Google™ shopping

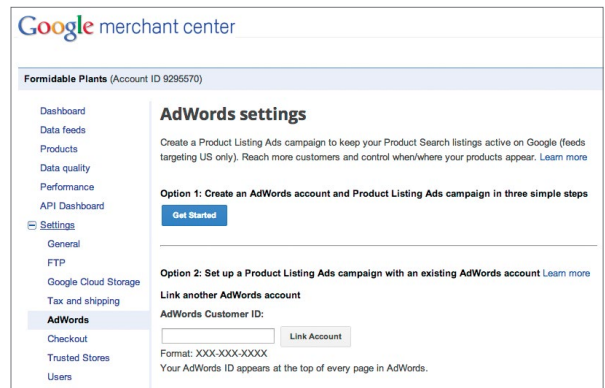# Create a Product Listing Ads Campaign

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.

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**

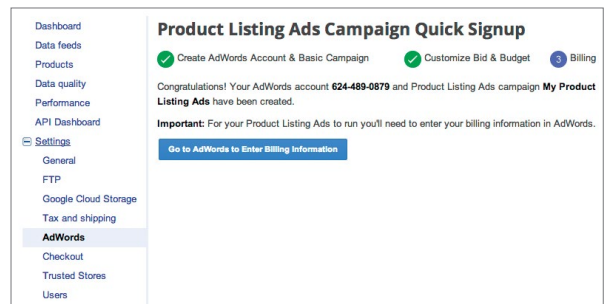## 2. Customize your Product Listing Ads campaign

- **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.
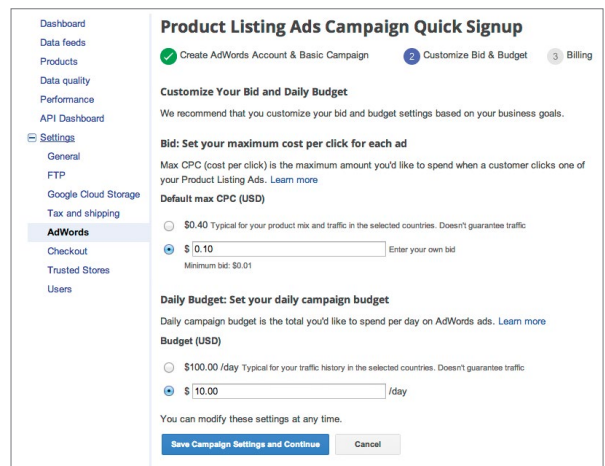
3. Provide your billing information

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.

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.

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