Optimizing Key Components of a Shopping Feed

Because your product data is the foundation for a successful shopping campaign, it is important to continuously optimize it to increase:

- the relevancy of your ads,
- their appeal
- and as a result - your ROI.

During this course, we will focus on the key areas of your data feed and how to make them more powerful.

Before we dive into it, for each area we will go over, we included additional resources below the video. It is recommended to check them out as they will provide you with more insights and ideas on how to optimize your feed further.

One of the biggest performance factors are your product titles:

- Keywords in your product names have a great influence on which queries trigger your ads. This is true both for paid shopping ads and for free product listings, also known as surfaces across Google, that were introduced in early 2020

- Product titles, when descriptive and wells-structured, can also entice shoppers to click on your ad instead of that of a competitor

The rule of thumb is to **place the most important information first** and include attributes that your customers take into consideration when making a purchase.

For example, a good title structure for a well-known apparel brand could be:{brand name} (in front) + (followed by) product_type and attributes such color, size and gender

Another area worth focusing on are product images:

3 days after hearing information people are likely to remember only 10% of it. However, if a relevant image is paired with that same information, people retain 65% of the information three days later.

The challenge with online shopping is that people can't touch or see the actual product. That's why the role of images is enormous.

To make a great and lasting first impression, follow these best practices:

- Use a clean, professional image, with no watermarks, promotional text, or another overlay
- Remember to make use of variant images for items that come in multiple colors, shapes, or sizes
- And, Try lifestyle vs plain product image - may retailers, especially in the apparel sector find that lifestyle images make for a more powerful magnet than a plain product image

The 3rd feed component to pay attention to are Custom Labels:

Custom Labels are optional attributes that allow you to optimize your bidding.
You can use them to divide your Google Shopping campaigns by any information you want.

For example, you could decide to split your product catalog by profit margin, price range, or seasonality.
Implementing this kind of division is possible by setting up simple feed rules like this one:

Then, in Google Ads, you will be able to make bid adjustments per product group. For example, be more aggressive with high-value products, and bid more conservatively for those with low prices.

Last but not least - Product identifiers!

Although providing product identifiers is no longer required to advertise your products, it comes with great benefits for those who go the extra mile.

Google uses Unique Product Identifiers to better understand and categorize your products - this means your product ads get better matched with shoppers, gain a higher CTR. And as a consequence, you end up paying a lower CPC.

In addition, Google openly states that products with GTINs provided are given priority over the same products without identifiers submitted. That is because advertisers who are able to produce identifiers are seen as more trustworthy and likely to ensure a smooth shopping experience.

Finally, Google uses GTINs to identify the same products sold by many advertisers and compare them in the 'Compare by store' feature in free product listings. So, if you play your cards right, you can even steal a customer from right under your competitor's nose.

If you're wondering where to start with feed optimization, these 4 areas are an excellent spot.