

Google Shopping Ads

Information Pack

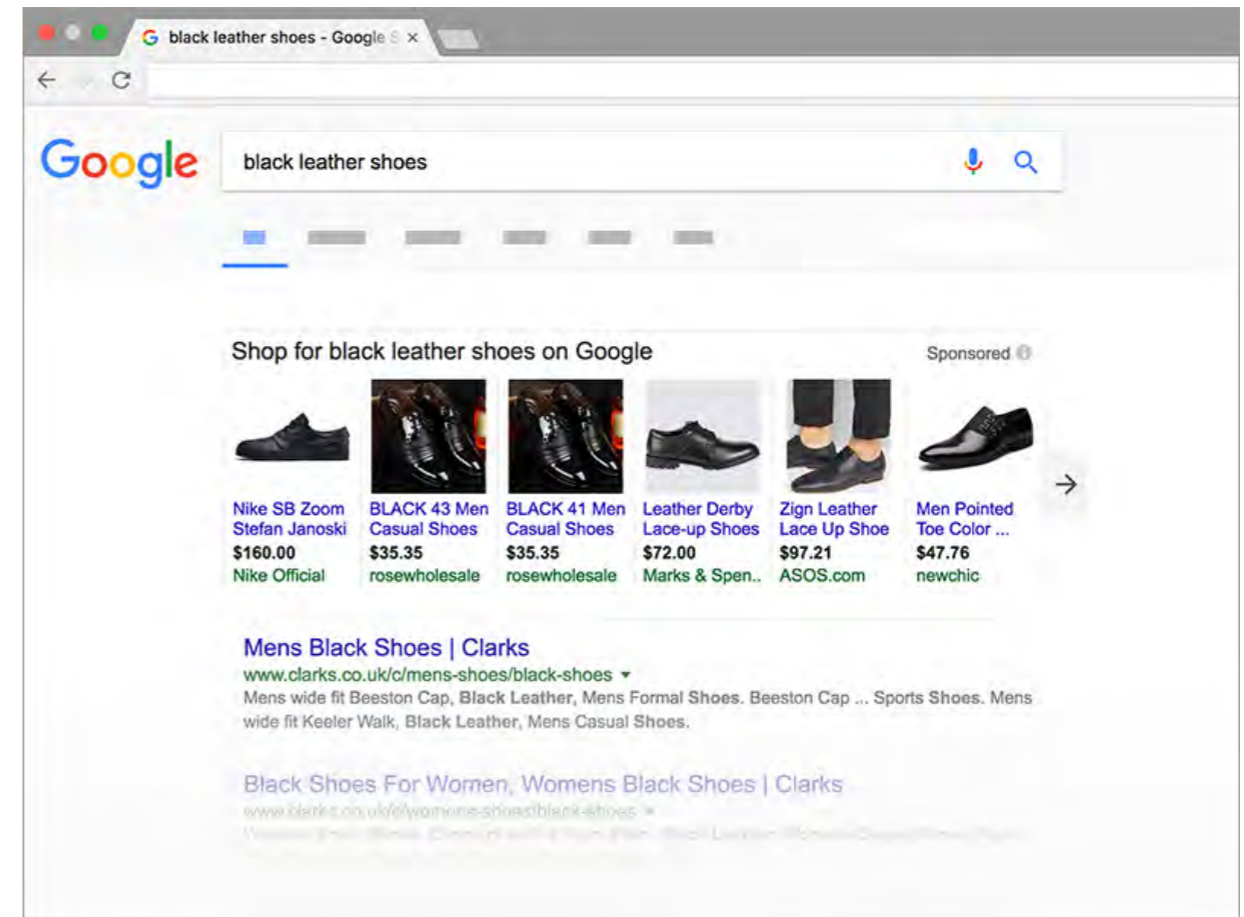
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What is Google Shopping?

Google Shopping Ads are a new type of ad, introduced in 2017, for online stores to advertise their products. They are recognisable by their small thumbnail images, product name, price and store name. They hold the highest possible ad positions in Google Search, especially on mobile devices.

Google Shopping Ads are now becoming mainstream in NZ search results. If you're running an online store without Google Shopping Ads, your online competition is already ahead of you.



Am I eligible for Google Shopping Ads?

- ✓ You must have an online store where people can purchase products.
- ✓ Make sure you show full contact information on your website (both phone number and physical address). A contact form only is not enough.
- ✓ Make sure that your site lists all available payment methods accepted prior to a user starting the checkout process (e.g. "We accept VISA and Mastercard" etc).
- ✓ Make sure to include a Return & Refund Policy which clearly states how you handle returns and refunds. This should include all requirements and any timelines. If returns and refunds are not accepted, you'll need to clearly state this on your site.

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Why Use Google Shopping?

All product-based businesses with E-Commerce websites need to take advantage of Google Shopping. A significant portion of businesses experience better returns with Google Shopping than with any other E-Commerce advertising. However, much like Google AdWords advertising, Google Shopping campaigns uses a complex platform which requires an expert to properly set up and manage. If done right, Google Shopping can be a gold mine. If you are already using Google AdWords, we highly recommend you run Google Shopping ads in parallel.

Where do Google Shopping Ads appear?

Google shopping ads currently have the highest positions (above normal adwords ads and website results). Shopping ads are even more dominate on mobile devices due to their vertical structure.

Key Benefits

- ✓ Often 200%-300% higher click through rate than normal text ads
- ✓ Integrates easily with Shopify
- ✓ Links customers to other products on your site that might suit their needs better

“ We've worked with Tony and the team for several years on a couple of different businesses, highly recommended and that's why we keep coming back. We just know everything will be taken care of...”

HGH Services

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GOOGLE SHOPPING PRICING

Google Shopping advertising is an extension of AdWords and therefore requires setting up a Google AdWords campaign. For more information, please download our Google AdWords brochure.

Google Shopping Setup Fee (one-off): \$698

Option	Click Budget	Management Fee	Total Monthly Cost
A	\$150	\$149	\$299
B	\$300	\$159	\$459
C	\$450	\$179	\$629
D	\$600	\$199	\$799
E	\$900	\$259	\$1159
F	\$1200	\$299	\$1499

“ We have been working with Adhesion for a while now for all our online presence, & appreciate all their experience... ”

Claire Vial, African Safaris

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WHY CHOOSE ADHESION?

Adhesion delivers solutions across the entire online marketing funnel, from traffic generation to website optimisation and web design. Our focus is to generate leads and sales for New Zealand businesses via online channels.

- ✓ Online marketing specialists with 10+ years experience
- ✓ We work on a performance basis to deliver solutions that generate measurable results
- ✓ We strive to understand your businesses and objectives

TERMS & CONDITIONS

- Campaign set up fees & monthly management fees payable to Adhesion
- Monthly click costs paid directly to Google via your credit card
- Budget can be changed at any time on notification from you
- Pricing excludes GST
- Google AdWords Terms and Conditions apply
- See Adhesion Ltd full Terms and Conditions on our website

“ As a company we have worked with Tony for many years now and have found his experience and insight to be of great value to the business. I have personally worked with few different members of his team over the years and they are always friendly and quick to reply to my emails and explain things in a way I can understand. Keep up the good work. ”

Tracy Cleary, Dove Medical Press

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