

READ BEFORE RUNNING SHOPPING AND PMAX: MERCHANT CENTER ESSENTIALS



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MERCHANT CENTER ESSENTIALS

PRODUCT LISTING CHALLENGES

Incorrect or missing product data can result in disapprovals in Merchant Center, limiting your products' visibility on Google. Ensuring accurate and complete listings is crucial for reaching potential customers effectively and maximizing ad performance.



MERCHANT CENTER ESSENTIALS

BOOST VISIBILITY AND PERFORMANCE

Optimized product data leads to better rankings and more clicks. Improved annotations and campaign management can enhance CR while lowering costs. A strategic approach to Merchant Center ensures higher efficiency and ROI.



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PRODUCT DATA STRUCTURE

Your product feed contains key attributes like ID, title, description, price, and availability. Well-structured data improves product discoverability and ensures smooth integration with GMC for better shopping ad performance.



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GOOGLE'S PRODUCT IDENTIFICATION

Google automatically detects products and highlights them in Merchant Center. Avoid duplicate entries by ensuring your uploaded version remains the primary listing.



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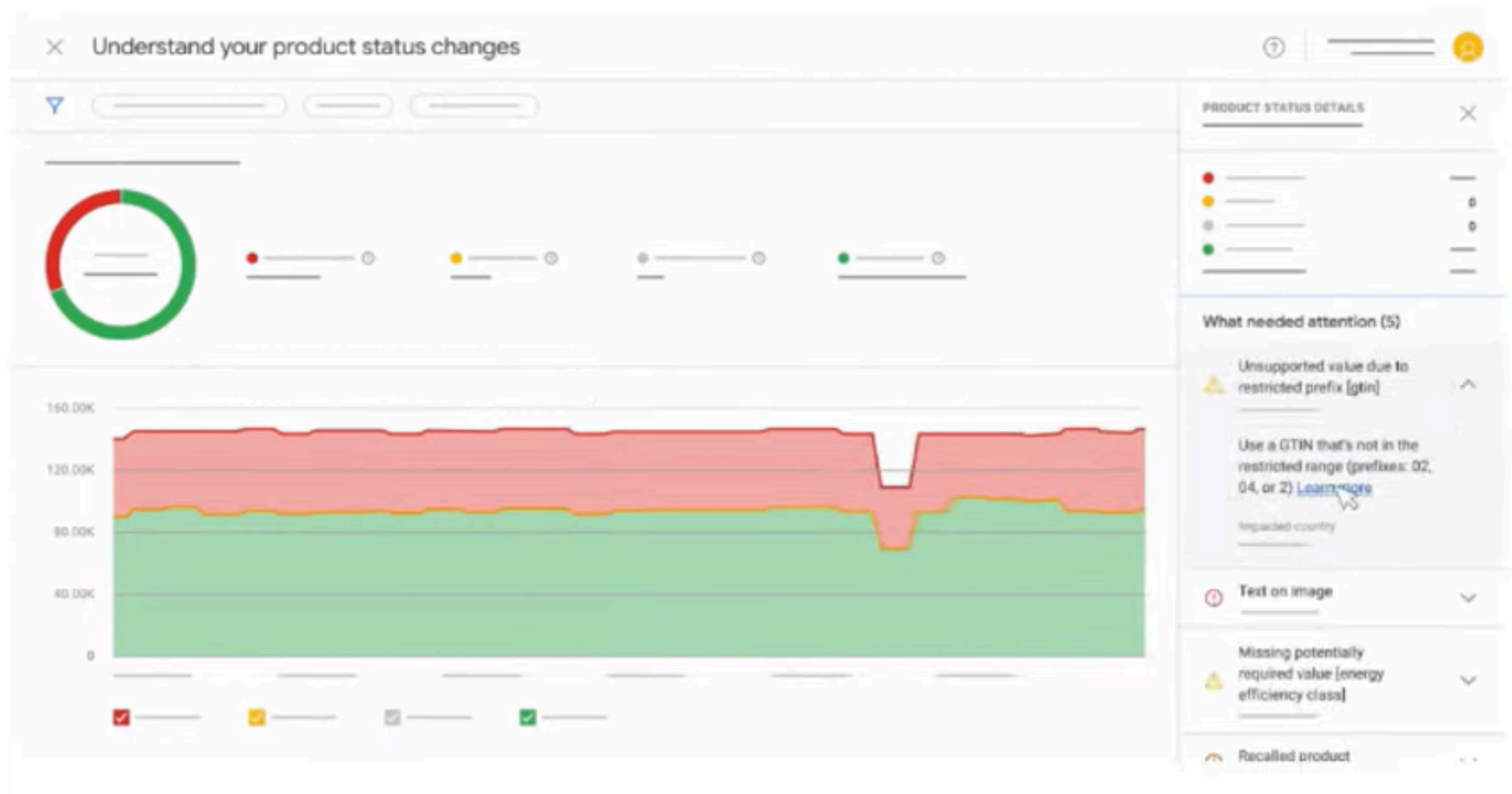
NEEDS ATTENTION TAB

Check the "Needs Attention" tab for missing or invalid product details that could impact your listings. Use filters and click potential insights to identify high-impact fixes, ensuring your products appear correctly in Google search.



MERCHANT CENTER ESSENTIALS

NEEDS ATTENTION TAB



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VIEW HISTORY

Use the "View History" feature to track changes. Filter by listing type or date range, identify errors on the right-hand side, and download issue reports. A proactive approach ensures smooth approval and better ad performance.



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AUTOMATIC IMAGE IMPROVEMENTS

With automatic image improvements, GMC can modify your product images to meet guidelines and improve quality. Enable this feature in the ‘Products’ menu to ensure compliance and better visuals in search results.



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PRIORITIZE KEY ATTRIBUTES

Submitting robust product data helps Google better match your products to search queries.

Focus on key attributes like title, images, description, GTIN, product identifiers, and product type to enhance visibility and engagement.



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SALES & PROMOTIONS

Running sales and promotions effectively can increase visibility and conversions.

Learn how to apply price drops, sales prices, and promo codes to maximize engagement across Google Shopping ads and free listings.



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PRICE DROP BADGES

If you reduce your product price below the average of the past 60 days, Google can apply a “Price Drop” badge automatically. This feature enhances visibility and consumer trust, leading to higher click-through rates.



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SALES PRICES

Submit both original and sale prices in your feed. If eligible, Google will display the sale price with a strike-through effect on the original, making discounts more visible and appealing to shoppers.



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PROMOTIONS

Google's free promotion feature allows businesses to display online deals across Shopping ads, free listings, and local product listings. Combine promotions with price drops to create a compelling shopping experience.



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PROMOTION STRATEGY

Apply different types of promotions: amount off, free shipping, percentage off, free gifts, and targeted promos. Each type helps attract customers with specific incentives and discounts.



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PROMOTIONS BEST PRACTICES

Follow best practices for promotions: activate them via add-ons, check country/language availability, select the right promo type, and ensure correct product listing. Use Merchant Center Analytics to track promo performance.



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KEY TAKEAWAYS

- Improve product data accuracy for better visibility.
- Utilize automated image improvements.
- Leverage sales & promotions to boost conversions.
- Regularly review alerts to fix issues.



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CURIOUS TO LEARN MORE?

Watch this Google webinar:

<https://marketingplatformacademy.withgoogle.com/events/tech-breakfast-merchant-center-mastery-partner-center>



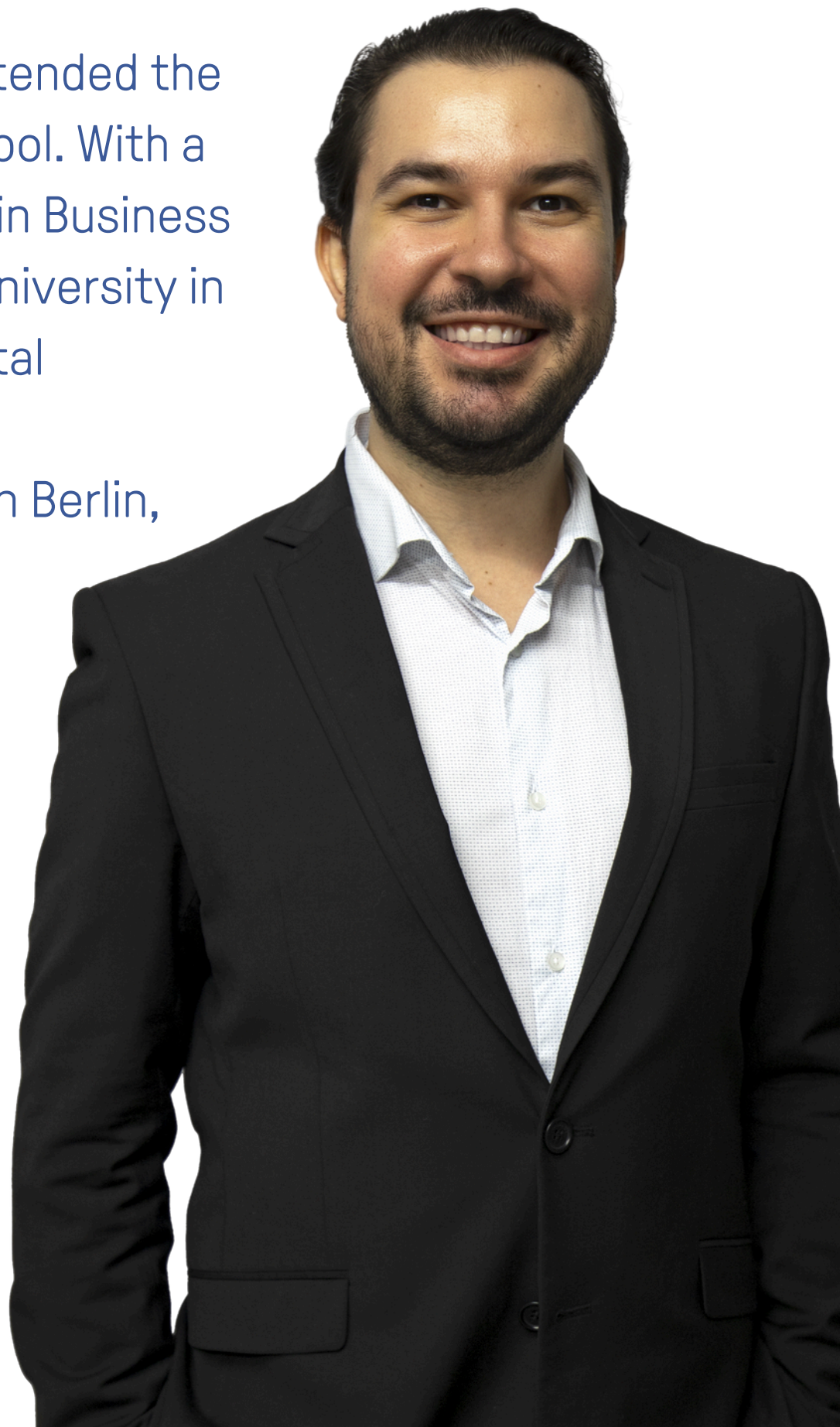
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Born in Sofia, Bulgaria, Georgi attended the 91st German Language High School. With a Bachelor's and Master's degree in Business Administration from Humboldt University in Berlin, he found his way into digital marketing and e-commerce.

He has ten years of experience in Berlin, Cologne, and Düsseldorf, most recently as a team leader at TRG in SEA and Amazon.

Currently, he works as a Senior Consultant at Hutter Consult AG, specializing in Google.



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