



Include and Exclude Products

When creating a product feed that will support your shopping campaign objectives it's important to take a closer look at the list of products you're going to advertise.

Although it's an optional step in setting up your product feed, it's one that can make a significant difference in your campaign ROI.

If you were to take your ad conversions under a microscope, you'd likely discover that not every sale benefits your wallet.

For example, it might be that the advertising costs for a selected group of low-margin products outweigh your profit, dragging down the overall ROI. This could be easily avoided by excluding these kinds of items from your data feed.

To set an exclusion rule, head to the 2nd tab in the Edit Feed panel:

Here you can decide to exclude products based on a number of factors, including low price or margin, seasonality, availability, or any other information present in your data source.

For example, if I wanted to exclude my summer collection during wintertime, I could set a rule that looks like this:

The screenshot shows the 'Include/Exclude Products' tab in a software interface. At the top, there are three status indicators: 'Map Fields required' (green checkmark), 'Include/Exclude Products optional' (green checkmark), and 'Categorize Products optional' (green checkmark). The main section is titled 'Include/Exclude Products' and contains a 'Copy from Other Channel' button. Below this, there are two tabs: 'Include/Exclude Products' (selected) and 'Exclude Associated Variants'. The 'Include/Exclude Products' tab has a dropdown menu set to 'Exclude' and a condition dropdown set to 'IF'. Under the 'IF' condition, there are two rules. The first rule is 'description includes summer' with a '+ AND' button and a red 'X' icon. The second rule is 'date is between 01-01-2021 - 31-03-2021' with a '+ AND' button and a red 'X' icon. At the bottom, there are buttons for 'Back to Channels', 'Previous Tab', 'Preview', 'Save Changes', and 'Save and Proceed'.

In that specific case, starting with the beginning of April, my summer collection would be automatically re-included in the product feed.

Another popular exclusion factor is product availability. It's important to mention that Google Shopping pauses advertising for out-of-stock products all by itself. In short - there is no need to exclude them from the feed. For other channels, however, it's a recommended practice to exclude the unavailable items.