Asking the Right Questions: How to Use the Scientific Method to Succeed With Shopping Feeds
What are Shopping Feeds?

- Also referred to as Comparison Shopping Engines
- NOT Keyword-Based
- Show based on Product Information
- Most Shopping Engines are paid and you select bids
- Must have correct product data
Who are the Players?
Which Engines are Popular?

Despite a diverse set of players, Google takes the pole position when it comes to CSE traffic & revenue.

- Amazon Product Ads
- Bing
- Google
- Nextag
- PriceGrabber
- Shopping.com
- Shopzilla

56% increase in overall CSE traffic in 2012

Confidential and Proprietary Information
Google Shopping Search Results

- **L.L. Bean Seaside Beach Towel Sea Turtle**
  - Description: This bright, generously sized towel is essential for summer fun at the beach or in the backyard. Made of thick, thirsty cotton that dries quickly.
  - Price: $29.60
  - Free shipping
  - L.L. Bean
  - 9 reviews

- **Vertical Rugby Stripe Beach Towel - Lands' End**
  - This perennial favorite has a fresh assortment of colors and shorter loops to resist snagging. What makes our Rugby Towel so popular? First, it...
  - Price: $29.00
  - $40.00 with est. tax & shipping
  - Lands' End
  - 9 reviews

- **Lacoste Towels, Rayures Beach Towel**
  - Bright white A spectrum of vibrant stripes is framed by rich navy stripes in this preppy Rayures beach towel from Lacoste.
  - Price: $19.99
  - 1 special offer
  - Macy's
  - 47 reviews

- **Medallion 40 x 72 Beach Towel**
  - Bath Towels - Beach towels classic medallion design pops in bright orange. Plus, the velour body towel with two-ply construction provides a great...
  - Price: $22.02
  - $22.02 with est. tax & shipping
  - Bed Bath & Beyond
  - 10 reviews

- **Nine Space For J Crew Beach Towel**
  - Nine Space creates some of the most lush, luxurious textiles we've ever found; we couldn't resist adding them to our collection. Crafted by...
  - Price: $78.00
  - J.Crew
  - 17,657 reviews
ASK
a question

RESEARCH
background information

CONSTRUCT
a hypothesis

TEST
your hypothesis (experiment)

ANALYZE
the data & draw conclusions
ASK a question

RESEARCH background information

CONSTRUCT a hypothesis

TEST your hypothesis (experiment)

ANALYZE the data & draw conclusions
Ask a Question

• How do I get started?
• What engines should I be on?
• What is needed – AdWords, Merchant Center, Data Feeds
• What is my budget?
• What is my target market?
• What are my marketing goals?
What do I need to get started?
We have announced changes to the Google Shopping feed specification. For accounts that are currently exempted from requiring unique product identifiers, Google Shopping will start enforcing these new requirements for unique product identifiers on July 15th, 2013 in the US, and September 16th, 2013 in all other target countries. Enforcement for all other accounts will start July 15th, 2013 for the US, France, Germany and the United Kingdom, and September 16th, 2013 for all other target countries. Non-compliant items might then be disapproved and disappear from Google Shopping. Account level exemptions for unique product identifiers won’t be supported after the above mentioned dates – the ‘identifier exists’ attribute should be used instead. Learn more.

Dashboard

You have set up a Product Listing Ads campaign. If you are submitting product listings for multiple countries, please make sure that the Product Listing Ads campaign covers all targeted countries. This ensures that all your items can continue to show up on Google Shopping. Update targeted countries or Learn more.

### Products overview

<table>
<thead>
<tr>
<th>Shopping</th>
<th>Active</th>
<th>Awaiting Review</th>
<th>Disapproved</th>
<th>Copying</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,500</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1,200</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>800</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>800</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Last updated: Jul 15, 2013 4:20 pm PDT

### Data Feeds

<table>
<thead>
<tr>
<th>Filename</th>
<th>Schedule</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>google.txt</td>
<td>None</td>
<td>1570 of 1570 items inserted (View errors)</td>
</tr>
</tbody>
</table>

All data feeds »

### Performance

**Paid Clicks**

- Jul 5, 2013
- Jul 10, 2013

**Free Clicks**

- Jul 5, 2013
- Jul 10, 2013

Note: Paid click data are estimates only; please refer to AdsWords for current paid click data. All bidding for paid clicks is based on data available in AdsWords. Free click and paid click are always calculated based on Pacific Standard Time.
ASK a question

RESEARCH background information

CONSTRUCT a hypothesis

TEST your hypothesis (experiment)

ANALYZE the data & draw conclusions
What are you Researching?

• What to Avoid
• Feed Requirements
  • Unique policies on each feed
  • Prepare the product data to meet those specifications
  • Merchant Center Requirements
What are you Researching?

• Tracking
• How is it created, why is it used?
  • Google Analytics
  • ROI tracking in Volusion
  • Marketing > ROI Tracking
  • www.url.com/?click=###
  • http://www.url.com/ProductDetails.asp?ProductCode=Code&Click=123
Merchant Center Requirements

- Claiming and verifying your store’s URL

**Recommended methods**

- **HTML file upload**
  Upload an HTML file to your site.

- **HTML tag**
  Add a meta tag to your site’s home page.

  1. Copy the meta tag below, and paste it into your site’s home page. It should go in the `<head>` section, before the first `<body>` section.

    `<meta name="google-site-verification" content="ABCDEFGHJK-LMNOPQRS123456789\*ZmhLbxDFG0"/>

    ▶ Show me an example

    2. Click Verify below.

    To stay verified, don’t remove the meta tag, even after verification succeeds.

- **Domain name provider**
  Sign in to your domain name provider.

- **Google Tag Manager**
  Use your Google Tag Manager account

---

Confidential and Proprietary Information
Verifying Your Store’s Domain
Under Marketing > SEO

Search Engine Optimization

Meta Info

Enter meta tag information to help search engines index and reference content on your site.

Default Values

- Home Page
- About Us
- Affiliate Info
- Bulk Discounts
- Catalog Subscribe
- Category Index
- Deal of the Day
- Email a Friend
- Gift Certificate
- Gift Certificate: Send
- Help
- Help: Answer
- KB Results
- Login
- Login: Send Pass
- Mailing List
- Photo Details
- Product Index

Globally Appended Meta Tags:

```html
<meta name="google-site-verification" content="ABCDEFGHJKLMNOPQRSTUVWXYZ1234567890" />
```
Tax and Shipping Requirements

Tax and shipping summary

Tax settings
Create and manage your tax settings for United States. These settings will be used to estimate the tax costs of your item listings on Google Shopping.

You will specify sales tax by state:

- Illinois, US 8.3%
- Washington, US 7.8%

Edit your tax settings

Shipping methods
Create and manage your shipping methods. Your default method will be used to estimate the shipping costs of your item listings on Google Shopping.

<table>
<thead>
<tr>
<th>Default</th>
<th>Name</th>
<th>Method</th>
<th>Region</th>
<th>Currency</th>
<th>Delivery speed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FedEx Ground</td>
<td>FedEx &gt; Ground</td>
<td>United States</td>
<td>USD</td>
<td>7 business days</td>
</tr>
</tbody>
</table>
Creating the Product Feed

- Product Names
- Condition
- Product Images
- SKU
- Product Pricing
- Product Descriptions
- Manufacturer
- And More

### Required Attributes

<table>
<thead>
<tr>
<th>Attribute Name</th>
<th>Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Name</td>
<td>100.00%</td>
</tr>
<tr>
<td>Condition</td>
<td>100.00%</td>
</tr>
<tr>
<td>Stock Availability</td>
<td>100.00%</td>
</tr>
<tr>
<td>Current Price</td>
<td>100.00%</td>
</tr>
<tr>
<td>Product URL</td>
<td>100.00%</td>
</tr>
<tr>
<td>Unique Merchant SKU</td>
<td>100.00%</td>
</tr>
<tr>
<td>Image URL</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

*These are the required attributes for your listings to appear within our network. If your items are missing any of these requirements, they will be rejected.

### Recommended Attributes

<table>
<thead>
<tr>
<th>Attribute Name</th>
<th>Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stock Description</td>
<td>0.00%</td>
</tr>
<tr>
<td>Manufacturer</td>
<td>100.00%</td>
</tr>
<tr>
<td>Shipping Rate</td>
<td>100.00%</td>
</tr>
<tr>
<td>Coupon Code Description</td>
<td>0.00%</td>
</tr>
<tr>
<td>MPN/ISBN</td>
<td>100.00%</td>
</tr>
<tr>
<td>Category Name</td>
<td>100.00%</td>
</tr>
<tr>
<td>Product Description</td>
<td>100.00%</td>
</tr>
<tr>
<td>Coupon Code</td>
<td>0.00%</td>
</tr>
<tr>
<td>Original Price</td>
<td>0.00%</td>
</tr>
<tr>
<td>UPC</td>
<td>7.27%</td>
</tr>
</tbody>
</table>

**These attributes are recommended to assist in improving categorization of your items, including these attributes may also result in higher visibility & conversion to sale within our network.**
Bad Product Data

light bulb

- Name: light bulb
- Code: pc12/34bulb
- Price: 4.00
- Weight: 1

Description
light bulb
Good Product Data

Incandescent Light Bulb - 60 Watt 120 Volt Clear Long Life Bulb

Basic Info

- Name: Incandescent Light Bulb - 60 Watt 120 Volt Clear Long Life Bulb
- Code: LightBulb1
- Price: 4.00
- Weight: 1

Description

This light bulb is ideal for hotels, stores and property owners. This long-lasting bulb can shine up to 2,800 hours when used at 120-volts. This bulb lasts 3 times longer than standard bulbs. Clear, vintage style light bulb. Perfect for lanterns and lamps. Provides a reliable long lasting source of light. Great for all visible job applications.

Specifications:
- Wattage: 60W
- Voltage: 120 Volts
- Dimensions: 6” Height x 3.25” Width x 3.25” Depth
What to Avoid – Placeholder Product Images
Ineffective Product Images

A Google search for "billiard tables" shows various billiard tables with different prices and features. The search results include tables with in-mask images and some with regular product images. The price range varies from $589 to $4,051. The search results also include options for pool table tops, with prices ranging from $355 to $799. The search results are sorted by price, with the lowest priced items listed first. The search includes options for in-stock items nearby, free shipping, and new items. The search results are filtered by price, with options for up to $800, $800 to $1,500, $1,500 to $3,000, and over $3,000. The search results also include options for any brand, with selections for Imperial, Dynamic, Escalade, Connelly, and Imperial International. The search results are displayed in a grid format with three columns, and each table has a brief description and price. The search results are for the United States location.
Product Price

Kartell 4852 Louis Ghost Chair

$410 online

KARTELL Louis Ghost Chair Philippe Starck A comfortable armchair in transparent and colored polycarbonate in the Louis XV style, it is the quintessence of baroque revisited to dazzle, excite and captivate. Louis Ghost is the most daring example in the world of injected ... More »

Online stores

<table>
<thead>
<tr>
<th>Seller</th>
<th>Rating</th>
<th>Details</th>
<th>Base Price</th>
<th>Total Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>hive</td>
<td>★★★★★ (61)</td>
<td>No tax</td>
<td>$410.00 $12.00 shipping</td>
<td>$422.09</td>
</tr>
<tr>
<td>YLighting</td>
<td>★★★★★ (518)</td>
<td>Free shipping, No tax</td>
<td>$410.00</td>
<td>$410.09</td>
</tr>
<tr>
<td>AllModern</td>
<td>★★★★★ (1,268)</td>
<td>No tax</td>
<td>$410.00 $10.46 shipping</td>
<td>$420.46</td>
</tr>
<tr>
<td>LBC Modern</td>
<td>No rating</td>
<td>Free shipping, No tax</td>
<td>$620.00</td>
<td>$620.09</td>
</tr>
<tr>
<td>Lightopia</td>
<td>1 rating</td>
<td>Free shipping, No tax</td>
<td>$390.00</td>
<td>$390.09</td>
</tr>
<tr>
<td>Stardust Modern Design + Show all 2</td>
<td>5 ratings</td>
<td>Free shipping, No tax</td>
<td>$410.00</td>
<td>$410.09</td>
</tr>
<tr>
<td>Mod Livin</td>
<td>No rating</td>
<td>Free shipping, No tax</td>
<td>$410.00</td>
<td>$410.09</td>
</tr>
</tbody>
</table>

Confidential and Proprietary Information
Product Categorization
Other Optimization to Consider

• Product Code formatting
• User Friendly Product Names
• Relevant Product Categorization
• Alternate Images
• Proper tagging of deals
• Consistency in Specifications
ASK a question

RESEARCH background information

CONSTRUCT a hypothesis

TEST your hypothesis (experiment)

ANALYZE the data & draw conclusions
# Construct Your Hypothesis

<table>
<thead>
<tr>
<th>Level</th>
<th>IF....</th>
<th>THEN...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beginner</td>
<td>I do Shopping Feeds</td>
<td>My store will get increased traffic and sales.</td>
</tr>
<tr>
<td>Beginner</td>
<td>We double our budget</td>
<td>We will double our sales.</td>
</tr>
<tr>
<td>Advanced</td>
<td>I update my product images</td>
<td>My ROI will increase.</td>
</tr>
<tr>
<td>Advanced</td>
<td>I add negative keywords to my account</td>
<td>My click through rate will improve.</td>
</tr>
<tr>
<td>Advanced</td>
<td>I’m on 2 more engines</td>
<td>My store will make more money.</td>
</tr>
</tbody>
</table>
ASK a question

RESEARCH background information

CONSTRUCT a hypothesis

TEST your hypothesis (experiment)

ANALYZE the data & draw conclusions
Test Your Hypothesis

- Record your Benchmark
- Set up test
- Submit a fresh, updated product data feed daily
- Check Data Quality in Merchant Center
- Fix issues in product data feed for disapproved products
- Collect data by running shopping feeds for at least 2 weeks
We have announced changes to the Google Shopping feed specification. For accounts that are currently exempted from requiring unique product identifiers, Google Shopping will start enforcing these new requirements for unique product identifiers on July 15th, 2013 in the US, and September 16th, 2013 in all other target countries. Enforcement for all other accounts will start July 16th, 2013 for the US, France, Germany and the United Kingdom, and September 16th, 2013 for all other target countries. Non-compliant items might then be disapproved and disappear from Google Shopping. Account-level exemptions for unique product identifiers won’t be supported after the above mentioned dates – the ‘Identifier exists’ attribute should be used instead. Learn more

Dashboard
You have set up a Product Listing Ads campaign. If you are submitting product listings for multiple countries, please make sure that the Campaign ID is the same for all targeted countries. This ensures that all your items can continue to show up on Google Shopping. Update targeted countries or Learn more

Products overview
- Shopping
  - Active
  - Awaiting Review
  - Disapproved
  - Expired
  - Clicks
  - Impressions
  - CTR

Data feeds
- Filename
- Schedule
- Status
- 14007 of 14997 items inserted (View errors)

Performance
- Paid clicks
- Free clicks

Data quality
- Last data snapshot: Aug 8, 2013 1:11 am CDT
- Information for United States
- Error type: Percentage, Count
  - Price mismatch: 1%, 152
  - Capitalized titles: 2%, 152
  - Broken images: 1%, 3,769
  - Crawl errors: <1%, 1
  - Short Descriptions: 2%, 283

Confidential and Proprietary Information
Merchant Center – Checking Data Quality
We have announced changes to the Google Shopping feed specification. For accounts that are currently exempted from requiring unique product identifiers, Google Shopping will start enforcing these new requirements for unique product identifiers on July 15th, 2013 in the US, and September 16th, 2013 in all other target countries. Enforcement for all other accounts will start July 16th, 2013 for the US, France, Germany and the United Kingdom, and September 16th, 2013 for all other target countries. Non-compliant items might then be disapproved and disappear from Google Shopping. Account level exemptions for unique product identifiers won’t be supported after the above mentioned dates – the identifier exists’ attribute should be used instead. Learn more.
We have announced changes to the Google Shopping feed specification. For accounts that are currently exempted from requiring unique product identifiers, Google Shopping will start enforcing these new requirements for unique product identifiers on July 15th, 2013 in the US, and September 16th, 2013 in all other target countries. Enforcement for all other accounts will start July 16th, 2013 for the US, France, Germany and the United Kingdom, and September 16th, 2013 for all other target countries. Non-compliant items might then be disapproved and disappear from Google Shopping. Account level exemptions for unique product identifiers won’t be supported after the above mentioned dates – the ‘identifier exists’ attribute should be used instead. [Learn more]

Dashboard

You have set up a Product Listing Ads campaign. If you are submitting product listings for multiple countries, please make sure that the Product Listing Ads campaign covers all targeted countries. This ensures that all your items can continue to show up on Google Shopping. [Update targeted countries] or [Learn more]

Data quality

<table>
<thead>
<tr>
<th>Error type</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price mismatch</td>
<td>25%</td>
<td>1552</td>
</tr>
<tr>
<td>Capitalized titles</td>
<td>14%</td>
<td>237</td>
</tr>
<tr>
<td>Broken images</td>
<td>16%</td>
<td>988</td>
</tr>
<tr>
<td>Crawling errors</td>
<td>&lt;1%</td>
<td>1552</td>
</tr>
<tr>
<td>Short Descriptions</td>
<td>18%</td>
<td>1552</td>
</tr>
</tbody>
</table>
Common Google Error – Product Images

Data quality
Maintaining high quality of your data is critical for items to continue appearing in Google Shopping results. Below, you’ll find a sample of issues, meant to help you identify problems that you should fix. Note that this list isn’t exhaustive nor refreshed in real-time (there may be a lag between fixing an issue and it disappearing from this list). Learn more
Last data snapshot: Jul 14, 2013 11:11 pm PDT

Suggested Optimizations: Items will appear despite these issues, but may show up more prominently if addressed.

Image problems (366 items)
Some of your items have problems related to images links. There may be because of broken image URLs that do not work properly or because of missing ‘image link’ values or because the submitted image URLs are blocked by robots.txt.

366 items
5% of total

Broken images
Example
- Patchouli stick 20 pk
- Amethyst Angel Pendant
- Pumpkin Spice incense stick
- Bayberry Anna Riva stick
- Wicca, Solitary Practitioner

Image link
Open
Open
Open
Open
Open

Short Descriptions (23 items)
Some of your items contain short descriptions. We recommend that you add descriptions with at least 15 characters.

23 items
<1% of total

Example
- 1oz Violet
- Magic Happens
- 4oz Attraction oil
- Creativity soy
- Pentagram 3x

Description
1oz Violet
Magic Happens
Attraction oil
Creativity soy
Pentagram 3x

Length
10 chars
13 chars
14 chars
14 chars
12 chars
Testing Reminders

• Monitor performance of the campaign
• Monitor Feed, Google Merchant Center, and AdWords account for any errors
• Fix any issues ASAP
• Upload fresh feeds daily
• Run your test for an appropriate amount of time
ASK a question

RESEARCH background information

CONSTRUCT a hypothesis

TEST your hypothesis (experiment)

ANALYZE the data & draw conclusions
Analyze the Data and Retest the Hypothesis as Necessary

- What data? How you analyze it? And where?
  - Google Analytics
  - Volusion ROI Tracking
Google Analytics

Audience Overview

20,444 people visited this site

Visits: 27,225
Unique Visitors: 20,444
Pageviews: 116,128
Pages/Visit: 4.27

Avg. Visit Duration: 00:03:30
Bounce Rate: 67.29%
% New Visits: 69.31%

Demographics

Language
1. en-us: 25,534 (97.46%)
2. en-gb: 441 (1.62%)
3. fr: 42 (0.16%)
4. it: 26 (0.10%)
5. es: 22 (0.08%)
6. de: 16 (0.06%)
7. fr-fr: 16 (0.06%)

System

Browser
Operating System
Service Provider

Volusion
Google Analytics

AdWords Campaigns

- MY STUFF
- Dashboards
- Shortcuts
- Intelligence Events
- STANDARDS REPORTS
- Real-Time
- Audience
- Traffic Sources
  - Overview
  - Sources
  - Search Engine Optimization
  - Social
- Cost Analysis
  - Advertising
  - AdsWords
- Campaigns

- Advanced Segments
- Customize
- Email
- Export
- Add to Dashboard
- Shortcut

- % of visits: 12.08%
- Explorer
- Site Usage
- Goal Set 1
- Ecommerce
- Click

- Visits
- May 6
- May 13
- May 20
- May 27

- Primary Dimension: Ad Group, Keyword, Ad Content
- Secondary Dimension
- Sort Type: Default

- Ad Group
- Visits
- Pages / Visit
- Avg. Visit Duration
- % Bounce Rate
- Exit Rate
- Goal Completions
- Revenue

Confidential and Proprietary Information
Volusion Dashboard
Creating an ROI Tracking Link

<table>
<thead>
<tr>
<th>Campaign ID</th>
<th>Campaign ID</th>
<th>Group Title</th>
<th>Campaign Name</th>
<th>Days To Track</th>
<th>Group Title</th>
<th>Campaign Name</th>
<th>Days To Track</th>
<th>Clicks</th>
<th>Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td>6433</td>
<td>6433</td>
<td>Feeds</td>
<td>Google Shopping</td>
<td>30</td>
<td>Feeds</td>
<td>Google Shopping</td>
<td>1.90%</td>
<td>5322</td>
<td>101</td>
</tr>
<tr>
<td>6436</td>
<td>6436</td>
<td>Feeds</td>
<td>Shopping.com</td>
<td>30</td>
<td>Feeds</td>
<td>Shopping.com</td>
<td>0.57%</td>
<td>3692</td>
<td>21</td>
</tr>
<tr>
<td>6437</td>
<td>6437</td>
<td>Feeds</td>
<td>shopzilla</td>
<td>30</td>
<td>Feeds</td>
<td>shopzilla</td>
<td>0.92%</td>
<td>3048</td>
<td>28</td>
</tr>
<tr>
<td>6439</td>
<td>6439</td>
<td>Feeds</td>
<td>NexTag</td>
<td>30</td>
<td>Feeds</td>
<td>NexTag</td>
<td>0.46%</td>
<td>1725</td>
<td>8</td>
</tr>
</tbody>
</table>
Was Your Hypothesis Correct?

• What conclusions can we draw from the data provided?
• Do not try to overanalyze the results
• How does your data influence future tests?
Con / fidential and Proprietary Information

- Ask a question
- Research background information
- Construct a hypothesis
- Test your hypothesis (experiment)
- Analyze the data & draw conclusions