GOOGLE PRODUCTS

EVERYTHING YOU NEED
TO KNOW AT A GLANCE

channable

Google

CONTENTS

INTRODUCTION

Google has become much more than a search engine in the last decade. It can be hard to keep up with its whole portfolio. However, many of those Google products can help you maximize your online advertising in ways you didn't know. In addition, you can be up and running in no time with certain Google products with only a data feed. A data feed is a file that contains your inventory and all accompanying details.

In this whitepaper, you can find an explanation of Google's top products that can be used to improve your conversion rates and require a data feed for a seamless integration. Learn what they do, who can use them, how to use them and finally how a feed management platform can help you use them.
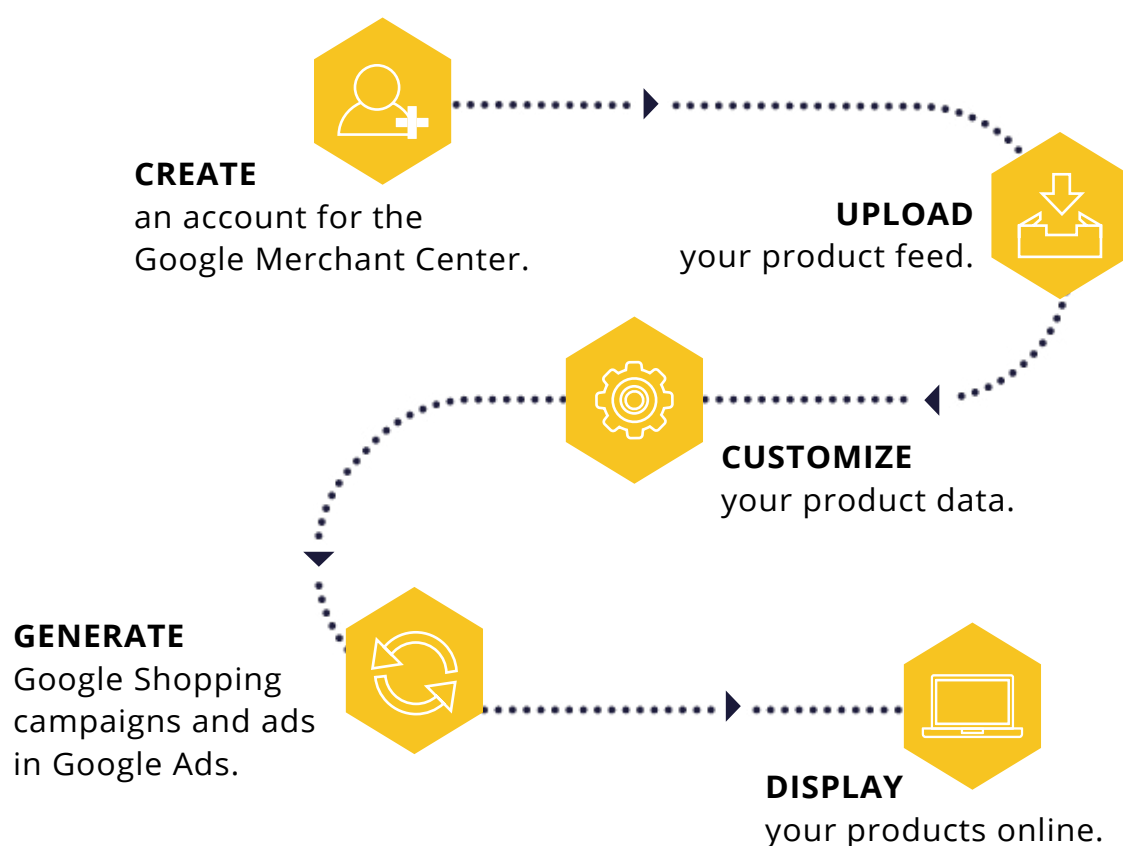
GOOGLE SHOPPING

GOOD TO KNOW

Google Shopping is Google's price comparison site. Buyers can search for a variety of products and compare the prices of different vendors. Buyers are then redirected to the vendor's site. Vendors can easily advertise their products on Google Shopping. They will then be found in the shopping tab search results in Google.

RECOMMENDED FOR

Google Shopping can be used by merchants selling physical products on a website. Google Shopping is for sellers who want to increase their visibility with Google.

HOW TO USE GOOGLE SHOPPING

First an account in the Google Merchant Center needs to be created. Then your product information can be uploaded with a data feed. When all the products are correctly uploaded to the Google Merchant Center, you can begin customizing the ad content. To display your products in Google Shopping, **you'll need to create Google Shopping campaigns and ads in Google Ads**.

CREATE
an account for the
Google Merchant Center.

UPLOAD
your product feed.

CUSTOMIZE
your product data.

GENERATE
Google Shopping
campaigns and ads
in Google Ads.

DISPLAY
your products online.

KEY TO SUCCESS

Uploading your products to the Google Merchant Center requires a data feed. The data feed that you have at hand is probably not in the same format that Google Shopping requires it to be. Therefore, to modify the data feed a data feed management tool can make the process simpler. Getting you online faster and error-free.
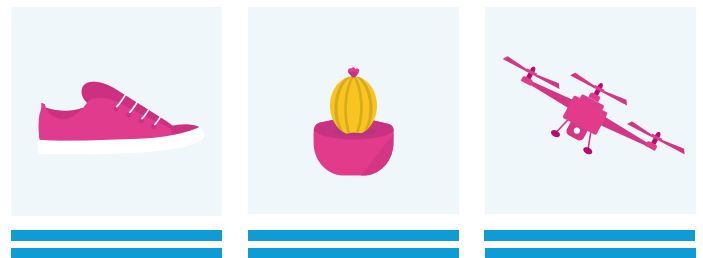
GOOGLE SHOPPING CAMPAIGNS

GOOD TO KNOW

Shopping campaigns allow you to advertise your products on Google Shopping. By linking your Google Ads account and Merchant Center account together, you can start setting up Shopping campaigns. The link can be made in the Merchant Center.

You create Shopping campaigns in your Google Ads account, but you can also create very basic ones via the Merchant Center. You are able to manage bidding and boost the visibility of your products by bidding for the top positions.

The campaigns will then create Shopping ads on Google and around the web where potential buyers can see what you offer. Google uses your product data to determine how and where to display your ads.

THREE TYPES OF SHOPPING ADS

PRODUCT SHOPPING ADS:
Shopping ads that you pay per click.

SHOWCASE SHOPPING ADS:
Grouped Shopping ads, ideal for showcasing your business on generic search terms, and you are charged per engagement e.g. when the group is clicked on find out more.

LOCAL INVENTORY ADS:
Display the inventory of products near the user to increase footfall in stores, it is charged per engagement.

HOW TO USE SHOPPING CAMPAIGNS

In order to create Google Shopping campaigns, you first need to have a Google Merchant Center account and a Google Ads account. Your product inventory needs to be in the Merchant Center so you can create the Shopping campaigns in Google Ads. Within Google Ads, you can decide which format of ad you want and specify your budget and maximum bid per campaign.

KEY TO SUCCESS

SIMPLIFY
PROCESSES

AUTOMATE
GENERATION

ACHIEVE
PRECISION

Uploading your products to Google Shopping in the Google Merchant Center requires a data feed. The data feed that you have at hand is probably not in the same format that Google Shopping requires it to be. Therefore, to modify and optimize the data feed, a data feed management tool can make the process simpler.

In addition, Channable's PPC tool can help automatically generate Shopping campaigns for the items you want to advertise and even create ad groups per product. Allowing for more precise promotion as advertisers can determine the bid per product.

SECTION 3:

GOOGLE DISPLAY

GOOD TO KNOW

The Google Display Network allows advertisers to **reach target audiences with a visual ad** when they're browsing the internet. **Prospecting** and **remarketing** are typical uses of Google display ads. That is targeting users who have never bought with you before (prospecting) or bringing old customers or customers who didn't convert back to your site (remarketing).

Display ads are distributed across the Google Display Network. This includes over 2 million sites such as video platforms like YouTube, mobile apps, and Gmail accounts. The Google Display Network supports media-rich ads to better engage users. Advertisers, therefore, build appealing ads with visual or video assets. Banner ads are the most common and well-known form of display ads, but there are also text ads, rich media, and video ads.

RECOMMENDED FOR

The Google Display Network is recommended for advertisers that want to generate awareness, increase sales, or drive loyalty with visual ads. The Google Display Network is ideal for advertisers and marketers interested in **lower funnel targeting** *(customers who have already shown interest or are a good match) through prospecting and remarketing.*

HOW TO USE GOOGLE DISPLAY

There are multiple ad formats available to you in the Google Display Network. As well as banner ads, there are text ads, image ads, video ads, or rich media ads. Once you have created a Google Ads account, you can create a new ad for the Google Display Network and even utilize the GDN display ad builder. Once you've created the ad content, you can determine how to manage the ads. This includes targeting, costs, measuring, and tracking.

TEXT ADS
are similar to the text ads for Google Search.

VIDEO ADS
allow you to include video content that plays directly in the ad.

IMAGE ADS
allow you to include images, customized layouts, and background colors.

RICH MEDIA ADS
have more interactive elements or animations (e.g. ad with a moving carousel of products).

BANNER ADS

KEY TO SUCCESS

Often in a display ad, a product will be visualized with an image, price, and link. In order to create such an ad, you need to provide Google with the corresponding product information. This information can be provided in a feed format. Generating such a feed is easy with a feed management tool, like Channable.

SECTION 4:

GOOGLE ADS

GOOD TO KNOW

Google Ads is the online advertising platform for Google. Google Ads allows you to showcase your products and offerings to the right audience at the right time. Within Google Ads, you can build and create text ads for the Google network. Text ads are the ads that are **seen along the top and bottom of a Google search result**.

These text ads can be displayed within the Google search engine or the network of sites that host Google Ads. Text ads are comprised of headlines, descriptions, and a display URL. Google Ads allows to create ads, target them, control your spending, measure the success rate, and manage campaigns.

Improve your ads with:
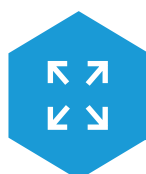
EXPANDED ADS
Additional headlines or a second description.

RESPONSIVE ADS
Use AI technology to adapt to the viewer.

SITELINK EXTENSIONS
Additional links in the ad to direct traffic to specific pages.

PRICE EXTENSIONS
Display prices in the snippet of the ad.

For more specific information, click on the icons.

Whilst Google Ads is recommended for the more marketing savvy individuals, there's no reason why a marketing novice can't use it. **Anybody who wants to increase visitors to their site***, increase the number of calls, increase app installs, increase online purchases, etc. can use and benefit from Google Ads. Google offers* [free training materials](#) *that can help anyone get up and running.*

HOW TO USE GOOGLE ADS

Creating the ads is the final step and they will be the visible result in the Google search engine and network. You can create many ad groups for a single **campaign**. For example, you might have a different campaign for each country you're active in. Your **ad groups** may then be for every subcategory you sell e.g. dresses, shoes, jackets. Your **ads** will then be even more specific e.g. sandals, trainers, etc.

Google Ads is also used for creating Google Shopping campaigns. The steps are similar to when creating text ads, you only need to select 'shopping' when prompted for 'campaign type'. Google Ads also has an abundance of tools within the platform that can help you with bidding strategies, tracking performance, and optimizing campaigns.

KEY TO SUCCESS

[Channable's PPC tool](#) enables you to generate campaigns, ad groups, ads, keywords, and sitelinks for Google Ads using information from your data feed. By generating ads with Channable, you save time and increase your ads' relevancy.

It simplifies the process of creating individual ads for a large inventory, fluctuating vacancies, or fast selling vacations. For a demo of how to generate ads for Google Ads via Channable, just [get in touch](#) or see the [Channable website](#).

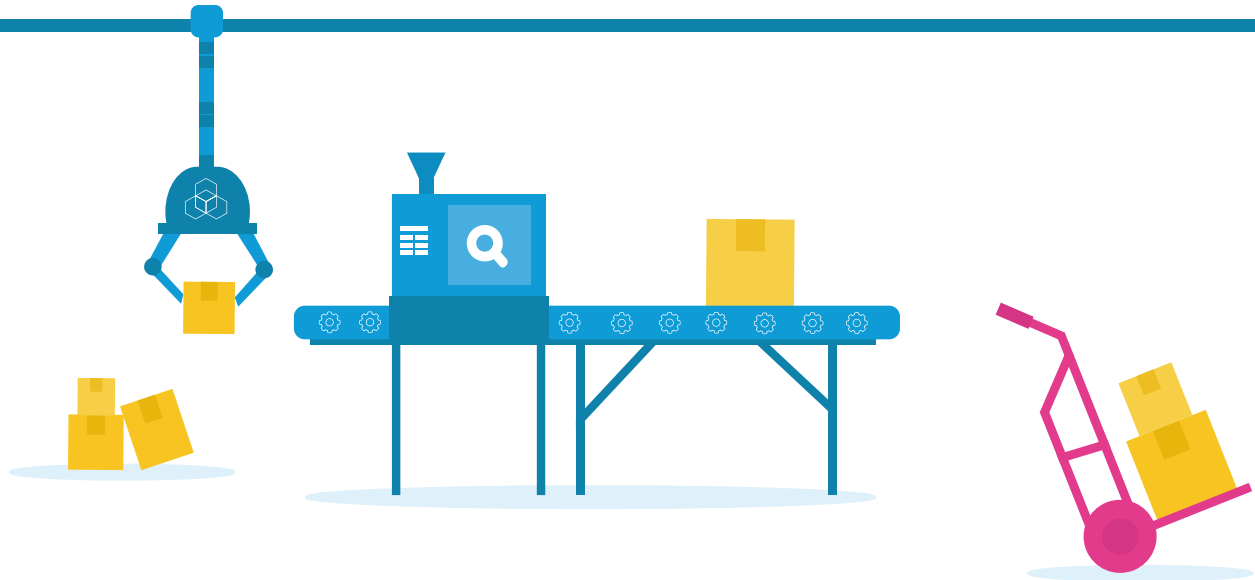# GOOGLE SEARCH ADS 360 (SA360)

GOOD TO KNOW

Google Search Ads 360 is part of the Google marketing platform, which unifies Google's advertising and analytical products. Search Ads 360 was previously known as DoubleClick search and it is a platform to plan, measure, and buy search ads on Google and other search engines such as Bing, Yahoo Japan, and Baidu.

Search Ads 360 is specifically ideal for advertisers that want to **advertise on a larger scale** and who **have a larger offering**. This is because there are features unique to SA360 such as **automated bidding and inventory management**, as well as the aforementioned multiple search engine ad management that make advertising online more manageable. Larger advertisers can find it more efficient to have everything search ads related in one place and with a familiar interface.

As a retailer or travel industry player, you can create inventory management campaigns in Search Ads 360, which allows you to create ads for all four search engines based on your inventory. It's ideal if you have very dynamic inventory, and you need to ensure that your ads are up to date.

RECOMMENDED FOR

SA360 is a lot more advanced and complex than Google Ads. The Google marketing cloud is also a paid platform and companies with a larger budget and trained professionals are more compatible. Large retailers and travel companies can greatly benefit from the inventory management campaigns as well as anyone that is keen on auto bidding that is based on machine learning.

HOW TO USE SEARCH ADS 360

Search Ads 360 is in the Google Marketing Platform for Enterprises. In order to make use of it, you will need to contact the Google Sales team. They will then demonstrate how to use Search Ads 360.
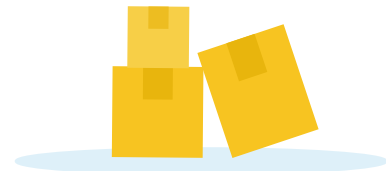
KEY TO SUCCESS

In order to benefit from inventory management campaigns in SA360, it is essential that you have a complete product feed. Whilst retailers could just use their Google Shopping feed, travel companies will need to have a coherent, clean data feed with information such as room type, flight dates, availability, etc. Channable's feed management tool can generate the perfect SA360 feed in minutes, so you can start building your campaigns the very same day.

GOOGLE ANALYTICS

RECOMMENDED FOR

Google Analytics is available to everyone who has a website domain.

GOOD TO KNOW

Google Analytics gives you an **insight into the behavior of your website visitors** to optimize their experience. Google Analytics communicates to you the number of visitors your site has over a given period, their activity on your site, where they came from, how they left your site, whether they purchased something, how many pages they visited, etc.

Google Analytics isn't a tool you can advertise with, but it can **help optimize your advertisements**. By gaining insight into the profitability of website referrals and the conversion rates you can make necessary adjustments to your advertising efforts.

+ TRACKING CODE

HOW TO USE GOOGLE ANALYTICS

You will need to create a free account and link your website ('property' in Google terminology). You will also then need to add the tracking code to your site, to gather the data, and also set goals, to measure pinnacle moments on your site e.g. making a purchase or time spent on-page. You can link your Google Ads to your analytics too, to evaluate your paid marketing.

KEY TO SUCCESS

By linking your analytics to Channable, you can get an overview of the number of sales each channel brings you within Channable. In addition, you can use the performance data of each channel to guide your optimizations. For instance, you may see that your best-selling items differ per country. Therefore, you could choose to only send these best-selling items to a marketplace of that same country.

GOOGLE MANUFACTURER CENTER

RECOMMENDED FOR

There is an [eligibility checklist set by Google](#) to ensure that the right manufacturers use the Google Manufacturer Center. Only brand manufacturers with the licensing rights to the brand products and the rights to make products that can be sold in the US are considered eligible.

GOOD TO KNOW

The Google Manufacturer Center is a space where brand manufacturers can supply Google with my accurate and up to date information about products to better inform buyers.

The information that can be supplied includes images, descriptions, titles, or YouTube videos. The data uploaded to the Google Manufacturer Center further **enriches the overall Google product catalog** to improve a buyer's shopping experience.

HOW DO YOU USE THE MANUFACTURER CENTER

You can now [set up your own account](#) for the Google Manufacturer Center. It takes only a matter of minutes, and you can register with an email address. Once you have access, you upload your product data feed and submit it.

You can then check the status of the feed as they can either be "Approved" or "Requires attention". Once all your items are approved, your products' information will be readily available to help Google Shopping buyers.

BRAND MANUFACTURER 🏷
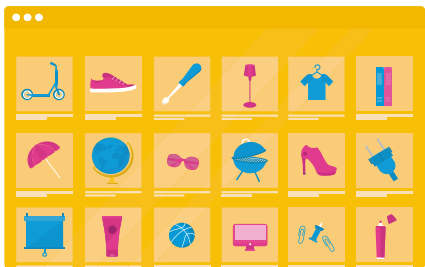
Channable can be used to ensure your data is sent in the right
format, and you can control what information is sent.
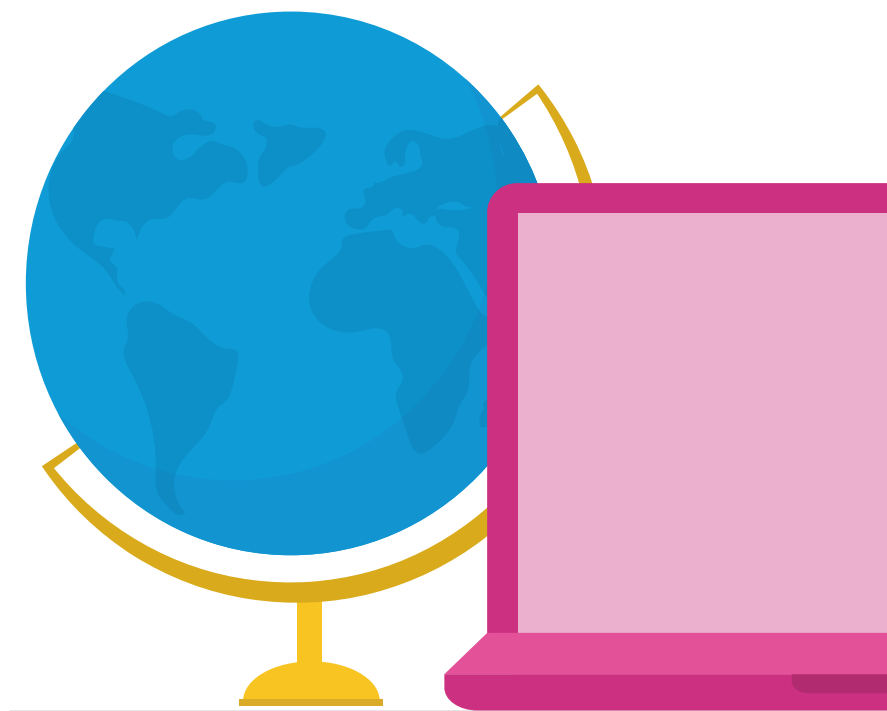
GOOGLE MANUFACTURER CENTER 🛒

...

KEY TO SUCCESS

Uploading a product data feed to Google Manufacturer Center may sound simple but
the data in your own feed is most likely in the wrong format. By using Channable as a
feed management tool, you can ensure your data is sent in the right format, and you can
control what information is sent.

SECTION 8:

GOOGLE PLAY BOOKS

GOOD TO KNOW

Google Play Books is an app for e-readers where customers can purchase and read eBooks. A customer can search for eBooks through Google Play. If you sell eBooks and would like to be found in the Google Play store, you upload your inventory to the Google Play Books.

HOW DO YOU USE PLAY BOOKS

In order to sell books on Google Play, you'll need to sign up at the Google Books Partner Center. From there you can manage your book catalog and payment preferences. You also upload a file containing your book's content.

RECOMMENDED FOR

Any booksellers wishing for their books to be read and bought through the Google Play Books app can benefit from uploading their inventory to the Google Play store.

KEY TO SUCCESS

In order to easily submit your product (books) metadata, an ONIX file can be created. An **ONIX file is the special format needed for eBook metadata** and it is similar to an XML file. Your metadata is the information about the book that is necessary for advertising e.g. price, title, and availability.

Channable can help you easily create an ONIX file perfect for Google Play by using the data you've already got. Use rules in Channable to create any missing information, and create a perfect Google Play ready ONIX file in minutes.

GOOGLE PRODUCT RATINGS
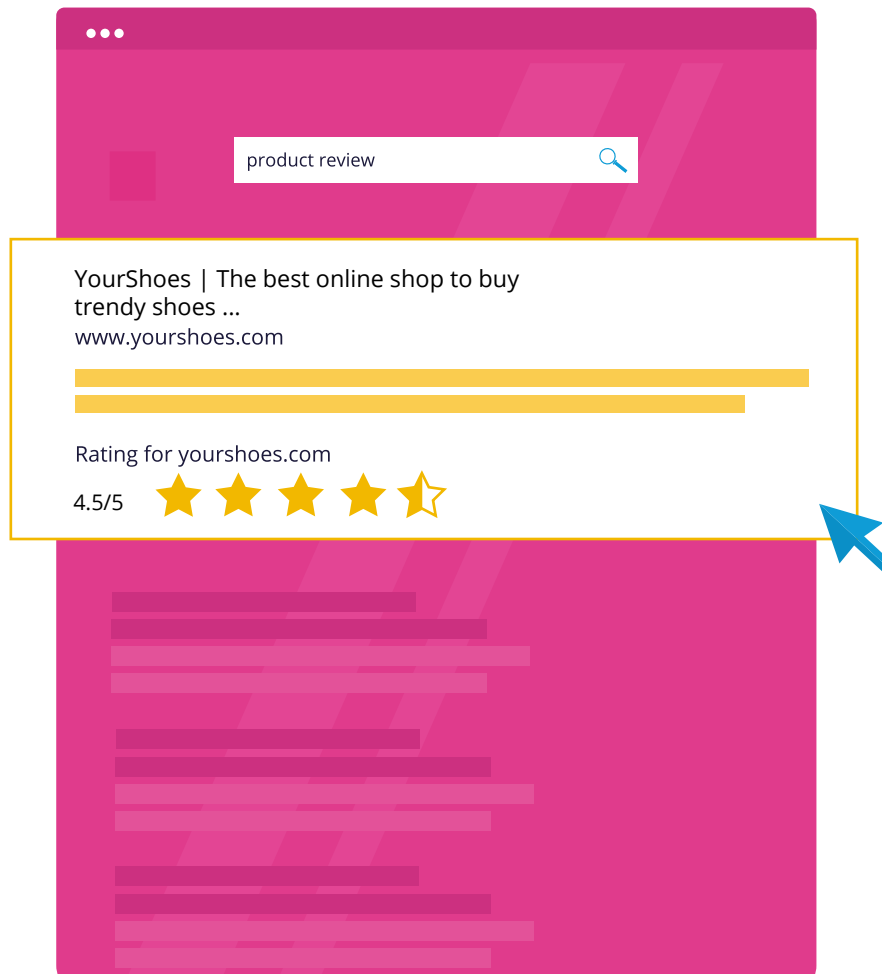
GOOD TO KNOW

Google Product Ratings are the **ratings that are shown for products in Shopping ads.** Product ratings help shoppers by providing them with other buyers' experiences of a specific product.

As product ratings are product specific, the ratings come from many different sources to provide an overall average. You can also upload the ratings you have received for the products you sell to help future customers.

If you are a merchant with reviews on your site, you can contribute your product reviews to Google Product Ratings database.

HOW DO YOU USE PRODUCT RATINGS

In order to submit your reviews to Google, you first need to complete a Product Ratings Interest Form. You need to be able to supply a minimum of **50 products' reviews** for Google to determine whether your **reviews** can be imported. You can then supply Google with a feed containing the review data in the Google Merchant Center.

KEY TO SUCCESS

To supply Google with your product ratings, you will need to submit them with a feed containing all sorts of information such as the review, the item, and the reviewer. You can use the Channable tool to build the correct feed and send the information in the right format.

CONTACT

If you're feeling inspired by this Google Product whitepaper
and want to know how you can profit using Channable, get in touch.

Our team will be more than happy to show you around the
tool and discuss your business goals.

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+2500 EXPORT CHANNELS TO CHOOSE FROM.

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