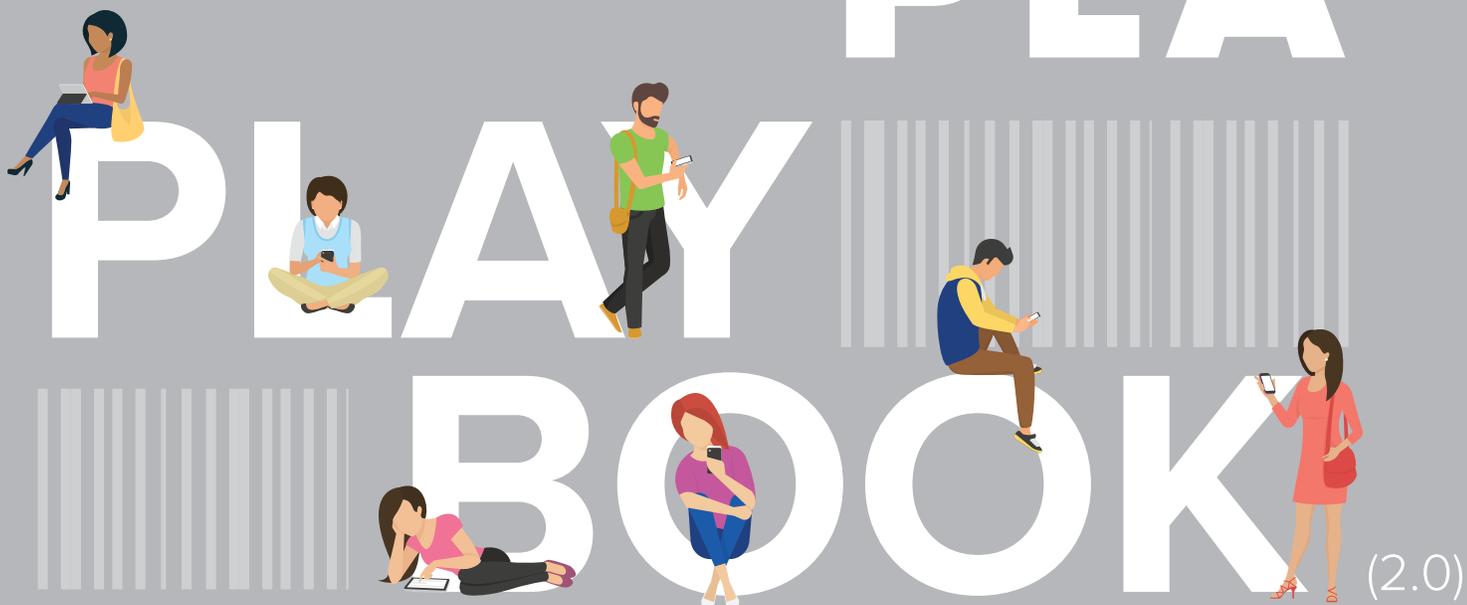


MERKLE

PLA



(2.0)





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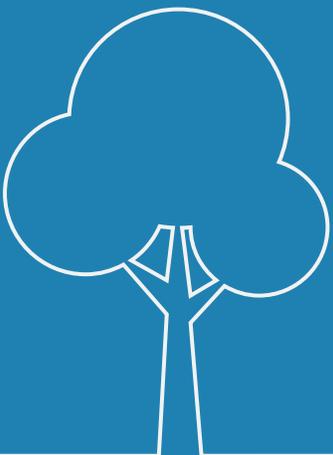
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Current State of Shopping

Google Product Listing Ads (PLAs) continue to grow in importance, now generating 75 percent of non-brand paid search clicks for retailers at conversion rates 30 percent higher than non-brand text ads. In queries made with shopping intent, consumers respond positively to image-focused ads that show a variety of buying options. The ads land directly on product pages, which is especially helpful with the emergence of mobile traffic, where it's vital to minimize the number of clicks to purchase.





To keep fueling this growth, Google continues to test and develop new formats for PLAs and interesting methods of measuring performance. Advertisers can tailor their ad service in so many ways, with options to target customer segments like cart abandoners, previous purchasers, and high earners differently. PLAs now reach customers wherever they're shopping, be it mobile or desktop, to aid them with purchases both online and off. The foundational campaigns are even customizable through smart leveraging of feed attributes and campaign priorities.

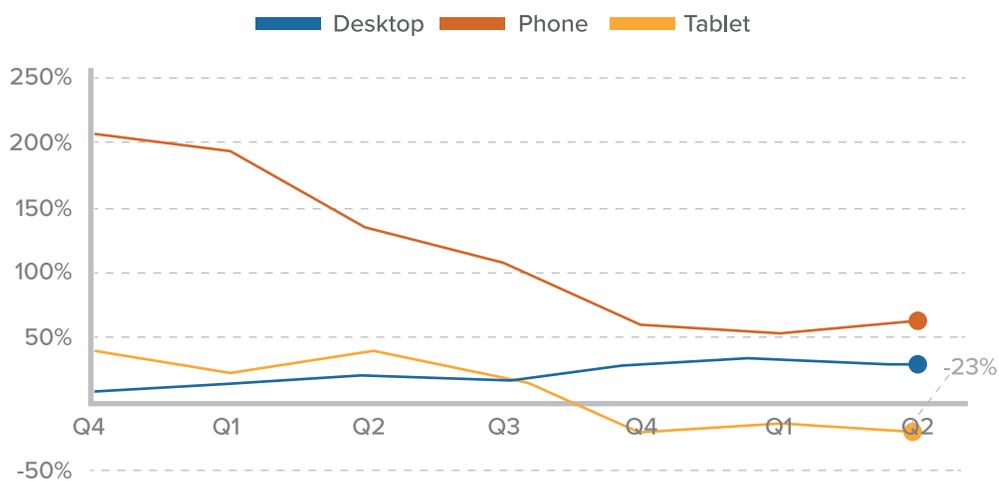
With so many options available, there is huge opportunity in fine-tuning campaigns to show the right product to the right person at the right time. It is critical that advertisers understand these capabilities in order to optimize those campaigns and maximize performance. This PLA Playbook serves as a guide toward accomplishing those goals.

Mobile

FOCUS ATTENTION WHERE YOUR SHOPPERS ARE LOOKING

Mobile continues to be the largest source of year-over-year PLA spend growth, [up 62 percent in Q2 of 2017](#), as compared to 31 percent on desktop. The sustained growth on this device continues to push marketers to optimize toward performance on mobile first, with secondary consideration given to desktop and tablet.

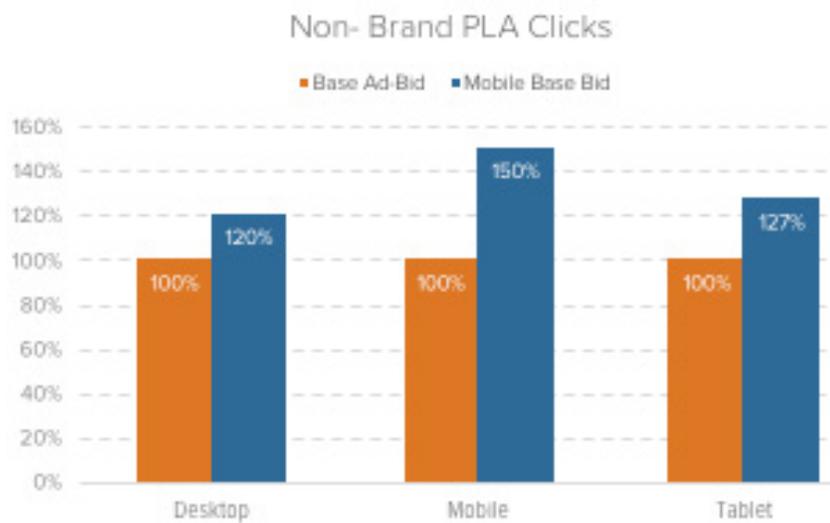
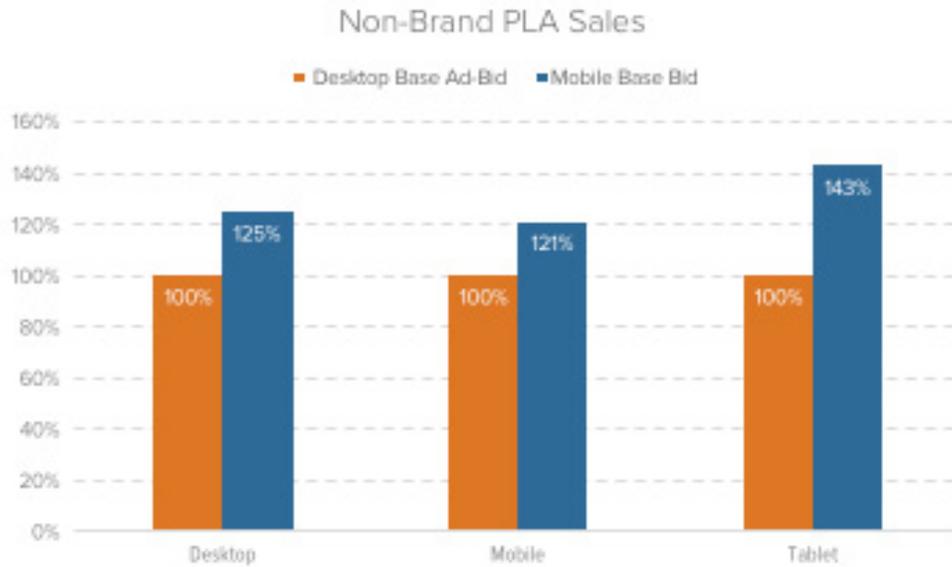
Google PLA Spending Growth by Device Type



Source: Merkle Q2 2017 Digital Marketing Report

Reconsider the device used for base bidding

Last summer, Google gave advertisers the ability to anchor their base bid to any device, not just desktop. As a reminder, the base bid eliminates a need for separate, device-specific campaigns. Advertisers can manage all device types within one campaign and set bid adjustments relative to their base device. In deciding whether to use desktop, tablet, or mobile for the base bid, Merkle recommends considering which device garners the most traffic on PLAs. If all three devices are being bid through the same campaign, it is recommended to have the base bid represent whichever device brings in the highest volume of traffic for that campaign. The relatively smaller portion of traffic coming individually from the two other devices can then be handled with device modifiers, which allow you to set percentage increases or decreases to bids based on device.

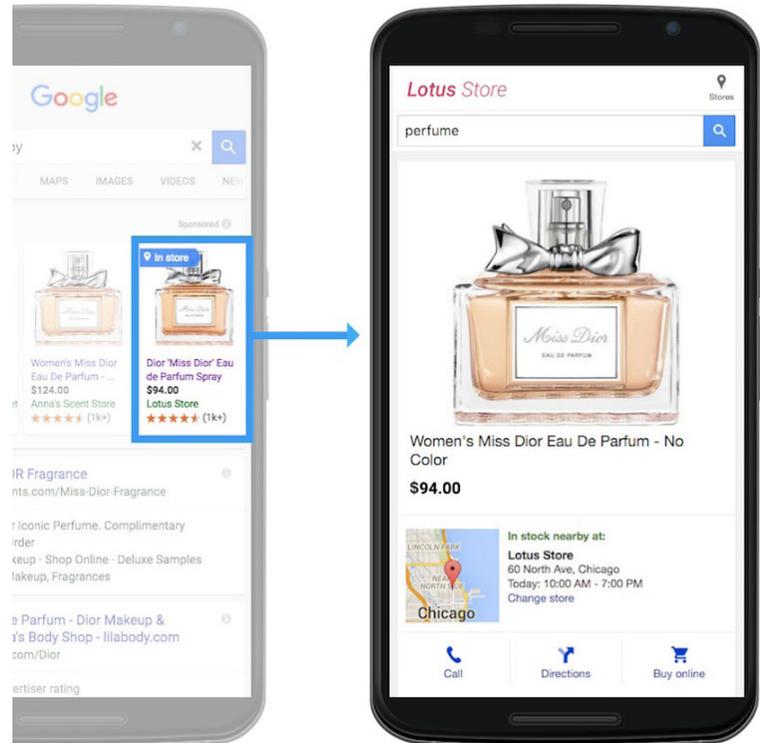


We've seen many clients undergo a transition from desktop to mobile as their base bid, particularly for PLAs, with positive outcomes.

Above is a case study illustration for an apparel retailer whose account was transitioned to a mobile base bid from a desktop base bid, comparing performance across all devices in the weeks before and after the migration. Traffic and sales increased across all three devices with a mobile-based bid for PLAs.

Incorporate metrics beyond revenue per click to understand mobile value

Retailers should look beyond direct revenue per click to fully measure the value of mobile advertising. Many marketers have begun incorporating cross-device conversions and in-store measurements to make the case to continue expanding their mobile advertising presence, including on PLAs.



Looking at new customer acquisition and associated lifetime value is also important for evaluating the success of paid search mobile programs. Across clients, we've seen that mobile helps [drive a higher percent of new customers](#)¹ than desktop and tablet, which aligns with [consumer reporting](#)² that 86 percent of searchers are likely to discover new products or brands on their mobile device.

[In 2015](#),³ the size and prominence of Google mobile PLAs increased in combination with a large jump in how often they were displayed to searchers on the page. As this space continues to grow more competitive, and mobile CPCs are on the rise, it is important for advertisers to incorporate all revenue streams from mobile PLAs.

1 Taylor, Andy, and Andy Taylor. March 2016. "How New & Existing Customers Interact With Your Paid Search Ads Differently." Search Engine Land. <https://searchengineland.com/ppc-data-new-vs-existing-customers-sheds-light-user-behavior-optimization-opportunities-243412>.

2 Ninth Decimal. 2015. "Mobile Audience Insights Report." http://www.ninthdecimal.com/wp-content/uploads/2015/05/ND_Insights_SpecialReport.pdf.

3 Taylor, Andy. May 2016. "Google Shopping Ads So Hot Right Now: The Meteoric Rise Of PLAs." Search Engine Land. <https://searchengineland.com/google-shopping-ads-so-hot-right-now-the-meteoric-rise-of-plas-248055>.

Leverage Showcase Shopping Ads, which show predominantly on mobile

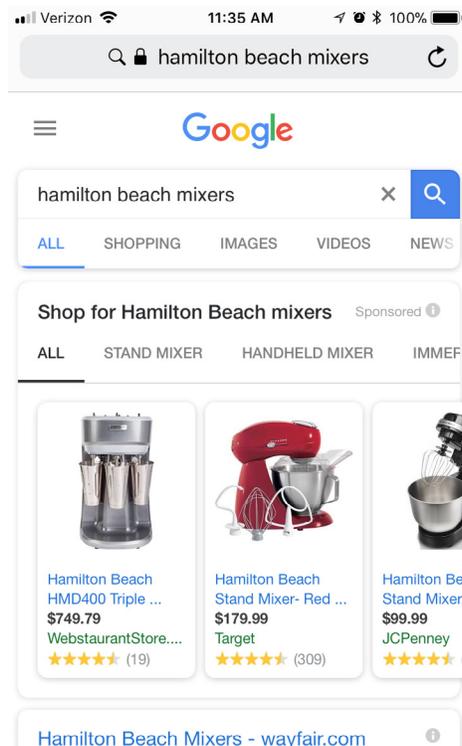
With the increasing number of consumers starting their shopping research on mobile, Google has recognized a growing opportunity to take advantage of serving PLAs on head term (i.e. popular keyword) traffic in the format of [Showcase Shopping Ads](#). Merkle clients testing this new ad format have seen limited traffic so far. Still, Google has indicated that this was a priority ad format throughout Q3 and will continue to be in Q4, when we anticipate that Google will begin serving Showcase ads on a higher volume of queries. It is yet to be seen how much of this increase will be in lieu of standard PLAs versus incremental gains on queries that are not currently serving any PLAs.

Early results from Merkle clients running Showcase Shopping Ads show that this ad format is much more heavily shown on mobile than desktop, with >94 percent of Showcase impressions serving on mobile devices. This traffic is dominated by an investment in head terms, with one client seeing >70 percent impressions on terms such as “dresses” and “jeans.” Note that the breakdown of traffic may begin to shift, as desktop Showcase Shopping Ads were rolled out much more recently than the mobile format.

Because Showcase Shopping Ads serve primarily on mobile and on broad head terms, with both independently seeing lower sales per click than their desktop or long-tail term counterparts, retailers may struggle to see the value of this ad format beyond a brand awareness play. Google has tried to make Showcase Ads more approachable to advertisers by charging on a time-based engagement model instead of a standard CPC. To compete in this space while retaining a strong return on these broad head terms, advertisers should narrow this support in alignment with a broader audience strategy. For example, retailers could support Showcase Shopping Ads only for searchers who have previously been to the site, because they are already familiar with the brand and more likely to convert when searching non-brand terms on the search engine results page (SERP).

Take advantage of newly released Google PLA metric: absolute top impression share

Historically, it has been difficult to measure how often one's PLAs are truly in a competitive position, versus being forced out of top spots by increased competition. Earlier this summer, Google announced the release of the first position metric available for PLAs, called absolute top impression share.

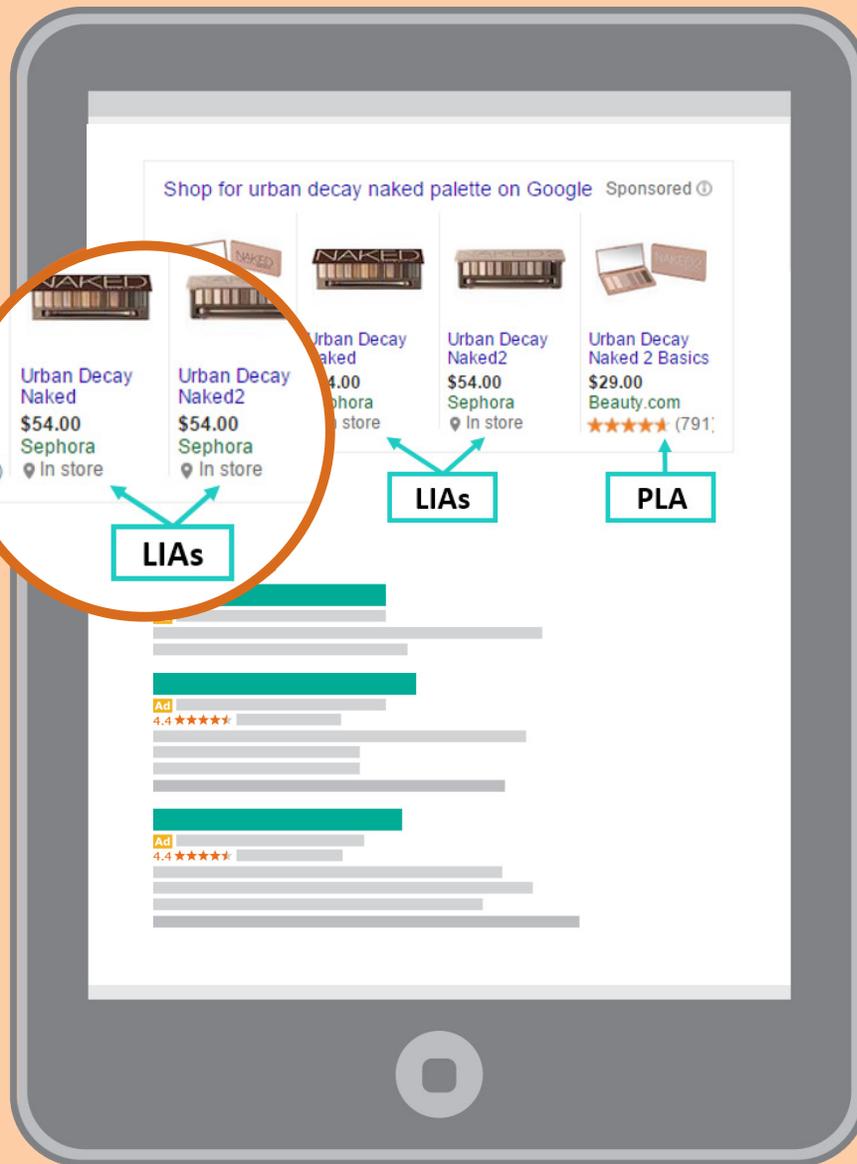


This metric only considers impression share for the PLA position with the highest observable click-through rate (CTR). Today, that position is the upper leftmost pane in the PLA carousel. But if that changes in the future, Google will likely update how this metric is calculated to account for the shift in consumer behavior.

The value of this reporting is most substantial for mobile, where, at most, one or two PLAs currently show on the first pane of the carousel, in contrast to 6+ visible results on desktop. Marketers should focus on this metric for top-selling products, key audiences, local inventory ads (LIAs), and Showcase Shopping Ads on mobile to inform bids and garner peak visibility for key focus areas of support during holiday.

KEY TAKEAWAYS:

- ▶ Tailor bidding strategies to the device type that receives the most traffic.
- ▶ Consider metrics like lifetime value, in-store conversions, and new customer acquisition rates when evaluating the full value of mobile.
- ▶ Take advantage of Google's available betas to build a robust mobile program.



Local Inventory Ads

SUPPORT IN-STORE PERFORMANCE

Local inventory ads (LIAs) support brick-and-mortar stores by showcasing retailers' products and store information to nearby shoppers as they search online. With store foot traffic decreasing and local intent searches increasing, investing in LIAs allows advertisers to meet customers where they are and provide them the information they need to engage with a given brand.

Determine your feed setup

Running LIAs requires product-level pricing and availability information for each of the retailer's stores. Google receives this data through the local product feed and local inventory feed. There are a few key questions to consider when determining how and where to populate this data, including:

- ▶ How frequently does inventory change? Just like with online, if inventory fluctuates frequently, it is helpful to invest in creating a supplemental pricing and availability feed to update data intraday.
- ▶ Does the database that supports the feeds logic also support the site logic? Google can use site data to confirm accuracy of the feeds, so if these are conflicting, Google could reject you for certain programs, such as the reserve online, pick up in store (ROPIS) beta. Customer experience can also suffer if there are mismatches between a retailer's site and the SERP. It can be confusing when a product is labeled as in stock on the SERP but is not clearly shown as in stock on the site. In this case, identify the source of truth and use that for both updates.

Define your budgeting method

Implementing LIAs, in most cases, does not necessarily require additional budget, as they serve for PLA traffic looking specifically for local intent or proximity to a store location. However, like online targets, more saturated markets may see higher CPCs due to competition. To maintain competitiveness in the space, some advertisers utilize separate budgets to support LIAs accordingly. Some consider LIAs an in-store initiative and lump spend into brick-and-mortar advertising budgets, while others include it in their online program.

Measure results

A key component of an effective LIA program is determining what KPIs you will use to measure success. Offline measurements are typically prioritized, as most strategies aim to push traffic toward brick-and-mortar locations. However, offline tracking isn't as straightforward as conventional online methods. It's important for

those running an LIA program to understand the reporting limitations and how the various performance metrics available aggregate results.

One of the most common offline metrics used by retailers is in-store visits. An in-store visit is generated after a searcher clicks on an advertiser's ad unit and later visits one of its physical stores. This tracking is performed by Google, with reporting visible in the AdWords UI, and requires coordination with Google for launch. In-store visits is likely the easiest offline metric to implement and has one of the better match rates available. If data is available, advertisers can extrapolate estimated in-store sales from in-store visits by considering in-store conversion rates and average conversion value. There are also third-party services available which match a sample of in-store transactions back to online clicks and extrapolate those results to scale. These third-party services currently have a wide variety of lag times, with some quicker options charging a small fee.

Managing LIAs and online inventory in separate campaigns can also help streamline reporting. This keeps metrics like impressions and clicks separated and is helpful for accounts with an LIA-specific budgeting scheme.

While setting up and managing LIAs can be challenging, running LIAs is the key to capturing valuable local intent searches. Bing and Facebook have adopted serving on these intents, so a one-time investment in strategy and data requirements can enable quick adoption as this ad format becomes available on other platforms.

KEY TAKEAWAYS:

- ▶ Identify a single source of truth for local inventory data.
- ▶ Set clear goals for your LIA program that will help you determine where LIA budget should come from and what KPIs are most important to you.
- ▶ Invest in setup now to have a first-mover advantage on other platforms.



Audience Segmentation

TAILOR BIDS AND PRODUCT SERVICE

Audience segmentation in Shopping allows more insight into the type of user that is searching. Using that knowledge, we can adjust bids or tailor the products being served, based on audience identification.

Explore your targeting options

1. Remarketing lists for search ads (RLSAs) — RLSAs are lists that are created based off a user's behavior on the advertiser's site. Audiences can include anyone who has visited the site, visited a certain page, or placed an order. With custom combinations for RLSAs one can also create more nuanced lists (for instance, users who have been to a product page but have not converted).

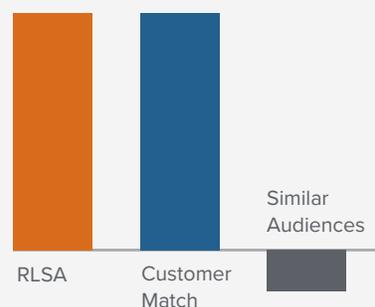
2. Customer Match — Customer Match lists are custom segments created based on CRM data uploaded to Google. Customer Match lists complement RLSAs well, when used to create segments that provide insights beyond on-site behavior. For example, Customer Match lists can target frequent buyers, loyalty program members, high-value customers, or email unsubscribers. These additional signals offer valuable insight into the value of a given customer (to inform bidding) and what type of products a searcher might be interested in (to inform product selection).

3. Similar audiences — Unlike RLSA and Customer Match, similar audiences are not necessarily targeting users who are familiar with a retailer's brand/product. Rather, it identifies look-alike audiences based on their existing RLSA audiences. These audiences are created by Google based on users who have similar search behavior as the users in the RLSA seed list. These lists are mutually exclusive of the list that they are a look-alike for, but are not mutually exclusive of other RLSA lists. For this reason, it is a best practice to start these lists with bids below RLSA lists to understand the performance of the otherwise undefined users. This prevents the behavior of users that should match to an existing RLSA list from getting lumped in with these similar audiences.

Bid Differentiation by Audience

One retailer saw that conversion rate (CR) was notably higher for RLSA and Customer Match lists. Based on this data, bid modifiers were applied to push these audiences, allowing for scaled growth and efficiency.

Interestingly, similar audiences performed worse compared to a non-audience baseline. This may be because highly qualified traffic is already being captured by other audiences. In this case, the retailer chose to bid down on the similar audience segments to ensure each audience was hitting its efficiency target.



Implement audiences within your campaign or ad group

Once the desired audiences are created, the next step is applying them in practice, via one of two methods:

1. The "observation/bid only" setting will apply the audience and allow for bid modification without restricting ad service.
2. The "targeting/target and bid" setting will restrict ad service and only serve ads for users in the applied audiences.

For most campaigns, opt for the "observation" setting which allows for the collection of data on that audience but will not limit ad service. Whether applying audiences for the first time or adding a new list into the mix, we recommend starting out with the audience set to "observation," with a low (or no) bid modifier. Starting off with little to no adjustment allows time for the advertiser to collect data that then helps drive decisions on how to modify bids based on performance.

The "targeting" setting is used to specifically target a certain audience and exclude all other traffic. Since messaging cannot be customized by audience the same way it can be with text ads, the "targeting" setting is generally used less frequently than "observation" for Shopping. A common use would be to set audiences to "targeting" at the ad group or campaign level if there are products that should only serve to a specific audience.

Note: Google will match traffic to the audience with the highest bid. That means a user who could fall into multiple audiences (e.g., someone who is a "cart abandoner in last 7 days" and a "loyal customer" from CRM data, will match to whichever audience has the higher bid modifier). Think through which audience signal is most important and be sure that bid modifiers are tiered in a way that traffic matches to the appropriate audiences.

Develop effective audience strategies

For Shopping, the strategies are a bit different than with text ads, where we have more control over the messaging to each audience with distinct ad copy and landing pages. Creative audience strategies for Shopping should all tie back to the main goal of Shopping campaigns — show the right product, to the right customer, at the right time, for the right price.

Adjust bids based on customer's place in the conversion funnel

Using RLSAs can help capture the most valuable customers based on where they are in the path to conversion. Create RLSA lists using custom combinations to have distinct lists for each stage in the conversion funnel. Conversion rates generally increase the further down someone is in the conversion funnel, so someone who has been to a product page in the past week is more likely to convert than someone who has only been to the homepage or a category page. With these lists applied, analyze the data and adjust bids in accordance with differences in conversion rate.



\$\$

Site Visitors

Any visitor of the site
— moderate bid push



\$\$\$

Cart Abandoners

Close to purchasing
— aggressive push,
since they have visited
the shopping cart but
have not converted



\$\$\$

Product Page Visitors

Further along in the
purchase process,
having been to a
product page —
more aggressive bid
push



\$

Converters

Past purchasers —
depending on the
product, this group
is likely to purchase
again but may be
less valuable in the
short term

QUICK TIP:

When making lists, consider what different time frames make sense to break out based on the typical conversion window. If customers usually convert within seven days, make a list for that time frame to bid up on shoppers that visited the site less than seven days ago.

Inform product service with CRM data

Beyond informing bid adjustments, Customer Match lists can provide additional detail into customers' behavior and guide decisions in which products to serve. Let's say that there are defined groups of customers who only buy when they get a discount. This customer segment would likely have higher conversion rates for products eligible for a promotion. Use custom labels in the feed to flag products that are on sale or promotion eligible and apply a "discount buyers" list to this campaign or ad group. Now, customers who only purchase items on sale will only be served products that are on sale.

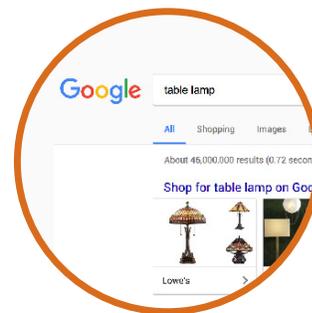
Customize Product Service Based on CRM Data



Discount Buyer



Non-brand Search



Discounted Product

Use audiences to drive new customer acquisition

Similar audiences can expand reach to new customers that are most like current customers. Set up a campaign or ad group focused on just new customer acquisition by excluding all existing customers and layering on similar audiences to get more qualified new customers, or just layer on similar audiences to existing campaigns with bids lower than RLSA and Customer Match. Remember that since these are new customers the return will likely be lower than an existing customer.

Keep in mind that “similarity” is based on comparable search behavior, so more effective similar audiences might be based on specific category visitors rather than broad lists. For example, users with search history that is similar to a department store website purchaser would cover a wide array of queries (most people shopping on the internet might fall into this); however, using a similar audience based on a more specific seed list like “Home Décor Page Visitors” is a much narrower subset of users with a more distinct behavior that would qualify them as being similar.

Apply household income targeting

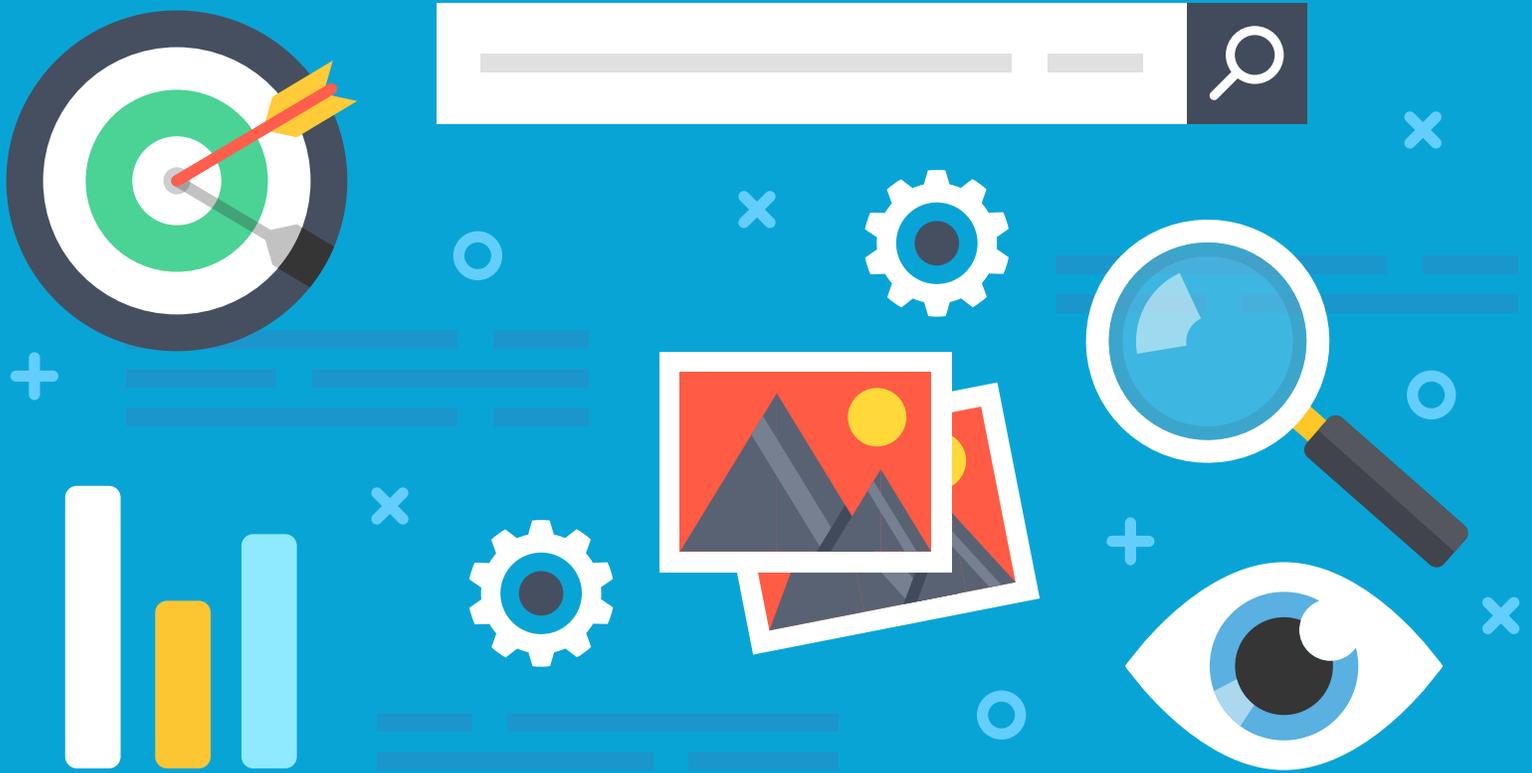
In addition to audience lists, bids can also be adjusted based on household income for Shopping campaigns. Household income has been qualified as location targeting in Google since the selection brackets are determined by ZIP Code.

Application of household income targeting, along with an account structure that effectively groups similarly priced products, allows for bidding optimizations based on the user’s income bracket. For example, a home goods retailer’s inventory might include \$7,000 couches and \$10 kitchen accessories. Especially high-priced items will likely garner a higher click-through rate and conversion rate from the highest-income brackets, warranting bid pushes on high-income audiences and potential pullbacks on lower-income brackets. Lower-priced accessories, on the other hand, might have more level conversion rates across income brackets. After applying household income brackets, reassess performance regularly, and be sure to look at performance variations across different product types.

Audiences in Shopping allow for more precise execution on the goal to show the right product to the right customer at the right time for the right price. Use RLSAs, Customer Match, and similar audiences, along with household income targeting, as additional signals to differentiate and optimize bids and product service for each auction.

KEY TAKEAWAYS

- ▶ Think through list exclusivity when determining your audience strategy.
- ▶ Carefully monitor audience settings to ensure that “targeting”/“target and bid” are only used when truly intended.
- ▶ Consider what audience signals are most important when applying bid modifiers.
- ▶ Adjust bids based on household income or a customer’s place in the purchase funnel.



Advanced Campaign Structuring

CAPTURE USER SEARCH INTENT

Leverage query-based targeting to capture user search intent

Factoring in the way users are searching, in addition to their audience membership, helps turn Google Shopping into a keyword-based engine that captures the value of user search intent. The first step to finding an effective query-based targeting strategy is to review search term reports. What kinds of queries are products serving for? Use insights from this report to identify groups of terms that perform similarly and structure campaigns to bid those queries appropriately.

For example, a user searching for “stand mixer” has not indicated brand, color, capacity, or other descriptors in the query. This user is likely in a higher stage of the purchase funnel, conducting research as a first step in the path to purchase. A user searching for “red KitchenAid stand mixer” is much more likely to convert on the \$450 mixer since he or she has indicated both brand and color in the query. After identifying the queries that make sense to target, use campaign priorities and negatives to funnel search queries into the appropriate place and assign them an efficient bid.

Implement brand and non-brand query-based targeting to achieve cost savings

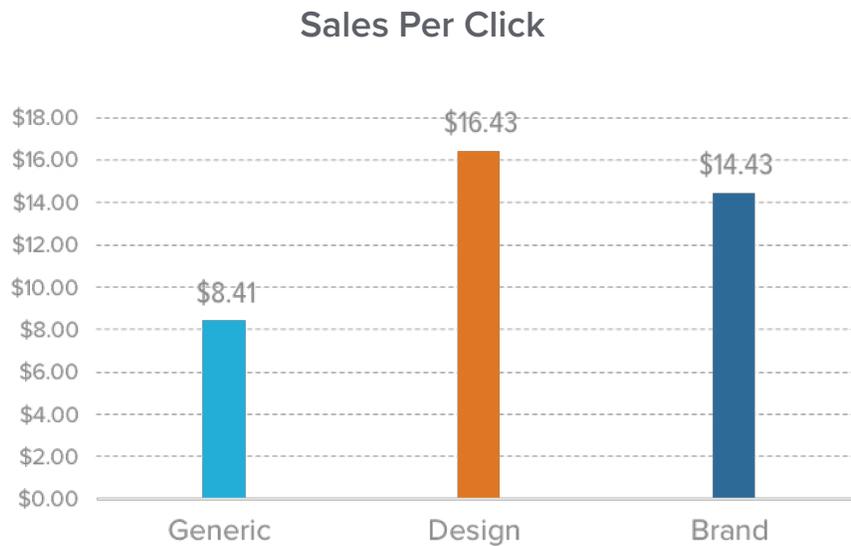
For marketing efforts garnering a strong brand presence, take advantage of cost savings by implementing query-based targeting for brand and non-brand terms. Merkle segmented brand and non-brand queries for an Internet Retailer Top 100 Retailer, leading to an 81 percent decrease in brand PLA CPCs while maximizing impression share. Beyond cost savings, segmenting brand and non-brand queries into separate campaigns provides deeper competitive insights from the auction insights report.

KEY TAKEAWAYS

Use query-based targeting to:

- ▶ Take advantage of discounts on branded searches.
- ▶ Gain the ability to track competitive metrics more strategically.
- ▶ Maximize impression share on key terms.
- ▶ Treat PLAs like a keyword targeted engine in a scalable fashion

Case in Point



Merkle works with a retailer whose high price points affect their performance on generic queries. Given the difference in performance of these terms in text ad campaigns and what they indicate about where a customer is in the purchase funnel, Merkle expected generic, designer, and brand queries to perform differently, and wanted to value them accordingly. By using campaign priorities and negatives, Merkle funneled generic, designer, and brand queries to different campaigns and bid them to efficiency. Query-based targeting allowed Merkle to maximize impression share on key designer terms and reduce spend on underperforming generic terms. During a key sale period, this strategy grew sales by 18 percent year over year while reducing costs by 39 percent year over year.



Feed Management

OPTIMIZE YOUR PRODUCT DATA FOR SEARCH ENGINES AND SHOPPERS

A high-quality feed is integral in supporting complex Shopping campaign structures that use query targeting, audiences, and Local Inventory Ads. Not only does relevancy from the feed play into auction eligibility (along with bid), but PLAs can't exist without a feed that is in good standing. On the surface, critical data fields that stand out to retailers tend to be those that are visible in the ad unit itself – title, image, merchant promotions, etc. However, a multitude of product fields are functioning in the background and are key for smooth sailing on Shopping. It is imperative that product data be optimized not only to the user's experience, but to Google's bots, algorithms, and Shopping management strategies.

Focus on data quality for policy compliance

First and foremost, what can a retailer do to ensure their product data is up to Google standards? Google's focus on what data is most important is constantly shifting, so it is key to keep a finger on the pulse of policy changes. However, there are some fields that will always be pivotal when determining which products are approved to run – price and availability. Google is constantly crawling the feed and comparing data to the site, so shortening the window of time between when a retailer's site is updated and when the freshest data is sent to Google can make a big difference in feed health.

If products with high click-through rates are disapproved for data discrepancies, the result can be a substantial negative impact on performance. Retailers with fast-moving inventory or pricing adjustments need to tailor their feed practices to accommodate these aspects of their business. One solution is implementing intraday delta feeds to update inventory and price as it shifts throughout the day. Another solution is utilizing automatic item updates, in which Google leverages microdata on a retailer's site to process updates.

Beware of additional common suspension warnings



WARNING

Incorrect shipping or tax.



WARNING

Inappropriate currency.



WARNING

Generic or dysfunctional landing pages.



PLAY

Ensure that the most up-to-date shipping and tax information on the site is reflected in the feed and the Google Merchant Center.



PLAY

Ensure the currency on the site and on the PLA match up. Be careful with any IP localization functionality on the site. You will need to add location and currency parameters in the feed to safeguard against international feed crawls.



PLAY

When making any site changes, ensure product pages are still in line with Google's policies (i.e., the landing page) functions properly regardless of a user's device, browser, location, or cookies. Also ensure the landing page properly displays the product's descriptive attributes as they are submitted in the feed.

Optimize key attributes for both relevancy and user experience

Google's algorithm to determine relevancy in an auction is constantly shifting as user behavior changes. Which attributes are most important for retailers to optimize? There are five fields that matter most for relevancy:

- 1) GTIN (global trade identification number)
- 2) Product title
- 3) Product type
- 4) Brand/manufacturer
- 5) Product description

Attributes such as product title, product type, and product description are flexible and customizable to include all relevant details on the product. Product titles are a main area of focus as one of the highest-weighted determinants of relevancy and as a key visual component on the SERP.

Optimize for relevancy and CTR: Spotlight on titles

With so many attributes of a product to consider, it can be difficult to know what to include in the title and where. Specifically, the front of the title has become increasingly important as mobile traffic grows; shoppers cannot view the entire title on mobile PLAs by hovering over it. Gender, size, color, and brand are all key attributes that are valuable to include to capture specific search intent. Gender is a good example of an attribute to frontload, as it is a differentiating factor that may not be clear in the image and will likely be a part of a searcher's intent.

Search term reports are extremely useful for keeping in touch with the ever-changing landscape of search behavior. They can point to popular differentiating attributes in a catalog that may not be immediately called out in the title, such as specialty sizes, seasonal trends, or popular phrasing. For instance, are more users searching for "denim" or "jean"? Is "metallic dress" a more popular search trend compared to "silver dress"? Matching product titles to search query behavior can

improve visibility on specific products or categories that match fast-moving popular trends. A product could be deemed relevant based on other fields in the feed, but showcasing these attributes up-front can give an edge on competitor ads in the same space and positively impact CTR.

Leverage product types in Shopping strategy

The product type field is very valuable when building and supporting a robust, dynamic Shopping structure. Product type is powerful because it allows for custom categorization and is important for relevancy. One common strategy is to start with high-level categories, then drill down to specific style-based attributes. From a relevancy standpoint, having at least three levels of granularity is recommended.

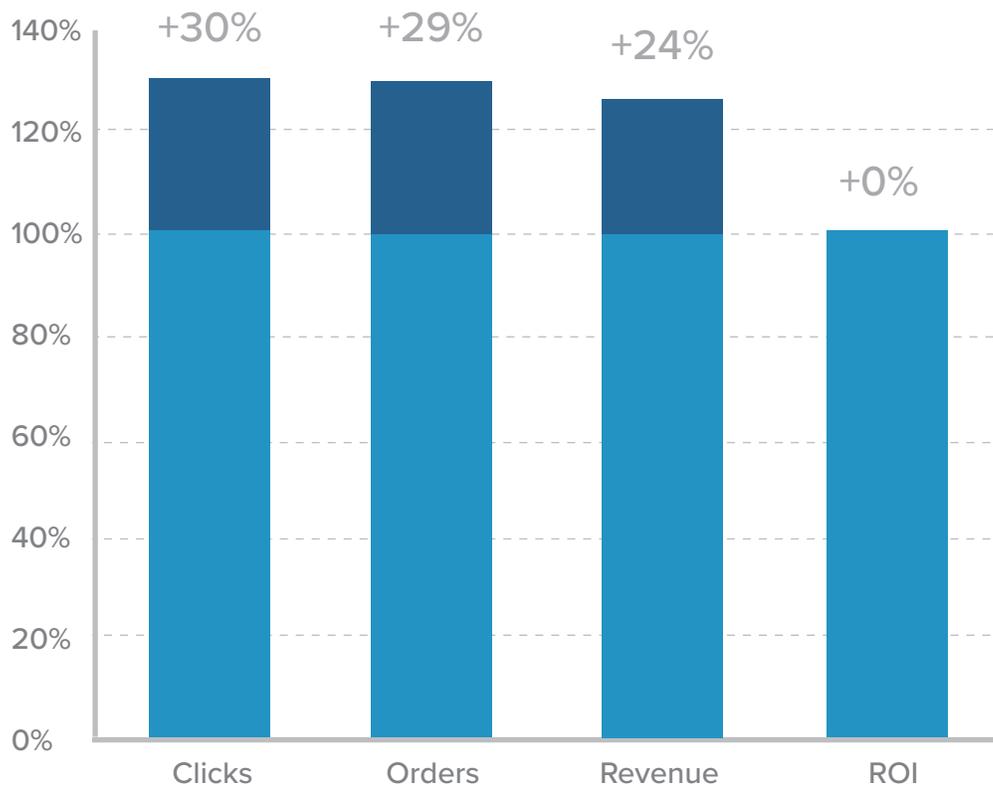
Using product type as the foundation of ad group and product group breakouts simplifies the process of adding more granular breakouts based on seasonal trends. For instance, say the product type “Women’s Dresses > Short Dresses > Skater Dresses” sees an increase in traffic and inventory, specifically on long-sleeved dresses during the fall and winter. Targeting these specific products is easily accomplished by adding a “Long Sleeved” level to the product type to 1) improve relevancy for related searches and 2) break out a “Long Sleeved” product group in the Shopping structure itself.

Use performance-based custom labels

Not all products are created equal. We use custom labels to identify unique product differentiators in the feed. Typically, we use product type to house static values that are associated with the physical characteristics of a product, such as scent or collection. Custom labels are best utilized for dynamic values based on performance data or strategic knowledge. Examples of strong uses for custom labels include top or poor performers, margin information, on sale versus full price, or price drops. One Merkle study showed a 24 percent increase in revenue from using a “best seller” custom label for product group segmentation.

YoY Increase in PLAs

PLA revenue grew by **24** percent at a steady ROI by specifically targeting best sellers.



KEY TAKEAWAYS:

- ▶ Keep an eye out for Google policy updates to ensure your product data and site setup are compliant.
- ▶ Use search term reports to optimize titles and capture user intent.
- ▶ Front-load key attributes in product titles.
- ▶ Build product types out to at least three levels.
- ▶ Use custom labels to distinguish dynamic and strategic product attributes, and use product type to indicate basic product characteristics.

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