

Use AI to build self-learning Google Shopping feeds

Ruben
Runneboom





channable

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Bob Meijer



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Mike Rodes



Aaron Young



Nils Rooijmans





Ruben Runneboom

- Google Ads advertiser **since 2007**
- **Worked at three agencies** in the North of the Netherlands (2013-2019)
- **Webshop Founder/Owner** Prohockey.nl (2016-2020)
- **Google Ads Ecommerce Freelancer** since 2019
- Co-founder & Google Ads expert at **Taskforce™** since 2023 and counting

Use AI to build self-learning Google Shopping feeds



Today's Talk summary

- **Basic and Ai fundamentals + testing**

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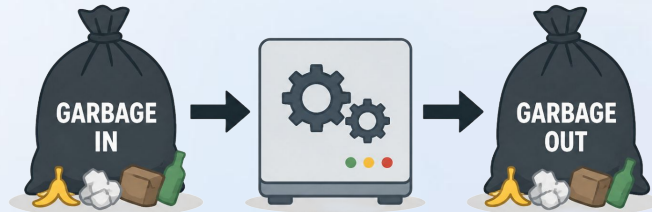
- Basic and Ai fundamentals + testing
- **Visual / image optimization by Ai**

Today's Talk summary

- Basic and AI fundamentals + testing
- Visual / image optimization
- **Advanced case: Medisave. How we leverage a self learning productfeed setup to improve performance**

Basic an Ai fundamentals

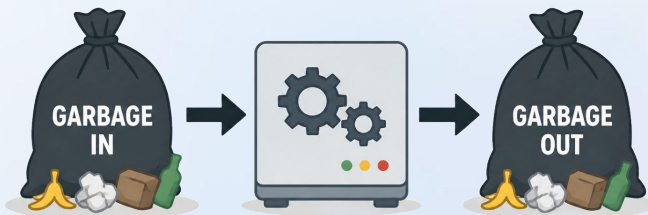
- **Productfeeds are often deprioritized despite everyone knowing their importance**



Basic an Ai fundamentals

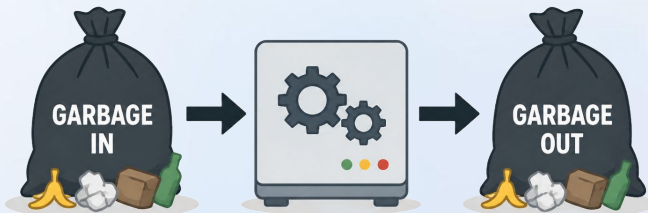
- Productfeeds are often deprioritized despite everyone knowing their importance

- **8 out of 10 feeds are below (our) standards when we take over an account**





















Basic an Ai fundamentals

- Productfeeds are often deprioritized despite everyone knowing their importance
- 8 out of 10 feeds are below (our) standards when we take over an account
- **Weak productdata limits algorithm performance and overall results**



Basic an Ai fundamentals



- optimized titles & descriptions (Still the #1 gap)
- lifestyle_image_link & additional_image_link
- product_highlight & product_detail
- sales_price_effective_date
- item_group_id structures
- cost_of_good_sold
- product_type
- short_title
- gtin/eans

Id	Image link	Title	Lifestyle i image	Product highlight	Product detail	Cogs	Additional image link
37168415...		Whey Delicious					
3716844...		Whey Delicious					
3716845...		Whey Delicious					
37168457...		Whey Delicious					
37168511...		Whey Delicious					
37168530...		Whey Delicious					

Basic an Ai fundamentals

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Id	Image link	Title	Lifestyle i mage	Product highlight	Product detail	Cogs	Additional image link
37168415...		Whey Delicious 1000 g / Co...		Maximum Purity Fast Abs...	Calories per shake 120 Kcal	31.99	
3716844...		Whey Delicious 450 g / Co...		Maximum Purity Fast Abs...	Calories per shake 120 Kcal	18.99	
3716845...		Whey Delicious 1000 g / Va...		Maximum Purity Fast Abs...	Calories per shake 120 Kcal	31.99	
37168457...		Whey Delicious 450 g / Van...		Maximum Purity Fast Abs...	Calories per shake 120 Kcal	18.99	
37168511...		Whey Delicious 450 g / Ch...		Maximum Purity Fast Abs...	Calories per shake 120 Kcal	18.99	
37168530...		Whey Delicious 450 g / Frai...		Maximum Purity Fast Abs...	Calories per shake 120 Kcal	18.99	

All rules		+ Create rule
<input type="checkbox"/> Select all		 
<input type="checkbox"/> Exclude - No product URL (.com/nl/pro...	:	
<input type="checkbox"/> Exclude - No price	:	
<input type="checkbox"/> Exclude - losse items	:	
<input type="checkbox"/> Fix - Availability	:	
<input type="checkbox"/> Fix - Standaard fixes	:	
<input type="checkbox"/> Fix - No brand = Defibrion	:	
<input type="checkbox"/> Fix - NO GTIN IE = FALSE	:	
<input type="checkbox"/> Fix - Is_bundle	:	
<input type="checkbox"/> Fix - Title - Brandblusser	:	
<input type="checkbox"/> Remove: Verbandmiddelen & coldpacks	:	
<input type="checkbox"/> Remove: Pleisters exl salvequic	:	
<input type="checkbox"/> Remove: Brandwonden <€15	:	
<input type="checkbox"/> Remove: EHBO divers	:	
<input type="checkbox"/> Remove: stickers en markeringen excl. ...	:	
<input type="checkbox"/> Remove: Oogspoel	:	
<input type="checkbox"/> Exclude - Veiligheidsvestjes	:	
<input type="checkbox"/> Exclude - Noodverlichting	:	
<input type="checkbox"/> Product_type	:	
<input type="checkbox"/> FIX - Description	:	
<input type="checkbox"/> FIX - Description II	:	

Ai Enrichments

Filter your items

Use filters to target specific items for text generation.

231 [Selected items \(3.6%\)](#)

If contains

And doesn't contain

And doesn't contain

And doesn't contain

Optimize

- 1 Settings
- 2 Select items
- 3 Prompting
- 4 Generated values

Prompt

Use or edit the prompt to fit your needs and generate 5 previews. When you are happy generate values for all your filters.

You are an expert Google Shopping feed specialist optimizing product titles for maximum visibility and CTR.

Goal:

Generate a high-performing, SEO-optimized Google Shopping product title.

Structure (follow this order strictly if data is available):

[Product Type] + [Main Attribute / Variant] + [Color] + [Material] + [Size/Dimensions] + [Brand]

Rules:

- * Title length must be between 70 and 150 characters (ideal: 100-140)
- * Prioritize the most important keywords at the beginning
- * Do NOT invent or assume product data that is not provided
- * Do NOT use promotional text (e.g. "best", "cheap", "free shipping")
- * Avoid duplicate words
- * Use clear and readable language (not keyword stuffing)
- * Use standardized units (mm, cm, m)
- * If size is present, always include it with measurement units
- * Only include attributes if they are relevant for buying decisions
- * Avoid unnecessary filler words

Optimization guidelines:

- * Use commonly searched product terms (e.g. "Kitchen Handle" instead of internal naming)
- * Make variant differences clear (size, color, finish)
- * Keep titles clean and scannable for users

Output:

- * Return ONLY the final title (no explanation)

Input:

Title: {{product_title}}

Description: {{description}}

Brand: {{brand}}

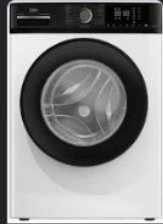
Color: {{color}}

Material: {{material}}

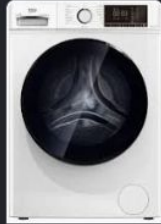
Size: {{size}}

✦ Generated text	ID	Title
<p>Beko Wasmachine BM3WFU4861B 8 kg Energieklasse A 1600 toeren voorlader wit</p> <p> <input checked="" type="checkbox"/> Approved <input type="checkbox"/> Edit <input type="button" value="Unapprove"/> </p>	BM3WFU4861B	Beko BM3WFU4861B wasmachine wit met 8 kg. en 1600 toere...
<p>Beko Wasmachine BM5WFU6941B 9 kg Energieklasse A 1400 toeren voorlader Wit</p> <p> <input checked="" type="checkbox"/> Approved <input type="checkbox"/> Edit <input type="button" value="Unapprove"/> </p>	BM5WFU6941B	Beko BM5WFU6941B wasmachine wit met 9 kg. en 1400 toere...
<p>LG Wasmachine F4DR9537S2W 10.5 kg Energieklasse A 1400 Toeren Voorlader Wit</p> <p> <input checked="" type="checkbox"/> Approved <input type="checkbox"/> Edit <input type="button" value="Unapprove"/> </p>	F4DR9537S2W	LG F4DR9537S2W vrijstaand was/droogcombinatie wit zuinig ...

Gesponsorde producten



Beko
B1W764BBBE...
€ 379,00
Coolblue
Gratis
Energie: A
★★★★★ (5)
Van Producthero



Beko
Bw1o3841w -...
€ 309,00
Welhof NL
Gratis
Energie: A
★★★★★ (77)
Van Producthero



Ok Voorlader 8
Kg Owm 8126 -...
€ 299,00
MediaMarkt
Gratis
Energie: A
★★★★★ (69)
Van Producthero



Beko
B1W764WB B...
€ 358,00
Expert
Gratis
Energie: A
Winkelscore: 4...
Van beslist.nl



Beko Wasmachine
B3WM49410M2 9 kg
Energieklasse A 1400
toeren voorlader zilver
€ 499,00 € 579
De Schouw Witgoed
Gratis
Energie: A
Winkelscore: 4.6/5



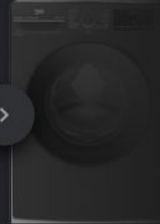
Beko
B1W864BBBE...
€ 419,00
Coolblue
Gratis
Energie: A
★★★★★ (5)
Van Producthero



Beko
Bm1wt3821w...
€ 289,00
Welhof NL
Gratis
Energie: B
★★★★★ (218)
Van Producthero



Beko
B5WM69418W...
€ 599,00
Coolblue
Gratis
Energie: A
★★★★★ (4)
Van Producthero



Beko
BM5DFT4841A...
€ 584,00
Coolblue
Gratis
Energie: A
Winkelscore: 4...
Van Producthero

Gesponsorde resultaten

Van Channable
Vergelijk verwante

Testing

- **Create a clear Hypothesis**

Testing

- Create a clear Hypothesis
- **Choose testing method**

Testing

- Create a clear Hypothesis
- Choose testing method
- **Define thresholds for success**

Hypothesis

Example:

“We believe that changing the background color of our product images to a more distinctive color compared to competitors in the Shopping results will increase product visibility and attract more attention from users, resulting in a minimum 10% increase in CTR. We expect this effect because the products will stand out more clearly within a crowded SERP environment.”

Testing - Geosplit test



Visual and image optimization

Creatives

Templates Images Fonts Brand kit Background removal Image rules

+ Create template Search template name Sort by Latest

⚠ If a preview is missing, edit the template and save it to generate one. Previews appear only after changes are saved.







Image templates 4/100

Background circle 3.6 KB	beste labels 3.6 KB	-35% 3.6 KB	gratis regenhuif 3.6 KB

Sort by Latest

1200x1200_achtergrond.png PNG • 48.6 KB	900x900_achtergrond.png PNG • 33.1 KB	UA - Latte.png PNG • 279.6 KB		
Tenways (excl. CG0600 PRO & Longtail).... PNG • 199.2 KB	Alle Urban Arrows Family en FamilyNext.... PNG • 110.1 KB	Lente Deals.png PNG • 113.1 KB	UA FamilyNext Pro.png PNG • 121.5 KB	images (1).jpg JPEG • 140.1 KB

Visual and image optimization

					
Urban Arrow FamilyNext...	Urban Arrow FamilyNext...	Urban Arrow - Family Bakfiets...	Urban Arrow Family Classic...	Urban Arrow FamilyNext...	Urban Arrow Family Active...
€ 4.879,00	€ 4.849,00 -5-2...	€ 3.850,00	€ 3.989,99	€ 5.249,00	€ 4.599,00
Fietsvoordeels...	Fietsunie	eBike XL	Het Zwarte Fiet...	urbanebikes.nl	Fluit Tweewielers
+€ 29,95 verze...	Gratis	+€ 50,00 verze...	Gratis	Gratis	Gratis
Winkelscore: 4...	Winkelscore: 4...				Winkelscore: 4...
Van Producthero	Van Bigshopper	Van Google	Van Channable	Van Google	Van Google

Visual and image optimization

<input type="checkbox"/> ● Campagne	Budget	Status	Optimalisatiesc	Campagnety	↓ Klikken	Verton.	CTR	Gem. CPC	Kosten	Conv.waarde (op conv.tijd)	Conv.waard	Conversies
Nog niet afgeronde concepten: 0												
<input type="checkbox"/> ● NL -- Shopping - Experiment Region A	€ 500,00/dag	Geslacht	78,8%	Shopping	6.493	546.558	1,19%	€ 0,16	€ 1.021,50	9.150,25	4,24	46,15
<input type="checkbox"/> ● NL -- Shopping - Experiment Region B	€ 500,00/dag	Geslacht	100%	Shopping	3.726	431.627	0,86%	€ 0,45	€ 1.666,33	6.909,79	3,54	32,75
Totaal: gefilterde campagnes			—		10.219	978.185	1,04%	€ 0,26	€ 2.687,83	16.060,04	3,81	78,90
Totaal: account	€ 21.310,00/dag		—		340.142	31.341.699	1,09%	€ 0,71	€ 243.024,54	1.159.489,52	4,23	8.945,04
Totaal: Shopping-campagnes			—		222.874	21.976.554	1,01%	€ 0,56	€ 125.112,76	571.659,72	3,98	4.434,50

Auto-optimize your Shopping feeds with AI





Challenges
in each of our accounts

Challenges in each of our accounts:

Bulk rules

Brand Name / Title

Setting all product titles to start with the brand name

Menu icon

If

Then

take and

+ Add section

Manual VS Automation

! Invalid value

Combine data

Smart Watch

Before

Apple Watch

€429.98

Free delivery

★★★★☆ (253)

After

Apple Watch Ultra 2
GPS Titanium Ocean
band Orange

€429.98

Free delivery

★★★★★ (15k)

Hypothesis:

Automatically ***adding unused product attributes to titles***, based on real search data and continuous feedback can ***increase ROAS*** and ***CTR*** by at least ***10%*** because the ***relevancy*** improves.

So, we went to ***the drawing board:***

- **First things first: Which account offers the biggest opportunity for impact?**

15% KORTING OP LITTMANN VOORJAARSUITVERKOOP!

Korting toegepast bij het uitchecken

Nu winkelen



15% off at checkout

Littmann CORE digitale stethoscoop 8490 - Zwart

LITTMANN-STETHOSCOPEN

Vanaf €336,97 EUR

100+OP VOORRAAD

SKU:8490



15% off at checkout

Littmann® Cardiology IV™ diagnostische stethoscoop, borststuk met standaardafwerking, zwarte slang, roestvrijstalen steel en headset, 27 inch, 6152

LITTMANN-STETHOSCOPEN

Vanaf €219,36 EUR

22 OP VOORRAAD

SKU:6152



15% off at checkout

Littmann reserveonderdelen - Classic III/Cardiologie IV/CORE-stethoscoop - Zwart

LITTMANN-STETHOSCOPEN

€26,37 EUR

92 OP VOORRAAD

SKU:40016



15% off at checkout

Littmann® Classic II Stethoscoop voor kinderen, 2113R, rood, 71 cm, stuk

LITTMANN-STETHOSCOPEN

Vanaf €100,78 EUR

12 OP VOORRAAD

SKU:2113R

So, we went to ***the drawing board:***

- First things first: Which account offers the biggest opportunity for impact?

- **Which data sources will we use?**

So, we went to ***the drawing board:***

- First things first: Which account offers the biggest opportunity for impact?
- Which data sources will we use?
- **How will we set up a proper testing environment?**

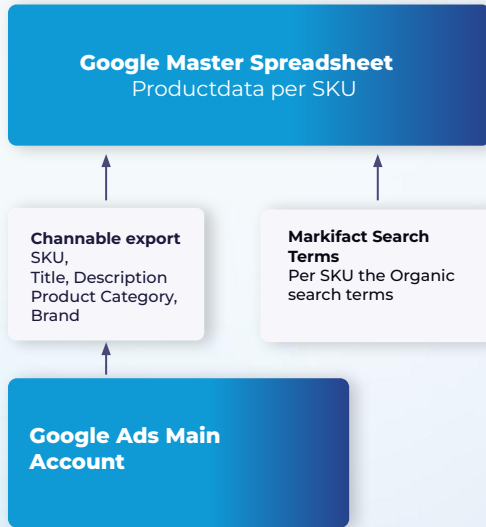
So, we went to ***the drawing board:***

- First things first: Which account offers the biggest opportunity for impact?
- Which data sources will we use?
- How will we set up a proper testing environment?
- **How are we going to extract and combine data?**

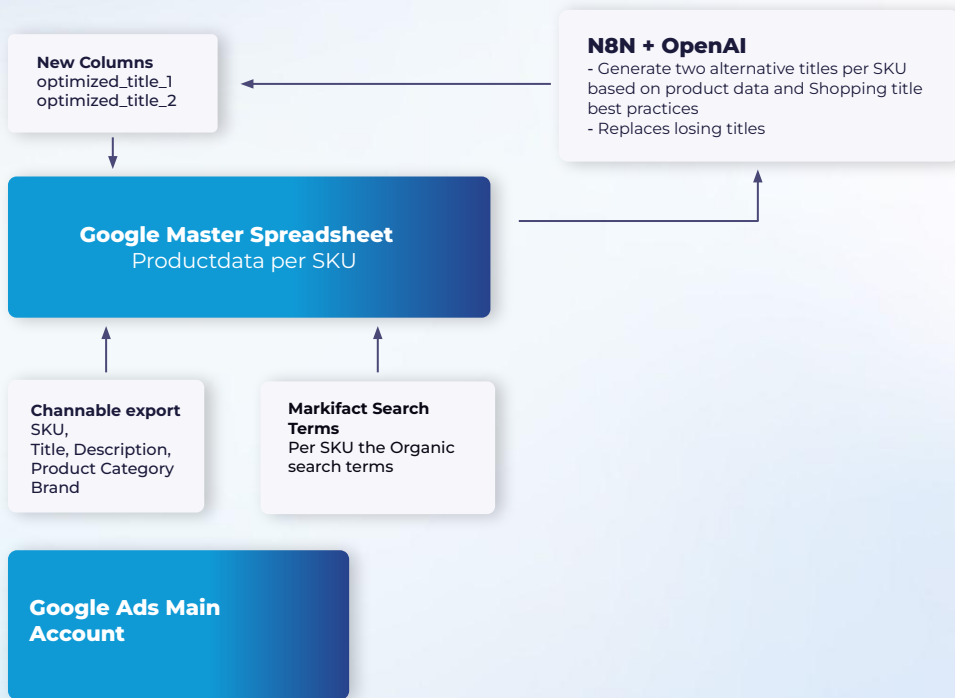
So, we went to ***the drawing board:***

- First things first: Which account offers the biggest opportunity for impact?
- Which data sources will we use?
- How will we set up a proper testing environment?
- How are we going to extract and combine data?
- **How do we build a self-optimizing feedback loop?**

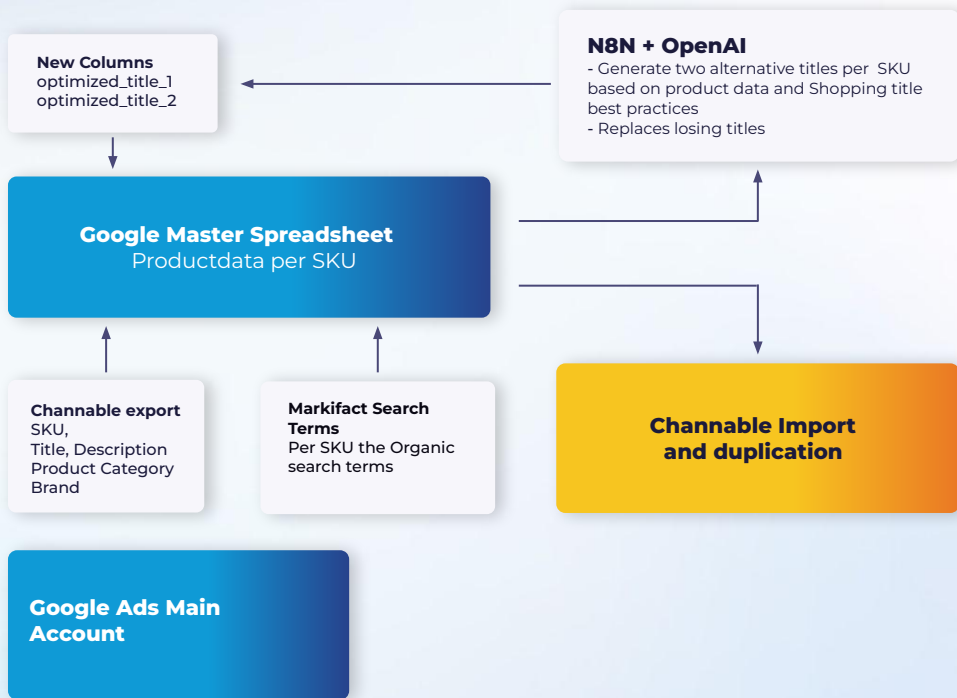
Flowchart - *Auto optimizer* Taskforce™



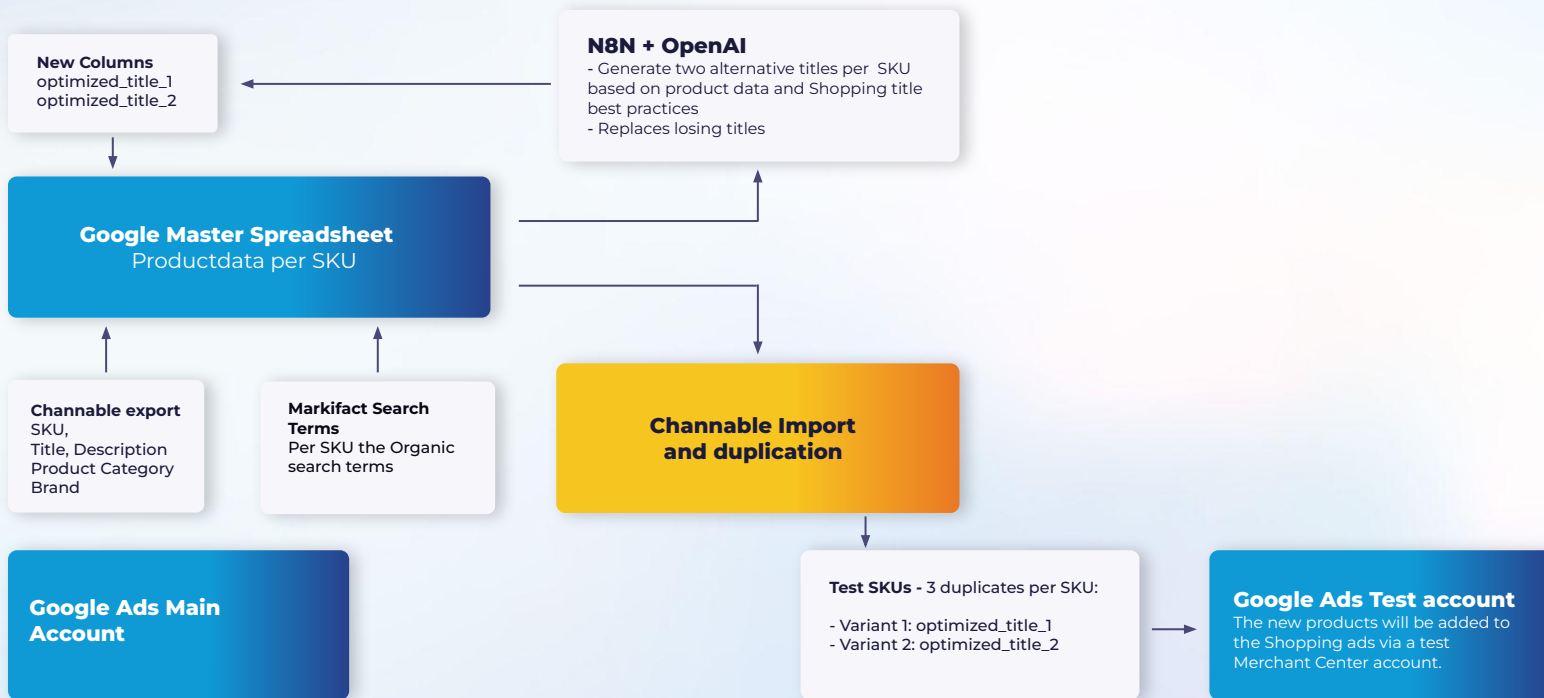
Flowchart - *Auto optimizer* Taskforce™



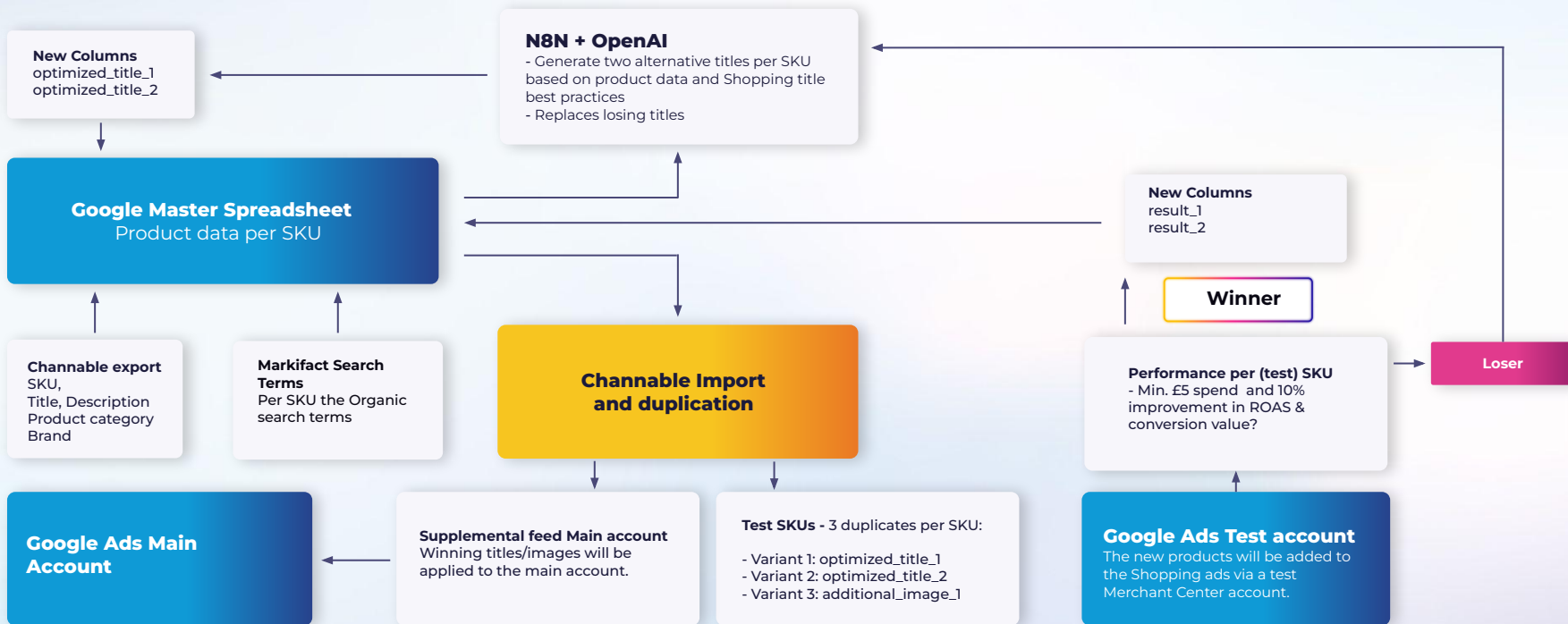
Flowchart - *Auto optimizer* Taskforce™



Flowchart - *Auto optimizer* Taskforce™



Flowchart - *Auto optimizer* Taskforce™



Test *case result* for: **Medisave**

~300 SKUs live

The system
has
generated **123**
winners
till last friday

Winning
products

12% higher
conversionrate

Overall
performance

YoY growth
87% (+€2.6M)
With ROAS
uplift **18%**

Tips to consider

- **Think carefully about how you store your data. Will you stick with a spreadsheet, or choose a scalable solution like BigQuery?**

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- Think carefully about how you store your data. Will you stick with a spreadsheet, or choose a scalable solution like BigQuery?
- **Decide how the algorithm will learn from results. How do you identify a “loser,” and how will you use those insights to improve?**

Tips to consider

- Think carefully about how you store your data. Will you stick with a spreadsheet, or choose a scalable solution like BigQuery?
- Decide how the algorithm will learn from results. How do you identify a “loser,” and how will you use those insights to improve?
- **Consider using a test account. For example, you could use an account from the Netherlands for Belgium or from Austria for Germany, so you can test safely without affecting your main account.**

Ruben Runneboom

Ecom expert & Co-founder @
Taskforce™

We scale brands profitably en predictably



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TASKFORCE™
PERFORMANCE MARKETING



AI Text Generation: Create and enrich product attributes effortlessly

AI Text Generation

Generated Title
The LINEAR-88

Generated Description
Experience the ultimate tactile response with the Linear-88. Featuring custom-lubed switches and a weighted chassis.

Generated Ad copy
Precision at your finger tips.
Shop now →

VELOCITY LABS

- **Enrich the existing content**
Meet the requirements of search engines and LLMs.
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