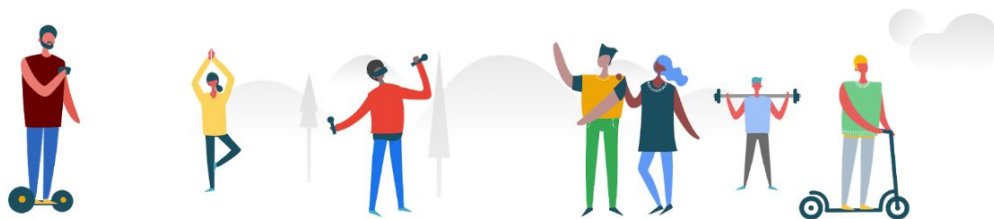


Grow with Google

Nové dovednosti. Nové příležitosti.

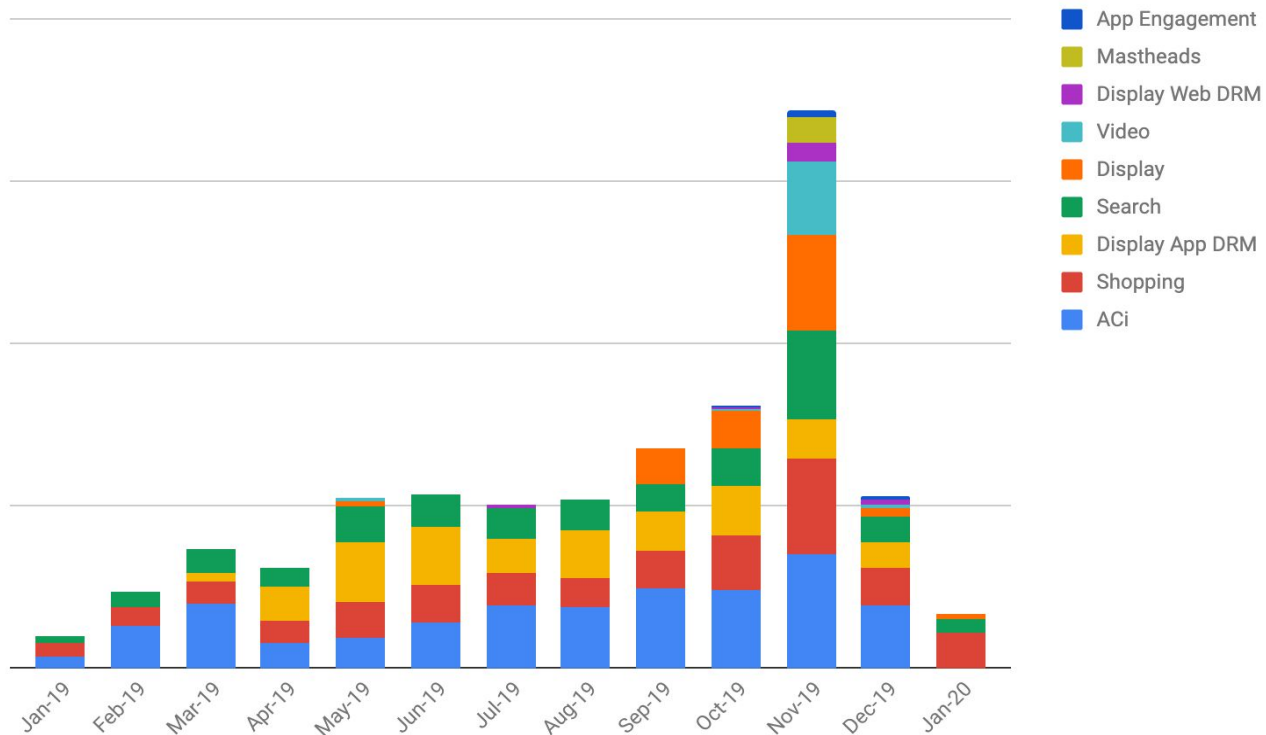


Optimalizační success stories z Dubaje

Zimní PPC Camp 2020 | 21. 2. 2020 | Tomáš Havlík

Ukazkový Google media mix top UAE retail klienta

- **Mobile & App-first**
- **Always-on pouze shopping a brand search**
- **“Sezóna is the king”**
 - BF
 - Ramadan
 - Back to school
 - Product release

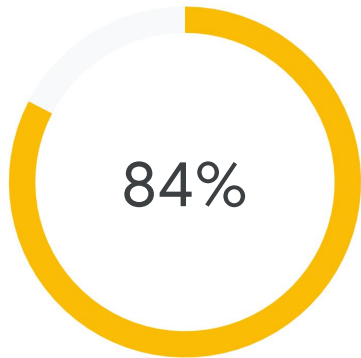


MENA vs search

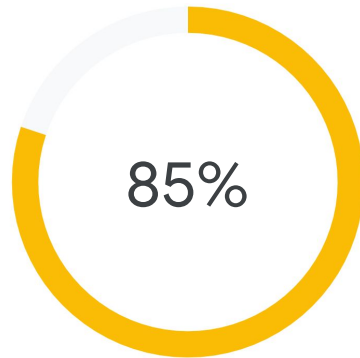
- **Situace na trhu**
 - Mezera v odbornosti
 - Arabština
 - Fluktuace lidí + neochota riskovat

Online Mobile Purchase

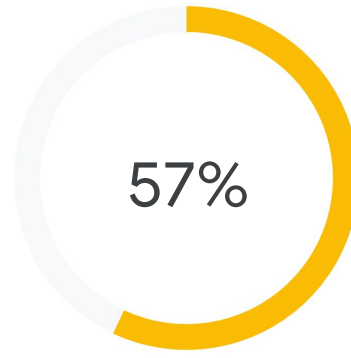
Percentage of online purchases on smartphones (%)



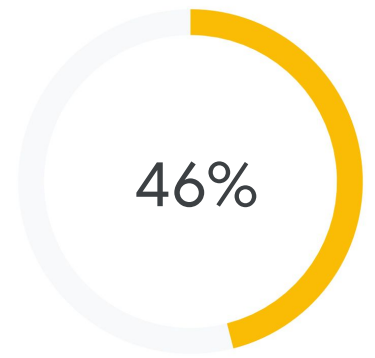
UAE



KSA



UK



US

Starting with short searches



Red formal dress for women size 14



35% shorter



formal dress



Imports filling the supply gap

Share of cross-border retail eCommerce sales in total eCommerce sales (% , 2017)



MENA vs search

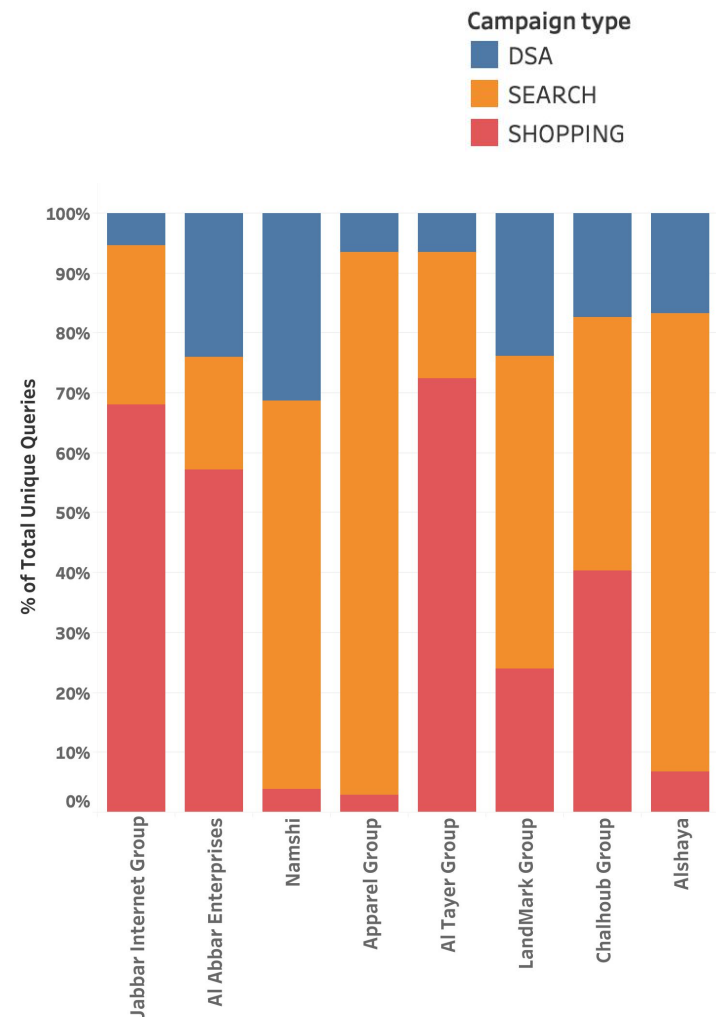
- **Situace na trhu**
 - Nedostatek talentu, mezera v odbornosti
 - Arabština
 - Fluktuace lidí, neochota riskovat
 - **Špatné historické výsledky aka:**
 - Špatný ROAS
 - Nekvalitní traffic
- Důvody :))**
- Žádné negativní slova v kampaních
 - 20 slov v BMM
 - Žádná rozšíření, publika, smart bidding,...
 - inzeráty:

[Dynamically generated headline]

[Dynamically generated display URL]

Have your pick of Kids And Baby delivered to your doorstep.

JUMIA Online Shopping Mall | Jumia.com.eg |
Jumia Egypt's #1 Online Mall +3 more
jumia.com.eg/Deals
Jumia Is Egypt's #1 Online Shopping Mall.
Order Online & Pay Cash On Delivery. Best...
[View assets details](#)



MENA vs search








fridge with ice maker



All Images Shopping Videos News More Settings Tools

About 18,300,000 results (0.57 seconds)

See fridge with ice maker

 <p>Hoover Fridge Side by Side... AED 3,699.00 Carrefour UAE Free shipping</p>	 <p>Panasonic NRBC752DS... AED 2,399.00 ACE Free shipping</p>	 <p>Westpoint Fridge Side B... AED 2,319.00 Carrefour UAE Free shipping</p>	 <p>Panasonic Fridge Side B... AED 2,624.00 Carrefour UAE Free shipping</p>	 <p>Bosch Serie 6, 604L, Americ... AED 5,669.00 Amazon.ae Free shipping</p>
---	--	--	--	---

[Internal feedback](#)

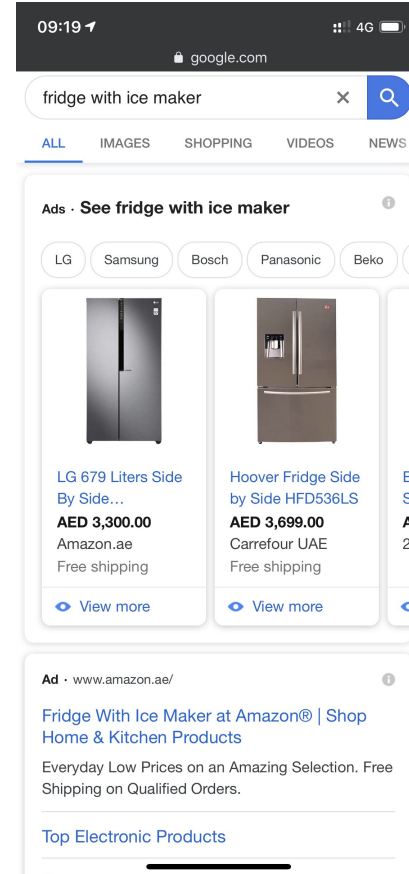
Ad · www.amazon.ae/

Fridge Fridge at Amazon® | Amazon.ae Official Site

Buy **Fridge Fridge** at Amazon. Free Shipping on Qualified Orders. Shop Our Huge Selection. Secure Payment. Same Day Delivery. Read Ratings & Reviews. Shop Best Sellers & Deals. Cash on Delivery. Free Delivery. Save with Our Low Prices. Fast Shipping.
[Smartphone Deals](#) · [Top Electronic Products](#) · [Grocery](#)

Videos

Double fridge or fridge^2? :)



09:19 4G

google.com

fridge with ice maker

ALL IMAGES SHOPPING VIDEOS NEWS

Ads · See fridge with ice maker

LG Samsung Bosch Panasonic Beko

LG 679 Liters Side By Side...
AED 3,300.00
Amazon.ae
Free shipping
[View more](#)

Hoover Fridge Side by Side HFD536LS
AED 3,699.00
Carrefour UAE
Free shipping
[View more](#)

Ad · www.amazon.ae/

[Fridge With Ice Maker at Amazon® | Shop Home & Kitchen Products](#)

Everyday Low Prices on an Amazing Selection. Free Shipping on Qualified Orders.

[Top Electronic Products](#)

MENA vs search








smart television

All Images Shopping Videos News More Settings Tools

About 1,380,000,000 results (0.51 seconds)

See smart television

Sponsored ⓘ

 <p>Philips 55 Inch 4K Ultra Slim... AED 1,085.00 Amazon.ae Free shipping</p>	 <p>Samsung 65 Inches 4K UH... AED 2,379.00 Amazon.ae Free shipping</p>	 <p>Hisense 55" 55B7300UW ... AED 1,299.00 Jumbo.ae Free shipping</p>	 <p>Philips 50-Inch 4K Ultra Slim... AED 899.00 Noon.com Free shipping</p>	 <p>Hisense 50B7100UW ... AED 999.00 Amazon.ae Free shipping</p>
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[Internal feedback](#)

Ad · www.samsung.com/ ▾
Samsung QLED 8K | Real 8K Resolution | samsung.com
Discover The All-New Samsung QLED 8K & Take One Giant Leap For Resolution. Learn More.

Ad · www.amazon.ae/ ▾
Smart Television on Amazon | Low Priced Smart Television
Read Customer Reviews & Find Best Sellers.

www.tomsguide.com › smart-tv-faq,review-2111 ▾
What is a Smart TV? Everything You Need to Know | Tom's ...
4 days ago - A smart TV makes it easy to stream movies and shows, and newer models offer voice control and smart home integration. But there are some ...
[Who Makes the Smartest](#) · [The Best Wi-Fi Setup for ...](#) · [Roku](#) · [Pluto TV](#)

No extensions

09:19 4G




google.com

smart television

ALL IMAGES SHOPPING VIDEOS NEWS

Ads · See smart television ⓘ


Samsung LG Sony TCL Panasonic 4K

 <p>Philips 55 Inch 4K Ultra Slim Smart... AED 1,085.00 Amazon.ae Free shipping View more</p>	 <p>Samsung 65 Inches 4K UHD TV -... AED 2,379.00 Amazon.ae Free shipping View more</p>	 <p>TC LE AE Am Fre</p>
---	---	--

Ad · www.samsung.com/ ⓘ

Samsung QLED 8K | Real 8K Resolution

Enjoy 8K Resolution On All New QLED 8K. With One Giant Leap For Resolution. Learn More. QLED 8K VIP Benefits. No1 Globally For 13 Years.

500 m · Al Burooj St Butterfly Buil... 

MENA vs search









women dress

All Images Shopping Videos Maps More Settings Tools

About 21,390,000,000 results (0.65 seconds)

See women dress

Sponsored

 <p>Lovers + Friends Lux... AED 984.42 revolve.com Free shipping</p>	 <p>MISA Women's Hadeya Snak... AED 1,750.00 ounass.ae Free shipping</p>	 <p>MAJORELLE Callisto Dress... AED 837.49 revolve.com Free shipping</p>	 <p>Nookie Allure Midi Dress... AED 804.43 revolve.com Free shipping</p>	 <p>In The Mood For Love... AED 3,050.00 ounass.ae Free shipping</p>	 <p>PatBO Cutout Mesh Beach... AED 2,479.41 revolve.com Free shipping</p>
---	---	---	---	---	--

[Internal feedback](#)

Ad · www.shein.com/ ▾

SHEIN - shop women's clothes | Up to 80% off

Unique & Personal Style. High Quality & Inexpensive. Fast Shipping, Low Price. New Styles For

Women. Casually Unique Styles. Be Your Own Style! Soft To Touch. Cash On Delivery. up to 80% OFF. Extra 15% Off First Order. New In Starting at SR13. Flash Sale.

[Women Clothing](#) · [Women Dresses](#) · [Women Blouses](#) · [SHEIN Paris Fashion Show](#)

[Images for women dress](#)



Generic ad

08:45 7 google.com

women dress

ALL IMAGES SHOPPING VIDEOS NEWS

Ads · See women dress

 <p>The Outnet United Arab E... The Outnet Dresses</p>	 <p>6thStreet.c</p>
---	--

Ad · en-ae.namshi.com/Women-Dresses/Online-Shop... 1

[Women's Dresses Online in UAE | Women's Dresses from 35 AED | namshi.com](#)

Latest Women's Dresses Online at Namshi. Hurry Up & Pick Your Styles Now! Free 14-Day Exchange. 30% Off your First Order. Cash on Delivery. Free Next Day Delivery.

Ad · www.splashfashions.com/ 1

[Shop Women's Dresses At Splash | Shop Basics From AED 20 | splashfashions.com](#)

Shop Basics At Splash From AED 20. Extra 10% Off On Your First Order. Code: SPF10. Explore...

MENA vs search



women dress size 8



All Images Shopping Videos News More Settings Tools

About 1,270,000,000 results (0.62 seconds)

See women dress size 8



QUIZ Women Long Sleeve...
AED 228.00
Namshi
Free shipping



Pinkshink Women's...
AED 129.00
Amazon.ae
Free shipping



Hype 1993 Red Women'S Dre...
AED 179.00
Virgin Megastore



TINGZI Women's...
AED 49.38
Amazon.ae



Button Business Dress Wome...
AED 152.00
AWOK.com
Free shipping

[Internal feedback](#)

Ad · www.asos.com/Dresses/Size-8

Buy Size 8 Dresses At ASOS | Explore The Collection Online

Discover The **Size 8 Dresses** Collection At ASOS. Free Shipping Worldwide! New Styles Added Daily. Discover ASOS Brands. Outlet: Up to 70% Off. Brands: Chi Chi London, Closet London, Fashion Union, French Connection, Lipsy, Little Mistress, Missguided.

[Buy T-Shirt Dresses](#) · [20% Off ASOS Top Picks](#) · [Maxi Dresses](#) · [Buy Work Dresses](#)

[Images for women dress size 8](#)

No local retailer...

08:45



google.com

women dress size 8



ALL IMAGES SHOPPING VIDEOS NEWS

Ad · www.asos.com/Dresses/Size-8

Size 8 Dresses At ASOS | Free Shipping Worldwide | ASOS.com

Discover The Size 8 Dresses Range. Shop Top Designers And ASOS Design! Outlet: Up to 70% Off. New Styles Added Daily. Discover ASOS Brands. Brands: Chi Chi London, Closet London.

[Buy T-Shirt Dresses](#)

[20% Off ASOS Top Picks](#)

[Activewear at ASOS](#)

[Mini Dresses](#)

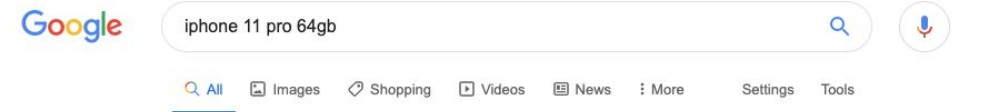
[Download on App Store](#)

Ad · en-ae.namshi.com/Women-Dresses/Online-Shop...

Women's Dresses Online in UAE | Women's Dresses from 35 AED | namshi.com

Shop Branded Women's Dresses Here. UAE's Largest Online Fashion Store! Free Next Day Delivery. 30% Off your First Order. Free 14-Day Exchange. Cash on Delivery. Types: Maxi Dresses, Formal Dresses, Casual Dresses, Party Dresses.

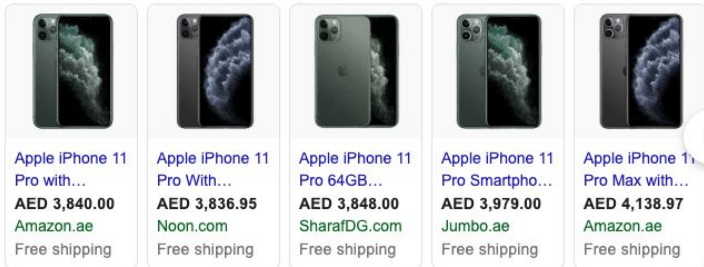
MENA vs search



About 154,000,000 results (0.56 seconds)

See iphone 11 pro 64gb

Sponsored



[Internal feedback](#)

Ad · www.apple.com/ae-en

[Buy iPhone 11 Pro | From AED 3243 with trade-in](#)

Trade in your device and upgrade to the new iPhone 11 Pro. Buy now. Four finishes.

Ad · uae.sharafdg.com/

[Buy Apple iPhone 11 Pro 64GB Midnight Green – Price,...](#)

Biggest deals on iPhone 11, iPhone XS, iPhone X and more iPhone models. Buy an...

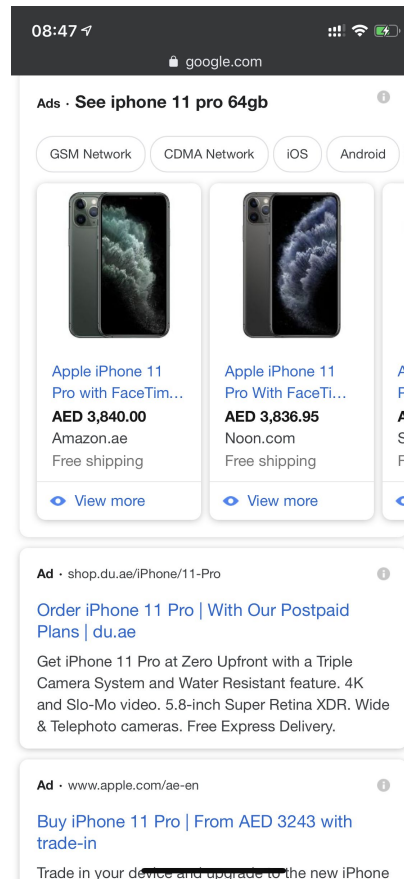
www.apple.com › [iPhone](#) › [iPhone 11 Pro](#)

[iPhone 11 Pro Max 64GB Midnight Green - Apple \(AE\)](#)

AED 4,639.00

Buy iPhone 11 Pro and iPhone 11 Pro Max featuring a triple-camera system. Buy now with free shipping.

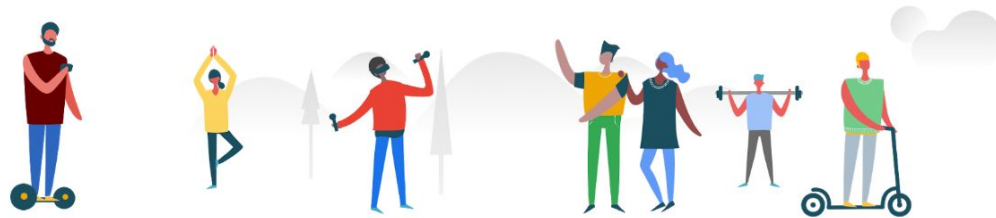
Výrobce
bez
eshopu



Operátor

Grow with Google

Nové dovednosti. Nové příležitosti.



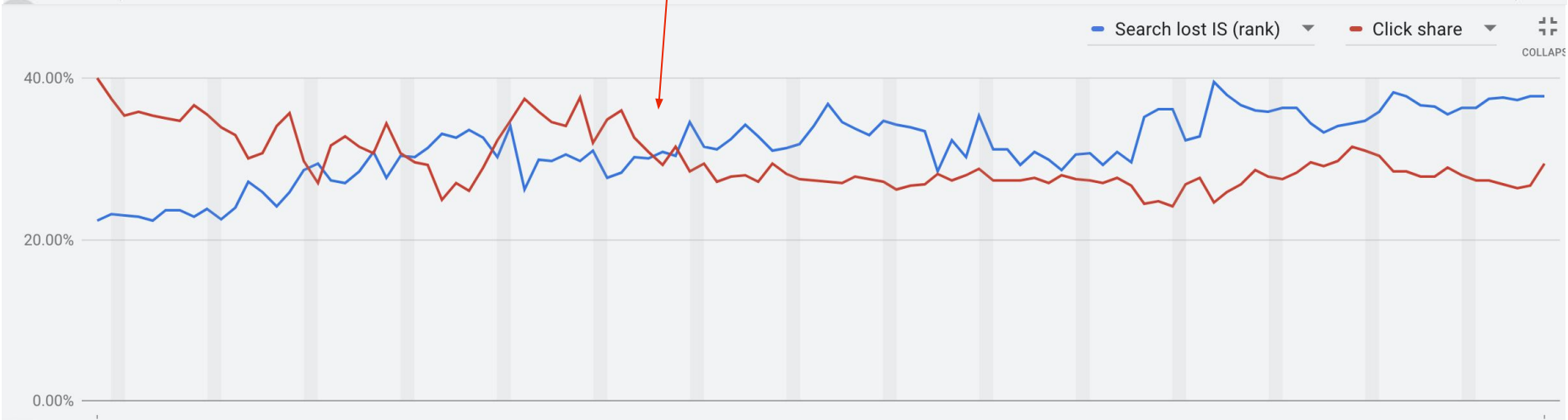
Optimalizační success stories | Shopping

1. Pozice na trhu (pouze osobně na campu)
2. **Optimalizace feedu a hledání příležitostí**
3. **(beta) Smart Shopping Campaigns - New customer optimization**

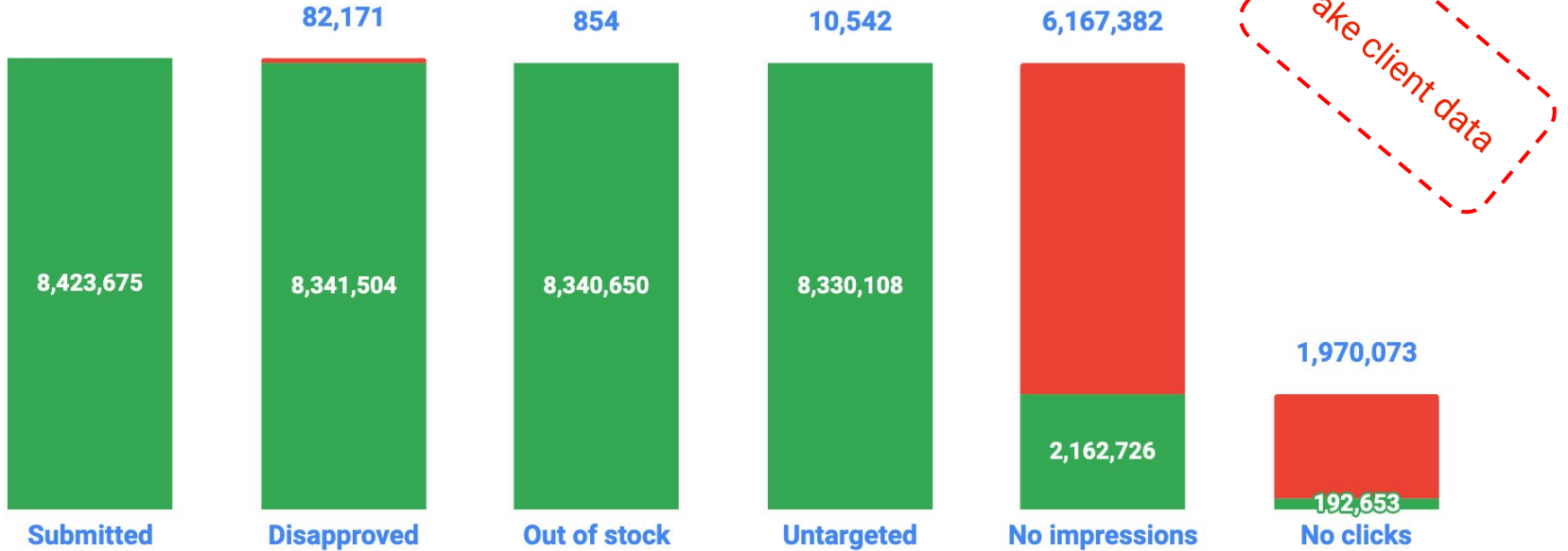
Optimalizace feedu

První success story

Proprietary + Confidential



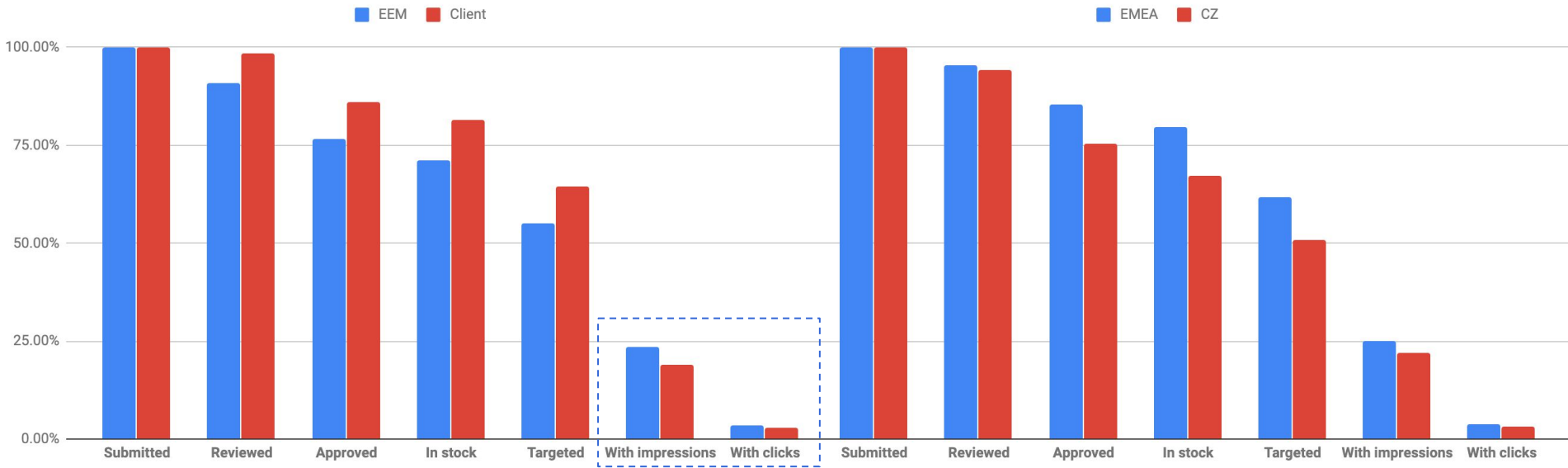
Shopping offer lifecycle



Benchmarking client feed & campaign performance

Proprietary + Confidential

Offer lifecycle benchmarking, % from submitted items



Possible reasons of client's underperformance:


Low feed quality, strict targets, budget restrictions, product niche (low search volume)

Feed optimization audit -> finding your 80:20 priority


Proprietary + Confidential

1. Condition rules
2. Items with no impression
3. Items with no clicks
4. Underforming categories
5. ROI negative items

<i>SUM of Num Audit Failed</i>	<i>Rule ID</i>				
	<i>Text GPC Level 1</i>	no duplicate title	title contains brand	title contains color	title contains size
		231	239	549	455
Animals & Pet Supplies		44	317	404	1040
Apparel & Accessories		74739	1939	84170	84920
Arts & Entertainment		50	23	27	9
Baby & Toddler		380	202	794	498
Business & Industrial		0	0	0	1
Cameras & Optics		40	77	492	206
Electronics		393	527	2166	1229
Food, Beverages & Tobacco		54	172	252	892
Furniture		245	182	593	198
Hardware		26	167	636	177
Health & Beauty		531	2244	3244	5079
Home & Garden		6597	3163	10510	6100
Luggage & Bags		2757	209	4071	1507
Media		0	204	2	0
Office Supplies		2	40	103	109
Software		17	503	65	21
Sporting Goods		1366	747	2457	2539
Toys & Games		669	2051	3640	1133
Vehicles & Parts		10	67	67	110
Grand Total		88151	13073	114242	106223



Attribute	Value
Title	CHECK SHRT & B/TIE S 211981354
Gender	female
Age Group	adult
Google Product Category	Apparel & Accessories
Product Type	Baby Boys Clothing

Attribute	Value
Title	Mamas & Papas Check Shirt & Bow Tie for Boys
Gender	male
Age Group	kids
Google Product Category	Apparel & Accessories > Clothing > Shirts & Tops
Product Type	Baby Boys > Baby Boys Clothing > Sets & All In Ones

Attribute	Value
Title	Denim Tie-Waist Western Shirtdress
Description	<p>• Part of our water-saving Washwell program that uses 20% less water than traditional washes.</p> <p>• Premium non-stretch denim.</p> <p>• Dark indigo wash with fading.</p> <p>• Long sleeves with snap-button cuffs.</p> <p>• Spread collar.</p> <p>• Snap-button front.</p> <p>• Snap-flap patch pockets at chest.</p> <p>• Tie-belt at waist.</p> <p>• Shirrtail hem.</p> <p>• # 402868</p> <p>• 100.0% Cotton</p> <p>• Machine wash.</p> <p>• Imported</p>
Google Product Category	Apparel & Accessories > Clothing > Dresses
Product Type	Dresses



Attribute	Value
Title	Gap Denim Tie-Waist Western Shirt Dress for Women - Navy
Description	<ul style="list-style-type: none"> • Part of our water-saving Washwell program that uses 20% less water than traditional washes. • Premium non-stretch denim. • Dark indigo wash with fading. • Long sleeves with snap-button cuffs. • Spread collar. • Snap-button front. • Snap-flap patch pockets at chest. • Tie-belt at waist. • Shirrtail hem. • # 402868 • 100.0% Cotton • Machine wash. • Imported
Google Product Category	Apparel & Accessories > Clothing > Dresses
Product Type	Women > Clothing > Dresses > Casual Dresses

	Attribute	Value
	Title	مقشر إنتنسيف-سي لبشرة نضرة، 50 ملل
	Google Product Category	166 (Apparel & Accessories)
	Product Type	العناية بالبشرة
	Description	<p>50 ملل • مقشر للحصول على بشرة أكثر نعومة ونضارة • يحتوي على حمض الجليكوليك وخلاصة نبات الأس • يرطب البشرة ويساعد على مقاومة الأضرار الناتجة عن الشوارد الحرة • يترك البشرة نضرة وأكثر شبابًا • مطريقة الاستخدام: • يبدلك بشكل متساوٍ على الوجه والرقبة والصدر ويترك لمدة تصل إلى 10 دقائق. ينظف بقطعة قماش مبللة ثم تجفف البشرة. • الشعور بوخزات خفيفة أمر طبيعي • يتبع بالمرطب 3 من مراد • للاستخدام مرة أو مرتين في الأسبوع</p>



	Attribute	Value
	Title	مراد مقشر إنتنسيف-سي لبشرة نضرة 50 ملل
	Google Product Category	Health & Beauty > Personal Care > Cosmetics > Skin Care
	Product Type	Beauty > Skin Care > Cleansers
	Description	<p>50 ملل • مقشر للحصول على بشرة أكثر نعومة ونضارة • يحتوي على حمض الجليكوليك وخلاصة نبات الأس • يرطب البشرة ويساعد على مقاومة الأضرار الناتجة عن الشوارد الحرة • يترك البشرة نضرة وأكثر شبابًا بطريقة الاستخدام: • يبدلك بشكل متساوٍ على الوجه والرقبة والصدر ويترك لمدة تصل إلى 10 دقائق. ينظف بقطعة قماش مبللة ثم تجفف البشرة. • الشعور بوخزات خفيفة أمر طبيعي • يتبع بالمرطب 3 من مراد • للاستخدام مرة أو مرتين في الأسبوع</p>

Items with no impressions, no clicks, low CTR

Proprietary + Confidential

Item ID - No Impr ✎

RESET SAVE SAVE AS

DOWNLOAD SCHEDULE

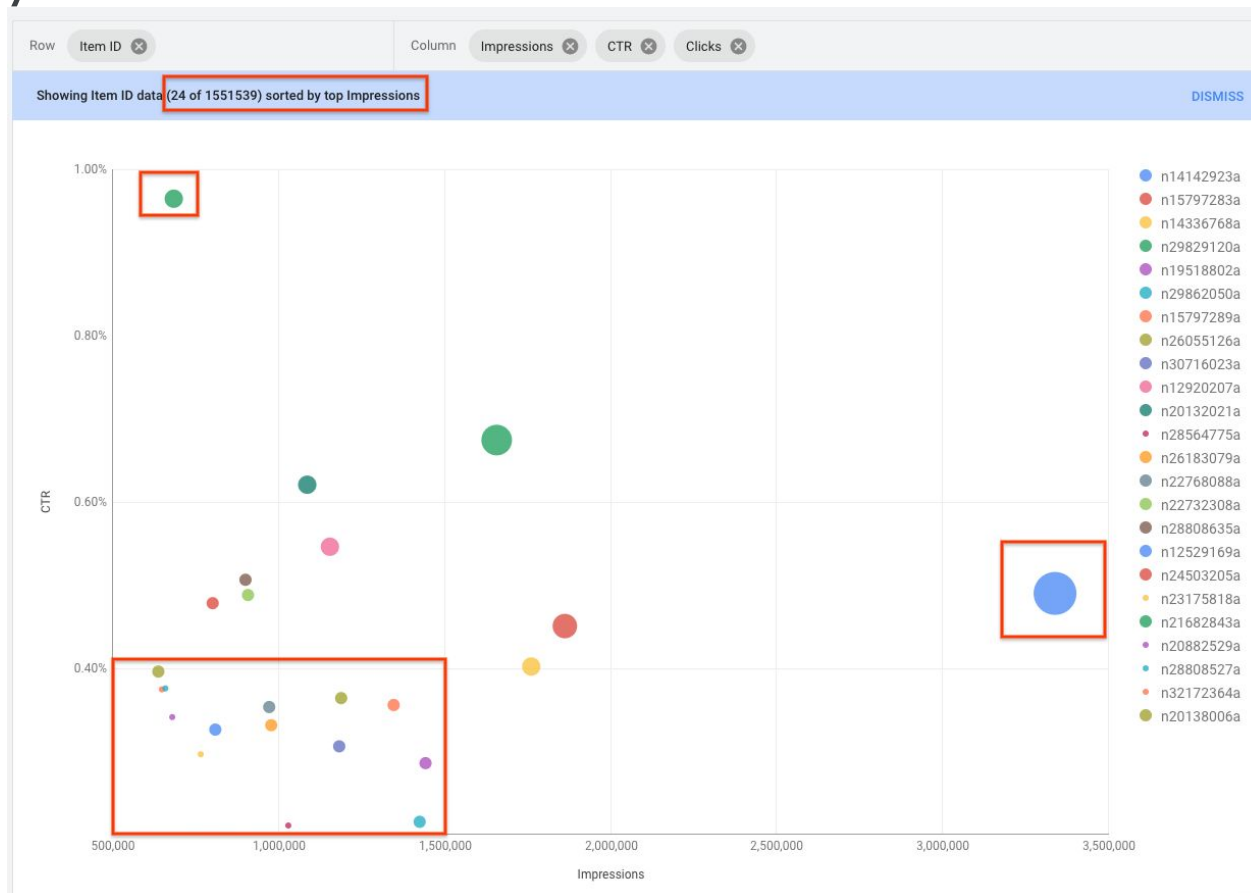
Table Last 30 days Jan 22 – Feb 20, 2020

SEGMENT FILTER COLUMNS

Row	Item ID ✕	Column	Impressions ✕	CTR ✕
Item ID ▾		Impressions ▾	= 0	CTR ▾
	n10989208a		0	0.00%
	n10989267a		0	0.00%

Download / scheduled export -> supplemental feed -> custom label X -> "No impr." / "no clicks" -> **improve feed quality**

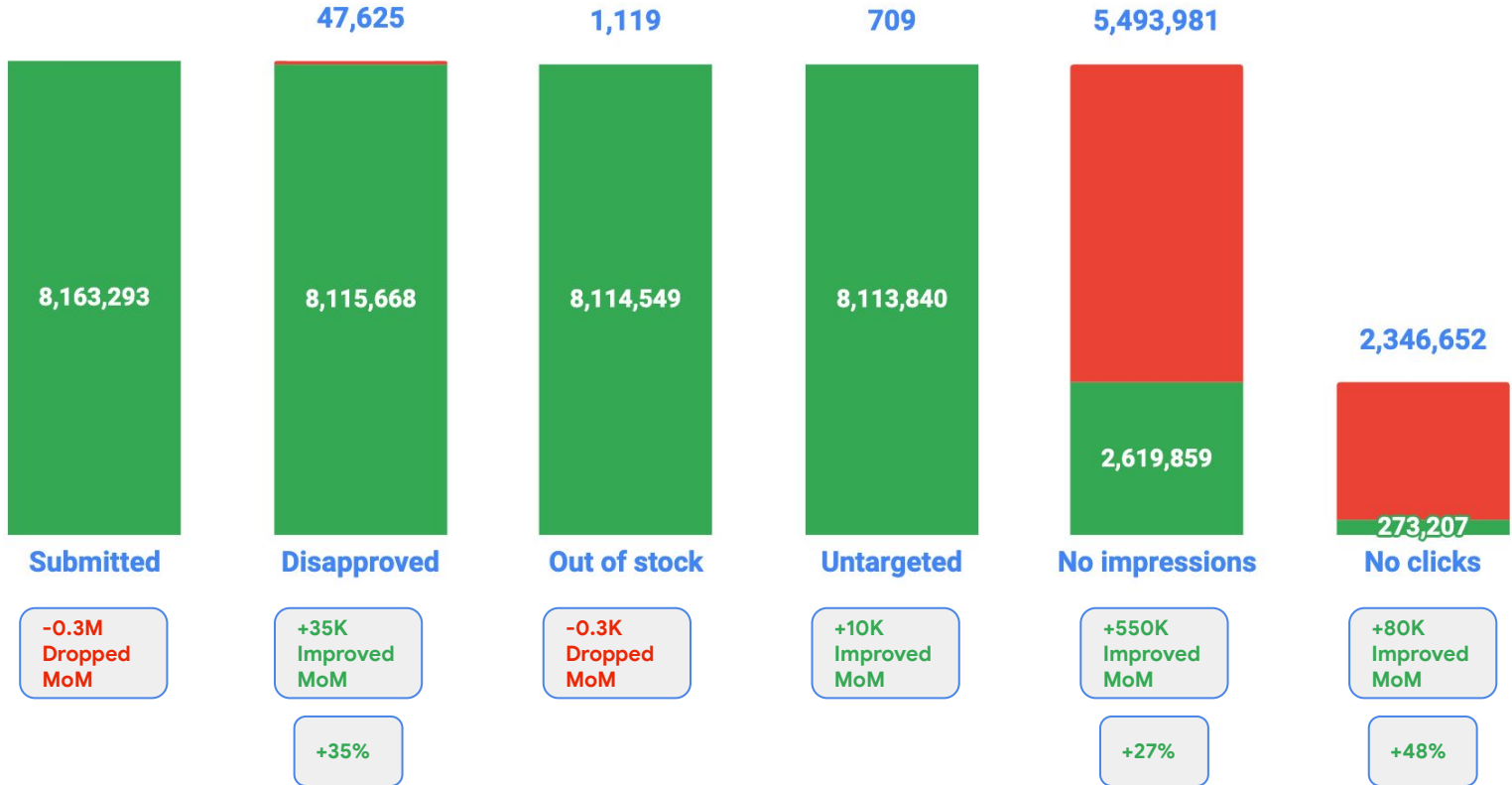
Items/category with low CTR => not visible on shopping inventory



Unprofitable items



Feed optimization results - shopping offer lifecycle MoM comparison



New Customer Acquisition in Smart Shopping campaigns

New Customer Acquisition in Smart Shopping campaigns

(Beta)

Use your historical data and add expected additional value new customer will make with one year.

“New customers” is the number of people who clicked one of your ads, then purchased something online from your website or app for the first time (within the last 540 days). This doesn't include people who visited your physical store for the first time or people who made their first purchase offline.

Conversion goals

Select the conversion settings you want to use for this campaign

Campaign-level conversion goals

Select the goals you want to focus on with this campaign

Online sales to new and existing customers ⓘ

New customer acquisition ⓘ

Additional value to assign to a conversion from a new customer

\$ 37

[Why this value?](#)

A higher value can deliver you more new customers ⓘ

[^ Example conversion values](#)

See how your goals can work together to increase your conversion value

Event	Conversion value
Existing customer online purchase	\$56.00
New customer online purchase	\$93.00

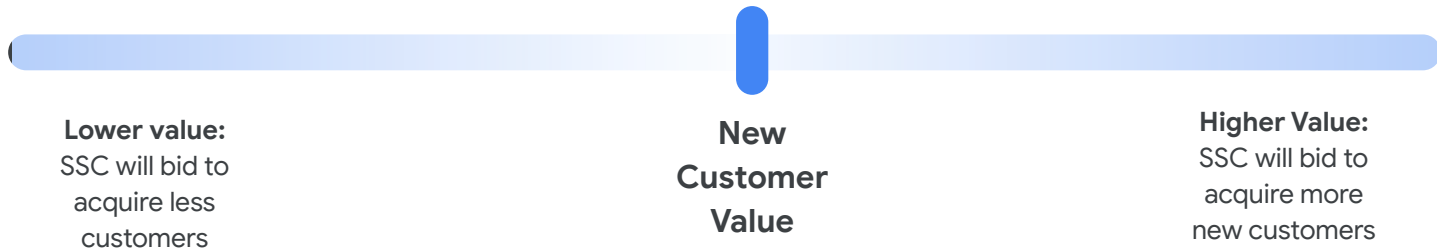
Optimizing performance

Want Smart Shopping campaigns to optimize for less New Customers?

Lower the New Customer value

Want Smart Shopping campaigns to optimize for more New Customers?

Increase the New Customer value



Accessing new customer reporting

1. From the campaigns or ad groups tab, click on 'Segment'
2. Open up 'Conversions' from the drop down menu
3. Click on 'New vs. returning customers'

Note:

- If using a ROAS target, please be sure to **update your ROAS goal to account for the New Customer value** that will now be included in the Conversion Value SSC is optimizing towards



The screenshot shows the Google Ads interface with the 'Segment' dropdown menu open. The 'Conversions' option is expanded, and 'New vs. returning customers' is selected. The background shows a table with columns for 'Status', 'Campaign type', 'Clicks', and 'Impr.'.

Status	Campaign type	Clicks	Impr.
eligible	Shopping	4,344	567,778
eligible	Shopping	48	7,809
eligible	Shopping		
eligible	Shopping		
eligible	Shopping		

The 'Segment' dropdown menu includes the following options:

- None
- Time
- Click type
- Conversions
- Device
- Network (with search partners)
- Top vs. Other
- Brand Lift type

The 'Conversions' dropdown menu includes the following options:

- Conversion action
- Conversion category
- Conversion source
- Ad event type
- Conversion adjustment
- Days to conversion
- Days to conversion or adjustment
- New vs. returning customers

“Hidden” (better) segment reporting :))

Feb 18, 2020

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

Search	Search	Open in Report Editor	Campaign
abs. top IS	IS (ra		type
%	34.4	Excel .csv	
%	< 10%	.csv	art
		.tsv	
		.pdf	
		.xlsx	
		.xml	
		Google Sheets	
		Email now	
		Schedule	
		More options	

Download

Excel .csv

Compress file

Segments ?

New vs. returning customers

Day

Add segments

Include:

Title and date range

Summary rows

Editable columns for Bulk Upload

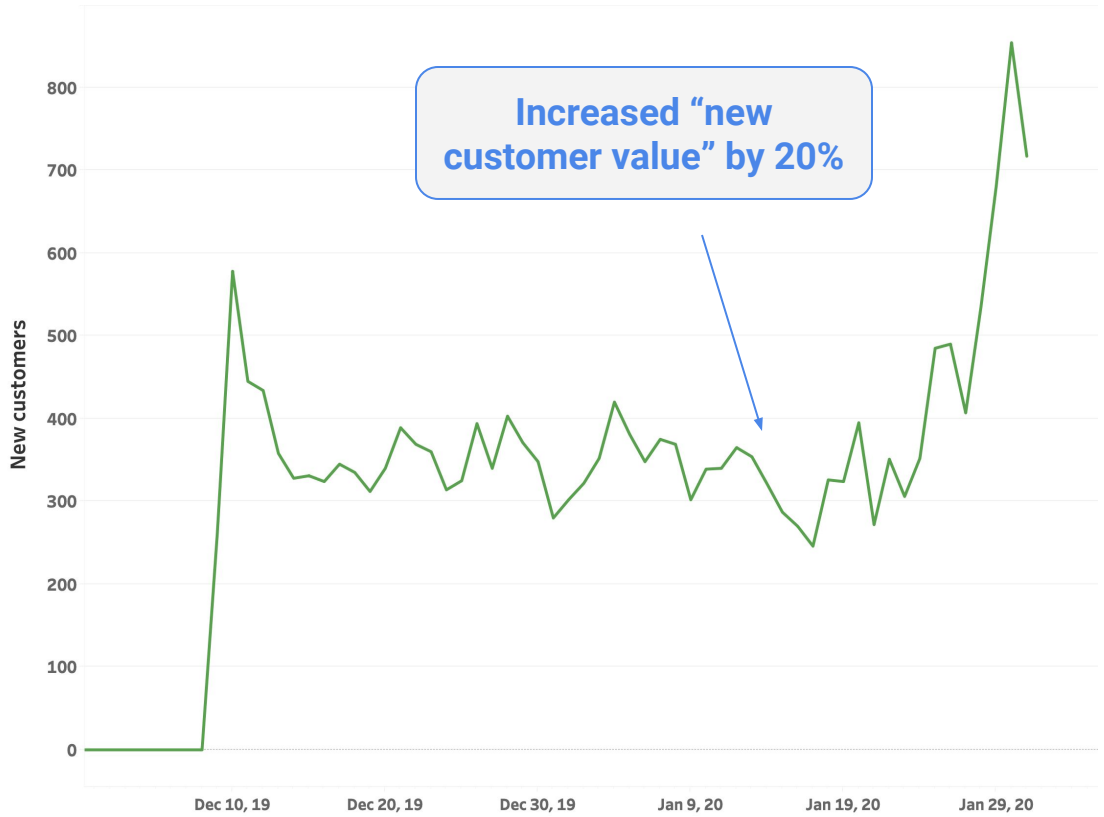
Save to Reports

Create, run, and update reports using Google Ads add-on for Google Sheets. [Install add-on](#)

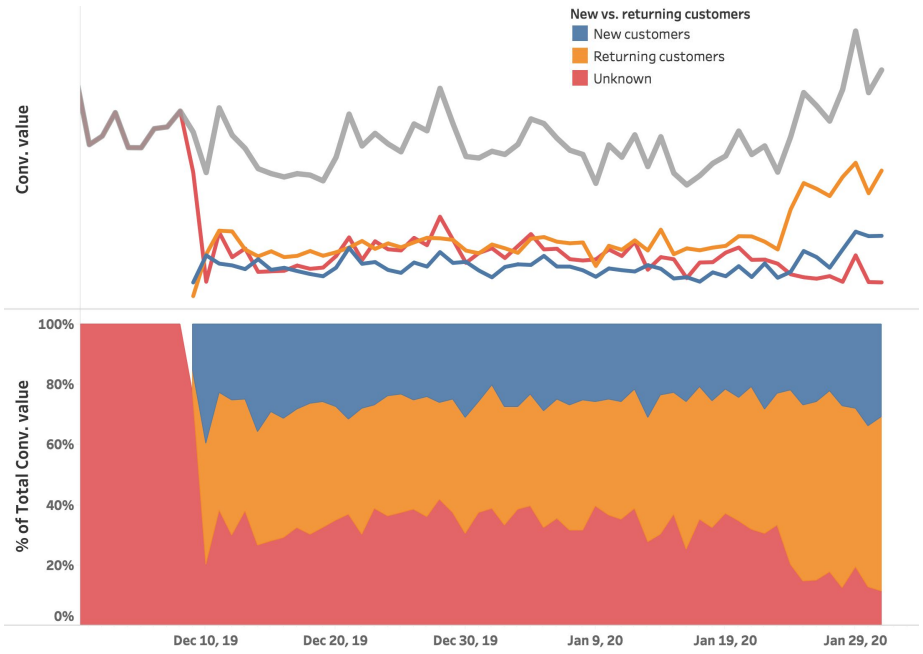
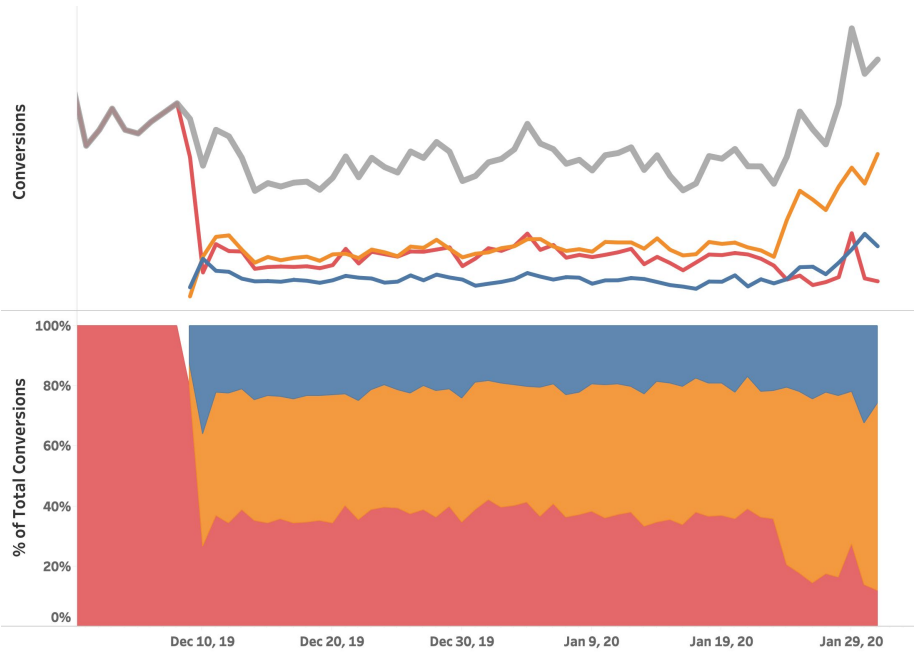
CANCEL

DOWNLOAD

SSC optimizing for new customers evolution



Reporting segmentu nových/vracejících se zákazníků



Díky za pozornost!