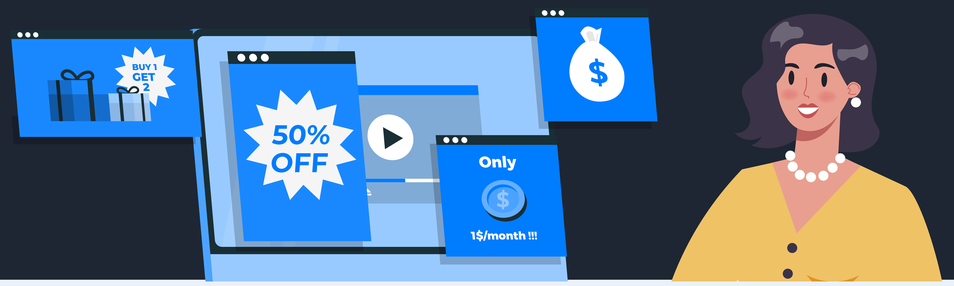
SHOPPING ADS
When You Can Expect to See Results

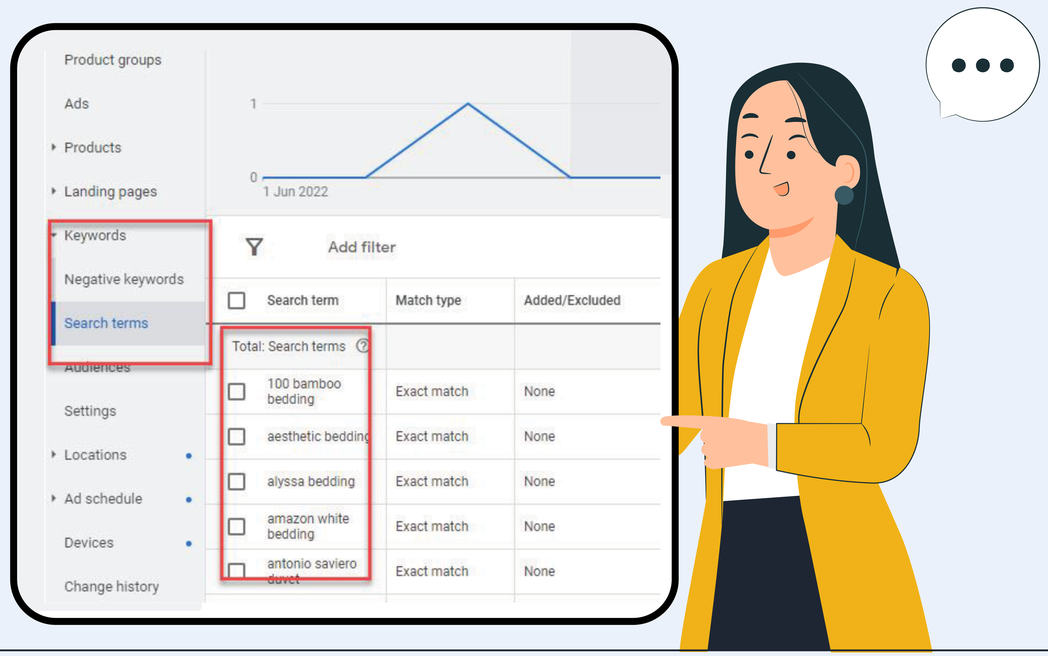


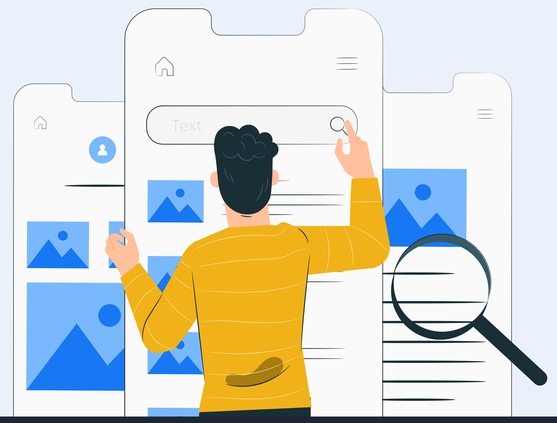
When you've launched your Shopping campaign and are now getting traffic, naturally you'll want to know when you're likely to see positive results from it.

This is what you can expect in the weeks and months after launching your Shopping campaign:

First Week

This is week one and you're mostly gathering data. You'll notice some searches that are not relevant when you check your search terms report. You will find this report under your Keywords tab in your Shopping campaign.





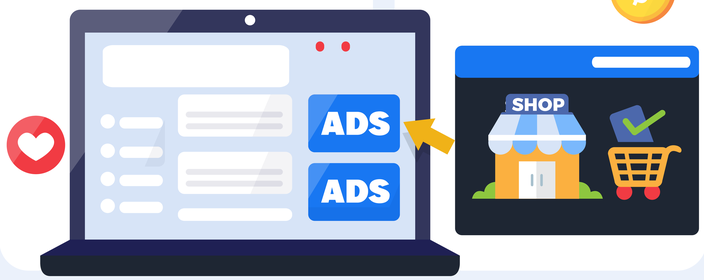
But don't be alarmed. It's quite common to see searches that are not related to your products or some that are too generic. Just select them and add them as negative keywords.

Also, your traffic will be increasing, and you'll be getting a few sales. But your spend will likely still be above what you're making in sales. This is the time to really focus and make sure you're monitoring the traffic in your Google Ads account.

First Month

At this point you'll be actively managing the Shopping campaign and be blocking searches that are not relevant. You'll have built a good list of negative keywords and your search accuracy will be at **95%** or higher.

At the end of the month, you'll know if Google Shopping is working for you or not. And you can then take action to remove any products that have been receiving traffic consistently but are not converting.



Month Two

You'll now be getting far less searches that are irrelevant in month two if you've been proactive in your management.

If your ROI is good, now is the time to consider increasing your budget. And increase it by at least **25%** to be able to see a decent increase in clicks and conversions.

Month Three

Your Shopping campaign is now highly profitable if you've done everything right and you're now easily spending over **£1000** per month. And you're achieving a good return on ad spend.

But, if you're in a competitive field, your campaign may still need a lot more work and testing of products and bidding strategies.

If the campaign is not working at all, then consider testing other campaign types like a Search campaign or other products that you may not have been advertising.

Also, consider getting help from a Google Shopping expert. They will be able to identify any issues in your Merchant Centre and Google Ads accounts when they carry out an audit.

Conclusion

One of the benefits of Google Shopping advertising is that you can see quickly if it's working for you and three months is usually sufficient time to test it to see what you get. And if it's setup and managed correctly within that time, you'll see an impressive return on ad spend. And from then on you can keep updating the campaign as you manage it.

Contact me at info@mikencube.co.uk to find out how I can help you with Google Ads advertising. Visit my website at www.mikencube.co.uk