

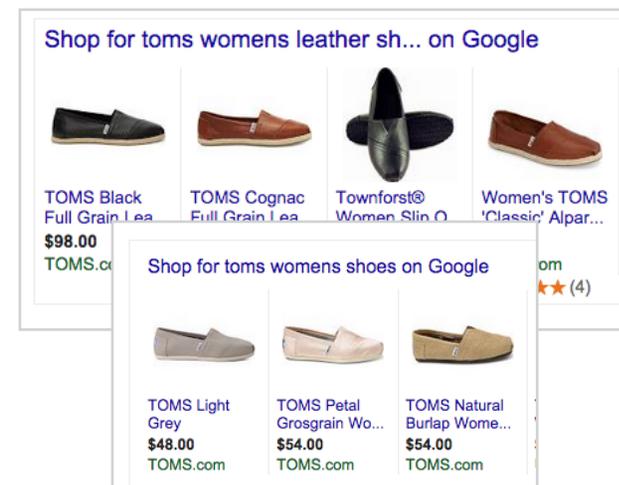
# Is Your Google Shopping Campaign Ready For The Holidays?

You've heard a thousand times already, "The holiday season is right around the corner." Yes, we know you know. You're probably all ready to go. However, we want to make sure that you haven't overlooked an important aspect of your Google Shopping campaign, and that's your data feed.

A common practice is to directly upload your data feed to the Google Merchant center and that's that, your Google Shopping campaign is ready to go. Wrong! Well, not wrong, but it's not right either. Below we list the many bells, whistles, tips, and tricks you'll want to apply to your data feed to give yourself the best chance this holiday season.

## Optimize Titles & Descriptions

A common mistake e-tailors make is uploading their feed without making any adjustments to the titles or the descriptions. When a relevant search is made, you want to make sure your products are being displayed. If you're doing the bare minimum to just "show up" on Google Shopping, you're doing your Ecommerce business a disservice. You want to make sure that your data feed is rich with relevant information, both broad and specific. Think of it this way, during the holidays, you can expect a lot of consumers who know exactly what size, color, and brand of running shoes they want, but then there are people who are still trying to figure out what to get Dad for Christmas. You want to make sure you cover all your bases by including the specific searches in your data feed, but also qualify for some of the more general terms.



**Make Sure To Optimize Your Titles & Descriptions For All Types Of Buyers**

## Custom Labels

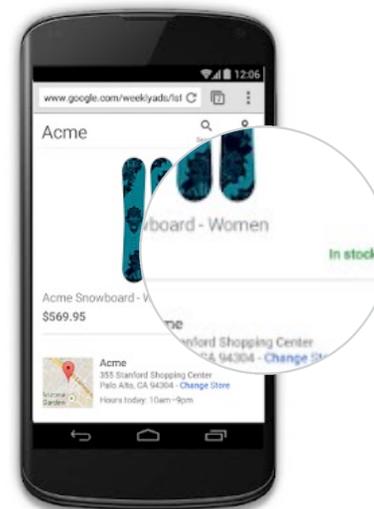
E-tailors are still not taking advantage of the custom labels that Google provides. This is something you should have been taking advantage of yesterday. Google Shopping Campaigns allow you to segment your bids by brand, your own internal taxonomy, Google's taxonomy, or even set bids for specific item IDs. Custom labels allow you to assign your own parameters for bidding. For the holiday season, you should have custom labels set up for your seasonal products, best sellers, and high margins to name a few. This will allow you to set an increased bid on the products that you know are your bread and butter.

## Pricing & Inventory Syncing

Are you updating your data feed daily? Or just enough to avoid the 30-day expiration? If you are expecting an increased amount of sales in Q4, then you're already well aware that your inventory is going to fluctuate more than usual. This becomes an issue if you are not uploading your feed constantly. Once Google notices any quantity discrepancies between your feed and what's actually on your site, you can get disapproved. This becomes even more important if you are selling on more than one channel. The same holds true for your prices. Your pricing will not likely remain the same all throughout Q4. They may even change on more than a few occasions. Daily uploads to your Merchant Center will prevent any disapprovals due to price inconsistencies.

ID	TITLE	CUSTOM LABEL 0	CUSTOM LABEL 1	CUSTOM LABEL 2	CUSTOM LABEL 3	CUSTOM LABEL 4
1	Schwinn Ladies' Bike		Flash Sale		Low Margin	Christmas
2	Tour De Franch T-Shirt	Spring			High Margin	
3	Shimano Road Bike Gears		Merchant Promo	Best Seller	High Margin	Father's Day
4	Michelin Pro4 Road Tires	Fall				
5	Giro Ionis Road Helmet			Best Seller		

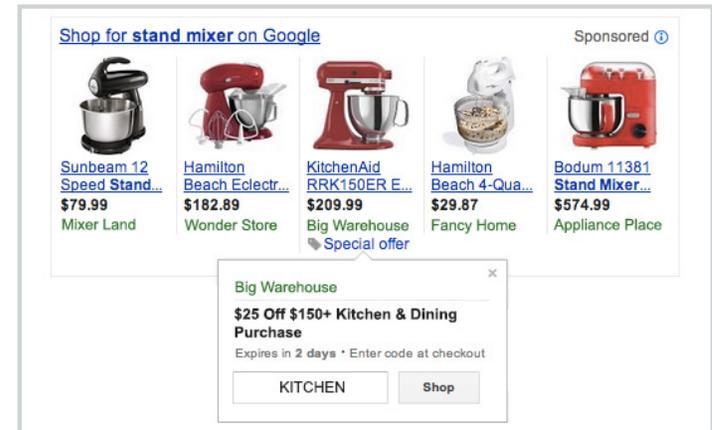
Utilize Custom Labels To Segment Your Bids & Create A More Customized Campaign



Make Sure To Keep Your Data Feed Updated To Avoid Disapprovals

## Merchant Promotions

One of the hardships of running on Google Shopping is having your ad stand out from competitors. Setting up Merchant Promotions is an easy way to get your ad noticed and increase your CTRs. When you have a specific sale going on, Merchant Promotions will show a “Special Offer” tag at the bottom of your ad. There are certain guidelines you must follow in order to qualify, which you can find here ([Program Policies](#)). This can all be set up in your data feed by assigning specific values to the products that apply to the promotion.



Help Your Ad Stand Out Against Competitors  
By Setting Up Merchant Promotions

## Increase Exposure

Have you explored other avenues to sell your products? Comparison Shopping Engines (CSEs) are additional opportunities for e-tailors to advertise their products. Much like Google Shopping, it works on a cost-per-click pricing model and to get started, you simply upload your data feed to a Merchant Center. However, you'll have to make sure you reformat the feed per each CSE's feed specifications. Some of the more popular CSEs include: Nextag, Connexity (formerly Shopzilla), and the eBay Commerce Network (formerly Shopping.com). The holidays are big for CSEs so if you've been on the fence for a while, there is no better time than now.



Explore Other Venues To Sell Your  
Products To Increase Exposure

## Conclusion

If you have no way of applying these tactics to your Google Shopping campaign, we'll look no further. We are now offering a new Feed Management service to our Ecommerce clients. If you have ever run into any problems with your data feed or perhaps you are looking to step up your Google Shopping Campaigns, then feed management is right for you.

Please feel free to contact us with any questions, comments, or feedback!



[sales@wpromote.com](mailto:sales@wpromote.com)



[facebook.com/wpromote](https://facebook.com/wpromote)



[twitter.com/wpromote](https://twitter.com/wpromote)



1.866.977.6668



[plus.google.com/+Wpromote](https://plus.google.com/+Wpromote)



[linkedin.com/company/wpromote](https://linkedin.com/company/wpromote)