

An Introduction by Lnet Digital

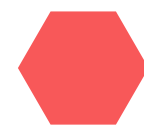
How to **Improve** your Shopping Campaign's ROI



Dan Walker

Lnet Digital Director

Content



01 Reduce PPC Costs

02 Optimise Website Conversions

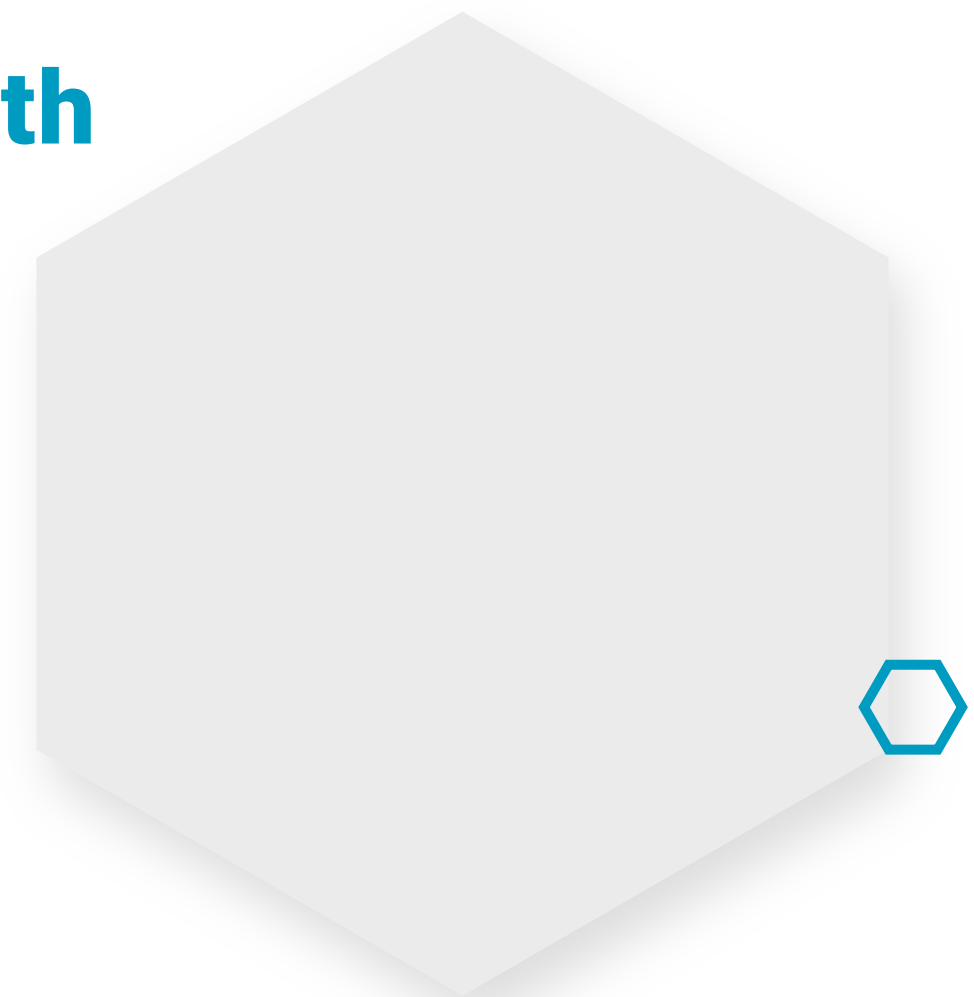
03 Visitors & CTR



04 Proactive & Cost Effective

05 Efficiency with Technology

06 Lnet Digital



Google have made **significant** changes to their shopping proposition for price comparison sites...

Following the ruling by the European Commission in June 2017 to make Shopping more **competitive**

A handful of tech-led agencies asked to set up as a **Comparison Shopping Service (CSS)**

Google hope to **'level the playing field'** and adhere to requirements by the European Commission with the introduction of this program.

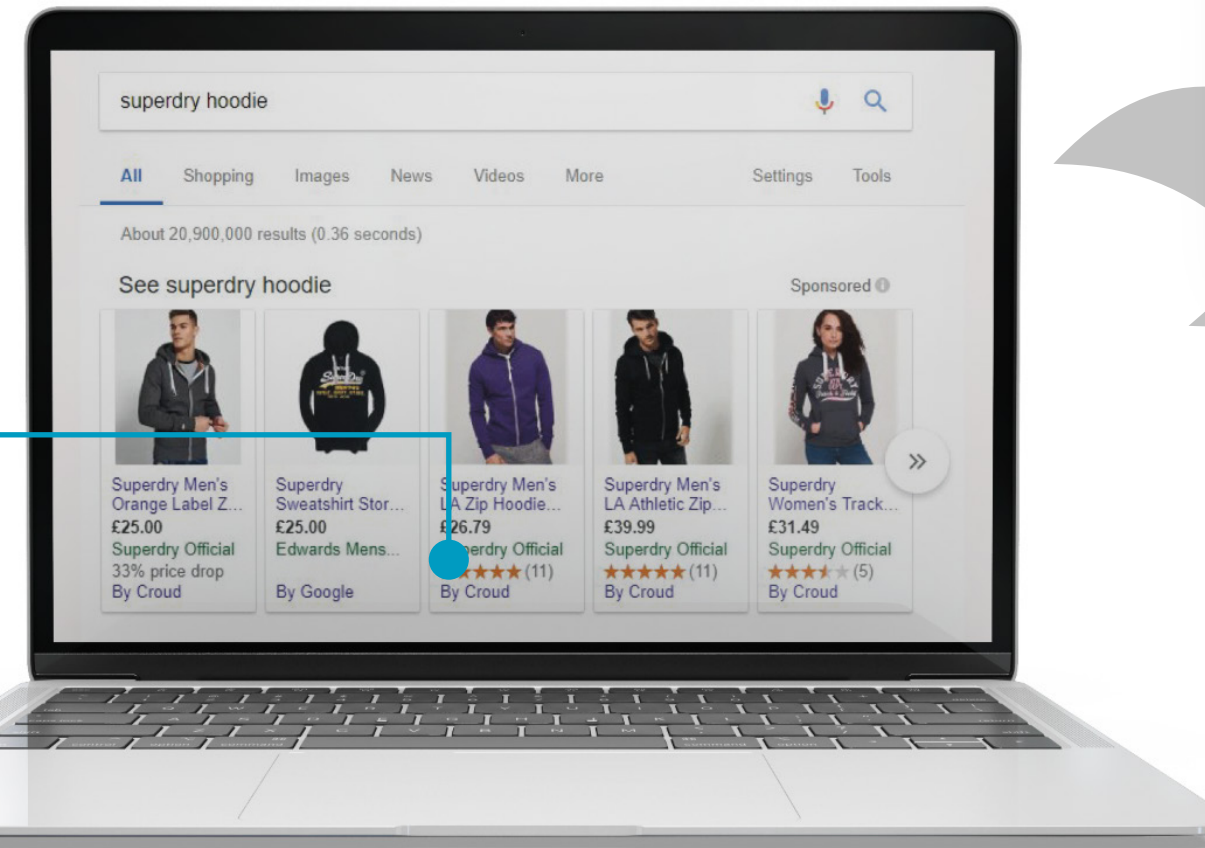
Croud were asked to take part and became the UK's first **CSS Agency Partner**

01 Reduce PPC Costs

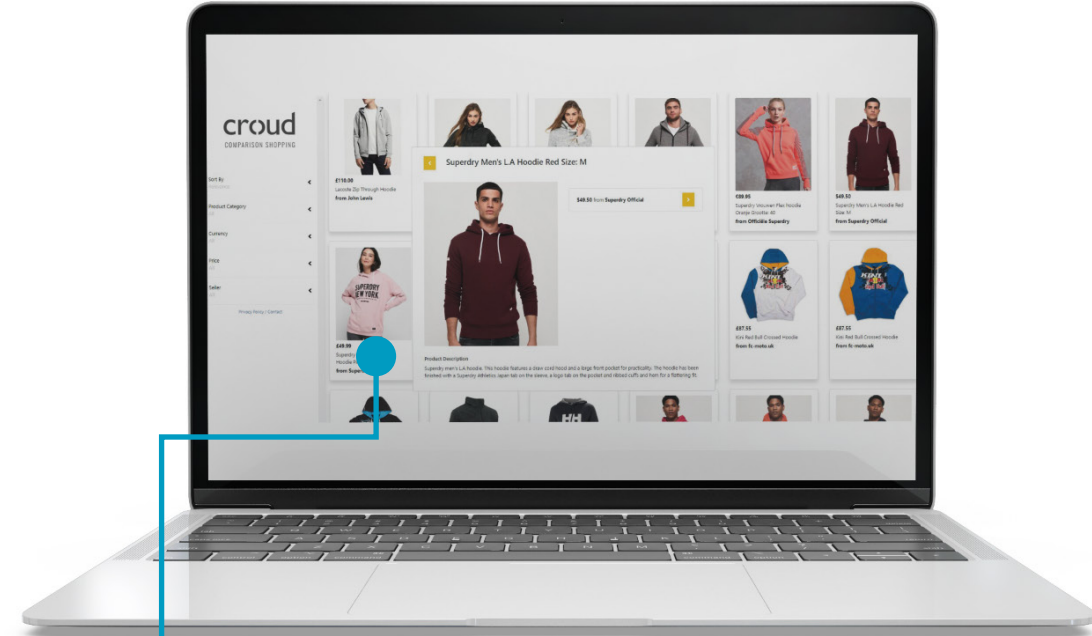
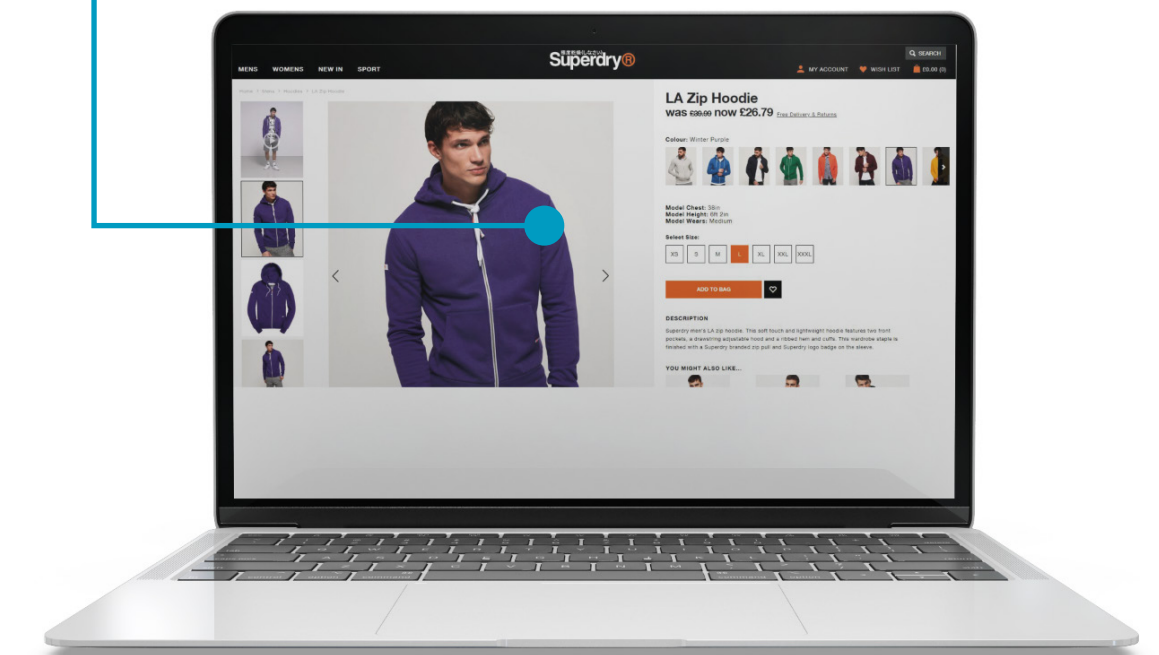
How it Works

- Google will show ads 'by Croud' rather than 'by Google'.

Impact from Google studies shows this to be negligible with very few people clicking on this link (0.004% CTR)



- Users click on the product link through to the product page of the merchant, as they do currently.



- Users who click on the 'by Croud' link will go through to product page on the Croud Comparison Site (CSS) which was developed in conjunction with Google

- Advertisers link up their Shopping activity to the Croud CSS

Removal of Google's Shopping margin from the auction:

The equivalent of a **20%** reduction in CPC on all Shopping media spend...

Removed from the moment you link up to our CSS!

Choose to downweight bids by 20% and maintain visibility or maintain CPCs and increase visibility+traffic on Shopping activity (or a bit of both... however you see fit)

Other Considerations

Unlock the Discount in a Flash...



No need to set up new feeds



No change to billing



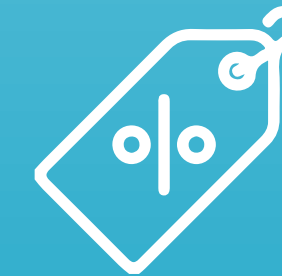
Fully compatible with 3rd party bid management platforms (e.g. SA360, Marin, Kenshoo)



No need to change account set-up or create new campaigns



Fully compatible with 3rd party feed management providers



Discounts apply to all advertising in the EU



Companies outside of the EU wishing to advertise in the EU also qualify for the discount

Setting Up is Easy...

All we need is the following
& our dedicated team will take care of the rest!

Email consent
authorising
the switch



Access to
Google Merchant
Centre



Access to all
associated
Ads account

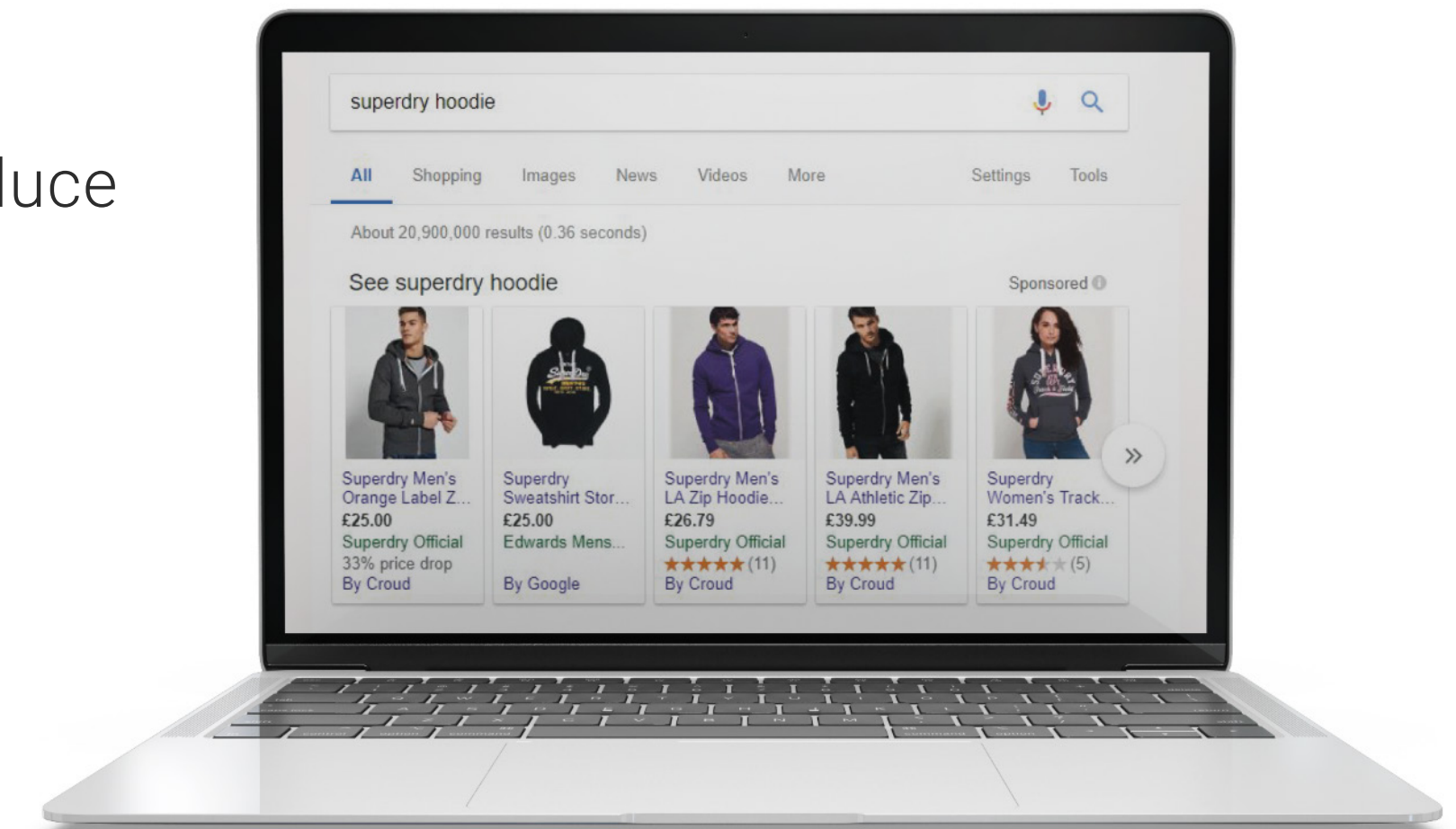


Changes to Google Shopping...

On April 21st 2020, Google released a statement announcing their plans to introduce an area for free listings on Google Shopping. Paid listings will continue to be positioned for priority on Google, and therefore secure higher product visibility.

However, it is still unknown when the update will be launched in the UK, and how exactly it will work.

When these changes are brought to the UK, our management will ensure the optimisation of the paid clicks with **20% savings** mixed with the free listings to boost your campaign.



Conversion Rate Optimisation

You will no doubt have objectives and goals of increasing sales and turning website views into customers.

- ◆ CRO identifies any problems that may arise in your customer's journey across your website and seeks to improve them.
- ◆ The next step is then funneling this traffic to your specific call-to-action.
- ◆ As e-commerce experts, we will work with you to reach your specific website goals- including analysing your call to action and buyers journey.





Research & Target Personas

We understand that creating target personas is time consuming, but it is also essential to understand who you are marketing to and how they act online.

You wouldn't sell steak to a vegetarian, so why use your marketing budget on doing exactly that? Targeting your marketing to the right people ultimately saves you time and money, as you will get better results quicker.

We use our team of specialists and innovative technologies to get a full understanding of who your customers may be and how they will interact with your brand.



We are proud partners of:

03 Efficiency with Technology

Traffic & CTR



Strategies

The market is facing troubling times... But your business doesn't have to

Amongst all of the changes to keep up with in the current global crisis, contacting your clients and running your business, Digital Marketing can easily fall by the wayside...

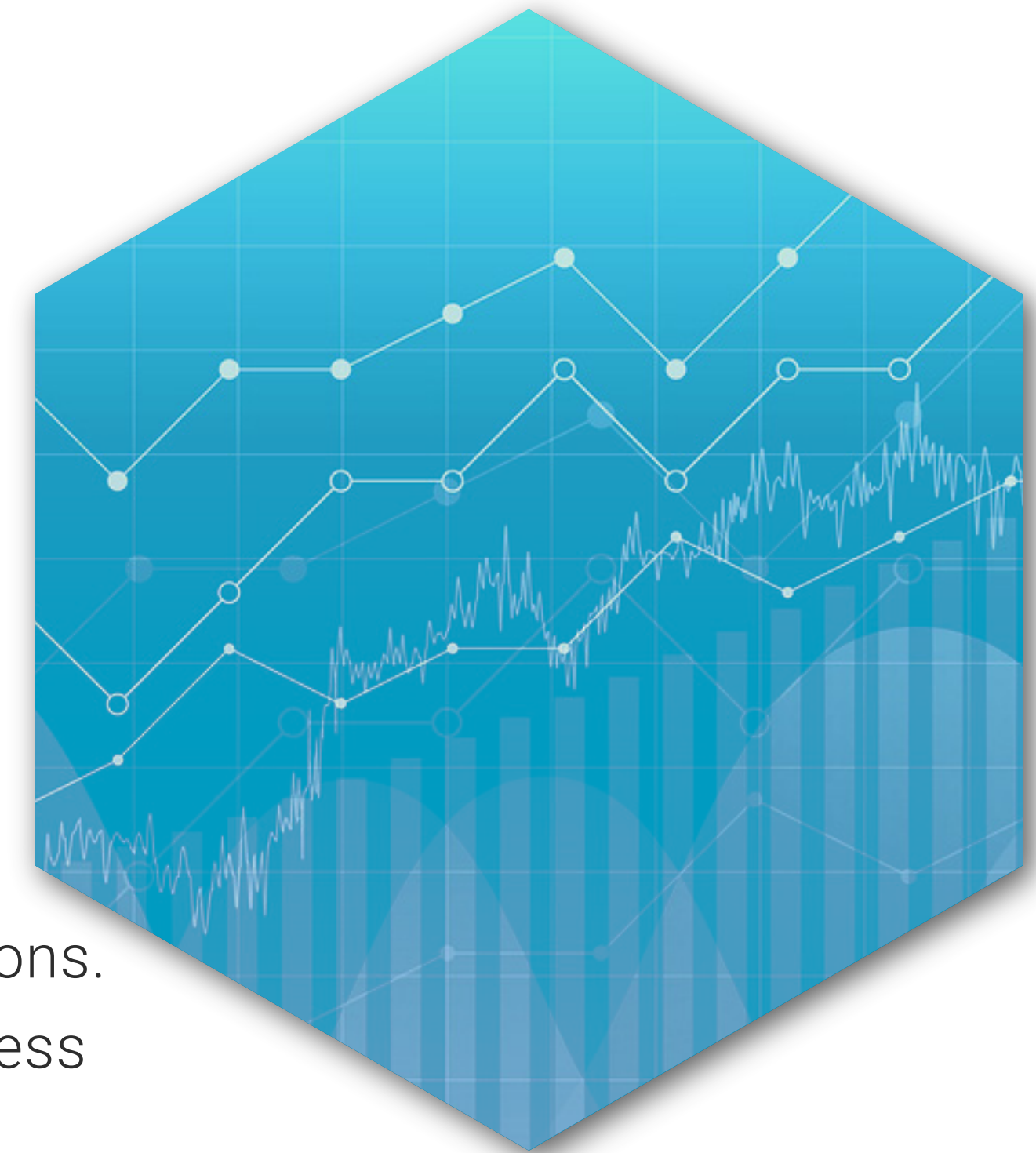


Marketing & Reporting

Allows you to understand how agencies can add value to campaign reporting, by focusing on specific metrics using the Smart Insight's RACE framework to set KPIs.

REACH | ACT | CONVERT | ENGAGE

Measuring and collecting data will help you make informed business decisions. Planning your marketing and setting up KPIs needs to align with your business goals to keep you on the path to growth.



You get out what we put in

We can help your business grow - both organically and through paid campaigns. All the collaborative work is rewarded by an increase in leads and customers.



For all of our clients, we provide in depth reports on their websites and campaigns to ensure that you are in the know and ultimately in the driving seat.



You will get a breakdown of your overall website performance, the performance of any ad campaigns, tracking any changes and how they have improved your rankings, as well as suggestions for what we can do moving forward.



Whether you want your reports every month bi-monthly or whenever suits you, that's what we work to. At the heart of what we do at LNET, is your business.



Our passion is helping your business to blossom to its full potential, so that is what we do. Together we form a powerhouse team to get more people buying what you are selling.





SA360

Advanced Search Management Platform

the bells and whistles...



Respond in real time -
improve performance with
smart and data
driven (DDA) bidding



Advanced automation
& management - set rules
and scheduled edits

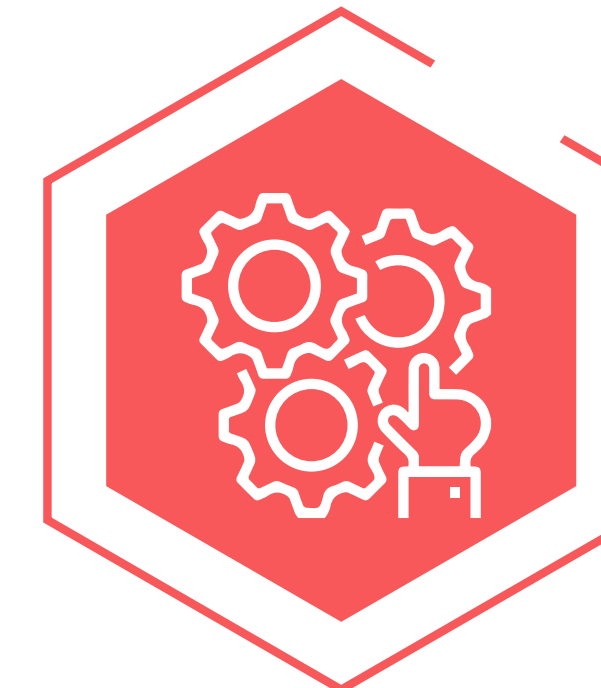


Feed automations &
inventory management -
dynamically generated ad copy

Unified insight &
management across multiple
engines and channels.



Build connected campaigns -
floodlight tracking to
deduplicate ad optimise
across channels



Plain Google Ads vs SA360

	Google Ads	SA360
Ad management & optimisation	Engine by engine	Single view leading to efficiency gains & reduces manual error
Cross engine reporting	Requires scripts & Google combined sheets	Cross engine reporting, webquery to pull data into Excel
Tracking deduplication	Cross engine not possible	Floodlight deduplication, single cookie space
Bid strategies	Engine & campaign level only & aggregated conversion data	Can be applied cross engine, campaign, ad group & keyword level
Conversion data granularity	No additional benefits	More data can be accessed & utilised i.e custom variables
Adaptive shopping	Manual setup - static	Created at scale - dynamically update
Adaptive RLSA & locations	Manual setup	Location & audience segments are automatically created

Going beyond the normal marketing tools.

Using the latest and largest analytic data available for a broader overview of all online data to help make better decisions for your marketing plan and campaign management.

We are proud partners of:



06 Lnet Digital

Extended team



WWW.LNETDIGITAL.CO.UK

Our approach allows you to understand and connect with your customers better, while streamlining your marketing strategies.

Start the next step today!

Email hello@lnetdigital.co.uk

Leicester [0116 418 4000](tel:01164184000) | London [020 3900 2100](tel:02039002100)

Woo **COMMERCE**

croud

 **Magento**
An Adobe Company

Shoptimised 

 **Google Ads**