



8 PPC strategies for retail marketers

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#1. Use local inventory ads

What are they?

Local inventory ads allow you to show information about your products to shoppers in your local area - such as stock inventory, your store's opening times and directions to get there. The ad format is designed to bring local shoppers to your store by showing them that you have the item they're looking for, ready to purchase and pick up in their nearby area.

Benefits to you

- **Promote your in-store inventory:** Let local shoppers know that your shop has the products that they're looking for, at the moment they search on Google
- **Bring your local shop online:** Use the Google-hosted local shop front as a robust, digital local shop-front experience
- **Measure performance:** Monitor the impact your digital ads and free local listings have on online and in-store sales

Local inventory ads are especially effective for in-demand items that can be difficult to find, large products that are generally expensive to deliver or products people need to get their hands on in a hurry - eg: last-minute birthday gifts, anniversary flowers or Christmas gifts.

➤ [Read more about local inventory ads](#)



Sports retailer SportScheck saw a 108% increase in store visits using local inventory ads.

[Source](#)

#2. Optimise your product feed

What is a product feed?

A product feed is a file that contains a list of products you want to advertise on Google and is crucial if you want to maximise the performance of your Google Shopping campaigns. Every piece of information presented in your listings – from product IDs, titles and images to descriptions, page links and prices – is extracted from your product feed.

Why it's important


It's important to understand how the information is shown in your listings and what the end user actually sees. For example, "Large home storage box - 35 x 40 x 20 - Recycled plastic" may show as "Large home storage bo..." for certain impressions. Instead, lead with the key selling point eg: "Recycled Plastic Large Home Storage Box, 35 x 40 x 20" - to ensure the USP is always visible.

You can use your feed to influence which search terms your listings appear for by changing the information you provide, giving you control over who sees your ads.

You can also add custom labels to products in your shopping feed, allowing you to optimise bids for your most important products and structure campaigns around best-selling or high-profit items.

Manually optimising your product feed can be time-consuming so use a product feed management software like Shoptimised to make bulk changes to your feed.

➤ [Read more about optimising your product feed](#)

A stack of three cardboard boxes is placed on a laptop keyboard. Each box has a black shopping cart icon printed on its side. The background is a blurred image of a laptop screen displaying various product listings.

Google Shopping is proven to have much higher conversion rates than standard text ads.

#3. Show product ratings in your ads

What are they?

Product ratings show a score of 1-5 stars on eligible Google Shopping ads. Studies show that product ratings increase click-through rates by anywhere between 35% and 107%, depending on a variety of factors and the numbers can be even higher in some cases.

Why you should use them

Consumers face a lot of uncertainty when they buy products online and the endless variety of options can make it difficult to choose. Product reviews help consumers choose items and click ads with confidence by seeing average scores and accessing reviews from real-world customers.

To get product ratings on your Google Shopping listings, you need to meet the following criteria:

- Have a system for collecting product reviews from customers on your site
- Have at least 50 product reviews
- Sign up for product ratings in the Merchant Center and upload your reviews feed

As the name suggests, product ratings show review scores for the products you sell; they don't tell consumers anything about your business or brand as a retailer. However, there is a review system in place for this, called seller ratings, which can be used to showcase the quality of your retail business.

➤ [Learn more about seller vs product ratings](#)

Products with an average rating of five stars get 126% more orders than products with an average rating of four stars.

[Source](#)



#4. Use ad extensions

What are they?

Ad extensions are additional pieces of information that expand your ads to make them more useful to users and help them stand out - they are especially important for text ads that tend to blend into the search results. There are two extensions that you should use wherever possible:

- **Price extensions:** Show a range of products with prices relevant to the search query.
- **Promotion extensions:** Highlight special offers you're currently running for seasonal events like back to school, Mother's Day or Christmas deals.

Why you should use them

Users can click on product links in your ad and visit the relevant product page or click through to the primary landing page linked through your headline. This gives you the chance to showcase some of your best products in text ads and shorten the path to purchase with compelling prices.

Promotion extensions are designed to tap into the higher purchase intent of users searching at specific times of the year. When people are under pressure to buy school uniforms before the start of term or get their Christmas shopping done before stores close, incentive skyrockets and purchase anxieties are outweighed by the fear of missing out.

➤ [Read more about ad extensions](#)

On average there is a 10-15% CTR uplift from implementing a new ad extension.

Source

#5. Set up dynamic remarketing

What is it?

Dynamic remarketing allows you to show ads to previous visitors who have looked at specific products or services on your website. Instead of manually creating image ads for all of your products, Google will automatically create the ads for you, based on the information you provide in your product feed. All you need to do is make sure your feed is in order and add the dynamic remarketing tag to each page of your website.


Benefits to you

Dynamic remarketing allows you to reconnect with lost visitors, including those who viewed a product on your website, abandoned a shopping cart and purchased products. These visitors are already familiar with your website and are often easier to convert into paying or recurring customers.

Dynamic remarketing also allows you to personalise your marketing campaigns as it uses information from a user's previous visit and creates ads that specifically appeal to them. This makes it much more likely that they will convert during a repeat visit.

Due to the personalised nature of dynamic remarketing, these ads can deliver higher than average return on investment compared to regular ads.

➤ [Learn more about dynamic remarketing](#)



Netshoes saw a 30-40% growth in overall revenue with dynamic remarketing during the Christmas season.

[Source](#)

#6. Geotargeting & ad scheduling

What are they?

To maximise sales and return on ad spend (ROAS), you need to increase your bids when your ads are most effective. For retailers, this is especially important as seasonal trends have such a significant impact on sales. There are several strategies you can use to optimise your bids but there are two, in particular, we want to focus on here:

- **Geotargeting:** Target users based on their location and increase bids for locations where sales are highest.
- **Ad scheduling:** Schedule ads and increase bids when users are most likely to convert.

How this helps you

Use Google Trends to compare search interest in your products throughout the year and compare this data to previous years to improve the reliability of your findings. Filter results by location to see how interest in your products varies in different parts of the country and at different times of the year.

In Google Ads check your conversion data to see how it aligns with interest. You should see patterns for when conversions are highest during times of the day, days of the week and months of the year. Segment this data by location and you can predict when and where interest and conversions are highest, adjusting your bids accordingly.

➤ [Read more about geotargeting and ad scheduling](#)

Advertisers will spend over
\$38 billion on geotargeted
campaigns in 2022.

Source



#7. Custom labels & negative keywords

What are they?

Custom labels on Google Shopping are extra columns that can be added to your product feed, allowing you to create groups of products based on your own conditions.

Negative keywords prevent your ad from being triggered for certain words or phrases so that they don't show for anyone searching for that phrase.

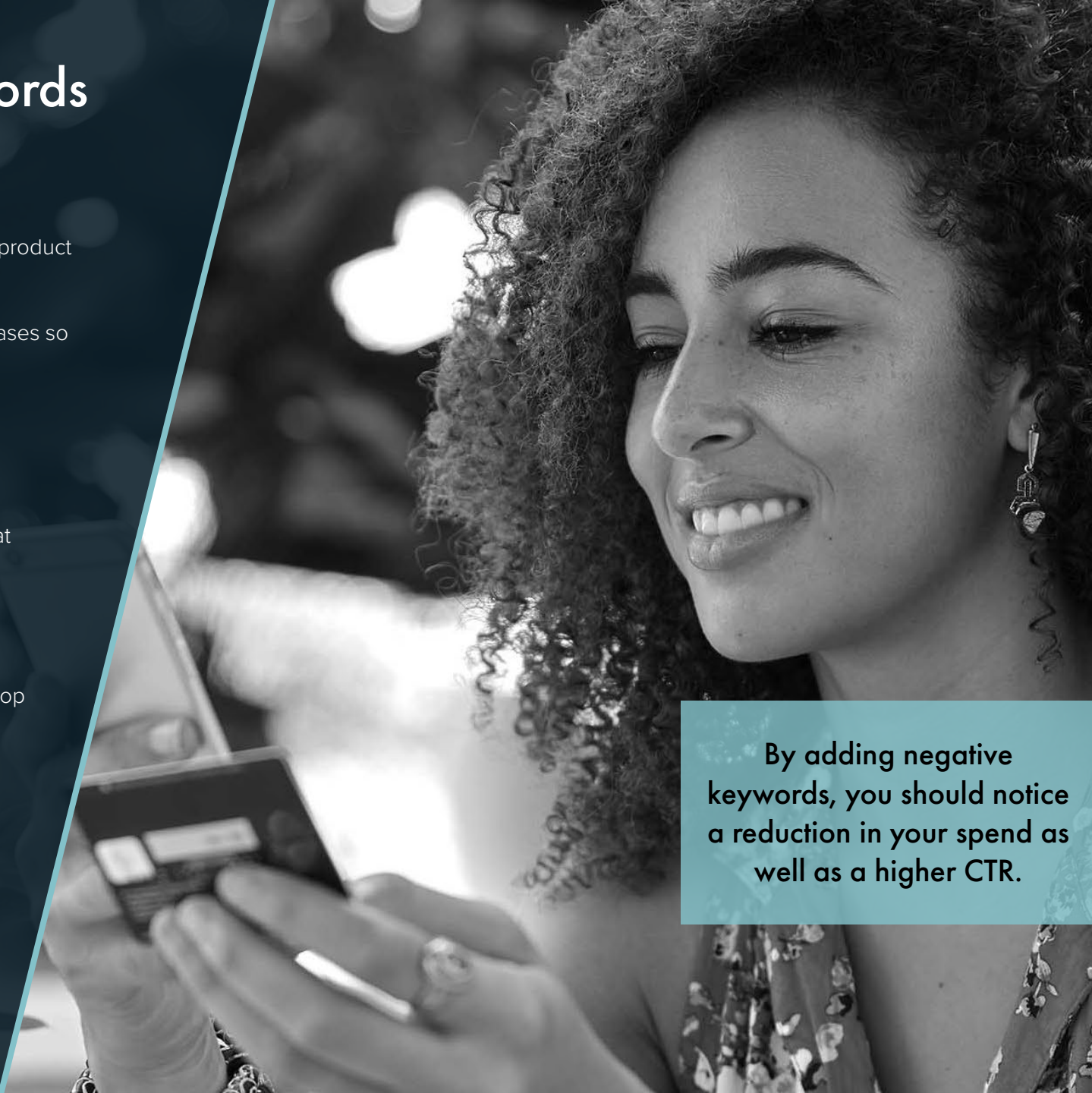
Benefits to you

People don't only use Google to buy products; they also use it to find information, browse and compare, or simply look for inspiration. Custom labels help ensure that your ads are seen by people who are in shopping mode and ready to buy now.

As we explain in our [guide to optimising your product feed](#), you can add custom labels to optimise bids for your most in-demand items - those that a higher percentage of users are most likely to buy. You can also use custom labels to optimise campaigns for high-profit products and then use negative keywords to stop your ads showing for low-intent searches.

So you can rule out generic searches like "brown shoes" while ensuring your ad shows for searches with a higher purchase intent like "Nike running shoes size 11 free delivery".

➤ [Learn more about custom labels and negative keywords](#)



By adding negative keywords, you should notice a reduction in your spend as well as a higher CTR.

#8. Look beyond Google Shopping

Amazon

While Google still dominates the overall digital advertising scene, retail is one area where it's no longer the top name. Now, more than half of all product searches take place on Amazon and the world's biggest online marketplace offers its own advertising platform that's eating away at Google's market share. [Read our guide to Amazon advertising](#)

Facebook

Facebook remains one of the top platforms for retailers trying to reach new markets. With a wide range of ad types, you can target your ad to a very specific audience based on everything from age, gender, interests, location and behaviours.

[Read our guide to Facebook advertising](#)

eBay

eBay recently launched its own native advertising platform and, as the UK's second-favourite online marketplace, it is a key platform for many retailers.

[Read our guide to eBay advertising](#)

And don't forget...

Microsoft Ads, Pinterest, Instagram, YouTube, TikTok, the list goes on! They're not all right for every retailer, but do your research, and use the data from your main platforms to test different ads and see what works for you.

The Amazon logo is displayed in a large, bold, black font on a laptop screen. The word "amazon" is in a lowercase, sans-serif typeface, with a curved arrow underneath it pointing from the letter 'a' to the letter 'z'.

47% of internet users started product searches on Amazon

[Source](#)



If you need help with your PPC,
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