

# Google Shopping Ads

Information Pack

**adhesion**<sup>TM</sup>  
online marketing specialists



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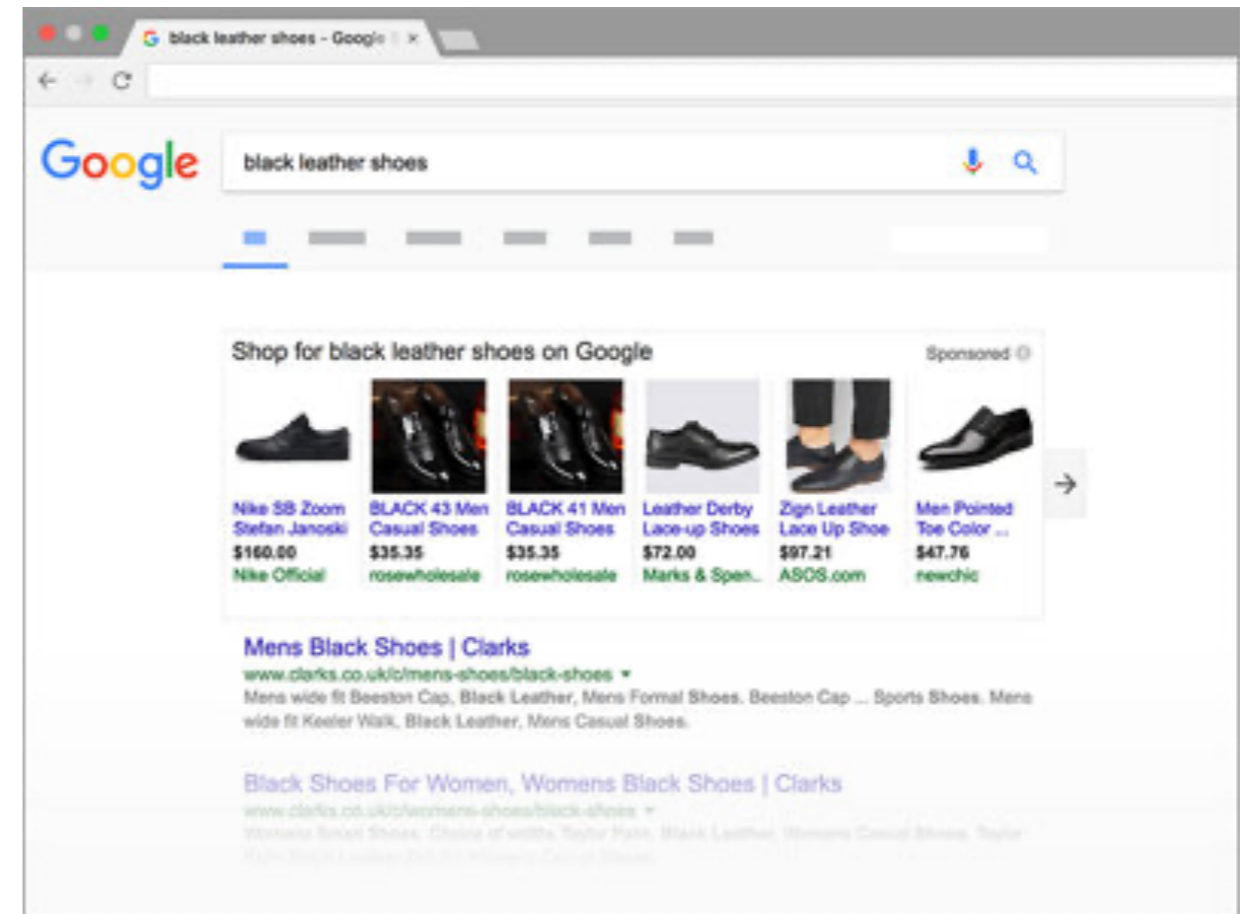
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# What is Google Shopping?

Google Shopping Ads are a new type of ad, introduced in 2017. They hold the highest possible ad position in Google Search, especially on mobile devices (due to their vertical structure).

Google Shopping Ads are now globally mainstream. They've become much easier to set up with deep analytics. If you're running an online store without Google Shopping Ads, you're 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, 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 should take advantage of the opportunities 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 Ads 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 Ads, we highly recommend running Google Shopping in parallel.

## Where do Google Shopping Ads appear?

At this stage google shopping ads currently have the current highest ranking and appear above normal adwords ads and organic listings, the google shopping ads are even more dominate on mobile devices because of their vertical structure

## Key Benefits

- ✓ Highest ad position, with 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 Google and therefore requires setting up a Google Ads campaign. For more information, please download our Google Ads brochure.

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

Option	Click Budget	Management Fee	Total Monthly Cost
A	\$300	\$179	\$479
B	\$450	\$199	\$649
C	\$600	\$229	\$829
D	\$900	\$289	\$1189
E	\$1200	\$339	\$1539
F	\$1500	\$389	\$1889
G	\$2000	\$449	\$2449
H	\$2500	\$489	\$2989

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

To get you started, we'll apply a \$100 promo credit on new AdWords accounts (see Terms).

## TERMS & CONDITIONS

- CMS access to your website will need to be provided by you
- Pricing excludes GST
- See 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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