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Australia

Google AdWords - How To…

Create a product feed for dynamic remarketing

If you are an e-commerce business who is spending money on advertising, it makes good sense for you to set aside a portion of that budget to retarget or remarket to those customers who have already visited your site. They have shown an interest in your products and are therefore more likely to convert.

Google tells us that 96% of shoppers do not make a purchase on their first visit to a site so it's important not to lose those customers. Setting up remarketing itself is quite straightforward, but if you are a site that sells products, it is more useful to customers to show them the products they have been browsing.

In order to do that, you must first create a product feed. This is a guide on how to create and register your product feed for dynamic remarketing.

Step 1 - Register A Feed

1. Sign into your Google Merchant Center Account
2. Go to Products, and select "Feeds"
3. Click the blue "+" to add a new feed
4. You will need to provide some information about your feed such as:
   a. **Mode:** The mode is the status of your feed, and determines whether your feed is processed in as a test feed or a standard feed. Only standard feeds are eligible to appear on Google. Use test feeds to check and fix any processing errors and warnings. A test feed must be recreated as a standard feed before the product data can appear on Google.
   b. **Type:** The type of data in your feed. For example, you should use the "Products" feed type to submit your Google Shopping product information, and select the "Online Product Inventory Update" feed type to update price and availability attributes for items that have already been submitted. Every feed type has its own format and attribute requirements.
   c. **Target country:** A target country is the country where the products in your data feed will be sold. The products uploaded to a selected target country must meet the requirements for the target country you submit to, including the feed specifications and policies.
   d. **Content language:** The language you used when creating your product data. If you select a multilingual country (such as Belgium, Canada, or Switzerland), you will be presented with the supported content languages of that country for the feed.
   e. **Currency:** The currency that the products will be sold in. This may differ from the currency of where your business is located or the target country of the feed.
   f. **Feed name:** Enter a descriptive name that helps you identify the feed. The feed name doesn't need to match the name of the actual file you're submitting.
   g. **Input method:** There are four input method options:
      i. **Google Sheets:** provide us your data using a generated template or by selecting an existing Google spreadsheet that you created.
      ii. **Scheduled fetches:** Google can fetch your feed directly from your server. (Optional) create a fetch schedule for your feed.
      iii. **Regular uploads:** Upload files directly to Merchant Center via SFTP, FTP, Google Cloud Storage, or manually through the UI. If you use SFTP or FTP or Google Cloud

Storage, you'll need to create an SFTP or FTP account in the SFTP/FTP/GCS section under the 3-dot icon.

  iv. **Import from e-commerce platform:** Available only if you've linked your supported e-commerce platform to your Merchant Center account and automatically import data from there. Supported e-commerce platforms are Big Commerce, Magento and PrestaShop.

h. **File name:** Depending on what input method you select, you may be prompted to enter the name of the file you'll be submitting. This name should exactly match the name of the file you created and include a valid extension. RSS and Atom files should end with an .xml extension. Filenames that don't end with any extension will be processed as a tab-delimited (.txt) file by default.

i. **Advanced Settings → Enable this feed for:** By default your products are submitted to Google Shopping and Display destinations (where available). You can choose to add or remove destinations if available. This selection can be edited later by clicking a feed name on the Feeds page and selecting the Settings tab on the page that loads.

j. **Fetch Schedule** and **Fetch Setting**s: a prompt will appear to create an upload schedule and specify from where Google will fetch your file. This information can be edited later by clicking a feed name on the Feeds page and selecting the Schedule tab on the page that loads.

Note: Some of these fields will not be displayed for import feeds from supported e-commerce platforms.

When you're done specifying your feed settings, click **Save.** Your feed is now listed in the Feeds page. You can click on your feed name to change your feed settings. We recommend leaving each setting as "autodetect" if you are unsure about your selection.

5. The two simplest methods to upload your Product Feed are using Google Sheets (where they will provide you with a template that you simply need to complete) or to use a plugin such as <u>WooCommerce To Google Merchant Center Pro</u> ($29.99 / year for a single site) or WooCommerce own Add-On which is $199. Alternatively, you can

use the <u>PixelMator plugin</u> which will provide a feed both for Google Merchant Center and for Facebook Products ($35 / year for a single site).

Step 2 - Upload Your Feed

1. Go to the **Feeds** page, located under **Products.**
2. Locate your feed from the list of registered files. In the "Name" column, click the **feed name** associated with the file you'd like to submit.
3. On the page that loads, click the **Manual upload** button.
4. In the pop-up window, click the **Select file** button.
5. Navigate to the folder on your computer where your feed is. Select the file you're submitting and click **Open**.
6. Click **Upload and process this file**.

The upload may take several minutes, depending on the size of your file and the speed of your Internet connection. The status of any feed can be found in the **Feeds** page. The status of your entire product catalog can be found on the Diagnostics page under Products, approximately 30 min after the feed finishes processing

We recommend that you update your feed at least once per month as your products update and change.

https://support.google.com/merchants/answer/7052112?visit_id=0-636173628756385436-2442208369&rd=1

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If you would like some assistance in developing your digital strategy, get in touch with us.

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