



- Do A Data Feed Checkup**  
Have you taken some time recently to review your Merchant Center account or Product Data Feed? The better your product data quality is, the better chance your ads will appear to worthy shoppers when they search on Google.
- Dial It Up On Mobile**  
Did you know that Mobile ROAS often outperforms both Desktop and Tablet? Not only should your store be mobile-friendly and responsive, but your Google Shopping campaigns can benefit greatly from refining your mobile strategy and bidding tactics!
- Bid To Win The Shelf**  
Competition is steep and even more so during the Holiday season and major selling days like Cyber Monday. If you aren't bidding enough or bidding too much you could be missing out on Impressions, or worse, wasting precious ad spend without Conversions.
- Ready Your Promotions**  
Merchant Promotions for Google Shopping are a hot item for retailers right now. By allowing you to include Special Offers you can boost overall Click-Through-Rates while making your Product Ads even more prominent against your competitors.
- Get Them Back For More**  
Not Remarketing? You're missing out! Our research has shown that retailers who utilize RLSA and Dynamic Remarketing for Google Shopping can experience as much as a 10% increase in Conversions and over a 50% decrease in CPA as compared to those who don't.