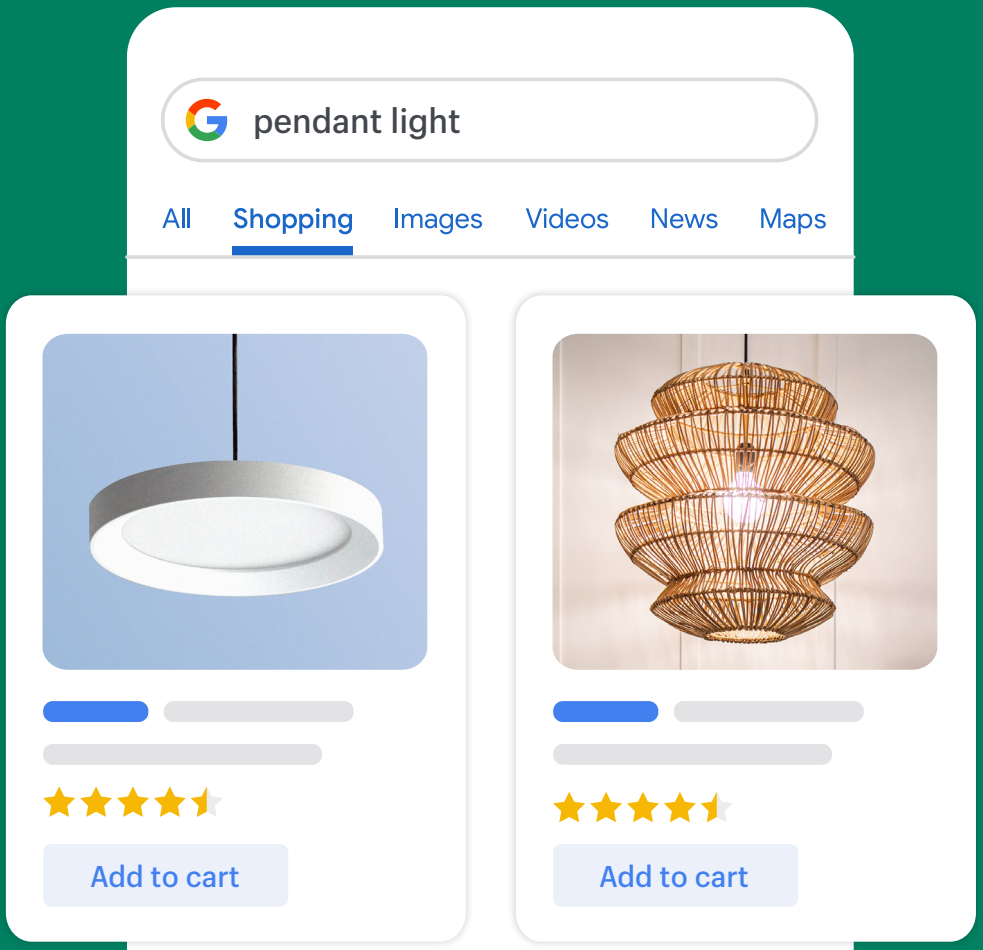
shopify | Google

Three-Step Guide

Your Google channel onboarding starts now →



1

Install

2

Set up

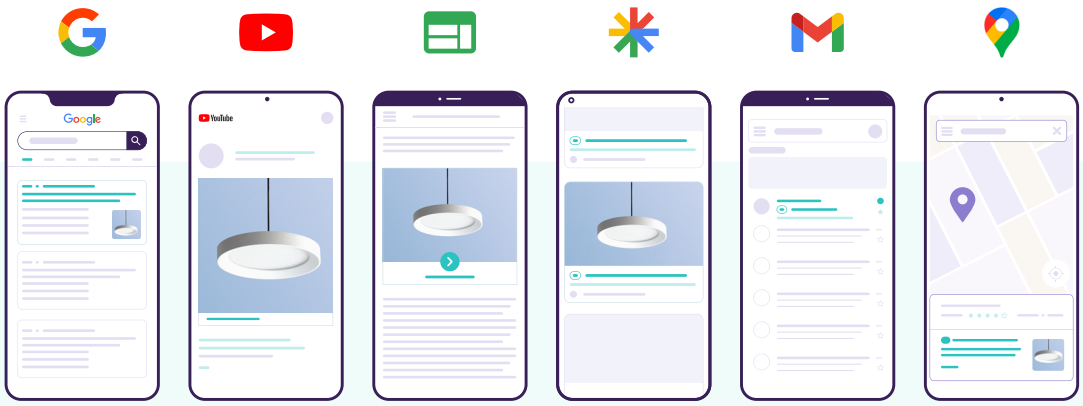
3

Create

Welcome to the Google channel!

Go ahead. Get started on Shopify. Sell on Google.

We know finding the time to acquire new customers and drive sales isn't always easy. So Shopify and Google have partnered together to change that.



With a Performance Max campaign, you'll be able to find customers where they search, browse, and watch across Google's platforms. So you'll be able to increase your visibility and boost your online sales—with the reach of Google.

How it works:

- **Automatically sync your products to Google**
- **Pay only when a user clicks**
- **Measure, analyze, and optimize your campaigns quickly**

This three-step guide explains everything you need to set up the Google channel and launch your first Performance Max campaign. We'll take it step-by-step. Then you can reach the right customers and grow your business sale-by-sale.

A few quick tips before you get started:

Meet the Google channel requirements before installing the app

Double-check that you have Shopify admin access

Have your phone handy for your email verification

Two accounts, one smooth process

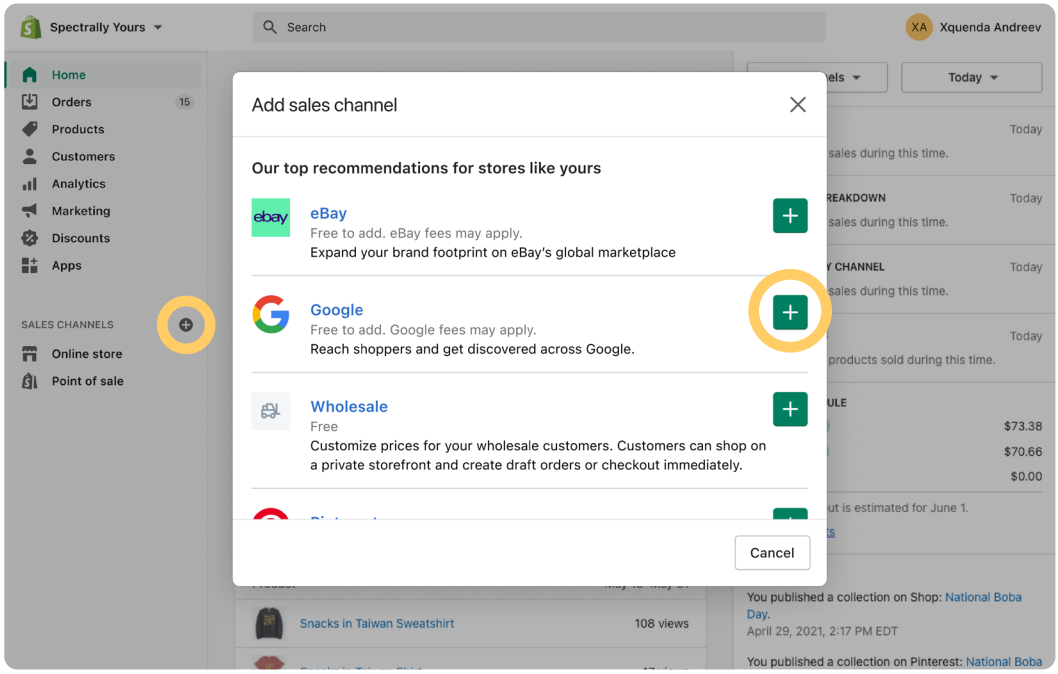
Once you've installed the Google channel and set up your Google Ads account, you will be redirected to Google Merchant Center to complete the Performance Max onboarding experience.

Google Ads is where you will provide your billing information.

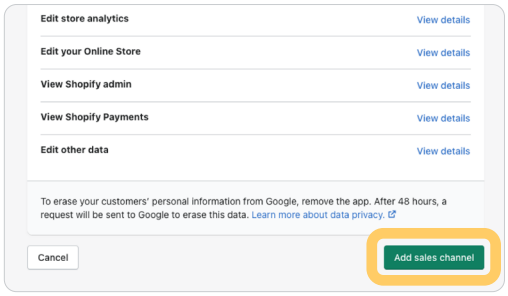
Merchant Center is where your product feed is stored and where your campaigns will live.

Step 1: Install the Google channel

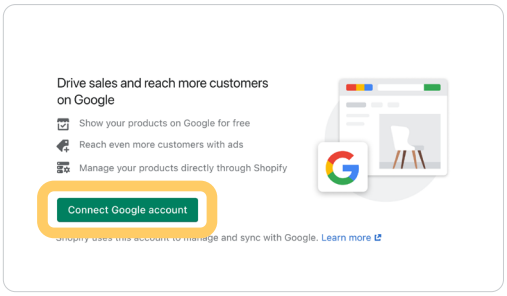
Get started in a snap—your Performance Max campaign begins in Shopify.



A. Log in to Shopify admin. In the navigation bar, click the + icon next to **Sales channels**. Then activate the Google channel by clicking a second + icon.



B. Scroll to the bottom of the next page and click **Add sales channel**.



C. Click **Connect Google account**.

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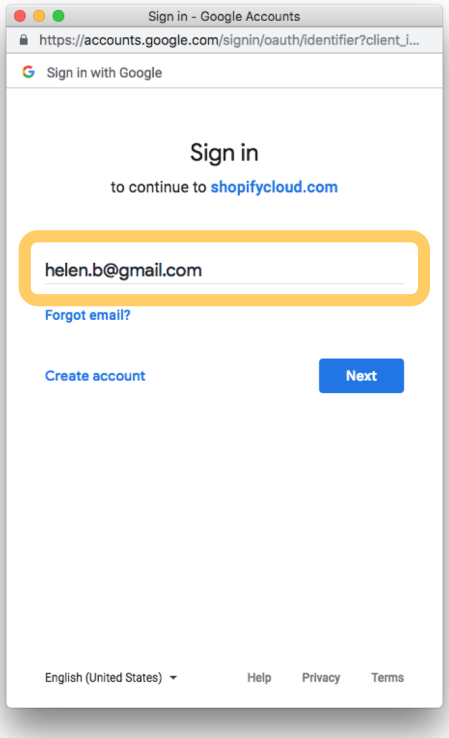
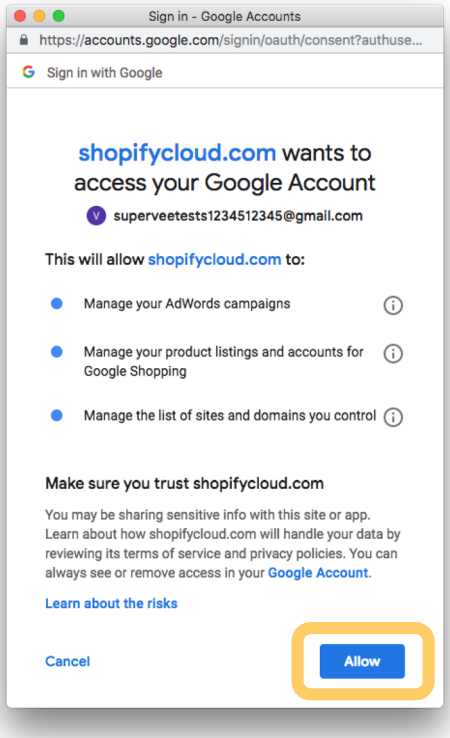
Safety first: These next steps ensure you and your data are safe.





D. A new window will appear. Sign in to your Google Account. Then complete Google's two-step verification.

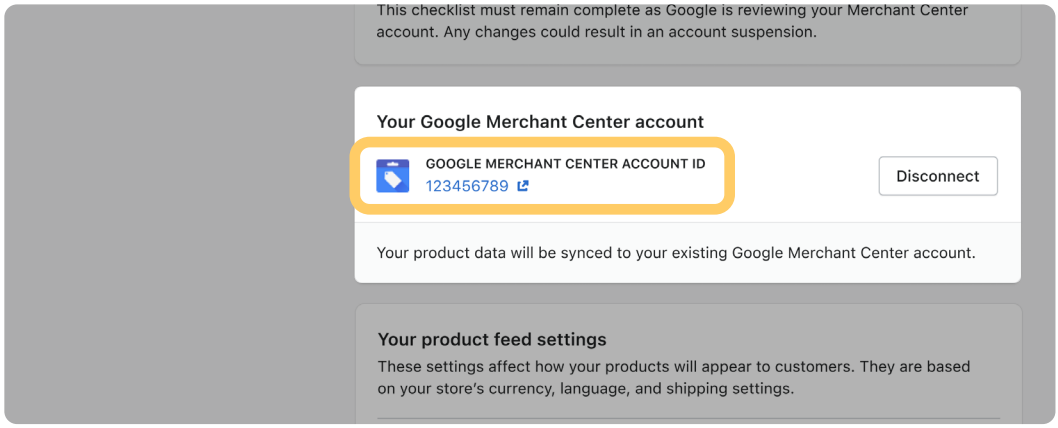
E. Click **Allow** to give Shopify access to your Google Account and accept the terms and conditions to complete the setup.

Woo-hoo, you're off to a great start!

Next, it's time to set up the Google channel and sync your products.

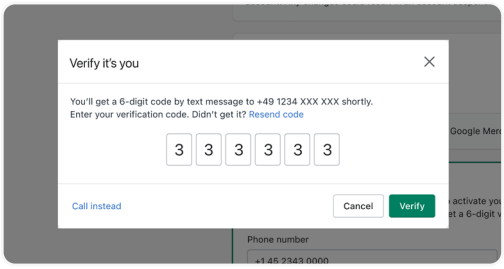
Step 2: Set up the Google channel

Before you get going, make sure you've reviewed Google's product guidelines and added a payment method, a refund policy, terms of service, and contact information to your Shopify store.

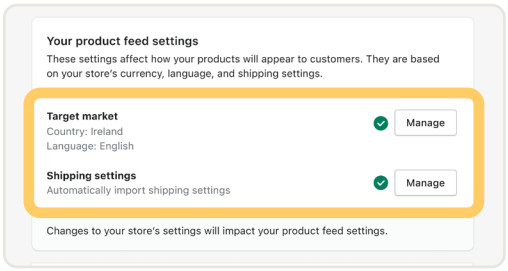


A. Connect or create a new Google Merchant Center account.

Get more reach. By connecting or creating a new Google Merchant Center account, you'll be automatically eligible to run free listings and allow customers to buy your products directly on Google right when they see them.



B. Locate the **Phone verification** module, enter your phone number, and click **Get code**. Then verify your phone number by entering the 6-digit code you receive on your phone and clicking **Verify**.



C. Next, double-check your target country, language, and shipping settings and make any necessary changes. Then accept the terms and conditions and click **Complete setup**.

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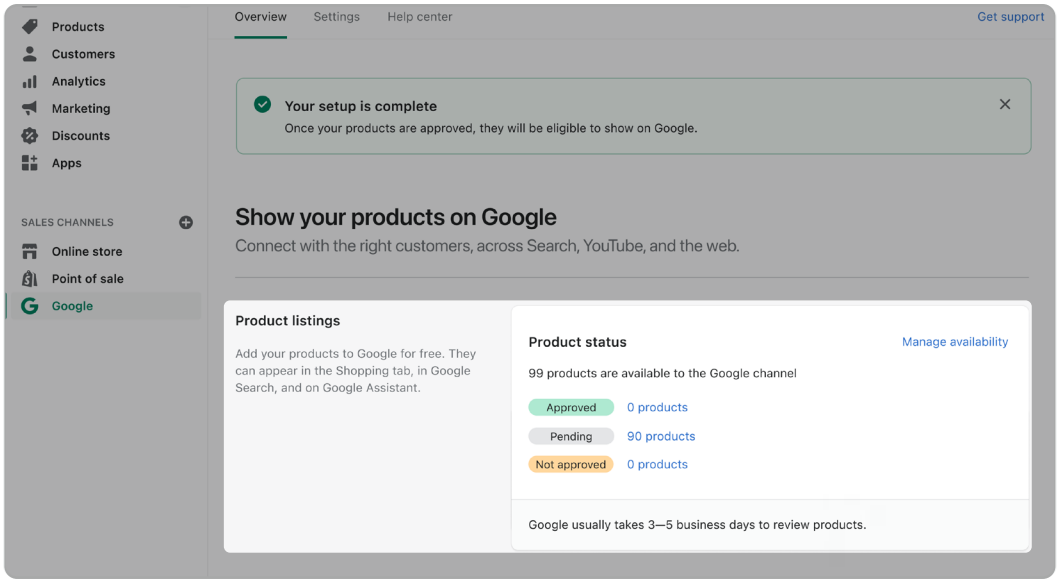

D. Your products will automatically start syncing. They'll take 24 to 72 hours to show up in Google Merchant Center.

Need help? Learn more about syncing products and setting up the Google channel. If you receive an account warning or suspension notification, here are some key actions you can take to resolve the issue.

Three steps to get your products approved:

1. Review Google's product compliance guidelines
2. Click **Products > All products** in your Shopify admin, then select the product you want to update
3. Click **More actions > Google fields**, update your product data, and click **Save**

Learn more about product disapprovals.

We're rockin' and rollin'.

After your Google channel setup is complete, it's time for the good stuff—creating your Performance Max campaign.

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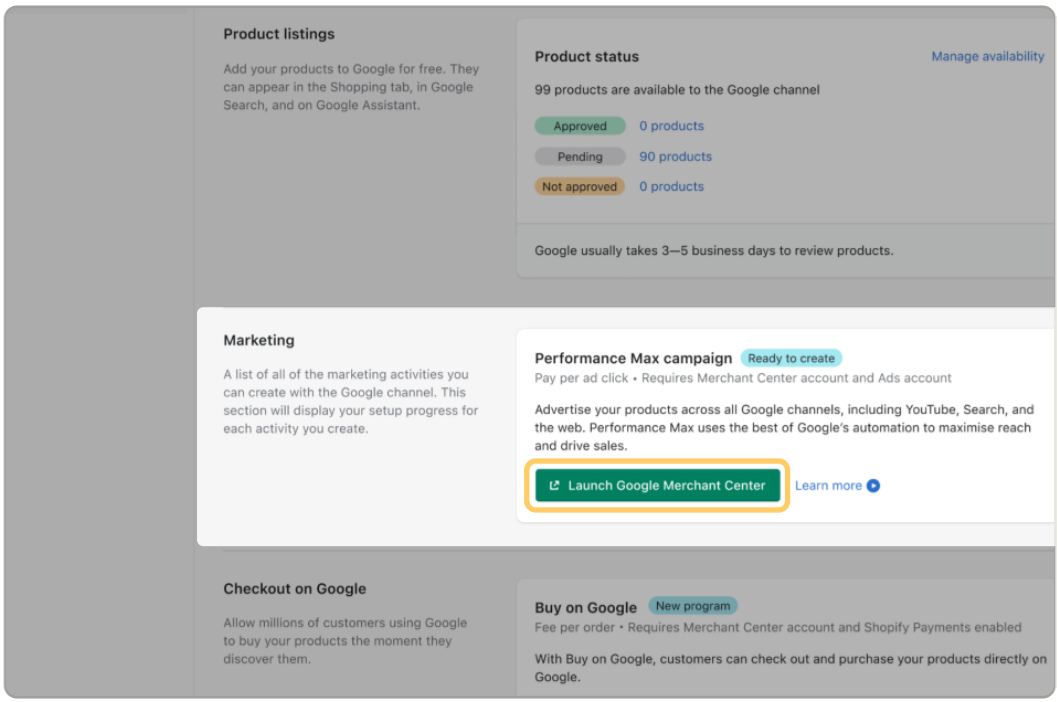
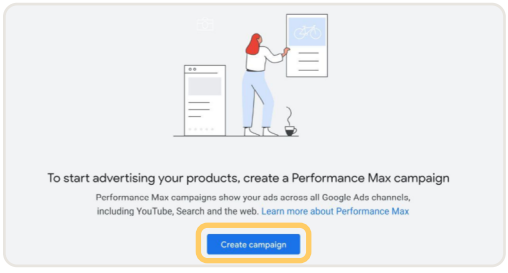
Step 3: Create your first Performance Max campaign

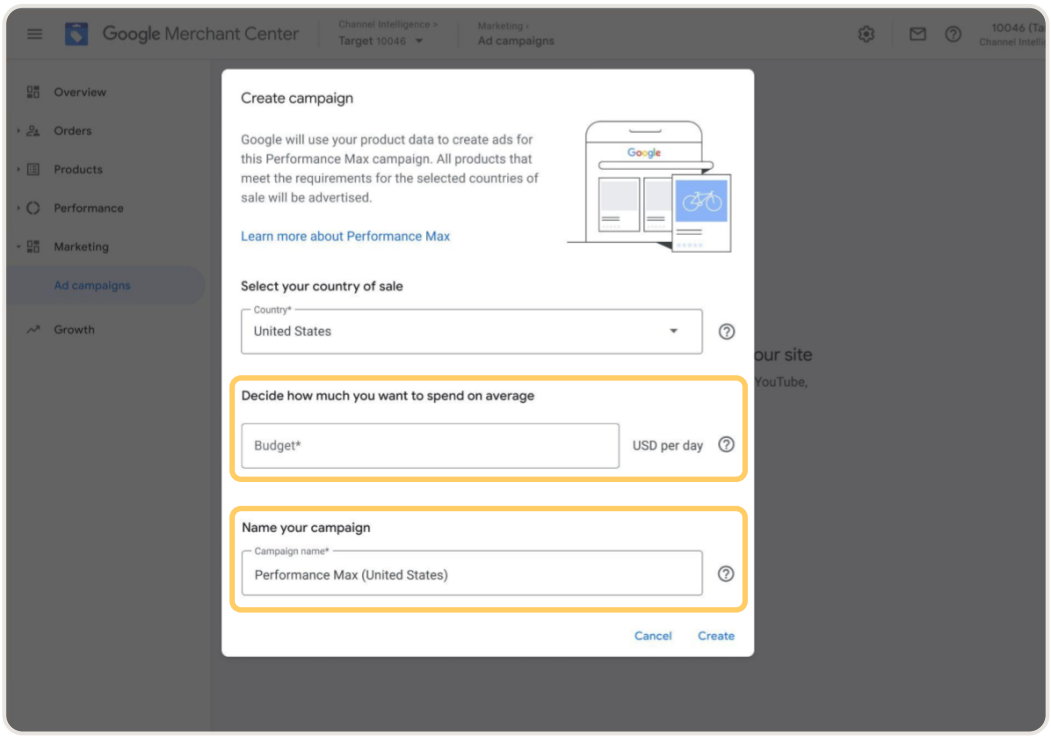
Millions of shoppers are searching for products like yours. With a Performance Max campaign, you'll be able to automatically reach active shoppers across all of Google's channels, including YouTube, Search, and the Google Display Network.



A. Scroll down to the **Marketing** section and click **Launch Google Merchant Center** in the Performance Max campaign module.



B. Next, you will be taken to the **Google Merchant Center** Ads campaigns page in the **Marketing** section. Click **Create campaign** to set up your **Performance Max** campaign.



C. Next, set your country of sale and daily budget, and add a campaign name. Google's Performance Max technology will automatically optimize where your products appear.

Budget tip: We recommend investing at least $15 a day to help improve your performance. The recommended amount may vary by country and industry. Learn more

D. Now, click **Create** and you're good to go. Once you create your campaign, it will go into ad review. Learn more about the ad review process.

Congrats!

Now you're ready to showcase your products in front of millions of shoppers across Google's platforms.

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Monitor, optimize, and grow

Once your campaign is up and running, launch **Merchant Center** > **Ad campaigns** and you'll be able to use your dashboard to:

- Monitor your campaigns
- Track your ad spend
- Highlight performance trends

The meaning of the metrics

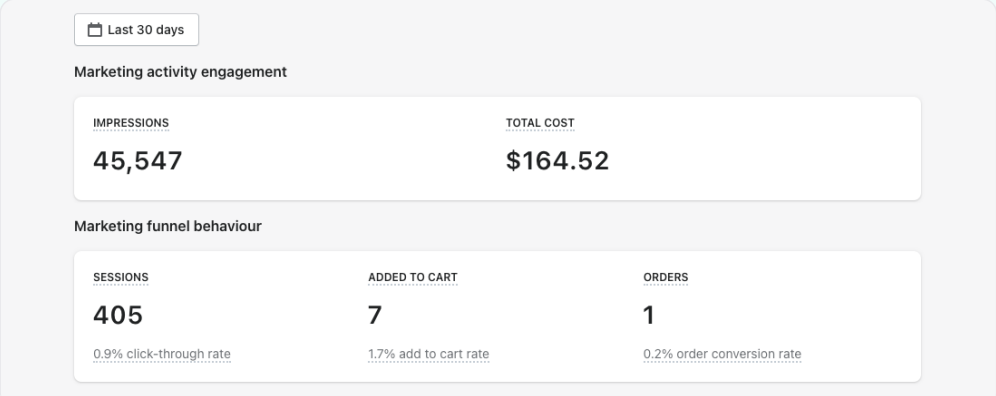
Clicks: Number of clicks your ad has received since you started the campaign.

Cost: The amount you've invested in your campaign so far.

Conversions: The number of sales that have been made so far that have come from your Google ads.

Conversion value: The value in dollars of the sum of sales made.

Learn more about campaign tracking here.



Optimization tips

Run your campaign for at least 14 days so that Google's smart technology is able to bring you better results.

Display product images to grab the attention of more shoppers.

Write clear product titles and descriptions, and use the Google Trends tool to help.

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