

The background of the slide is a light gray gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance.

# **HOW TO OPTIMISE YOUR GOOGLE SHOPPING CAMPAIGNS TO INCREASE ROI AND MINIMISE COSTS**

BY: EARNEST EPPS

PRESENTED AT: AFFILIATE WORLD ASIA 2019

# WHEN LAUNCHING ADS ON GSN HERE'S THE TYPE OF REAL RESULTS YOU CAN GET

<input type="checkbox"/>	Search term	Added/Excluded	Ad group	Clicks	Impr.	CTR	Avg. CPC	Cost	↓ Conver.	Cost / conv.	Conv. rate
Total: Search te... <span>?</span>				32,087	3,610,897	0.89%	\$0.17	\$5,303.88	323.00	\$16.39	1.01%
<input type="checkbox"/>	[REDACTED]	one	[REDACTED]	38	2,669	1.42%	\$0.16	\$5.90	11.00	\$0.54	→ 28.95%
<input type="checkbox"/>	[REDACTED]	one	[REDACTED]	2	17	11.76%	\$0.14	\$0.27	10.00	\$0.03	→ 500.00%
<input type="checkbox"/>	[REDACTED]	one	[REDACTED]	12	103	11.65%	\$0.06	\$0.68	8.00	\$0.09	66.67%
<input type="checkbox"/>	[REDACTED]	one	[REDACTED]	1	1	100.00%	\$0.08	\$0.08	7.00	\$0.01	→ 700.00%
<input type="checkbox"/>	[REDACTED]	one	[REDACTED]	4	25	16.00%	\$0.07	\$0.29	7.00	\$0.04	→ 175.00%
<input type="checkbox"/>	[REDACTED]	one	[REDACTED]	2	2	100.00%	\$0.17	\$0.33	6.00	\$0.06	300.00%
<input type="checkbox"/>	[REDACTED]	one	[REDACTED]	2	124	1.61%	\$0.11	\$0.22	6.00	\$0.04	→ 300.00%

CAMPAIGN OPTIMIZATION FOR SUPER HIGH ROAS

COMES DOWN TO

2 GSN

MAJOR KEYS FOR SUCCESS

# CAMPAIGN OPTIMIZATION FOR SUPER HIGH ROAS

## MAJOR KEY #1

“SENDING IN GOOD AND COMPLETE DATA  
TO THE SHOPPING NETWORK”

# CAMPAIGN OPTIMIZATION FOR SUPER HIGH ROAS

## MAJOR KEY #2

“DATA MANAGEMENT INSIDE YOUR CAMPAIGNS  
WITHIN THE SHOPPING NETWORK”

# MAJOR KEY #1 – SENDING IN GOOD DATA

1. PRODUCT DATA
2. YOUR DATA FEED
3. MERCHANT CENTER ACCOUNT
4. REFRESHING YOUR DATA FEED

# MAJOR KEY #1.1 – PRODUCT DATA

1. PRODUCT TITLE
2. PRODUCT DESCRIPTION
3. PRODUCT CATEGORY
4. VENDOR
5. PRODUCT TAGS



Title

Short sleeve t-shirt

Description

Rich text editor toolbar with icons for bold, italic, underline, list, link, unlink, text color, background color, link, unlink, and a code icon.



Images

Image upload area with a dashed border, an 'Add image' button, and the text 'or drop images to upload'.

Pricing

Price

\$ 0.00

Compare at price

\$ 0.00

Cost per item

Product availability

[Manage](#)

Available on 6 of 6 channels and apps

Online Store



Pinterest

Amazon

Facebook Shop

Yahoo Product Feed

Organization

Product type

e.g. Shirts



Vendor

e.g. Nike



COLLECTIONS

You haven't created any collections yet.

[Create collection.](#)

TAGS

[View all tags](#)

Vintage, cotton, summer





Amantii BI-60-SLIM Panorama 60 inch Indoor Outdoor Electric Fireplace

SAVE

★★★★★ (15)



- 40-inch Fireplace: 38.125W x 6D x 23.625H inches
- 50-inch Fireplace: 48.5W x 6D x 23.5H inches
- 60-inch Fireplace: 58.5W x 6D x 23.5H inches
- 72-inch Fireplace: 72.25W x 6D x 23.5H inches
- 88-inch Fireplace: 88.125W x 6D x 23.5H inches

Size:

60"

Buy on Google

\$1,799.00

Ships from and sold by [Electric Fireplaces Depot](#)

Free delivery by Wed, Dec 11

Return-eligible for 30 days

Add to cart

Quick checkout (this item)

You're covered by a Google guarantee ⓘ

More buying options

Product details

Wall Mounted · Electric · Indoor · 60 in

The ultra-modern Amantii Panorama Slim Electric Wall Mount Fireplace with Black Surround comes in a wide range of size options featuring a narrow, but incredibly expansive window to enchanting, color-changing flames that can be controlled with the press of a button. This brilliant kaleidoscope of color shifts from blue to purple to violet, orange, and bright yellow to create a unique atmosphere perfect for any occasion. The dazzling flames can rise high with or without heat, of course the heat will come in mighty handy during the winter. With 5,000 BTUs of power, this mesmerizing living room focal point is no lightweight, easily capable of maintaining temperatures in rooms as large as 500 square feet. Includes clear glass nuggets and a mix of clear and blue diamond fire glass media. [Less](#)



amantii 60 inch electric fireplace



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CLEAR ALL FILTERS

Your location: United States



Show only

Buy on Google New items

Price

Up to \$600 \$600 - \$1,000 \$1,000 - \$2,000 Over \$2,000

Price range input fields with GO button

Category CLEAR

Electric Fireplaces

Power Type CLEAR

Electric

Type

Wall Mounted

Electric

Buy on Google

Sort by: DEFAULT

**\$1,799.00** from 20+ stores  
 Amantii BI-60-SLIM Panorama 60 inc...  
 ★★★★★ 15 product reviews

**\$2,599.00** from 25+ stores  
 Amantii 60" Deep Panorama Electric ...  
 ★★★★★ 10 product reviews

**SAVE \$20**  
**\$1,919.00** from 10+ stores  
 Amantii Wall Mount / Flush Mount Ele...  
 ★★★★★ 8 product reviews

**SAVE \$20**  
**\$2,519.00** from 25+ stores  
 Amantii 60" 3 Sided Wide Electric Fir...  
 ★★★★★ 1 product review

View all Buy on Google

More options

Sponsored

**Amantii Symmetry 60-in Basic Built-In Electric Fireplace w/ Black Steel Surround - SYM-60-B**  
**\$1,599.00** ElectricFireplacesDirect.com 92% positive (2,649)  
 ★★★★★ 2 product reviews  
 The **Amantii Symmetry 60-in Basic Built-In Electric Fireplace** creates a stylized focal point for your space while providing ...

# MAJOR KEY #1.1 – PRODUCT DATA – BONUS

6. PRODUCT SKU

7. PRODUCT UPC

## Specifications

### Universal Product Identifiers

Brand Amantii

Part Numbers 0018284900068, 1F20778396A67AC9, BI-60-SLIM, BI-60-SLIM-OD, BI-72-SLIM, BI60SLIM, BI-60-SLIM-8PAK



GTIN 00182849000684



### Other Fireplaces from Amantii



**\$925.20**

Remii 65" Extra Tall In...

★★★★★ (5)

▪ Shorter



**\$2,999.00**

Amantii 88" Deep Pan...

★★★★★ (10)

▪ Longer



**\$3,099.00**

Orren Ellis Attridge 3-S...

★★★★★ (1)

▪ Longer  
▪ With Mantel



**\$1,299.00**

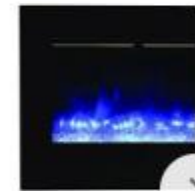
Amantii CUBE-2025W...



**\$2,319.00**

Amantii Panorama Ser...

★★★★★ (6)



**\$499.00**

Amantii ZECL-26-

★★★★★ (3)

▪ With Mantel



MAJOR KEY #1.1 – PRODUCT DATA – BONUS

#1 FILL IT IN

#2 SEND IT IN



Amanit electric fireplace BI-50-XTRASLIM



Q All Images Maps Shopping More

Settings

Home Stores Departments Orders About Google Shopping



[CLEAR ALL FILTERS](#)

Your location: Virginia

Electric



SORT BY: DEFAULT



Buy on Google



Show only

Buy on Google

New items

Price

Up to \$450

\$450 - \$900

\$900 - \$1,500


Over \$1,500

\$ \_\_\_\_\_ to

\$ \_\_\_\_\_

GO

**SAVE \$20**



**50" Amantii Extra Slim Indoor/Outdoor Electric Fireplace**  
**\$1,469.00** ~~\$1,909.00~~ from 10+ stores  
★★★★★ 2 product reviews  
The Amantii Panorama Series 50-In Extra Slim Built-In Electric Fireplace fits almost all drywall applications due to its ...  
Electric · Indoor

[View all Buy on Google](#)


Category [CLEAR](#)

Electric Fireplaces

Power Type [CLEAR](#)

More options

Sponsored



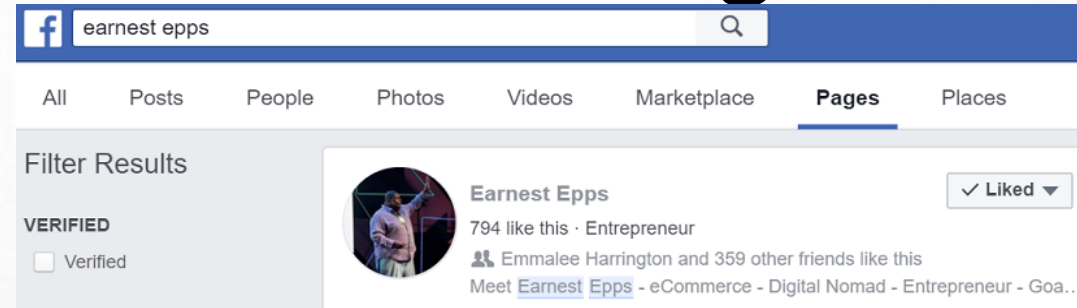
**Amantii BI-50-XTRASLIM 50" Extra Slim Indoor or Outdoor Electric Built-In Electric Fireplace with black steel surround**  
**\$1,129.41** Everything Fireplaces  
The BI-50-XTRASLIM, built by Amantii, is a stylish 50" wide and 4" deep electric fireplace that makes a stunning ...  
Electric · Indoor · 50 in

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