4 STEPS
to eCommerce
SUCCESS

Google Ads



Google Partner

PREMIER 2023

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The eCommerce market is **projected to reach R225 billion by 2025**, with online sales anticipated to account for 9.7% of retail by 2027. Given this growth, **it is crucial to intensify efforts to succeed** in this evolving and competitive landscape.

4 STEPS
to eCommerce Success



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01 PLAN

Step 1

Start by defining your objectives

Set up your campaigns for success from the start by ensuring that each one is geared towards achieving a **single goal**.

Having the clear, unifying objective:

- **Creates awareness**
- **Drives sales** (online/offline)
- **Captures leads**

The key to ensuring your resources, measurement and optimisation are geared towards maximum performance.

Performance Planner

Is a free Google Ads forecasting tool that allows you to simulate how your campaigns will perform under different budget-bid-targeting scenarios = giving you data to maximise budget allocation to **achieve the BEST ROI.**

Step 2



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02 IMPLEMENT

49% of sales lift **comes from creative**

Step 1

Best creative practices

Increase campaign effectiveness by aligning creative assets with your marketing objective:

Awareness

Emphasise your brand's unique benefits.

Consideration

Showcase your product's benefits.

Action

Seal the deal with a strong **call-to-action**.

Supercharge conversion rates by creating multiple headlines, images, and video variations.

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Source: Think With Google

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02 IMPLEMENT

Step 2

Set up eCommerce tracking

The first step towards implementing a reliable data-driven strategy:

- **Implement correct tagging** across the entire website – Google Tag Manager recommended.
- **Define and align goals** with events/conversions in your GA4 properties.

Implement merchant feed

A critical part of your Google Ads campaigns, as it provides Google with information to showcase your products to potential customers.

Step 3

Align with Google's Taxonomy and keep updated – **product title, description, price, images, availability and shipping information.**



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02 IMPLEMENT

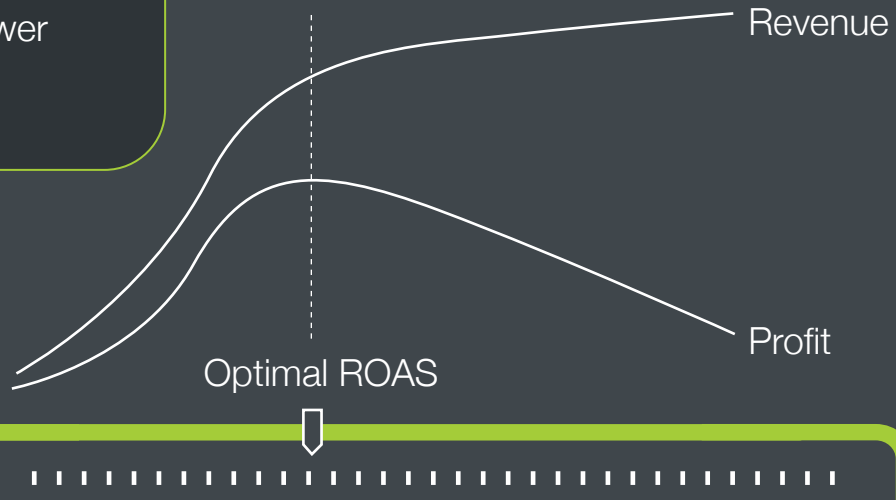
Step 4

Set value based bidding

MAXIMISING CONVERSION VALUE with an optional Return On Ad Spend (ROAS) target can lead to better return on investment by bidding towards your most valuable customers.

However, incorrect ROAS calculations can limit campaigns or even jeopardise success. **Target ROAS gives you better control and helps you find the optimal balance between profit per conversion and total profit.**

High ROAS:
(Low CoS)
Higher profit % per conversion, but lower volume



Low ROAS:
(High CoS)
Lower profit % per conversion, but more revenue

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02 IMPLEMENT

Step 5

Ensure sufficient campaign learning period

This is the time that algorithms require to learn and calibrate newly implemented strategies for achieving optimal performance:

1-2 weeks

Account for conversion delays and allow for the learning period.

2-8 weeks

Assess performance during the testing and evaluation period.

3 months +

Gradually expand successful strategies to remaining campaigns.



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03 IMPLEMENT

Step 6

Boost performance with Performance Max Campaigns

Performance Max

By optimising ROI across all Google Ads channels and inventory—including Search, YouTube, Display, Discover, and Google Maps - **Google's AI-powered Performance Max campaign helps you:**

- **Drive more conversions** by reaching more valuable customers
- **Grow more sales**



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03 MEASURE



Establishing a well-rounded measurement strategy is at the core of your ability to drive better business outcomes.

Step 1

Increase access to insights with GA4 features designed to be a single source of truth for all your marketing data.

Google Analytics 4 (GA4) is built for the post-cookie era and enables **durable tracking built for privacy**:

- **Collects event-based data** from both websites and apps.
- **Uses machine learning** to provide more accurate and insightful analysis.

Google Analytics 4

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03 MEASURE

Step 2

Improve the quality of data with the measurement tools suite:

- **Google Tag Manager** - Proper measurement drives performance
- **Consent Mode** – Build transparency and trust
- **Enhanced Conversions** – Increase accuracy and compliance

Step 3

Embrace first-party data strategies.

First-party data refers to the data collected directly from your customers, including their email addresses, purchase history, and website activity.

This data is valuable as it is:

- Reliable
- Accurate
- Relevant to your business



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04 OPTIMISE

Reach your goals **faster** and with **less wastage**

Step 1

Optimise campaigns according to your category or product strategy:

- Selling products in different categories - **exclude** categories that are not yielding the best results.
- Launching a new product - **streamline** your marketing efforts to **raise awareness**.
- Looking to increase sales and revenue - **maximise your marketing ROI** by focusing on your best-selling products.

Step 2

Optimise campaigns by integrating anonymised first-party data back into the Google system.

Google Ads First-Party Data Integration enables you, in a **privacy-safe way**, to optimise and customise campaigns for:

- new users,
- existing users,
- or both equally.



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