Home & Garden Checklist

**Maximize Non-Search**
- Be competitive, check the Price Competitiveness & Best Sellers reports.
- Optimize your feed to get visibility on platforms across Google.
- Shift all Standard Shopping Campaign budgets to Smart Shopping Campaigns
- Use image and video assets in Smart Shopping for further non-Search reach
- Add or lower ROAS Targets based on historical Smart Shopping Campaign ROAS

**Increase Home & Garden Coverage**
- Make sure to cover all Home & Garden must-cover KWs, use Google Ads Insights page (beta)
- Increase coverage further with DSA campaigns
- Focus on excellence and smart bidding to increase your search campaigns performance

**Drive New Users**
- Target top H&G search terms on Youtube for action campaign
- Use Discovery campaign with Home & Garden category creatives

**Increase category association**
- Use video related video formats to increase your brand association

**Drive frequency**
- App Campaign for Engagement with H&G Feed
- Utilize “promotional” ACi for this event and align creatives accordingly

Source: Google Internal Data
Recommendations for Merchant Center data quality

- Enrich title. Basic naming structure: **Brand + Product Type + Attributes**.
- Provide rich optional attributes like **size**, **color**, and **gender**.
- Provide clean, high-resolution **images**. Use Auto Image Improvements if needed.
- Use automatic item updates for **price** and **availability** if needed.
- Keep the same Item ID intact. The best way to remove an item without deleting is to list it as Out of Stock or using the excluded destination attribute.
- Provide **sale price** (if you have multiple price in landing page) and shipping cost.
- If product has no **GTIN**, provide meaningful title — make titles relevant to what users are looking for (brand, title, size, color, etc.).
- If product has wrong or invalid **GTIN**, remove GTIN value from the feed.
Home & Garden experienced one of the biggest shifts in consumer behavior across all categories

- **Consumer Electronics**
  - 2019: 29% Online, 71% Offline
  - 2020: 42% Online, 58% Offline
  - Change: +13 ppt

- **Home & Garden**
  - 2019: 21% Online, 79% Offline
  - 2020: 42% Online, 58% Offline
  - Change: +21 ppt

- **Fashion**
  - 2019: 19% Online, 81% Offline
  - 2020: 55% Online, 45% Offline
  - Change: +36 ppt

- **Food & Groceries**
  - 2019: 8% Online, 92% Offline
  - 2020: 13% Online, 87% Offline
  - Change: +5 ppt

- **Beauty**
  - 2019: 23% Online, 77% Offline
  - 2020: 40% Online, 60% Offline
  - Change: +17 ppt

Source: Kantar Smart Shopper Research
And consumer behaviour in the category can be highly influenced by brand activities

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Needed to replace an item</td>
<td>48%</td>
</tr>
<tr>
<td>Came across it spontaneously*</td>
<td>24%</td>
</tr>
<tr>
<td>Wanted something up-to-date or new</td>
<td>28%</td>
</tr>
<tr>
<td>Wanted a personal reward</td>
<td>16%</td>
</tr>
<tr>
<td>Need due to current situation by COVID</td>
<td>19%</td>
</tr>
<tr>
<td>New product launch</td>
<td>16%</td>
</tr>
<tr>
<td>Noticed an advertisement</td>
<td>16%</td>
</tr>
<tr>
<td>Promotion</td>
<td>8%</td>
</tr>
<tr>
<td>Talked about topic with someone</td>
<td>4%</td>
</tr>
<tr>
<td>I wanted to stockpile</td>
<td>5%</td>
</tr>
</tbody>
</table>

*Spontaneously refers to the consumer coming across the product without any intention.
We expect an increase in the demand for following home & garden sub categories:

- Furniture
- Outdoor
- Home Decor
- Home Improvement
- Dining
- Kitchen Appliances
- Home Textile
Having hero products around top trends would amplify traffic increase

2019 Top Trending
- Post Hali
- Montessori Kitaplık
- Robot Süpürge
- Montessori Yatak

2020 Top Trending
- Buhurdanlık
- Döküm / Granit Tava / Tencere
- Palet Koltuk
- Robot Süpürge
Thank you!