



Google Ads: Onlineshops

Online stores With Google Ads, you can place shopping ads on the Google search results page above or next to the organic search results. In addition to text, shopping ads contain other content such as a product photo, title, price and company name. Your shopping ads appear when users make search queries that match your product data. The current product data is stored in a data feed that is generated from your online store and managed via the Google Merchant Center. The display of your advertisement is free of charge for you. Costs are only incurred when the user clicks on the ad to access your website. All advertisers with relevant product data take part in an auction for matching search queries to determine whose ad is placed. The display of your advertisement depends on various criteria. In addition to the maximum bid, this also includes the competitive situation and the quality of the data feed, which Google determines based on a variety of aspects.

Google Ads service description: Online stores

1. Services included in the creation fee:

- ★ Briefing at the start of the campaign
- ★ Setting up and linking an Ads account and Google Merchant Center
- ★ Creation of campaigns including ad texts, search terms and negative keywords
- ★ Data feed creation and setup of conversion tracking through shopping plugin (instructions for the installation of the shopping plugin will be delivered to the technical contact person)
- ★ Instructions for installing the remarketing tag, if necessary
- ★ Coordination of the campaigns before launch
- ★ Checking the product data feed incl. analysis report with explanations on data adjustment in the Online store (e.g. update EAN, adapt product description, manufacturer name addition etc.; analysis report goes to technical contact person/customer)

The following types of costs will be invoiced as listed:

- Creation fee: one-time fee after completion of the campaign briefing

- Google Ads advertising budget, agency commission, and service fee: monthly from the start of the campaign (prorated in the starting month, if applicable)

- ★ Checking the store for functionality and user-friendliness
 - ★ Test of the shopping plugin (order, cancellation, communication)
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2. Services included in advertising budget, agency commission and service fee:

- ★ Placement of your advertisement on the Google search results page, distribution between Google Search and remarketing at our discretion and by agreement
 - ★ Support from a team of experts
 - ★ Campaign management by certified Google Ads managers
 - ★ Regular control and monitoring of campaigns
 - ★ Budget and bid regulation incl. advertising time planner
 - ★ Regular optimization of the campaign with regard to the advertising objective
 - ★ Analysis of the search query report, inclusion of new search terms, exclusion of negative search terms
 - ★ Search terms and exclusion of products if necessary
 - ★ Campaign extensions as required
 - ★ Changes to the campaign orientation as required
 - ★ Check the data feed when uploading new products (information from the customer required)
 - ★ Monthly reporting (after month-end closing)
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The number of impressions, clicks and contact requests can be predicted, but not guaranteed. There is no guarantee of permanent ad placement or fixed positioning on the Google search results page and in the Google search network. The monthly Google Ads advertising budget is usually divided into daily budgets. This is done according to the number of days in a month. Depending on the demand and the number of clicks brokered in a day, this can be used up early. If the daily budget is used up, no more ads will be placed on that day.

Customer requirements

The client must have a functioning online store that can be found online at the time of the campaign launch and fulfill the following criteria:

- Gross prices shown

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- RegioHelden-supported store system (Prestashop, Shopify, Magento, Lightspeed)
- Guest orders are possible in the online store
- Online store is mobile-optimized or has a responsive design
- Technical contact available, e.g. for setting up conversion tracking
- Customer installs a shopping plugin after order confirmation (for data feed creation, conversion tracking, bidding rules for the Google Shopping campaign)
- GTIN/EAN, brand name, product title, product descriptions and prices are available in the online store or are entered by customers up to one week before the start of the campaign
- If available: Setting up access for RegioHelden GmbH for Google Analytics, Google Ads, Google Merchant Center, setting up access to the online store as required

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