

Your Google channel onboarding starts now  $\rightarrow$ 



Install







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 <u>Google channel requirements</u> 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.



# Step 1: Install the Google channel

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



Customize prices for your wholesale customers. Customers can shop on

a private storefront and create draft orders or checkout immediately.

Edit store analytics	View details	
Edit your Online Store	View details	
View Shopify admin	View details	Drive sales and reach more customers
View Shopify Payments	View details	Show your products on Google for free
Edit other data	View details	Reach even more customers with ads
To erase your customers' personal information from Google, remove the request will be sent to Google to erase this data. Learn more about data	app. After 48 hours, a privacy. Iđ	Connect Google account
Cancel	Add sales channel	- onophy uses this account to manage and sync with Google. Learn more I2

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

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A Home

[↓] Orders

La Customers

Analytics

Marketing

Discounts

SALES CHANNELS

Online store

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+ Apps

Products

Q Search

Add sales channel

eBay

Google

Wholesale

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Our top recommendations for stores like yours

Free to add. eBay fees may apply.

Free to add. Google fees may apply. Reach shoppers and get discovered across Google.

Expand your brand footprint on eBay's global marketplace

C. Click Connect Google account.

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

Sign in - Google Accounts	Sign in - Google Accounts
https://accounts.google.com/signin/oauth/identifier?client_i	https://accounts.google.com/signin/oauth/consent?authuse
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Create account Next	<ul> <li>Manage your product listings and accounts for () Google Shopping</li> </ul>
	Manage the list of sites and domains you control (;)
	Make sure you trust shopifycloud.com
	You may be sharing sensitive info with this site or app. Learn about how shopifycloud.com will handle your data by reviewing its terms of service and privacy policies. You can always see or remove access in your Google Account.
	Learn about the risks
English (United States) - Help Privacy Terms	Cancel

- **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.





Set up

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# Step 2: Set up the Google channel

Before you get going, make sure you've reviewed Google's <u>product guidelines</u> 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 <u>free listings</u> and allow customers to buy your products <u>directly on Google</u> 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 <u>syncing</u> products and setting up the <u>Google channel</u>. If you receive an account warning or suspension notification, here are some <u>key actions</u> 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.

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Product listings Add your products to Google for free. They can appear in the Shopping tab, in Google Search, and on Google Assistant.	Product status     Manage availability       99 products are available to the Google channel     Approved     0 products       Pending     90 products     Not approved     0 products       Not approved     0 products     Google usually takes 3–5 business days to review products.
Marketing	Performance Max campaign Ready to create
A list of all of the marketing activities you	Pay per ad click + Requires Merchant Center account and Ads account
can create with the Google channel. This	Advertise your products across all Google channels, including YouTube, Search, and
section will display your setup progress for	the web. Performance Max uses the best of Google's automation to maximise reach
each activity you create.	and drive sales.
Checkout on Google	Buy on Google New program
Allow millions of customers using Google	Fee per order - Requires Merchant Center account and Shopify Payments enabled
to buy your products the moment they	With Buy on Google, customers can check out and purchase your products directly on
discover them.	Google.



Set up

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.



😑 🚺 Google Mercha	nt Center Ghannel Intelligence > Marketing > Ad campaigns	<ul> <li>₩ ⑦ 10046 (T Channel Intel</li> </ul>
<ul> <li>Overview</li> <li>Orders</li> <li>Products</li> <li>Performance</li> <li>Marketing</li> <li>Ad campaigns</li> <li>Growth</li> </ul>	Create campaign Google will use your product data to create ads for this Performance Max campaign. All products that meet the requirements for the selected countries of sale will be advertised. Learn more about Performance Max Select your country of sale Country* United States	
	Decide how much you want to spend on average Budget* USD per day	
	Performance Max (United States)	



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**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 <u>ad review process</u>.

Set up

### 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:



Track your ad



### The meaning of the metrics

**Clicks:** Number of clicks your ad has received since you started the campaign. **Conversions:** The number of sales that have been made so far that have come from your Google ads.

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

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

#### Learn more about <u>campaign tracking</u> here.

苗 Last 30 days		
Marketing activity engagement		
IMPRESSIONS	TOTAL COS	Ţ
45,547	\$164	.52
larketing funnel behaviour		
Marketing funnel behaviour	ADDED TO CART	ORDERS
Marketing funnel behaviour sessions 405	added to cart <b>7</b>	orders 1

## **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 <u>Google Trends</u> tool to help.

