

▶ **CPC Strategy**

# GOOGLE SHOPPING CAMPAIGNS PERFORMANCE REPORT



## TO OUR READERS,

At CPC Strategy our goal is to create resources, webinars, tutorials, and guides that help make the Retail Search world easy to navigate - a map of the ecommerce world if you will.

If at any time you have questions, suggestions or are simply just unclear, reach out directly to [contact@cpcstrategy.com](mailto:contact@cpcstrategy.com).  
Happy learning!

Sincerely,



A handwritten signature in black ink that reads "Rick Backus". The signature is fluid and cursive.

**Rick Backus** | Co-Founder, CEO



# GOOGLE SHOPPING CAMPAIGNS PERFORMANCE REPORT

Google's Product Listing Ads (PLAs) update, **Google Shopping Campaigns**, is replacing PLAs this August for all online advertisers. Advertisers have less than 100 days to switch to the new program, before it reverts by default.



As a company which has been testing Google Shopping Campaigns since their onset over a year ago, CPC Strategy has vetted Google Shopping Campaign Performance **extensively**.

On the next page are the results of Google Shopping Campaign performance for Product Listing Ads based on key metrics **three weeks prior switching** to the Shopping Campaigns structure and **three weeks following the switch**. All results are taken from Q1 2014.





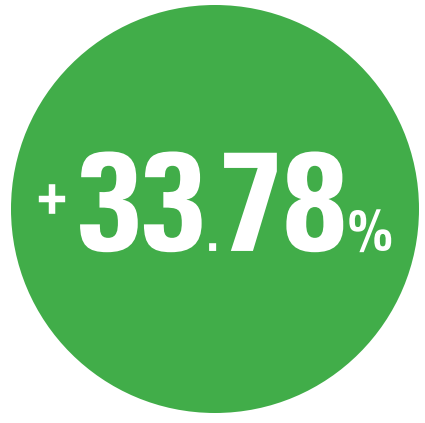
# REVENUE PERFORMANCE

Google Shopping Campaigns on average improved advertiser campaign revenue by **33.78%**.

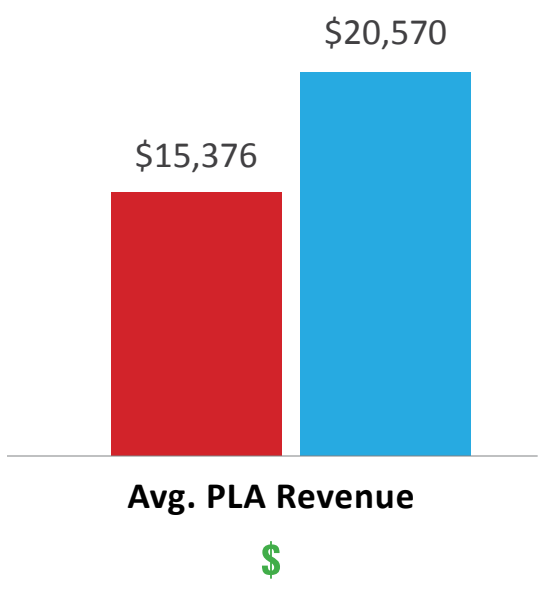
Here is a look at the **average revenue performance** for **three weeks prior** to and **after switching** to the Google Shopping Campaigns structure:

## REVENUE

- **3 Weeks Before:**            **\$15,376.00**
- **3 Weeks After:**            **\$20,570.00**



Revenue: +33.78%





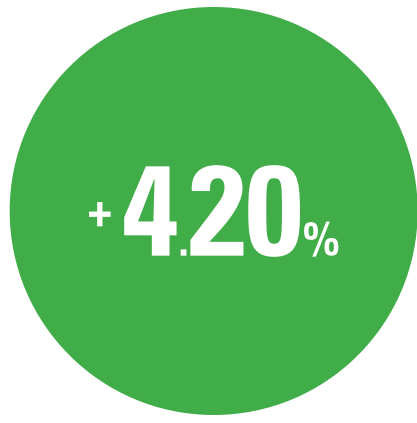
# ORDER PERFORMANCE

Google Shopping Campaigns on average increased advertiser campaign orders by **4.20%**.

Here is a look at the **average order performance** for **three weeks prior** to and **after switching** to the Google Shopping Campaigns structure:

## ORDERS

- 3 Weeks Before: 119
- 3 Weeks After: 124



Orders: +4.20%





# R.O.A.S. PERFORMANCE

Return on Ad Spend (ROAS) increased by **25%** for advertisers on Google Shopping Campaigns.

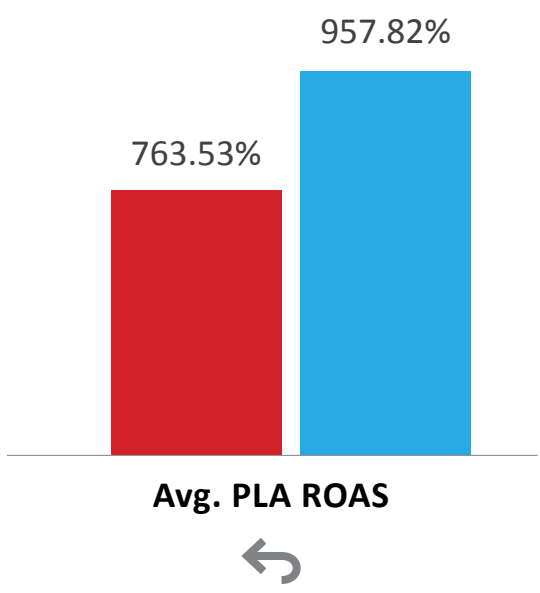
Here is a look at the **average ROAS** for **three weeks prior** to and **after switching** to the Google Shopping Campaigns structure:

## R.O.A.S.

- 3 Weeks Before: 763.53%
- 3 Weeks After: 957.82%



ROAS: +25%





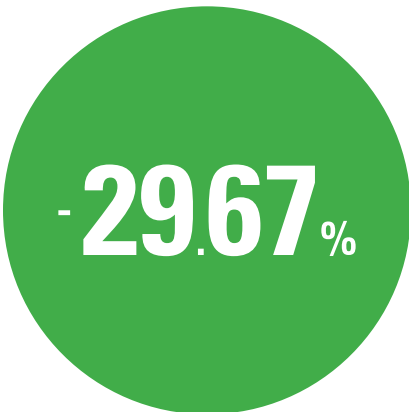
# AD SPEND PERFORMANCE

Google Shopping Campaigns on average decreased advertiser campaign ad spend by **29.67%**.

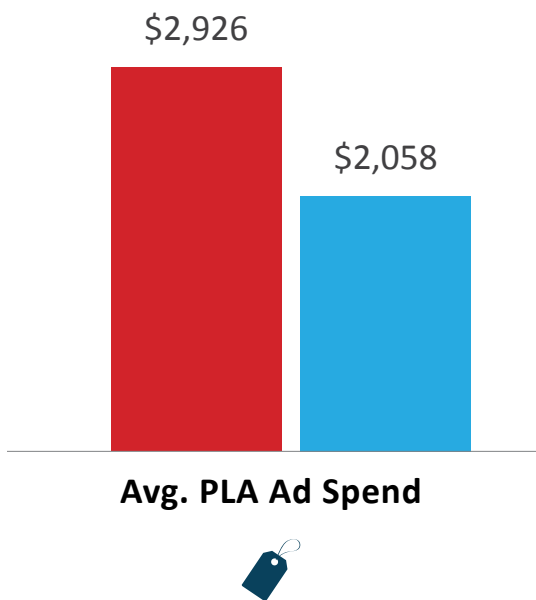
Here is a look at the average ad spend rate for **three weeks prior** to and **after switching** to the Google Shopping Campaigns structure:

## AD SPEND

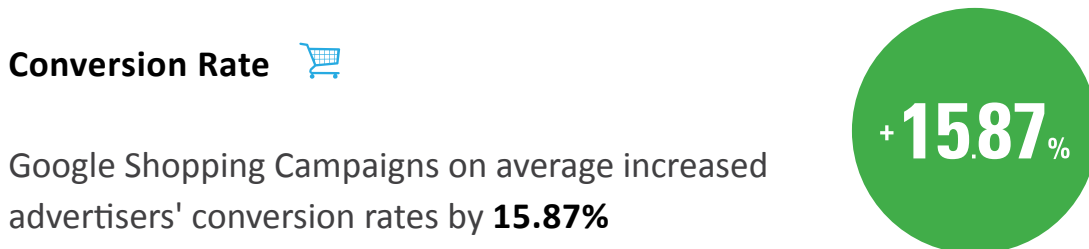
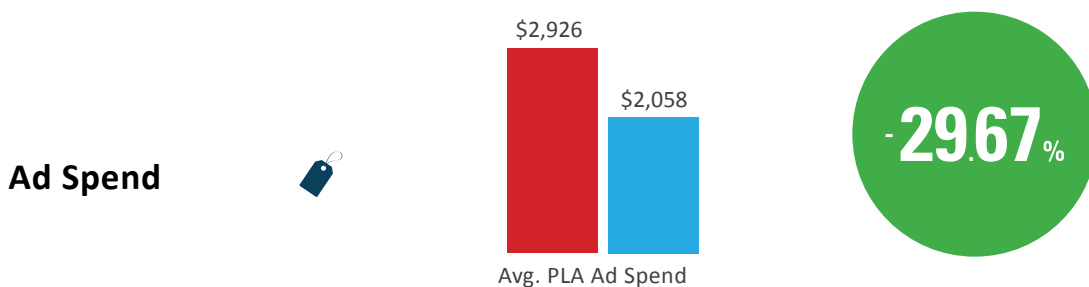
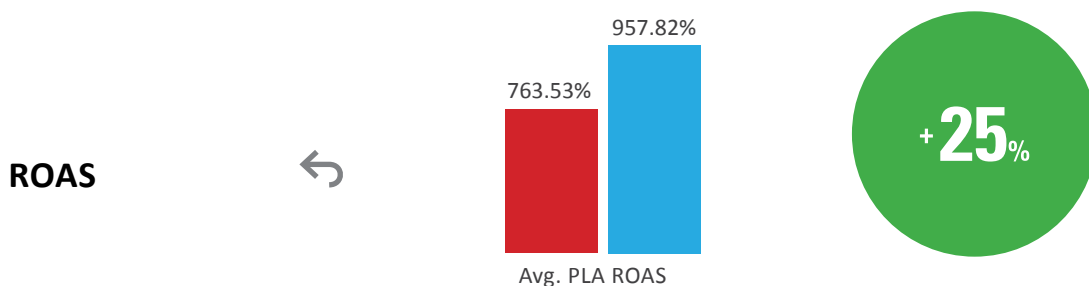
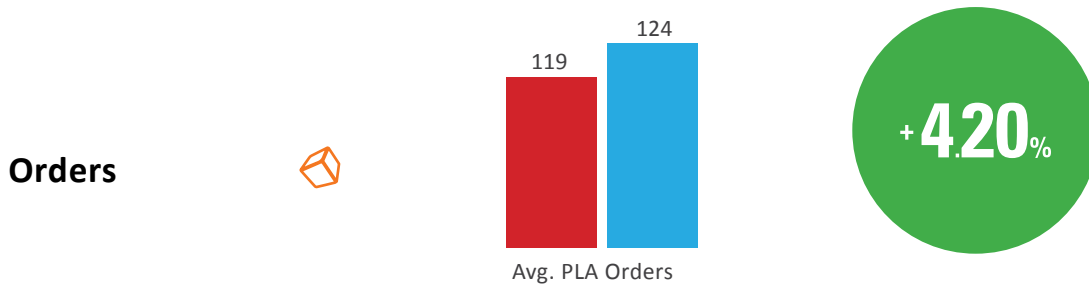
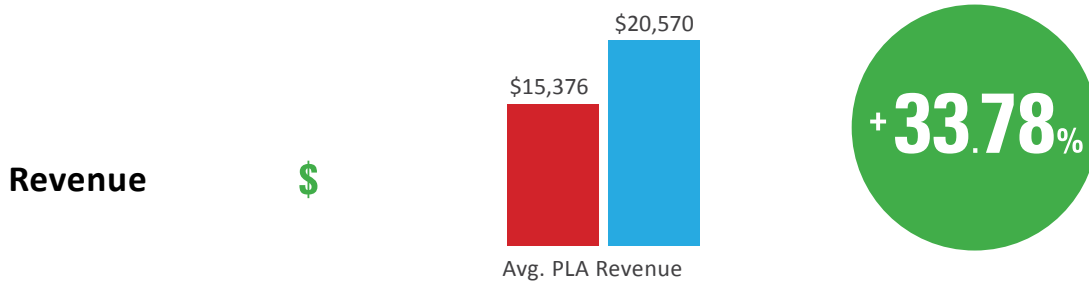
- 3 Weeks Before: \$2,926.23
- 3 Weeks After: \$2,058.13



Ad Spend: -29.67%



# PLA PERFORMANCE SIDE-BY-SIDE





# GOOGLE SHOPPING CAMPAIGNS OVERVIEW

Google Shopping Campaigns are the new version of Product Listing Ads. As an update to the existing Google display advertising program, Shopping Campaigns share many of the attributes of PLAs, with two key exceptions.



- Product Listing Ads (PLAs)
- Pay Per Click (PPC) Text Ads
- Organic Search Results

The screenshot shows a Google search for "leather jacket". The search bar is at the top with the text "leather jacket" and a search icon. Below the search bar are navigation tabs for "Web", "Images", "Shopping", "Videos", "Maps", "More", and "Search tools". The results section shows "About 59,600,000 results (0.48 seconds)".

On the left, there are organic search results:

- Wilson's Leather @ - wilsonsleather.com**: An advertisement for Wilson's Leather with a 4.6-star rating. The ad text says "Shop Today & Save 70% On Select Styles + Take 25% Off All Jackets!" and lists categories like "Women's Outerwear - Men's Outerwear - Shop the Sale - Handbags & Accessories".
- Leather Coats for Women | Nordstrom**: A result from Nordstrom showing a "Trouvé Zip Detail Leather Jacket" with a price of \$178.80 (originally \$298.00).
- Jackets | Overstock.com: Buy Jackets & Blazers Online**: A result from Overstock.com with a testimonial: "I really like the jacket. I was not aware though that the underside of the sleeves are knit rather than leather. Besides this all is good. The shipping was very ...".

On the right, there is a "Shop for leather jacket on Google" carousel. It features six product listings with images, titles, and prices:

- Trouvé Zip Detail Leather Jacket - \$178.80 (Nordstrom)
- Selected Biker Leather Jacket - \$163.68 (ASOS.com)
- H&M - Leather Jacket - \$249.00 (H&M)
- BLK DNM Leather Jacket - \$895.00 (REVOLVEclo...)
- ASOS Leather Bomber Jacket - \$188.14 (ASOS.com)
- Women's Quilted-Front Leather Jacket - \$295.00 (Neiman Marc...)

## SHOPPING CAMPAIGNS

Shopping Campaigns are display ads which appear to the right of search and display product and merchant information and charge a cost per click (CPC).

- ✓ **CPC Google advertising program**
- ✓ **Allow you to make more changes and see more product information within AdWords**
- ✓ **Highlight merchant and product information such as product image, price and rating**

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# SHOPPING CAMPAIGNS WEBINAR

Learn everything you need to know about upgrading to Shopping Campaigns and optimizing performance with the new model **exclusively from Google & CPC Strategy**.

**Sign me up for webinar**





**41% OF USERS SEARCHING ON GOOGLE DON'T EVEN KNOW THAT PAID ADS AREN'T ORGANIC RESULTS.**

Shopping Campaigns allow merchants to structure product groups more fluidly within AdWords without as much involvement with inventory submission documents.

However Shopping Campaigns structure product groups differently than Product Listing Ads, and use different inventory submission requirements for the merchant data feed (how you communicate inventory information to Google).

## GOOGLE SHOPPING CAMPAIGNS STRUCTURE

One of the key differentiations between Product Listing Ads and Shopping Campaigns is how product groups are created. Unlike PLAs, Shopping Campaigns rely on a structure which segments from your entire inventory. Every product group is a segment of your All Products product group (your entire inventory), and each subsequent product group can only be a subset of one of those previous groups.





Instead of using AdWords Labels to identify product attributes for ad groups, Shopping Campaigns use **custom labels**. This data feed format difference changes the number of custom ad groups advertisers can create, and how those can be created.

Product Listing Ads	Google Shopping Campaigns
AdWords Label Column	5 Custom Labels (0-4)



# NEED HELP GETTING STARTED WITH GOOGLE SHOPPING CAMPAIGNS?

Learn how to switch an old PLA campaign over to the new Shopping Campaigns model the **RIGHT way** in this LIVE webinar with **CPC Strategy & Google**.

Sign me up for webinar



# GET MORE ON GOOGLE, AMAZON, ADWORDS, & RETAIL SEARCH

Find out how to increase your ROI on **Google, Amazon, AdWords**, and retail search campaigns without logging into a platform, dealing with technical elements of your data feed, or poring over performance data.



Dominate Retail Search

 **CPC Strategy**