

E-Commerce Google Ads

Google Shopping, P-Max,
Search & More



Google Ads

Kacper.W

The Basics of A Successful Google Campaign

I'll be dissecting a recent campaign which involved setting up a new e-commerce website for a spin-off of an existing business, selling atomisers. It only had 3 products on offer and I was able to setup everything up from scratch.

The results of the campaign are determined by how good the research and prepwork are.

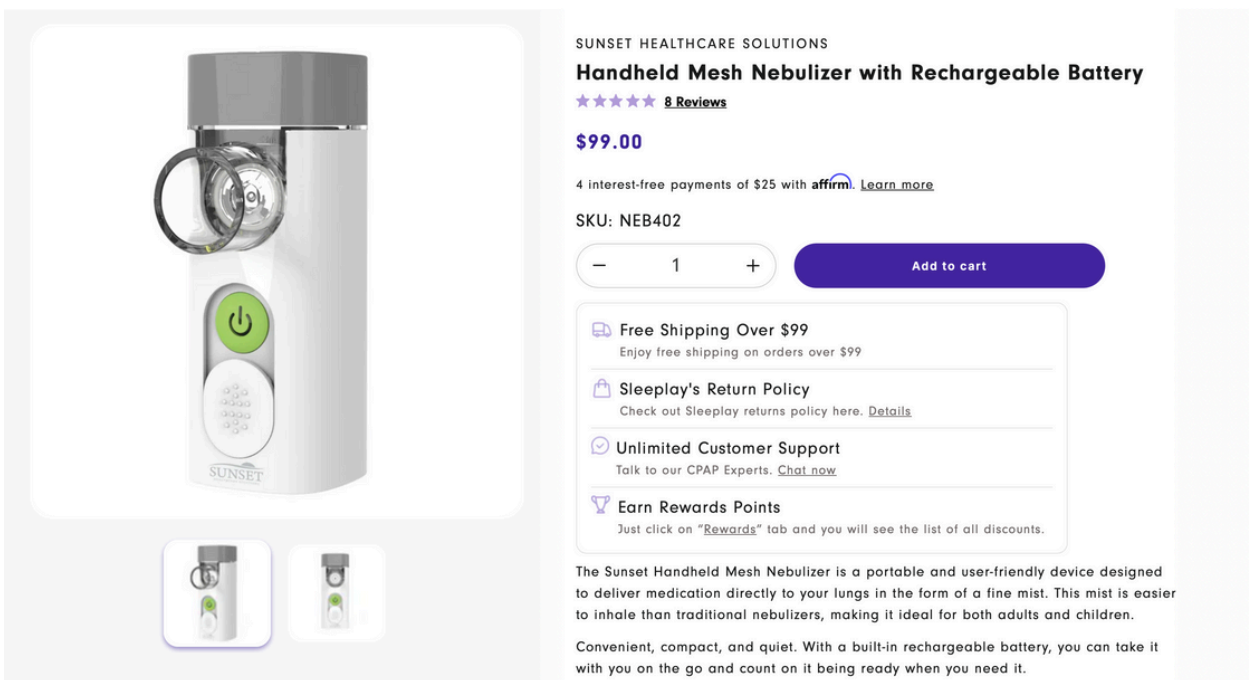
The Setup to a Great Campaign

Competitor & Product Research -

Having a deep understanding of the product and what competitors on Google are doing is critical to a successful Google campaign.

It can be surprising how competitors might use different sales copy, pricing or offers when comparing different channels.

It's also useful to see what competitors are doing, if they're performing well it's easy to take a few pointers and catch up to their performance.



The screenshot shows a product page for a 'Handheld Mesh Nebulizer with Rechargeable Battery' by Sunset Healthcare Solutions. The product is a white, cylindrical device with a green power button and a clear mesh nebulizer head. The page includes a price of \$99.00, a quantity selector set to 1, and an 'Add to cart' button. Below the product image are two smaller images showing the device from different angles. The page also features several promotional banners: 'Free Shipping Over \$99', 'Sleepplay's Return Policy', 'Unlimited Customer Support', and 'Earn Rewards Points'. A detailed description at the bottom explains that the device is portable and user-friendly, designed to deliver medication directly to the lungs in the form of a fine mist.

SUNSET HEALTHCARE SOLUTIONS
Handheld Mesh Nebulizer with Rechargeable Battery
★★★★★ 8 Reviews
\$99.00
4 interest-free payments of \$25 with [affirm](#). [Learn more](#)
SKU: NEB402
- 1 + [Add to cart](#)

Free Shipping Over \$99
Enjoy free shipping on orders over \$99

Sleepplay's Return Policy
Check out Sleepplay returns policy here. [Details](#)

Unlimited Customer Support
Talk to our CPAP Experts. [Chat now](#)

Earn Rewards Points
Just click on "[Rewards](#)" tab and you will see the list of all discounts.

The Sunset Handheld Mesh Nebulizer is a portable and user-friendly device designed to deliver medication directly to your lungs in the form of a fine mist. This mist is easier to inhale than traditional nebulizers, making it ideal for both adults and children.

Convenient, compact, and quiet. With a built-in rechargeable battery, you can take it with you on the go and count on it being ready when you need it.

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Determine Search Interest -

The specific products were handheld atomisers, there are different names for this product type, the most popular being a nebulizer.

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition
Keywords that you provided		
<input type="checkbox"/> nebuliser	1K - 10K	High
Keyword ideas		
<input type="checkbox"/> nebulizer	100K - 1M	High
<input type="checkbox"/> nebulizer machine	10K - 100K	High
<input type="checkbox"/> portable nebulizer	10K - 100K	High
<input type="checkbox"/> nebulizer treatment	10K - 100K	High
<input type="checkbox"/> omron nebulizer	1K - 10K	High
<input type="checkbox"/> nebuliser machine	10K - 100K	High
<input type="checkbox"/> portable nebulizer machine	1K - 10K	High
<input type="checkbox"/> mesh nebulizer	1K - 10K	High
<input type="checkbox"/> philips nebulizer	1K - 10K	High
<input type="checkbox"/> philips respironics nebulizer	1K - 10K	High

The above keyword list is way too broad!

There is dozens of types of nebulizer. Big bulky home ones and small handheld ones. They appeal to completely different people.

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition
Keywords that you provided		
<input type="checkbox"/> travel nebulizer	100 - 1K	High
<input type="checkbox"/> hand held nebulizer	1K - 10K	High
<input type="checkbox"/> travel atomiser	10 - 100	High
<input type="checkbox"/> best travel nebulizer	10 - 100	High
<input type="checkbox"/> travel nebulizer machine	100 - 1K	High
<input type="checkbox"/> best handheld nebulizer	100 - 1K	High
<input type="checkbox"/> portable nebulizer	10K - 100K	High
<input type="checkbox"/> portable nebulizer machine	1K - 10K	High
<input type="checkbox"/> best portable nebulizer	1K - 10K	High

The New List

This new list is way better!

We can see its quite a competitive product category.

We can also see that most people search for the key terms of portable nebulizer. Not an atomizer.

We should probably use portable nebulizer in our titles and ad copy.

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Now that we know our products have high search interest and are easily searchable. It's time to setup conversion tracking.

Advanced Conversion Tracking

There's a handful of ways to setup conversion tracking. Sometimes you can plug and play but there are various setups, some more advanced than others.

In this case, the website was custom-made and did not use existing tools like Shopify or Wordpress.

So I created a document for the developer to correctly setup tracking, including adding enhanced conversions.

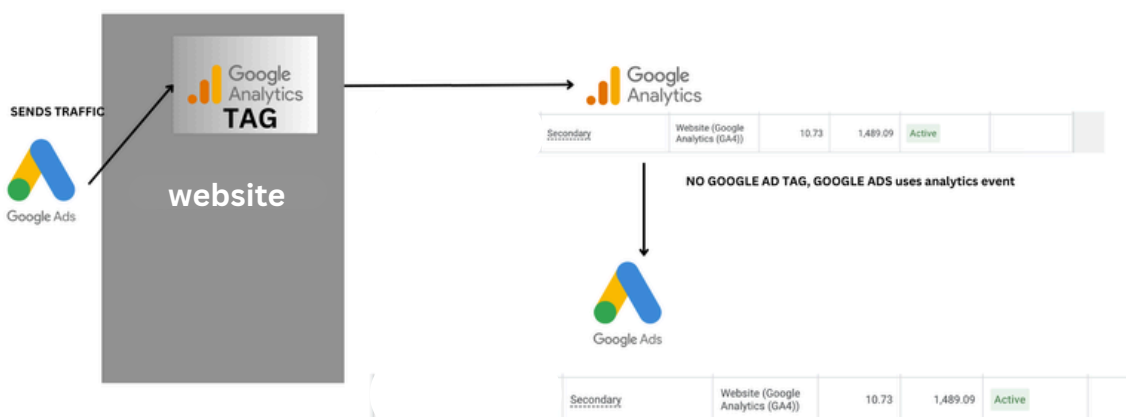
```
<script>
window.dataLayer = window.dataLayer || [];
function gtag(){dataLayer.push(arguments);}
gtag('js', new Date());
gtag('config', 'TAG_ID', {'allow_enhanced_conversions':true});
</script>
```

Documentation here : <https://support.google.com/google-ads/answer/13258081>

2. Enhanced Conversions

This goes to where the order page events happen. for it to send the user data , this sends and hashes the user data to the adwords tag.

```
<script>
gtag('set', 'user_data', {
  "email": {{ EmailVariable }},
  "phone_number": {{ PhoneVariable }}
});
</script>
```



Note : Compliance to data regulations is also very important, this requires a setup of a consent management system for EU countries and the UK. This can be complicated and require a bunch of work

The Basics of A Successful Google Campaign

Unit Economics

Our basics are done, but we know that this is a competitive keyword. The product is only around \$69 our cost to acquire could end up as high \$30 which doesn't leave a lot of profit for first-time orders.

Luckily, the mask parts are consumable. The product already comes with 1 mask but we can bundle more, and make bundles of the nebulizer and masks to upsell customers.



These masks are nearly pure profit and the bundles push our average order value up, making the campaign more profitable.

There are also various small upsells, like children sized masks and a family bundle.

The main demo buying portable nebulizers are moms.

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Revised Product Page & Sales copy

The product page is critical, from our previous research we know that most people are searching for the term portable nebulizer, not atomizers as the business owner initially believed.

So we need to change the product title from
Handheld atomizer -> Handheld Portable Nebulizer.

From reviews, user comments on Reddit and popular keyword searches we can also determine that people care a lot of battery life when travelling and its mostly mothers purchasing these products.

So they need to know it's safe for their children to use. Our copy and sales images should focus on that.

E.g



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Launching the campaign

Finally!

After all these important steps I get to setup the campaign. For this campaign it's a relatively straightforward. I made exact keyword groupings targeting different subsets of keywords, put them all into their own ad groups and ran a search campaign.



Lets start our campaign.....

<input type="checkbox"/>	Ad group	Status	Target CPA	Ad group type	↓ Clicks	Impr.
<input type="checkbox"/>	● Cough Nebulizer  	nversion Eligible	—	Standard	44	760
<input type="checkbox"/>	● Best Nebulizer	nversion Eligible	—	Standard	23	209
<input type="checkbox"/>	● Best Portable Nebulizers	nversion Eligible	—	Standard	14	115

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Results

Fantastic, all the hard work was put in to allow a very simple search campaign to succeed. Consistent performance on certain adgroups week after week.

<u>Conv. rate</u>	<u>Conv. value</u>	<u>Conv. value / cost</u>	<u>Conversio</u>	<u>Cost / conv.</u>
0.00%	0.00	0.00	0.00	US\$0.00
13.47%	1,577.45	5.34	10.00	US\$10.81
8.70%	1,462.36	6.33	5.49	US\$13.29
14.28%	1,405.95	4.14	18.01	US\$18.86
0.00%	0.00	0.00	0.00	US\$0.00
4.27%	2,413.02	2.79	31.10	US\$27.78

The cpcs were high and its a very competitive space but thanks to incredible conversion rates due to all the work done before hand, our cac was lower than the expected \$30!

This was just in the testing peroid and it would go onto be expanded into a shopping campaign and a re-targeting campaign which increased the total conversion count.

Allowing the campaign to scale while only gently increasing cost to acquire a new customer.

This combined with an email campaign to allow people to resupply masks led to a campaign that crushed it.

Pros & Cons of Google?

Pros Of Google Ads

- **Purchase Intent** - Google can target potential customers at the very end of the funnel.
- **Easier Conversions** - High purchase intent keywords can give double digit conversion rates.
- **Powerful Retargeting** - Google has the largest ad network in the world. Allowing for easy remarketing to users who interacted with your brand but have not bought yet.

Why would you invest money into running Google campaigns over any other form of marketing?

- **Removal of Manual features** - Google often limits the extent to which you can customise and tune some of their critical campaign types. This can be often counteracted by indirectly adjusting campaigns.
- **Expensive CPC**- Clicks are not cheap on Google anymore, this means basic setups and strategies may no longer be profitable. Requiring more active and advanced strategies to maintain profitability.