

# HIDDEN GMC NEXT FEATURE: REGIONS



GEORGI ZAYAKOV

## REGIONS IN GOOGLE MERCHANT CENTER

### WHAT ARE REGIONS?

Regions in Google Merchant Center help businesses customize shipping, availability, and pricing for different locations within a country. This ensures a better shopping experience and more control over costs.



## REGIONS IN GOOGLE MERCHANT CENTER

### SHIPPING MATTERS

Shipping costs can vary within a country, and some locations may not be accessible for delivery. Use regions to define where your products can be shipped.



## REGIONS IN GOOGLE MERCHANT CENTER

## SMART AVAILABILITY AND PRICING

Show products to the right audience with region-based pricing and availability. This ensures you only pay for relevant clicks in Shopping ads.



## **REGIONS IN GOOGLE MERCHANT CENTER**

### **CREATE REGIONS IN GMC NEXT**

Activate the "Regions" add-on in the Business Info page to define regional inventory and shipping zones for better control over pricing and delivery.



## REGIONS IN GOOGLE MERCHANT CENTER

## CUSTOMIZE BASED ON YOUR NEEDS

You can create a single set of regions for both shipping and pricing or multiple regions for each feature, depending on your strategy.



# REGIONS IN GOOGLE MERCHANT CENTER

## HOW ARE REGIONS DEFINED?

Regions are based on postal codes, states, or provinces and have a unique Region ID for tracking in inventory feeds.



# REGIONS IN GOOGLE MERCHANT CENTER

## SETTING UP REGIONS

Configure regions at the account level via the Merchant Center UI or through the Content API for automated management.





## REGIONS IN GOOGLE MERCHANT CENTER

### WHAT IS REGIONAL SHIPPING?

Regional shipping allows you to set custom shipping rates for different areas within a country based on postal codes or regions. If shipping costs vary by distance, setting up regions ensures accurate pricing and delivery estimates for customers.



## REGIONS IN GOOGLE MERCHANT CENTER

## SETTING UP REGIONAL SHIPPING

In Merchant Center, go to Shipping & Returns, create a shipping policy, and assign costs to your defined regions. You can also mark areas as non-shippable.



Disclaimer: Not available in all countries.



## REGIONS IN GOOGLE MERCHANT CENTER

## REGIONAL AVAILABILITY & PRICING

Regional Availability & Pricing (RAAP) lets you customize where your products appear and their pricing based on customer location in Shopping Ads & free listings.



## REGIONS IN GOOGLE MERCHANT CENTER

### KEY BENEFITS OF RAAP

- Show products to the right audience & pay only for valid clicks.
- Expand reach beyond physical stores to drive local brand awareness.
- Reduce ad disapprovals & optimize campaign performance.



## **REGIONS IN GOOGLE MERCHANT CENTER SUPPORTED CAMPAIGNS**

RAAP is easily integrated with existing Google Merchant Center feeds and fully compatible with Shopping & Performance Max campaigns, so no modifications to your campaign setup are required. RAAP works across free product listings too.



## REGIONS IN GOOGLE MERCHANT CENTER

### SETTING UP RAAP

- Define regions in Google Merchant Center & assign a 6-digit region\_id
- Submit price & availability data in your primary product feed
- Use region\_id for accurate tracking in Shopping Ads & free listings



## REGIONS IN GOOGLE MERCHANT CENTER

### REGION SETUP REQUIREMENTS

Regions must meet Google's requirements—each must cover at least 3 km<sup>2</sup> and have a population of at least 1,000 people.



## REGIONS IN GOOGLE MERCHANT CENTER

### LANDING PAGE INTEGRATION

- Landing pages must match Shopping Ads pricing & availability.
- Google adds region\_id to URLs—your site must process it.
- Keep landing pages static for accurate pricing.





**REGIONS IN GOOGLE MERCHANT CENTER**

**ASK THE GOOGLE ADS DETECTIVE**

Curious to get answers to your  
Google Ads questions? Simply  
ask the Google Ads Detective!



<https://www.hutter-consult.com/downloads/google-ads-detective/>



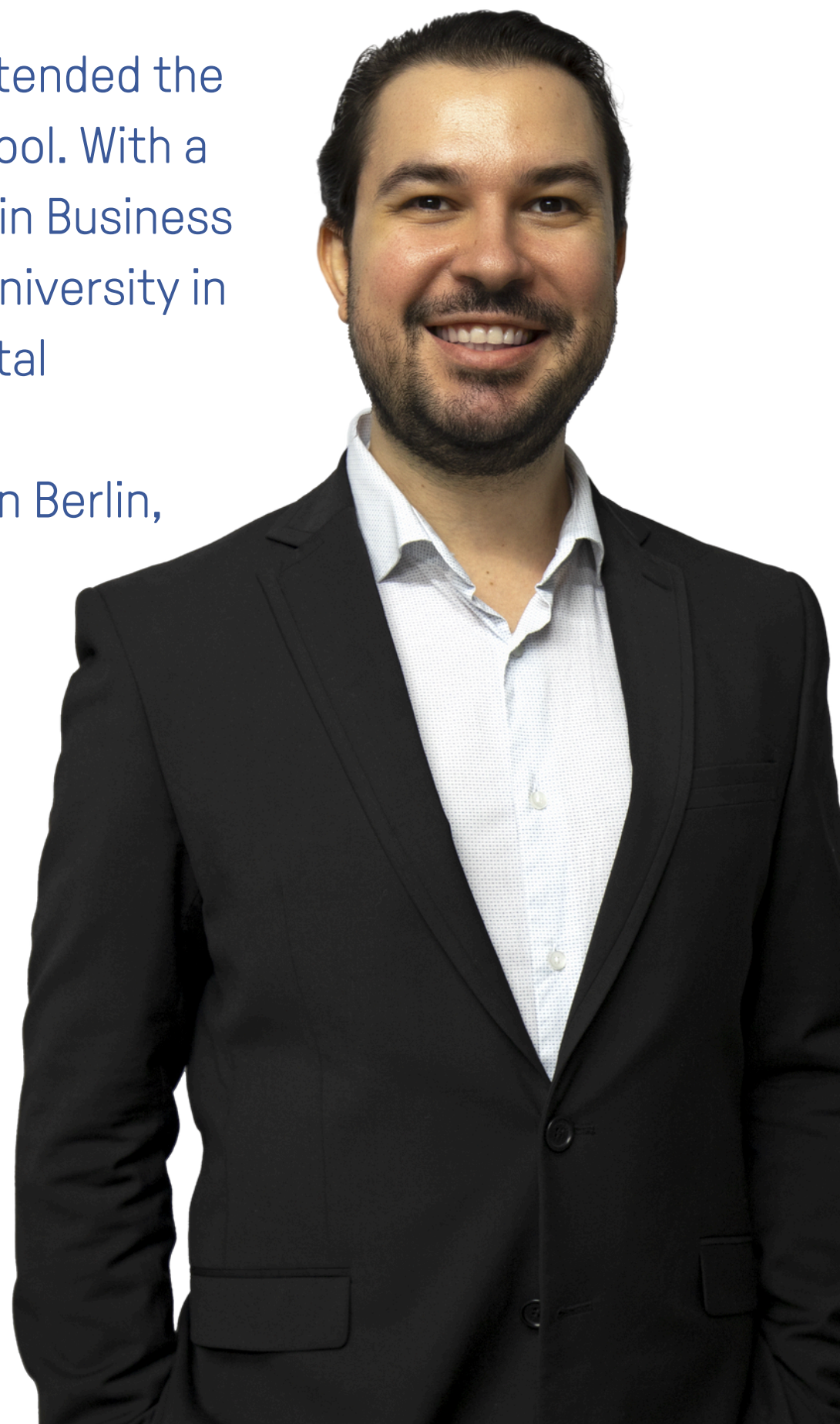
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Born in Sofia, Bulgaria, Georgi attended the 91st German Language High School. With a Bachelor's and Master's degree in Business Administration from Humboldt University in Berlin, he found his way into digital marketing and e-commerce.

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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