



DataFeedWatch

7 Advanced Google Product Feed Optimization Tactics for PPC Managers

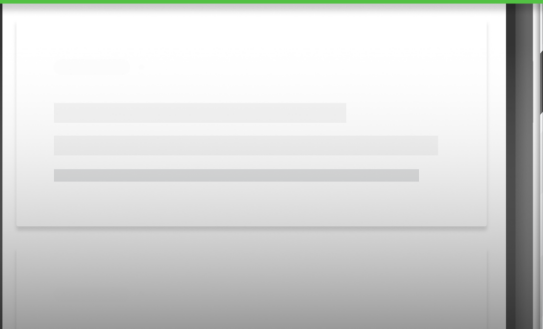
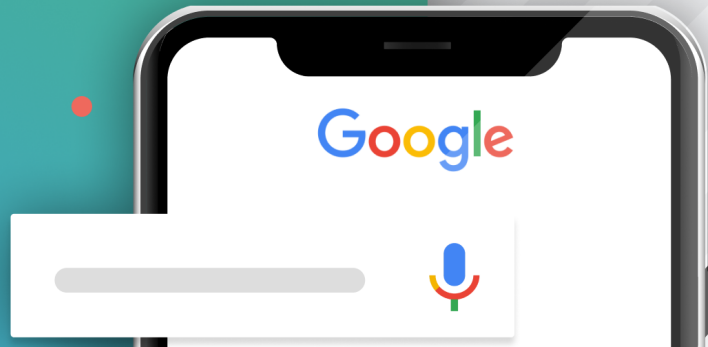




Table of Contents

Introduction	01
#1 Merging GTIN sources to provide identifiers	02
#2 Create product titles that convert	04
#3 Choose eye-catching images	07
#4 Automating with RegEx	09
#5 Make ads stand out with sales and merchant promotions	11
#6 Segment products with custom labels	14
#7 Out of the box: Duplicate product IDs to target more keywords	18
Conclusion	19

Data feeds are the foundation to any great PPC strategy. We've gathered the tips below from PPC experts and our own experience with over 500 agencies. The following tactics are universal for transforming data into high-performing ads and will help you optimize your clients' feeds to achieve better results.

This guide is for you if:

- You have many eCommerce clients and/or are working with larger feeds
- You deal with stores with frequent product inventory updates
- You want to align your feed optimization efforts with your campaign goals
- You want to learn how to take any product feed and turn it into a well oiled campaign

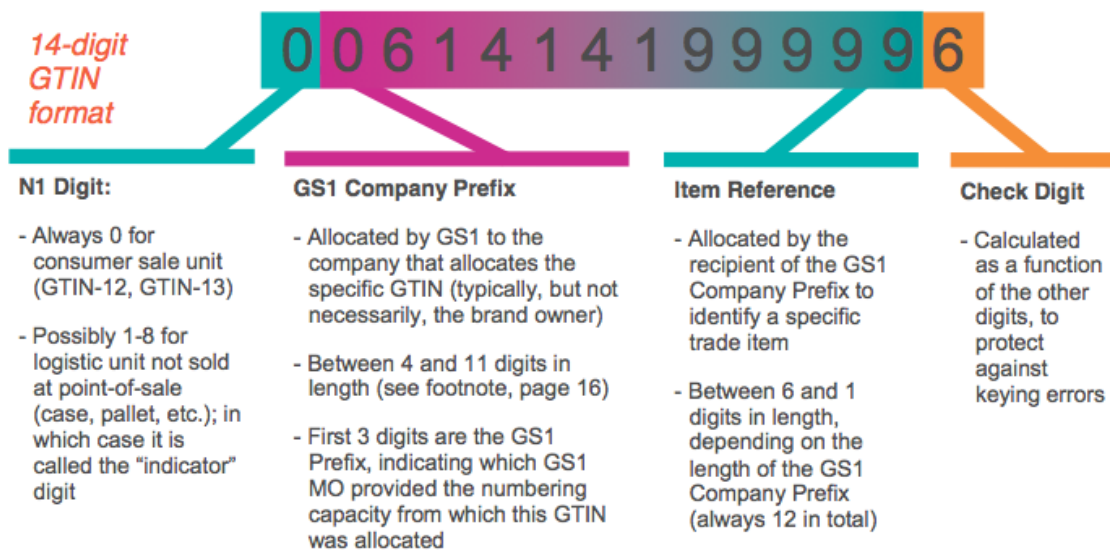


#1

Merging GTIN sources to provide identifiers

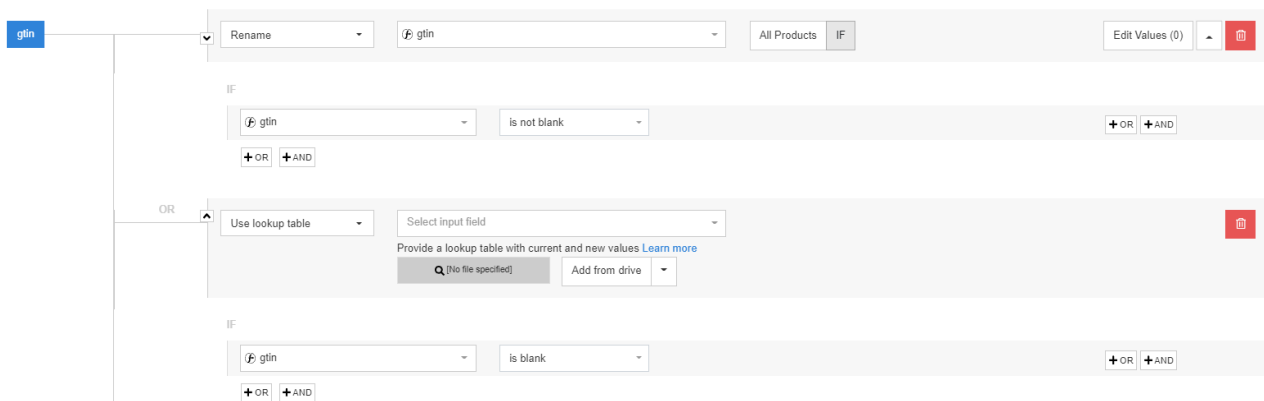
The Global Trade Item Number or GTIN has become a significant part of the optimization process. Providing Google with valid GTINs gets you an upper hand over the competition, as Google Shopping gives priority to items with a complete set of UPIs (Unique Product Identifiers).

What can you do if GTINs are not found in the shop's data export?



It could be that your client is keeping the GTINs for their products outside of their store. Or, they might have GTINs, but only for some products. But there's a way to merge all GTIN sources with the original feed.

You can do this easily by using a feed management tool like DataFeedWatch and creating a rule with a 'lookup table'.



To use a lookup table:

- 1 Create a csv. file or Google Sheets document.
- 2 Set up 2 columns.
- 3 In the first column, place an attribute that can be used to identify products like a variant ID, SKU or MPN.
- 4 In the second column, place the GTINs for each product corresponding to the product identifier.
- 5 Insert the file or link to the document in the empty field.
You can add multiple lookup tables if needed.

This method will also save a lot of time and manual effort if your client has a large product feed.

In case GTINs for your products don't yet exist, you can purchase them through [GSI US](#).



#2

Create product titles that convert

Spending time optimizing your clients' titles will be well worth it. In fact, it should be one of your main focuses. Titles are one of the main attributes that Google's algorithm uses to decide when to display products.



Pro Tip

We like to save titles for last until all the other attributes and data in the rest of the feed are optimized. That way you know that each element like colors, brands, sizes, etc. can be combined to create the perfect title.

The attributes you will want to include depend on which vertical you're in. Here's how to structure your titles based on category:



APPAREL

Brand + Gender + Product Type + Attributes (color, size, material)



CONSUMABLES

Brand + Product Type + Attributes (weight, count)



HARD GOODS

Brand + Product + Attributes (size, weight, quantify)



ELECTRONICS

Brand + Attributes + Product Type + Model #



SEASONAL

Occasion + Product Type + Attributes



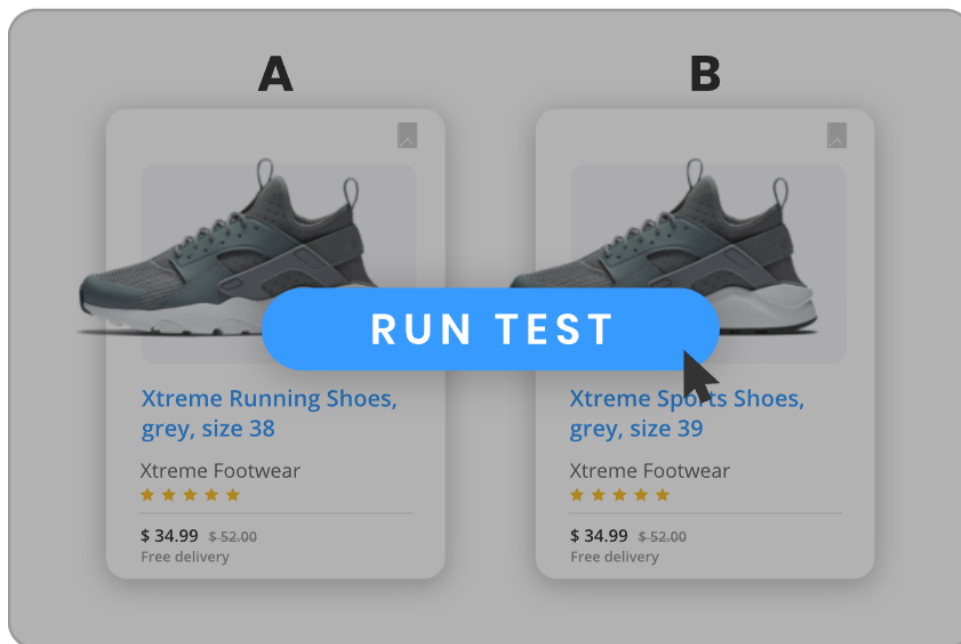
BOOKS

Title + Type + Format (hardcover, eBook) + Author

Strategic keyword placement

Ensure that important keywords are included. You can use the search term report to see which queries have converted and use them in titles.

Create keyword testing in your feed to really hone in on what keywords are working for your store. By using a feed management tool like DataFeedWatch, you can [create A/B tests](#) to see which keywords perform best.



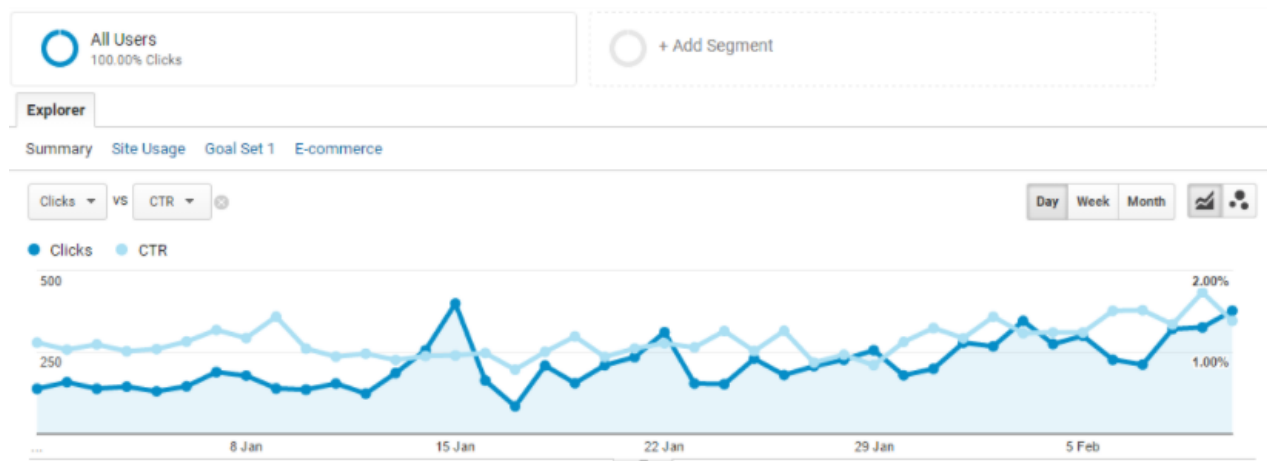
Follow these rules when constructing product titles:

- 1** The title in the product feed should be an extension of the title on the website. That way, the information shoppers see on the ad will be cohesive with the site.
- 2** Place important information at the beginning of titles. If it gets truncated on the results page, the important information will show first.
- 3** Don't use salesy language. Providing the info shoppers are looking for will speak for itself and allow you to show up in the most relevant searches.
- 4** Always perform tests for what resonates best for the prime audience and converts shoppers into repeat customers.
- 5** Schedule daily updates (with a 3rd party tool like DataFeedWatch) to prevent mismatches, warnings, and account suspensions if there are any changes made to the feed.

[ZoobGear, a professional fighting equipment seller](#), used keywords to improve their product titles and increase clicks by 250%.

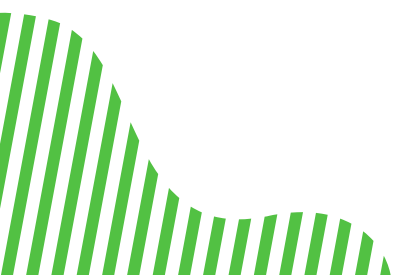
Their plan involved gathering relevant, high traffic keywords from shopping search term reports & keyword research tools and then shaping the titles based on the recommended structures.

They also added extra details into their titles that would help shoppers find exactly what they're looking for like materials, beginner packages, and more.



This screenshot shows the growth of clicks vs. click through rate after using feed optimization.

The same process can be followed through with any product vertical.



#3 Choose eye-catching images

Product Images are the first thing shoppers see when an ad is shown, so you want to make sure these look great.

Here are some key points to for making sure image links are optimized:

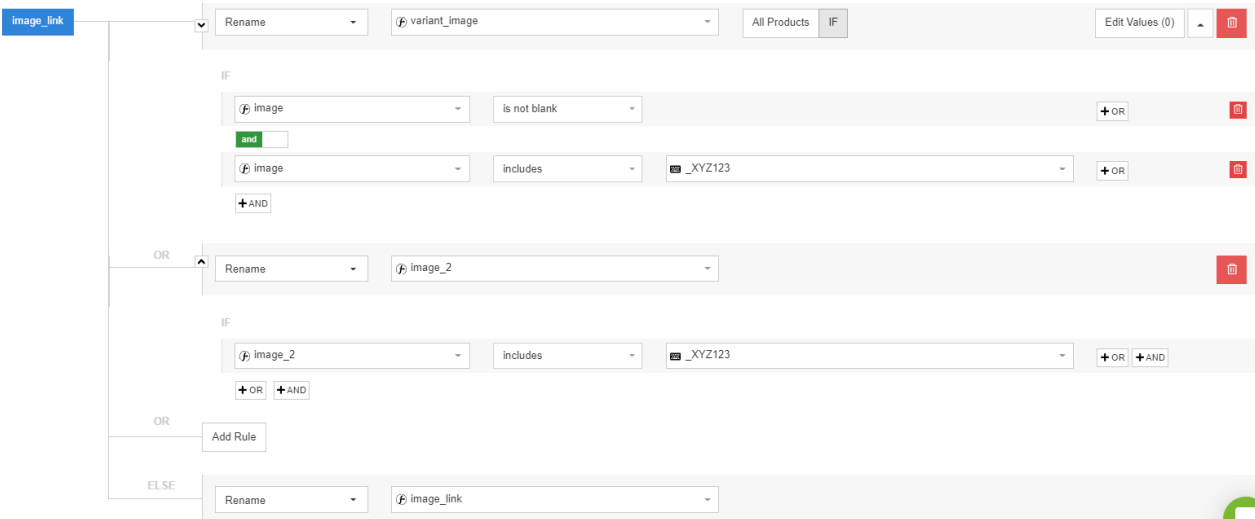
- Use high quality pictures (For Mobile Responsive Devices)
- Make sure the variants match the picture (color, size, material etc.)
- Make sure there isn't text over the image (watermarks, sales, manufacturer part numbers)

Full guide on [Google Shopping images requirements](#)

Finding the right image when your clients have a lot

Some of your clients may have multiple images on their website that are in random order. You can set up a rule using DataFeedWatch that will always pick out the best image to use.

For example, if your clients have both lifestyle and stock images, you can choose to always use the lifestyle image when they're available. This will create fresh ads that entice shoppers. In order to set it up, you can come up with a naming system in the backend of the store that adds a unique key to image file names.



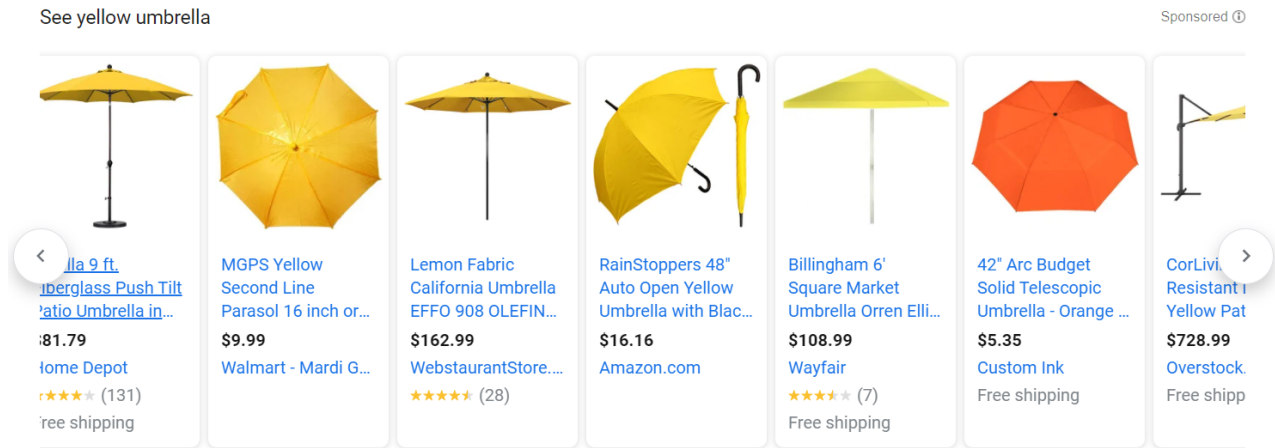
The screenshot shows a rule configuration interface for the 'image_link' field. The rule is set to 'All Products' and 'IF'. The main rule is 'Rename' with the source 'variant_image'. It branches into three paths: 1) An 'IF' condition where 'image' is 'is not blank' AND 'image' 'includes' '_XYZ123', leading to 'Rename' to 'image_2'. 2) An 'OR' path where 'image_2' 'includes' '_XYZ123', also leading to 'Rename' to 'image_2'. 3) An 'ELSE' path leading to 'Rename' to 'image_link'. The interface includes 'Add Rule', '+OR', '+AND', and 'Edit Values (0)' buttons.

By setting up this rule, you can pull the correct image by specifying its unique key in the file name. For example, in the rule above ' _XYZ123' was used.

[→ Read more about this method here](#)

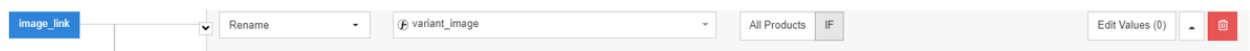
Importance of matching variants

If the variants don't match the picture, something like this misplaced orange umbrella can show up:



This can easily turn off potential customers and decrease sales for your clients.

You can easily match the image attribute with the variant image from the store by setting up a rule.



#4 Automating with RegEx

Regular Expression (RegEx) are functions and formulas used to search, filter, or replace text strings with a predefined pattern.

This function is extremely helpful in data feed optimization. It's a sequence of characters that define a search pattern, mainly for use in pattern matching with strings, or string matching, i.e. "find and replace"-like operations. If you have a client that often adds new products to their catalog, then RegEx will come in handy because your optimization will automatically be applied to those items.

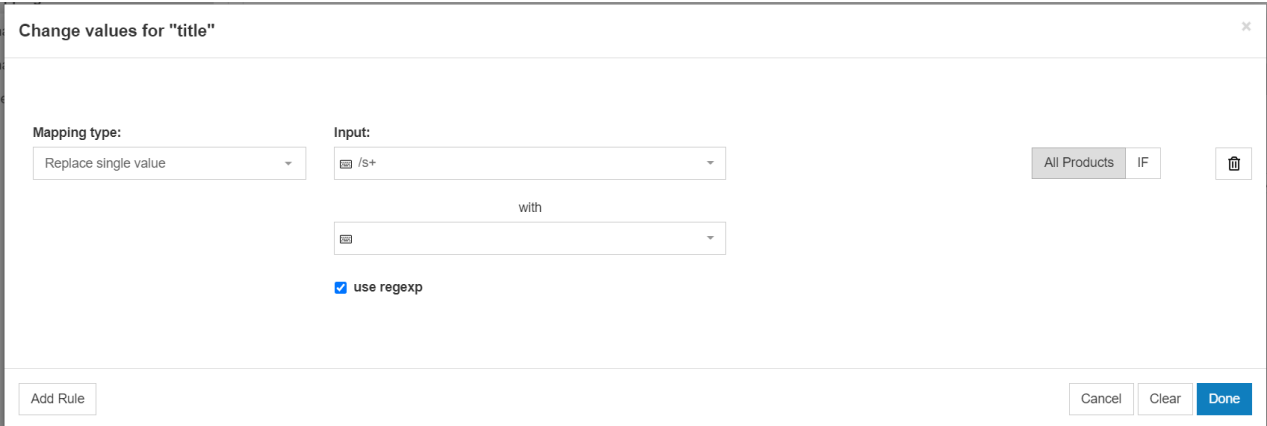
You can use regular expressions in many ways, such as:

- Finding and replacing duplicate words
- Fixing multiple sizes at once
- Removing too many spaces in between words.

Example: If your title contains extra spaces in between words and not just at the beginning and end, a RegEx string could match with the extra spaces in between the words.

replace_pattern(\s, ' ', [title])

Or, enter a similar RegEx rule in DataFeedWatch using the 'Edit Values' option:



The screenshot shows a dialog box titled "Change values for 'title'". It contains the following elements:

- Mapping type:** A dropdown menu set to "Replace single value".
- Input:** A text field containing the RegEx pattern `/s+`.
- with:** A text field for the replacement value, currently empty.
- use regexp:** A checked checkbox.
- Buttons:** "All Products", "IF", and a trash icon are on the right. "Add Rule", "Cancel", "Clear", and "Done" are at the bottom.

Don't worry if you're not an RegEx expert - we have them in our Support team! So just drop us a line on our [live chat](#) if you ever need help and we'll work out the RegEx for you.

[Midsummer Agency uses RegEx](#) in their clients' feeds to prevent failures by creating dynamic and scalable optimization rules. Before, they were trying to set it up by combining attributes, but it sometimes led to product titles, like:

Designer Women Shirt , , , ProductName, XL

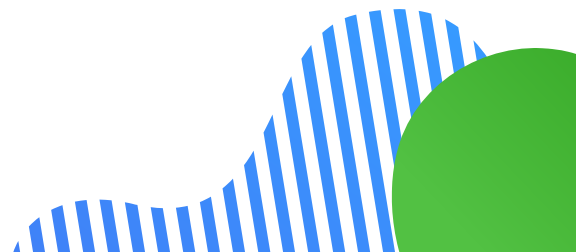
Then they used RegEx rules in DataFeedWatch like the one below to create dynamic rules that can keep up with any changes made to the product feed.

Change values for "material"

Mapping type: Replace single value	Input: .*fabric_{([\^!]*).*	All Products IF
	with \$1	
	<input checked="" type="checkbox"/> use regexp	
and		
Mapping type: Replace single value	Input: -	All Products IF
	with 	
	<input type="checkbox"/> use regexp	
and		
Mapping type: Recapitalize	Input: Text to: capitalize For words longer than: 1	All Products IF

By using these rules, they were able to:

- Stop feed errors and traffic crashes from occurring
- Automate categorization when new data was added by the customer like new attributes, colors, and categories
- Eliminate the need for manual work



#5

Make ads stand out with sales and merchant promotions

Sales and merchant promotions trigger people's buying habits and usually leads to high click through rates and lower cost per conversions.

In fact, a Google study showed that they can cause a 28% lift in conversion rates.

Say one of your clients runs a clothing store and has a sale on t-shirts for 25% off during spring break. In this scenario, they've created a promotional code of SAVE25 on their website. You can put this to good use in the Shopping ads.

First, create an attribute called promotion_id and populate only the t-shirts that are on sale with the promo code.

After this, go to Google Merchant Center and create the promotion under the promotions tab. If you do not see a merchant promotions tab then a [Merchant Promotions Interest Form](#) will need to be submitted.

There will be instructions on how to create promotions in Google including effective start and end time, specific products vs all products, and if you are using a promotional code. These promotions can be run for up to 3-4 months without updating. This is good if your clients are offering free shipping or running a long sale.

Google Promotions Feed

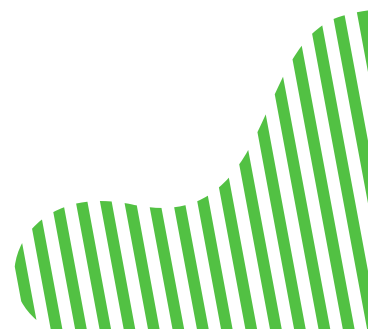
Alternatively, if your client has multiple promotions and changes them frequently, then setting up a Google Promotions Feed may be a better option.

Then it can be uploaded to Google Merchant Center.

A Google Promotion Feed is a spreadsheet (txt file, .xml file, or Google Sheets) that houses all of online promotions and the related data.

These are all the required attributes:

- promotion_id
- product_applicability
- offer_type
- long_title
- promotion_effective_dates
- redemption_channel



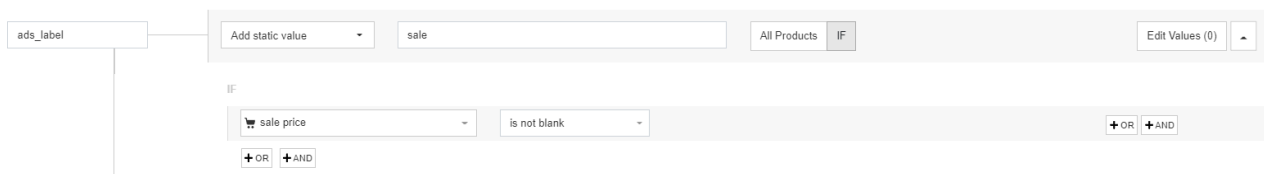
Google published a case study showing how [Office Depot increased the performance of their Shopping ads](#). After using Merchant Promotions, they:

- Increased the CTR by 8.1% in UK and 9.8% in Germany
- CVR improved 18.1% in UK
- ROI increased 9.3% in Germany

How to leverage discounted products with dynamic remarketing

Target shoppers who have visited a discounted item on the store's website. It's possible through:

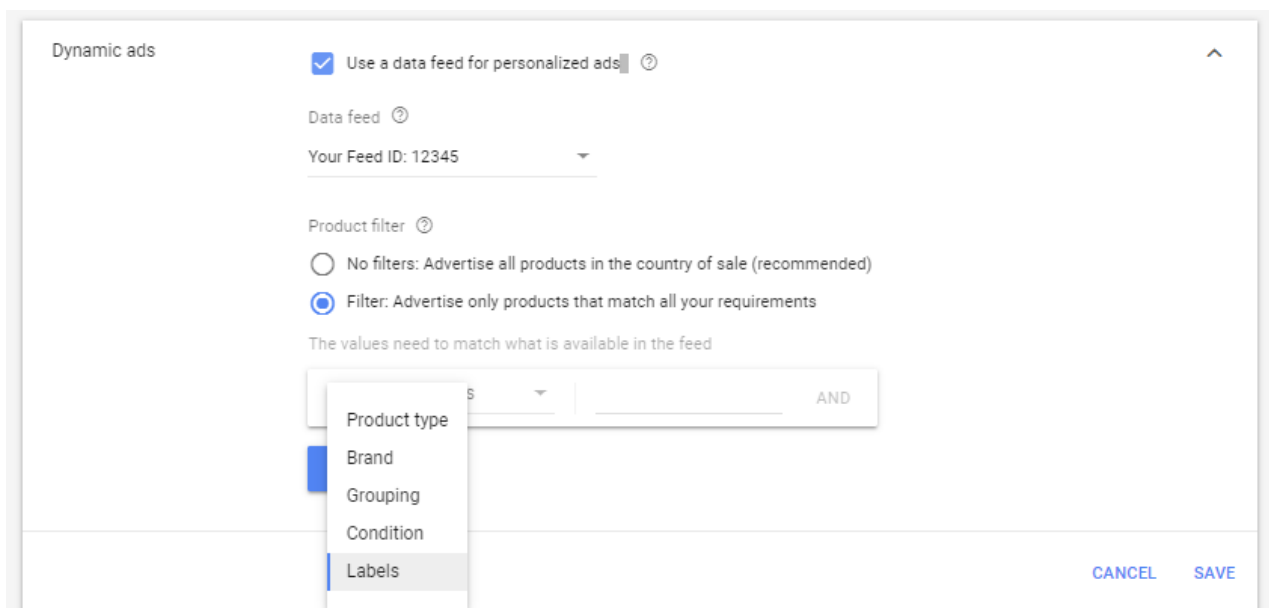
1. Creating a feed rule.



The screenshot shows a configuration interface for a feed rule. On the left, a box labeled 'ads_label' is connected to a rule configuration. The rule is set to 'Add static value' with the value 'sale'. The filter is 'IF' with the condition 'sale price' is not blank. There are buttons for '+OR', '+AND', and 'Edit Values (0)'.

This rule will segment 'on sale' products into one group.

2. Creating a test remarketing campaign that is a duplicate of the original.



The screenshot shows the 'Dynamic ads' configuration interface. The 'Use a data feed for personalized ads' checkbox is checked. The 'Data feed' is set to 'Your Feed ID: 12345'. The 'Product filter' is set to 'Filter: Advertise only products that match all your requirements'. A dropdown menu is open showing options: Product type, Brand, Grouping, Condition, and Labels. There are 'CANCEL' and 'SAVE' buttons at the bottom right.

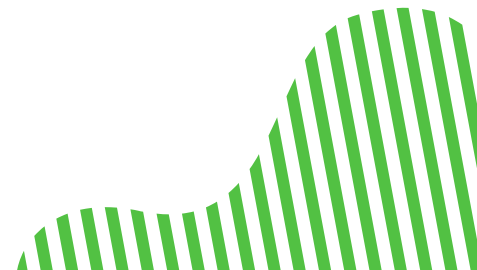
This allows the use of the [Display ads attribute specification 'ads_label'](#) to filter products at a campaign level.



[Midsummer Agency used this method](#) and explained why it is so effective,

"The tactic allows the advertiser to take advantage of a natural buying phenomenon, in which users enticed with a discounted offer also discover and purchase other products."

Setting this up allowed their clients to achieve:

- An 18% conversion rate increase
 - A 30 second improvement on average time spent on the site
 - A 20% improvement in bounce rate
 - A 20% increase in CTR
 - An increased impression share from 10% to 38%
- 

#6 Segment products with custom labels

Custom labels are a great way to target your clients' goals and segment products in Google Shopping campaigns based on factors you decide. Here are some ideas and examples of how to set up custom labels.

Profit Margins and CPAs

Selling products in different price ranges but paying the same [Cost per Acquisition \(CPA\)](#) for each can become unprofitable pretty quickly. But if you're able to get a hold of your profit margin data (or are able to calculate it), then this custom label will really make a difference in your campaigns. It will even enable you to further optimize your bidding strategy.

All shoes: CPA = \$15		
Cheap Shoes	Medium Shoes	Expensive Shoes
Gross Margin = \$10	Gross Margin = \$30	Gross Margin = \$65
CPA = \$15	CPA = \$15	CPA = \$15
Loss = \$5	Profit = \$15	Profit = \$50

You can set it up in a few steps:

- 1 Merge your main data feed source with your margin data. If you don't have margin data, then it's possible to [calculate using the item cost data](#) in your main feed.
- 2 Create your rules to set up the margin-based label.
- 3 Now you can use your new custom labels to subdivide your campaign and adjust the bids based on their margins (for example: cheap, medium and expensive).

Here's an example of how you could set it up for your products in the DataFeedWatch app:

The screenshot shows a rule configuration in the DataFeedWatch app. The rule is named 'custom_label_3'. It is structured as follows:

- Condition 1: 'Add static value' (High Margin) AND 'IF' (Margin is greater than 100)
- Condition 2: 'Add static value' (Medium Margin) AND 'IF' (Margin is less than 100 AND Margin is greater than 50)

The conditions are connected by an 'OR' operator. The 'IF' conditions are connected by 'AND' operators. The 'Add static value' fields are connected to the 'IF' conditions by 'AND' operators.

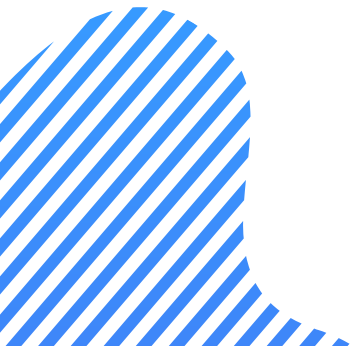
Price Position

Create custom labels based on how your client's prices compare to their competitors' prices.

After [gathering the price data](#), divide the products into 3 categories based on where they fall compared to other retailers selling the same products: poor, good, and excellent.

Set up a campaign for each of these categories. If there are any products that have fallen into the 'low' tier but are actually performing well, create separate rules for those so they can continue to thrive.

Now you can play with your budget and test to determine how much you should allocate to the products in your 'excellent' tier.

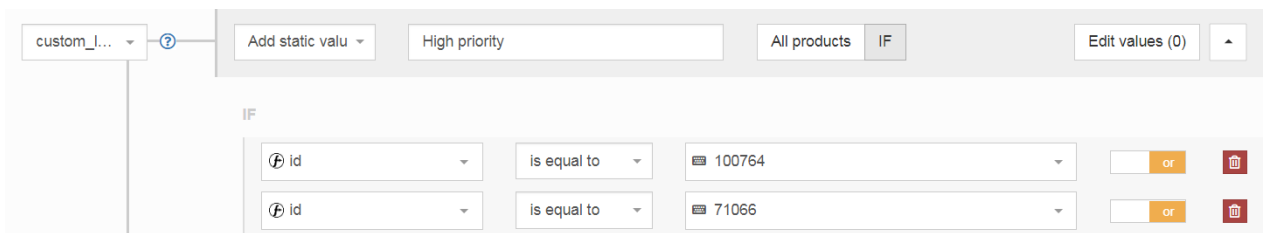


How custom labels can increase revenue, conversion rates, and more

CASE STUDY

PPC agency IH Nordic [uses custom labels](#) to improve the overall performance of their clients. Here is the process they followed for one client in particular.

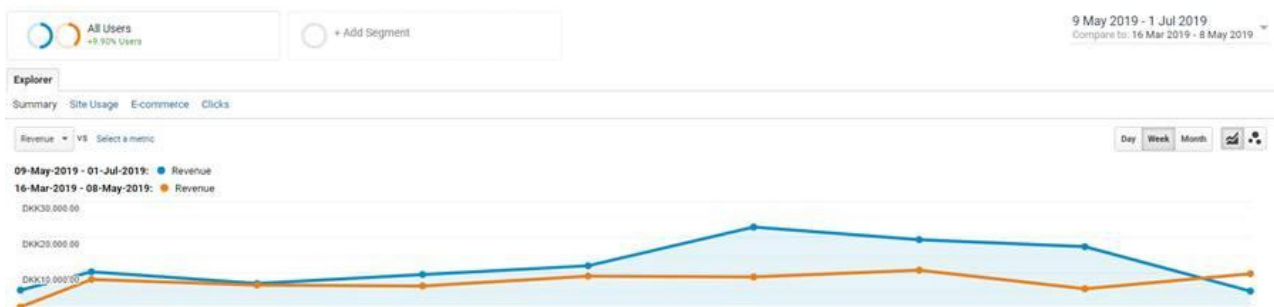
- 1 Finding high margin products with high conversion rates and labeling them with 'high priority', separating them from other products to bid more aggressively on them.

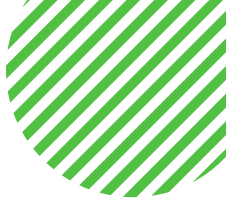


- 2 Making sure all GTINs were populated and sale prices set up (both mentioned earlier in this guide).
- 3 Rearranging the campaigns to separate the high margin products into new campaigns, allowing for bidding higher.

By doing this, they were able to achieve the following results:

- Increased revenue by 85%





- Increased transactions by 68%
- Increased conversion rate by 22%

Conversions E-commerce ▾		
E-commerce Conversion Rate <small>? 🔒</small>	Transactions <small>? 🔒</small>	Revenue <small>? 🔒</small>
21.81% ▲ 9.17% vs 7.53%	68.75% ▲ 459 vs 272	85.98% ▲ DKK 122,341.40 vs DKK 65,782.40

- Reduced cost per click by 45%


#7

Out of the box: Duplicate product IDs to target more keywords

This strategy was taken straight from PPC experts who use DataFeedWatch to transform their clients' product feeds.

Kurt Prosser and Easton Digital team created a tactic called the "[Duplicate ID Strategy](#)". The premise is that it creates another set of ads with a higher relevance to a targeted keyword since Google's algorithm doesn't always get it right.

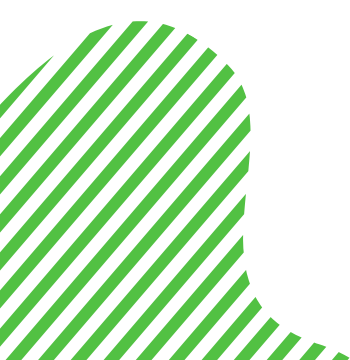
For example, let's say your client had a product called 'Jack Daniel's Gift Basket'. You could use this strategy to have it show for a top of the funnel 'Groomsman gifts' search query. It would allow you to create an ad with a different title, like: "Best Groomsman Gift Set - Liquor Gift Basket" or for another occasion like retirement.

Here's how to set this strategy up:

- 1** Duplicate the products in the data feed
- 2** Slightly change the product IDs in a system that works for you
- 3** Go through and optimize titles for the new targeted keyword

This one will require some time, but there are cases when it's helpful.

For example:

- Bidding differently for bottom of the funnel items
 - Bidding differently on high ROI search terms vs. top of the funnel terms
- 



Conclusion

Using these tactics with your clients' campaigns will ensure that they are well-optimized beyond the basic channel requirements. While each of your clients are unique, these strategies can be applied no matter how big or small the product feed is. They'll also make common performance metrics possible like increasing ROI and conversions while also decreasing costs per click.

Want to see these tactics in action? [Schedule a demo call with DataFeedWatch.](#)

Feed

CONSULTATION

**Schedule your free consultation
with a DataFeedWatch expert**

YOU'LL CHAT WITH A FEED SPECIALIST ABOUT:

- Optimizing your clients' product feeds for any shopping channel
- Turing even the most basic feeds into high-performing ads
- Strategies to streamline the way you work with clients' feeds

[Book now](#)

many
thanks

for reading our Guide!



DataFeed Watch

