



Advertise in Multiple Countries

Once your feeds and shopping campaigns are optimized, it's only natural to consider expanding to new markets. To successfully expand into other countries with Google Shopping, you need to ensure that the language and currency in your feed are supported in the country you're advertising in.

Let's go over a quick overview of the most common scenarios:

- **First scenario: Same language and currency**

This is the easiest way to run ads in another country. All you need to do is add the new country in the Google Merchant Center under feed targeting, and you are all set. This is the case for Germany and Austria.

- **2nd scenario: For countries with the same language, but different currency,**

like Australia and the United States, you will need to set up a new feed for the additional country.

To speed up the process, in DataFeedWatch, you can copy the feed configuration of the original feed. Then you will need to use the currency conversion tool from Google to meet advertising requirements. Check for more information on how the Merchant Center currency converter works in the [link below the video](#).

- **3rd scenario: Advertising in countries with different languages and currencies**

- that one will take a bit more effort.

Before you can actually start advertising, you will need to translate your product landing pages and build a product feed in the language of the target country. Many shopping cart platforms such as Shopify, offer dedicated plugins that will automatically translate your shop pages and enable you to export the translated data onto a feed tool.

When it comes to Currency conversion - it can be solved by the use of Google's Merchant Center tool.

If you'd like to learn more about setting up multi-country feeds in DataFeedWatch - schedule an onboarding call or drop us a line on a live chat.