



A Harte Hanks Company

Google Shopping – Feed and Query-Based Optimization



Client

An outdoor sports-based ecommerce company with thousands of products in its catalog.

Challenge

3Q had managed the client's paid search accounts for many years. We took over management of the client's Google Shopping campaign at the beginning of January 2015 with the goal of improving Shopping ad spend efficiency.



Methodology

We tackled the issues of basic feed formatting and optimization using feed technology tool Productsup. Next, we established performance-based feed rules to exclude poor-performing products that did not meet performance thresholds. We also incorporated a modified version of our proprietary Alpha Beta Campaign Structure to our Shopping accounts to optimize bidding for, and force queries to, top-performing products.

BASIC FEED FORMATTING AND OPTIMIZATION

After taking over feed management, we increased the number of products moving from the raw client feed to the Google merchant center by 14% and improved product ranking in search results within the first week by:

- Correcting errors and filling in missing values in the feed via Productsup filters
- Refining policy-based filters on a more granular level

- Creating an additional feed in Productsup, mapping the client's product category structure more thoroughly and accurately to Google Product Categories
- Removing HTML from product descriptions
- Setting up promotional text for products
- Inserting the top queries associated with individual products or product categories into product titles and descriptions

PERFORMANCE-BASED FEED RULES

Working directly with the feed, we wrote rules into the platform to exclude products based on **performance thresholds**. Dropping products that have historically not converted, or have a poor ROAS, allowed more relevant products to show on the queries these were previously mapped to.



QUERY-BASED FEED OPTIMIZATION

Similar to traditional keyword campaigns, 3Q has developed an Alpha-Beta methodology for managing new Google Shopping campaigns, isolating top-performing products in an Alpha Shopping campaign, and targeting all products in a Beta Shopping campaign. The current “Beta” campaign should be structured based on relevant categories and product types and bid at that level.

Essentially, this process is designed to give advertisers optimal bidding optimization of top-performing products while allowing new winners to crop up in the Beta campaign.

GOOGLE SHOPPING CAMPAIGN (BETA)


Campaign priority ?					
Item Id	Conversions	ROAS	Rev	Cost	
8684836	94	3062%	\$ 3,698	\$ 121	
458698	72	1840%	\$ 19,033	\$ 1,034	
8594732	57	338%	\$ 20,085	\$ 5,946	
4841125	33	1987%	\$ 9,704	\$ 488	
4841119	33	1587%	\$ 8,140	\$ 513	
9085225	30	365%	\$ 2,184	\$ 598	
1154396	28	5113%	\$ 6,898	\$ 135	
9106027	28	1934%	\$ 866	\$ 45	
9077863	23	770%	\$ 1,069	\$ 139	
9085679	17	463%	\$ 23,849	\$ 5,152	

Low
 Medium
 High

Item ID	Product type (1st level) ?	Category (1st level) ?	Category (2nd level) ?	Category (3rd level) ?	Category (4th level) ?
458698	lcd monitors 23 - 24	Electronics	Video	Computer Monitors	--
8594732	internet tablets	Electronics	Computers	Tablet Computers	--
8684836	home media players	Electronics	Video	Video Players & Recorders	Home Media Players
8684836	portable video devices	Electronics	Video	Video Players & Recorders	Home Media Players
4841119	led backlit monitors	Electronics	Video	Computer Monitors	--
4841125	led backlit monitors	Electronics	Video	Computer Monitors	--



GOOGLE SHOPPING ALPHA SETUP






Campaign priority 

- Set campaign priority to high to force queries to high-converting products
- Optimize bidding on high-volume products
- A/B test product feed with query enhancement, images, titles, and descriptions

Low
 Medium
 High

These are a sample Shopping campaign's top-performing product IDs. We moved these to a high-priority Alpha Shopping campaign, where we set product targets on the Item ID level to achieve the most control over bid optimizations.

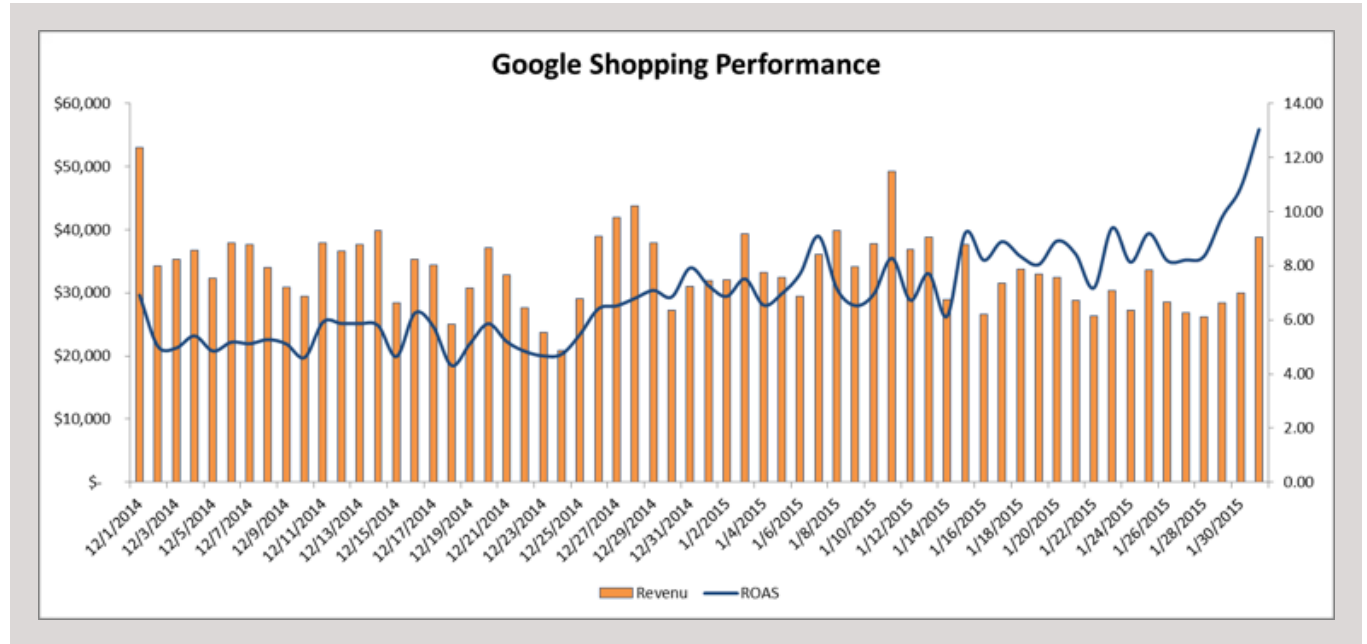
Once the proper structure and bidding strategy was in place, we used search query reports to optimize high-volume and high-value SKUs. We worked these queries into the titles and the descriptions of these products. The result was more impressions (Google deeming the products relevant to the search term) and higher CTR (searchers seeing that the product is what they are looking for in the title).

Item ID	Converted clicks  ↓	Cost 	Click conversion rate 	Total conv. value 	Conv. value / cost 
1304804	186	\$1,164.70	16.59%	2,445.4	2.1
1173213	104	\$856.64	7.80%	806.8	0.9
2070741	88	\$1,044.89	7.55%	3,749.1	3.6
2208616	62	\$794.97	5.72%	1,264.2	1.6
1304805	77	\$516.38	13.32%	423.1	0.8
2163388	77	\$866.52	7.83%	1,569.9	1.8
1527103	75	\$576.66	5.53%	615.4	1.1
1517378	73	\$575.75	5.09%	869.1	1.5
2316858	72	\$418.54	11.11%	1,127.1	2.7
1173225	69	\$505.10	7.40%	544.0	1.1
1409339	68	\$818.40	3.17%	3,594.2	4.4



Results

The combination of feed optimization via Productsup, combined with front-end bid optimization and organization of products into the Alpha Beta Campaign Structure, resulted in a 43% increase in efficiency month over month, with nominal impact on revenue volume.



Month	Cost	Revenue	ROAS
Dec-14	\$ 189,454	\$ 1,059,415	5.59
Jan-15	\$ 127,699	\$ 1,019,947	7.99
Delta	-33%	-4%	43%





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