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# Google Shopping за международни пазари (B2C)



16.04.2022

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# Любомир Попов

Председател :) на СЕМ БГ  
(sem.bg), агенция Google  
Premier Partner



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# Как работи?



- Няма ключови думи;
  - Google определя, базирано на заглавията и описанията на продуктите във feed file.
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## Защо работи?



- Рекламите се показват най-отгоре;
  - Ниска цена на клик, сравнена със Search рекламите;
  - Потребителят вижда снимка и цена на продукта преди да кликне.
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blue shirt mens



All

Images

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About 942,000,000 results (0.71 seconds)

shirt mens

 <p>Men's Non-Iron Twill Cotton Formal Shirt - Sky Blue Single Cuff <b>£29.95</b> Charles Tyrwhitt ★★★★★ (9k+)</p> <p>By Google</p> <p>Compare related products from 50+ shops.</p>	 <p>Men's Stretch... <b>£27.95</b> Charles Tyrwhitt</p> <p>By Google</p>	 <p>Men's Pure... <b>£29.95</b> Charles Tyrwhitt 180-day returns</p> <p>By Kelkoo</p>	 <p>UNTUCKit - M... <b>£80.00</b> uk.untuckit.com ★★★★★ (738)</p> <p>By Google</p>	 <p>Men - Capri Bl... <b>£150.00</b> Luca Faloni</p> <p>By Google</p>	 <p>Men's Non-Iron... <b>£29.95</b> Charles Tyrwhitt ★★★★★ (1k)</p> <p>By Google</p>
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tyrwhitt.com/ ▾

**Blue Shirts - From £29.95. Save Up To 50%**  
Over £50. Shop Confident. 6 Month Guarantee & Free Returns. The...

Clearance Shirts



blue shirt mens








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Tools

About 434,000,000 results (1.04 seconds)

Ads · Shop blue shirt mens

				
<b>The Desk To Dinner Shirt Sl...</b> <b>\$99.00</b> Bonobos ★★★★☆ (30)	<b>Men's Linen Playa Shirt M i...</b> <b>\$145.00</b> Alex Crane Free shipping	<b>Wrinkle-Free Performance...</b> <b>\$99.00</b> untuckit.com ★★★★★ (738)	<b>Non-Iron Twill Cotton Dress...</b> <b>\$39.95</b> Charles Tyrwhitt ★★★★★ (9k+)	<b>Faherty Men's Knit Seasons...</b> <b>\$138.00</b> Faherty ★★★★★ (306)

https://www.nordstrom.com › Men › Clothing

Men's Blue Shirts | Nordstrom



Men's Blue Shirts · Strato Slim Fit Crewneck Tech T-Shirt · Georgia Crewneck T-Shirt · TED BAKER LONDON Stafford Tipped Jacquard Polo · Matching Family Moments Trim ...

Google

niebieska koszula męska

Wszystko Grafika Wiadomości Video Więcej Narzędzia

Okolo 4 520 000 wyników (0,59 s)

Reklamy · Kup: niebieska koszula męska

<b>WYPRZEDAŻ</b> Bawełniana... 69,99 zł <del>110 zł</del> Reserved Przez: Nokaut.pl	<b>TANIEJ</b> Niebieska... 44,99 zł Było: 70 zł Wólczanka Przez: Google	<b>WYPRZEDAŻ</b> Christian Berg... 99,99 zł <del>180 zł</del> Peek & Cloppe... Przez: smec	Koszula męsk... 69,99 zł dstreet.pl Przez: Google	<b>TANIEJ</b> Niebieska... 53,99 zł Było: 70 zł Wólczanka Przez: Google
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Reklama · <https://www.wolczanka.pl/>  
Wólczanka - Sklep Online - Sprawdź Ofertę i Promocje  
Wólczanka oferuje świetną odzież w atrakcyjnych cenach. Odwiedź wolczanka.pl i sprawdź.

Reklama · <https://www.peek-cloppenburg.pl/męskie>  
Koszule casualowe dla męskie - Kup teraz w 49,99PLN  
Odkryj modne **Koszule** casualowe dla **męskie** teraz online w P&C! Szybka dostawa...

Reklama · <https://www.zalando.pl/>  
Niebieskie Koszule męskie na każdą okazję | Zalando - zalando.pl  
Stylizacje, w których zabyłniesz w pracy, na imprezie i na treningu. Mamy to! 100 dni na...

Само в ЕС има  
Comparison Shopping Partner  
program =>  
Comparison Shopping Services  
(CSSs)

Защо ? The European Commission  
fined Google 2.4 billion euros (\$2.7  
billion) in 2017 after finding the  
company violated antitrust rules by  
allegedly abusing its dominance in  
search to advantage its own  
shopping comparison product over  
competitors.



**Какво ви трябва, за да  
се включите в Google  
Shopping?**

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**1. Онлайн магазин (с  
езикова версия и  
валута за съответната  
държава)**

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## **2. Google Merchant Center account**

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**3. Feed file(s) с данни  
за продуктите, които  
се зарежда в Google  
Merchant Center**

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4. Google Ads Account, с  ПРАВИЛНО КОНФИГУРИРАНИ:

4.1. Google Ads Conversion Tracking и(или) Google Analytics с Transaction Tracking

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## **4.2. Google Ads Dynamic Remarketing tags (for Retail)**

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# 5. Пари :)



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6. Правилно настроен  
Google Analytics (или  
друг инструмент за  
анализ на целия трафик)  
!!! Attribution models !!!

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## 7. Видове Shopping кампании:



7.1. (Standard) Shopping campaigns

7.2. Smart Shopping campaigns

7.3. Performance Max campaigns (в края на тази година ще заменят 7.2)

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## Бонус от Google Merchant Center: Free Listings

<https://support.google.com/merchants/answer/9199328?hl=en>

Popular products :

Timberland UGG Nike L.L.Bean The North Face Lugz Hunter adidas >

	<b>SALE</b> 			
Men's Fashion Boots in Blue <b>\$99.95</b> Suits Outlets ★★★★★ (2)	Columbia Men's Fairbanks Mid <b>\$99.95</b> <del>\$110</del> 4+ stores ★★★★★ (24)	REI Co-op Women's Flash... <b>\$150.00</b> REI ★★★★★ (151)	adidas Yeezy Desert Boot... <b>\$287.00</b> 4+ stores	Neumel UGG <b>\$130.00</b> 10+ stores ★★★★★ (3k+)
				<b>SALE</b> 
HUNTER Womens ORIGINAL <b>\$98.00</b> 5+ stores ★★★★★ (2)	Clarks Mens Malwood Mid <b>\$54.99</b> 3+ stores ★★★★★ (15)	Tony Lama Men's Roustabout Stee... <b>\$234.99</b> 10+ stores ★★★★★ (2)	On Cloudrock LOEWE Gradient <b>\$450.00</b> On	TIMBERLAND Men's Davis... <b>\$63.00</b> <del>\$85</del> 10+ stores ★★★★★ (651)

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**Съвет: Вложете средства в подобряване на сайта си (продуктовите страници), вместо в рекламен бюджет**

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**МИСЛЕТЕ!  
ВЕЧЕ ПОЧТИ Е  
ЗАБРАНЕНО, НО МОЖЕ ДА  
ПОМОГНЕ ...**

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# Любомир Попов

SEM БГ

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