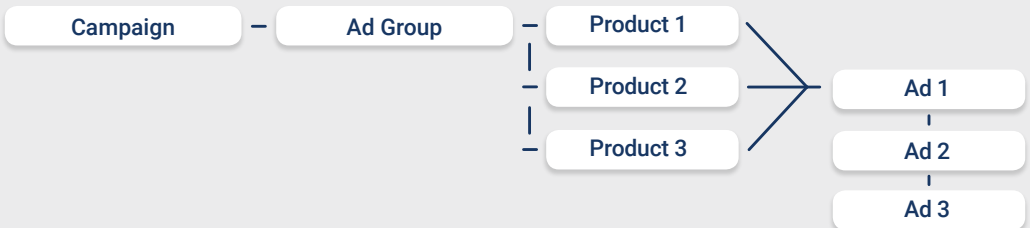


# Why Use Single Product Ad Groups?

The Single Product Ad Group organizational method enables total account transparency and maximizes the amount of control you have over the performance of your Google Shopping ads.

## TRADITIONAL ACCOUNT STRUCTURE

In a traditional Google Shopping account structure, evaluating ad performance by individual product is confusing and time-consuming. Because many products are lumped together in every ad group, it requires more work to determine which products are selling better than others.



## SINGLE PRODUCT AD GROUP ACCOUNT STRUCTURE

A Single Product Ad Group account structure allows you to clearly identify top performing products and efficiently manage your budget to increased your return.

