Google shopping

Create a Product Listing Ads Campaign

Get more conversions and sales when you showcase your products prominently to customers on Google Shopping. Sign in to Merchant Center and follow the steps below to get started.

Google merchant center

1. Set up a basic Product Listing Ads campaign

- Set up a new AdWords account by clicking **Get Started**, OR
- Link to an existing AdWords account by entering your AdWords Customer ID and clicking Link Account

2. Customize your Product Listing Ads campaign

- Enter a maximum cost-per-click bid, which is the most you're willing to pay when someone clicks on your ad. Select from one of the suggested amounts or enter your own bid.
- Enter a daily budget. Choose a daily budget based on your advertising goals and the general amount you're comfortable spending each day.

3. Provide your billing information

This is the final step you need to complete in order for your campaign to run on Google Shopping.

• Select **Go to AdWords to Enter Billing Information** to provide or confirm your existing billing information.

Formidable Plants (Account ID 9295570) Dashboard AdWords settings Data feeds Create a Product Listing Ads campaign to keep your Product Search listings active on Google targeting US only). Reach more customers and control when/where your products appear. Lea Products Data quality Performance Option 1: Create an AdWords account and Product Listing Ads campaign in three simple steps API Dashboard Get Started E Settings General FTP Option 2: Set up a Product Listing Ads campaign with an existing AdWords account Les Google Cloud Storage Link another AdWords account Tax and shipping AdWords Customer ID: AdWords Checkout Link Account Format: XXX-XXX-XXXX Trusted Stores Your AdWords ID appears at the top of every page in AdWords Users Dashboard Product Listing Ads Campaign Quick Signup Data feeds Create AdWords Account & Basic Campaign 2 Customize Bid & Budget 3 Billing Products Data quality Customize Your Bid and Daily Budget Performance API Dashboard We recommend that you customize your bid and budget settings based on your business goals Settings Bid: Set your maximum cost per click for each ad General Max CPC (cost per click) is the maximum amount you'd like to spend when a customer clicks one of FTP your Product Listing Ads. Learn more Google Cloud Storage Default max CPC (USD) Tax and shipping \$0.40 Typical for your product mix and traffic in the selected countries. Doesn't guarantee traffic AdWords Checkoul \$ 0.10 Enter your own bid n bid: \$0.01 Trusted Stores Users Daily Budget: Set your daily campaign budget Daily campaign budget is the total you'd like to spend per day on AdWords ads. Learn m Budget (USD) S100.00 /day Typical for your traffic history in the selected countries. Doesn't guara S 10.00 /day You can modify these settings at any time. Save Campaign Settings and Continue Cancel Dashboard **Product Listing Ads Campaign Quick Signup** Data feeds Create AdWords Account & Basic Campaign Customize Bid & Budget 3 Billing Products Data quality Congratulations! Your AdWords account 624-489-0879 and Product Listing Ads campaign My Product Performance Listing Ads have been created. API Dashboard Important: For your Product Listing Ads to run you'll need to enter your billing information in AdWords Settings Go to AdWords to Enter Billing Information General FTP Google Cloud Storag Tax and shipping AdWords

Once you've completed these steps, you'll have an active Product Listing Ads campaign and you'll be on your way to promoting your products on Google Shopping.

Checkout Trusted Stores Users

Need additional assistance with setting up Product Listing Ads from Merchant Center? Visit our Help Center.