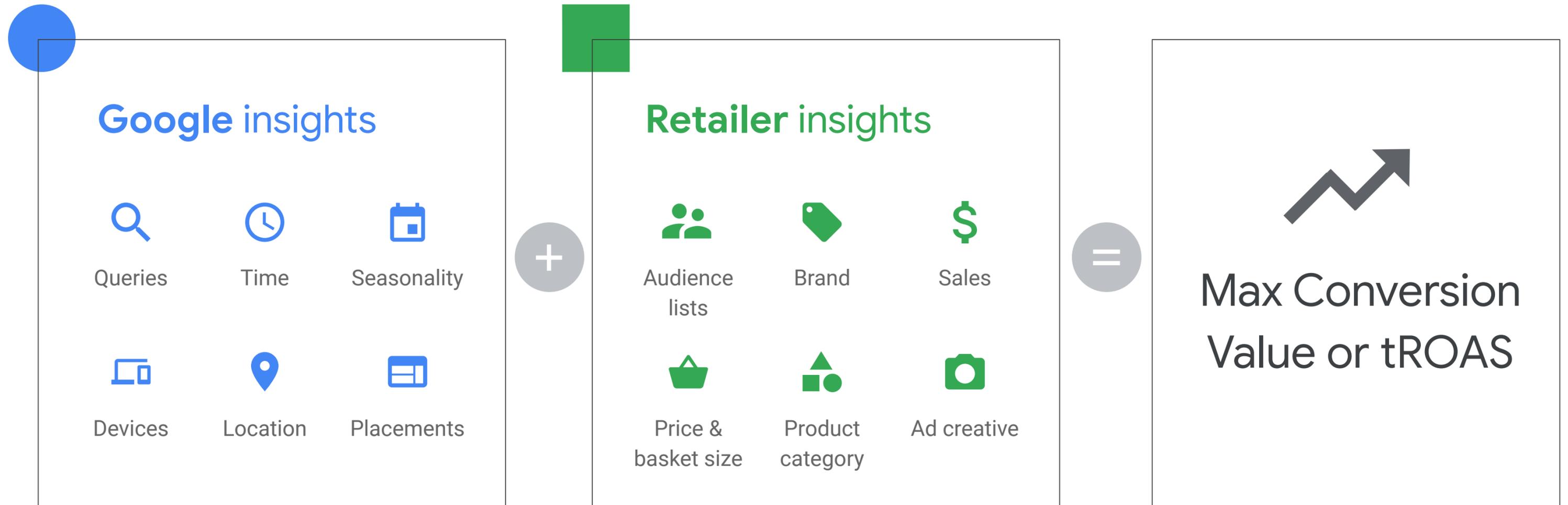
Google

+30%

Advertisers see more than a 30% increase in conversion value on average when using Smart Shopping campaigns

Google

Consumers are changing incredibly quickly.

Google

70%

consumers buy more online now than pre-COVID

For some purchases, buyers have

500+

digital touchpoints before a purchase.

Google

In this new digital economy, how can you be sure you're driving optimal performance out of your Google Ads campaigns?
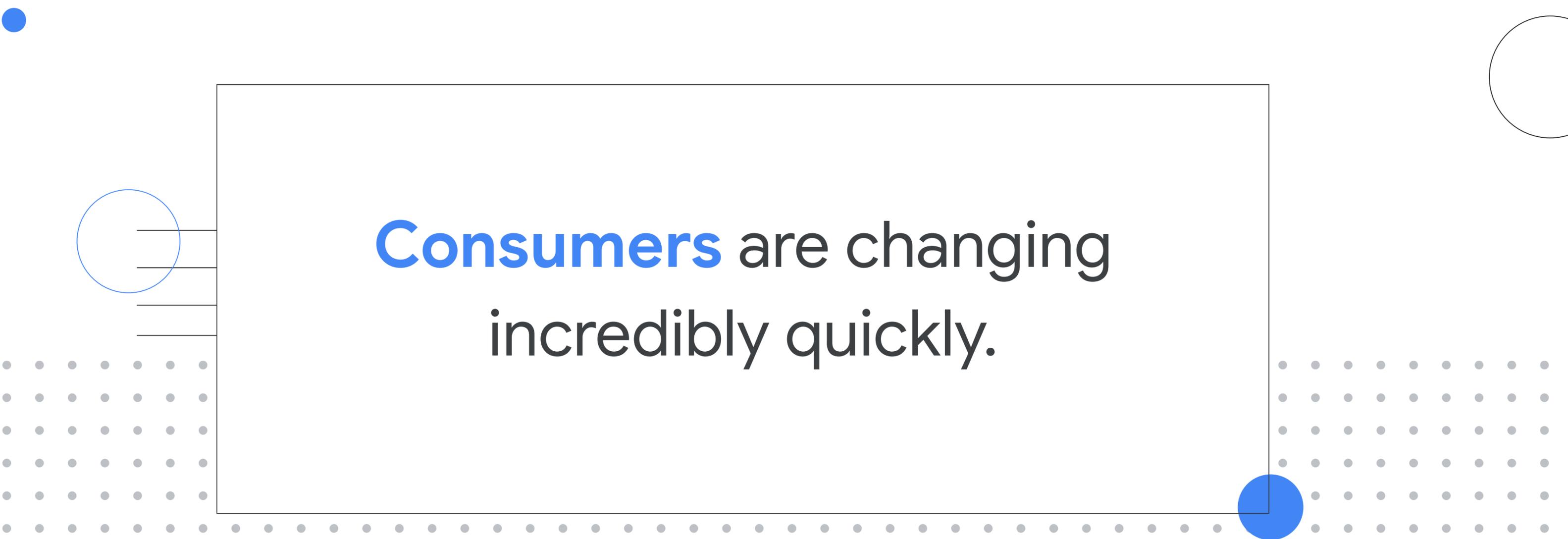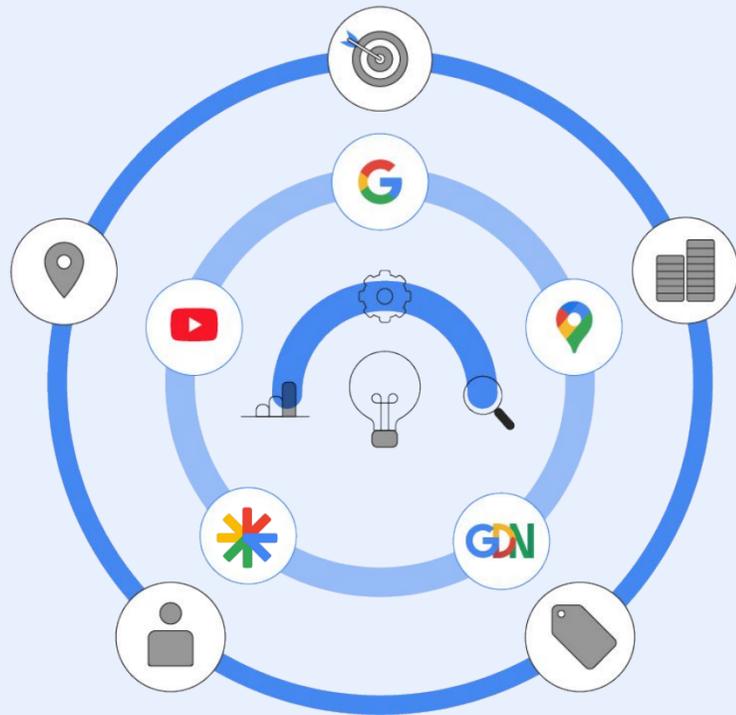
Google

Introducing: Performance Max for Retail

Building off the success of SSC, Performance Max (PMax) campaigns add additional reach & features

- **Maximize performance across even more inventory:** Extend existing reach and find more converting customers to help retailers meet their goals

- **Reduce complexities and save time**: By accessing the additional reach from a single campaign. Use Google's real-time understanding of consumers to show up in the right moments

- **Drive more value from retailer's budgets:** Allow Google's machine learning to to optimize budgets for highest value opportunities based on their business's marketing objectives.

- **Steer automation with inputs from Audience Signals and Value Rules** to accelerate the campaign ramp-up period and deliver better results faster.

Google

Performance Max combines the best of Google Ads automation technology and access to all Google property auction data to achieve **optimal machine learning**

Algorithm has full visibility into auction data across Google properties

Smart Shopping campaigns see on average 30% uplift in conversion value from activating similar technology

Auction time bidding across all channels

Launching Auction Time Bidding on average delivers 15-30% uplift at the same CPA/ROAS

Automated creative based on your assets

Responsive Search Ads on average delivered up to 10% more clicks and conversions

Data Driven Attribution* for full funnel awareness

We have seen 5% uplift in conversions at similar CPA for customers that use DDA on Search

**Optimal machine learning** can unlock performance gains of up to **+30%**

* Youtube and Display DDA coming in Q3 2021, Performance Max has full x-channel attribution at this point

In CSS Program Countries, Performance Max campaigns can be used with any Comparison Shopping Service (CSS) you work with. The ads will show on general Search results pages and on any other surfaces the CSS has opted in to.
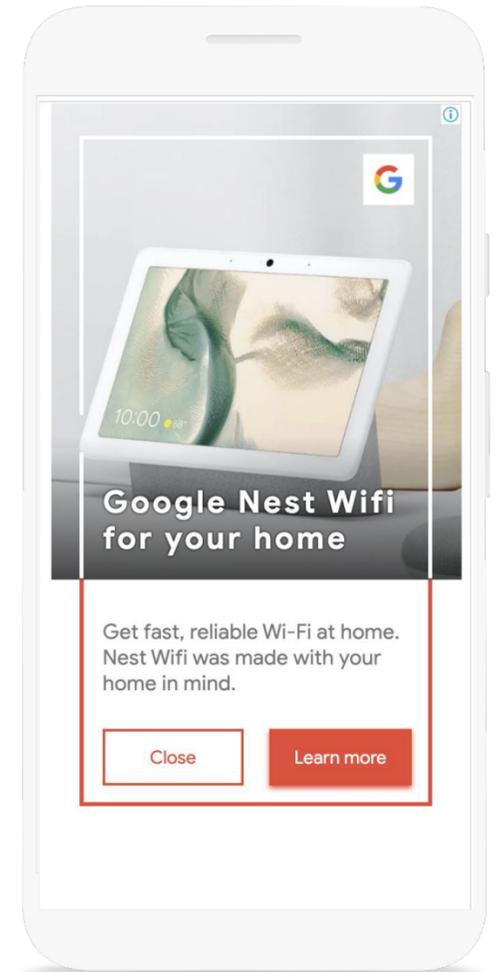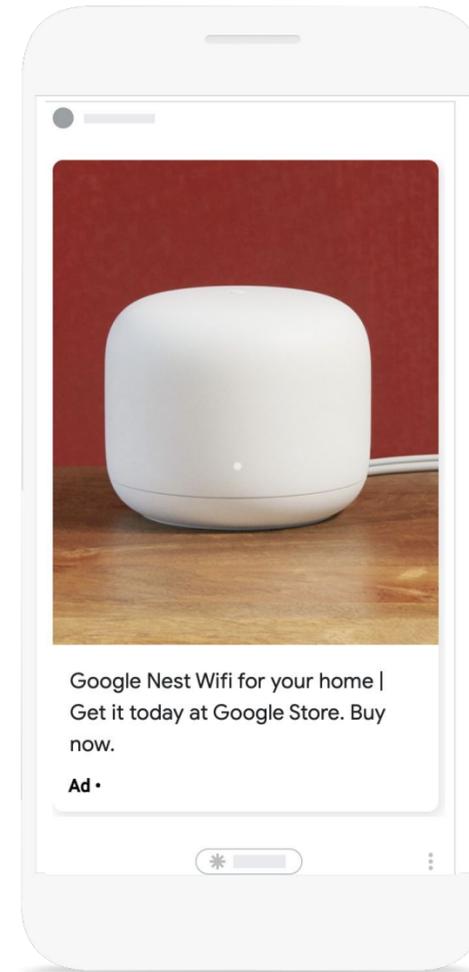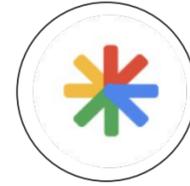
Google

Retail PMax Evolution of SSC with Added Reach - Building on Common Tech

The Power of SSC

Added reach

More retail improvements
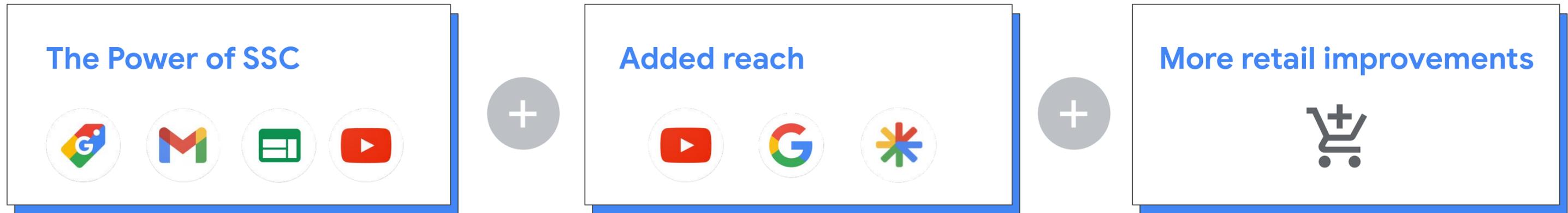
PMax for Retail features	
New Formats and inventory to expand reach	• All SSC surfaces & formats plus: + YouTube In-Stream + Text ads + Discover feed *empowered by assets*
New Insights and Reporting	• Audience Signals • Product Listing Groups Reporting

Still to come	
More Formats and inventory to expand reach	• GMC powered formats • Offline only formats
More goals	• Omnibidding • Offline only • NCA only
More Insights and Reporting	• Insights Page • Audience Insights • A/B testing vs rSC (on par with SSC)

Google

How will ads look?

Google Nest Wifi for your home

Google Nest Wifi for your home. Get fast, reliable Wi-Fi at home. Nest Wifi was made with your home in mind.

Learn more
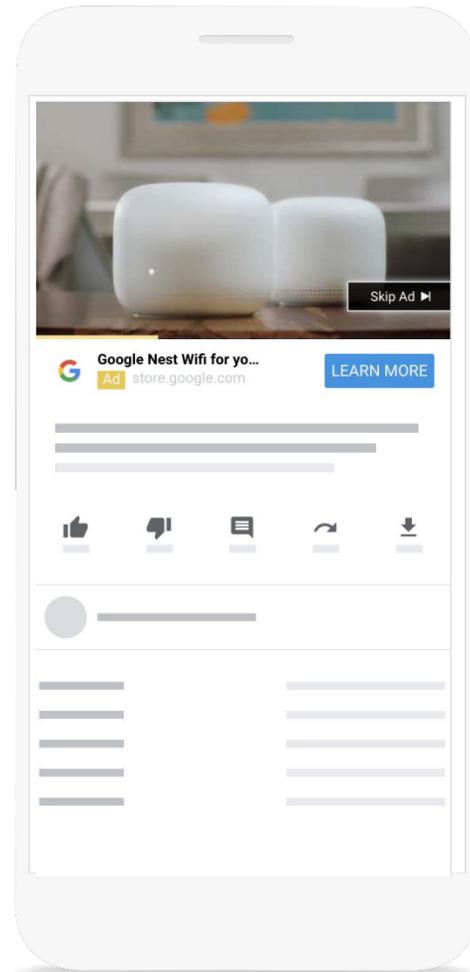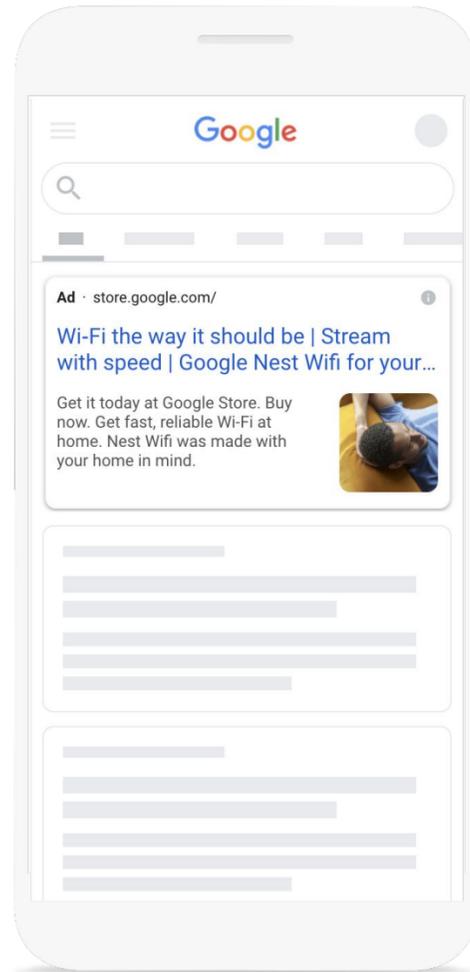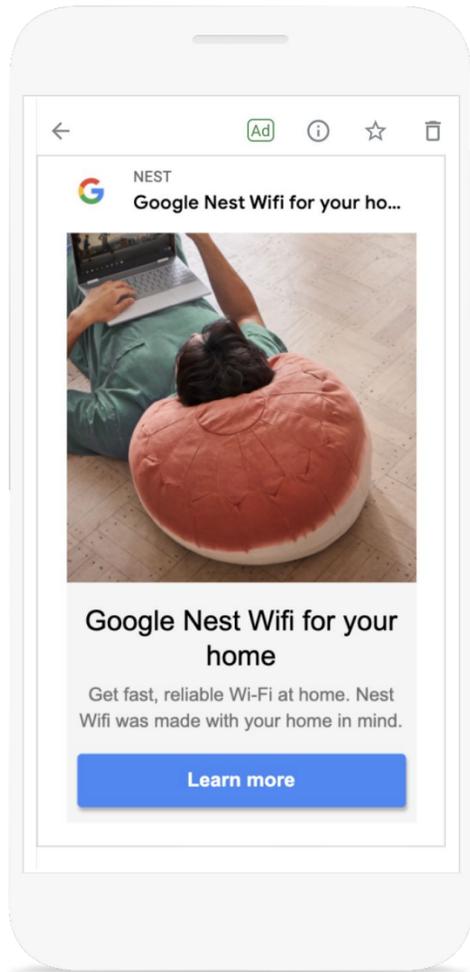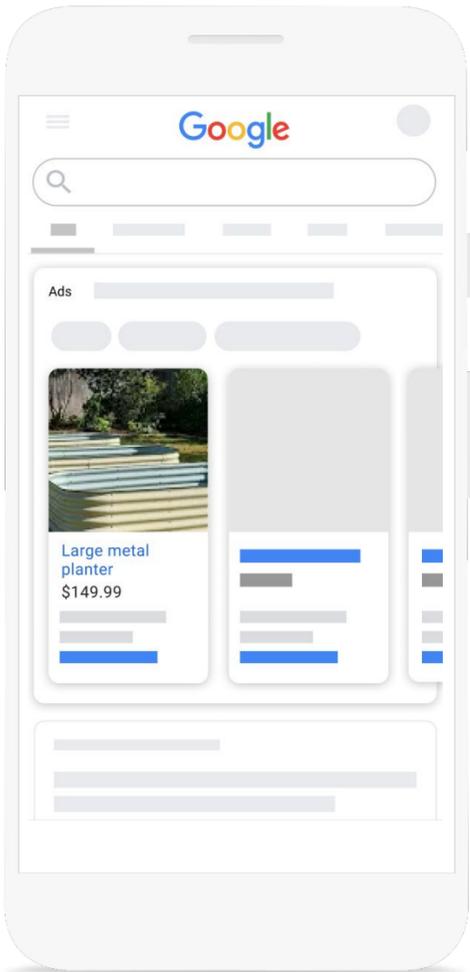
What serves where?

Search

- Text ads
- Shopping ads

Display

- Dynamic display ads
- Responsive display ads
- Video ads
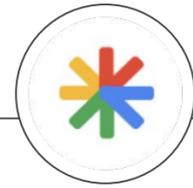
Discover

- Image ads
- Shopping Ads via DPA

YouTube

- YouTube Instream
- Single image ad
- Shopping ads (coming later)
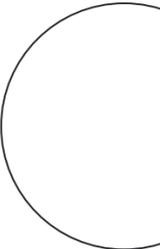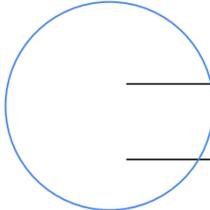
Google

The world is changing incredibly quickly.

Performance Max can help you automate to deliver the best of Google reach and performance at scale.

Google

#2

Feed hygiene & Data Quality

Google
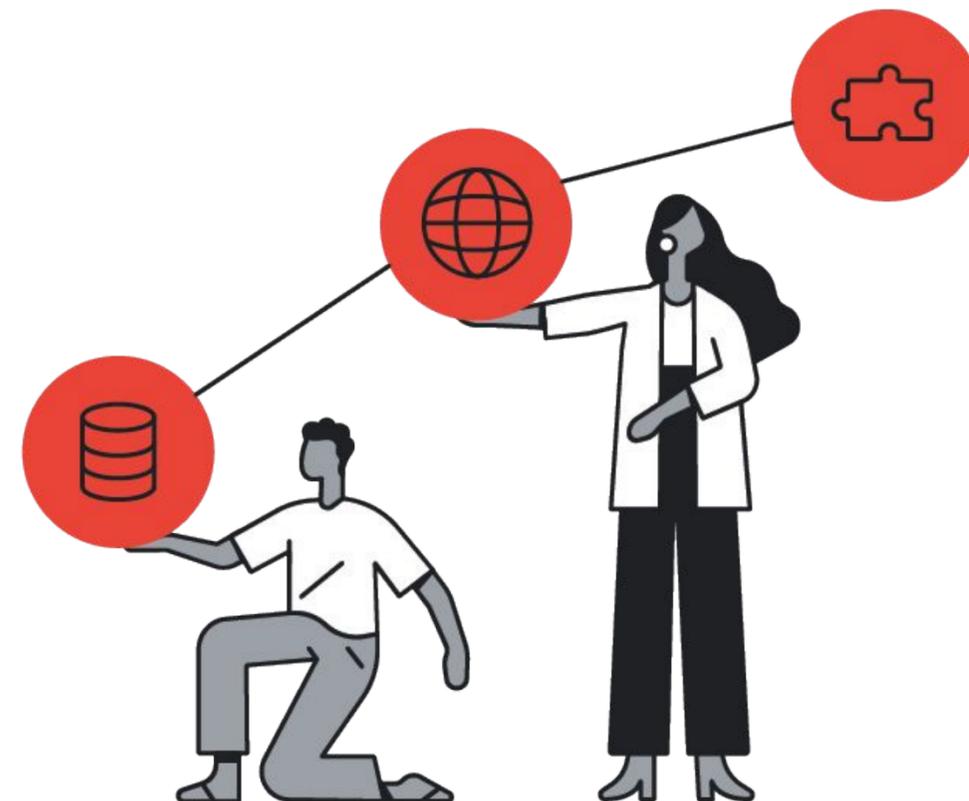
Feed Management & **Best Practices**

Get All
Products Live

Review Diagnostics tab to
identify and resolve data errors

Up the
Performance

Optimize your feed and website

Optimize
Product Content

Improve search relevance to
deliver improved performance

Google

Shopping ads policies are designed to protect the user.

01. Price & Availability Mismatch

Key best practices

- Make sure you always have accurate **schema.org microdata** /structured data on product landing pages - this is key for automatic item updates
- Use **Shopping Content API** in real time (especially, if you have frequent updates)

Velmont - Shoe
SKU: 00017

$35.00

Color

Size

Select

0-3 months

12-18 months

18-24 months

2 years

PRODUCT INFO

Velmont Shoe for special occasions
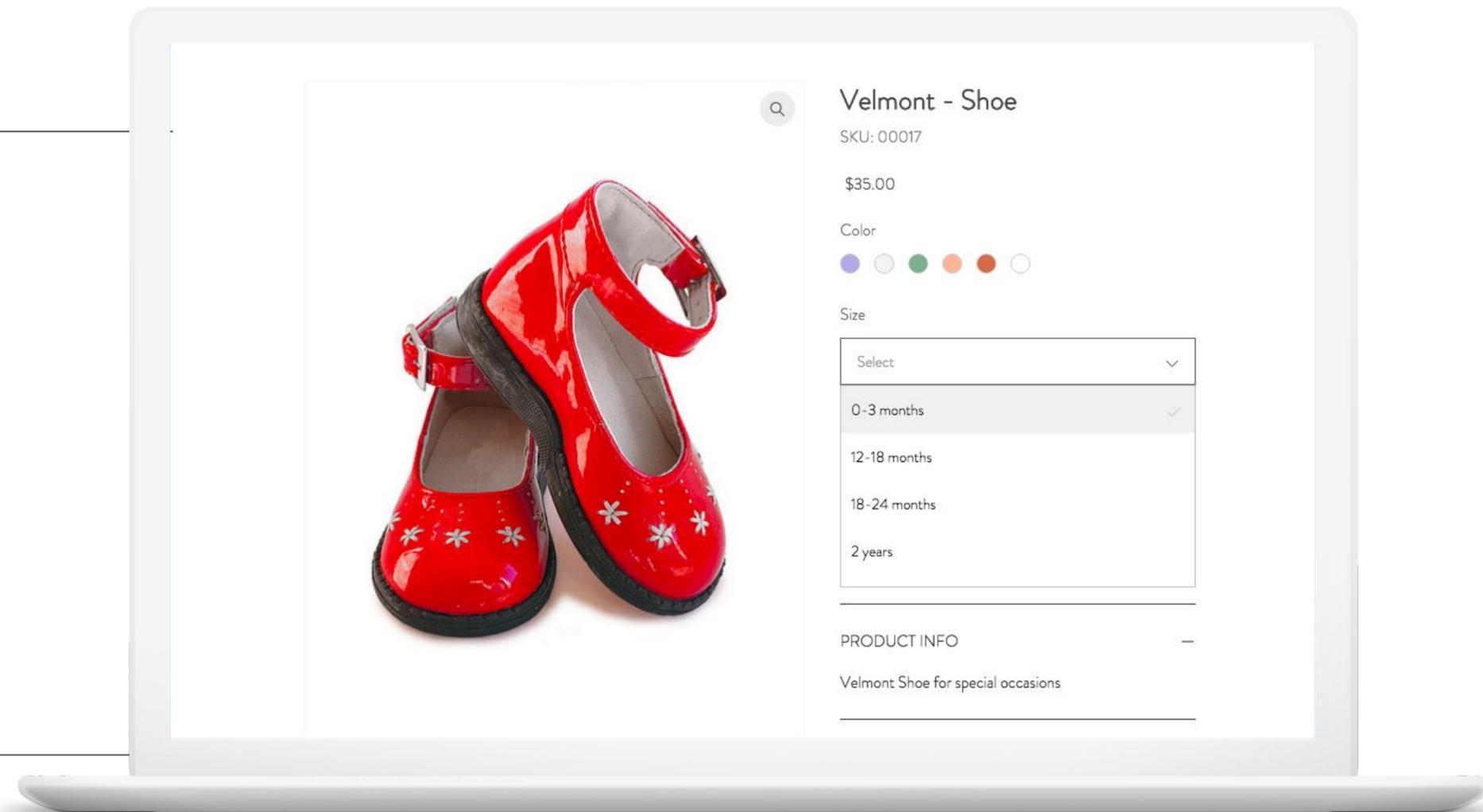
Enabling automatic item updates can help prevent mismatches

Google

Correct Prices & Availability boost the performance

1

A good history of correct prices and availability lead to better ranking - **better quality means more sales!**

2

Frequent mismatches lead to sanctions during account level reviews - **risking to take entire accounts off Shopping**

Velmont - Shoe
SKU: 00017
$35.00

$35.00

Color
🟣 ⚪ 🟢 🟠 🔴 ⚪

Size

Select	⌄

0-3 months	✓
12-18 months	
18-24 months	
2 years	

PRODUCT INFO —

Velmont Shoe for special occasions

Google

Price & Availability mismatches drive most account level actions

**Avoid Account Level Actions:
Price & Availability Cheat Sheet**

- **Real time:** Update the feed as soon as the website is updated

- **Schema.org microdata:** Use Schema.org annotations that reflect the landing page

- **Static Content:** Prefer structured & static content to dynamic content and be consistent

- **API:** Using API for updates in real time is the best option to avoid mismatches

- **Consistence:** same price in all experiences, e.g. desktop. mobile, app

- **No Googlebot treatment:** don't create different experience for Googlebot - e.g. caching usually leads to availability mismatches

- **Keep it simple:** Make sure that it is clear right away (without interactions or scrolling) on the landing page if the product is in-stock and what the price is

- **Direct landing:** strictly avoid popups, interstitial pages, country selectors etc.

Google

Make it deterministic and stable

- **Stable prices** are less likely to go out of sync (e.g. frequent currency conversion)

- **Don't adjust price/availability "on the fly"** e.g. using geolocation or for A/B testing

- **Use API** to adjust price/availability when it is changed on your website

- **AIU should be enabled** but seen as a backup - not as a permanent solution

- **Have data in server response** (initial HTML), avoid adjusting dynamically using JS

Google

Check it!

- Verify that Google can **correctly render** your page ([Fetch as Google](#) tool)

- Use [this tool](#) to **test how Google sees your website** on both desktop and smartphone

- **Test your microdata** (schema.org) there

- See if **screenshot is captured correctly** (no rendering issues)

Google
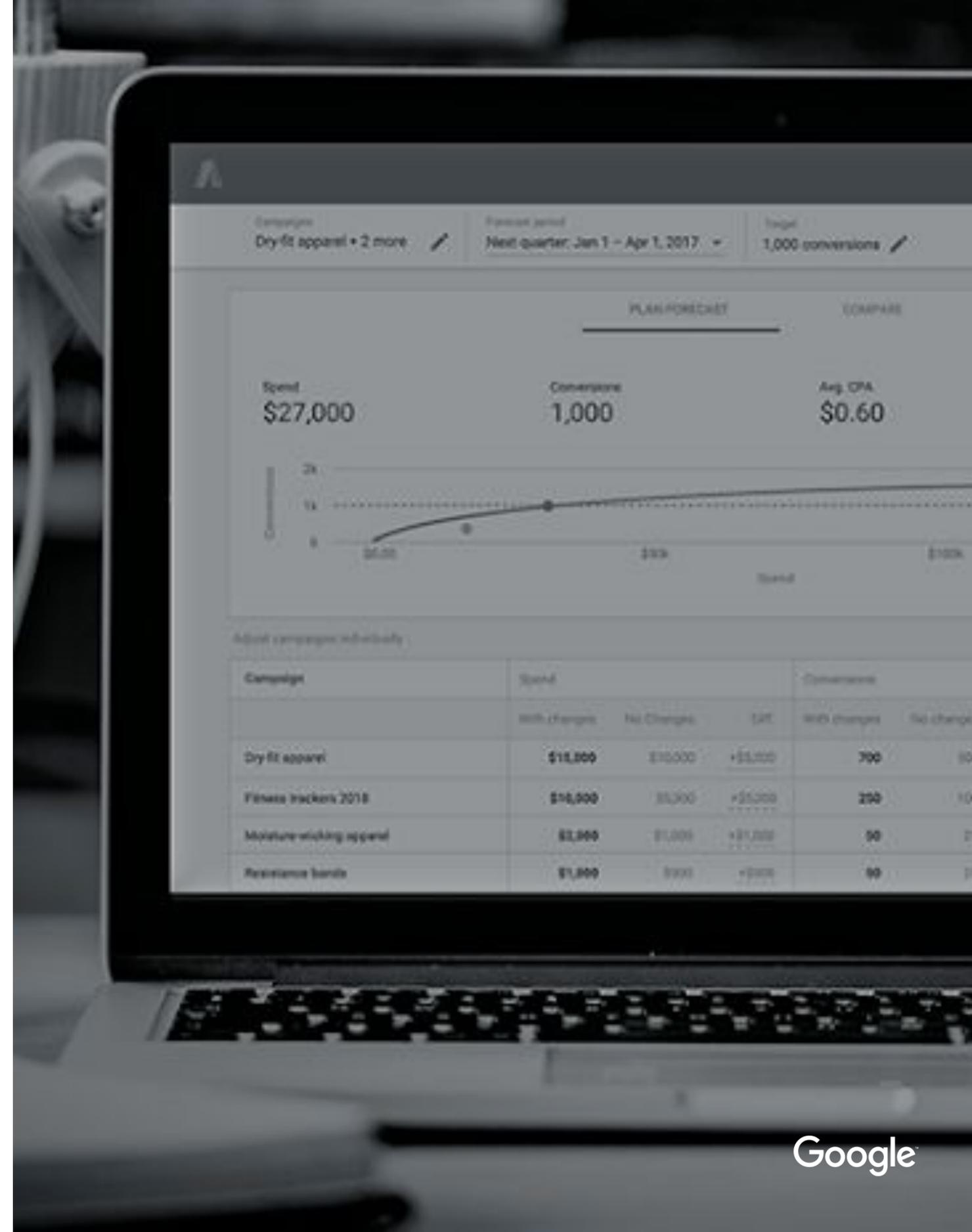
Special tricks for advanced features

- **Variants:** Annotate all variants and make sure that annotations are not ambiguous (e.g. annotate SKU / MPN / GTIN & variant attributes)

- **Sales & Promos:** Use sale_price_effective_date to avoid mismatches

Google

02.
Provide Correct Identifiers

Provide whichever identifiers you have available. Accuracy is key

A. **Brand**

B. **GTIN**

C. MPN

Include GTIN to boost performance

Required attributes:

- ID
- Title
- Description
- Link
- Image Link

- Availability
- Condition
- Price
- GTIN
- Brand

Feeds that include correct GTIN:

200%+

more clicks*

* Compared to not having a GTIN and receiving limited performance.

Missing GTINs will be limited, whereas incorrect GTINs will be disapproved. **Missing data is better than incorrect data.**

Google

What if your product doesn't have a GTIN?

1

If your product has a GTIN: Provide the correct GTIN for optimal performance. If the product has a GTIN and you don't know what it is, leave the GTIN field empty..

2

If your product does not have a GTIN: Set identifier_exists=false to indicate that unique product identifiers aren't available for your product. Abuse of this feature can lead to disapproval.

If you're not sure whether your product has a GTIN, have your client contact the manufacturer or GS1 directly

Google

03.
Image Issues

There are a lot of issues that can affect product images. Below are the most common problems that lead to item disapprovals:

- Images too small
- Generic Images
- Invalid Images
- Low Image quality
- Watermarks
- Promotional text

Enabling Automatic Image Updates allows Google to automatically fix image issues, such as removing watermarks

Google

04. Optimize your titles

Basic naming structure: Brand + Product Type + Attributes

Recommended Structure

Brand + Gender + Product Type + Attributes (Color, Size, Material)

Brand + Attribute + Product Type + Model #

Example

Bestop Supertop w/ 2 Piece Soft Doors & Clear Windows - Jeep Soft Tops, Tan, 58" 47" 35"

Samsung 88" Smart LED TV with 4K 3D Curved Screen (UN88JS9500)

Google

Title Best Practices Per Vertical

☑ **Basic naming Structure: Brand + Product + Attributes (Color, Size, Weight)**

If product is….	Use this structure:	Example
Apparel	Brand + Gender + Product type + Attributes (Color, Size, Style, Material)	Ann Taylor Women's Black Slacks Size 6
Consumable or nutritional goods	Brand + Product type + Attributes (Flavor, Quantity, Weight, Count)	TwinLab Super CoQ10, 50 mg, 60 caps
CE or Hard Goods	Brand (manufacturer) + Product type + Attributes (Size, Weight) + Model#	Target, Patio Wicker Chair Set, Brown, 4-Piece
Televisions Electronics	Brand (manufacturer) + Attribute +Product + Model # Brand +Product + Attribute + Model #	Vizio 52" TV, Black, #A783x63
Seasonal/Holiday	Occasion + Product type + Attributes (Color, Size, Weight)	College Grad 2013 Storage Box Gift, Silver

Google

05. Optimize your description

Add as much relevant information as you can. Add relevant keywords. Info from landing page.

FEED RULES APPLY

Think of your product description as your "Ad"

Fuji Men's Road Bike 46CM Black

Aluminum frame bike for easy riding and consistent speed. Ideal for both new and intermediate cyclists. Fits riders between 5ft 6in and 5ft 10in.
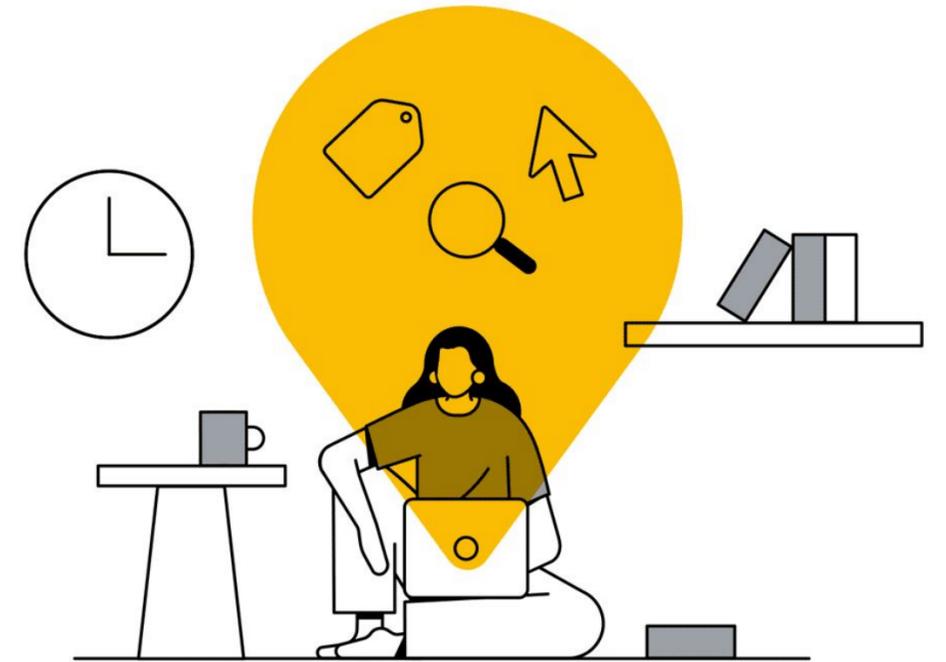
$299.00 from
+25.00 shipping. No tax

★★★★☆ 10 seller reviews

Shop

Google

06. Optimize your images

High quality image

"A picture is worth a thousand words"

Fuji Men's Road Bike 46CM Black

Aluminum frame bike for easy riding and consistent speed. Ideal for both new and intermediate cyclists. Fits riders between 5ft 6in and 5ft 10in.

$299.00 from
+25.00 shipping. No tax

★★★★☆ 10 seller reviews

Shop

Google

07. Add recommended Attributes

FEED RULES APPLY

- Google Product category
- Product types at least 3 levels deep
- Custom labels
- Mobile Link

A	B	C	D	E	F	G	H	I
id	title	description	Google product Category	link	image link	condition	availability	price
1	Strips - T-Shirt	Basic T-shirt with strips works great for any ver	Apparel> Kids > Toddler > shirt	https://www.n	https://wip.r	New	in stock	USD 19.99
2	Standard - T-Shirt	Standard T-shirt with different colors available.	Apparel> Kids > Toddler > shirt	https://www.n	https://wip.r	New	in stock	USD 19.99
3	Klein - T-Shirt	Klein - T-shirt is a beatiful blue shirt for everyda	Apparel> Kids > Toddler > shirt	https://www.n	https://wip.r	New	in stock	USD 19.99
7	Zebra - Bodysuit	Zebra - Bodysuit is really comfortable and com	Apparel > Women > Tops > Casual Tops	https://www.n	https://wip.r	New	in stock	USD 17.99
8	Dots - Bodysuit	Dots - Bodysuit is really comforltable and come	Apparel > Women > Tops > Casual Tops	https://www.n	https://wip.r	New	in stock	USD 19.99
9	Tutifrutti - Bodysuit	Tutifrutti - Bodysuit is really comforltable and co	Apparel > Women > Tops > Casual Tops	https://www.n	https://wip.r	New	in stock	USD 19.99
17	Velmont Shoe	Velmont Shoe for special occasions.	Apparel> Kids> Infant> Shoe	https://www.n	https://wip.r	New	in stock	USD 35.00
16	Scottish Shoe	Scottish Shoe comes in different sizes and colc	Apparel> Kids> Infant> Shoe	https://www.n	https://wip.r	New	in stock	USD 30.00
15	PInk Shoe	PInk Shoe for your special occasions.	Apparel> Kids> Infant> Shoe	https://www.n	https://wip.r	New	in stock	USD 25.00

Google

#3

Activating Zombies

Google

Walkthrough + Script: Reactivating Zombie SKUs

- **Identify Zombies:** Leveraging automation to always have the latest list of offers that meet criteria (eg. Clicks<1 in last 30D)
- **Labeling Zombies:** Using AFM to update Custom Label values automatically
- **Targeting Zombies:** Assign these items their own budget and leverage query level bidding solutions

Increasing offer coverage by activating Zombies i.e. Items with 0 clicks in last 30D

Pre Requisites

- Merchant Center is compatible with Supplemental feeds, and Feed Rules
- A custom label (0,1,2,3 or 4) is free for use. The supplemental feed will need this to overwrite values
- It is recommended to test the script for your account, especially with expected Zombie count>1M.
  - Google Sheets has limitations with respect to the number of cells in use
  - Scripts can time out when fetching large volume of data

Workflow

1. Identify Zombies - Create a self refreshing Google sheet with the latest list (example format)
2. Label zombies- Use self refreshing sheet as a Supplemental Feed to label these items as Zombies
3. Targeting Zombies- Using the Zombie label in Google Ads interface, and leveraging autobidding solutions

Identifying Zombies

Leveraging automation to always have the latest list of offers that meet criteria (eg. Clicks<1 in last 30D)

Step 1: Creating New Script in Google Ads

In Google Ads Front End, go to Tools&Settings > Bulk Actions > Scripts.. Click on the '+' icon to create a new script.

Step 2: Create New Supplemental Feed using Google Sheets
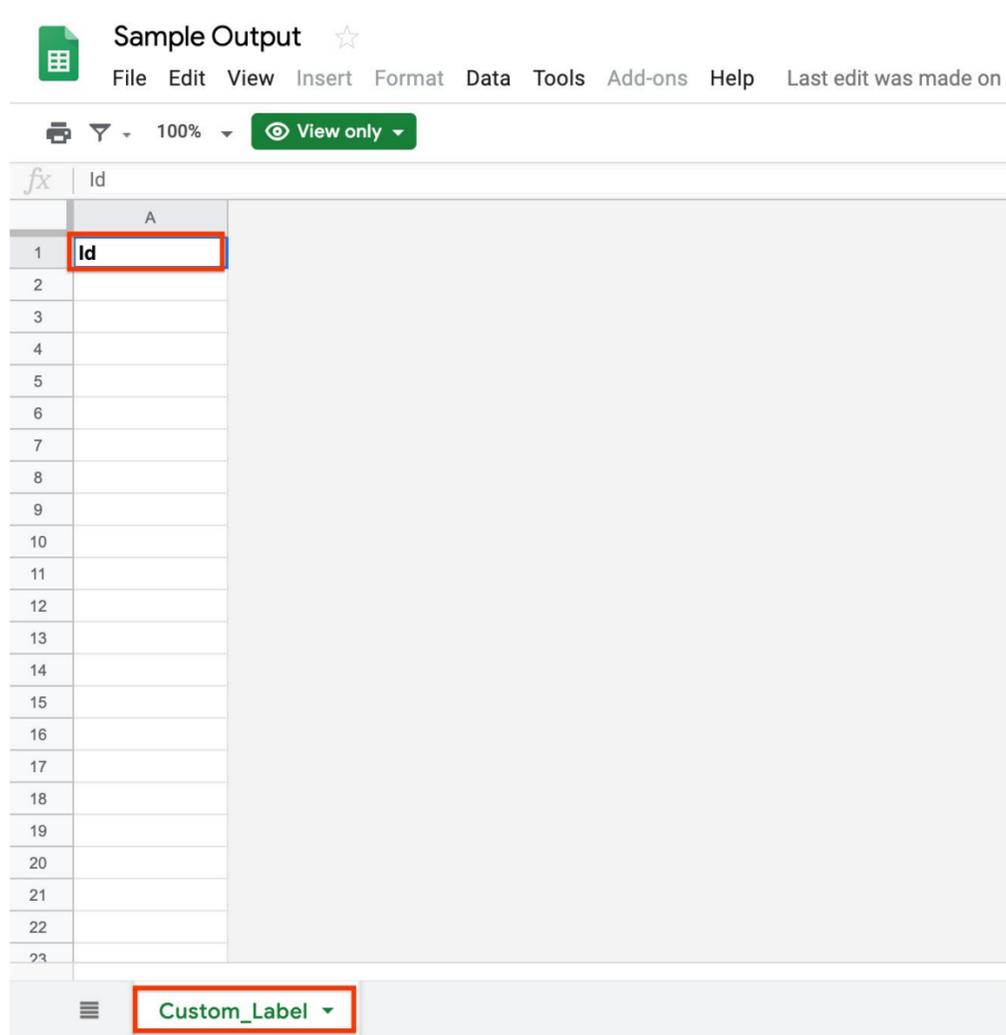
Create a copy of this sheet. Ensure you retain the value in Col A1 (i.e. 'id'), and the name of the tab (i.e. 'Custom_Label')

This Sheet will now act as your Supplemental Feed.

Step 3: Paste the Script [pasted in comments] with updated Spreadsheet URL

Change to supplemental feed URL

```
1
2
3  // Create a copy of the google sheet here: https://docs.google.com/spreadsheets/d/1CNKQD-i38SZDTa5AqDeMt-SKIGHZkDX
4  // Copy the link of the new sheet and paste it below –
5  var SPREADSHEET_URL = 'https://docs.google.com/spreadsheets/u/0/d/1QKpzSIc-usBCY5qxrZ2EKGEqt1GKqNE2PmGsp2DyiDo/edi
6
7  // Enter your filters below, for multiple filters use AND clause. E.g. Impressions > 100 AND Clicks < 1
8  // Currently default filter is Clicks < 1 i.e. Zero Clicks
9  var FILTERS = "Clicks < 1 AND MerchantId = 1234";       Optional: Update Merchant Center ID (if CID linked to multiple MCIDs)
10
11 // Enter time duration below. Possibilities:
12 // TODAY | YESTERDAY | LAST_7_DAYS | LAST_WEEK | LAST_BUSINESS_WEEK | THIS_MONTH | LAST_MONTH |
13 // LAST_14_DAYS | LAST_30_DAYS | THIS_WEEK_SUN_TODAY | THIS_WEEK_MON_TODAY | LAST_WEEK_SUN_SAT
14 // Currently default time duration is set to: LAST_30_DAYS
15 var TIME_DURATION = "LAST_30_DAYS";
16
17 var COUNT_LIMIT = 999999;
18
19
20 function main(){
21
22   var products = getFilteredShoppingProducts();
23   products.sort(function(a,b){return a[0] > b[0];});
24   products = products.slice(0, COUNT_LIMIT);
25   pushToSpreadsheet(products);
26
27 }
28
29
30 function getFilteredShoppingProducts(){
```

Paste [this script](#) (also mentioned in notes) into the code section. Ensure that you update the Doc URL to the Supplemental sheet from Step 2 as highlighted in the image. Also update Merchant Center account ID.

You will need to enable authorization the first time you run the script for any account. Click Save and Run

Step 4: Set frequency of Data Refresh

Go back to Bulk Actions>Scripts and edit the frequency of the script run

Labeling Zombies

Using AFM to update Custom Label values automatically

Step 1: Creating New Supplemental Feeds

Navigate to the Feeds Section of the Merchant Center account. Click on Add Supplemental Feed

Step 2: Select Format as Google Sheets

Name the Supplemental Feed and Select Google Sheets as the input format

Step 3: Schedule refresh of feed to align with Script refresh

Fetch schedule

PAUSE SCHEDULE   ⌃

Fetch frequency

Daily ▾

Fetch time

1:00 AM ▾

Time zone

(GMT+05:30) India Standard Time (Kolkata) ▾

CANCEL   SAVE

Select the time of feed refresh. The latest list of values in the Google Sheet will be fetched.

Step 4: Use Feed Rules to assign the right custom label

CREATE RULE

Attribute	Rule
custom label 3	**<Name of Supplemental Feed>.<Column name>** If Custom Label 3 Update.id has a value › Set to: 'No Clicks last 30D' If custom label 3 has no value yet Set to: 'Received Clicks'

Create a Feed Rule to assign the right labels to the entire feed

The second rule can help excluding zombie items from the main campaign (recommended). You can leverage inventory filters within Google Ads to target only Zombies in the zombie campaign, and non-zombies in other campaigns,.

Targeting Zombies

Assign these items their own budget and leverage query level bidding solutions

Step 1: Creating New Campaign with only Zombies

Create a new Zombie campaign and use inventory filter to target the required custom label value.

Step 2 & 3: Creating New Campaign with only Zombies

2. Create a single ad group + single product group. Multiple ad groups are recommended only if you need to surface auction insights basis other feed attributes (like category).

3a. To ensure no overlap of inventory between Zombie and the other main campaigns, you can use inventory filters to target the rest of the feed (non Zombie items) for all the other campaigns. This can only work if the Feed Rules mentioned earlier has been implemented.

3b. Alternatively, set the Zombie campaign at high priority to ensure that bids for the Zombie inventory gets triggered from this campaign.

Once the campaign has been setup, it is ready to be taken live in two phases:

Step 4: Taking it Live with Autobidding

Phase 1: Ramping up to 20 conversions
Since tRoAS* is the recommended bidding strategy for this setup, it is a best practice to build up some traction for this portfolio. Launching the campaign with eCPC or Maximize Clicks till the campaign reaches 20 conversions can ensure sufficient ramp up and allow tRoAS/SSC to learn quicker.

Phase 2: Switching to Full auto-bidding
Assign a relaxed RoAS goal that will allow the algo sufficient headroom to bid aggressively on the Zombie items and offset any cold start related issues that may have throttled it's auction presence.
The size of the daily budget will determine the maximum number of items that can now get activated daily.
Remember that a Zombie item can get more than 1 click before it leaves the campaign, either automatically or manually.

With the above setup in place, an activated Zombie item will no longer be targeted in the Zombie campaign and will automatically be targeted only in it's original campaign post the feed refresh.

SSC is a similarly effective strategy with an increased reach and doesn't require Phase 1

Thank you

Google