Google Ads Ecom Audits

Agenda

- Conversion Tracking
- Search Term Report
- SKU Breakdown
- Year of Mobile
- Tip, Tricks and Reports
- Bonus: QSR x Ecom

Conversion Tracking

Conversion Tracking is Gold

Conversion Summary

👥 Customer acquisition

⚠ To use customer acquisition, you need to include an audience segment with at least 1,000 active members in at least one network to help identify existing customers.

🖩 **Purchase** Account-default goal 102 of 102 campaigns

	Conversion action	Action optimization ↓	Conversion source	All conv.	All conv. value	Status
☐	PPCG - Purchase - MAY-2023 ⋮	Primary	Website	48.05	6,137.37	Active
☐	purchase - GA4 (web)	Secondary	Website (Google Analytics (GA4))	29.24	2,679.58	Active
☐	Google Shopping App Purchase	Secondary	Website	28.00	2,526.10	Active
☐	_____ - GA4 (web) ua_purchase	Secondary	Website (Google Analytics (GA4))	0.00	0.00	No recent conversions

🛒 **Add to cart** Account-default goal 72 of 102 campaigns

	Conversion action	Action optimization ↓	Conversion source	All conv.	All conv. value	Status
☐	_____ - GA4 (web) add_to_cart	Secondary	Website (Google Analytics (GA4))	154.69	13,168.93	Active

▥ **Begin checkout** Account-default goal 74 of 102 campaigns

	Conversion action	Action optimization ↓	Conversion source	All conv.	All conv. value	Status
☐	- GA4 (web) contact_information	Secondary	Website (Google Analytics (GA4))	0.00	0.00	No recent conversions

🏬 **Store visit** 0 of 102 campaigns

	Conversion action	Action optimization ↓	Conversion source	All conv.	All conv. value	Status
☐	Store visits	Primary	Store	0.00	0.00	Recently created

📞 **Phone call lead** Account-default goal 72 of 102 campaigns

	Conversion action	Action optimization ↓	Conversion source	All conv.	All conv. value	Status
☐	Calls from Smart Campaign Ads 🔒	Primary	Call from Ads	0.00	0.00	No recent conversions

Google Tag x GA4 x Shopping App

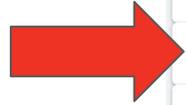| Purchases (Account-default goal)				
●	Google Shopping App Purchase	Website	Active	Primary
●	PPCG - Purchase - MAY-2023	Website	Active	Primary
●	- GA4 (web) purchase	Website (Google Analytics (GA4))	Active	Secondary

Google Tag x GA4 x Shopping App

Purchases (Account-default goal)				
●	Google Shopping App Purchase	Website	Active	Primary
●	PPCG - Purchase - MAY-2023	Website	Active	Primary
●	- GA4 (web) purchase	Website (Google Analytics (GA4))	Active	Secondary

Purchase Conversion Value

Conversion name	PPCG - Purchase - MAY-2023	⌄
Action optimization	Purchases, Primary action	⌄
Value	Use different values. If there's no value, use £1.	⌄
Source	Website	
Count	Every conversion	⌄
Click-through conversion window	90 days	⌄
Engaged-view conversion window	3 days	⌄
View-through conversion window	1 day	⌄
Attribution	Data-driven **Recommended** Google paid channels	⌄
Enhanced conversions	Managed through Google Tag Manager. Enhanced conversions is enabled.	⌄

Done

Purchase Conversion Value

Conversion name	PPCG - Purchase - MAY-2023	⌄
Action optimization	Purchases, Primary action	⌄
Value	Use different values. If there's no value, use £1.	⌄
Source	Website	
Count	Every conversion	⌄
Click-through conversion window	90 days	⌄
Engaged-view conversion window	3 days	⌄
View-through conversion window	1 day	⌄
Attribution	Data-driven **Recommended** Google paid channels	⌄
Enhanced conversions	Managed through Google Tag Manager. Enhanced conversions is enabled.	⌄

Done

Purchase Conversion Value

Value

Measure the impact of your advertising by giving conversions a value

○ Use the same value for each conversion

● Use different values for each conversion

You'll see the steps to add dynamic values to your tracking code on the next page. If you don't add this code, the default value entered here will be used.

Enter a default value

| British Pound (GBP £) ▼ | 1 |

○ Don't use a value for this conversion action (not recommended)

If you sell multiple products at different prices, you can give each of them a different value. A unique value is recorded for each conversion.

Learn more

Cancel   Save

Purchase Conversion Value

Other Conversions

- Phone Calls

- Lead Forms

Search Term Report

100% love the Search Term Report.

Example - Furniture Brand

Keywords	Ad Spend	Convs.	CPA	ROAS
massage chair	$13,445.57	33.79	$397.91	3.50
massage chairs	$2,210.76	12.73	$173.69	8.03
recliner chair	$3,243.87	3	$1,081.29	0.89
zero gravity chair	$2,192.92	1	$2,192.92	00
recliner	$1,415.82	1	$1,415.82	00
recliners	$1,256.93	1	$1,256.93	00

Example - Furniture Brand

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PMax's Search Insights

PMax's Search Theme

Unlock new relevant traffic on Performance Max with search themes

26 October 2023

We've heard that you want more ways to share your expertise with Google AI. A new beta called 'search themes' in Performance Max does just that – it provides you with an easy way to guide Performance Max to serve on placements that you may not be reaching yet.

Performance Max currently looks at your assets, feeds and landing pages to predict which placements, including search queries, will perform well for your campaign. Now with the search themes ⬈ beta, you can fill in gaps by adding information about your business that you expect to perform well. By combining your expertise with Google AI you'll be able to expand your reach on all channels, including Search.

PMax's Search Term Report

Google adds Search Terms visibility to Performance Max campaigns

Google Performance Max now shows which search terms are triggering ads, allowing negative keywords to be added directly from the Search Terms report.

Anu Adegbola on March 21, 2025 at 11:35 am | Reading time: 1 minute

Google is rolling out a significant update to its Performance Max campaigns, giving advertisers more transparency and control over their ad placements.

The big picture:

- Performance Max search terms are now visible in the standard Search Terms report
- Advertisers can add negative keywords directly from the report
- The update integrates with Google's recent addition of negative keyword capabilities for Performance Max

Why we care. This change addresses one of the biggest criticisms of Performance Max campaigns: lack of visibility into which search queries trigger ads. Advertisers now have the same level of insight and control they're accustomed to with standard Search campaigns.

Behind the scenes. The update was first spotted by digital marketer Hana Kobzová, suggesting a gradual rollout that hasn't reached all Google Ads accounts yet.

Ad Spend vs SKU Count

Example - EV Auto Brand

Brand	Ad Spend	Convs.	CPA	Revenue	ROAS
Twraps	$528.03	23.88	$22.11	$1,502.57	2.85
A2z	$378.08	18	$21.00	$3,462.24	9.16
Quietkat	$244.80	1	$244.80	$1,861.20	7.60

Example - EV Auto Brand

Brand	Ad Spend	Convs.	CPA	Revenue	ROAS
Twraps	$528.03	23.88	$22.11	$1,502.57	2.85
A2z	$378.08	18	$21.00	$3,462.24	9.16
Quietkat	$244.80	1	$244.80	$1,861.20	7.60
55 Brands	$881.63	13.01	$67.77	$2,460.77	2.79

Example - Pet Accessories Brand

Product Type	Ad Spend	Convs.	CPA	Revenue	ROAS
SofterWalk Harness	$1,468.96	181.07	$8.11	$9,263.5	6.31
HF Leash	$839.43	79.75	$10.53	$4,883.28	5.82
FlyHarness	$795.30	78	$10.20	$5,207.45	6.55
Neoptr	$205.66	18.26	$11.26	$912.62	4.44
ID Tags	$81.62	11	$7.42	$332.42	4.07

Shopify Content API
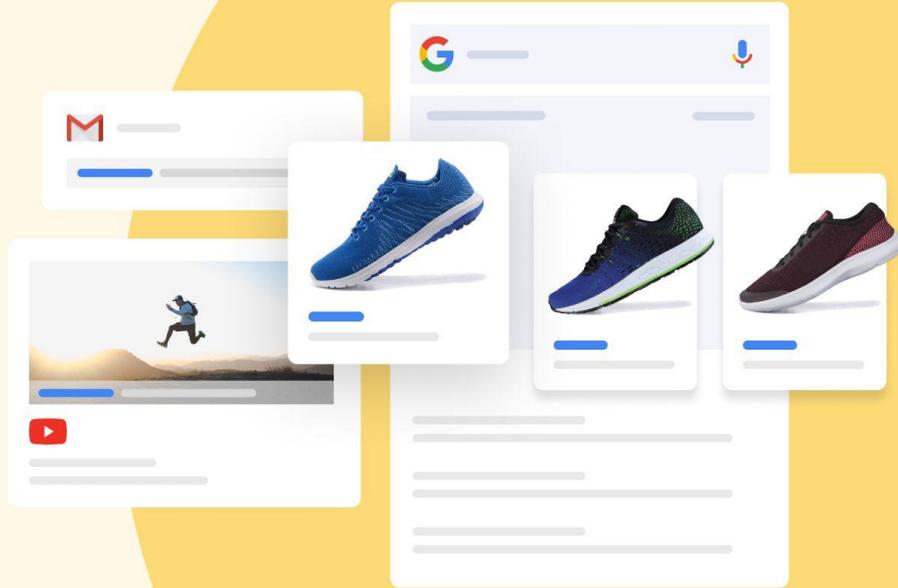
Found by Google

Add products automatically from your online store to Merchant Center

This article is intended for 🏷️ Google Merchant Center Next

Total products ⓘ	Provided by you ⓘ	More found by Google ⓘ	Not showing on Google ⓘ	Edited products
174	3	171	97	3

If you're looking for information about adding your products from your online store in the classic Merchant Center experience, click here.

Having your products added automatically from your online store to Merchant Center is a faster and easier way to get them discovered across Google. If you make any changes to your online store (such as changing your product prices or removing a product), these changes are also automatically reflected on Google.

This article explains how to automatically submit and manage your product data in Merchant Center.

On this page

- How it works
- Create a data source to automatically add your products
- Manage automatically added product data
- Fix issues with automatically added product data

Shopping Feed Attributes Required

- SKU ID
- Product Title
- Product Description
- Link
- Image Link
- Available

Shopping Feed Attributes Required

○ Price
○ Brand
○ GTIN (UPC)
○ Condition
○ Google Product Category (GPC)

Your Feed Is Your Data

Product data specification

Use this specification to format your product information for Merchant Center programs, such as Shopping ads, free product listings, and Buy on Google. Submitting your product data to Google in the correct format is important for creating successful ads and free listings for your products. Google uses this data to make sure that it's matched to the right queries.

Before you begin

If you're new to Merchant Center, get started with the onboarding guide.

Other requirements to keep in mind	⌄
Additional product data specifications	⌄
Definitions	⌄
Quick reference	⌄

Click the name of an attribute to view full details, including more information about the minimum requirements, best practices, and examples.

Basic product data

The product information you submit using these attributes is our foundation for creating successful ads and free listings for your products. Make sure everything you submit is of the quality you'd show to a customer.

Attribute	Format	Minimum requirements at a glance
ID [id] Your product's unique identifier **Example** A2B4 **Syntax** Max 50 characters **Schema.org property** Product.sku	**Required**	• Use a unique value for each product. Use the product's SKU where possible. The ID value does not need to be a product identifier, like an MPN, though it can be if your SKU for the product matches the MPN. • Keep the ID the same when updating your data • Use only valid unicode characters. Avoid invalid characters like control, function, or private area characters • Use the same ID for the same product - across countries or languages
Title [title] Your product's name **Example**	**Required** Accurately describe your product and match the title from your landing page

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Product data attributes

- 📄 Product data specification
- 📄 How to submit your product data
- 📄 ID [id]
- 📄 Title [title]
- 📄 Description [description]
- 📄 Link [link]
- 📄 Image link [image_link]
- 📄 Mobile link [mobile_link]
- 📄 Additional image link [additional_image_link]
- 📄 Availability [availability]
- 📄 Availability date [availability_date]
- 📄 Cost of goods (cogs) [cost_of_goods_sold]
- 📄 Expiration date [expiration_date]
- 📄 Price [price]
- 📄 Sale price [sale_price]
- 📄 Sale price effective date [sale_price_effective_date]
- 📄 Unit pricing measure [unit_pricing_measure]
- 📄 Unit pricing base measure [unit_pricing_base_measure]
- 📄 Installment [installment]
- 📄 Subscription cost [subscription_cost]
- 📄 Loyalty points [loyalty_points]
- 📄 Google product category [google_product_category]
- 📄 Product type [product_type]
- 📄 Google Search index link [canonical_link]
- 📄 Brand [brand]

Use optional attribute

Your competitors won't. Do work they won't & win.

Campaign Breakout: Traditional

- Brand
- Product Category
- Tiered
- All Products

Campaign Breakout: Using Data

- Seasonality
- Best Sellers
- Cheapest
- On Sales vs Not

Campaign Breakout: Uncommon

- Variants
- New vs Old
- Gender

SKU Optimization

Your Brand's Secret Weapon

SKU Optimization

SKU Optimization (aka SKU / Product Rationalization) is figuring out what products should be **kept/discontinued**.

1st Party Retailer = DTC

What Sells?
- Size
- Colour
- Gender
- Versions
- Seasonality

3rd Party Retailer

What Sells?
- Brand > SKU
- Category
- Size
- Colour

3rd Party Retailer

What Sells?
- Gender
- Versions
- Seasonality

Outdoor Sports Brand

219+ Brands
- 5 Brands = 50% Rev

- 214 Brands

Example - Smaller Brand

Google	Click	Impress	CTR	Avg. CPC	Cost	Con	CPA	CR	Revenue	Avg. Order Value	ROAS
January	2,096	309,184	0.68%	$0.74	$1,547.11	28	$55.25	1.34%	$1,547.52	$55.27	1.00
February	1,537	390,143	0.39%	$0.79	$1,212.78	21	$57.75	1.37%	$1,766.17	$84.10	1.46
March	1,871	200,281	0.93%	$0.90	$1,689.62	21	$80.46	1.12%	$1,419.21	$67.58	0.84
April	5,810	899,346	0.65%	$0.30	$1,737.28	86	$20.14	1.48%	$5,823.62	$67.52	3.35
May	10,722	1,684,481	0.64%	$0.26	$2,827.07	106	$26.80	0.98%	$8,376.87	$79.40	2.96
June	9,458	1,654,860	0.57%	$0.27	$2,543.13	112	$22.66	1.19%	$9,503.57	$84.66	3.74
July	10,348	1,702,598	0.61%	$0.25	$2,587.12	127	$20.37	1.23%	$10,548.80	$83.06	4.08
August	13,004	2,131,403	0.61%	$0.29	$3,785.87	186	$20.33	1.43%	$15,311.35	$82.22	4.04
September	23,945	3,993,254	0.60%	$0.34	$8,177.12	387	$21.11	1.62%	$29,154.83	$75.27	3.57
October	38,264	6,020,564	0.64%	$0.39	$15,032.56	689	$21.82	1.80%	$53,779.97	$78.06	3.58

Year of Mobile

Year of Mobile

2007

Mobile Sales
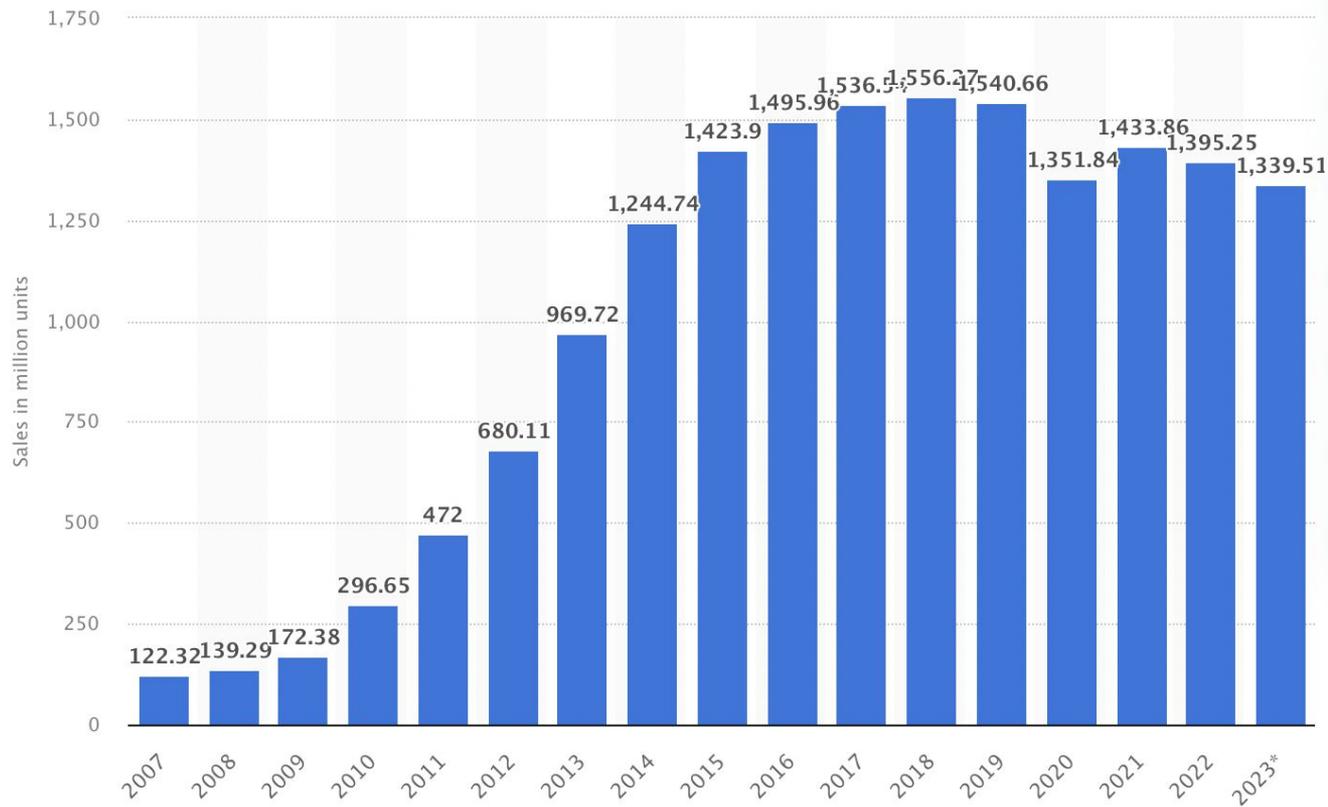
B2C Ecom

EV Auto Brand

Device	Conv. Rate	Ad Spend	Convs.	CPA	ROAS
Computer	2.58%	$1,063.04	30	$35.43	5.99
Mobile	0.94%	$1,717.02	39.99	$42.93	4.89
Tablets	0.53%	$87.28	1	$87.28	2.45

EV Auto Brand

Device	Conv. Rate	Ad Spend	Convs.	CPA	ROAS
Computer	2.58%	$1,063.04	30	$35.43	5.99
Mobile	0.94%	$1,717.02	39.99	$42.93	4.89
Tablets	0.53%	$87.28	1	$87.28	2.45

Furniture Brand

Device	Conv. Rate	Ad Spend	Convs.	CPA	ROAS
Computer	2.01%	$8,189	85.47	$95.82	15.10
Mobile	0.48%	$111,181	274.82	$404.57	2.88

Furniture Brand

Device	Conv. Rate	Ad Spend	Convs.	CPA	ROAS
Computer	2.01%	$8,189	85.47	$95.82	15.10
Mobile	0.48%	$111,181	274.82	$404.57	2.88

Kids Toy Brand

Device	Conv. Rate	Ad Spend	Convs.	CPA	ROAS
Computer	1.94%	$11,380.80	155.54	$73.17	2.02
Mobile	1.07%	$33,470.42	599.99	$59.77	2.54
Tablets	0.73%	$639.52	9.85	$64.89	2.20

Kids Toy Brand

Device	Conv. Rate	Ad Spend	Convs.	CPA	ROAS
Computer	1.94%	$11,380.80	155.54	$73.17	2.02
Mobile	1.07%	$33,470.42	599.99	$59.77	2.54
Tablets	0.73%	$639.52	9.85	$64.89	2.20

B2B Ecom

Dental Brand

Device	Conv. Rate	Ad Spend	Convs.	CPA	ROAS
Computer	3.28%	$7,909.69	101.08	$78.25	3.10
Mobile	1.75%	$6,023.74	96.74	$62.27	1.96
Tablets	4.04%	$133.58	4	$33.40	1.87

Dental Brand

Device	Conv. Rate	Ad Spend	Convs.	CPA	ROAS
Computer	3.28%	$7,909.69	101.08	$78.25	3.10
Mobile	1.75%	$6,023.74	96.74	$62.27	1.96
Tablets	4.04%	$133.58	4	$33.40	1.87

Senior Walk-In Showers

Device	Conv. Rate	Ad Spend	Convs.	CPA	ROAS
Computer	0.51%	$481,552	929.64	$518	1.95
Mobile	0.17%	$381,105	546.18	$697.77	0.84
Tablets	0.09%	$64,495	39.95	$1,614	0.10

Senior Walk-In Showers

Device	Conv. Rate	Ad Spend	Convs.	CPA	ROAS
Computer	0.51%	$481,552	929.64	$518	1.95
Mobile	0.17%	$381,105	546.18	$697.77	0.84
Tablets	0.09%	$64,495	39.95	$1,614	0.10

Van Racks Brand

Device	Conv. Rate	Ad Spend	Convs.	CPA	ROAS
Computer	3.14%	£32,403	1,316.61	£24.61	10.29
Mobile	0.98%	£44,374	1,628.95	£27.24	7.48
Tablets	0.76%	£1,424	38.66	£36.86	6.67

Van Racks Brand

Device	Conv. Rate	Ad Spend	Convs.	CPA	ROAS
Computer	3.14%	£32,403	1,316.61	£24.61	10.29
Mobile	0.98%	£44,374	1,628.95	£27.24	7.48
Tablets	0.76%	£1,424	38.66	£36.86	6.67

Tips, Tricks and Reports
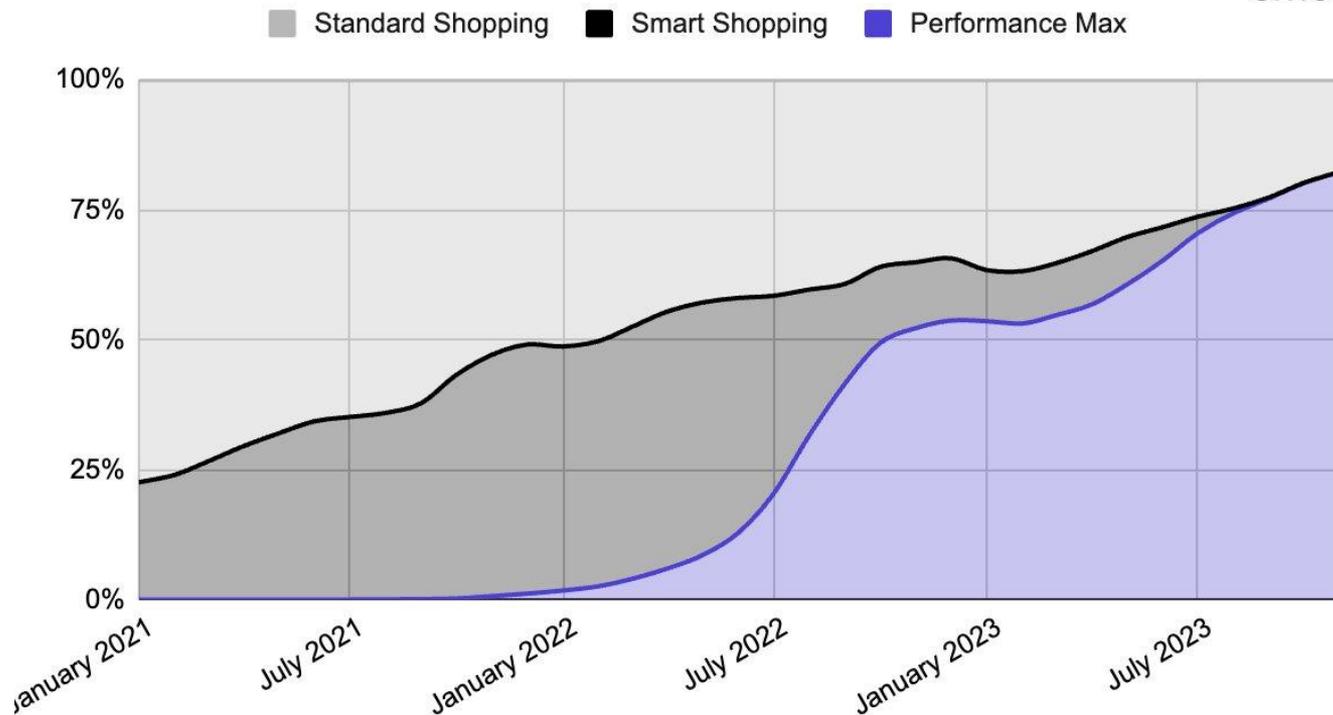
Day of The Week Breakdown

	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate	Conv. value	Conv. value / cost
	8,440	881,747	0.96%	CA$1.68	CA$14,175.92	202.82	CA$69.89	2.29%	36,630.96	2.58
Sunday	1,394	138,395	1.01%	CA$1.79	CA$2,498.80	24.99	CA$100.01	1.68%	2,646.08	1.06
Monday	1,253	131,107	0.96%	CA$1.96	CA$2,460.64	33.19	CA$74.13	2.58%	4,141.79	1.68
Tuesday	1,255	131,433	0.95%	CA$1.68	CA$2,110.73	23.06	CA$91.54	1.78%	4,909.74	2.33
Wednesday	1,130	119,259	0.95%	CA$1.63	CA$1,838.23	33.19	CA$55.39	2.80%	7,932.58	4.32
Thursday	1,241	134,166	0.92%	CA$1.58	CA$1,958.59	45.38	CA$43.16	3.45%	11,023.81	5.63
Friday	1,096	116,180	0.94%	CA$1.51	CA$1,649.86	28.74	CA$57.40	2.53%	4,670.81	2.83
Saturday	1,071	111,207	0.96%	CA$1.55	CA$1,659.08	14.28	CA$116.21	1.25%	1,306.16	0.79

Network Breakdown

Account ↑	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate	Conv. value	Conv. value / cost
	$1.71	$496,494.48	3,510.60	$141.43	0.89%	2,645,263.56	5.33
Google search	$1.02	$106,355.10	1,663.48	$63.94	1.60%	765,773.47	7.20
Search partners	$0.26	$1,595.42	11.00	$145.04	0.18%	915.33	0.57
Google Display Network	$2.89	$387.89	0.32	$1,213.76	0.07%	1,472.47	3.80
Cross-network	$2.15	$388,156.06	1,835.80	$211.44	0.65%	1,877,102.29	4.84

Google Ads Reports

Google Ads Reports

> Product Type

Product type (3rd level)	Product type (2nd level)	Impr.	CTR	Clicks	Avg. CPC	Conversions		Conv. value	Cost	Conv. value / cost	Cost / conv.
		156,080	1.43%	2,237	$1.03	97.48		12,273.59	$2,306.49	5.32	$23.66
		128,258	0.99%	1,267	$0.76	47.49		6,370.49	$963.83	6.61	$20.29
		59,622	1.05%	629	$0.51	19.07		3,045.90	$323.68	9.41	$16.97
		142,347	0.56%	791	$0.83	10.00		2,621.29	$658.26	3.98	$65.83
		77,871	0.88%	688	$0.31	13.00		1,288.33	$214.79	6.00	$16.52
		5,659	3.59%	203	$0.16	13.00		993.11	$32.67	30.40	$2.51
		20,968	1.25%	262	$1.00	7.71		908.54	$261.08	3.47	$33.90
Total		675,480	1.07%	7,211	$0.75	245.05		30,515.84	$5,417.98	5.63	$22.11

Google Ads Reports

> Location

Campaign	Country/Territory (User location)	↓ Cost
includes **ID - Branded and 5 more		
**ID - Floor Markings & Tape	India	$2,007.26
**ID - Pipe Markers & Labels	India	$1,005.26
**ID - Printers	India	$359.48
**ID - Safety Signs & Labels	India	$325.98
**ID - Floor Markings & Tape	Canada	$277.46
**ID - Floor Markings & Tape	Malaysia	$224.52
**ID - Pipe Markers & Labels	Indonesia	$218.77
**ID - Pipe Markers & Labels	Canada	$204.13
**ID - Floor Markings & Tape	Indonesia	$129.78
**ID - Floor Markings & Tape	Singapore	$102.70
**ID - Safety Signs & Labels	Malaysia	$67.15
**ID - Branded	India	$62.71
**ID - Pipe Markers & Labels	Iran	$62.21
**ID - Pipe Markers & Labels	Thailand	$62.08
**ID - Pipe Markers & Labels	Malaysia	$57.82
**ID - Branded	Indonesia	$57.52
**ID - Floor Markings & Tape	Iran	$57.21
**ID - Pipe Markers & Labels	Singapore	$56.29
**ID - DuraLabel	India	$50.67
**ID - Floor Markings & Tape	Hong Kong	$45.38
**ID - Floor Markings & Tape	Thailand	$45.29
**ID - Branded	Japan	$40.33
**ID - Printers	Indonesia	$36.70
**ID - Safety Signs & Labels	Indonesia	$36.63
**ID - Printers	Canada	$35.84
**ID - Floor Markings & Tape	Puerto Rico	$35.52
**ID - Safety Signs & Labels	Canada	$34.72
**ID - Safety Signs & Labels	Thailand	$34.27
**ID - Safety Signs & Labels	Singapore	$28.10
**ID - Safety Signs & Labels	Iran	$21.77
Total		$6,107.59

Shopping Feed is Data.

@DuaneBrown

Shopping Feeds Myth

Shopping Feeds Myth

AI is not our biggest opportunity.

Mobile UX & Shopping Feeds Are.

Bonus:

QSR x Ecom

Limited Budgets

Rethink Negative Keywords

Exact Match

Appear for "pizza pizza near me", "pizza hut near me"?

Rethink
Negative
Keywords

Exact Match

Menu = "wings and pizza near me" and "white pizza near me"

Broad
Match

x

Smart
Bidding

Demand
Gen

Get Basics

About Me
- Lived 6 Cities. 3 Continents
- Traveled 63 Countries
- Huge Gaming & Tech Nerd
- Brands: ASOS, LARQ, Walmart

STATE OF SEARCH
CONFERENCE

brightonSEO.

HEROCONF
100% Original. 100% Relevant. 100% PPC.

MOZCON

SMX ADVANCED

DIGITAL
MARKETING
#EUROPE

SMX

The End

Any Questions?