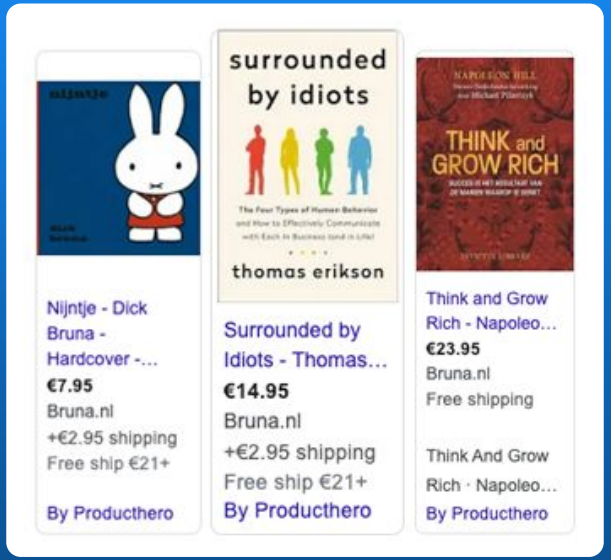
PRODUCTHERO

CASE: BOOST YOUR SHOPPING ADS ON GOOGLE

NeoSEM boosts the results for Bruna using Producthero



NeoSEM aumenta i risultati per Bruna utilizzando Producthero

Presentation by Martijn Beumer & Wesley Geurtsen

PRODUCTHERO

NEOSEM

SHORT INTRODUCTION MARTIJN

PRODUCTHERO

Martijn Beumer

Co-Founder

🚀 Enjoying PPC work since 2010, and still learning every day!

🙌 Grateful to have introduced the Labelizer Strategy & PH Shopping Ads Framework

💼 Proud to be part of Producthero, helping 12,000+ merchants win in Shopping Ads

🌍 Worked on all sides: agency, client, and now vendor in 21+ countries

SHORT INTRODUCTION WESLEY

Wesley Geurtsen

Head of PPC

🚀 **PPC specialist since 2014**

🙌 **3rd time at ADworld Experience, first time as a speaker**

💼 **Worked on Client & Agency-side, for more than 6 years working at NeoSEM**

🌍 **Strong focus on E-commerce, analysing from a commercial perspective**

STORY OF PRODUCTHERO

PRODUCTHERO

Comparison Shopping
Premium Partner

- 2018 Launch **Product Comparison website**
- 2019 Start **Google CSS program** (due to EU case)
- 2020 Launch **Shopping Ad Framework** & **first PPC tool**
- 2021 Launch **Producthero Labelizer**
- 2022 Launch **Producthero Platform**
- 2024 Launch **Products AI**

WE GIVE SHOPPING ADVERTISERS AND AGENCIES MORE SUPERPOWERS

PRODUCTHERO

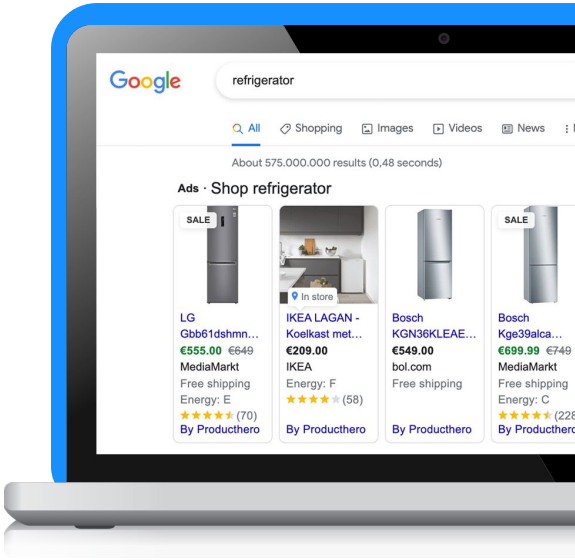
Creating advanced and accessible tools for Shopping advertisers

800+
Agency partners

12,000+
Advertisers

€ 1.5 Billion
Ad spend by retailers via Producthero CSS in 2023

Active in
21 Countries



TOOLSTATION · LEROY MERLIN · bol. · DECATHLON · BRACK.CH · OLIVER BONAS · INTERSPORT · IKEA · asos · MediaMarkt · Vestiaire Collective · ODLO · LA REDOUTE · asics · O'NEILL

NEOSEM PRODUCTHERO

TODAY: THEORY & CASE STUDY

Enabling you to apply this immediately
to your Shopping Campaigns

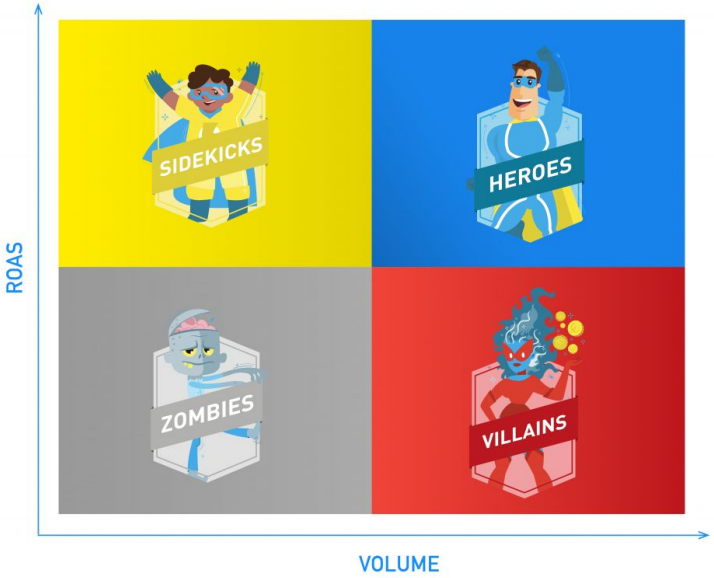
INTRODUCTION TO THE SHOPPING ADVERTISING FRAMEWORK

PRODUCTHERO

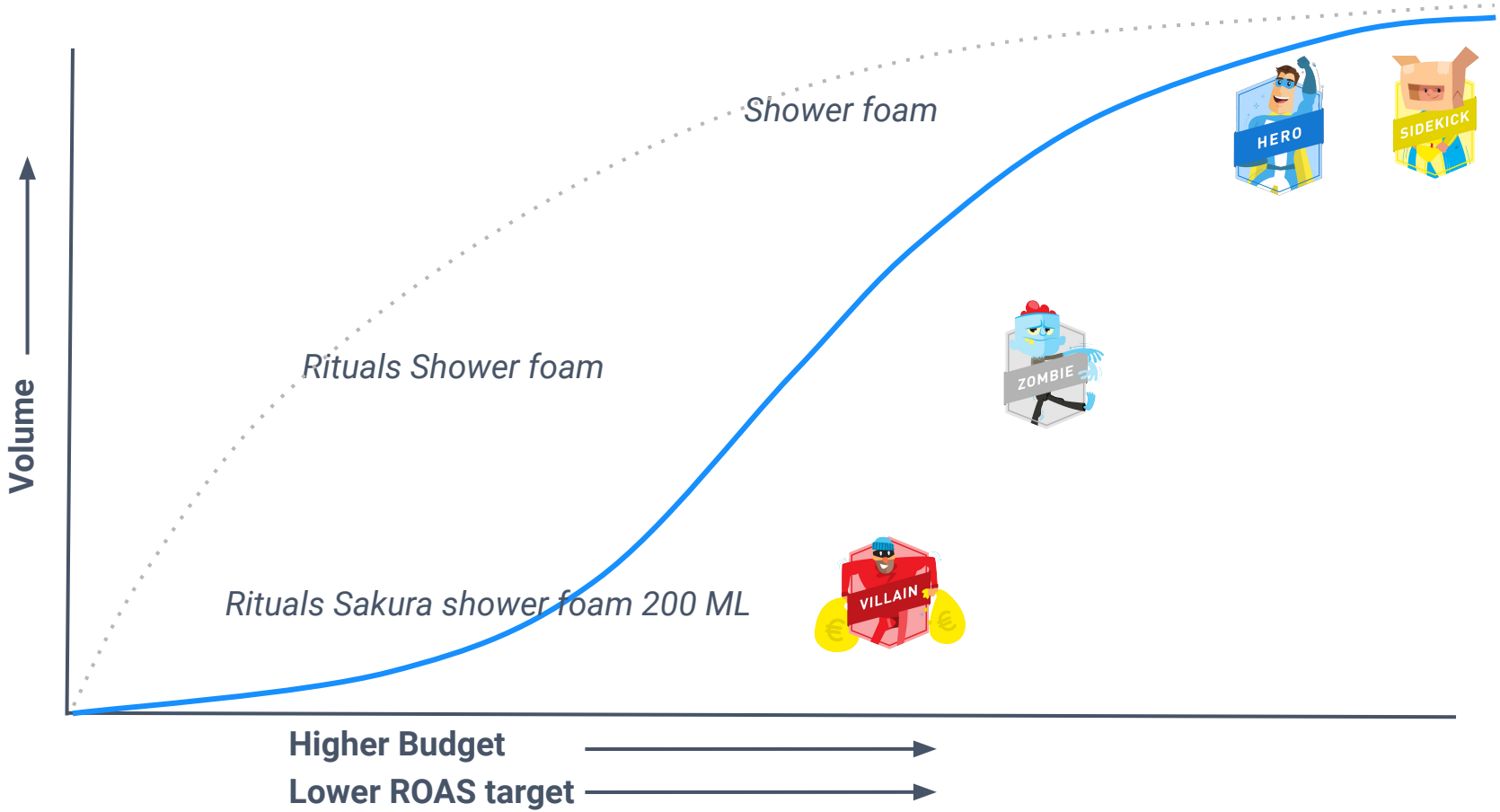
GOOGLE CSS: DON'T OVERPAY FOR SHOPPING ADS

WHY YOU SHOULD SEGMENT YOUR PRODUCTS USING LABELIZER

- **Over 60% of your products don't show in Google Ads** (Zombies)
- **50% of the costs go to underperforming products** (Villains)
- **Less than 10% of your products make 80% of the revenue** (Heroes)

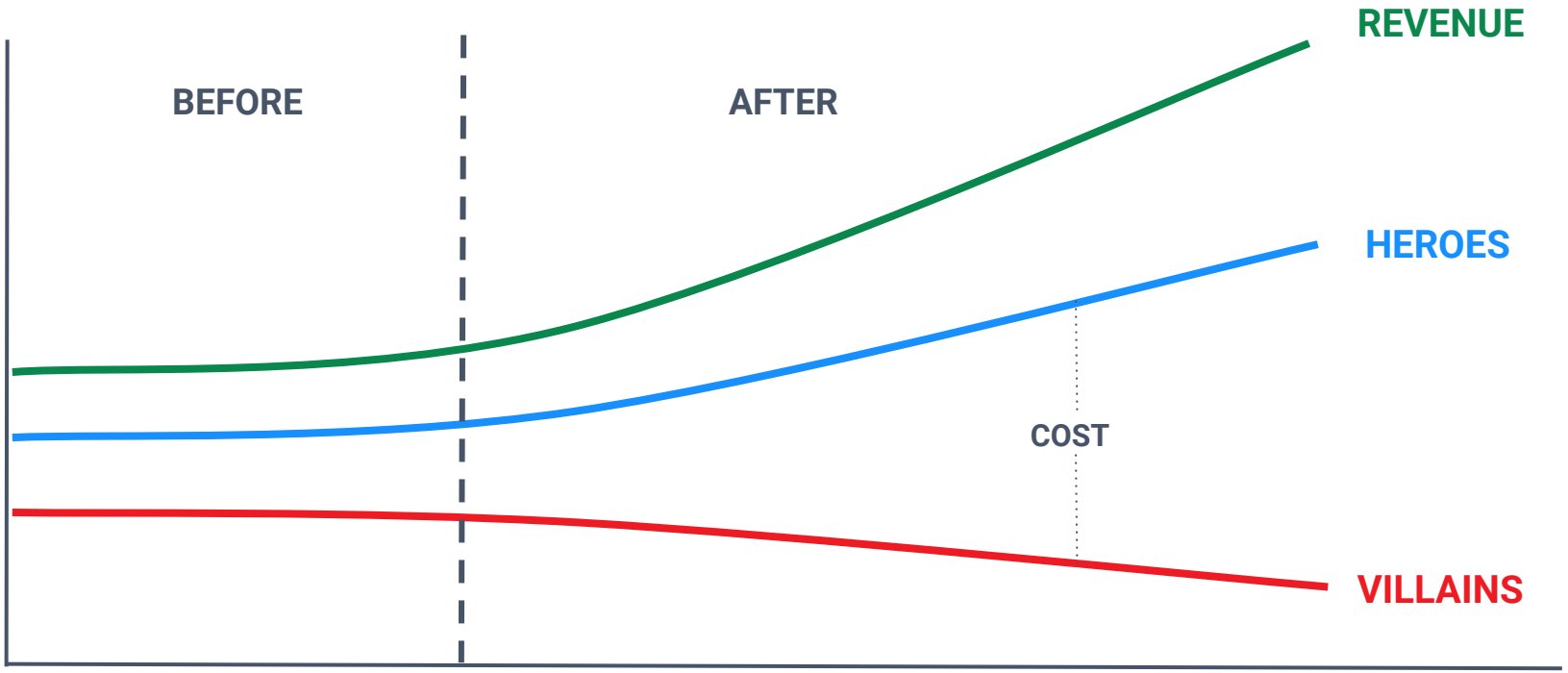


HOW BIDDING IN PMAX WORKS



THE EFFECT OF PRODUCT SEGMENTATION

PRODUCTHERO



CREATE SEGMENTS PER GROUP: E.G. BASED ON MARGIN

Choose your structure based on your account and goals

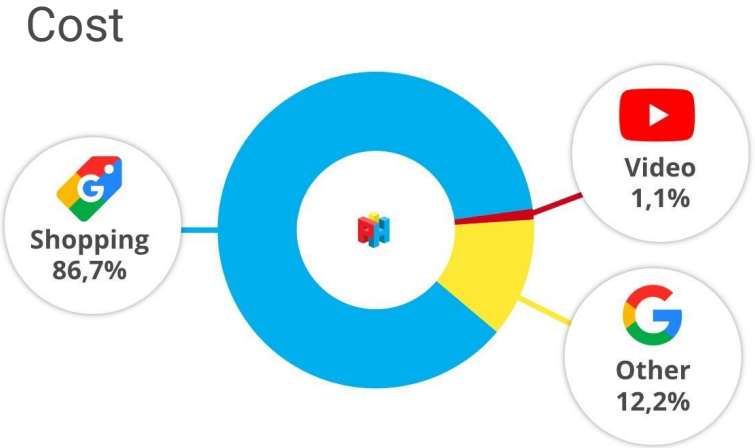
Reduce costs	Heroes	Sidekicks	Zombies	Villains
Increase conversions	Heroes	Sidekicks	Villains	Zombies
Both	Heroes	Sidekicks	Zombies	Villains

Advanced	Heroes	Sidekicks	Zombies	Villains
Boost products	Labelizer strategy			Boost

Increase conversions based on margin groups

Low margin products	Heroes	Sidekicks	Villains	Zombies
High margin products	Heroes	Sidekicks	Villains	Zombies

WHERE DOES YOUR BUDGET GO TO WITH PMAX?



Based on PMax Campaigns with assets from 242 accounts

RECOMMENDATION: FEED-ONLY AND SPLIT YOUR CHANNELS

NEOSEM PRODUCTHERO

Create a feed-only campaign and run dedicated display & video campagnes

NON-BRAND

Brand excluded from campaigns

Search, display, etc.	Shopping	Search
pMAX Assets *no Merchant Center* *all other assets*	**pMAX Products** *only Merchant Center* *no other assets*	**Search ads campaign(s)** *Non-brand*
or	or	
pMAX assets - focus	pMAX product segment A (e.g. Heroes)	
pMAX assets - ...	pMAX product segment B (e.g. Zombies)	
...	...	

BRAND

Search	Shopping
Search ads campaign(s) *Brand terms*	Standard shopping campaign Campaign priority = High **Generic (low bids)** *Brand excluded* Standard shopping campaign Campaign priority = Medium **Branded terms**

CASE STUDY

NeoSEM boosts the results for Bruna using Producthero

NEOSEM

Your #1 E-commerce partner

EMERCE 100 BESTE E-BUSINESS BEDRIJVEN 2023

Google Partner PREMIER 2024

BEST AGENCIES FONK 150 2022

PRODUCTHERO GOLD PARTNER 2024

bruna
bruna

Griezelplezier!
Kinderboekenweek
bij Bruna
KINDER BOEKEN WEEK
bruna
BRUNA
SPANNING
LITERATUUR & ROMANS
SAMEN LEZEN 0-4
IK GA NAAR SCHOOL
IK LEER LEZEN
MAATSCHAPPIJ
REIZEN & TAAL
CADEAU
ENGELS
JEUGD
De logica van geluk
Mo Gawdat
ikigai
slim
JOHAN CRUIJFF
DAN BROWN
DEON MEYER
KOORTS
SNOECK
ROLLING STONES
HAY
ELVIS
EN
DE
FR
NL
Heel veel tijdschriften en
Strips

1,000,000
products

Our main challenge

Managing **1,000,000 products** to build efficient Google Ads campaigns.

How do we…

1. …build an effective shopping campaign structure?

NEOSEM PRODUCTHERO

Our main challenge

Managing **1,000,000 products** to build efficient Google Ads campaigns.

How do we…

1. …build an effective shopping campaign structure?
2. …optimize the product feed for a high amount of products

NEOSEM PRODUCTHERO

But first, let's get the basics right

Building a good foundation to work with.

- The import feed was **split into smaller feeds**
- **Deleting irrelevant** products & categories

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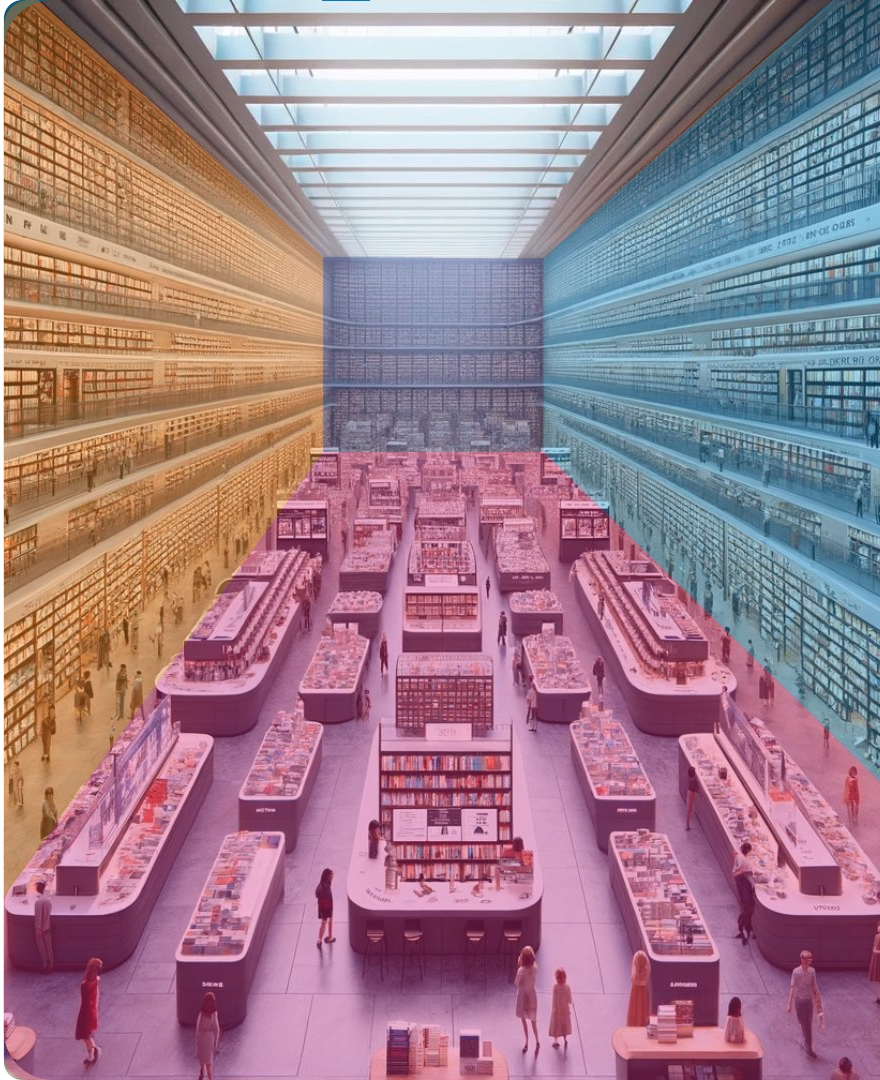

NEOSEM PRODUCTHERO

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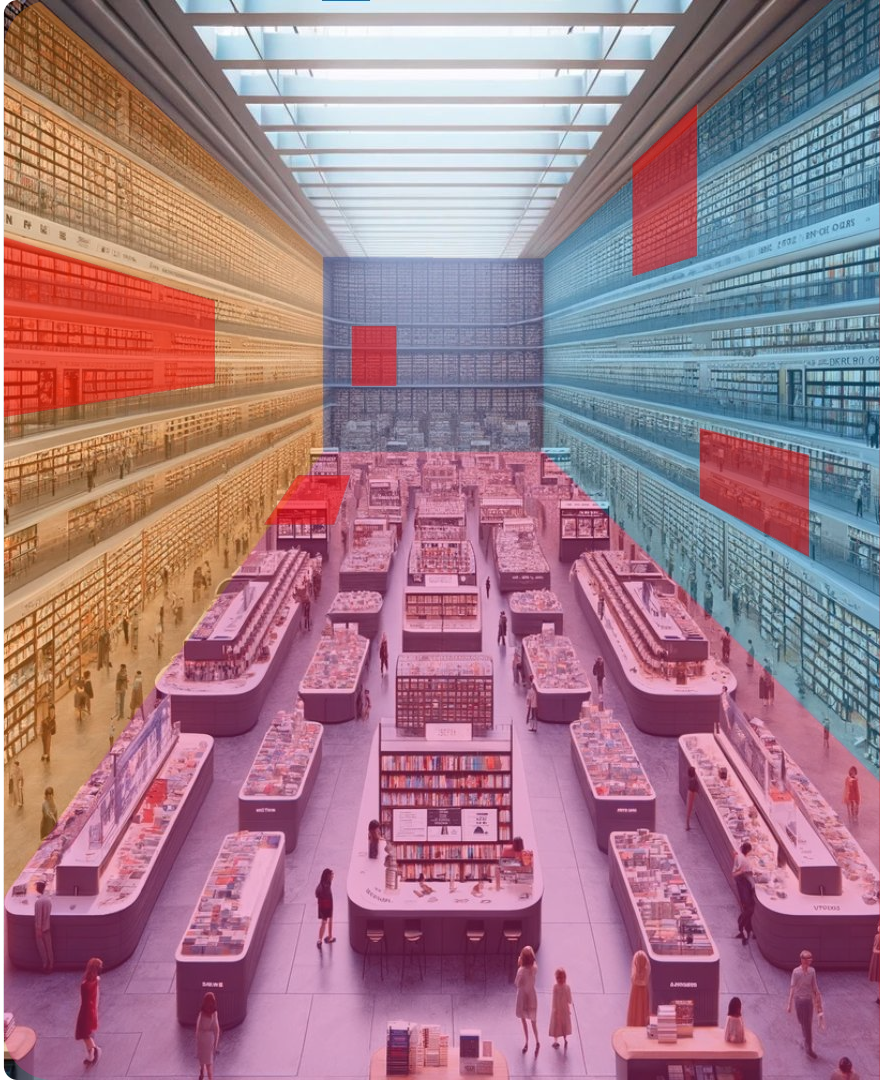


NEOSEM PRODUCTHERO

But first, let's get the basics right

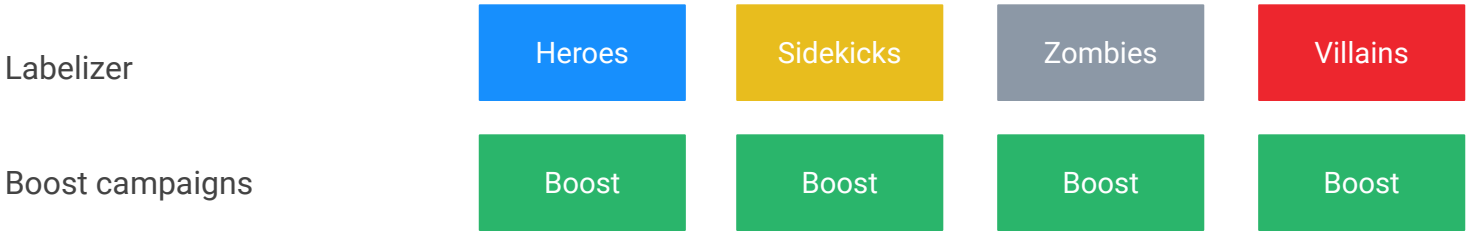
From 1,000,000 million products to +/- 700,000 products

- The **algorithm became very happy** with less products, **but…**..
- Still way **too many books** to build effective shopping/pMax structure

NEOSEM PRODUCTHERO

So, we created an additional split in the campaigns

Labelizer campaigns based on the genre of each book in combination with 4 **boost campaigns**



Boost campaigns

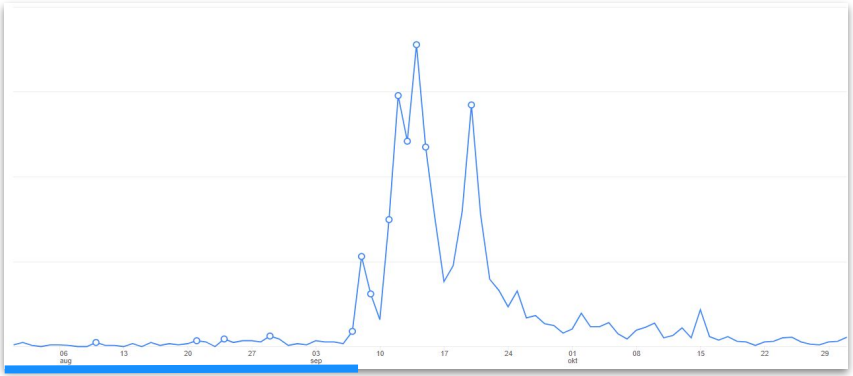
Boost your visibility with boost campaigns
Help the algorithm to **push the right products**

Boost campaigns for Bruna:

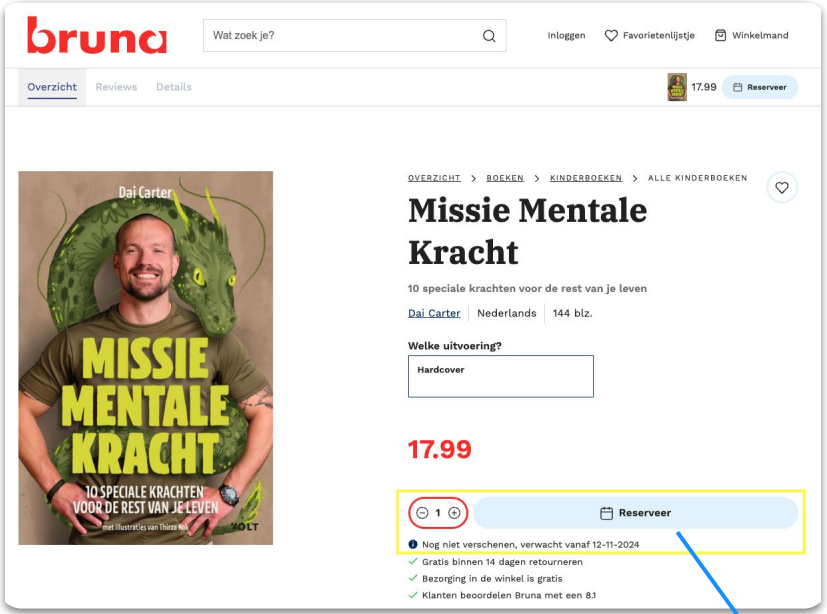
- Pre-orders
- New Books
- Bestsellers
- Booktok

Boost Campaign 1: Pre-Order Books

- Pre-order books are often popular and offer opportunities for early sales
- Valuable information in a early stage



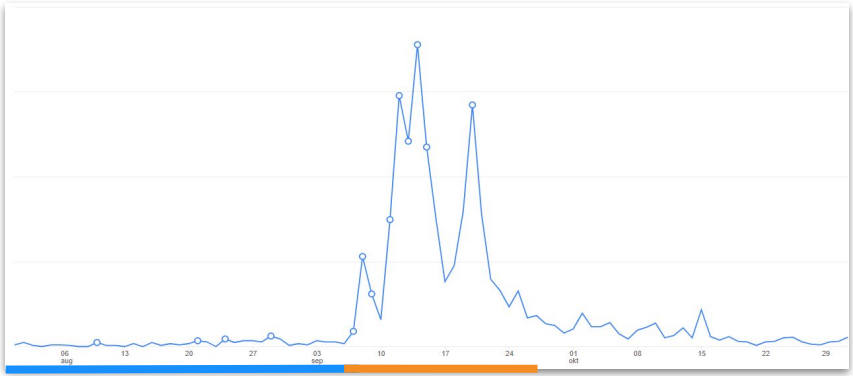
Pre-order



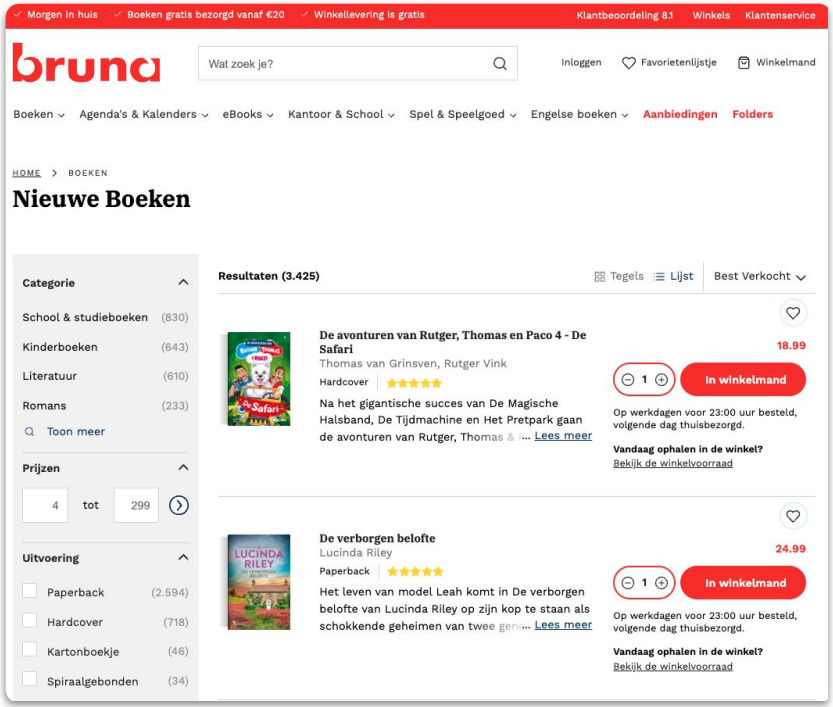
Pre-order button

Boost Campaign 2: New Books

Popularity peaks when a book releases



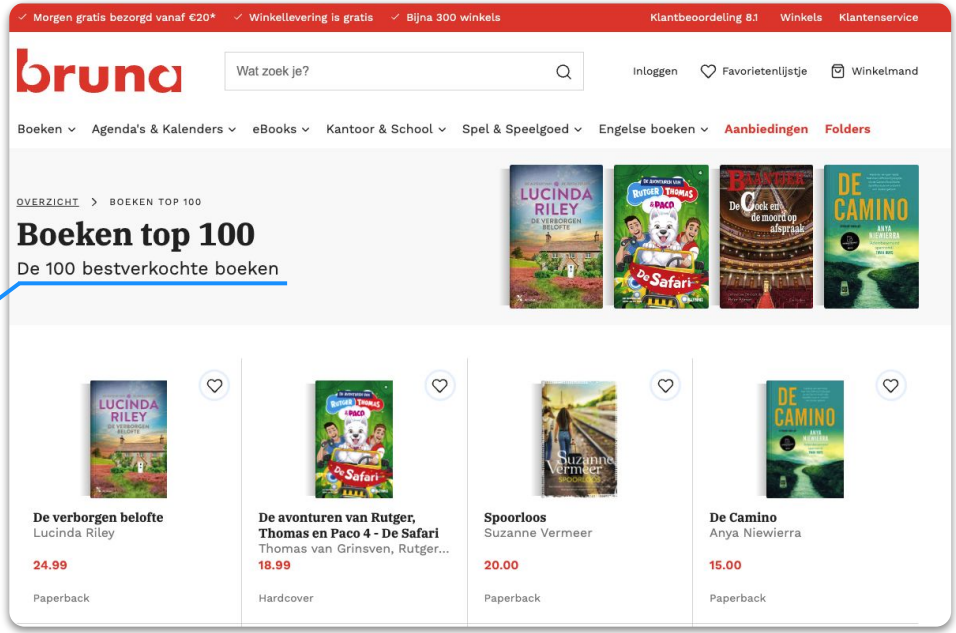
Pre-order **New**



Timeline for books

Boost Campaign 3: Bestsellers

- Top 100 best selling products are pushed in a **boost-campaign** to gain the most visibility/revenue as possible

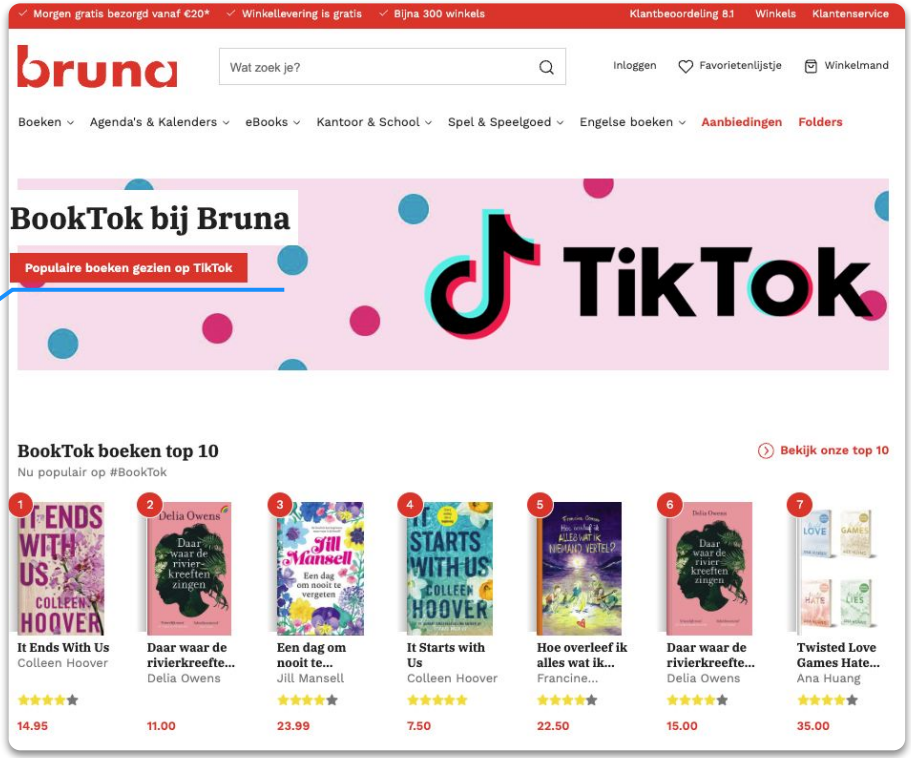


100 best sellers

Boost Campaign 4: #Booktok products

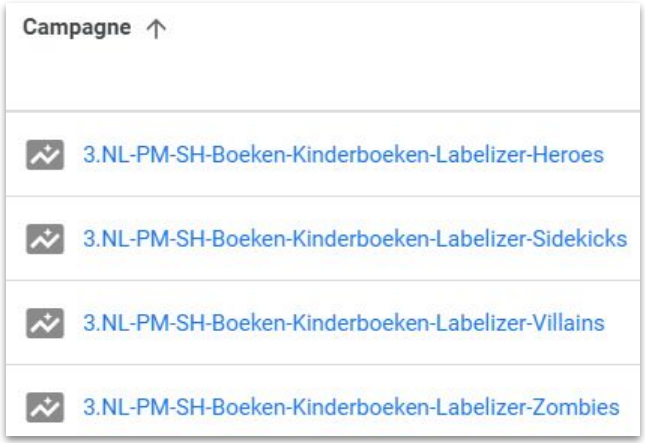
- Books that become popular on tiktok are **automatically labeled** within the feed management tool
- By **using an API** we can automatically upload this information **into our productfeed**

Books that are popular on TikTok



Producthero Labelizer setup

Creating labelizer campaigns for all genres



Producthero Labelizer setup

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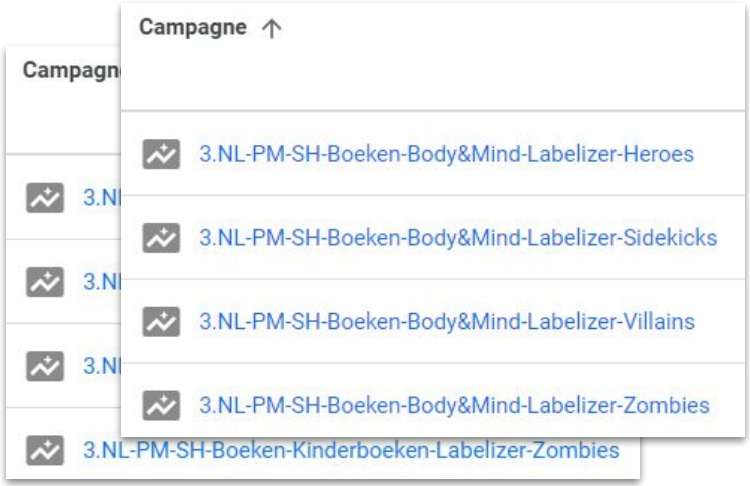


Producthero Labelizer setup

Creating labelizer campaigns for all genres

Complete shopping structure

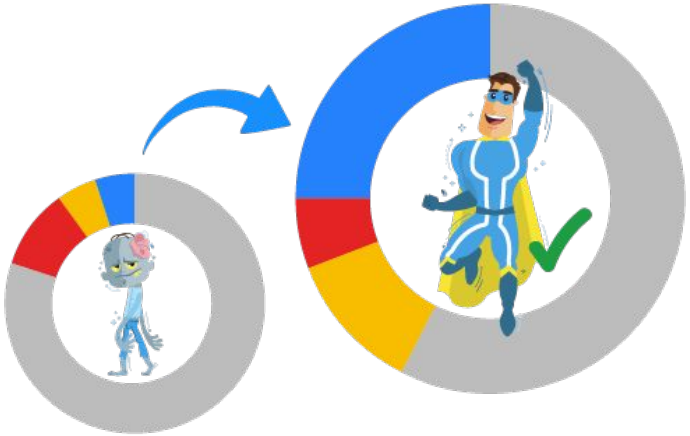
What does the Labelizer setup with Boost campaigns look like

- **96 campaigns** in total
  - **92** Labelizer campaigns → **4** for each genre
  - **4** boost campaigns

Structure is key

We went from a mountain to a structured “city of books” where the labelizer setup did its job

- **+60%** increase in products labeled as **Heroes** & **Sidekicks**
- **-26%** decrease in products labeled as **Zombies** → More visibility
- **-8%** decrease in products labeled as **Villains**



Results after implementation

YOY results after implementing the new campaign structure

+44%
Revenue

+21%
ROAS

Campagne	Deviation from target
Totaal: gefilterde campagnes	100,62%
3.NL-PM-SH-Boeken-Body&Mind-Labelizer-Heroes	105,14%
3.NL-PM-SH-Boeken-Overige	102,38%
3.NL-PM-SH-Boeken-Kinderboeken-Labelizer-Zombies	105,14%
3.NL-PM-SH-Boeken-EngelseBoeken-Labelizer-Zombies	100,19%
3.NL-PM-SH-Boeken-School&Studieboeke Labelizer-Zombies	106,36%
3.NL-PM-SH-Boeken-Topproducten	85,44%
3.NL-PM-SH-Boeken-Body&Mind-Labelizer-Zombies	107,42%
3.NL-PM-SH-Boeken-Kinderboeken-Labelizer-Heroes	102,53%
3.NL-PM-SH-Boeken-EngelseBoeken-Labelizer-Heroes	103,50%
3.NL-PM-SH-Boeken-Kookboeken-Labelizer-Heroes	102,48%
3.NL-PM-SH-Boeken-School&Studieboeke Labelizer-Heroes	112,67%
3.NL-PM-SH-Boeken-Body&Mind-Labelizer-Villains	104,70%
3.NL-PM-SH-Boeken-Literatuur-Labelizer-Zombies	106,13%
3.NL-PM-SH-Boeken-Romans-Labelizer-Heroes	106,72%
3.NL-PM-SH-Boeken-Kookboeken-Labelizer-Zombies	105,13%

Difference between actual ROAS and tROAS

Learnings after implementing the structure

The perfect structure doesn't exist, you have to keep optimising

What we've optimized after implementing:

- "Zombies without clicks" → **Extra Boost Campaign**

- Combine **Heroes & Sidekicks**, to get enough conversion volume (sometimes even with zombies)

- **Villains** to **Standard Shopping** → To get full control on search terms
- **Extra Google Ads account for English books** with the same labelizer strategy → Due to campaign limits from Google (Max. 100)

Next steps for the campaigns

How are we going to give the next boost to the campaigns?

NEOSEM PRODUCTHERO

WE WANT MORE VOLUME!
=
PRODUCT CONTENT OPTIMIZATION

NEOSEM PRODUCTHERO

Now there is AI to help you

WHY CONTENT OPTIMIZATION IS HARD

PRODUCTHERO

Interviews with retail advertisers showed that they struggle with optimizing product content.

Time

Optimizing product content can take a lot of time, which advertisers don't have or prioritize.

Knowledge

Incomplete product feeds. Not enough knowledge on what & how to optimize.

Control

Advertisers want to stay in control over product optimizations.

❌ ALSO NOT A LOT OF FUN… 😭

WHAT MOST PEOPLE KNOW

PRODUCTHERO

“Product titles are among the most important factors influencing the performance of your Google Shopping campaigns.” Source: Search Engine Land

- Adding of search term

Old Title:
Adidas Originals Adilette Slider Flip Flops G16220 – Blue

New Title:
Adidas Slides - Adidas Originals Adilette Slider Flip Flops G16220 - Blue

SCORING MODEL: WHAT MOST PEOPLE DON'T KNOW

PRODUCTHERO

Products AI scoring model

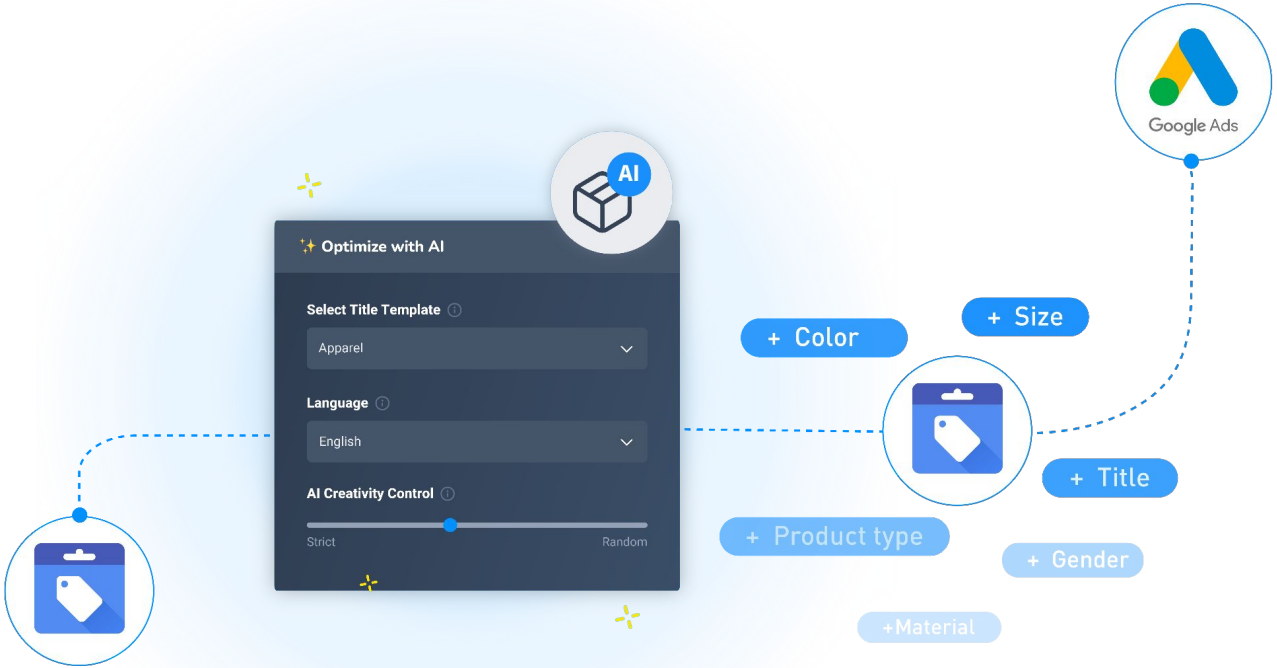
Element/attribute	Auction impact
Product title	
Product type	
Google Product Category	
GTIN	
Description	
Other attributes	

PRODUCTS AI ATTRIBUTES

PRODUCTHERO

Products AI can optimize the following attributes:

- Title
- Product type
- Description
- Color
- Size
- Gender
- Age group
- Pattern
- Material



PRO TIP: **Start with your hero products first**

BEFORE & AFTER AI

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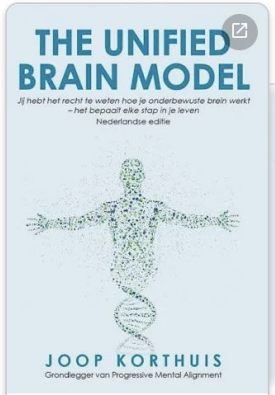
BEFORE & AFTER AI

Optimized title	The Unified Brain Model - Joop Korthuis - Paperback - Zelfhulp & Geestelijke Gezondheid - Boeken 96 / 150
Old title	The Unified Brain Model - Joop Korthuis - Paperback - Body & Mind
Optimized product type	Boeken > Body & Mind > Alle Body & Mind > Zelfhulp > Geestelijke Gezondheid
Old product type	Boeken > Body & Mind > Alle Body & Mind
	GENDER
Before the optimization	
After the optimization	unisex



The Unified Brain Model - Joop Korthuis - Paperback - Body & mind

€34.50

Bruna.nl

By Producthero

Compare related products from 50+ shops.

Increase results through product discoverability

Since implementing Producthero, we've seen a significant improvement in our ad performance. The tool's **automated feed optimization** and real-time data have helped us achieved significant better results such as -25% CPC and a +30% increase in ROAS."

8%	25%	17%	30%
Increase CTR	Decrease CPC	Increase Revenue	Increase ROAS

Cătălina Soare,

Demand Generation Manager @ Sephora

Key takeaways

1. **Create boost campaigns:** give your best-sellers great visibility and use the labelizer to make Google's algorithm work optimally for you
2. **Keep optimising** your campaign structure, the perfect structure doesn't exists
3. Make sure there is **enough conversion data** in each campaign - 50+ conversion per campaign
4. **Optimize product content** and make your life easier **with AI** - Focus on the fun stuff
5. For the best performance and control: **Feed Only Pmax**

SUPER BOOST YOUR ADVERTISEMENTS

PRODUCTHERO

PRODUCTHERO CSS

TITLE OPTIMISATION TOOL

AUTOMATIC PRODUCT SEGMENTATION

PRODUCTS AI NEW

PRICE BENCHMARK DATA

Start your 30 day free trial: producthero.com/google-css

QUESTION TIME!

Feel free to ask a question

Sentiti libero di fare una domanda

Wesley Geurtsen

Head of PPC @ NeoSEM

wesley@neosem.nl

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