



Next Level eCommerce

Shopping Feed Tips for Google Ads Success in 2025

Master 2025 feed optimization with top PPC strategies. Improve campaign performance, ranking, and CPCs



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Founder and CEO @ SavvyRevenue



channable

Next Level eCommerce | Webinar series

Level up your PPC skills

Guided by the best in the industry!

- Hands-on tips
- Ready-to-use frameworks
- Step-by-step scripts

Bob Meijer



Andrew Lolk



Ruben Runneboom



Mike Rodes



Aaron Young



Nils Rooijmans





Andrew Lolk

Founder @SavvyRevenue

 /andrewloik/

- +30 eCommerce advertisers in Europe & USA
- Specialized in mid-to-large eCommerce stores
- Been in PPC since 2009
- Top 25 PPC expert on various lists

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Next Level eCommerce

Shopping Feed Tips for Google Ads Success in 2025

Agenda

- ✓ **Why** an optimized feed matters
- ✓ **Quick review** of pass/fail attributes that matter
- ✓ **Updated learnings** for title optimization, image links, product type and more
- ✓ **Custom Label** deep dive (highly underutilized)
- ✓ **Advanced** feed optimization tips
- ✓ **Feed Tools:** My two favorite options
- ✓ **Q&A**

Agenda

- Shopping Experience Scorecard introduction
- **Why** an optimized feed matters
- Quick review of pass/fail attributes that matter
- Updated learnings for title optimization, image links, product type and more
- Custom Label deep dive (highly underutilized)
- Advanced feed optimization tips
- Feed Tools: My two favorite options
- Q&A

Your Feed's Importance



We all have the same:

- ✔ Products
- ✔ Access to algorithms

Your Feed's Importance



We all have the same:

- ✔ Products
- ✔ Access to algorithms







Differentiate here:

- ✔ Website / CRO
- ✔ Campaign structure
- ✔ **Feed optimization**

An optimized feed will not make
your day, **but it can break it.**

What does an
optimized feed
actually look like



-  All **pass/fail** attributes are added (aka Hygiene Attributes)
-  Attributes are **updated daily** at the very least
-  All **attributes are optimized** to the best of their ability
-  **Custom Labels** are added that give you better insights

Hygiene Attributes

You **need** to add them.

- ✔ Price? No question.
- ✔ Availability? No question.

These are pass/fail. Either you've added them or you haven't.

Aa Name	☰ Required?
ID	Required
Condition	Required
GTIN	Required
Brand	Required
Availability	Required
Price	Required
Image link	Required
Link	Required
Description	Required
Title	Required
Sale price	Recommended
Additional image link	Recommended
Shipping (all)	Recommended
Google product category	Recommended
Custom Label	Recommended
Item group ID	Recommended
Product type	Recommended

Pass/Fail Attributes

Add **all relevant** attributes.

This is **pay to play**.

Most platforms today does it fairly easily.

Back in the day we struggled.

MPN	Use if relevant
Color	Use if relevant
Identifier exists	Use if relevant
Size system	Use if relevant
Size type	Use if relevant
Size	Use if relevant
Material	Use if relevant
Gender	Use if relevant
Age group	Use if relevant
Adult	Use if relevant
Unit pricing measure	Use if relevant
Unit pricing base measure	Use if relevant

Attributes to optimize

- 1 Title
- 2 Product Type
- 3 Google Product Category
- 4 Images
- 5 Custom Labels



Titles

Learnings have changed over the years.

We used to do a lot of keyword stuffing.

Now it's not **as** necessary.

The screenshot displays a product listing for swimming goggles. The main listing shows four different models of goggles with their respective prices and ratings. A tooltip is visible over the first product, showing a detailed title and a 'Fra DataFeedWatch' link.

Product Name	Price	Rating
Watery motions svømmebrille - Raven Mirror - Sort - Motions svømmebriller - ...	219,00 kr.	★★★★★ (301)
Watery motions svømmebrille...	219,00 kr.	★★★★★ (301)
Watery svømmebrille...	145,00 kr.	★★★★★ (623)
Watery motions svømmebrille...	219,00 kr.	★★★★★ (301)

Additional text from the tooltip and listing:

- Price: 219,00 kr.
- + 34,00 kr. i forsendelse
- Water.dk
- ★★★★★ (301)
- Fra DataFeedWatch
- Sammenlign relaterede produkter fra 2 butikker.
- billig — Gratis fragt over 599,- & 365 dages fri byt | Køb Svømmebriller på Svømmebriller. Alle kendte svømmemærker | 200.000 kunder. Wat
- Weeks Top til -50%.
- 20% på alt Outlet · Svømme- og dykkerbriller · Outlet udsalg · Svømmeudstyr | Op til 50%

Titles






Learnings have changed over the years.

We used to do a lot of keyword stuffing.

Now it's not **as** necessary.

Sometimes.

Sponsoreret ⋮

		
Louis Vuitton - Keepall 45 4.495,00 kr. Preloved.dk Gratis forse...	Louis Vuitton - Keepall... 17.000,00 kr. louisvuitton. Gratis forse...	Louis Vuitton - Keepall 60 Duffle bag / duffeltaske 5.900,00 kr. Brugt Collectors-Cage
Fra Cobiro	Fra Google	Fra Google
		Sammenlign relaterede produkter fra mindst 50 butikker.

Stages of Title Optimization



New? No GTINs?

STUFF keywords!

Brand / Category / Model /
Style / Keywords

Stages of Title Optimization



New? No GTINs?

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Style / Keywords



Got GTINs?

Little to no keyword stuffing.

Focus on keywords you're not
exposed to in the auction.

Stages of Title Optimization



New? No GTINs?

STUFF keywords!

Brand / Category / Model /
Style / Keywords



Got GTINs?

Little to no keyword stuffing.
Focus on keywords you're not
exposed to in the auction.



GTINs + History?

Focus on CTR & highly
focused keywords.
Little keyword stuffing.

Keyword stuffing

Do:

- ✓ Add relevant keywords
- ✓ People should be searching for them
- ✓ Do it dynamically (if >100 products)
 - ✓ GOES BACK TO HYGIENE

Don't:

- ✓
- ✓
- ✓

savvyrevenue



Keyword stuffing

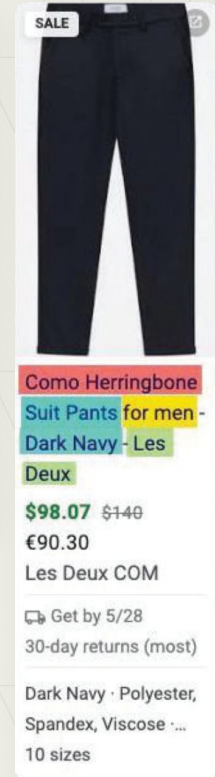
Do:

- ✓ Add relevant keywords
- ✓ People should be searching for them
- ✓ Do it dynamically (if >100 products)
 - ✓ GOES BACK TO HYGIENE

Don't:

- ✓ Repeat keywords
- ✓ Do excessive keyword stuffing
- ✓ Size, material, color (unless relevant)

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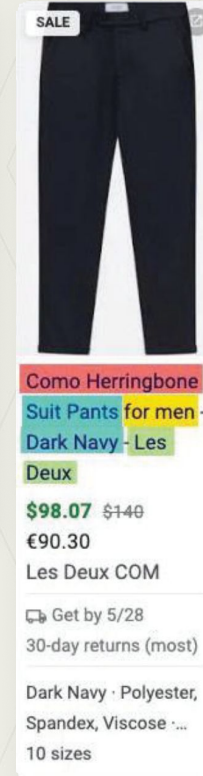


Keyword stuffing

- Brand
- Gender
- Color
- Style
- Category
- Keyword

Not mentioned:

- ✓ Size -> XXXL
- ✓ Material -> Jewelry
- ✓ Kids / Adult -> Kids
- ✓ Model number -> Hardware
- ✓ Year -> 2024 Model



Rotate keywords

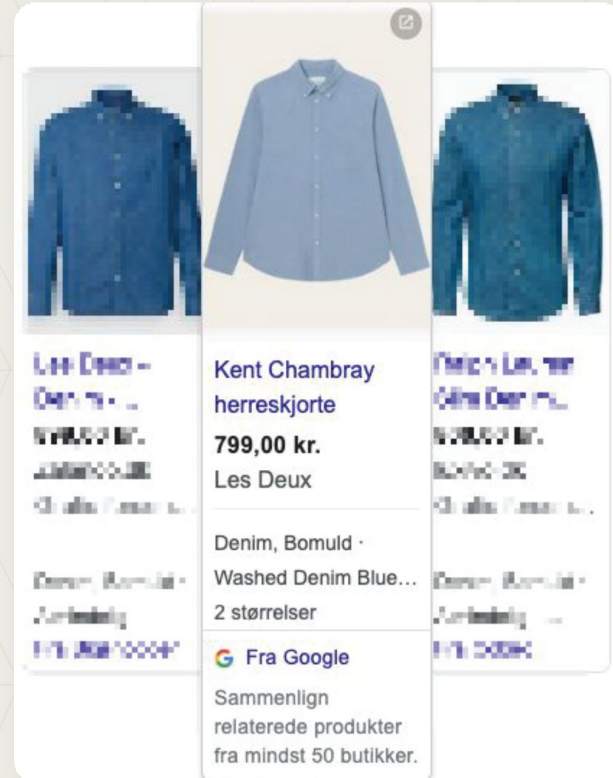
Have a search term you're not showing up for, but want to?

Add it to the title.

Ideas:

- ✓ Wholesale
- ✓ Influencers' names
- ✓ Categories

When Google knows your CTR is good for those terms you don't need them anymore.



Product Type	Spend	Revenue
Treadmill	\$65,000	\$331,500
Multivitamins	\$1,050	\$523
Omega-3 Fatty Acids	\$2,100	\$1,047
Probiotics	\$3,850	\$1,919
Vitamin D	\$350	\$174
Calcium	\$700	\$349
B Vitamins	\$2,800	\$1,396
Magnesium	\$1,400	\$698
Herbal Supplements	\$1,050	\$523
Iron	\$3,150	\$1,570
Fiber	\$5,250	\$2,617
Zinc	\$700	\$349
Barbell Set	\$8,000	\$95,232
Amino Acids	\$700	\$349
Antioxidants	\$1,050	\$523
Enzymes	\$350	\$174
Protein Supplements	\$1,750	\$872
Glucosamine	\$700	\$349
Foam Rollers	\$36,321	\$284,259
Electrolytes	\$350	\$174
Vitamin E	\$175	\$87
Collagen	\$1,400	\$698
Green Superfoods	\$700	\$349
Prebiotics	\$1,050	\$523
Melatonin	\$350	\$174

Product Types

Used primarily for analysis.

But how can you analyze the mess on the left?

Product Type 1	Product Type 2	Spend	Revenue
Equipment	Treadmill	\$65,000	\$331,500
Supplements	Multivitamins	\$1,050	\$523
Supplements	Omega-3 Fatty Acids	\$2,100	\$1,047
Supplements	Probiotics	\$3,850	\$1,919
Supplements	Vitamin D	\$350	\$174
Supplements	Calcium	\$700	\$349
Supplements	B Vitamins	\$2,800	\$1,396
Supplements	Magnesium	\$1,400	\$698
Supplements	Herbal Supplements	\$1,050	\$523
Supplements	Iron	\$3,150	\$1,570
Supplements	Fiber	\$5,250	\$2,617
Supplements	Zinc	\$700	\$349
Equipment	Barbell Set	\$8,000	\$95,232
Supplements	Amino Acids	\$700	\$349
Supplements	Antioxidants	\$1,050	\$523
Supplements	Enzymes	\$350	\$174
Supplements	Protein Supplements	\$1,750	\$872
Supplements	Glucosamine	\$700	\$349
Equipment	Foam Rollers	\$36,321	\$284,259
Supplements	Electrolytes	\$350	\$174
Supplements	Vitamin E	\$175	\$87
Supplements	Collagen	\$1,400	\$698
Supplements	Green Superfoods	\$700	\$349
Supplements	Prebiotics	\$1,050	\$523
Supplements	Melatonin	\$350	\$174

Product Types

Your goal is to create product types that allow you to **analyze performance** across categories and sub-categories.

Achieve better insights

Suddenly we can see that all our spend on **supplements** is horrible.

Product Type 1	Spend	Revenue	ROAS
Equipment	\$109,321	\$710,991	650.37%
Supplements	\$30,975	\$15,437	49.84%
Grand Total	\$140,296	\$726,428	517.78%

Product Type 1	Product Type 2	Product Type 3	Spend	Revenue
Equipment	Machines	Treadmill	\$65,000	\$331,500
Supplements	Vitamins	Multivitamins	\$1,050	\$523
Supplements	Oils	Omega-3 Fatty Acids	\$2,100	\$1,047
Supplements	Gut health	Probiotics	\$3,850	\$1,919
Supplements	Vitamins	Vitamin D	\$350	\$174
Supplements	Minerals	Calcium	\$700	\$349
Supplements	Vitamins	B Vitamins	\$2,800	\$1,396
Supplements	Minerals	Magnesium	\$1,400	\$698
Supplements	Greens	Herbal Supplements	\$1,050	\$523
Supplements	Minerals	Iron	\$3,150	\$1,570
Supplements	Gut health	Fiber	\$5,250	\$2,617
Supplements	Minerals	Zinc	\$700	\$349
Equipment	Weights	Barbell Set	\$8,000	\$95,232
Supplements	Muscle-building	Amino Acids	\$700	\$349
Supplements	Health	Antioxidants	\$1,050	\$523
Supplements	Gut health	Enzymes	\$350	\$174
Supplements	Muscle-building	Protein Supplements	\$1,750	\$872
Supplements	Recovery	Glucosamine	\$700	\$349
Equipment	Recovery	Foam Rollers	\$36,321	\$284,259
Supplements	Sports	Electrolytes	\$350	\$174
Supplements	Vitamins	Vitamin E	\$175	\$87
Supplements	Skin	Collagen	\$1,400	\$698
Supplements	Greens	Green Superfoods	\$700	\$349
Supplements	Gut Health	Prebiotics	\$1,050	\$523
Supplements	Sleep	Melatonin	\$350	\$174

Product Types

Another step is to create sub-categories for two reasons:

1. Even better insights
2. Google now uses Product Types to match with keywords

Ranking the impact of key attributes

		Back end impact <i>Relevance/serving, impressions, clicks</i>	Front end impact <i>User experience, CVR, efficiency</i>
Product Title	Influences visibility and performance <ul style="list-style-type: none"> Rich keywords* = long tail visibility Prepend size/quantity = increase CVR/efficiency 		
GTIN	Ensure accuracy and maximum coverage to link your offers to the same product sold by others		
Images	Optimize image resolution and test various lifestyle and product-only formats		
Product Type	Use rich keywords* and a logical hierarchy to inform the algorithm		
Description	Use rich keywords* to add context and inform the user, considering keyword density		
Other Attributes	Ensure hygiene in Color, Size, Age Group etc for standalone attributes and insertion into Title/Product Type/Description		



Product Type 1	Product Type 2	Product Type 3	Spend	Revenue
Equipment	Machines	Treadmill	\$65,000	\$331,500
Supplements	Vitamins	Multivitamins	\$1,050	\$523
Supplements	Oils	Omega-3 Fatty Acids	\$2,100	\$1,047
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Supplements	Skin	Collagen	\$1,400	\$698
Supplements	Greens	Green Superfoods	\$700	\$349
Supplements	Gut Health	Prebiotics	\$1,050	\$523
Supplements	Sleep	Melatonin	\$350	\$174

Think keywords wherever you can

With product types used for ad serving we can use it to add keywords.

I doubt it has a huge impact, but it's one of those **2-5% impact** actions that stack up over time.

Image Optimization



Halskæde
med...

399,00 kr.

+ 29,00 kr. i fo

Nordd Cop...

+ 29,00 kr. i...

Fra Google



Customised Name
Pendant Chain -
Gold (Font 4)

£26.00

Nevaeh Store

Can you see what this is?

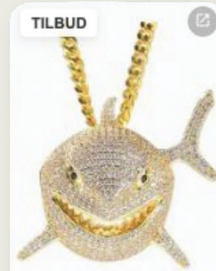
Image Optimization



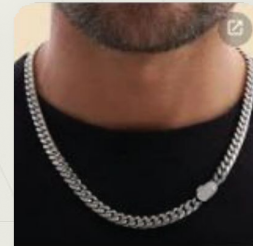
Halskæde
med...
399,00 kr.
+ 29,00 kr. i fo
Nordd Cop...
+ 29,00 kr. i...
Fra Google



Customised Name
Pendant Chain -
Gold (Font 4)
£26.00
Nevaeh Store



TILBUD
1pc Mens Hip Hop
Shark Rhinestone
Pendant Necklace
Large Shark
Pendant Sweater...



**CRAFTD Cuban
Link Chain - 8mm
in Silver | 50cm**
£69.99
Craftd London
★★★★★ (315)



Personalised 14K
Yellow Gold Name
Necklace -
Glamorous Font
£209.00
Jewlr UK
★★★★★ (4k+)

Can you see what this is?

Zoom in, use models, differentiate background

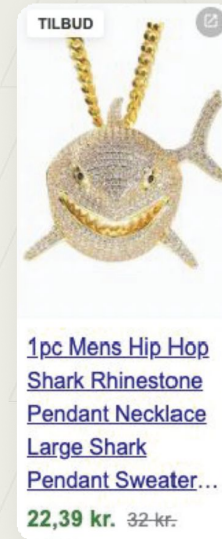
Not viable or relevant for large SKU stores

But...

More important for some categories.

You can algorithmically do a lot of these things.

That shark?



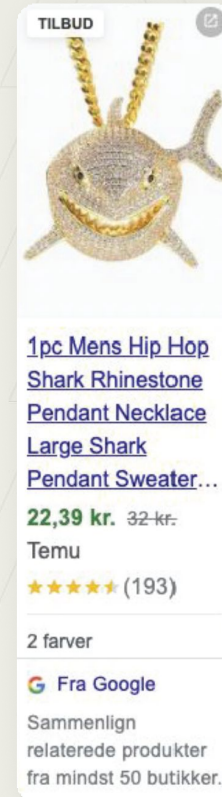
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You can algorithmically do a lot of these things.

That shark?



Custom Label Deep Dive








Custom Labels have two use-cases →

1 Analyze performance segments of products

2 Segment products into different campaigns

My favorite Custom Labels



-  **1) In stock %** across sizes, colors, etc.
-  **2) Performance Buckets** - Bestseller, New, Reg., Saboteur
-  **3) Price levels** and/or price comparison levels
-  **Private Label vs Reseller**
-  **On Sale vs Regular Price**
-  **In-Category Bestsellers**
Top 5 blenders vs everything else
-  **On Sale %** - 10%? 20%? 30%?
Good to know for campaigns.

1. In Stock Percentage

- 1 Calculate how many sizes are in stock
- 2 Assign a custom label to each
- 3 Review performance
- 4 Set products to out of stock proactively

Name: All | Availability | Item Group ID Description Pause rule

If

availability contains in_stock

And

size is equal to any

1	S
2	M
3	L

Then

take availability_calc and set to value 1

1. In Stock Percentage

- 1 Calculate how many sizes are in stock
 - a Bonus: Use only most popular sizes
- 2 Assign a custom label to each
- 3 Review performance
- 4 Set products to out of stock proactively

The screenshot shows a configuration window for an automation rule. At the top, the rule name is "All | Availability | Item Group ID". There are buttons for "Description" and "Pause rule".

The rule is configured with three main sections:

- If:** A dropdown menu is set to "availability", followed by a "contains" operator, and another dropdown menu set to "in_stock".
- And:** A dropdown menu is set to "size", followed by an "is equal to any" operator. Below this is a list box containing three items: "1 S", "2 M", and "3 L".
- Then:** A "take" dropdown menu is set to "availability_calc", followed by the word "and", and a "set to value" dropdown menu. Below this is a text input field containing the number "1".

1. In Stock Percentage

- 1 Calculate how many sizes are in stock
- 2 **Assign a custom label to each**
- 3 Review performance
- 4 Set products to out of stock proactively

Name	Availability Custom Label 4 99%	Description	Pause rule
If	availability_calc		
	is equal to		
	3		
Then	take	custom_label_4 and	
	set to value		
	Most in stock		

Name	Availability Custom Label 4 66%	Description	Pause rule
If	availability_calc		
	is equal to		
	2		
Then	take	custom_label_4 and	
	set to value		
	Two left in stock		

1. In Stock Percentage

- 1 Calculate how many sizes are in stock
- 2 Assign a custom label to each
- 3 **Review performance**
- 4 Set products to out of stock proactively

Custom label 4 ▾	Clicks ▾	CTR ▾	Conv. rate ▾	Conv. value / cost ▾
includes most in stock and 2 more				
1 left in stock	2,508	1.06%	1.01%	3.42
most in stock	62,561	0.88%	1.72%	4.56
two left in stock	13,231	0.93%	1.76%	4.97
Total	78,300	0.89%	1.71%	4.60

1. In Stock Percentage

- 1 Calculate how many sizes are in stock
- 2 Assign a custom label to each
- 3 Review performance
- 4 **Set products to out of stock proactively**

The screenshot displays the SavvyRevenue interface. At the top, there's a header with 'Name: All | Availability | Item Group Id 3/3', a 'Description' icon, and a 'Pause rule' button. Below this is a rule configuration section with three conditions:

- If:** availability_calc is less or equal to 1
- And:** availability_calc isn't empty
- Then:** take availability and set to value out_of_stock

A 'Save rule' button is located below the configuration. Below the rule configuration is a table showing performance data for 'Custom label 4' (includes most in stock and 2 more) over the period 'Apr 17 - May 16, 2024'. The table has columns for 'Clicks', 'CTR', and 'Conv. rate'.

Custom label 4	Clicks	CTR	Conv. rate
includes most in stock and 2 more			
1 left in stock	0	0.00%	0.00%
most in stock	8,057	0.84%	1.73%
two left in stock	1,494	0.86%	1.90%
Total	9,551	0.84%	1.76%

1. Lots of sizes?

Same thing, but don't worry about figuring out "most popular" sizes.

Name: All | Availability | Item Group ID Description Pause rule

If:

Then: take and

[Save rule](#)

Name: All | Availability | Item Group Id 2/3 Description Pause rule

If: is equal to

Then: take and

[Save rule](#)

1. Lots of sizes?

Same thing, but don't worry about figuring out "most popular" sizes.
















The screenshot shows a rule configuration window for SavvyRevenue. The rule is named "All | Availability | Item Group Id 3/3". It has a "Description" icon and a "Pause rule" icon. The rule is configured as follows:

- If:** availability_all isn't empty
- Then:** take item_group_id and calculate item group; calculate sum of availability_all store in availability_all
- And:** take item_group_id and calculate item group; calculate sum of availability_calc store in availability_calc

A "Save rule" button is located at the bottom left of the configuration window.

1. Lots of sizes?

Same thing, but don't worry about figuring out "most popular" sizes.

Image link	Item group id	Size	Availability calc	Availa
	4076124471360		1	1
	7084435341469		1	1
	8596132331855		1	1
	7618114093213	36	6	11
	7618114093213	37	6	11
	7618114093213	38	6	11
	7618114093213	39	6	11
	7618114093213	40	6	11
	7618114093213	41	6	11
	7618114093213	42	6	11
	7618114093213	43	6	11
	7618114093213	44	6	11
	7618114093213	45	6	11
	7618114093213	46	6	11
	9079909122383	40	3	5

2. Performance Buckets

Customlabel 3	SUM of Cost	SUM of Conv. Value	ROAS
bestsellers	370,174 kr.	741,808 kr.	200.39%
saboteurs	245,833 kr.	399,510 kr.	162.51%
regular	81,456 kr.	150,078 kr.	184.25%
new	40,486 kr.	82,698 kr.	204.26%

- Allows us to see how much spend we push to bestsellers vs:
 - New products?
 - Poor performing products?

Not always super relevant, but if you have a lot of new products it's great to pay attention to.

Same thing applies to seasonality.

3. Price Comparison

Here we have the data based on price comparisons.

Quick takeaways:

-
-

Suggestion actions:

-

Custom label ▾ 4 includes +5-20% and 6 more	Clicks ▾	Conv. rate ▾	Conv. value ▾	Conv. value / cost ▾
+20%	193,923	3.76%	2,035,911.65	3.39
-5% to +5%	103,039	5.48%	1,513,403.87	4.32
+5-20%	85,716	5.65%	1,379,344.91	4.24
less than -5%	19,463	6.09%	335,152.45	4.52
Total	402,141	4.71%	5,363,812.89	3.91

3. Price Comparison

Here we have the data based on price comparisons.

Quick takeaways:

- Spending too much on high price items
- ROAS is lower, but OK on high price

Suggestion actions:

-

Custom label ▾ 4 includes +5-20% and 6 more	Clicks ▾	Conv. rate ▾	Conv. value ▾	Conv. value / cost ▾
+20%	193,923	3.76%	2,035,911.65	3.39
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3. Price Comparison

Here we have the data based on price comparisons.

Quick takeaways:

- Spending too much on high price items
- ROAS is lower, but OK on high price

Suggestion actions:

- Allocate more budget to competitively priced items

Custom label ▾ 4 includes +5-20% and 6 more	Clicks ▾	Conv. rate ▾	Conv. value ▾	Conv. value / cost ▾
+20%	193,923	3.76%	2,035,911.65	3.39
-5% to +5%	103,039	5.48%	1,513,403.87	4.32
+5-20%	85,716	5.65%	1,379,344.91	4.24
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- 3) **Price levels** and/or price comparison levels
- Private Label vs Reseller**
...
- On Sale vs Regular Price**
- In-Category Bestsellers**
Top 5 blenders vs everything else
- On Sale %** - 10%? 20%? 30%?
Good to know for campaigns.

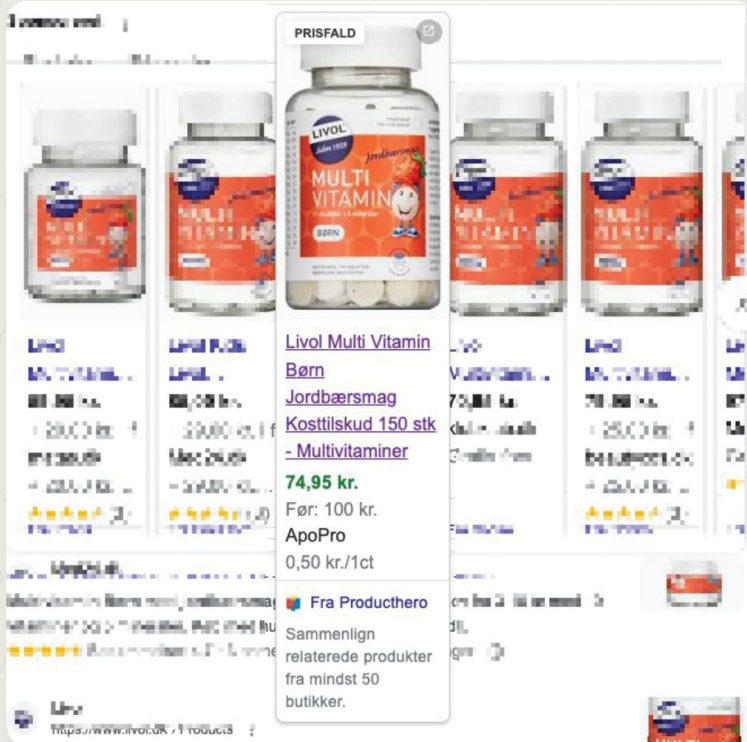
Agenda

- Shopping Experience Scorecard introduction
- Why an optimized feed matters
- Quick review of pass/fail attributes that matter
- Updated learnings for title optimization, image links, product type and more
- Custom Label deep dive (highly underutilized)
- ✔ **Advanced** feed optimization tips
- ✔ **Feed Tools:** My two favorite options
- ✔ **Q&A**

Unit_base_measure

Showcase how much a product is per:

- ✔ Serving / Pill / count
- ✔ Item in a bundle

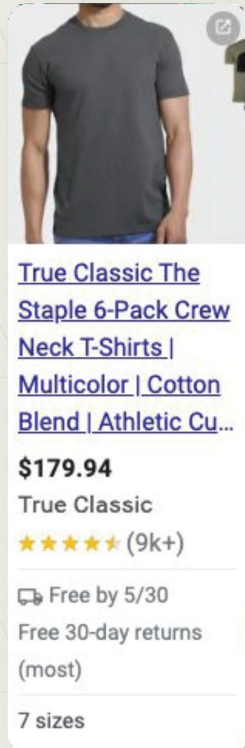


Unit_base_measure

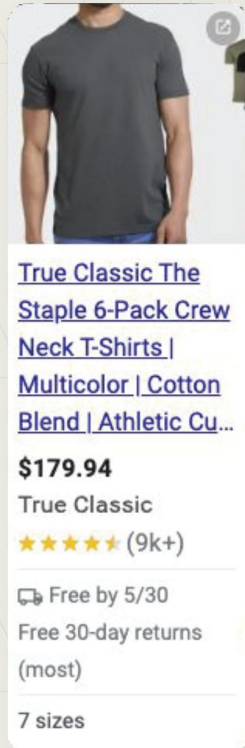
Showcase how much a product is per:

- ✔ Serving / Pill / count
- ✔ Item in a bundle

Heavily underutilized by most...



Unit_base_measure



Fairly simple to implement with the correct feed tool.

Only requirement is that send in size / bundle info in the feed. Then you can do the rest with rules.

Limit Product Variants

Your data is shown per product variant:

- ✔ Tough to analyze.
- ✔ Can be tough for Smart Bidding.

Limiting variants are in some cases a good way to gain traction:











- ✔ Rings
- ✔ Bras
- ✔ Apparel

Careful though.

Image	Title	↓ Clicks	Impr.
	Como Coach Twill Jacke / Mantel für Herren - Dark Navy	104	6,545
	Como Coach Twill Jacke / Mantel für Herren - Dark Navy	98	7,520
	Como Coach Twill Jacke / Mantel für Herren - Dark Navy	93	6,696
	Stan AOP Swim Shorts 2.0 für Herren - Light Desert Sand/Cherrywood	88	10,682
	Copenhagen 2011 T-Shirt für Herren - White/Black	84	7,325
	Theodor Leather Sneaker für Herren - White	81	12,001
	Lesley Paisley SS Hemd für Herren - Light Ivory	78	8,020
	Como Coach Twill Jacke / Mantel für Herren - Dark Navy	78	5,486

GTINs, what are they good for?







Sponsored :

 	 	 		 	
Nike - Men's Pegasus 40...	Mens Nike Air Zoom Pegasus...	Nike - Men's Pegasus 40...	Nike - Air Zoom Pegasus 40...	Nike Winflo 10 Men's Road...	Nike - Mens Air Zoom Pegasus...
\$90.97 \$130	\$99.95 \$130	\$81.97 \$130	\$99.98	\$72.97 \$105	\$130.00
Nike	Road Runner ...	DICK'S Sporti...	ShopWSS	Nike	Foot Locker
★★★★★ (919)	★★★★★ (863)	★★★★★ (863)	★★★★★ (919)	★★★★★ (489)	★★★★★ (919)

GTINs, what are they good for?

Match the same product across competitors.

Sponsored :







 SALE Nike - Men's Pegasus 40... \$90.97 \$130 Nike ★★★★★ (919)	 SALE Mens Nike Air Zoom Pegasus 40... \$99.95 \$130 Road Runner ... ★★★★★ (863)	 SALE Nike - Men's Pegasus 40... \$81.97 \$130 DICK'S Sporti... ★★★★★ (863)	 Nike - Air Zoom Pegasus 40... \$99.98 ShopWSS ★★★★★ (919)	 SALE Nike Winflo 10 Men's Road... \$72.97 \$105 Nike ★★★★★ (489)	 Nike - Mens Air Zoom Pegasus 40... \$130.00 Foot Locker ★★★★★ (919)
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GTINs, what are they good for?

Match the same product across competitors.







Learn from competitor's ad spend.

Sponsored :

 SALE Nike - Men's Pegasus 40... \$90.97 \$130 Nike ★★★★★ (919)	 SALE Mens Nike Air Zoom Pegasus 40... \$99.95 \$130 Road Runner ... ★★★★★ (863)	 SALE Nike - Men's Pegasus 40... \$81.97 \$130 DICK'S Sporti... ★★★★★ (863)	 Nike - Air Zoom Pegasus 40... \$99.98 ShopWSS ★★★★★ (919)	 SALE Nike Winflo 10 Men's Road... \$72.97 \$105 Nike ★★★★★ (489)	 Nike - Mens Air Zoom Pegasus 40... \$130.00 Foot Locker ★★★★★ (919)
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GTINs, what are they good for?

Sponsored :

SALE	SALE	SALE		SALE	
					
Nike - Men's Pegasus 40...	Mens Nike Air Zoom Pegasus...	Nike - Men's Pegasus 40...	Nike - Air Zoom Pegasus 40...	Nike Winflo 10 Men's Road...	Nike - Mens Air Zoom Pegasus...
\$90.97 \$130	\$99.95 \$130	\$81.97 \$130	\$99.98	\$72.97 \$105	\$130.00
Nike	Road Runner ...	DICK'S Sporti...	ShopWSS	Nike	Foot Locker
★★★★★ (919)	★★★★★ (863)	★★★★★ (863)	★★★★★ (919)	★★★★★ (489)	★★★★★ (919)

Match the same product across competitors.

Learn from competitor's ad spend.

Applies to DTC too. Historic values are saved on GTINs.

... a **must have**.



Tools to help



channable

channable



DataFeedWatch
by cart.com

DataFeed Watch

Google Shopping Feed Attributes

















 [Walkthrough of how to use](#)

 [Feed Optimization Guide](#)

 [Recommended feed optimization tool](#)

 **Attributes**  [Advanced attributes](#)  [Review](#)  [Attributes to Optimize](#) +

   ... [New](#)

Name	Required?	Importance	Status	Priority	Effort	Relevant for	How to Optimize
 ID	Required	-	Exists / Optimized				Add
 Condition	Required	-	Exists / Optimized				Add
 GTIN	Required	High	Exists / Optimized				Add
 Brand	Required	-	Exists / Optimized				Add
 Availability	Required	-	Exists / Optimized				If out of stock on popular size
 Price	Required	-	Exists / Optimized				Add
 Image link	Required	-	Exists / Optimized				Change image to stand out
 Link	Required	-	Exists / Optimized				Add
 Description	Required	Low	Exists / Optimized				Use from site, or have AI write
 Title	Required	High	Optimize	High	Easy		 Guide . Add keywords co
 Sale price	Recommended	High	Exists / Optimized				Add
 Additional image link	Recommended	High	Exists / Optimized				Add
 Shipping (all)	Recommended	-	Not applicable				Add if not in Merchant Cent
 Google product category	Recommended	Low	Optimize	Low	Easy		Add
 Custom Label	Recommended	Medium	Optimize				Add segmentation (on sale,



Four Main Takeaways



- 1 Add all Hygiene attributes
- 2 Optimize the four core attributes
- 3 Get insights with Custom Labels
- 4 Go more advanced... if necessary

Download the Feed Analyzer template here:
savvyrevenue.com/feed-analyzer

The agency for anything complex

Work directly with a dedicated senior specialist who:

- ✔ manages 1–3 other advertisers
- ✔ works proactively on your accounts
- ✔ provide sparring on strategy

Email me at andrew@savvyrevenue.com for a chat

savvyrevenue

SACK it "Huge high five from us!"

avXperten "They have a can-do-attitude"

WATTO

LAKRIDS
BY BÜLOW "We highly recommend savvyrevenue"

ABBOTT LYON "Savvy feels like an extension of the team"

TØJ|eksperten "We

KUNDELIG BILLETTSAGNER
Illums Bolighus

"We trust that we are in good hands"



EVENTYRSPORT

"Savvy is a proactive sparring partner"



"Savvy gives us co



ApoPro.dk "Savvy helps us reach our goals"



RITO "Savvy is a valuable partner"

Next Level eCommerce is powered by...

