

Shopping Ads

Shopping Ads are the next step in digital retail advertising, shown to consumers with rich product details at the exact moment of consumer interest. Including details such as a photo, price, reviews, special promotions and direct purchase options makes it easy for consumers to choose and buy your product. And we make it easy for you to show up in results with your relevant inventory!



Make Your Products Easy to Find and Buy Online

Be seen at the top of Google, one of the largest shopping comparison engines on the web.



Stay Ahead of the Competition

If you aren't advertising with Shopping Ads, you could be losing sales to both online and local competitors. We'll get your relevant products into the mix.



Drive More Qualified Leads to Your Website or Local Store

Pre-qualify clicks by providing the relevant product details necessary for a consumer to know before they click, and ultimately buy from you.

60%

OF PEOPLE SHOP ONLINE BECAUSE THEY'RE ABLE TO SHOP AT ALL HOURS OF THE DAY.¹

76%

GOOGLE SHOPPING ADS NOW MAKE UP 76% OF ALL RETAIL AD SPEND.²

81%

OF RETAIL SHOPPERS CONDUCT ONLINE RESEARCH BEFORE BUYING.³

Google Shopping is the largest growth opportunity for most online retailers in 2019.⁴

Get Hand-Held Setup of Your Ads

Our onboarding team will make sure your ads are set up correctly to meet stringent Google requirements from the start, ensuring accuracy and relevant placement throughout the life of your campaign.

Create Comprehensive Digital Ad Campaigns That Can't Be Ignored

Reach consumers across all their digital touchpoints with your e-commerce products. Show them the products they're most interested in across search, shopping, social, display advertising and more.

Rely on a Company with a History Helping Businesses Grow Locally

We've been helping businesses for over 10 years with their search campaigns. We manage just under 14,000 unique campaigns each year for almost 12,000 clients. History shows that we know your business.

Trust in our E-commerce Advertising Pros

A Shopping Ads campaign is only as good as the data you put into it. Seasoned Google Shopping Ads Experts stay up to date on the ever-changing Google landscape, ensuring you're appearing where and when consumers are ready to buy.

Protect Your Quality Score

Search engines have a complex algorithm that determines Quality Scores for each of your ads. That score factors heavily into the price you pay per click and your visibility. Our team of support experts constantly work to improve and protect those scores, so you don't have to.

PARTNERING WITH A



Shopping Ads

Reach new audiences that are ready to buy with detailed information about your products, driving more revenue to your bottom line.



Context-Rich Ad Format

With Shopping Ads, you can provide product details like an image, price, reviews and a link to your website to purchase. You can even indicate a local location. * This creates convenience for shoppers, allowing them to compare products and make an educated purchase decision before they even click on your ad.



The Power of Google

Millions of consumers are using Google to actively look for products every day, and the volume of Google searches grows by roughly 10% every year⁵. As the volume grows, you have more chances to drive traffic to your website through paid ads and organic results. Get your inventory in front of this massive audience!



Pre-Qualified Clicks

The cost-per-click pricing model means you only pay for the clicks that count. Consumers who know they won't choose your product, won't click on your ad, ensuring you're only paying for the leads that matter. As a retailer, you're able to increase the quality of your leads by featuring product information directly in your ads to help consumers make informed purchase decisions. This makes shoppers more likely to complete a purchase once they arrive on your site.



Technical Setup

We take the complexity out of ad set-up. Our team of experts configures your product data feed to meet their specific requirements and further optimizes it to drive better campaign results. We'll ensure all your product information like color, size, price, and image is organized in a way that's acceptable to Google and easily found by consumers.



Shopping Ads Experts

Our experts create and manage the complexities of inventory-specific ads that allow for direct purchase online. We'll assist in setting up your Google Merchant Center and make sure your ad campaigns are running smoothly. Our experts optimize ad and product groups, bids, and keywords so you can reach online shoppers in the market for your product with the relevant information they need to make a buying decision.



Monthly Reporting

Detailed reports are delivered each month by one of our Shopping Ads experts. Along with traditional performance metrics, you'll receive campaign strategy insights and product-level performance metrics like conversion counts and revenue generated. These insights show which products online shoppers are most interested in and ROI for your product marketing campaign.



Complement Your Existing Marketing Campaigns

Shopping Ads can amplify your current digital marketing strategy, helping you to capture an even larger percentage of buyers. Already running a paid text or SEO campaign? Shopping Ads are yet another opportunity for your product to show up on valuable search results real estate. We'll create a comprehensive strategy to target specific keywords per tactic, removing the gap from "thought to bought."



Crank Up the Impact with Dynamic Remarketing**

This add-on to Shopping Ads targets users who have visited the webpages of specific products on your site; utilizing product information directly from the product data feed. The ad, which shows the exact product they viewed along with similar inventory, is served alongside the content they consume as they surf the web - further broadening your reach and impact!