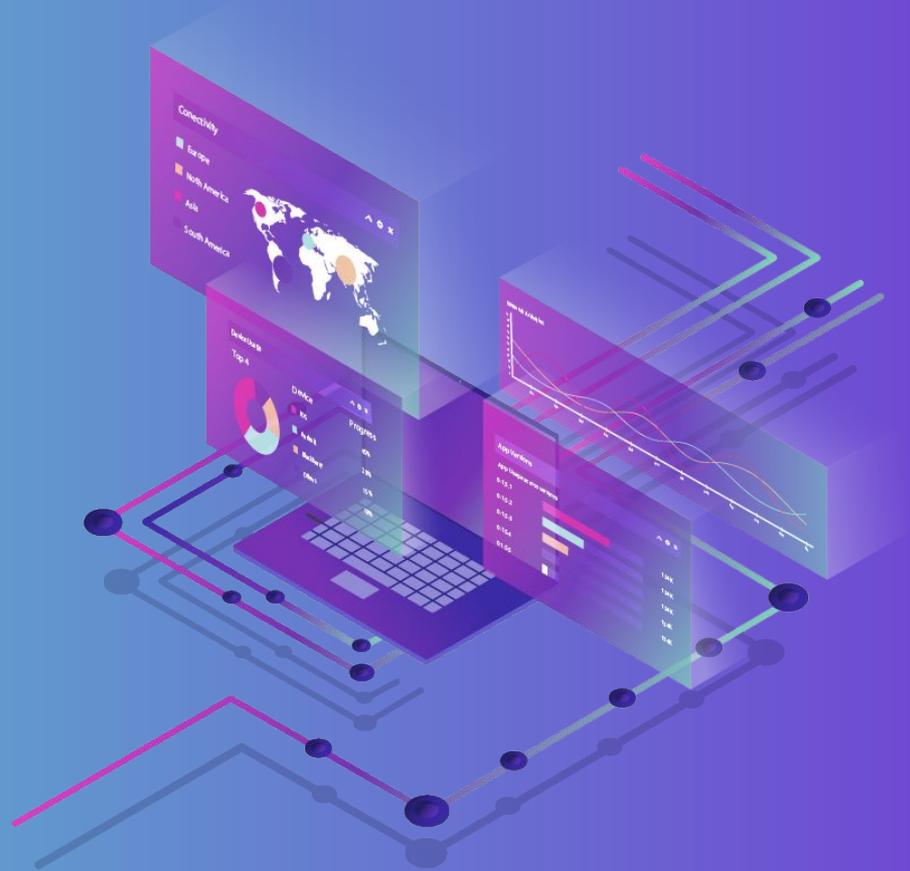


Grow Your eCommerce with Google Ads



Your Easy
Web Solutions



Kai Yang March 2021

About Kai

Love
Outdoors

Digital
Marketing
Strategist

Kai
Yang





The Focus Today

**Learn How To Work With
Google's AI**

One Of Our Client After We Apply Google AI

Conversion Value = Revenue

Conv. value / cost = Return On Ad Spend (ROAS)



Table Of Contents

01

Google Ads AI

02

Available For eCommerce

03

80/20 Product Feed

04

Basic Google Analytics

05

Keep Your Agency
Accountable

01 Google Ads AI

Human-guide automation



Why AI?

AI is the science of making things smart.

Why Using Google Ads AI?

- Google has tremendous amounts of data
- Google has access to data about your customers that you don't
- It works 24/7 and doesn't take breaks

What Can Google Ads AI Do For You?



image source: [agencysavvy.com](https://www.agencysavvy.com)

How To Test It?

- Experiment Campaign
- Smart Bidding
- Smart Shopping

What We Learn So Far

Benefits Of Using Google AI



What's Available For eCommerce

02

Campaign types help to
win more customers

Campaign Types To Experience

- Shopping Campaign
- Search Campaign
- Display Campaign
- Remarketing Campaign
- Dynamic Remarketing Campaign
- Video Campaign
- Remarketing Search Campaign
- Demographic For Search Campaign
- Local Campaign
- Discovery Campaign

Shopping Campaign

Google

duvet cover set

All Shopping Images News Videos More Settings Tools

About 75,600,000 results (0.74 seconds)

Ads · See duvet cover set

 <p>Turmeric 100% Flax... \$150.00 Bed Threads ★★★★★ (79)</p>	 <p>Rosewater 100% Flax... \$150.00 Bed Threads ★★★★★ (24)</p>	 <p>Charcoal 100% Flax... \$250.00 Bed Threads ★★★★★ (46)</p>	 <p>Black and White Stripe... \$26.00 Wish</p>	 <p>Linen Duvet Cover Set -... \$195.00 cultiver.com... Free delivery</p>
--	--	---	--	---

<https://www.spotlightstores.com> > Bed > Bed Linen

Shop Quilt, Doona & Duvet Covers Online | Spotlight Australia

376 items — Spotlight provides an amazing collection of **quilt cover sets** at affordable prices. We all know that quilt covers can be real comforters, especially when ...

Duvet Cover Sets · KOO Broadway Duvet Cover Set · La Scala Kent Quilt Cover Set

<https://www.myer.com.au> > Home > Bedroom

Quilt Covers | Doona, Duvet, Cotton Quilt Covers & More | MYER

257 items — Sort by · HeritageTruro **Quilt Cover Set** · Australian House & GardenMallacoota **Quilt Cover Set** · Private CollectionBrunswick **Quilt Cover Set** · Linen House ...

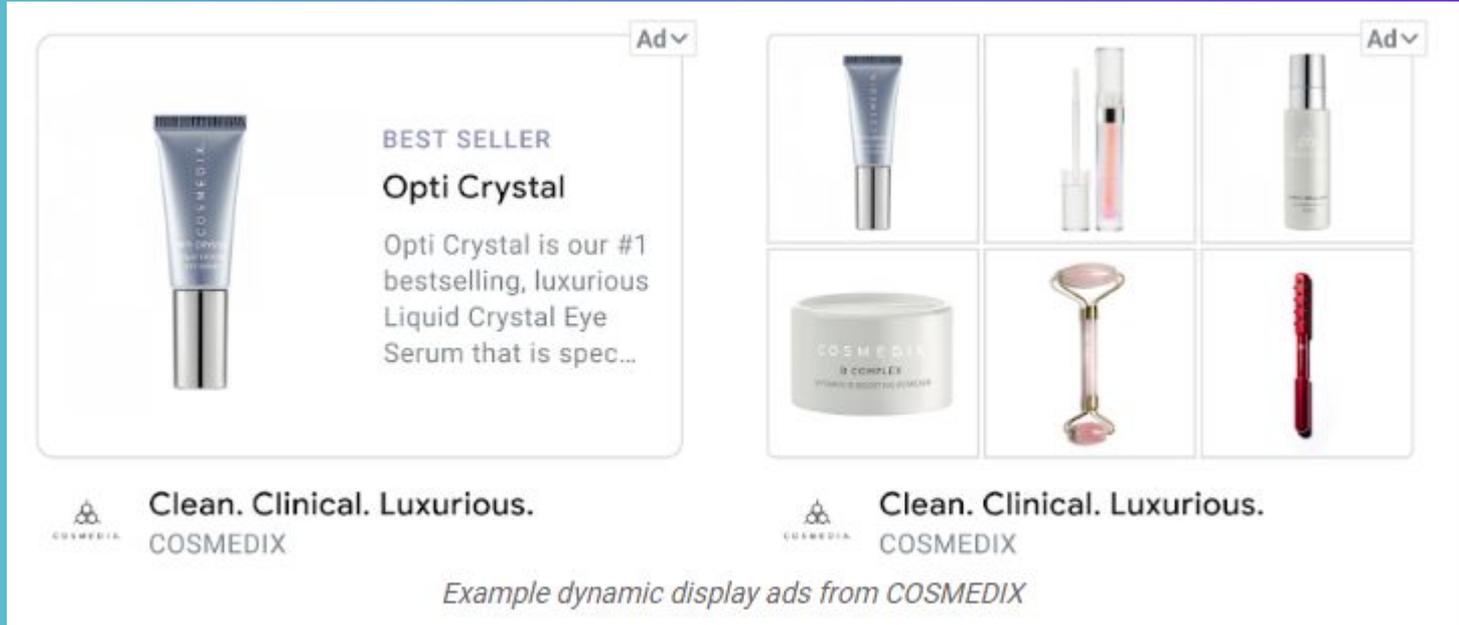
Quilt Covers | Doona, Duvet... · Vue Sonoran Quilt Cover Set · Queen Size Quilt...

<https://www.sheridanoutlet.com.au> > bed-linen > bed-an...

Low Price Bed Covers and Quilt Cover Sets | Sheridan Outlet

Items 1 - 9 of 73 — Discover discounted bed covers, select from cotton quilt covers and **quilt**

Dynamic Remarketing Campaign



Ad 

BEST SELLER
Opti Crystal

Opti Crystal is our #1 bestselling, luxurious Liquid Crystal Eye Serum that is spec...

 **Clean. Clinical. Luxurious.**
COSMEDIX

Ad 

 **Clean. Clinical. Luxurious.**
COSMEDIX

Example dynamic display ads from COSMEDIX

Remarketing Search Campaign

a.k.a 'RLSA'



What We Learn So Far

Experience Different Type Of
Campaigns To Gain More Outcomes

03

80/20

Product Feed

More Sales & Better
ROI



What Is 80/20 Principle?

To put it simply, 80% of outcomes (or outputs)
Result from 20% of all causes (or inputs)

i.e. 20% of a companies products represent 80% of sales

What Is Product Feed?

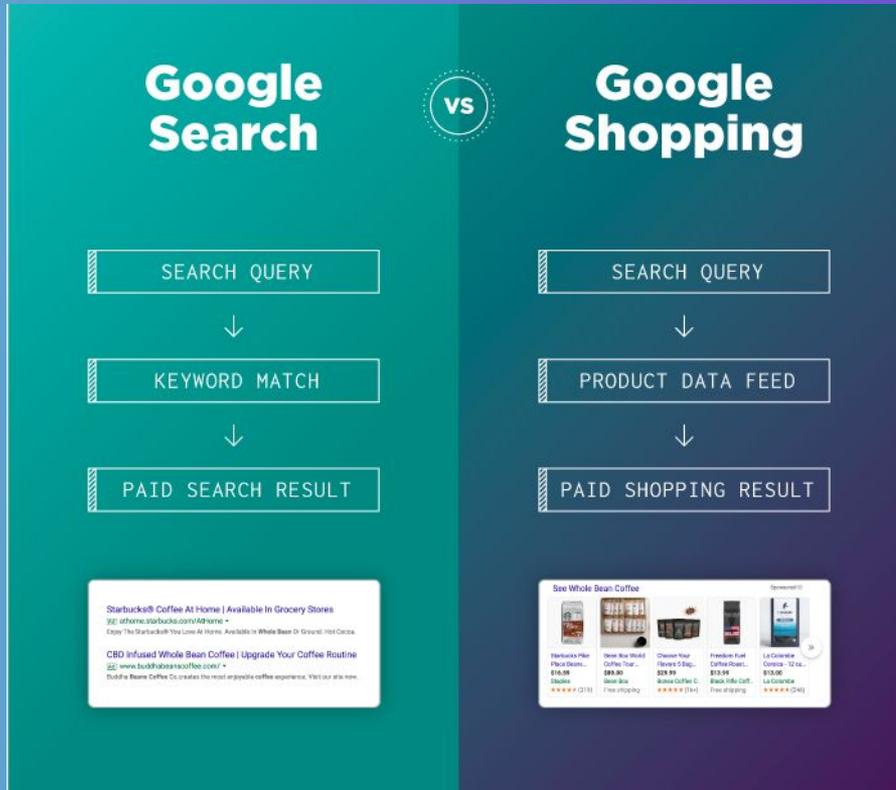
A set of data that contains a list of products you want to advertise through Google Merchant Centre

Where To Apply 80/20?

- Product Title
- Product Image
- Product Type
- GTIN
- Customer Reviews
- Promotions
- Best Sellers

Product Title

Why it's important: 80% of your traffic based on your product title



Product Image

Why it's important: Show your product to your target market & get more traffic

Your Checklist for Uploading Google Shopping Images



- Image size at least 800x800?
- Minimum 3 different angles?
- White seamless background?
- No watermark, logo, or promos?

Product Type

Why it's important: Sending signals to Google AI to guide them what you want to achieve

Slow Cooked Bone Broth > Improve Skin Health > Bone Broth Soup

Customer Reviews

Why it's important: Show your reputation and make you stand out more than competitors

The image shows a Google search results page for the query "reusable cups". The search bar at the top contains the text "reusable cups" and includes icons for clearing the search, voice search, and search. Below the search bar are navigation tabs for "All", "Shopping", "Images", "News", "Maps", and "More", along with "Settings" and "Tools". The search results indicate "About 122,000,000 results (0.59 seconds)".

The "Ads" section is titled "See reusable cups" and displays five product listings. Each listing includes an image of a reusable cup, the product name, the price, and the brand name. The third listing, "Best Reusable Khaki... made by Fre...", has a 5-star rating with 9 reviews, which is highlighted with a red box.

Product Name	Price	Brand	Rating
SoL Cups Reusable...	\$27.99	Sol Cups	
tap to Pay reusable cu...	\$39.95	frank green	
Best Reusable Khaki...	\$34.95	made by Fre...	★★★★★ (9)
SoL Cups Reusable...	\$27.99	Sol Cups	
Jolly Roger Plastic Keep...	\$22.00	Sea Shephe...	

Google Merchant Centre Promotions

Why it's important: Promote your sale & make your products stand out more than competitors

The screenshot shows a Google search for 'craft gin online'. The search bar is at the top with the Google logo on the left and a search icon on the right. Below the search bar are navigation tabs for 'All', 'Shopping', 'News', 'Images', 'Videos', and 'More'. The 'Shopping' tab is selected. Below the tabs, it says 'About 28,100,000 results (0.48 seconds)'. The main content area is titled 'Ads · Browse craft gin online'. There are five product listings, each with an image, a title, a price, and a retailer name. The first listing is 'Chronicles Gin Blood Orange Gin 40%...' for \$74.95 with 'Free delivery'. The second is 'Pink Gin & Tonic Pack Hampers Wi...' for \$120.00. The third is 'Fever-Tree Ultimate Gin... BoozeBud' for \$69.99, with 'Special offer' written in a red box below the price. The fourth is 'Fever Tree The Ultimat... Dan Murphy's' for \$34.99. The fifth is 'Comte de Grasse 44N... thewinecolle...' for \$162.99.

Product	Price	Retailer	Special Offer
Chronicles Gin Blood Orange Gin 40%...	\$74.95	Chronicles Gin	Free delivery
Pink Gin & Tonic Pack Hampers Wi...	\$120.00	Hampers Wi...	
Fever-Tree Ultimate Gin... BoozeBud	\$69.99	BoozeBud	Special offer
Fever Tree The Ultimat... Dan Murphy's	\$34.99	Dan Murphy's	
Comte de Grasse 44N... thewinecolle...	\$162.99	thewinecolle...	

What We Learn So Far

Guide Google AI With Clear & Complete Data



Basic Google Analytics 04

Analyse the data &
get better outcome

Analyse What?

Where Are My
Users Coming
From?



Who Are
My Users?



What Actions Are
My Users Taking?



What Are The
Results Of My
Users' Actions?



Where Are My Users Coming From? - Acquisition Report

- Channels
- Traffic Type
- User Type



- Campaigns
- Content
- Keywords

- Landing Page
- Exit Page
- Event Action
- Next Page Path

Who Are My Users? - Audience Report

Demographics



60%

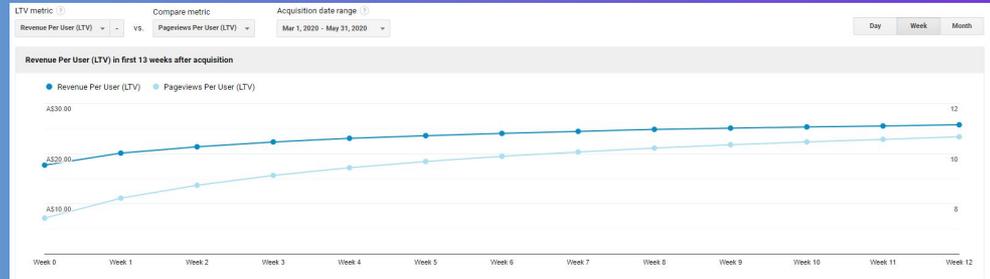


40%

INTERESTS



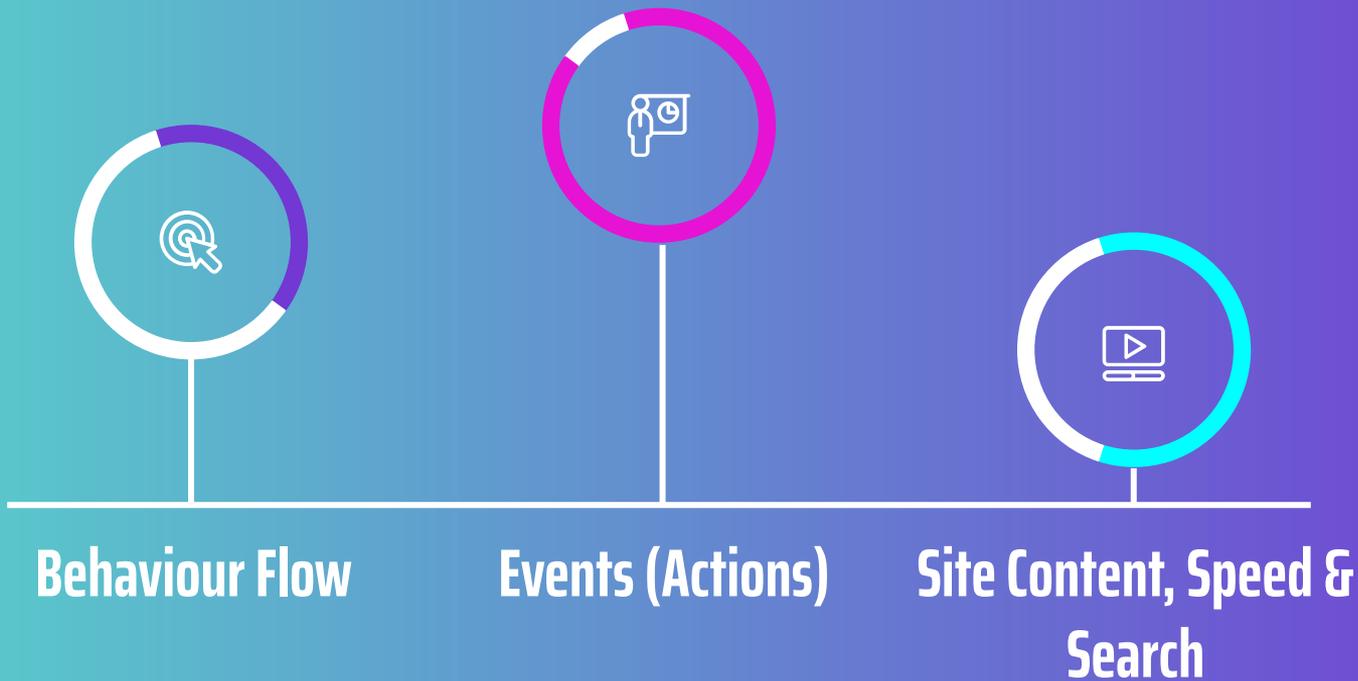
Lifetime Value



Cross-Device



What Actions Are My Users Taking? - Behaviour Report



What Are The Results Of My Users' Actions? - Conversions

Shopping Behaviour/ Funnel Visualisation

Reverse Goal Path



Assisted
Conversions



Customer Journey
(Touchpoints)

Attribution Model
Comparison Tool

What We Learn

Analysing & Using Data To Guide The Google AI

Keep Your Agency 05 Accountable



Keep It Transparent

- Learn The Basic Yourself (short courses online)
- Regular Meetings (ie. monthly)
- Monthly Reports
- Get The Right Metrics On Report

A Few Questions You Should Ask Your Agency

- Are they a certified Google Partner? (Are They Premier Partner?)
- Have they got any clients in your industry?
- What type of strategy do they foresee with our business goals?
- What indicators do they use for success?
- What do they use to monitor online advertising performance?
- Do they use A/B testing to optimise accounts?
- Do they offer full reporting with your services?
- How do they keep themselves up to date with all new information?

In Conclusion



Conclusion For The Presentation

- **Experiment With Google Ads' AI**
- **Experiment With Different Ad Types**
- **Optimise Google Product Feed**
- **Use Google Analytics**

Questions

THANK YOU!
