



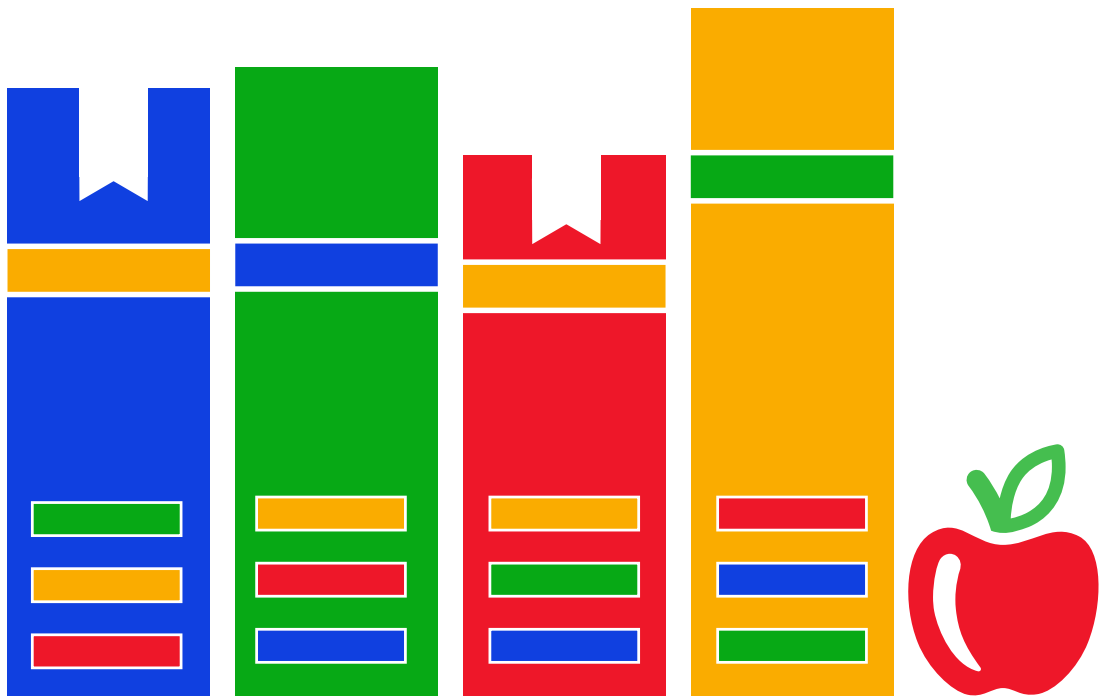
# Best Practices for Google Shopping Campaigns

## Using Kenshoo



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# Overview

You've read the *Kenshoo Guide to Google Shopping Campaigns* to understand the history of shopping engines, the tips and guidelines for using Google Product Listing Ads (PLAs), and the do's and don'ts to help you find success. Now get the insider tips available only to Kenshoo clients for using the Kenshoo platform to maximize PLA performance.

Through Kenshoo's advanced support of Google Shopping campaigns, you'll discover the ease of managing all of your paid search activity in one place with centralized and automated management, optimization, and attribution. With Kenshoo, you'll gain deep insights to understand how products are performing and have the ability to apply those insights across channels.

## One place to manage all of your paid search activity

Product Listing Ads offer an opportunity to dominate the search engine results page (SERP) because your PLAs and text ads can appear at the same time. Kenshoo enables you to easily connect your Google Merchant and Google AdWords accounts to create a holistic view of your search program. Through Kenshoo, you eliminate the need to manage tracking in the feed, ensuring more control and efficiency. Once your Google Shopping campaigns are synced with Kenshoo, your campaigns will benefit from the automated tools, tailored algorithms, and comprehensive tracking and reporting.



# Perform and schedule bulk operations

Take advantage of the powerful tools native to Kenshoo such as Advanced Search and Scheduled Actions to streamline workflow for PLAs. Advanced Search comes equipped with product group and product ad filters so you can easily perform bulk operations such as duplicating product ads, customizing promotion text, and setting ad status. You can even plan ahead by scheduling bid or copy changes and automating reoccurring PLA updates through Scheduled Actions.

**Ad Attributes**

Ad Type ?

Status ?

Ad Text ?

Look In ?  
 Promotion Line

Tracking ID ?

**Scheduled Actions for Profile: Kenshoo Internal PPC**

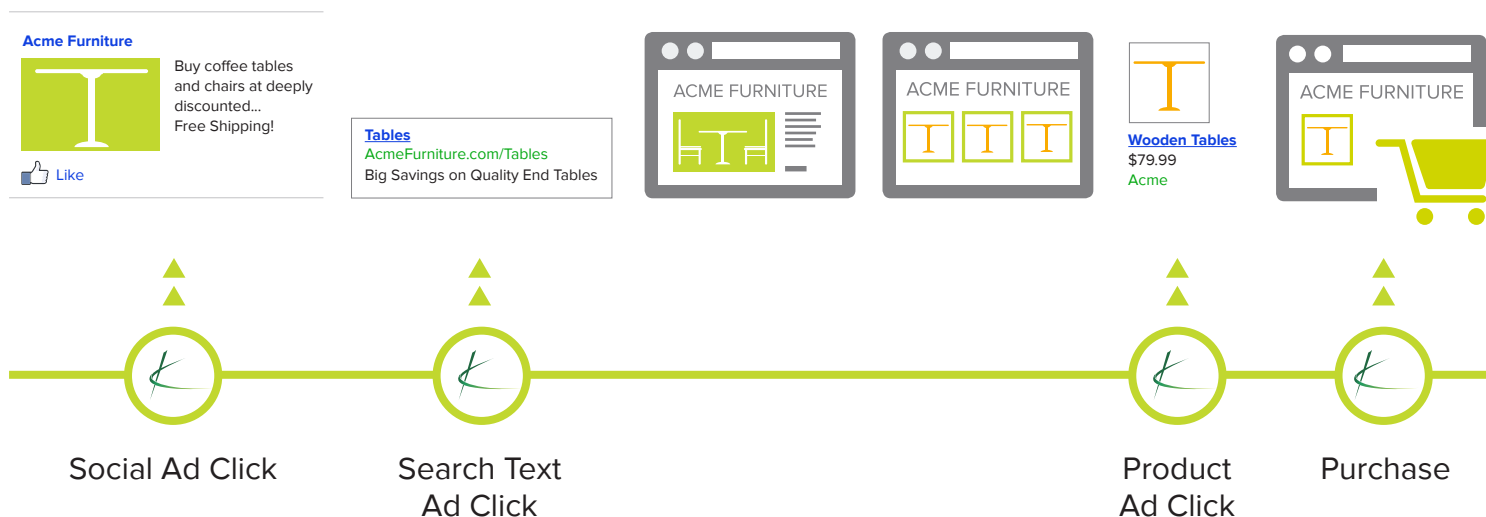
[Add](#) [Edit](#) | [Delete](#) | [Run Action](#) | [Set State](#) ▾

All ▾ Columns |

	Action Name ▾	Advanced Search Template	Element	State	Recurrence	Next Run
<input type="checkbox"/>	PLA Promo - Black Friday	<a href="#">PLA Promo</a>	Ads	Active	Once	11/29/13 15:30 EST
<input type="checkbox"/>	PLA Promo - Cyber Monday	<a href="#">PLA Promo</a>	Ads	Active	Once	12/02/13 00:00 EST

# Conversion attribution that takes into account Google Shopping

Capture PLA engagement alongside other cross-channel activity to gain a holistic view of a consumer's path-to-conversion. You can apply an attribution model to your Shopping campaigns to intelligently weight a consumer's interactions with your media and understand the contribution of PLAs to each conversion.

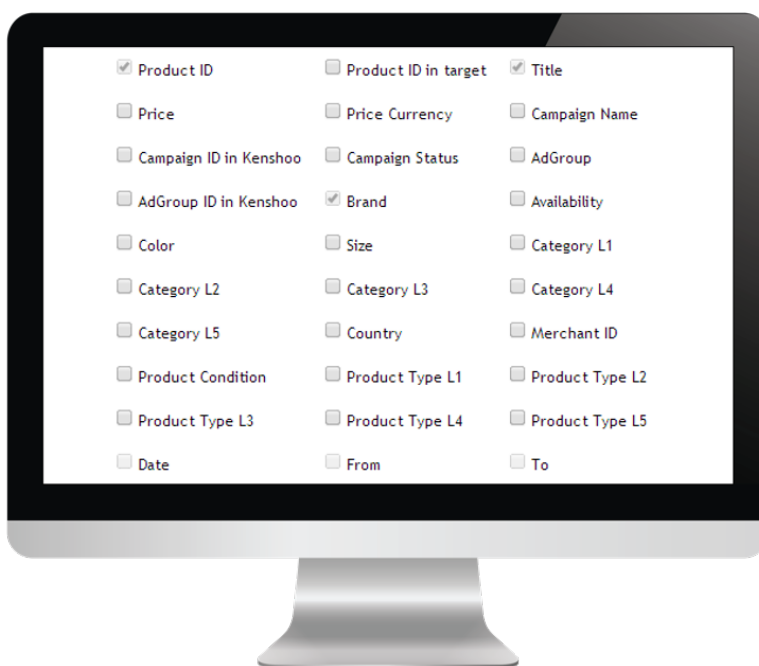


## Automated bid optimization specifically customized for Google Shopping

Kenshoo supercharges your campaigns with two options for Shopping campaigns bid policies. The Portfolio Shopping campaign policy optimizes to a portfolio-level goal by calculating marginal ROI to determine how to adjust product group bids for the biggest return. The PLA Model policy predicts the value per click of each product group to adjust bids for the most return without large data requirements.

# Product-level insights – not just product groups performance

Analyze the performance of each product with access to both product group and product-level data. To gain product-level insights including clicks, conversions, and revenue, simply add Kenshoo's *kpid* parameter to every product in the Merchant Center feed to create a unique identifier for each product. Kenshoo's *PLA Product Performance* and *Product Group Pivot Analysis* reports enable you to quickly identify over-performing and under-performing products and will help you understand the products contributing the most to each product group, as well as products that may be negatively impacting the product group. Use these scheduled reports to guide decisions on program optimization and re-structuring opportunities.



# Improved campaign performance through negative keyword generation

Although PLAs use Product Groups instead of keywords, you can add negative keywords to prevent irrelevant clicks to reduce the cost of non-performing clicks and improve overall PLA quality. The Kenshoo *PLA Negative Keyword Suggest* report compares the search terms that triggered PLAs to the expected and actual CTR of the ad group. Search terms with a CTR below the acceptable threshold are suggested as negative keywords. The algorithm-driven *Keyword Suggestions - PLA Negatives* report recommends negative keywords that would preclude unwanted queries from generating impressions. Quickly take action with easy-to-upload Kenshoo Editor™ templates.



1. Algorithm suggests negative keywords



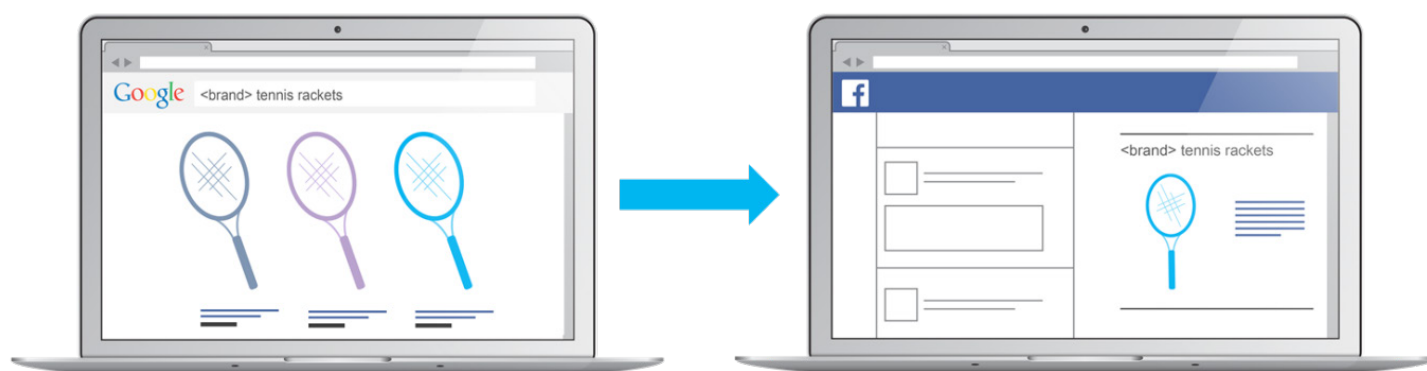
2. Report highlighting suggestions delivered for review



3. Desired negatives added through Kenshoo Editor via copy/paste

# Insights to apply across channels with Demand-Driven Campaigns™

Take the top performing products from Google Shopping campaigns and automatically create and manage product-specific advertising on Facebook with Kenshoo's Demand-Driven Campaigns (DDC). DDC improves the relevancy, performance, and efficiency of product-specific campaigns on Facebook. The technology identifies top trending or high-performing products by revenue, reviews and other metrics you define, and quickly creates and launches campaigns based on performance signals to drive demand. If you're already running Google Shopping campaigns through Kenshoo, you can leverage this completely turnkey solution to immediately launch Demand-Driven Campaigns.



## Summary

Google Shopping campaigns represent a huge opportunity for retailers to capture prime real-estate on search engine results pages, increase traffic and conversions with coverage across SKUs, and drive more qualified leads through product-specific advertising.

Kenshoo enables you to capitalize on this new ad format with advanced functionality to create, manage, optimize, track, and report on PLAs. If you haven't launched your Google Shopping campaigns yet, now is the time to take advantage of Kenshoo's superior support and drive results for your organization.