



think
with Google™

The image features a central circular graphic with a light-colored wood grain texture. Inside this circle, the word "think" is written in a large, dark grey, lowercase sans-serif font. Below it, the word "with" is in a smaller, dark grey font, followed by the word "Google" in its signature multi-colored font (blue, red, yellow, blue, green). A small trademark symbol (™) is at the end of "Google". The background of the entire image is a white brick wall. Three large, semi-transparent circles are overlaid on the wall: a large teal one in the top right, a medium blue one in the bottom right, and a teal one in the bottom left.



Google Shopping on the Assistant

Wie Sie Ihre Ziele noch besser erreichen können
mit Google Shopping als primären Kanal

Timo Seewald, Google
Google Shopping Minister DACH

#twg17

Agenda



Die Vision von Shopping auf dem Assistant



Alle Elemente von Shopping nutzen, um Ihre Ziele zu erreichen und bereit für die Zukunft zu sein



Key Takeaways und Zeit für Fragen



Wir sind schon einen weiten Weg gegangen



Wie ist mein Horoskop heute?

Wie wird das Wetter heute?

Hat das Restaurant einen
Lieferservice?

Ich brauche ein Taxi



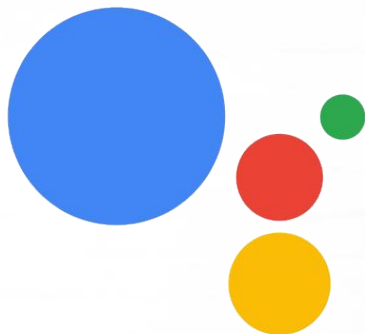
We will move from a mobile first to an AI first world...

Sundar Pichai, CEO at Google



Das ist nicht über Nacht passiert





Hi, how can I help?



Hilfe für Ihre Aufgaben in Ihrer Welt



Die Zukunft
von Shopping



Die Basis für den Erfolg mit dem Assistant ist Google Shopping



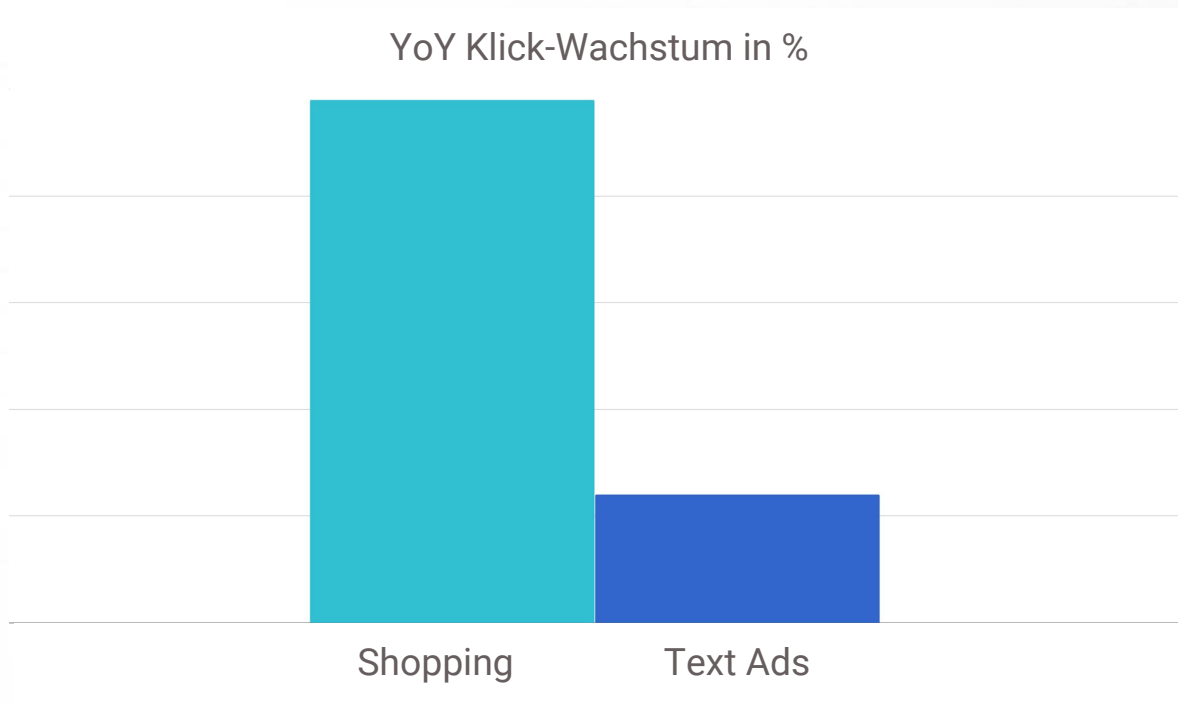
Die Elemente von Google Shopping

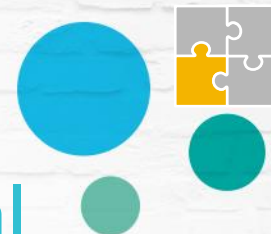


Was sind Ihre Ziele für Google Shopping?



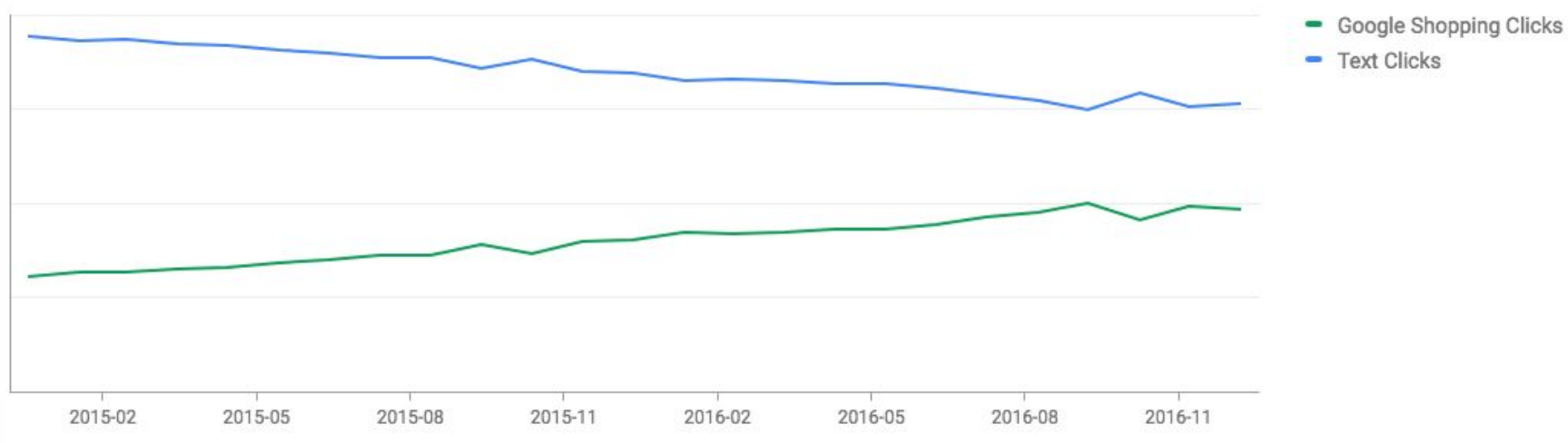
Shopping wächst viel stärker als Text Ads





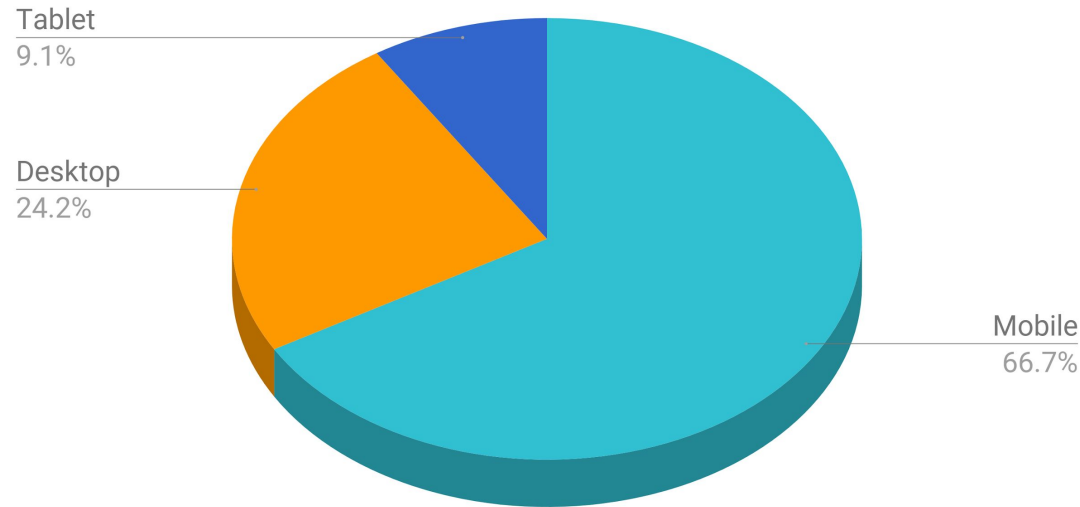
Marktentwicklung: DE-Fashion

Shopping ist bald der klick stärkste Kanal



Source: Google Internal Data, Queries, Categories: Apparel Accessories, Footwear, Women's, Men's & Children's Clothing, Nov 2016 - Jan 2017

Mobile ist die treibende Kraft in Shopping



% von Klicks in Shopping pro Gerät

Der Feed als Basis erfolgreicher Kampagnen



Ablehnungen vermeiden und Probleme lösen

Ziel: alle Produkte müssen immer live sein



- Total Offers: 45.3K
- After Feed Processing Errors:
- After Data Quality Errors:
- After Policy Errors:
- After Pending Errors:

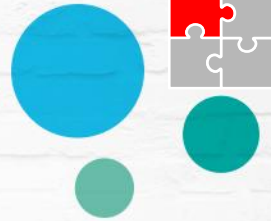
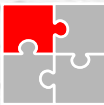


- Targeted:
- Targeted In Stock:
- Products with impressions (30d):
- Products with clicks (30d):

Ablehnungen vermeiden

Alle Produkte übergeben

Inhalte optimieren



Das Merchant Center im Blick haben

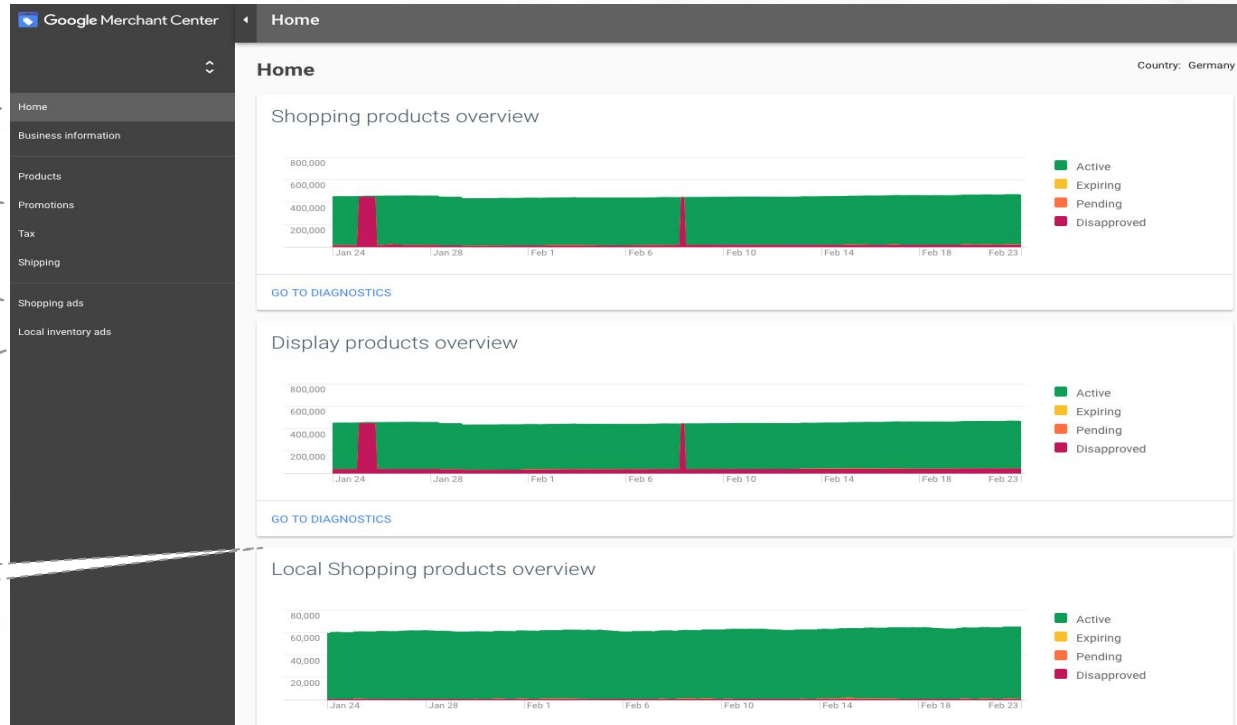
Übersicht bestehender Datenfeeds

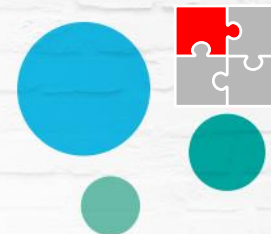
Diagnose / Feed und Produktliste

Shoppingdetails spezifizieren

Konfiguration Assortment Report

Übersicht bestehender lokaler Feeds





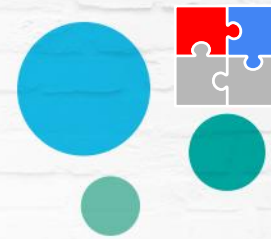
Und die Datenqualität

 Disapproved ⓘ 6,199 items (8.0%)	 Pending ⓘ 4 items (0.0%)	 Expiring ⓘ 0 items (0.0%)	 Active ⓘ 72,631 items (92.0%)
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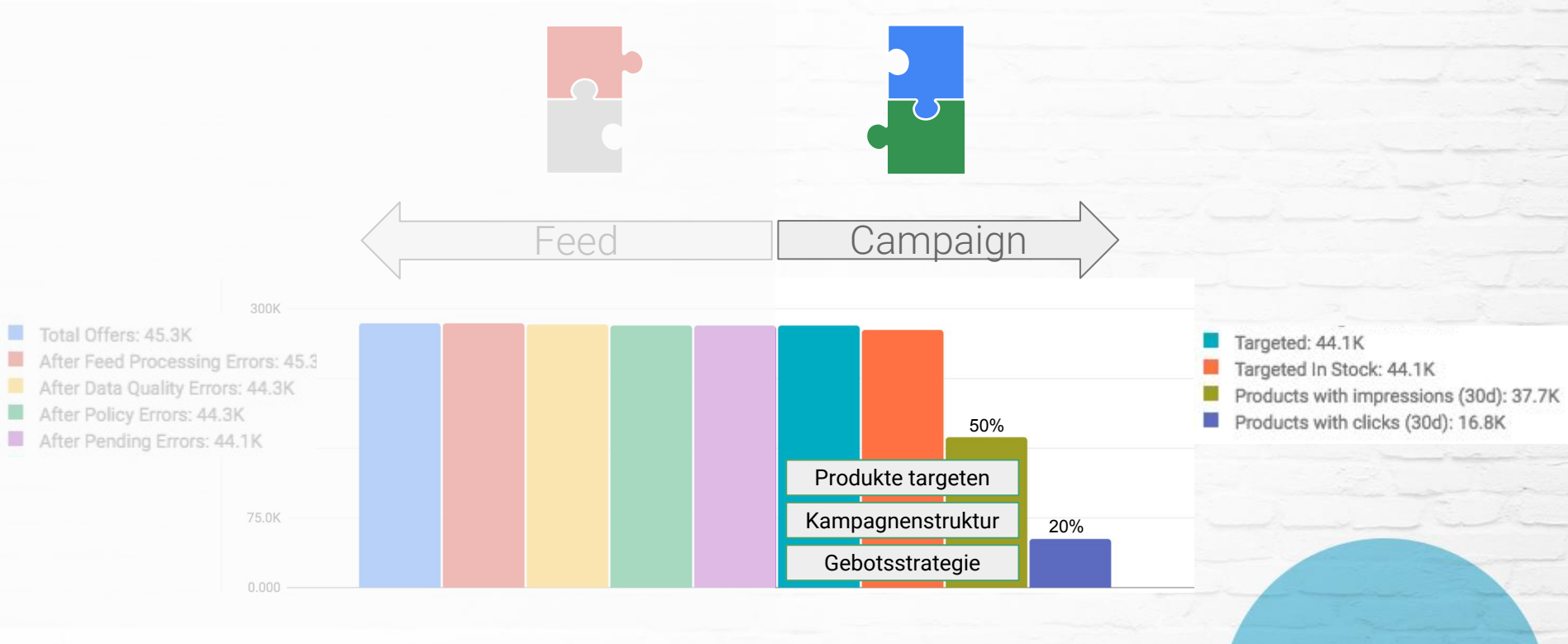
← Current item issues for Shopping ads						⬇
Issue ⓘ	Country ⓘ	Affected items ⓘ	% affected ⓘ	% affected past clicks ⓘ		
 Item requires a GTIN	Germany	4,918	6.2%	<1.0%	Learn more	
 Insufficient product identifiers: Missing GTIN attribute.	Germany	349	<1.0%	0.0%	Learn more	
 Missing required attribute: size	Germany	290	<1.0%	<1.0%	Learn more	
 Product pages cannot be accessed from a mobile device	Germany	244	<1.0%	<1.0%	Learn more	
 Invalid images	Germany	165	<1.0%	<1.0%	Learn more	
 Missing required attribute: color	Germany	161	<1.0%	0.0%	Learn more	
 Incorrect product identifiers	Germany	94	<1.0%	<1.0%	Learn more	
 Automatic item disapprovals due to policy violation	Germany	46	<1.0%	0.0%	Learn more	

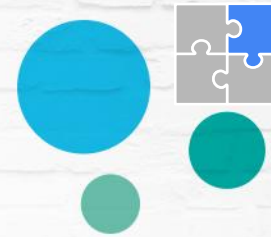
Erfolgreich sein durch Kampagnen und Bids



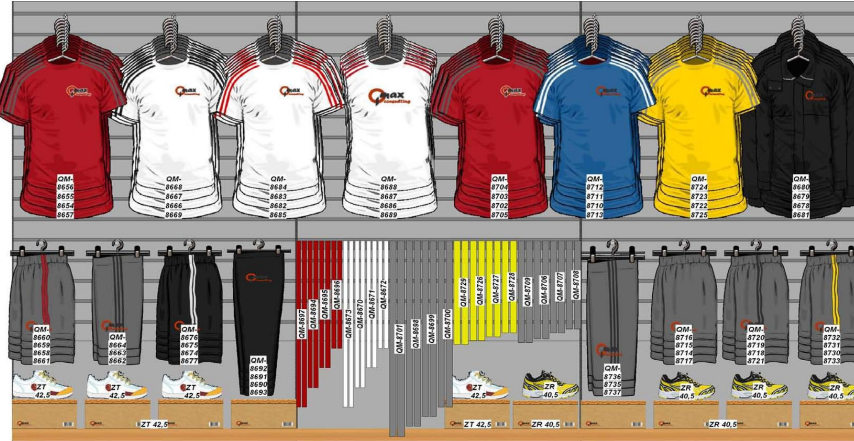


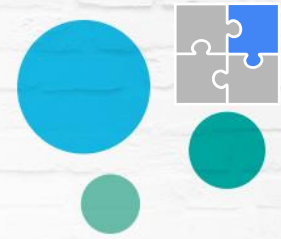
Wie viele Produkte bekommen Klicks?





Shopping als Schaufenster verstehen

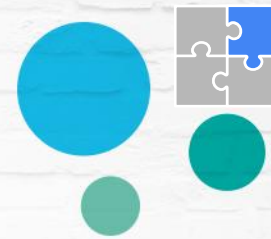




So sieht es leider häufig aus*

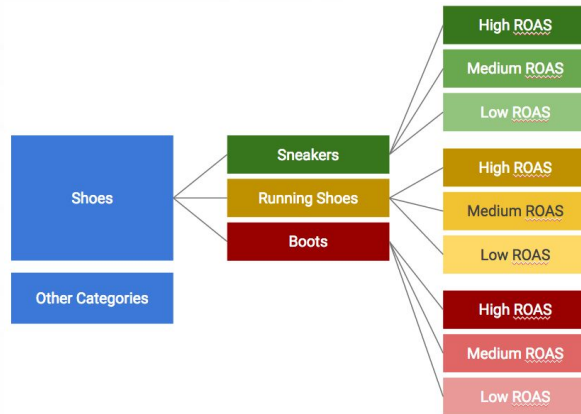


*discovered many times



Einzelne Fallbeispiele mit unterschiedlichen Kampagnenkonzepten

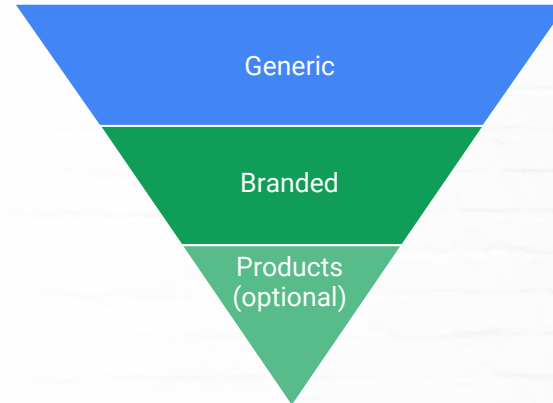
Adaptierte Kampagnenkonzepte



Use Case A

Kampagneneffizienz erhöhen

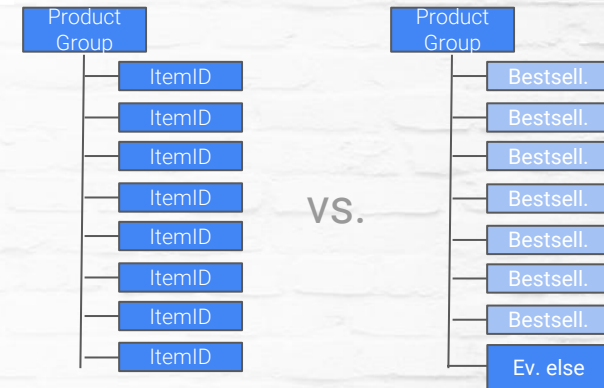
Restrukturierung des Shopping Accounts
auf Basis der übergreifenden SEA
Unternehmensstrategie



Use Case B

Brand vs. Non-Brand

Auf unterschiedliche Suchanfragen
unterschiedlich bieten



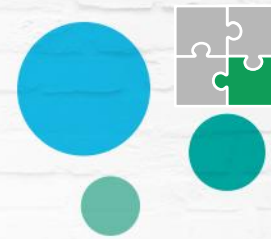
Use Case C

ID vs. Kategorie vs. Hybrid

Auf Einzelartikel oder auf Produktkategorien
bieten (optional Bestseller)

Alle Shopping-Erweiterungen nutzen





Shopping Features und Formate

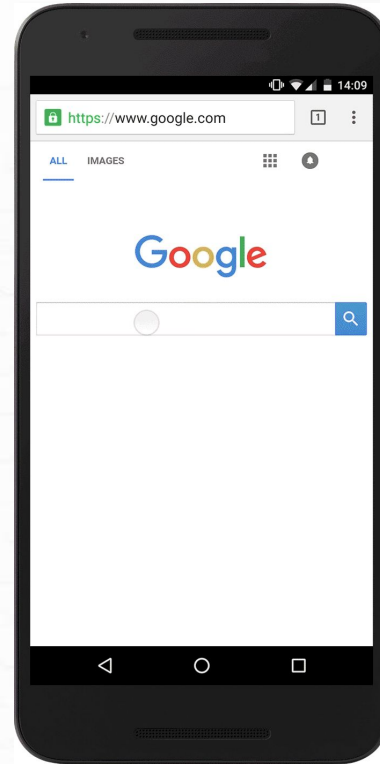


Präsentieren Sie Ihre Marke im Upper Funnel des Kaufprozesses*

Showcase Ads

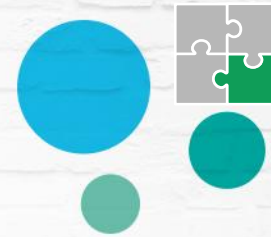
90%

aller Smartphone-Nutzer sind zu Beginn des Kaufprozesses unsicher, welche Marke sie kaufen wollen.



Showcase Shopping ads

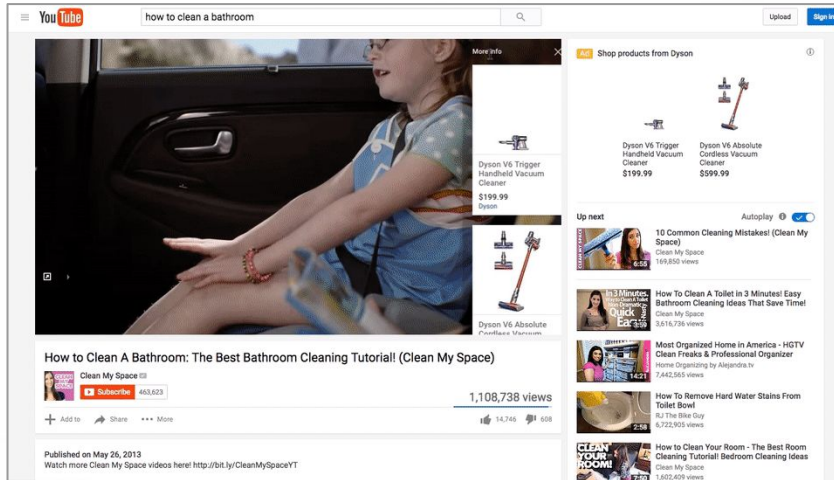
*closed beta (UK, DE, FR, US, AU)



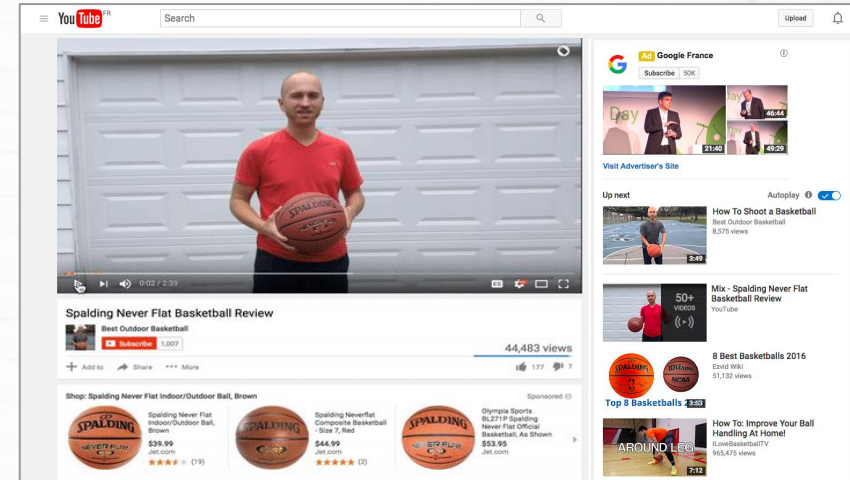
Reichweite vergrößern mit YouTube

TrueView for Shopping

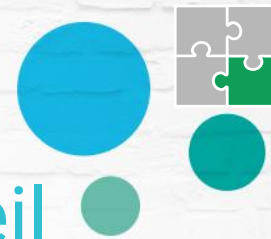
Shopping ads on YouTube



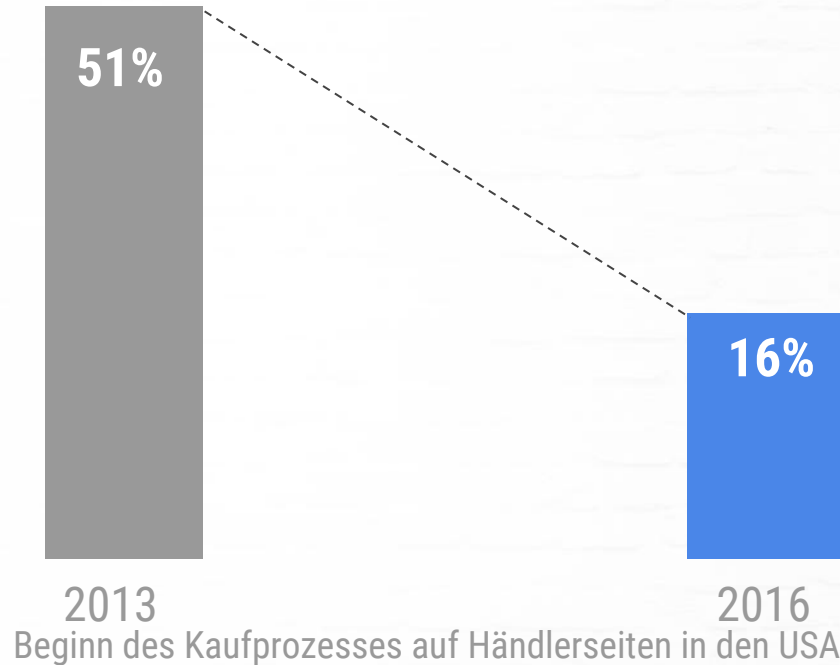
Zeigen Sie Ihre Produkte, vergrößern Sie die Nachfrage und konvertieren Sie direkt von Ihrem Video aus (TrueView In-Stream)!



Erweitern Sie die Reichweite Ihrer Shoppingkampagne durch Anzeigen Ihrer Produkte über organische Videos anderer!



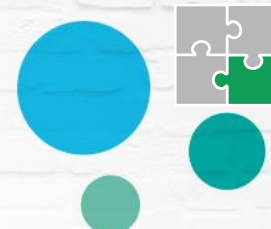
Lokale Geschäfte als strategischer Vorteil



Beginn des Kaufprozesses in den USA

	<u>2013</u>	<u>2016</u>
Amazon:	30%	44% - 55%
Google:	13%	28% - 34%
Retailers:	51%	16% - 21%

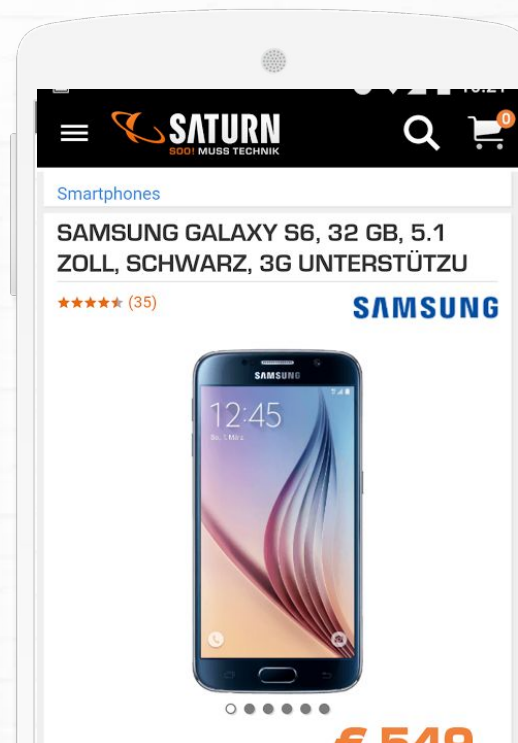
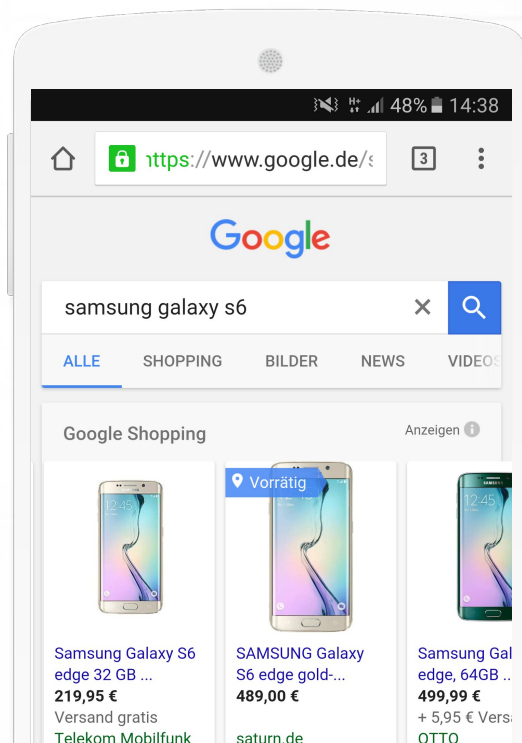
Ranges reflect results from various research studies



Helfen Sie Ihren Kunden, Ihre lokalen Produkte zu finden, wenn Sie danach suchen

LIA ist ein mobiles Multichannel-Format

2-5% CTR
Erhöhung



Von Händlern gehostete
Landing Page

SportScheck

“Als Multichannel-Händler ist es für uns wichtig, Kunden auf jedem Kanal zu erreichen. Anzeigen mit lokaler Produktverfügbarkeit sind eine hervorragende Möglichkeit, den Kunden relevante Produktinformationen zu präsentieren, wenn sie online danach suchen.“

Rahel Götz

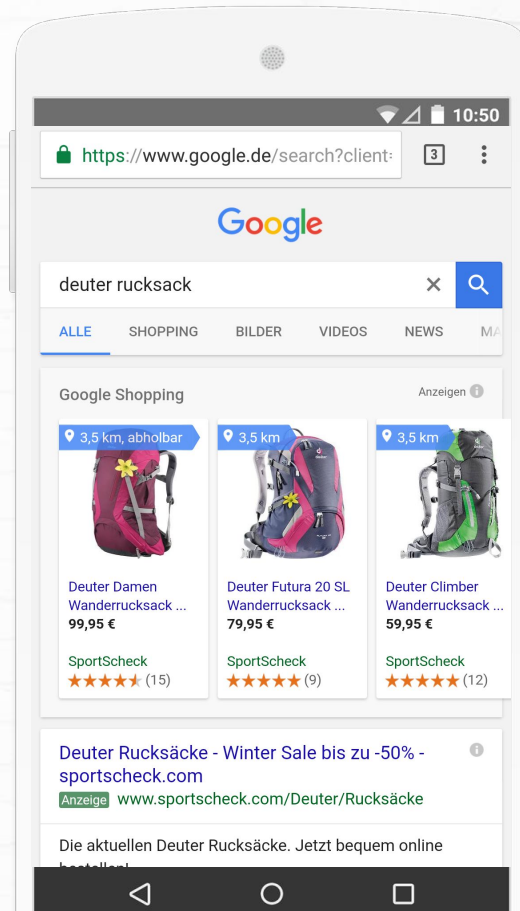
Teamleiterin, Online Performance Marketing bei SportScheck



Steigerung um 108 % bei Besuchen im Ladengeschäft bei konstanter Besuchsrate



Mehr als doppelt so hoher Offlineumsatz bei Ladenbesuchen durch LIA



Key Takeaways



Dokumentieren Sie Ihre Ziele mit Google Shopping auf dem Assistant



Stellen Sie 100% Ihrer Produkte mit sehr guter Datenqualität zur Verfügung und nutzen Sie Google Shopping wie ein Schaufenster



Machen Sie sich mit Shopping bereit für die Zukunft





Thank you!

#twg17

English slides
(Backup -
Don't paste into
official deck)



Vision of Google Shopping on the Assistant

Die Zukunft von Google Shopping und wie Sie Ihre Ziele noch besser erreichen können mit Shopping als primärem Kanal

Timo Seewald, Google
Google Shopping Minister DACH

#twg17

Agenda



The vision of Shopping on the Assistant



How to use all elements of Shopping to better reach your goals and be ready for the future



Key take aways and time for your questions



We've evolved over time



What is my horoscope today?

Can we do karaoke?

Does that restaurant deliver?

I need a car here



We will move from mobile first to an AI first world...

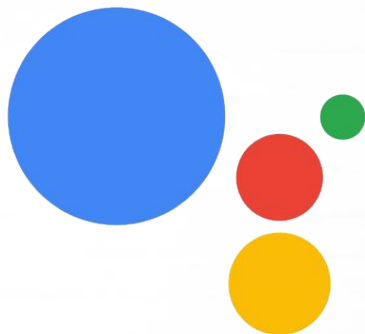
Sundar Pichai, CEO at Google





This didn't happen overnight





Hi, how can I help?



Helps getting things done in your world



The Future +
Where We're
Headed



The basis for success with the assistant
is Google Shopping

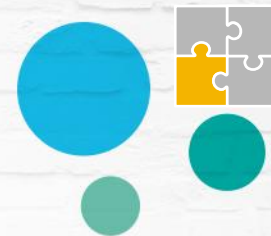


First, understand the elements of Shopping



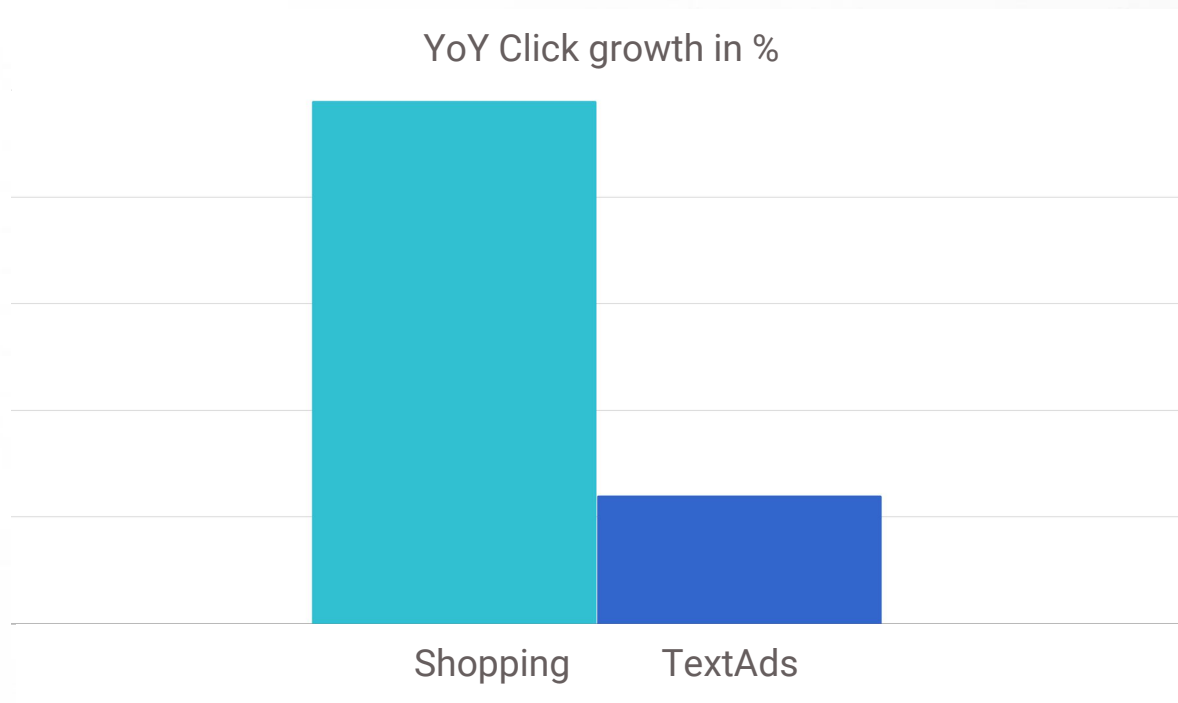
Which metrics to drive through Shopping?



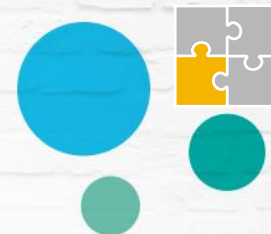


Market development: Fashion industry

Shopping is outpacing TextAds growth

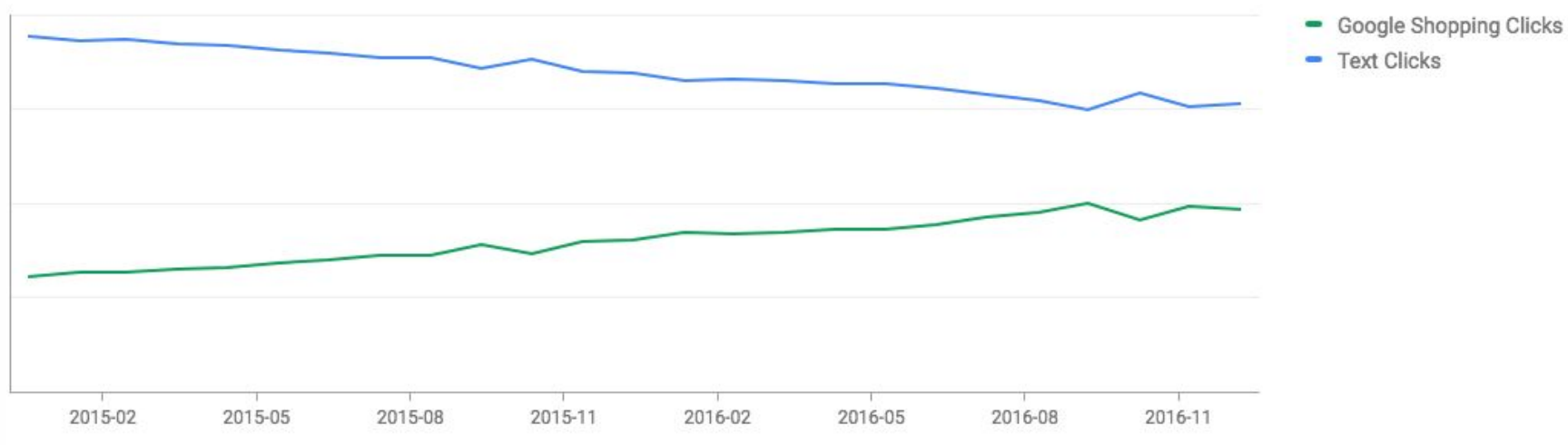


Source: Google Internal Data, Queries, Categories: Apparel Accessories, Footwear, Women's, Men's & Children's Clothing, Dec 2016 - Feb 2017

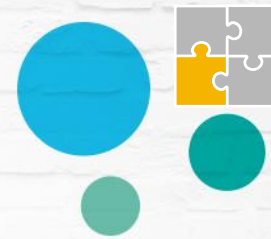


Market development: Fashion industry

Shopping will have most clicks shortly

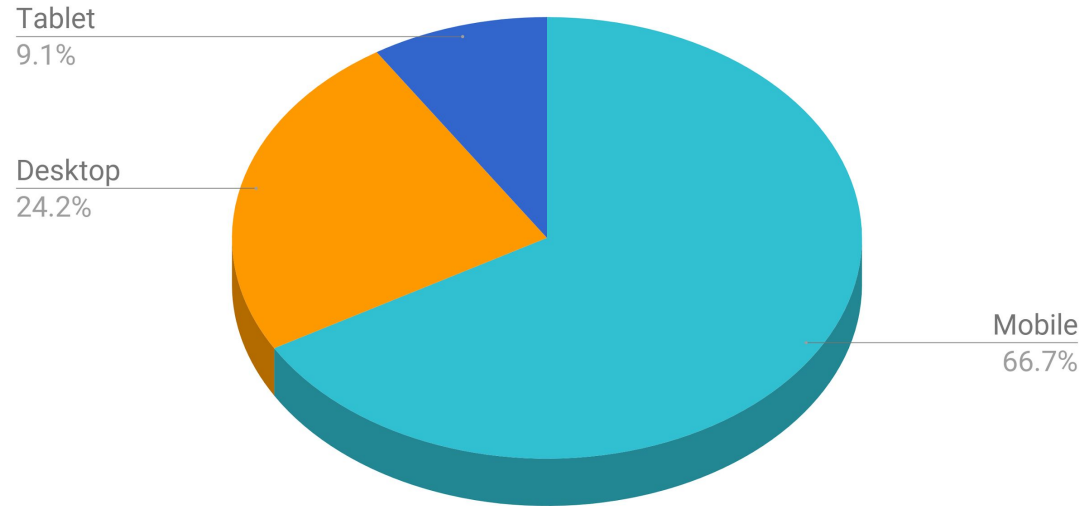


Source: Google Internal Data, Queries, Categories: Apparel Accessories, Footwear, Women's, Men's & Children's Clothing, Nov 2016 - Jan 2017



Market development: Fashion industry

Mobile is the driving force in Shopping

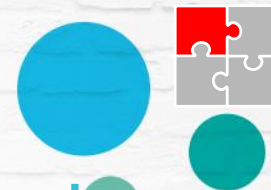


% of Clicks in Shopping per device

Source: Google Internal Data, Queries, Categories: Apparel Accessories, Footwear, Women's, Men's & Children's Clothing, Nov 2016 - Jan 2017

Set the basis for successful campaigns



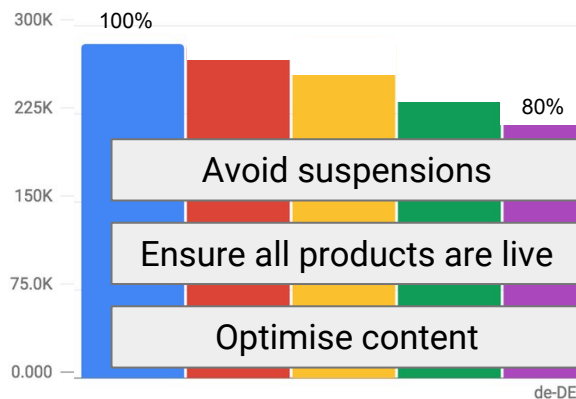


Avoid suspensions and prioritise your approach in resolving issues

Make sure all products are live in your feed



- Total Offers: 45.3K
- After Feed Processing Errors:
- After Data Quality Errors:
- After Policy Errors:
- After Pending Errors:

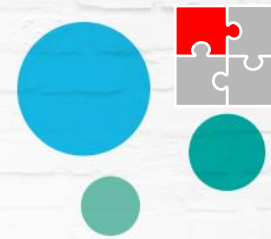


- Targeted:
- Targeted In Stock:
- Products with impressions (30d):
- Products with clicks (30d):

Avoid suspensions

Ensure all products are live

Optimise content



Have an eye on the Merchant Center

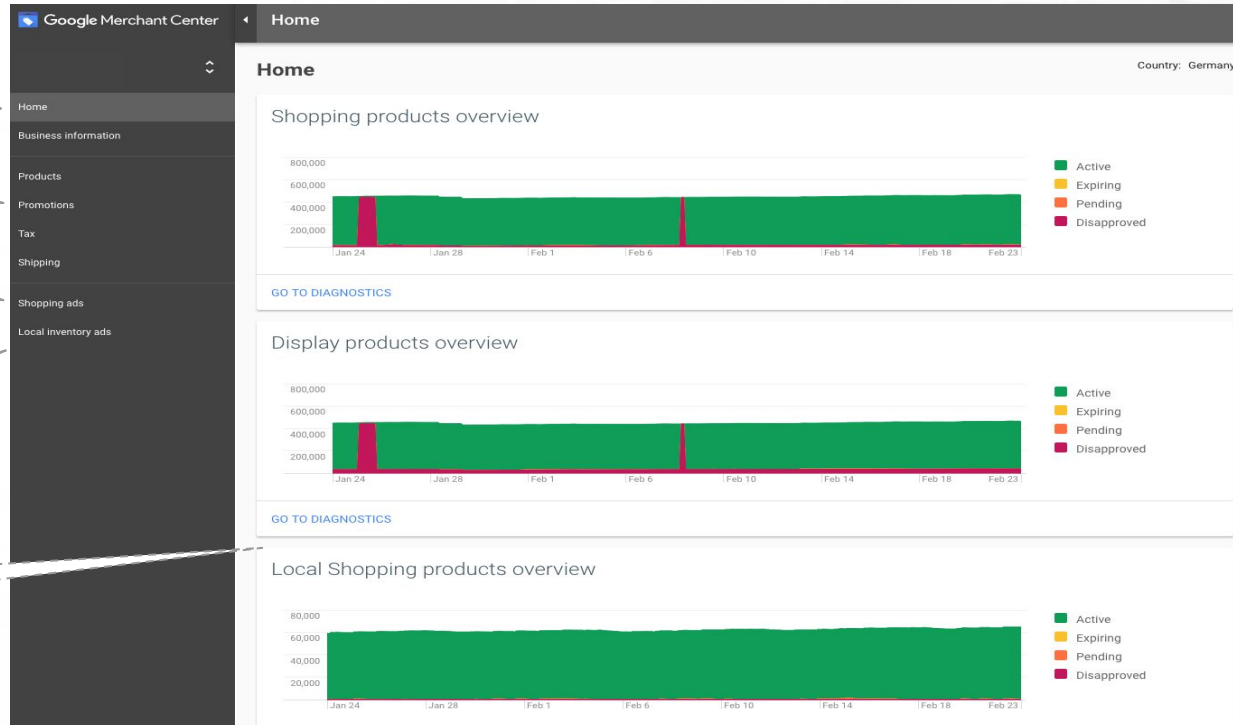
Overview of existing
product data feeds

Diagnostics / Feed List
Products List

Specify your Shipping
details

Configuration
Assortment Report

Overview of existing
local product feed



And your data quality

 **Disapproved** ⓘ
6,199 items (8.0%)

 **Pending** ⓘ
4 items (0.0%)

 **Expiring** ⓘ
0 items (0.0%)

 **Active** ⓘ
72,631 items (92.0%)

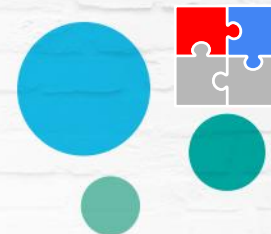
← Current item issues for Shopping ads



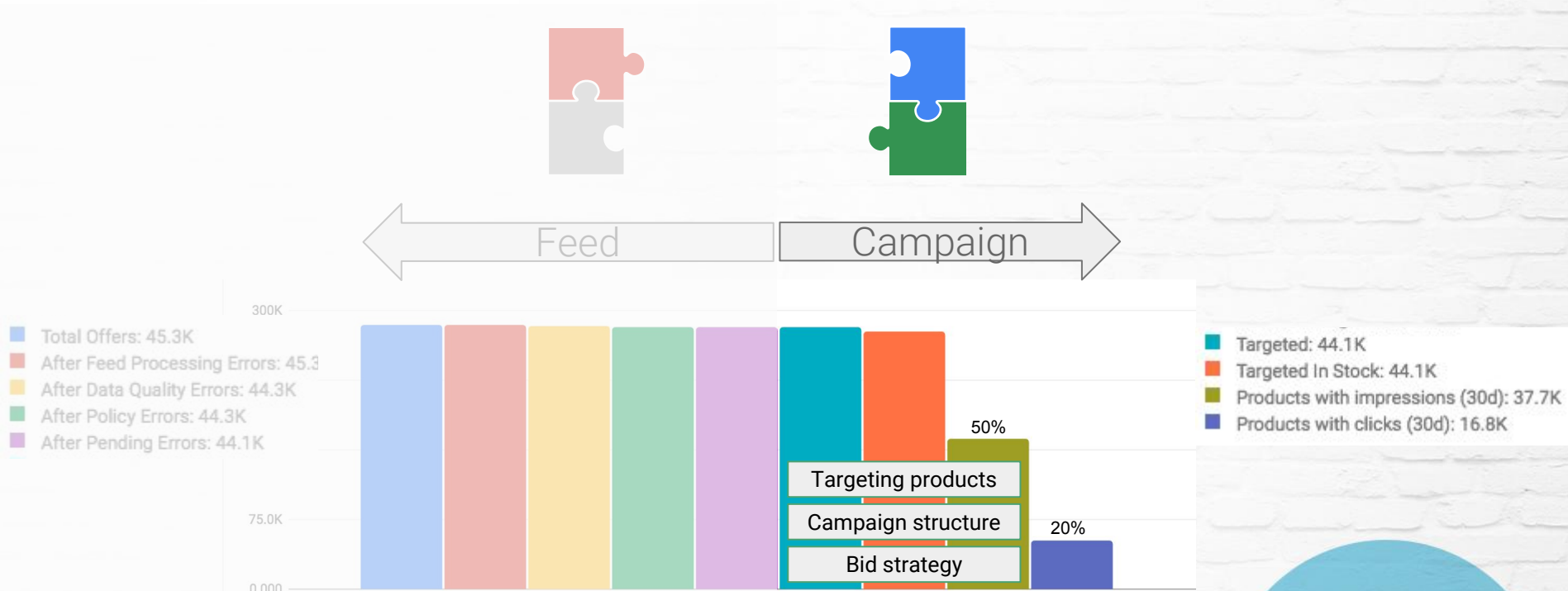
Issue ⓘ	Country ⓘ	Affected items ⓘ	% affected ⓘ	% affected past clicks ⓘ	
 Item requires a GTIN	Germany	4,918	6.2%	<1.0%	Learn more
 Insufficient product identifiers: Missing GTIN attribute.	Germany	349	<1.0%	0.0%	Learn more
 Missing required attribute: size	Germany	290	<1.0%	<1.0%	Learn more
 Product pages cannot be accessed from a mobile device	Germany	244	<1.0%	<1.0%	Learn more
 Invalid images	Germany	165	<1.0%	<1.0%	Learn more
 Missing required attribute: color	Germany	161	<1.0%	0.0%	Learn more
 Incorrect product identifiers	Germany	94	<1.0%	<1.0%	Learn more
 Automatic item disapprovals due to policy violation	Germany	46	<1.0%	0.0%	Learn more

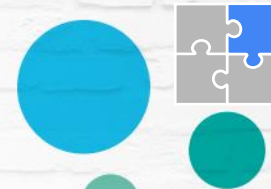
Drive performance through campaigns and bids



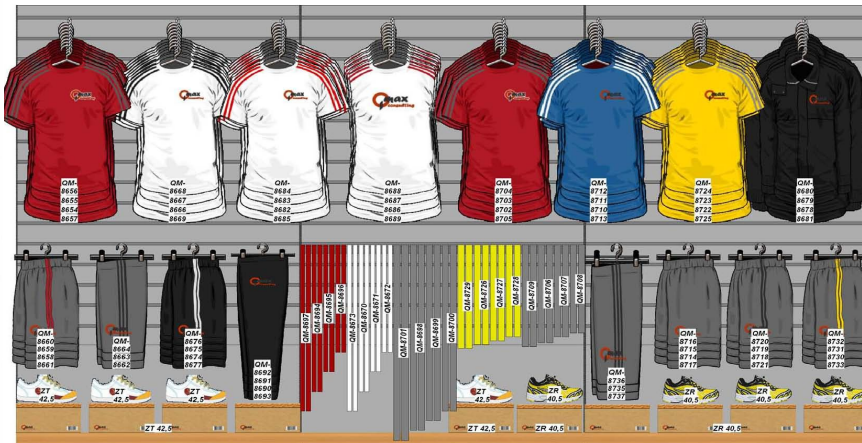


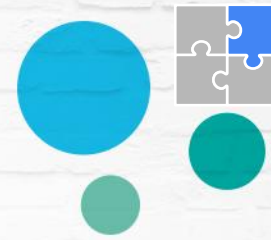
How many of your products get clicks?





Inventory allocation in physical store space

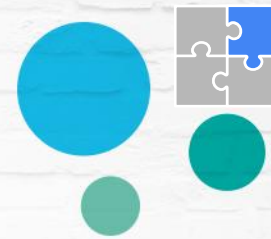




What the reality looks like in Shopping*

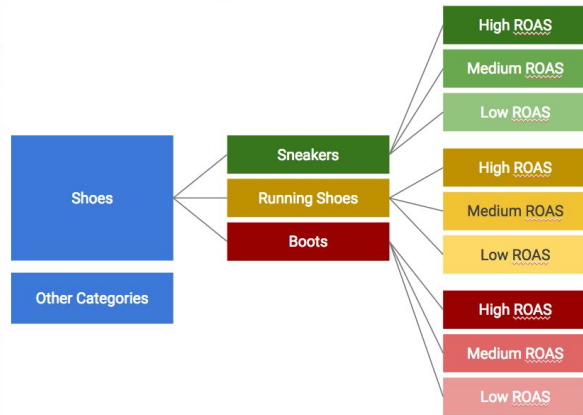


*discovered many times



Selected use cases of different campaign structure concepts

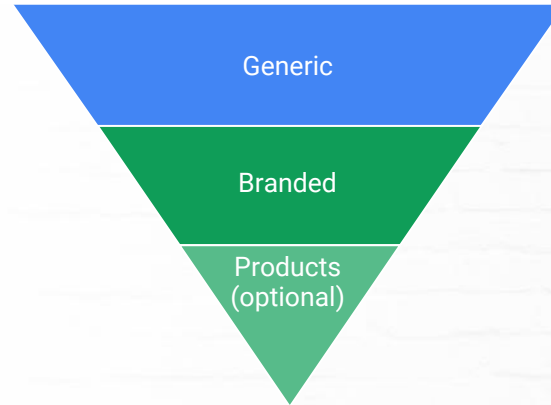
Adopt Campaign Structure Use Cases



Use Case A

Creating campaign efficiencies

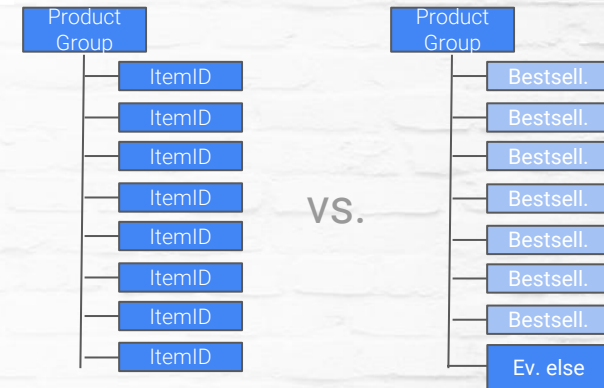
Restructuring of the Shopping Account setup in order to align with the overall SEA strategy & focus on the 'right' products.



Use Case B

Brand vs. Non-Brand

Measuring Non-Brand vs. Brand Keyword Performance for Single-Brand Retailer



Use Case C

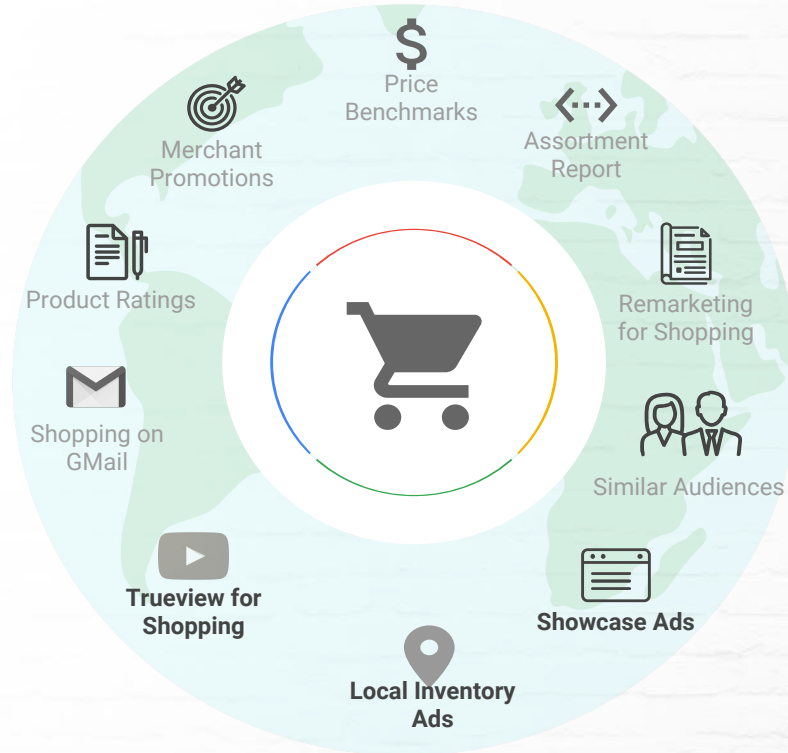
ID vs. Category vs. Hybrid

Shopping Campaigns Structure ID vs Category (optional bestseller)

Use all Shopping Enhancements



Shopping features and syndication options

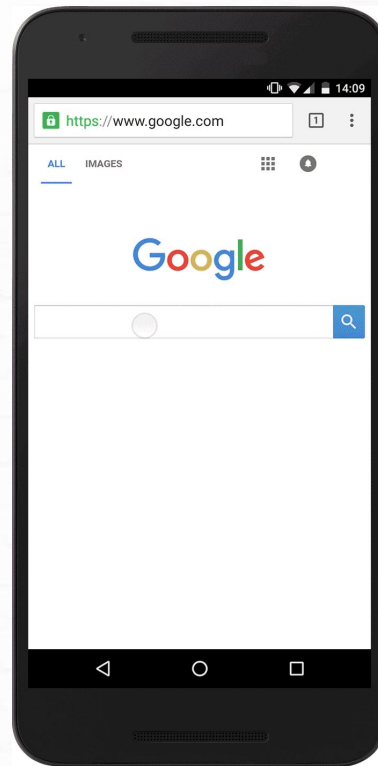


Connect with your brand early in the funnel*

Showcase Ads

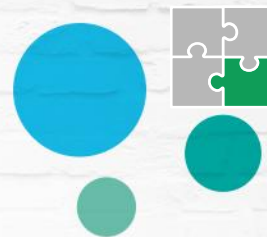
90%

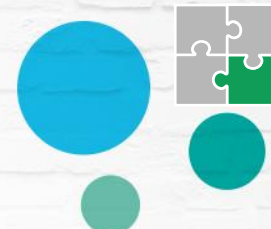
of smartphone users say they aren't absolutely sure of the specific brand they want to buy when they begin shopping



Showcase Shopping ads

*closed beta (UK, DE, FR, US, AU)

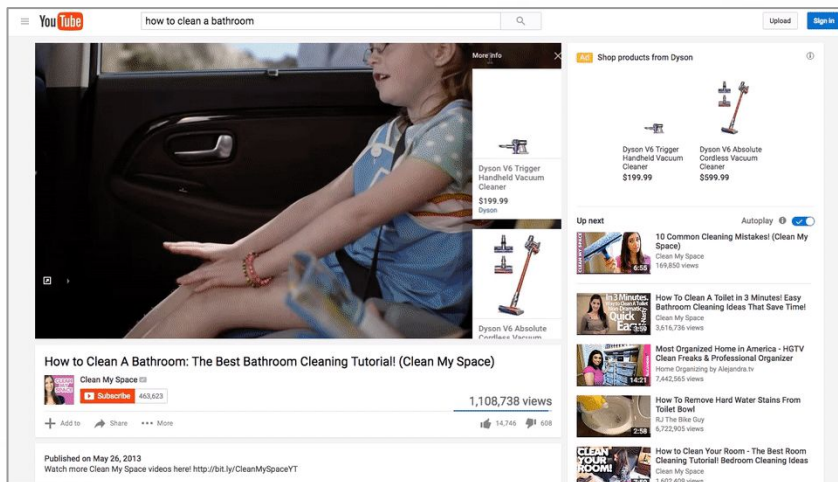




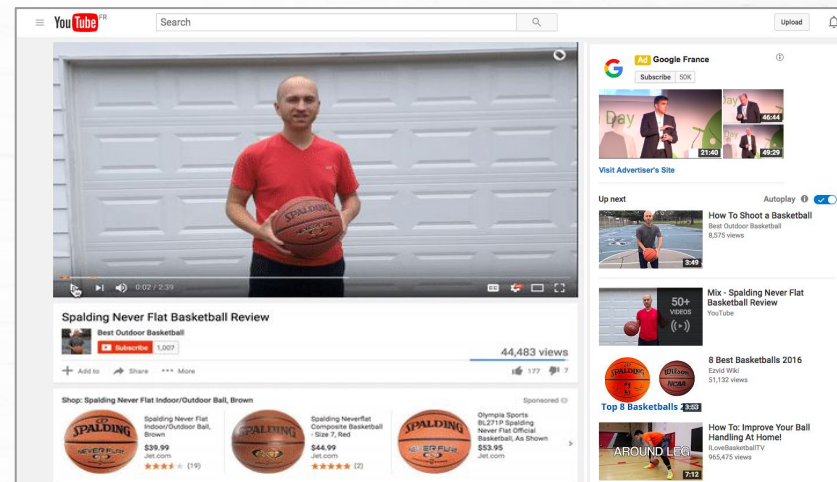
Expand your reach with Shopping on YT

TrueView for Shopping

Shopping ads on YouTube

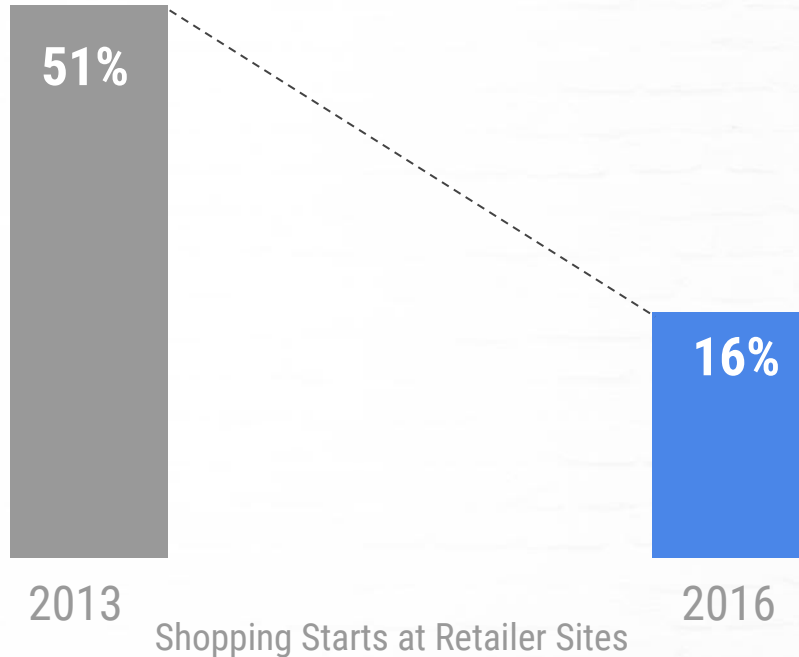


Show your products, drive demand & convert straight from your video (trueview in-stream) ad!



Extend the reach of your Shopping campaigns by allowing your Shopping ads to appear on related third party organic video!

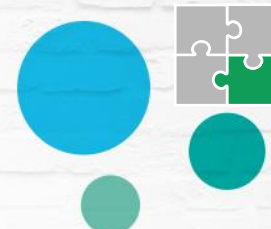
Use your local stores as competitive advantage



Shopping Starts

	<u>2013</u>	<u>2016</u>
Amazon:	30%	44% - 55%
Google:	13%	28% - 34%
Retailers:	51%	16% - 21%

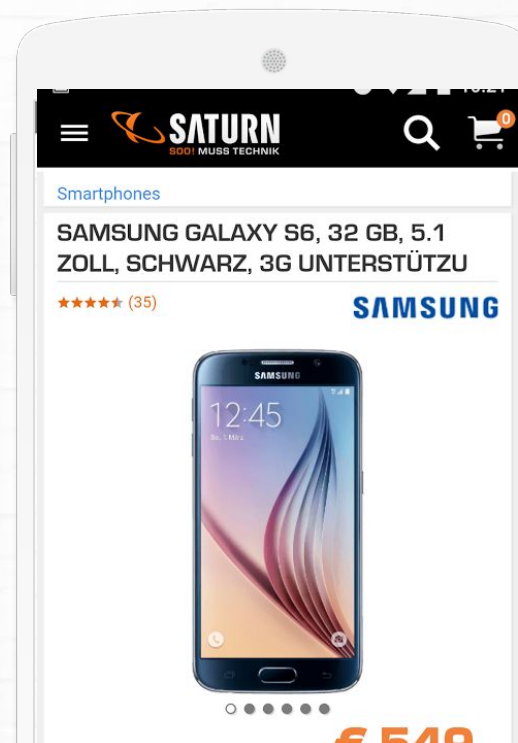
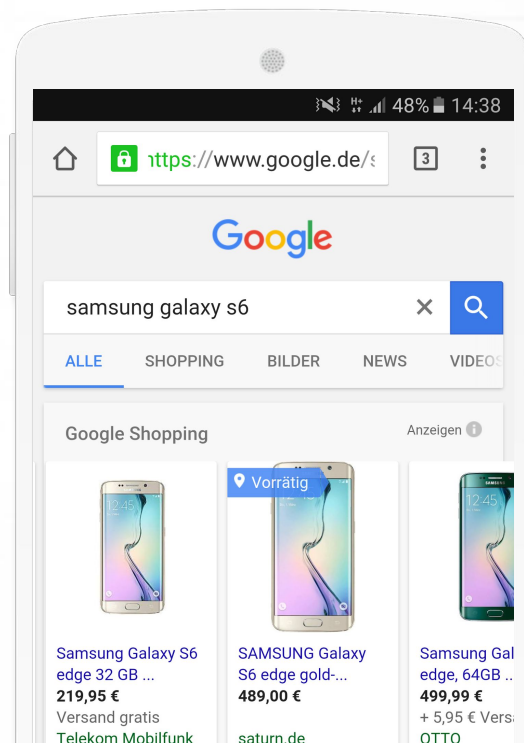
Ranges reflect results from various research studies



Help consumers find your local products when searching on Google

LIA is a true multichannel mobile format

**2-5% CTR
UPLIFT**



**MERCHANT HOSTED
LANDING PAGE**

SportScheck

“ As a multi-channel retailer, it was important for us to reach customers across every channel. Local inventory ads were a great way to reach our customers with relevant product information when they went online to search.

Rahel Götz

Team Lead, Online Performance Marketing at SportScheck



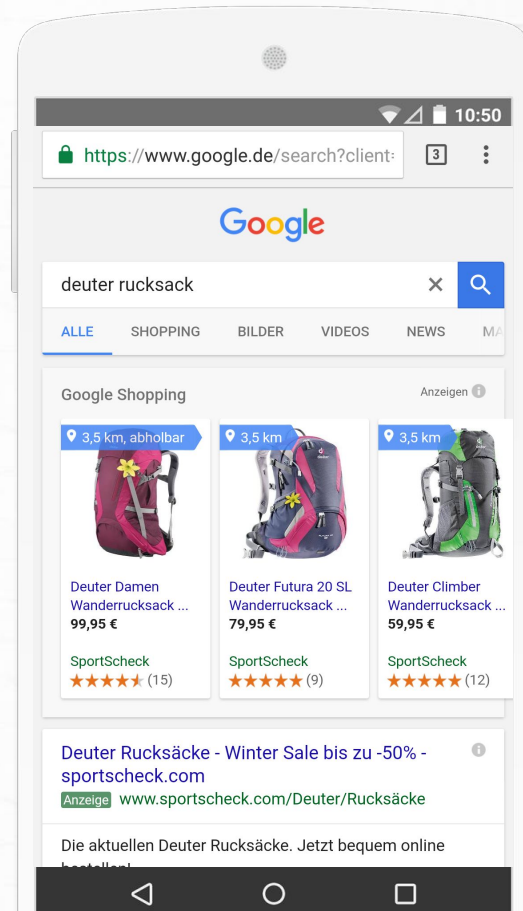
+108%

lift in in-store visits at constant store visit rate



2X

lift in offline revenue for traffic driven by local inventory ads



Local Inventory Ads help SportScheck Score Big with Mobile Shoppers

SportScheck

108%

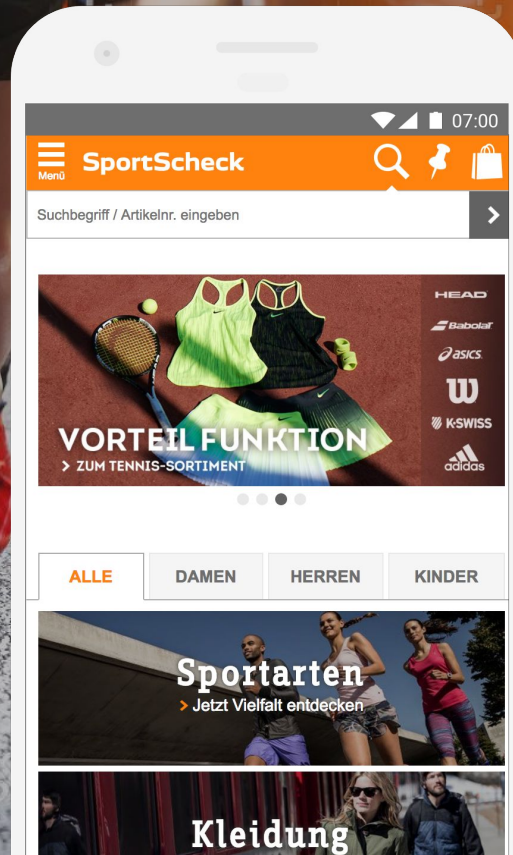
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2x

lift in offline revenue from traffic driven by local inventory ads.

Google. SportScheck Case Study. Q1 2017.
www.SportScheck.com

Friction means failure





Thank you!

#twg17

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