



## GUIDESERIES

# The Kenshoo Guide to Google Shopping Campaigns

### WHAT YOU WILL FIND IN THIS GUIDE:

- Brief overview of shopping engines
- PLA descriptions and definitions
- Steps needed to list products through Google Shopping
- Best practices for retailers
- Common mistakes to avoid
- Marketer perspective on the future of PLAs



# Table of Contents

- The Rise of Shopping Engines . . . . . 3
- Google’s Entry into the Category. . . . . 4
- Product Listing Ads (PLAs). . . . . 5
- How do PLAs Work? . . . . . 6
- Google Shopping Guidelines and Rules. . . . . 9
- 8 Best Practices for Retailers to Power Up PLAs . . . . . 11
- Common Mistakes to Avoid with Product Listing Ads . . . . . 14
- Summary . . . . . 16
- Marketer Perspective . . . . . 17
- Closing Thoughts. . . . . 18

# Overview

## The Rise of Shopping Engines



Shopping engines (sometimes called comparison or price engines) have helped consumers connect with online retailers since the mid-1990s. Before advanced search engines emerged allowing internet users to efficiently surf the web, shopping engines represented a simplified service whereby advertisers paid a fixed rate to be listed in a particular category or sub-category. For early internet adopters, this service provided few features yet enough value to become popular for those willing to sift through countless pages of products to find a deal.

As the retail power of the internet grew and more consumers migrated online, these technologies evolved into free services that scoured the web for products to add to their crawlable databases. In tandem, functionality expanded to allow consumers to save searches, get email alerts about price changes, and share deals with their friends and family. Some of the early players in this category

included BargainFinder and NetBot.

In the 2000s, advances in broadband penetration helped to fuel the adoption rate of the Internet in most first-world countries. E-commerce became big business and shopping engines began to innovate very quickly.

Today's advanced shopping engines are able to connect directly to the product feeds that drive an online retailer's own site. This deep integration helps to reduce errors and provide highly current results which in turn creates a much stronger user experience for consumers to browse, research, and shop online than ever before.



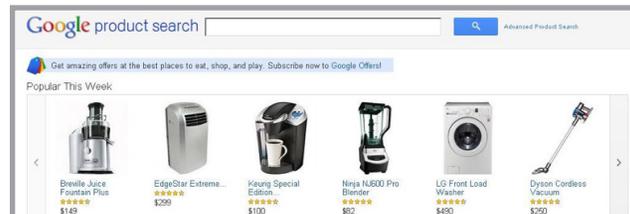
# Google's Entry into the Category

Google's first shopping engine launched in December of 2002. It was called Froogle and was invented by Engineering Director, Craig Nevill-Manning. Froogle was unique in the fact that it took advantage of the powerful algorithms from Google Search in order to scour the internet looking for the best shopping information. Not only did Froogle crawl the web looking for product entries, but it also permitted merchants to import their feeds to improve the accuracy of their listings.

## THE EVOLUTION OF GOOGLE SHOPPING



In April 2007, Google rebranded Froogle as Google Product Search. Along with some more bells and whistles, Google simplified the interface to better match Google Search's look and feel.



On May 31st, 2012, Google announced that Google Product Search would be changed to Google Shopping. It also announced the free listings would be converted in to pay listings. This would be first time in Google's history that they would convert a free search service to a paid one.

In October 2013, Google announced a new retail-centric way to manage this format with the beta introduction of Google Shopping Campaigns. Then in February 2014, Google announced the widespread availability of Shopping campaigns, which would officially replace legacy PLA campaigns come August.

### Announcement of Google Shopping on Google Commerce blog, May 31, 2012

#### BUILDING A BETTER SHOPPING EXPERIENCE

“Truly great search is all about turning intentions into actions, lightning fast. In the early days of Google, users would type in a query, we'd return ten blue links, and they'd move on happy. Today people want more. When searching for great local restaurants, people want places to eat right there on the results page, not another click or two away. It's the same with hotels, flight options, directions and shopping.

Organizing these types of data can be very different from indexing the Web, because the information is often not publicly available. It requires deep partnerships with different industries—from financial services and travel to merchants who sell physical goods.

Today we're announcing a new initiative to improve our shopping experience over time—so that shoppers (your customers) can easily research purchases, compare different products, their features and prices, and then connect directly with merchants to make their purchase.”

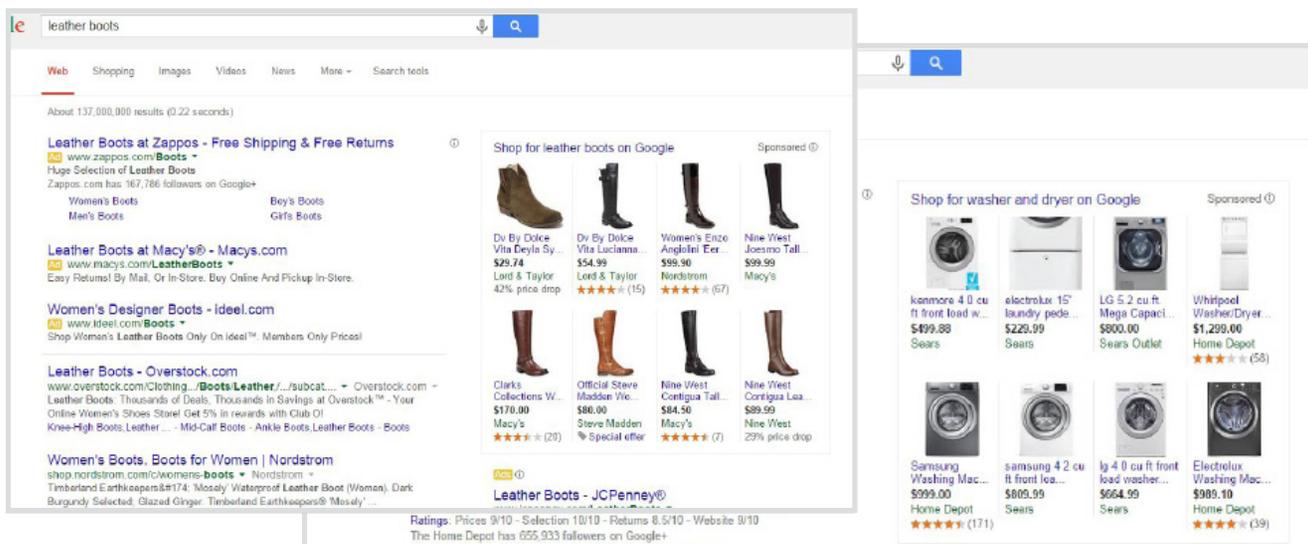
Source: Posted by Sameer Samat, Vice President of Product Management, Google Shopping



# Product Listing Ads (PLAs)

Product Listing Ads (PLAs) are the default ad format for Google Shopping. These listings appear on the [Google Shopping site](#), but the real power lies in the fact that this visual ad format can also appear on Google Search results alongside the organic and paid text ad listings when consumers are actively browsing.

HERE ARE SOME EXAMPLES:



PLAs are easy to spot as they have a price, a product image, business name, and a headline. When clicked, they take potential customers right to the merchant's website.

As you can see, PLAs can appear either in the middle or right section of the viewable page and stand out amidst all the text. Given this visual prominence, the image and listed price take on an important role in helping your brand rise above the competition.

As of June 2013, nearly 10,000 U.S. advertisers were using Google PLAs, according to the research team at Jefferies, and those advertisers were running upwards of 156,000 ads.

### Top PLA Advertisers

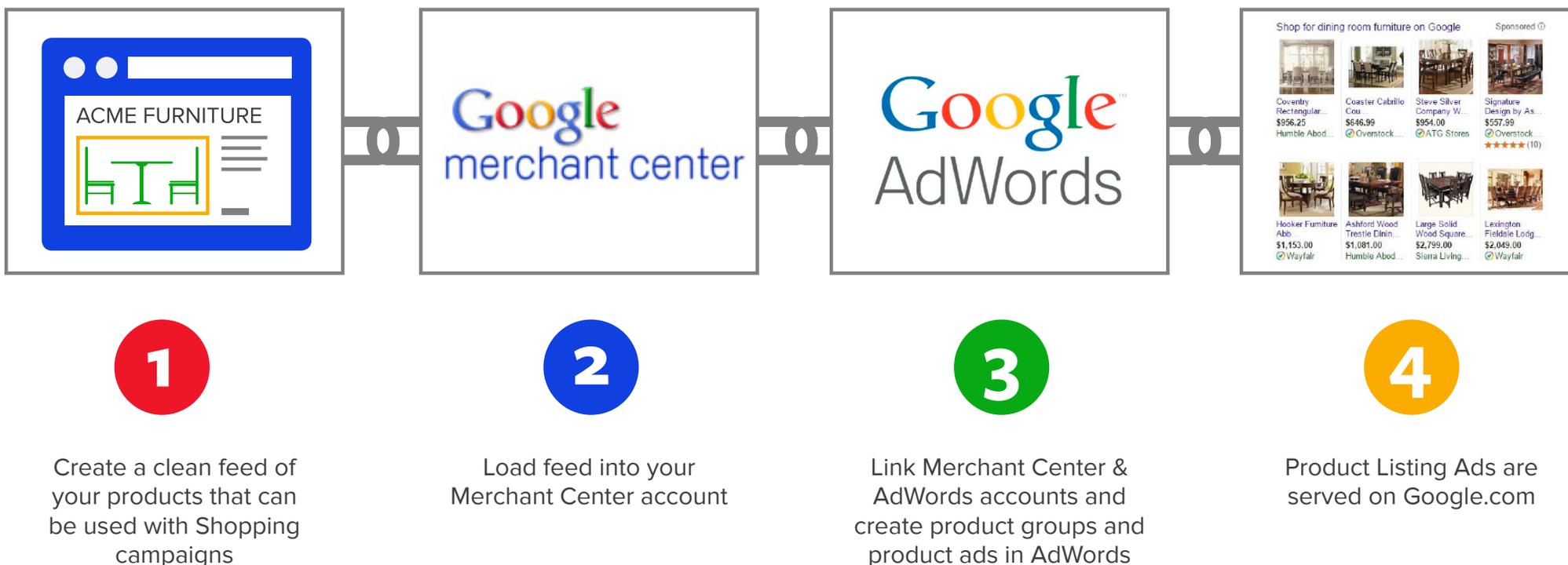
Exhibit 3: List of Top 50 Google PLA Advertisers in the US (September 2014 Snapshot)

Top US PLA Advertisers	Number of PLA Ads Deployed	% of Total PLA Ads	Top 5 Advertisers	Top 10 Advertisers	Top 20 Advertisers
1 xg4ken.com (Kenshoo)	15323	12%	} 31%	} 40%	} 47%
2 dartsearch.net (DoubleClick - Google)	11055	9%			
3 ebay.com	5132	4%			
4 adlucnt.com	4754	4%			
5 rkdm.com (Rimm Kaufman)	4017	3%			
6 everestech.net (Adobe Efficient Frontier)	3600	3%			
7 walmart.com	2796	2%			
8 channelintelligence.com (Google)	2190	2%			
9 macys.com	1691	1%			
10 bizrate.com	1297	1%			

Source: Amazon / eBay / Google: September Same-Store-Sales Update, Jefferies, October 2014

# How do PLAs work?

Google offers a very detailed walkthrough of how to initially set up Shopping Campaigns for Product Listing Ads. From a high-level perspective, advertisers need two things: a Google Merchant account and a Google AdWords account. Most e-commerce platforms are already configured to connect your product feeds to third parties like Google. There are also software vendors that offer feed management services that can help with this step.



Once your product **data feed** is connected to your Google Merchant account, you can create **product groups**, which specify which products you actually want to advertise using PLAs. Product groups in PLAs are very similar to keywords in paid search – however, instead of bidding on keywords, PLA advertisers bid on groups of products. At the group level, you can specify bids and add a promotion line. The promotion line appears when you hover over a product ad.

After connecting your data feed, creating product groups, and creating promotion lines, all you have to do is fund your account and choose your bid which is the maximum price that you're willing to pay for every consumer that clicks one of your Product Listing Ads. Once a consumer searches on a keyword that Google's algorithms deem relevant to you, your PLA will display, but you are only charged once a consumer clicks one of your ads.

Google offers reporting to track your ad impressions, clicks, costs, and other key metrics. You can even setup conversion tracking so that you can monitor how many sales and how much revenue your product listing ads are generating. This way, Google Shopping advertisers can promote the best performing ads and work on improving the least performing ones.

Google Shopping campaigns offer additional features to aid in the structure and management of PLAs including the ability to see product data within AdWords.

In addition, you can leverage custom labels to classify products within your feed that make sense to your business. Example cases could include labels that indicate seasonality, promotions, or product performance. These labels can then be used for monitoring, reporting and bidding

Custom Label	Your Definition	Your Choice of Possible Values
custom label 0	Season	Winter, Spring, Summer, Fall
custom label 1	Selling Rate	BestSeller, LowSeller
custom label 2	Clearance	Clearance
custom label 3	Margin	LowMargin, HighMargin
custom label 4	Release Year	1900 to 2100

**What is a Data Feed?**

**DATA FEED**

A data feed is a file made up of a list of products which use groupings of attributes that define each one of your products in a unique way. Attributes, such as 'condition' and 'availability', can have standardized values, or accepted "answers," or attributes can be open to fill with your own choice of value, such as 'id' or 'title'. Accurately describing your items using these attributes allows users to search and find your items more easily.

Source: [Merchant Center Help](#)

**What is a Product Group?**

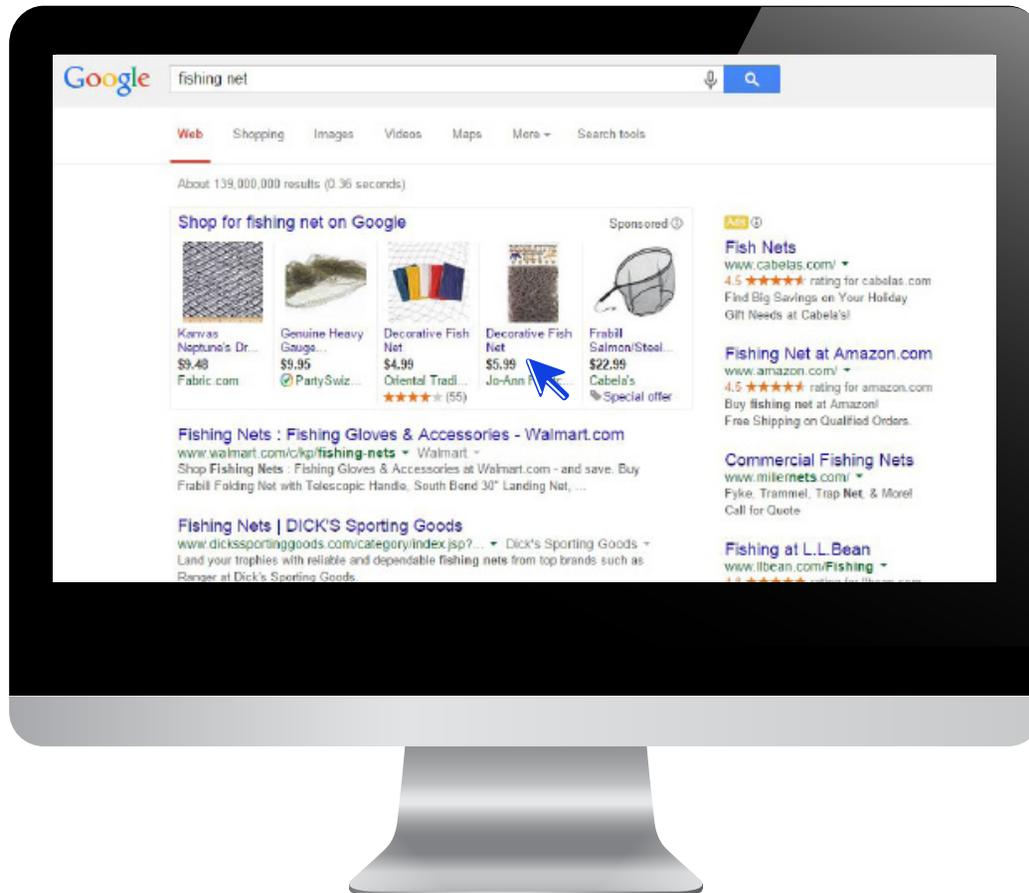
**PRODUCT GROUP**

A way to organize your Google Merchant Center product inventory in a Shopping campaign within AdWords. You create product groups using attributes derived from your product data, available within AdWords. Then you bid on these product groups.

Source: [AdWords Help](#)

You can also use inventory filters to limit the number of products that will appear for PLAs. For example, if a feed contains products in clothing, shoes and accessories, you could choose to filter out shoes and accessories to create a clothing only campaign.

If you have multiple Shopping campaigns advertising the same product, you may want to consider using the new campaigns priority setting. Setting a campaign to be “high priority” will cause a PLA to be served from that campaign as opposed to another campaign with a “low priority” setting. This allows you to choose which campaign, and subsequently which bid, will serve a PLA.



# Google Shopping Guidelines and Rules

As with most of Google's advertising products, there are rules to follow in order to keep the highest quality and security.

The following is a list of a few of Google Shopping's policies that you need to know so that you will have a smooth (and compliant) experience with your PLA program. The full list can be found in the [Merchant Center help section](#).



## USER EXPERIENCE

Product listings should provide a positive experience to users.

### Google Shopping doesn't allow:

- The promotion of duplicate and borrowed content. Merchants can only submit content which is their own or which they represent.
- Product listings that lead to websites that don't provide the user with unique and valuable content on the landing page domain [i.e. "parked domains"].



## SAFETY & SECURITY

Product listings should be safe for all users.

### Google Shopping doesn't allow:

- The promotion of sites infected with malware, or the sale of malicious software. The term malware, derived from "malicious software," refers to any software specifically designed to harm a computer or the software that it's running.
- The promotion of items whose primary value is subject to a specific time interval or expiration date (i.e. time sensitive-vouchers, concert tickets, bus/airline tickets).



## YOUR PRODUCT DATA

Product listings should be accurate and truthful.

- Landing pages must list prices in the appropriate currency of the target country.
- Product listings and websites must offer shipping to the areas or regions of the countries they are targeting.





## TRANSPARENCY & PRIVACY

Product listings shouldn't violate users' trust or privacy.

### Google Shopping doesn't allow:

- Product listings that misrepresent a product or material fact. A merchant is not allowed to provide an inaccurate product description or knowingly omit any material details of a product. This applies to all product features including but not limited to quality, value, price or history of the good.
- Product listings and sites that contain language that's likely to cause confusion about the association between your services and another company's services. Implying affiliation with another company may include using their trademark or logo in your product listings or on your landing page.



## LEGAL

Product listings should comply with laws and regulations.

### Google Shopping doesn't allow:

- The copying or distribution of copyrighted material unless you have consent from the copyright holder, or are otherwise permitted by law.
- The promotion of services. The term service refers to an intangible economic activity that does not result in ownership of specific goods. Google Shopping only allows the promotion of physical or digital goods.



## GOOGLE'S BRAND

Product listings should be compatible with Google's brand decisions.

### Google Shopping doesn't allow:

- The promotion of "anti" or violent concepts such as advocating against a protected group. A protected group is distinguished by one of the following: race or ethnic origin, color, national origin, religion, disability, sex, age, veteran status, sexual orientation, or gender identity.
- The promotion of product listings attempting to capitalize on sensitive issues. Sensitive issues are usually identified in response to exceptional global events that can't be predicted, like natural disasters or political uprisings, and therefore aren't outlined on this page.



# 8 Best Practices for Retailers to Power Up PLAs

Google makes it relatively easy to begin advertising your products using Product Listing Ads, but to really have success, you have to know what you're doing. If you don't, you may be overpaying needlessly or not paying enough when you're trying to beat your competitors to the click.

On the Kenshoo blog, In the Loop, [Product Director Irina Bukatik](#) outlined eight best practices for retailers to power up their PLAs. Using these tips, you should be able to take your PLA practice up a notch.

## 1. BE ACCURATE

Make sure your prices are accurate and current. It will increase the likelihood that your customer avoids the sticker shock disappointment of discovering a different price once they get to your site. Retailers who keep pricing information current should benefit from more satisfied shoppers and fewer non-converting clicks. In fact, you should update prices as well as all other data (e.g. available sizes, colors, etc.) every time it changes.

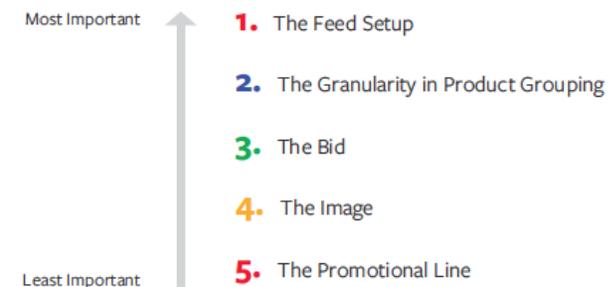
Make the most of the text that you can add under the price which is referred to as the promotional line. While product-specific information helps reduce irrelevant clicks, the promotion line can help drive more pertinent clicks, such as Free Shipping or 10% off today only. Just make sure it is aligned with your actual price/promotion.

## 2. USE IMPACTFUL IMAGES

Humans are very visual creatures so make sure your images stand out! Test images and keep them up-to-date. Remember, your ads will be competing for clicks on the page with your competitors' products. Think about how your images will be viewed by your prospects and what you can do to make sure your product pictures can help influence shoppers to click. Search engines are an always-on marketing channel that can sell for you twenty-four hours a day. Make sure to put your best foot forward and that begins with the images you use.

### MARKETERS BELIEVE THAT FEED SETUP MOST IMPACTS PLA PERFORMANCE

Please Rank How You Feel the Following Elements Affect PLA Performance.



Source: Kenshoo Product Listing Ads Marketer Survey  
© 2014 Kenshoo LTD, All Rights Reserved



### 3. STAY RELEVANT

Make sure you use language in the feed that is on par with how your customers think and search for you. The general population doesn't care about your product's warehouse name – they're searching for the product's real name. Optimize each product in the feed with the information that's relevant to your customers. Make sure the title and the description include phrasing customers would use as a query or that Google will use to assess relevance.

Use custom labels to categorize your products. You can have up to 5 custom labels, numbered 0 to 4. Assign specific definitions and possible values to each custom label, then use custom labels consistently across all products in your account.

For example, you can use custom labels to indicate that products are seasonal, on clearance, best sellers, etc. These values can then be selected to use for monitoring, reporting, and bidding in your Shopping campaign.

### 4. BE GRANULAR

By setting up your Shopping Campaigns with an initial focus on granularity, you will have more control throughout the life of the account. A little extra time up front can pay big dividends moving forward.

**In The Feed:** If you have many variations of the same product, separate out each variation; so, if you have different colors or sizes, have a different SKU for each combination. This will allow you to set the appropriate targeting for these products. For example, if you are looking to bid on best-selling products only, you can use custom labels to tag these products as "BestSeller" and be sure that only these products appear.

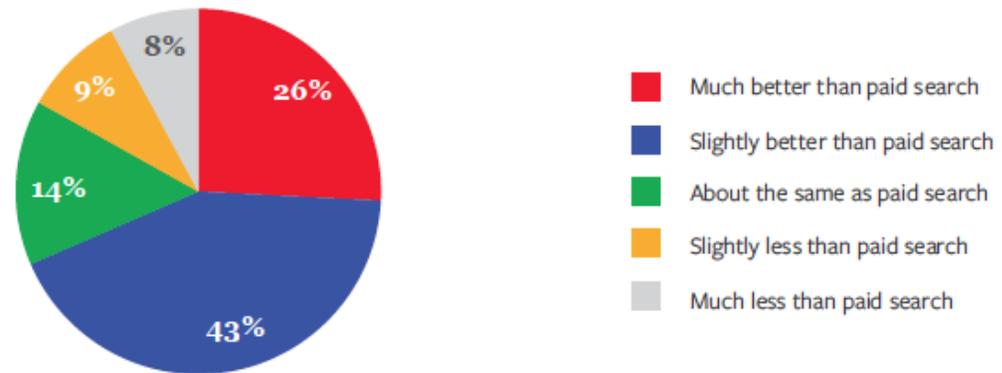
**In The Ad Platform:** Whenever possible, define product groups with just one product in order to have the maximum granularity and control, since bids are set on the *Product Group* level. Having only one product in the Product Group essentially allows you to control the bid for that product only. When you have multiple products in a Product Group, one bid might be too high for some of the products and too low for others. Underbidding could result in lost opportunities to show off your products to

interested buyers while overbidding could end up wasting your budget needlessly.

But what if you have millions of products and some of them have very little performance? Isn't it a nightmare to manage them individually? Ideally, you will have an automated bidding platform that can deal with the enormous amount of products and solve the data scarcity and the logistical challenge.

## 83% OF MARKETERS RATE PLA PERFORMANCE AS ON PAR OR BETTER THAN PAID SEARCH TEXT ADS.

How do You Rate the Performance of PLAs in Relation to Paid Search?



Source: Kenshoo Product Listing Ads Marketer Survey  
© 2014 Kenshoo LTD, All Rights Reserved



## 5. OPTIMIZE, OPTIMIZE, OPTIMIZE

If you have multiple products in your product group, inevitably some will perform better than others. You should gain access to your product-level performance information and identify the outliers for each product group. Like a healthy garden, you've got to keep pruning your campaigns to make sure to weed out the underperformers of the broader product target to give the good performers room to flourish.

Conversely, if you identify products that perform really well within a broad product group, take them out and create specific product groups for them so you can manage their bids separately.

Imagine you sell furniture and have your products organized in product groups by *product\_type* and *brand*. While analyzing your campaign performance, you notice that a particular brand and design combination of patio furniture is selling better than most of the patio furniture of that brand. You can add a label for all the products of that design (let's say *custom\_labels=labelX*), and create a new product group, that has *product\_type*, *brand*, and the *custom\_label* as the criteria of the product target, and set a higher bid for these.

At the same time, you might notice that *pink patio furniture* is not performing well at all across brands. You can create a product group that will include only pink furniture, (using the *custom\_label*) and set a lower bid for these.

## 6. BE POSITIVE ABOUT NEGATIVES

You might want to make sure you exclude some products from showing up under a particular product group. For example, you may want to add brand names as negatives for generic product groups when you have brand product groups in other ad groups. Negatives are set on the ad group level, so if you have multiple product groups in an ad group, make sure the negatives are relevant to all groups.

Remember it is not a set-it-and-forget-it process. You will want to update your negatives continuously, especially as you update your product groups. Another tip is to look at the search queries that are triggering your product groups to show. You might find some gems there to add to your negatives and you can use your bid management platform to streamline this process and analysis.

## 7. DEPLOY STRONG BIDDING STRATEGIES

Use a bid policy that's tailored to Shopping campaigns. Product Groups are not keywords. Google does not share Product Group position or Quality Score with you. This is a major difference from standard paid search advertising. Ensure your bidding strategy encompasses product groups, even the ones that don't have too much activity. Look for a solution that can help you take the guesswork out of PLA bidding, accounts for performance at the product level, and learns from historical performance.

## 8. BE HOLISTIC

Track, attribute, and report across your entire paid search efforts – both the text ads and the product listing ads. There will be instances in which a customer clicked on both your product listing ad and your text ad on his or her path to conversion and you'll want to weight those actions appropriately. It's important to understand how these two formats are working together to drive users to research, browse, and ultimately purchase your products. Standard paid search ads and product listings ads can be a powerful combination if you understand your customers' journey to conversion.

---

FEED OPTIMIZATION IS A MUST FOR GOOGLE SHOPPING CAMPAIGN SUCCESS

*“It pays to optimize feed data so that your listings read well, the best images are used, and you offer the most complete data you can. Beyond that, you should consider how Google will read your title, description and other fields and ensure that it will find what is needed to serve your products against the most common searches.”*

— Justin Gould, Head of Search, Strange Corporation

Source: [An Inside Look at Google Shopping Campaigns](#)



# Common Mistakes to Avoid with Product Listing Ads

PLAs are still fairly new and not every marketer has built-up a deep understanding of the best practices needed to truly win with this format. However, while you are ramping up your Google Shopping program, be sure not to fall into some common traps that you'll wish you had avoided from the start.

## OVERUSING THE ALL PRODUCTS GROUP

Google AdWords provides the option to group all of your products into a single ad group via simple checkbox during the creation process. However, even though this is a good strategy to make sure you cast the widest net possible, it's also a common mistake to overuse this feature.

Use your *All Product* ad group carefully as it's better to create individual ad groups for your best selling products – that way you can build the most relevant and compelling ad copy for that ad. However, for stores with millions of SKUs, an *All Product* ad group may be able to be a great option for slowing selling items that don't justify spending too much time building individual ads and managing bids.

Make sure you watch your ad groups closely as you may find your *All Products* group in a bidding war against your other, more specific ad groups. You almost always want your specific ad groups to win as they should have more relevant creative.

## OPTIMIZING IMAGES FOR YOUR STORE AND NOT FOR YOUR FEED

It's a new world. When picking images for your store, you need to start asking yourself *"Is this also going to be the right picture for a small PLA ad?"* This is a tough one. Many feeds now allow you to add an extra image to each product that will be its PLA image. However, this will mean a lot of extra work. By making sure your production picture strategy strikes a happy balance between looking great on your site and for PLAs later, you will be able to make the process more efficient and more effective.

## FORGETTING TO SEE WHAT THE CONSUMER SEES

One of the best ways to optimize your Shopping campaigns is to simply search on your most important product terms in Google and see what a consumer would see. Are your ads coming up at all when you think they should be? Are the right products coming up for your searches? How are your competitors using PLAs? Are their images and offers more compelling than yours?

To do this market research yourself, make sure you're logged out of your Google account and have cleared your cookies. You may even want to use a different computer or device so that you're not influencing the algorithms to skew to your own products.

## NOT KNOWING THE RULES WELL ENOUGH

Did you know you had 70 characters maximum for the product title? If your feed has product titles too long, they will get truncated. Many search marketers can list off the character limits, campaign settings, and editorial rules verbatim for text ads, but it may take some time for your team to intimately know the details for the PLA format. PLAs generally follow the same guidelines as general AdWords ads with regards to punctuation, capitalization, spelling, verb tenses, etc.

As with the advice on images, you should be thinking ahead when you're listing new products on your site with regards to how Google will interpret your feed. You don't want to spend all of your time just in getting your ads validated.



### FIGURING YOU CAN DO IT WITHOUT AUTOMATION

As with anything, using the tools around you wisely can mean the difference between success and failure. Is managing your Shopping Campaigns taking too much time? What if automation could cut that time in half? Make sure to review the technology platforms in the space and see if one of them can help you get to the next level. You might not be spending a lot right now, but if you could increase your return while cutting down the management time, maybe you could devote additional budget to this channel.

### NOT USING WHAT YOU LEARNED FROM PAID SEARCH

The bottom line is that PLAs, although quite different than standard search ads, are still paid listings. Take the experience of what has worked over the last decade in search engine marketing and apply it to your Google Shopping program. Follow the money – make sure your bids and budget support your best performing ads while de-emphasizing your poorest performing ones. Use A/B testing to figure out what new ad creative or bids are working and use those insights to optimize.



**DID YOU KNOW THE FOLLOWING PRODUCT ARE RESTRICTED FROM USE OF PLAS?**

### Restricted Products

- ▶ Alcohol
- ▶ Casinos and Gambling Equipment
- ▶ Endangered Species
- ▶ Fake Documents
- ▶ Fireworks
- ▶ Healthcare and Medicine
- ▶ Human Remains and Body Parts
- ▶ Illegal Drugs
- ▶ Illegal Hacking
- ▶ Illegal Products
- ▶ Immovable Property
- ▶ Live Animals
- ▶ Online Gaming Goods and Currency
- ▶ Tobacco Products
- ▶ Traffic Devices
- ▶ Stolen Property and Lock Picking Devices
- ▶ Vehicles
- ▶ Weapons
- ▶ Wholesale Currency



---

# Summary

Shopping engines play a big part in today's e-commerce. Google's Product Listing Ads are one of the premier spots for online retailers to advertise their products at the moment consumers are searching for them and should be an important channel for online retailers to increase visibility and garner sales.

As with any auction-based media inventory, the winning bid prices will remain rather low until the channel is saturated with competitors. With Google's program being relatively young, now is the time to strike if you are an online retailer who has yet to test the waters with this exciting new opportunity.

Google Shopping has evolved and will continue to bring new innovations. As this ad format matures (and other players enter the space), the formats will expand, the vendor tools will advance, and consumer usage will increase. By using the information found in this guide, you should be able to stay ahead of the competition and build a successful Google Shopping program.



# Marketer Perspective



**Zach Morrison**  
Vice President  
Elite SEM

Recently, I was conversing with a colleague from a well-known retail company. He told me that 13 years ago, his family disagreed on opening an e-commerce store. Because of that dispute, the family split up the business between their e-commerce and brick-and-mortar operations. The notion that an e-commerce business's sales would earn more than a 50-year old brick-and-mortar business would have been dismissed 13 years ago. Times have changed. Today, the e-commerce entity's yearly revenue greatly surpasses the offline retail operation.

In 2000, Google launched the AdWords program in which advertisers would pay monthly for management of text ads campaigns which were keyword-driven. In time though, it became obvious that the results from Google Ads utilization would lead to something much bigger. Fast forward to today: product listing ads have sprung into pole position within Google SERP, just as e-commerce did in the retail world.

## PRODUCT LISTING AD ADOPTION

When PLAs were initially offered a few years back, Elite SEM was an early adopter of the beta format, recognizing that it would be the future for e-commerce brands. During that period, the results were astounding, and Elite SEM held on for the day that Google made PLAs the center of attention for e-commerce searches. Then, once Google Shopping transformed to a commercial product in 2012, PLAs became a prominent player in the Google SERP. During the first quarter of the new Google Shopping with PLA (Q4 2012), Elite SEM's clients saw over 35 percent of non-branded clicks come from PLAs. These clicks yielded a higher engagement rate from both a CTR and Conversion Rate than traditional text ads.

## FUTURE OUTLOOK

Google has committed to commerce development, between the growing prominence of PLA placement and the acquisition of Channel Intelligence. It's only practical to foresee PLAs lead Google into next paradigm of e-commerce.

## ADVICE FOR MARKETERS

Elite SEM expects PLAs to become more robust, allowing for the more sophisticated marketers using Kenshoo to deliver even better performance for Google Shopping campaigns. As always, keeping up with product development and the ever-changing technology environment is paramount. As these practices continue to evolve, we must to do the same.



# Closing Thoughts

**Irina Bukatik** *Director of Product, Kenshoo Search*



Thank you for reading the *Kenshoo Guide to Google Shopping Campaigns*. I have a special relationship with PLAs as the day Google announced the move to Google Shopping last May was also my first day at Kenshoo. In fact, the first project assigned to me eventually became Kenshoo's Product Listing Ads offering. Over many weeks and months, I worked very closely with the platform engineering team to develop the tools and algorithms that now allow our clients to manage Shopping campaigns so successfully in Kenshoo.

If you're an online retailer and haven't launched your Shopping campaigns yet – what are you waiting for? Now is the time! [Kenshoo data shows](#) that Google PLAs outperform standard text ads with lower average click costs, higher click-through and conversion rates, and a superior return on ad spend.

A noticeable advantage of PLAs is how they help you dominate the prime real-estate on the Search Engine Results Page (SERP) since Google currently allows advertisers the opportunity to display both their standard text ads as well as their product listing ads on the same page. As Google continues to experiment with this ad format, we have seen SERPs where the product listing ads show on top and push the text ads below the organic results, or to the right of the screen. There have also been SERPs where the PLA section took over the entire screen as it expanded to show 16 product ads!

Kenshoo helps you [capitalize on this new ad format](#), with advanced management and reporting capabilities including performance insights at the actual product level, to maximize your control. Kenshoo also 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 most return without large data requirements.

PLAs can be a fundamental piece of your paid search strategy when utilized effectively and adoption of this format is growing. [As reported by Jefferies](#), Kenshoo accounts for 12% of the total product listing ads delivered.

[Contact us now](#) to schedule a demo and learn more about Kenshoo's support for Google Shopping campaigns.

*Here's to your success with Google Shopping today and in the future!*

