The Smart Marketer's Guide to Google Shopping

Can Google Shopping be machine learned?

criteo.

How to Crush Your Campaigns and Drive Sales

The keys to success

Google Shopping has become essential to retailers' marketing strategies. But despite the channel's proven effectiveness, it's a difficult task to master. The good news is, there are new solutions and strategies to help.

In this report, you'll discover why marketers are so enthusiastic about Google Shopping — and why they find it so challenging. You'll also see how Google Shopping can perform at its best through machine learning and automation.

criteo.

Maximizing Performance on Google Shopping Can Be A Challenge

Find the right balance between Reach and ROI

Whether your catalog includes millions of products or just a few thousand, building and maintaining your Google Shopping campaigns gets complicated to do in real time.

Here's why:

If you choose to include a large number of items in order to maximize the chances of your products appearing in Google Shopping results, you may achieve great reach, but at the expense of ROI.

Conversely, if you prioritize optimizing your ROI, you may end up focusing exclusively on your catalog's star products, which significantly reduces your reach.

Reach
To make the most of your entire catalog, you need to bid on a wide variety of products. Your reach then expands, but fine-tuning all of your bids gets challenging. The ROI of your campaigns suffers as a result.

Reach or ROI?
What if you could have both?

ROI
You focus your efforts on the best-performing items and you remove low-performing ones. While your ROI improves significantly, you miss out on a large number of sales opportunities.

SEM is the #1 Channel for ROI

SEM grabs the top spot for its ability to generate online ROI, ahead of both email and SEO (Search Engine Optimization).

criteo.

Moving Beyond Simplistic Segmentation Is Critical

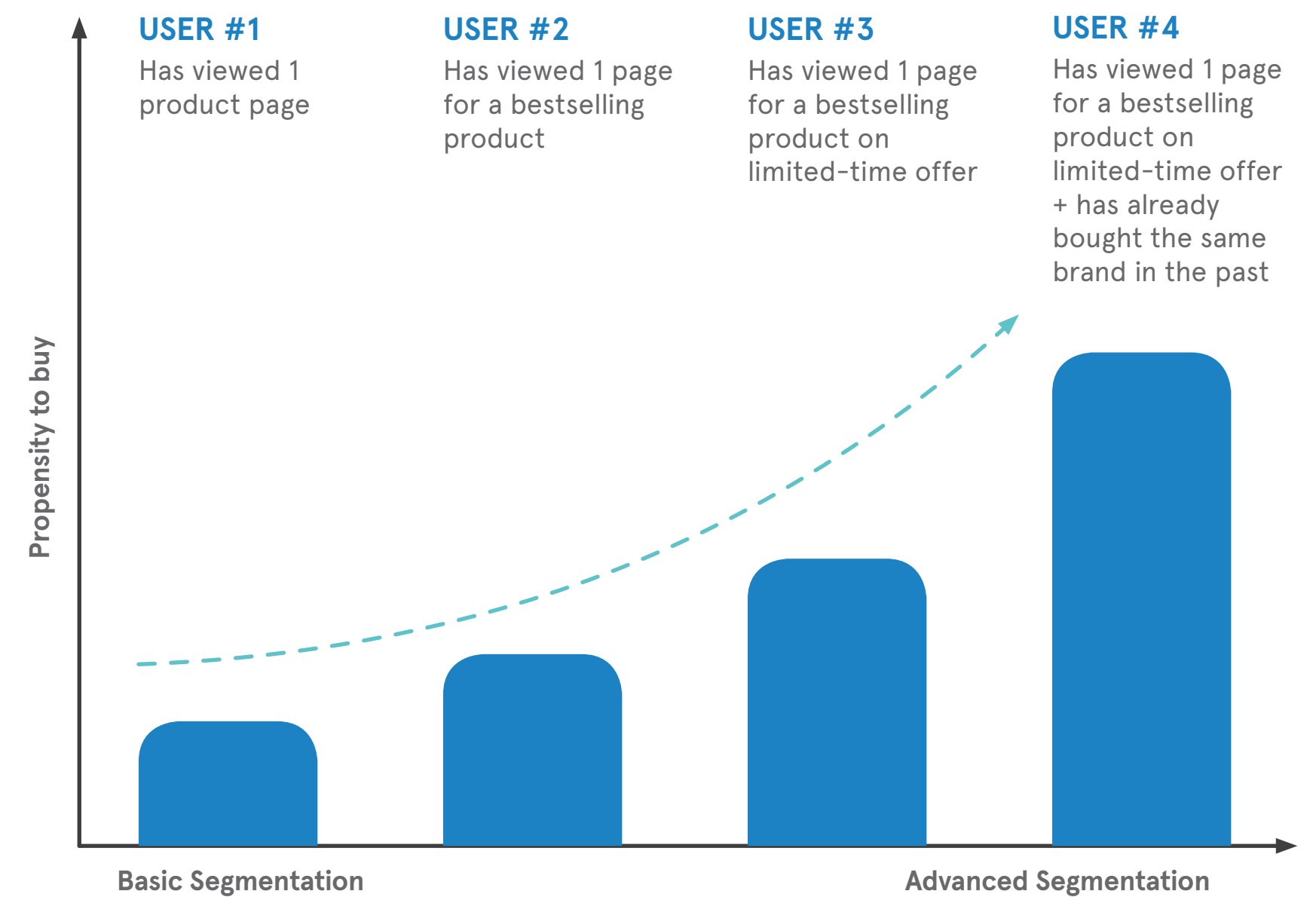## Why you need sophisticated segmentation

To make it easier for marketers to get started, Google offers simple ways to segment audiences using Remarketing Lists for Search Ads (RLSA). While a useful tool, leveraging these lists doesn't mean you're using Google Shopping to its full potential.

Why? Propensity to convert can vary significantly from one user to the next depending on their respective histories and levels of engagement. It's not unusual to measure variations of 1 to 10 (or more)* between internet users that run-of-the-mill segmentation methods typically place in the same bucket.

Getting the most out of product listing ads (PLAs) requires approaching each visitor's value potential at a greater level of detail.

* Source: Criteo, internal analyses

RLSA: How More Advanced Segmentation Can Unlock Marketing Value

USER #1
Has viewed 1 product page

USER #2
Has viewed 1 page for a bestselling product

USER #3
Has viewed 1 page for a bestselling product on limited-time offer

USER #4
Has viewed 1 page for a bestselling product on limited-time offer + has already bought the same brand in the past

Propensity to buy

Basic Segmentation   Advanced Segmentation

criteo

Knowing What Drives Performance Isn't Just About Intuition, It's About Insights

To succeed with Google Shopping, knowing how to market a product catalog and having a deep understanding of purchasing trends matters more than mastering the fundamentals of search engine marketing. Building this level of expertise and gathering deep insights takes time.

But taking your Google Shopping campaigns to the next level isn't just about making strategic decisions — there are also operational challenges. Even with relatively basic setups, Google Shopping is difficult to scale manually. To marketing teams, this means more time spent in the day-to-day management of their campaigns, with less time available to discover new insights and develop new strategies.

So how do marketers scale, optimize, and succeed with Google Shopping?

criteo.

To overcome the limits of Google Shopping, we need to focus on marketers' priorities: more informed decisions, more sales

84%

of retailers using PLAs use Google Shopping

Source : Engel Research

criteo.

Google Shopping and the Power of Machine Learning and Automation

55%

of retailers say they spend more on PLAs than they do on text ads.
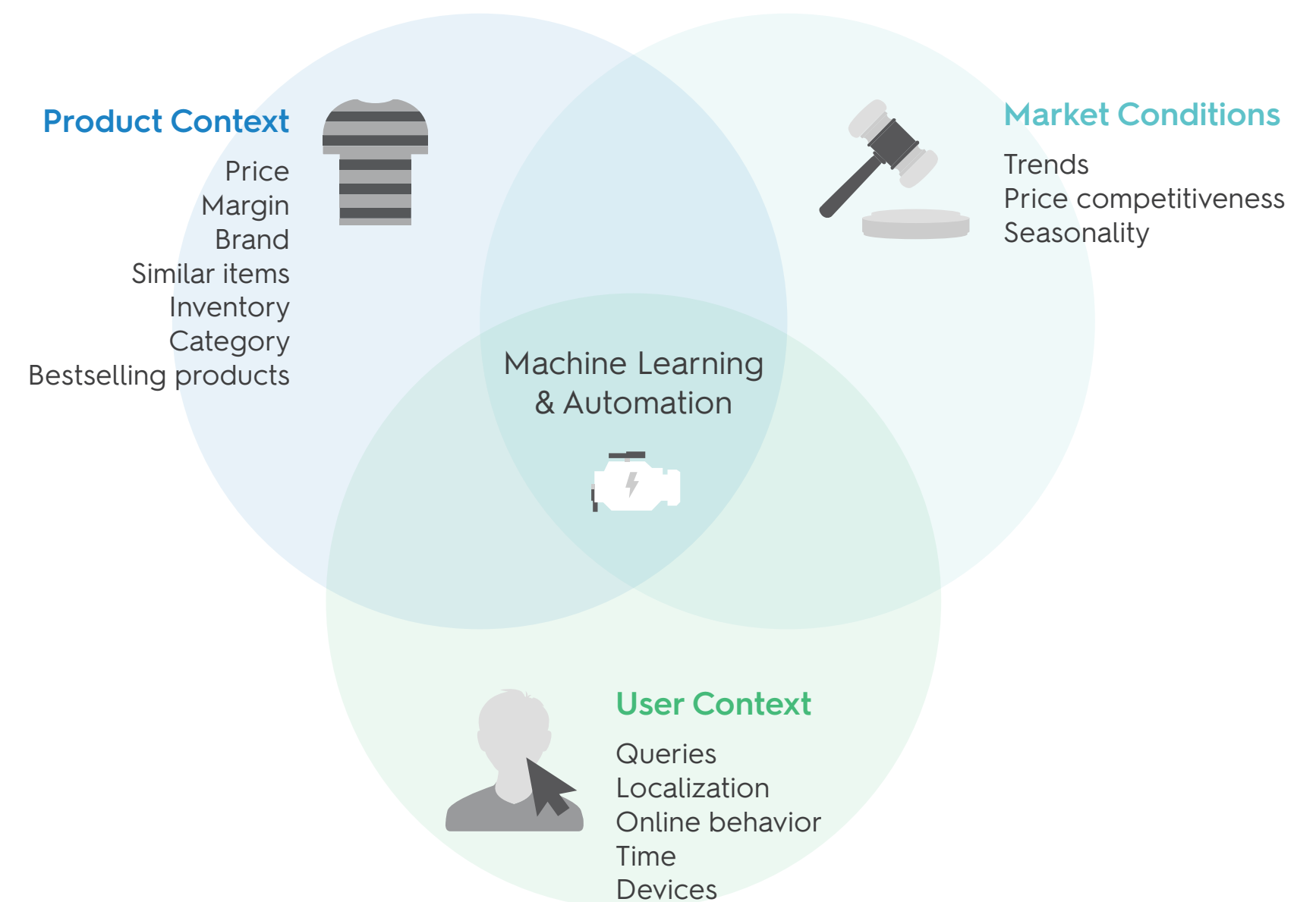
Source: Engel Research

criteo.

What Exactly Is Machine Learning and Automation, and How Does It Work For Me?

Innovative solutions to get the most out of Google Shopping

Machine learning is a valuable tool for modeling the complexity of PLA campaigns and for predicting their results via data analysis. It can identify performance factors and interactions, and optimize against them. Its unique ability to capture and interpret multiple signals significantly increases the effectiveness of Google Shopping campaigns.

Automation drastically reduces the manual burden of optimizing campaigns, regardless of how large your catalog is. Automating repetitive tasks allows teams to focus on tasks with a higher added value, and creates a more effective workflow marked by operational excellence.

What factors influence a Google Shopping campaign?

Product Context
Price
Margin
Brand
Similar items
Inventory
Category
Bestselling products

Market Conditions
Trends
Price competitiveness
Seasonality

Machine Learning & Automation

User Context
Queries
Localization
Online behavior
Time
Devices

criteo

5 Commandments For The Smart Marketer

1. Find The Right Performance Levers With Machine-Learned Technology

2. Target Purchase Intent and Commitment Accurately

3. Project and Achieve Your ROI

4. Count On More Buying Signals

5. Get Time Back In Your Day To Focus On The Things That Matter Most

criteo

Find the right performance levers with machine-learned technology

Machine learning has made it possible to capture data on a massive scale, and far more effectively than any human being could ever do.

Machine learning automatically identifies the most relevant settings and combinations in your Google Shopping campaigns.

With the power of machine learning, the most effective levers are monitored and refined in order to maximize your ROI.

+73%
Revenue

+51%
ROAS

"

We achieved great results in only a few months.

Sam Ross, Senior Manager, Growth Marketing, Teespring

criteo.

Target purchase intent and commitment accurately

Segmentation algorithms, which have replaced broad-stroke manual segmentation, allow marketers to effectively target individual users based on their observed purchase intent.

The result is bids adjusted to each user's potential and unprecedented granularity in your remarketing lists.

+35%
Revenue

+29%
ROAS

"

We were losing impressions to our competition. Criteo makes everything much more efficient; our Google Shopping performance has soared.

Aaron Hall, Division Vice President, Party Supplies Delivered

criteo.

Project and achieve your ROI

By continuously incorporating how data is being used in order to improve the results, machine learning ensures a rapid and significant optimization of all performance indicators in your Google Shopping campaigns.

Advanced technology makes optimization faster than ever before.

criteo.

Count on more buying signals

Machine learning's predictive capability allows you to boost your campaigns by factoring in historical results. Better still, this technology offers the possibility of improving your bids for products with little or no historical data including niche products, seasonal products, and products that are new to feeds.

Increase your optimization capacity by refining your knowledge of each user's purchasing intent and the products that interest them.

+16%
Conversion Rate

+36%
ROAS

"

Bidding at the brand and category level can result in sub-optimal bids because you're not breaking things out more granularly.

Ryan Pabelona, Senior Manager of Marketing, Revolve Clothing

criteo.

Get time back in your day to focus on the things that matter most

No more hours spent on maintaining the structure of your campaigns, its settings, bid changes and budget ceilings. Thanks to automation, you can focus on the essentials: trends analysis, research on new insights, strategy development.

With optimal operational conditions for your campaigns, you can invest more time thinking about the evolution of your catalog, as well as its relevance and fit for your market.

+19%
Sales

+29%
ROAS

"

Given our expectations for Google Shopping, Criteo allows us to be much more ambitious.

Sébastien Robles, Marketing Director, BrandAlley

criteo.

Master Google Shopping with Criteo Predictive Search

Criteo Predictive Search (CPS) is a fully automated, end-to-end, high-performing solution, designed from the ground-up to boost your Google Shopping campaigns.

1. Performance

Our proven machine learning technology frees you from the time-consuming manual optimizations of your Google Shopping campaigns and guarantees a better ROI.

2. Automation

The automatic and continuous adjustment of your campaigns, their structure, settings, bidding rates and budgets saves you a lot of valuable time.

3. Prediction

By analyzing buyers' journeys from more than 1.2 billion Internet users around the world, we're able to build remarketing lists for search ads (RLSA) that take into account each user's level of commitment.

4. Machine learning

Criteo Predictive Search is constantly learning and able to cope with any type of campaign volume on Google Shopping, even adapting to seasonal activity peaks.

Party Supplies Delivered
+35% Revenue   +29% ROAS

SOLE/SOCIETY
−27% CPA   +323% Conversions YOY

SmartClick ADVERTISING Online Marketing • Social Media
+47% ROAS   +51% Revenue

Compressionsale.com
+53% Conversions   −25% CPA

criteo

To find out more about how Criteo Predictive Search has helped brands like yours reach, and even outperform, their goals on Google Shopping, we invite you to get in touch with our search experts at **www.criteo.com/fr/products/criteo-predictive-search**

About Criteo - www.criteo.com - @criteo

Criteo (NASDAQ: CRTO) delivers personalized performance marketing at an extensive scale.

Measuring return on post-click sales, Criteo makes ROI transparent and easy to measure.

Criteo has over 2,500 employees in more than 30 offices across the Americas,

EMEA and Asia-Pacific, serving over 14,000 advertisers worldwide and with direct relationships with thousands of publishers.

For more information, please visit http://www.criteo.com

criteo.

Please feel free to share

Criteo
@criteo
Automated and predictive, #GoogleShopping campaigns are entering a new era #CriteoPredictiveSearch

Criteo
@criteo
We will be smarter on #GoogleShopping thanks to #machinelearning and #automation #CriteoPredictiveSearch

Criteo
@criteo
Optimizing #GoogleShopping becomes easy, predictive and precise, thanks to #CriteoPredictiveSearch

Criteo
@criteo
With #CriteoPredictiveSearch you no longer need to choose between #reach and #ROI for your #GoogleShopping campaigns

criteo