Add Optional Attributes

Let's consider the role optional attributes play in increasing ad relevance:

Just like many other comparison shopping channels, Google Shopping uses the product information included in your data feed to understand exactly what your product is. This helps Google decide when and whom to show your products to.

By providing the additional context via optional attributes you can increase your ad relevance and grow your conversion rate as a result. It will also help you show your products for very specific, high-purchase intent searches.

For example, if someone is searching for a red, silk robe, size M, medium length, that you just happen to have in your product catalog, you have much better chances for serving your ad if you provided the additional info about material and dimensions in your shopping feed; so Google knows your product is spot-on for the given search query.

Another perk of optional fields is that they can help you optimize your campaign structure:

For example, you can group your products using product_type to then optimize bids in your campaign. If you're selling engagement rings, you could decide to bid more aggressively for the gold rings product group and have a lower bid for silver rings that are probably bringing you less profit.

To add an optional attribute in DataFeedWatch, scroll down the mapping panel and click on 'Add optional field'. Select one or more fields from the list and click *Add field*. Then proceed to map them accordingly.

If you're unsure which fields to add, think of the product information you have in your raw product data that wasn't included in the list of the required fields. You can also ask yourself which product parameters are important for your customers when making a purchase decision.