Feeds, data quality & tips
An in-depth workshop from Google Product Managers

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Nov 2021
Introducing PMax for Retail
Feed Hygiene & Data Quality
Reactivating Zombies
5min Q&A

25 min + Remaining time: Q&A!
Introducing Performance Max for Retail
The world is changing incredibly quickly.
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
Advertisers see more than a 30% increase in conversion value on average when using Smart Shopping campaigns.
Consumers are changing incredibly quickly.
70% consumers buy more online now than pre-COVID.

For some purchases, buyers have 500+ digital touchpoints before a purchase.

Source: Google Mobility Trends (2020); Digital Commerce 360, Klaviyo covid-19 poll (Mar 2020); US Department of Commerce (2019).
In this new digital economy, how can you be sure you’re driving optimal performance out of your Google Ads campaigns?
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 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.

In CSS Program Countries, Performance Max campaigns can be used with any Companion 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.
Performance Max combines the best of Google Ads automation technology and access to all Google property auction data to achieve **optimal machine learning**.

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**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.

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

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

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

<table>
<thead>
<tr>
<th>The Power of SSC</th>
<th>Added reach</th>
<th>More retail improvements</th>
</tr>
</thead>
</table>

**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)
How will ads look?
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)
The world is changing incredibly quickly.

Performance Max can help you automate to deliver the best of Google reach and performance at scale.
Feed hygiene & Data Quality
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
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](https://schema.org) /structured data on product landing pages - this is key for automatic item updates
- Use [Shopping Content API](https://developers.google.com/search/docs/api) in real time (especially, if you have frequent updates)

Enabling automatic item updates can help prevent mismatches
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**
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.
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
Check it!

- Verify that Google can **correctly render** your page ([Fetch as Google](https://www.google.com/webmasters/tools/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).
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
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.
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.
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.
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)
## Basic Naming Structure: Brand + Product + Attributes (Color, Size, Weight)

<table>
<thead>
<tr>
<th>If product is...</th>
<th>Use this structure:</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel</td>
<td>Brand + Gender + Product type + Attributes (Color, Size, Style, Material)</td>
<td>Ann Taylor Women’s Black Slacks Size 6</td>
</tr>
<tr>
<td>Consumable or nutritional goods</td>
<td>Brand + Product type + Attributes (Flavor, Quantity, Weight, Count)</td>
<td>TwinLab Super CoQ10, 50 mg, 60 caps</td>
</tr>
<tr>
<td>CE or Hard Goods</td>
<td>Brand (manufacturer) + Product type + Attributes (Size, Weight) + Model#</td>
<td>Target, Patio Wicker Chair Set, Brown, 4-Piece</td>
</tr>
<tr>
<td>Televisions Electronics</td>
<td>Brand (manufacturer) + Attribute + Product + Model #</td>
<td>Vizio 52” TV, Black, #A783x63</td>
</tr>
<tr>
<td>Seasonal/Holiday</td>
<td>Occasion + Product type + Attributes (Color, Size, Weight)</td>
<td>College Grad 2013 Storage Box Gift, Silver</td>
</tr>
</tbody>
</table>
Think of your product description as your “Ad”

Add as much relevant information as you can. Add relevant keywords. Info from landing page.
06. Optimize your images

“A picture is worth a thousand words”
07. Add recommended Attributes

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

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.

Optional: Update Merchant Center ID (if CID linked to multiple MCIDs)
Step 4: Set frequency of Data Refresh

<table>
<thead>
<tr>
<th>Script Description</th>
<th>Created by</th>
<th>Frequency</th>
<th>Last edit date/time</th>
<th>Status</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hourly</td>
<td>Your Google Account Team</td>
<td>Freq: Daily</td>
<td>Aug 13, 2019 8:01:52 PM</td>
<td>Enabled</td>
<td>Options</td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Rule</th>
</tr>
</thead>
<tbody>
<tr>
<td>custom label 3</td>
<td>If Custom Label 3 Update.id has a value ›</td>
</tr>
<tr>
<td></td>
<td>Set to: 'No Clicks last 30D'</td>
</tr>
<tr>
<td></td>
<td>If custom label 3 has no value yet</td>
</tr>
<tr>
<td></td>
<td>Set to: 'Received Clicks'</td>
</tr>
</tbody>
</table>

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

Filter: Advertise only products that match all of your requirements

- Custom label 1
- is
- Enter value

AND

- Custom label 1
- Products

- Zombies
- 429,191

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