

Prepare for the Holiday Rush

with Effective Google Shopping Strategies

As the holiday season approaches, it's time to develop a strategy to navigate a shifting landscape amid inflation concerns and an election year. This guide outlines five essential Google Shopping strategies to ensure your account is ready to anticipate market changes proactively.

Step 1: Analyze

Data-Driven Insights

Start by examining your Shopping data in your Google Ads account from October to February to understand seasonal trends. Use the drop down "Campaigns" menu (located near the left hand side) to navigate to either your Shopping or pMax campaigns.

Overall Performance

- What were your Key Performance Indicators (KPIs) last season (e.g., transaction volume, cost per conversion, market share, and Return on Ad Spend - ROAS)?
- Did you achieve your goals? Where did you excel or struggle?
- When did impressions, conversions, and ROAS peak? Reflect on the overall success of last season & why.

Device Performance

- Which devices performed best in terms of conversions and ROAS?
- Did you optimize bids based on device performance?
- Keep in mind that not all campaign types will allow device bid adjustments, especially automated ones like Performance Max

Conversion Rate Trends

- Identify the days or weeks with peak conversion rates.
 - When were your conversion rates at their lowest?
 - What optimizations did you implement to improve performance?
 - Consider CPC adjustments, device targeting, or ad copy revisions.

Budget Insights

- Were there days when your budget ran out during peak performance?
- How did you manage your budget during high-traffic periods?

Competitive Landscape

- Did you adjust your bids or budget for the holiday season?
- Analyze your Auction Insights during peak times to assess market share changes.
- How can you leverage insights on competitors' promotions to refine your strategy?

Holiday Bonus Insight

25% of shoppers report starting their holiday shopping before Halloween. If you're waiting for Black Friday, it might be too late!

Step 2: Prepare

Build on Last Year's Insights

Leverage the data from your analysis to craft a proactive plan for this season. Focus on these critical areas to enhance your Shopping performance before the holiday launch:

Optimize Your Product Feed

Begin with your product feed — the foundation of your campaigns. Ensure product details are accurate, and enrich descriptions and titles.

For example:

- Gold Ball Ornament
- White Silver Star Ornament
- Large Blue Ornament

- Enhance user experience by adding extra images and availability dates for pre-order items. Familiarize yourself with Google Shopping policies to prevent feed rejections and inventory issues.

Integrate Google Analytics & Ads

Utilize Google Analytics to understand website performance, while Google Ads drives traffic to your site. Keep in mind that 70% of users may purchase a different product than the one they clicked on. Analyze visitor behavior to refine your strategy and improve customer experience.

Leverage Merchant Promotions

Promotions can significantly increase conversions. 93% of shoppers respond to offers like free shipping. Create a solid promotional strategy, including specific start and end dates.

Implement Robust Tracking

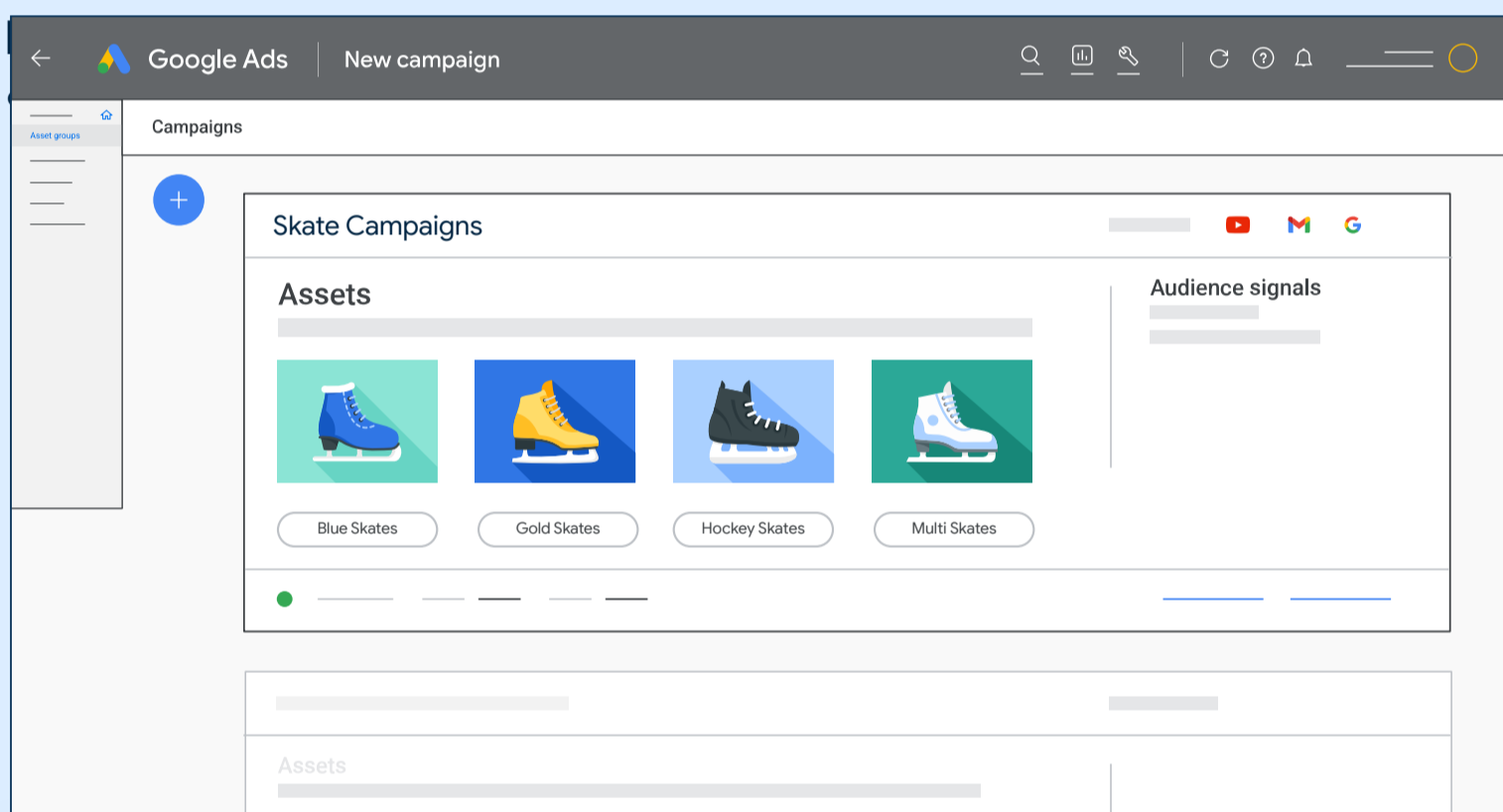
Set up conversion and revenue tracking in both Analytics and Ads to monitor performance comprehensively. Link your Analytics account with Google Ads for unified data insights. Ensure your Merchant Center is set up correctly, and submit your product feed for approval.



Step 3: Optimize Account Structure

Create a Granular Campaign Structure

An organized account structure is essential for effective campaign management. Break down your Performance Max campaigns into granular asset groups based on individual products. This level of detail helps isolate performance data and makes it easier to identify successful strategies.



If you're overwhelmed by a vast product feed, our Google Shopping experts can assist in structuring your campaigns effectively. Schedule a free consultation today!

Step 4: Implement Remarketing & Supporting Campaigns



Stay Top-of-Mind with Potential Customers

Remarketing and supporting campaigns can effectively keep your brand in front of potential buyers throughout their shopping journey.

Shopping Remarketing Lists:

Utilize Shopping remarketing lists to target users who have previously visited your website. Create custom lists at the campaign or ad group level to re-engage past visitors.

Branded Search Campaigns:

Branded campaigns can significantly improve conversion rates by reinforcing your brand identity. They help guide users further along the path to purchase.

YouTube Video Campaigns:

YouTube offers a cost-effective way to increase brand visibility. Use YouTube Shopping cards to promote products in your video ads. With cost-per-view (CPV) bidding, you only pay when viewers watch a significant portion of your ad.

Demand Gen Campaigns:

A newer campaign type, Demand Gen, uses AI to generate "lookalike" audiences from your existing Remarketing lists and serves ads on the Discover and YouTube networks through visually appealing creatives. This campaign type is great for building brand awareness and generating demand for new or existing product lines

Step 5: Develop an Emergency Plan

Prepare for Unexpected Challenges

The holiday season can be unpredictable, so having a contingency plan is essential.



Backup Promotions

Have a list of attractive promotions ready to deploy if you're not meeting your goals mid-season.



Emergency Contact Sheet

Compile a list of key contacts for marketing emergencies, such as website downtime or urgent requests.



Inventory Management

Have a list of attractive promotions ready to deploy if you're not meeting your goals mid-season.



Wrapping it Up

Now that you understand the strategies to prepare your Google Shopping campaigns for the holidays, start implementing them early. This year, you can confidently tackle the season, knowing your campaigns are set up for success without the stress.

Key Takeaways Checklist

- Analyze:** Review last year's performance metrics and adjust strategies based on insights.
- Prepare:** Optimize product feeds, link Analytics with Ads, and implement tracking and promotions.
- Optimize Structure:** Create granular asset groups for better performance insights.
- Remarketing & Supporting Campaigns:** Utilize remarketing lists, branded campaigns, and YouTube ads to enhance visibility.
- Emergency Plan:** Keep backup promotions, emergency contacts, and inventory management strategies in place.

The holidays will be here before you know it! Ensure your campaigns are holiday-ready.

[Schedule a Free Review with our Google Shopping Experts](#)