

# Google Shopping



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artes criativas  
& tecnologia

**ROCKY**  
FULL DIGITAL PERFORMANCE



# AULA 1



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**ROCKY**  
FULL DIGITAL PERFORMANCE



## Objetivo



Conhecer a teoria sobre as Campanhas de Google Shopping até sua criação  
e otimização para obter uma maior performance.

## Premissa



- Anunciante tem uma Conta do Google Ads e um site para vender seu produto;
- Anunciante tem uma Conta no Google Merchant Center com Feed de Produtos;
- Anunciante tem a Tag do Google Ads no site e faz esse trackeamento;

## O que é: Google Shopping

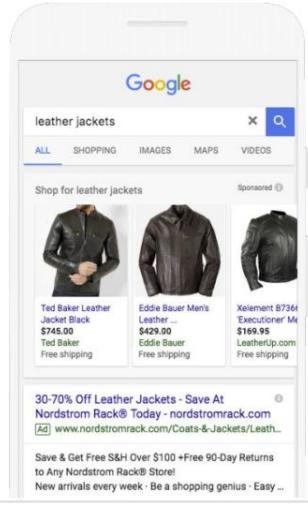


- O Google Shopping é uma vitrine onde os anunciantes podem expor seus produtos a partir de uma busca feita por um usuário.
- O resultado dessa busca mostrará o produto pesquisado ou um produto que mais se aproximará da busca do usuário - apresentando foto do produto, nome, preço, nome da loja que vende o produto - essas informações prévias ao clique do usuário aumentam as chances de usuários mais qualificados para visitar o seu produto.
- Uma das vantagens do Google Shopping é a possibilidade do usuário comparar produtos e preços entre os diversos anunciantes em uma única tela.

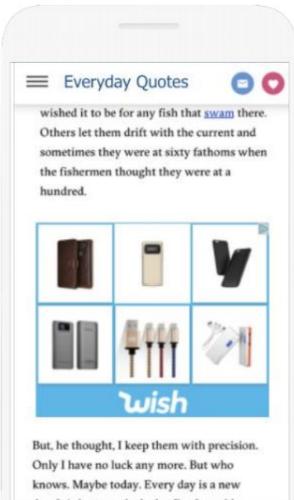
## Onde São Exibidos?



Rede de pesquisa



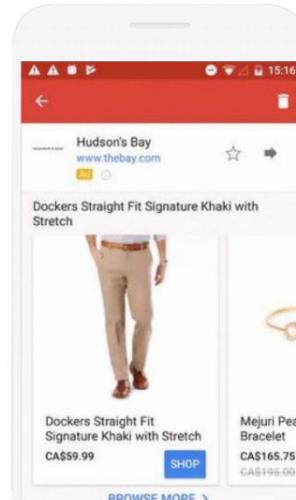
Rede de Display



YouTube

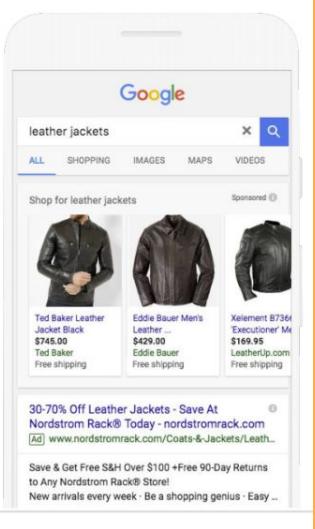
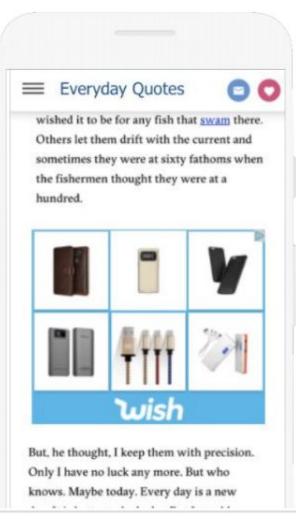
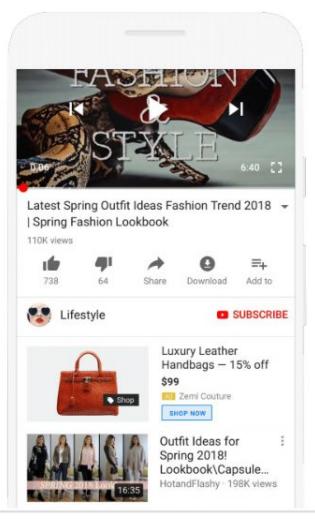
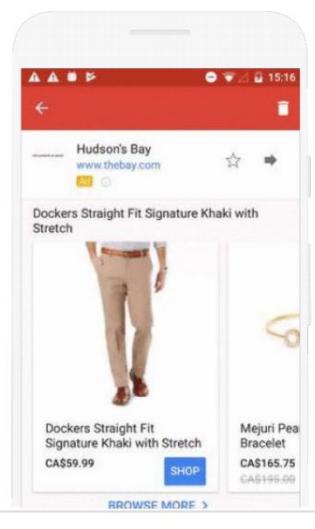


Gmail



## Onde São Exibidos?



Rede de pesquisa	Rede de Display	YouTube	Gmail
			

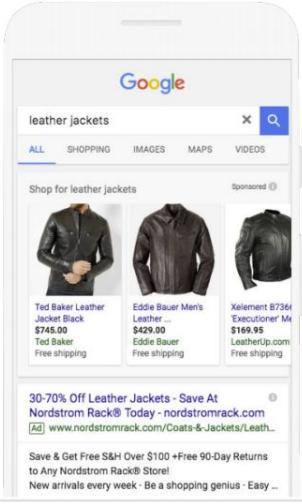
Pode ser exibido a partir da busca do usuário no buscador do Google e também na aba Shopping.



## Onde São Exibidos?



**Rede de pesquisa**



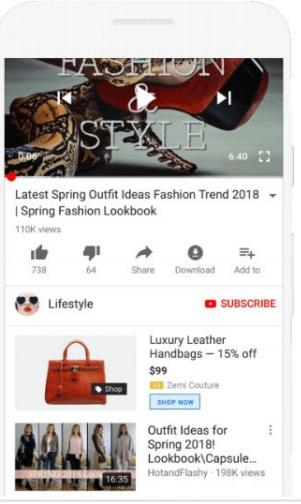
The screen shows a Google search for "leather jackets". It includes a search bar, a navigation bar with "ALL", "SHOPPING", "IMAGES", "MAPS", and "VIDEOS" tabs, and a sponsored shopping section with three leather jacket products from Ted Baker, Eddie Bauer, and Xelement.

**Rede de Display**



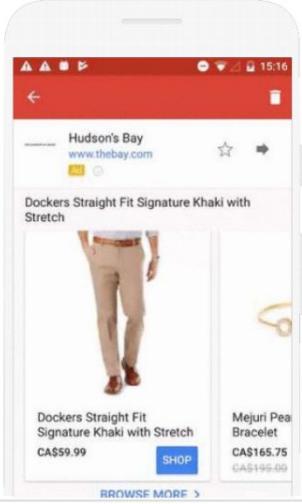
The screen shows an "Everyday Quotes" app interface. A quote by Ernest Hemingway is displayed: "I wished it to be for any fish that swam there. Others let them drift with the current and sometimes they were at sixty fathoms when the fishermen thought they were at a hundred." Below the quote is a grid of six small images representing various products, with the word "Wish" at the bottom.

**YouTube**



The screen shows a YouTube video thumbnail for "Latest Spring Outfit Ideas Fashion Trend 2018 | Spring Fashion Lookbook" by Zemi Couture. The thumbnail features a woman in a red dress. Below the thumbnail are video stats: 110K views, 738 likes, 64 dislikes, and options to share, download, and add to.

**Gmail**



The screen shows a Gmail inbox. An email from "Hudson's Bay" is selected, showing an offer for "Dockers Straight Fit Signature Khaki with Stretch" pants. The email includes a "SHOP" button and a "BROWSE MORE" link.

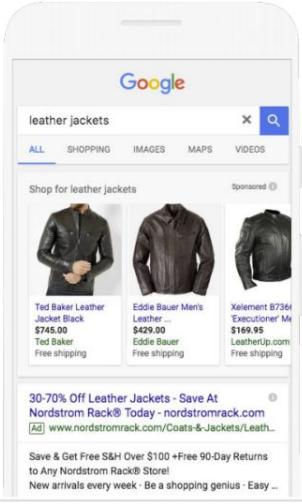
Pode ser exibido como um anúncio de Remarketing em sites de Parceiros Google (Google Display Network).



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**Rede de pesquisa**



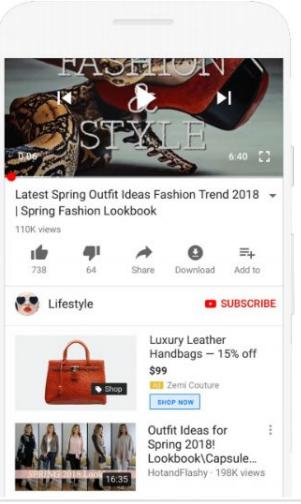
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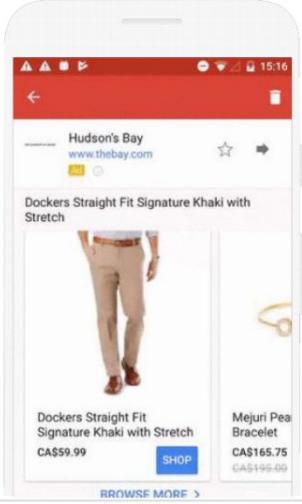
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## Onde São Exibidos?



**Rede de pesquisa**

The screen displays a Google search for "leather jackets". It shows several shopping ads for leather jackets from brands like Ted Baker and Eddie Bauer. Below the ads, there's a promotional banner for Nordstrom Rack with a 30-70% discount offer.

**Rede de Display**

The screen shows a mobile display ad for "Everyday Quotes". The ad features a quote by Ernest Hemingway: "I wished it to be for any fish that swam there. Others let them drift with the current and sometimes they were at sixty fathoms when the fishermen thought they were at a hundred." Below the quote is a grid of small product images from the Wish app.

**YouTube**

The screen shows a YouTube thumbnail for a fashion video titled "Latest Spring Outfit Ideas Fashion Trend 2018 | Spring Fashion Lookbook". The thumbnail features a woman in a patterned dress. Below the thumbnail, there's a snippet of the video showing a person in a red top.

**Gmail**

The screen shows a Gmail inbox with a shopping ad from Hudson's Bay. The ad features an image of men's Dockers straight-fit signature khaki pants with stretch. There are also links to other products like a Mejuri pearl bracelet.

Pode ser exibido como um anúncio de Remarketing em aplicações Google - como o YouTube.



## Onde São Exibidos?



**Rede de pesquisa**

Google search results for "leather jackets" showing sponsored ads for leather jackets from Ted Baker and Eddie Bauer.

**Rede de Display**

Display ad for "Everyday Quotes" featuring a quote by Mark Twain and a grid of small product images from Wish.

**YouTube**

YouTube video thumbnail for "Latest Spring Outfit Ideas Fashion Trend 2018 | Spring Fashion Lookbook" by Hudson's Bay.

**Gmail**

Gmail inbox showing ads for Dockers Straight Fit Signature Khaki with Stretch pants and Mejuri Pearl Bracelet.

Pode ser exibido como um anúncio de Remarketing em aplicações Google - como o Gmail.



## Pilares de Google Shopping



Estoque



Vitrine



Vendedor



## Pilares de Google Shopping



Estoque

**Google Merchant Center**



Vitrine

**Anúncios de Shopping**



Vendedor

**Google Ads**



E no Funil onde GShopping se encaixa?



Awareness

Consideração

Conversão

Onde você acredita que a campanha de Shopping faz mais sentido dentro do funil?



E no Funil onde GShopping se encaixa?



Awareness

Consideração

Conversão

A resposta é: **Depende** do objetivo que você quer obter com aquela campanha e se isso está **alinulado ao seu objetivo de negócio.**



O que não pode no Google Shopping?



Os anúncios do Shopping não permitem a promoção de determinados tipos de conteúdo em plataformas que não ofereçam uma boa experiência ao usuário. Exemplos do que não é permitido:

- Venda de Passagens (Ingressos de show, passagem de ônibus, etc)
- Veículos (veículos que ultrapassem 25 Km/h, abaixo disso pode)
- Produtos Financeiros (títulos, ações, seguros, cartão de crédito, etc)
- Moeda (Barras de ouro, metais preciosos, moeda local ou virtual)
- Vale-presente abertos (vales-presente com a marca Mastercard, Visa, etc)
- Serviços (moeda de jogos on-line, serviços de reparo, etc)
- Bens imóveis (propriedades imobiliárias, casas de alvenaria, terrenos)
- Faturamento recorrente (sistema de alerta de segurança ou médico, etc)
- Faturamento processado pelo software do produto (exige a instalação de software)



A large yellow graphic is positioned on the left side of the image. It consists of several interlocking geometric shapes, including circles, triangles, and rectangles, forming a complex, tessellated pattern. This yellow area is set against a white background that has a subtle, light gray brick texture.

**Obrigado**