

Home & Garden Insights and Checklist



Home & Garden Checklist

Maximize Non-Search Shopping for Home & Garden SKUs

- ☐ 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

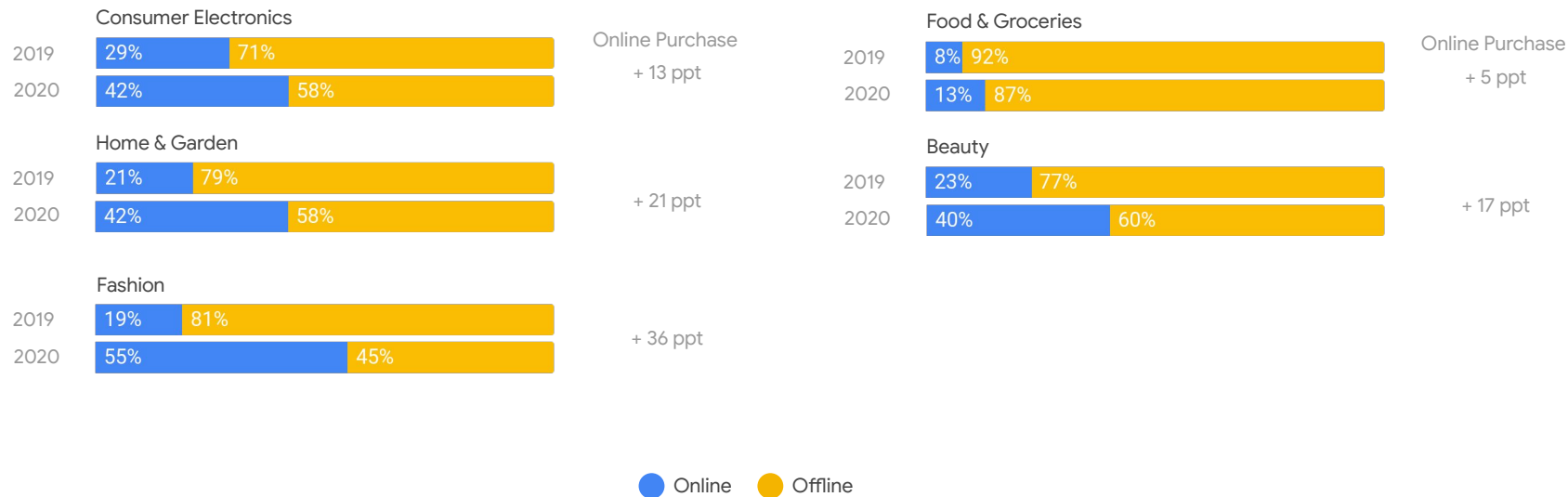
- ☐ App Campaign for Engagement with H&G Feed
- ☐ Utilize “promotional” ACi for this event and align creatives accordingly

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



And consumer behaviour in the category can be highly influenced by brand activities



Home & Garden



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 Halı



Montessori
Kitaplık



Montessori
Yatak



Robot
Süpürge

2020 Top Trending



Buhurdanlık



Döküm / Granit
Tava / Tencere



Palet Koltuk



Robot Süpürge

Thank you!