



# Google Shopping Ads: Driving Engaged Traffic to Your Product Listings

# Table of Contents

- 03 / What Are Google Shopping Ads?
- 04 / How Can Google Shopping Ads Help E-Commerce Sellers?
- 05 / Why Google Shopping Ads?
- 06 / Why Promote Google Shopping Ads Through Newegg?
- 07 / Lenovo Case Study
- 08 / Top Campaigns
- 09 / Newegg's Google Shopping Ad Service

# Glossary

## Google Shopping Ads

A type of ad within the Google Network that features detailed information about specific products such as title, images, pricing, reviews, and more.

## Google Text Ads

A type of ad focused on bidding on specific keywords to promote a product or service on the Google Network.

## CPA Cost Per Acquisition / Action

The average cost an online marketing advertisement incurs when a specific action such as a click, download, or sale has been made. This tells you how much, on average, each of your conversions cost.

## ROAS Return on Ad Spend

A marketing metric that measures the ROI of a digital advertising campaign.

## Conversion

A measure of success for e-commerce sellers. Depending on your business goals, this could be an email sign up or an online purchase.

## SEM Search Engine Marketing

Your company's marketing strategy that encompasses both organic and paid digital advertising (sometimes used to described both SEO and PPC).

## CPC Cost Per Click

The price advertisers pay for each click of their ad.

## SEO Search Engine Optimization

Creating marketing content that is ideal for Google to recognize and will organically rank highly.

## Organic

Search results derived from a sophisticated algorithm that is not dependent on ad spend.

## SERP Search Engine Results Page

The webpage Google delivers when users type in a search.

# What Are Google Shopping Ads?

If you have an e-commerce site, sell on a marketplace like Newegg, or just want to drive more sales, then investing resources into Google Shopping Ads is a must.

One of the strongest generators of e-commerce traffic and sales in 2019 was Google Shopping Ads. Presently, these 1-8 shopping ads appear in the top or right-hand side of a SERP, or as an aggregate in the Shopping tab. The trend going forward will be the introduction of more ads into all of Google's mediums such as YouTube, Images, and Maps.

The image shows a Google search interface for "Best Gaming Monitors". The search bar is at the top with the Google logo and navigation links for All, Shopping, Images, Videos, More, Settings, and Tools. Below the search bar, there are two main sections: Shopping Ads and Organic Results.

**Shopping Ads:** This section is highlighted with a red "Shopping Ads" label. It displays a grid of product cards for gaming monitors. Each card includes a product image, the product name, the price, and the retailer (Newegg.com). Some cards also indicate a "SALE" or "Special offer".

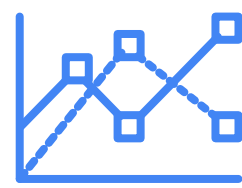
Product	Price	Retailer
AORUS KD25F 25" 240Hz FreeSync...	\$439.99 (was \$499.99)	Newegg.com
Acer Predator XB272 BMIPRZ...	\$299.99 (was \$679.99)	Newegg.com
MSI Optix MAG24C 24" Non-Glare...	\$199.99	Newegg.com
AORUS CV27Q-SA 27" Frameless...	\$419.99	Newegg.com

**Text Ads:** A green "Text Ads" label points to a text ad for "Gaming Monitors | PC Gaming Monitors - Newegg". The ad text describes the selection of high-performance LCD / LED monitors available at low prices.

**Organic Results:** A blue "Organic Results" label points to the organic search results. The first result is from Newegg.com, listing various gaming monitors with their specifications.



# How Can Google Shopping Ads Help E-Commerce Sellers?



**Drives new traffic to your product listings.**



**Optimized for the rise in mobile shopping.**



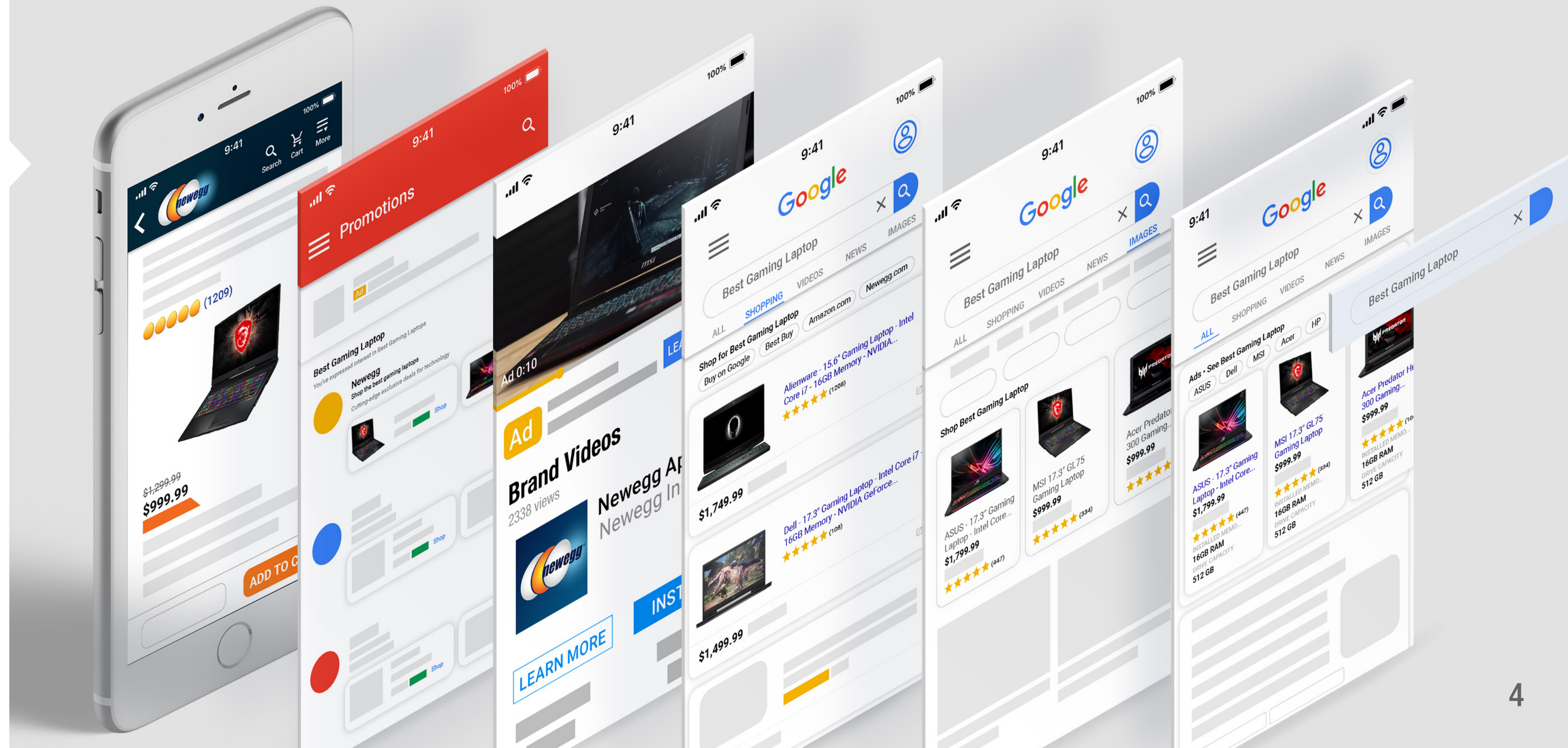
**Targets customers with purchase intent.**



**Integrated into multiple Google properties.**

Google Shopping is growing in popularity and success due to micro-conversion elements such as product images, title, price, customer ratings, and even location as factors to influence customers. With the rise of mobile shopping, it's clear to see how this adaptation is more successful than text ads.

Because Google Shopping Campaigns rely on a user's "search intent" rather than keywords alone, the ads that appear to them are far more relevant and provide a greater comprehensive search experience for the engaged customer. One of Google Shopping's greatest strengths is that it is tailor-made for the growing number of mobile shoppers.





# Why Google Shopping Ads?

41%

Year-over-year growth in advertiser Google Shopping Spend.

Source: SearchEngineLand

22%

of e-commerce shoppers “start” on Google.

Source: eMarketer

26%

of e-commerce shoppers say Google is their favorite way to shop.

Source: eMarketer

76%

of retail search ad spending is on Google Shopping Ads.

Source: SmartInsights

85%

of all clicks are won by these ads.

Source: SmartInsights

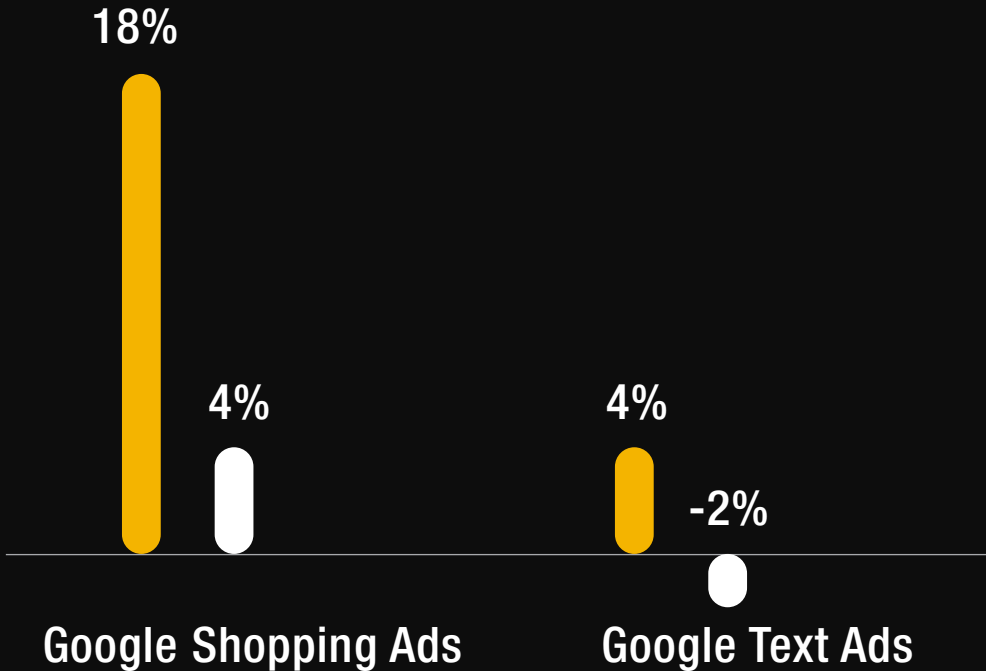
30%

higher conversion rate than Google Text Ads.

Source: MarketingCharts

## Revenue and ROAS Changes, 2017-2018 (Desktop)

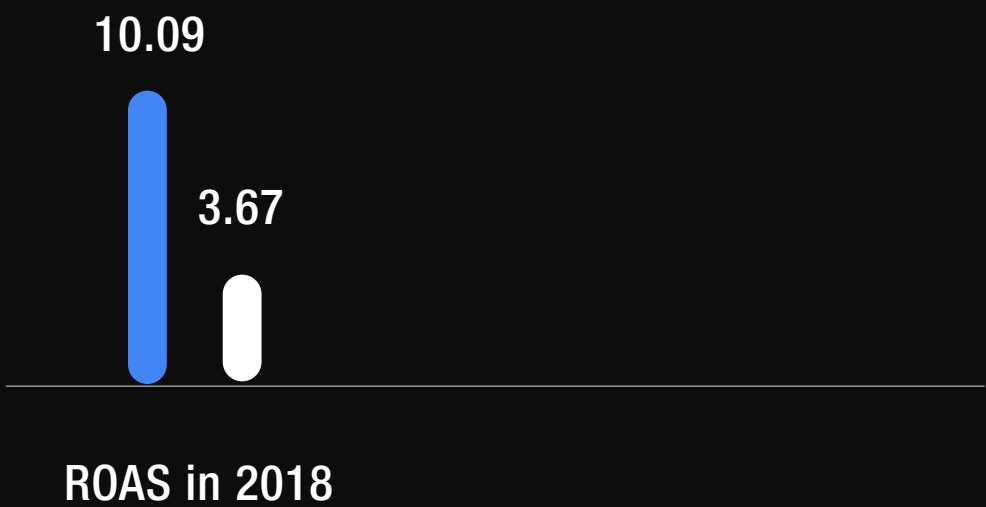
Revenue  
ROAS



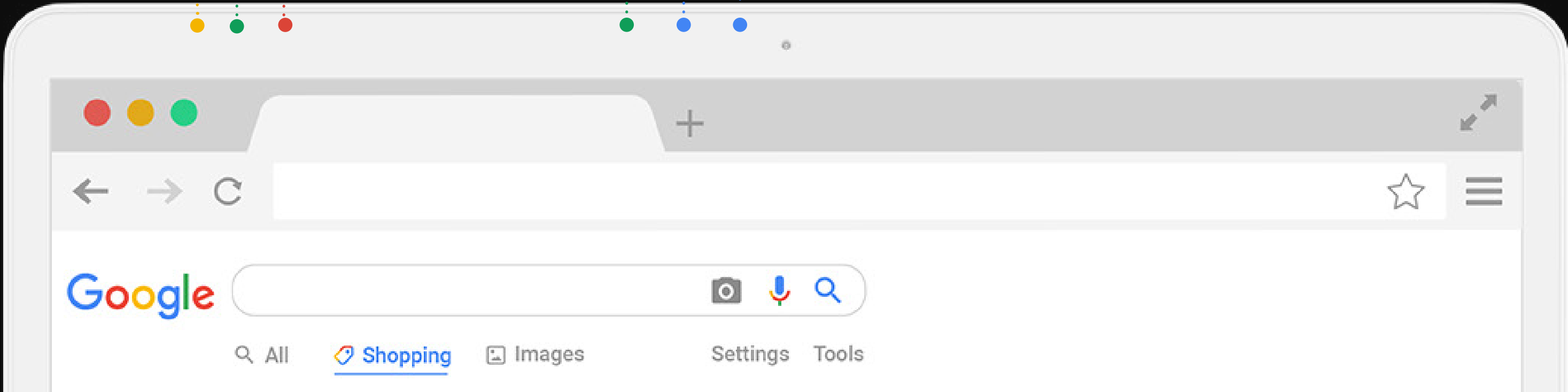
Source: Sidecar

## ROAS for the Computer & Electronics Segment

Google Shopping Ads  
Google Text Ads



Source: Sidecar



## Why Promote Google Shopping Ads Through Newegg?

Newegg places significant value on its Google Shopping promotions. With our vastly experienced team of SEM experts, we apply the same campaign and spending strategy used for our successful corporate promotions – and deliver that same know-how and effectiveness to our partners.



Newegg's experienced SEM team provides insight into the most efficient campaign-spend strategies.



100% of your funds go to the campaign – no service fees.



Detailed analytics of campaign performance.



Optimized for both desktop and mobile.



Customizable campaign strategy managed by our experts.



Newegg partner campaigns often outperform self-promoted ads by brands and retailers alone.



## Case Study

# Lenovo



Google Shopping Ads are a vital part of our strategy for e-commerce. It is an essential space to be to keep up with competition and maximize sales.

We have tried to spend as much as possible on Newegg Google Shopping Service – while maintaining a good return.

Newegg Google Shopping Service is all behind the scenes and very seamless.

Our run rate business has grown significantly since starting the campaign, and we feel Newegg Google Shopping Service is a big driver.

— **Lenovo**



Top Campaigns

Western Digital

Intel

Seagate

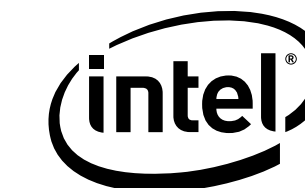
Samsung

# Top-Tier Brand Partners See the Value in Newegg's Google Shopping Ad Service

## Western Digital

### Campaign: SSDs

- 373K Impressions
- 9.41% Conversion Rate
- 92.2X ROAS



### Campaign: Gaming Laptops

- 1.6M Impressions
- 2.06% Conversion Rate
- 17.4X ROAS



### Campaign: OEM HDDs

- 5.1M Impressions
- 5.34% Conversion Rate
- 27X ROAS

## SAMSUNG

### Campaign: SSDs

- 1.4M Impressions
- 2.58% Conversion Rate
- 8.3X ROAS



# Newegg's Google Shopping Ad Service



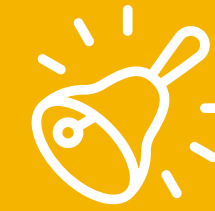
## Campaign Funds

Participating partners see 100% of every dollar they invest into the campaign. There are no additional fees or commissions. Your success is Newegg's success.



## Mobile or Desktop?

Each requires its own specific strategy for success, but Newegg optimizes your campaign for ideal performance on both platforms.



## Timeframe

Newegg sends real-time communication with Google and can list your products with an exceptionally quick turn around time.



## SEM Experts

Newegg Experts monitor your campaign in real time and implement strategic actions to maximize your CPC and get the highest conversion value.



## Impressions

Newegg Google Shopping Service affords sellers Newegg's authority and credibility and can get your products far more targeted impressions.



## Traffic

By driving traffic straight to your Newegg listing, you also algorithmically increase organic search to your products on the Newegg site as well as Google SERPs.



## Visibility

Newegg Google Shopping Service not only drives traffic from Google SERPs, but also Google Shopping, YouTube, and Google Images.



## Value

Newegg's attentive monitoring and application of best practices ensure that sellers get the best value and top rankings — all while preserving their time and resources.



Reach new customers both inside and outside of the Newegg ecosystem, strengthen your brand recognition, and receive optimal campaign ROI through Newegg's expert SEM services.

Contact Your Newegg Representative Today!

© 2001-2021 Newegg Inc. All rights reserved.

