

KLIKEN™

**A BEGINNER'S PLAYBOOK
TO ONLINE MARKETING
WITH GOOGLE SHOPPING**



Kliken is dedicated to ensuring that our customers are successful at advertising their businesses online. It's that dedication that drives this guide on how to best set up your website and your campaign for the best possible chances of success.

We've been a leader in this space for nearly a decade and know that our success is determined by yours.

We're in this Together.

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THE BASICS OF GETTING STARTED WITH SHOPPING ADS

This section discusses a few common questions we get regarding shopping ads as well as information that you should understand prior to running any ad online.

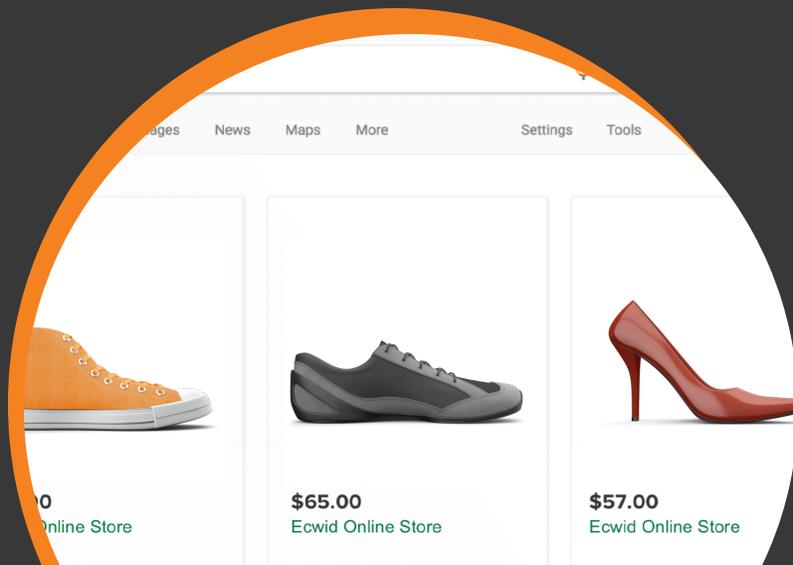
Google Product Listings *vs.* Google Shopping Ads

You've probably heard of Google Free Listings (Product Listings) and Google Shopping Ads, but are unsure which product is best for you. Below, we've outlined the key differences.

HINT: Just starting out? Start with free listings and use it as an opportunity to refine your store before running paid shopping ads.

Google Product Listings	Google Shopping Ads
<p>GREAT FOR GETTING STARTED</p> <p>Fewer policy requirements to list your products</p> <p>Immediate online visibility</p> <p><i>No advertising spend required</i></p>	<p>HELPS GROW ORDERS</p> <p>More policy requirements</p> <p>Products visible on premium placements across Google</p> <p><i>Requires advertising budget</i></p>

*Enhanced listings have more restrictions than Google Product Listings.



Using Your Google Merchant Center Account with Kliken

Available after purchase

Have your own merchant center account you want to use? Kliken gives you the opportunity to import this account directly after purchase. The benefits include

- ▶ Use existing website claims
- ▶ Use existing verified phone numbers
- ▶ Link in other Merchant Center Programs
- ▶ Grow your own Merchant Center Account

If you have previously setup a Google Merchant Center account, we highly recommend importing directly after you setup your Kliken campaign*. You can easily disconnect your account in the future if needed, and can continue to grow your presence on Google!

** We currently allow you 1 hour after you purchase to import your merchant account, so please reach out if you need to do so at a later time.*

Google Shopping Icons to Know



Good to Go!



Won't prevent ad approval.

Warnings of potential errors with your products or store.



Prevents a site or product from being approved.

Typically for errors or suspensions.

WHAT TO EXPECT AFTER PURCHASE

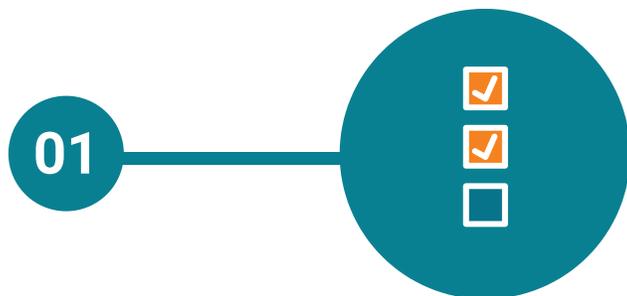
This section includes important information to understand after you've purchased including timeframes, approvals, verifications, etc.

You Just Purchased!

Now What?



High five! You've taken the next step to grow your online store and get your products in front of shoppers as they're looking for their next purchase. Here's what you should expect next in your journey towards more sales.



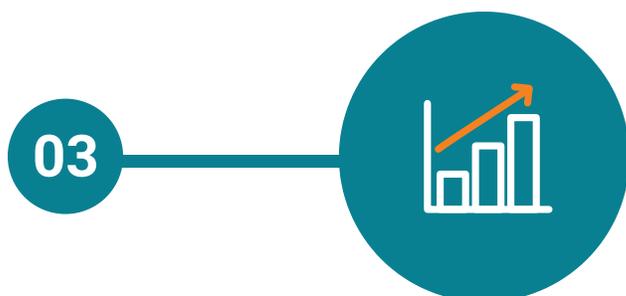
Get approved by Google

Once you've completed and purchased your ad campaign, Google has a short checklist of requirements before your ads go live. These include verifying your website and phone number, and ensuring your store meet's Google's shopping policies.

Note: Google approval can take up to 10 days.

Get traffic to your products

Once you're ads are approved, they will be eligible to show to people in your target location. When people make purchase from your ads, we'll let you know!



Be Patient

All campaigns, regardless of store size, have a learning phase early-on to ensure the best performance. It's important to understand that this optimization is not immediate and the more time you give your campaign, the better it should perform.

Reach the 90 day goal!

We've seen Kliken customers who allow their ads to run for at least 90 days see the most impactful results and use Kliken to grow their business. We'll be here with you every step of the way to provide support and encouragement along the way!



WHAT IF YOUR SHOPPING ADS ARE DISAPPROVED?

This section includes important information to check if any of your ads, or your account have been disapproved to run for shopping ads.

This includes information like, the basic requirements to run ads as well as shopping ad policies that may prevent or limit the ads you can run.

MOST COMMON DISAPPROVAL POLICIES

In order to launch your Shopping Ads campaign on Google, there are a few basic requirements. If your campaign is not approved, make sure to review this list for any missing pieces.

This list is not exhaustive. For a complete list, visit the [Google Shopping Ads Page here.](#)

Requirements + Best Practices

There are a few key components that need to be included on your website in order to be both approved and have the best chance for success in online marketing.

- ▲ Contact Information for Verification
- ▲ Available Payment Methods
- ▲ Return / Refund Policy
- ▲ Shipping Policy
- ▲ Proper Product and Category Setup

Contact Information



Minimum Requirement

You will need **at least one way for customers to contact you** listed on your website. You must also enter a verified phone number or physical business address in Merchant Center or in your third-party platform.

Examples of contact information are:

- ▶ Email Address
- ▶ Phone Number
- ▶ Contact Us Form
- ▶ Social Media Profile Link

BEST PRACTICE

Include a minimum of two contact methods for customers to get ahold of you. One that is more direct, like a phone number or email and one that may be more passive like a form or social media profile.

** We recommend adding this relevant information in the footer of your site or to your contact page. They should be easier to find and will ensure Google can approve your website quicker.*

Payment Methods



Minimum Requirement

In order to be approved to run online advertising, your site will need to list **at least one conventional payment method** during checkout.

BEST PRACTICE

Kliken recommends that you provide clear details about the payment methods you accept when a customer purchases a product or service from your store.

Best practice is to have a link in the footer of your website that links to a page that lists multiple payment methods.

Refund / Return Policy



Minimum Requirement

Regardless of whether you accept returns or offer refunds, you need to clearly state your policy somewhere on your site.

Hint: Make sure your policy is not an image, but rather is text - otherwise the algorithms will be unable to identify it and verify your store.

BEST PRACTICE

Best practice is to add a link to the footer of your website to the return / refund policy page.

Be sure to include relevant information on your page. To ensure you have everything covered in your policy, use this quick checklist:

- ▶ Time to Request a Refund
- ▶ Method of Refund
- ▶ Product Condition
- ▶ Refund Contact Info
- ▶ Charges, if any.

Shipping Policy



Minimum Requirement

Customers like to know how long it will take to receive their items and the cost to ship the item. The shipping cost you submit in the Merchant Center must match what you have on your website.

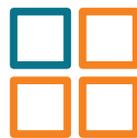
Not every country requires a shipping policy, but it is a common reason that ads are not approved.

BEST PRACTICE

Kliken recommends that all stores include some form of shipping policy, regardless of country or requirement.

Best practice is to either type the shipping policy into your footer, or to have a link in the footer of your website that links to a page that outlines your shipping policies and fees.

Proper Product / Category Feed Setup



TITLE ENHANCED TITLES

May be turned off by request

Kliken creates enhanced titles by combining your product names and category names to help better match your products to search queries. This way, your ads can show to more relevant searches of people looking to buy.



DETAILS DESCRIPTION + VARIANTS

The quality of the details will determine your success

Your product descriptions for singular and products with multiple variants will be a leading indicator of how well your ads show up in search results and are matched to interest targeting across the web. Ensure to provide clear, concise and complete details about your categories and products.



PRICE PRICES

Price matters

Customers want to know what they are going to pay for a product or service before they decide to buy it. Be honest about the price, any fees, and call out sales or discounts to make your ad stand out from the competition.



PHOTOS QUALITY PHOTOGRAPHY

Minimum size: 800 x 800 px and 72dpi

Your images will make or break your ad campaign. If your photos are blurry, have a cluttered background, or don't clearly portray what you are selling, you are not likely to be successful with your ad campaign. Humans are visual creatures, draw customers in with high-quality images.

Google Shopping Policies

Account Issues

This list is not exhaustive, but represents common account-level issues our customers frequently see.

- ▲ Misrepresentation
- ▲ Website not claimed or verified
- ▲ Unsecured checkout
- ▲ Unsupported Content

Currency and Loop Gift Cards

IMPORTANT

Google doesn't want users to feel misled by the content promoted in Shopping ads, and that means being upfront, honest, and providing them with the information that they need to make informed decisions.

For this reason we don't allow the following:

01

Promotions that prompt users to initiate a purchase, download, or other commitment without first providing all relevant information and obtaining the user's explicit consent

02

Promotions that represent you or your products in a way that is not accurate, realistic, and truthful

WARNING: Failure to adhere to this policy will result in your campaign being disapproved and your ad spend forfeited.

Website Not Claimed or Verified



In order to launch your Shopping Ads campaign on Google, there are a few basic requirements. If your campaign is not approved, make sure to review this list for any missing pieces.

Things to check

01

Your website must be verified and claimed in our Google Merchant Center account. We provide this HTML verification meta tag for you, unless we are able to auto verify your website with our plugin.

02

Your website and store must meet Google's minimum policy requirements.

Minimum requirements can be found starting on page 7 of this guide.

Unsecured Checkout



If you collect or handle personal or financial information on your website, it must be secured with an SSL certificate.

If your site is missing an SSL certificate, you'll need to add this in order to advertise on Google. Your store may be labeled as secured and encrypted, but attackers can still collect information before it is processed by your store.

Quick Tips for an SSL Certificate

- Contact your website developer or web host in order to receive assistance with **getting an SSL certificate**.
- Once you have obtained an SSL certificate for your site, make sure that your website starts with **https://**
- Then, reach out to **Kliken Support (support@kliken.com)** to assist with approval.

Currency and Open-Loop Gift Cards



CURRENCY

Mediums of exchange that are reliant on variable currency market values to determine price, including discounted currencies, currency exchanges, or currency backed by precious materials

Examples: Gold bullion, precious metals, local currency, virtual currency



OPEN-LOOP GIFT CARDS

Pre-paid gift cards branded by a credit card issuer

Examples: Mastercard, Visa, or American Express branded gift cards

Policy Exceptions:

- Exceptions to the policy include but are not limited to: Gift cards with an expiration date are allowed

Google Shopping Policies

Product Issues

This list is not exhaustive, but represents common product-level issues our customers frequently see.

- ▲ Violation of Google Policies
- ▲ Missing Identifier
- ▲ Missing Image Link or Invalid Link
- ▲ Mismatched Domains / Missing Landing Page
- ▲ Image Quality Issues
- ▲ **Unsupported Content**

Subscriptions eBooks / Digital Books Financial Services

- ▲ **Restricted Content**

Adult Gambling Healthcare Political Copyright

- ▲ **Prohibited Content**

Dangerous Products Inappropriate content Counterfeit Products

Missing Identifier



Minimum Requirement

When you submit products to Google, Google may check to see if you should have a Global Trade Identification Number or a unique product identifier. If you see this error or warning, update your product attributes directly in your store or through the Store Diag report in your Kliken account.

BEST PRACTICE

Kliken recommends adding data directly to your store but provides the tools to do so just for your ads if needed.

At minimum make sure you products have a brand attribute to help spread your brand and meet minimum data requirements.

Missing or Invalid Image Link



Minimum Requirement

Your image link for your products should be accessible and use accepted image formats in order to be approved. Accepted formats include: JPEG , WebP, PNG, GIF, BMP, and TIFF

Your image URL must lead to a valid image on your website in order to be approved. if it does not, new products will remain disapproved until Google can process the image. If it's an existing product, Google will revert to the previous image.

BEST PRACTICE

Kliken recommends that if you add a new image, or change an existing image, you also change the filename and URL.

This ensures that when Google crawls your site, it detects the new image and URL.

Note: it can take up to 6 weeks for Google to crawl the new image.

Mismatch Domains or Unavailable landing page



Things to check

Kliken helps sync your latest store and product data every day. If you make changes to your website or where your product pages are, this could lead to landing page issues. Your products need to land on your verified and claimed domain for your online store.

BEST PRACTICE

If you make changes to where your products land or the website your store is on, make sure to check your campaign after for any issues.

If you change e-commerce providers, reach out to our support team for help on migrating your campaign.

Image Quality Restrictions



IMAGE IS NOT STATIC

Examples: Moving images or gif images



PHOTOSHOPPED BACKGROUND

Images with photoshopped backgrounds that weren't part of the original photographic image.



LOGO OVERLAY IN IMAGE

Images with logos that have been overlaid on top of the original photographic image

Note: A logo that shows because it was a part of the original photographic image (for example, a car's make as captured on the original image of a car, or a credit card brand name that appears on the original image of the credit card) is acceptable.



TEXT OVERLAY IN IMAGE

Images with text that have been overlaid on top of the original photographic image

Note: Text that shows because it was a part of the original photographic image (for example, a product name as captured on the original product image) is acceptable.



IMAGE IS A COLLAGE

Images that are a combination of different images assembled together



REPETITIVE IMAGE

Images that are identical to other images in the same ad, or very similar to other images in the same ad, with only minor differences

UNSUPPORTED CONTENT



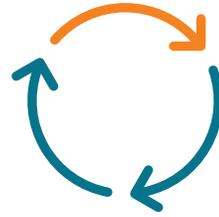
"Google aims to enable businesses to promote a wide variety of products, but some Google products and platforms may not be optimized to appropriately support all content types.

For this reason, Shopping ads and free product listings don't allow the promotion of certain content where we don't offer an optimal user experience."



For a complete list of unsupported content, [click here.](#)

Subscriptions



**RECURRING BILLING: PAYMENT METHOD THAT
ALLOWS USERS PAY FOR GOODS ON AN
ONGOING BASIS, AT REGULAR INTERVALS IN THE
FUTURE**

*Examples: Security or medical alert system with
recurring payment for subscription, digital
content with recurring payment subscriptions*

Policy Exceptions:

Magazines and newspapers subscriptions with recurring billing are allowed.

Mobile phones and tablets: In the countries listed [here](#), mobile phones and tablets sold with subscription contracts are allowed. Phones and tablets with installment plans that facilitate the purchase of the device are allowed only in the US, UK, Germany, Ireland, France, Brazil, Mexico, and South Korea.

Software subscriptions that are pre-paid and auto-renew only annually are allowed.

In Brazil, recurring billing for all products is allowed.

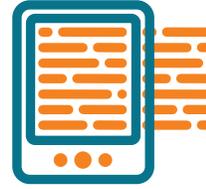


**BILLING PROCESSED BY PRODUCT SOFTWARE:
ONLINE PAYMENT METHOD FOR GOODS THAT
REQUIRE ADDITIONAL SOFTWARE INSTALLATION
TO COMPLETE THE PURCHASE**

*Examples: Digital photo albums that can only be
purchased if additional software is installed*



Digital Books / eBooks



DIGITAL BOOKS / E-BOOKS

Digital books will be disapproved at the offer level. Physical books and audiobooks will still be approved to run as long as they are correctly classified.

Examples: PDFs, ePub books, MOBI, and 電子書籍 formats

Financial Products and Services



"We want users to have adequate information to make informed financial decisions. Our policies are designed to give users information to weigh the costs associated with financial products and services, and to protect users from harmful or deceitful practices.

For the purposes of this policy, we consider financial products and services to be those related to the management or investment of money and cryptocurrencies, including personalized advice."



FAILURE TO PROVIDE LEGITIMATE CONTACT INFORMATION FOR A PHYSICAL LOCATION FOR THE BUSINESS BEING PROMOTED



FAILURE TO DISCLOSE ASSOCIATED FEES

Disclosures can't be posted as roll-over text or made available through another link or tab. They must be clearly and immediately visible without needing to click or hover over anything.



FAILURE TO INCLUDE LINKS TO THIRD-PARTY ACCREDITATION OR ENDORSEMENT WHERE AFFILIATION IS ASSERTED OR IMPLIED, PARTICULARLY WHEN IT SERVES TO IMPROVE THE REPUTATION OF THE SITE

Examples: Verification of government affiliation, third-party ratings

When promoting financial products and services, you must comply with state and local regulations for any region or country that your ads target — for example, include specific disclosures required by local law.

Refer to our non-exhaustive list of country-specific requirements for more information but note that advertisers are expected to do their own research on the local regulations for any location their ads target.

RESTRICTED CONTENT



"The restrictions that apply to this content may vary depending on the product you're promoting and the countries that you're targeting. **Some content, such as unapproved pharmaceutical supplements, may not be promoted anywhere.**"



For a complete list of restricted content, [click here](#).

Adult-Oriented Content



Google restricts promotion of the following types of adult-oriented content:

- adult merchandise
- sexually suggestive content
- images containing exposed skin and nudity

When promoting adult content you may not do any of the following:

- violate applicable laws or regulations for any location that you target
- target minors
- promote sexually explicit content
- promote content with underage or non-consensual sexual themes, including child sexual abuse content
- promote services that may be interpreted as providing sexual acts in exchange for compensation

PROHIBITED ADULT CONTENT:



SEXUALLY EXPLICIT CONTENT

Text, image, audio, or video of graphic sexual acts intended to arouse

Examples: Graphic depictions of sexual acts in progress, including hardcore pornography, any type of genital, anal, or oral sexual activity; graphic depictions of masturbation or genital arousal and language explicitly referencing arousal, masturbation, cartoon porn, or hentai



NON-CONSENSUAL SEXUAL CONTENT

Content promoting underage, non-consensual or other illegal sexual themes, whether simulated or real

Examples: Rape, incest, bestiality, necrophilia; lolita or teen-themed pornography



CHILD SEXUAL ABUSE IMAGERY

Content promoting the sexual exploitation of minors

Examples: Child sexual abuse imagery or other content

Adult-Oriented Content



RESTRICTED ADULT CONTENT:

In order for ads to run within this content group, they need to be submitted with the [adult] attribute.

[Click to see Google's specific requirements for more information.](#)



ADULT MERCHANDISE

Promotion or sale of merchandise intended to enhance sexual activity

Examples: Sex Toys



SEXUALLY SUGGESTIVE CONTENT

Content containing sexually suggestive text, images, audio, or video

Examples: Sexually suggestive language; non-sexually explicit erotic magazines, erotic DVDs, sexually suggestive lingerie promotions



NUDITY

People or representations of people that display sexual body parts

Examples: Visible genitalia, nipples, or bare buttocks

Gambling-Related Content



Google restricts promotion of gambling-related content.



GOOGLE RESTRICTS THE PROMOTION OF GAMBLING-RELATED PRODUCTS, INCLUDING:

Examples: Gambling-related promotional products such as gambling-related vouchers, bonus codes, etc., gambling-related lotteries tickets such as non-national or state lotteries, or national or state lottery affiliates or aggregators, physical lottery scratch cards



PROMOTION OF PHYSICAL GAMBLING-RELATED EQUIPMENT

Gambling related accessories or physical items

Examples: poker chips, poker books/DVD's/Video games for consoles

Healthcare-Related Content



GOOGLE RESTRICTS THE PROMOTION OF HEALTHCARE-RELATED CONTENT SUCH AS THE FOLLOWING:

- over-the-counter medication
- prescription drugs
- unapproved pharmaceuticals and supplements
- pregnancy and fertility-related products
- sexual enhancement treatments

The restrictions that apply to this content may vary depending on the product you're promoting and the countries that you're targeting.

Some content, such as unapproved pharmaceutical supplements, may not be promoted anywhere.

Depending on the content you're promoting and the countries where your ads appear, you may need to apply for preauthorization with Google before advertising healthcare-related content.



Political Content



When promoting political content, you need to comply with the following requirements:

- applicable laws and industry standards for any location that you target
- any applicable election "silence periods"



POLITICAL CONTENT

Products relating to political organizations, political parties, political issue advocacy or fundraising, and individual candidates and politicians

Examples: Requirements vary by country. Click below for additional country-specific information.

[Political Ad Policy](#)



Copyrighted Content



UNAUTHORIZED DISTRIBUTION OF COPYRIGHTED CONTENT

Unauthorized software that captures, copies, provides, or sells access to copyrighted content

Examples: Software that enables unauthorized selling, streaming, sharing, copying, or downloading of audio guides, e-books, anime, games, movies, mp3 ringtones, music, software, TV shows, works by independent artists, record labels, or other content creators

Facilitating unauthorized offline distribution of copyrighted content

Examples: Unauthorized physical copies of copyrighted CDs, DVDs, or software

Software, sites, or tools that remove digital rights management (DRM) technology from copyrighted material or otherwise circumvent copyright (irrespective of whether intended use is legitimate or not)

Examples: Products such as Blu-ray or DVD rippers/burners/converters, that provide access to copyrighted content by stripping or bypassing DRM technology on audio, video, e-books, or software

PROHIBITED CONTENT



"Google values diversity and respect for others, and we strive to avoid offending users, so we **don't allow ads or destinations that display shocking content or promote hatred, intolerance, discrimination, or violence. The promotion of some products that cause damage, harm, or injury are also not allowed.**"

Dangerous Products

Recreational Drugs & Drug-Related



PROMOTION OF SUBSTANCES THAT ALTER MENTAL STATE FOR THE PURPOSE OF RECREATION, OR OTHERWISE INDUCE "HIGHS"

Examples: Cocaine, crystal meth, heroin, marijuana, cocaine substitutes, mephedrone, "legal highs"



PRODUCTS MARKETED AS FACILITATING RECREATIONAL DRUG USE

Examples: Pipes, bongs, cannabis coffee shops



PROMOTION OF INSTRUCTIONAL CONTENT ABOUT PRODUCING, PURCHASING, OR USING RECREATIONAL DRUGS

Examples: Instructional resources on drug use



Dangerous Products

Tobacco products & related equipment



TOBACCO OR ANY PRODUCTS CONTAINING TOBACCO

Examples: Cigarettes, cigars, snus, chewing tobacco, rolling tobacco, pipe tobacco



PRODUCTS THAT FORM A COMPONENT PART OF A TOBACCO PRODUCT, AND PRODUCTS THAT DIRECTLY FACILITATE OR PROMOTE TOBACCO CONSUMPTION

Examples: Rolling papers, pipes, tobacco filters, hookahs



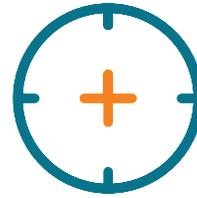
PRODUCTS DESIGNED TO SIMULATE TOBACCO SMOKING

Examples: Herbal cigarettes, electronic cigarettes or e-cigarettes



Dangerous Products

Guns, gun parts, & related products



GOOGLE ALLOWS THE PROMOTION OF GUN PARTS AND ASSOCIATED ITEMS THAT INCREASE THE SAFETY OF A GUN

Examples: Gun locks, trigger locks, safety pins, chamber block



FUNCTIONAL DEVICES THAT APPEAR TO DISCHARGE A PROJECTILE AT HIGH VELOCITY,

whether for sport, self-defense, or combat. Note that we err on the side of caution and apply this policy to sporting or recreational guns that can cause serious harm if misused, or that appear to be real guns

Examples: Handguns, rifles, shotguns, hunting guns, functioning antique guns, airsoft guns, paintball guns, bb guns, 3D printed guns



ANY PART OR COMPONENT, WHETHER FINISHED OR UNFINISHED, THAT IS ESSENTIAL TO, OR ENHANCES THE FUNCTIONALITY OF A GUN

Examples: Ammunition, ammunition clips, silencers, ammunition belts, stocks, conversion kits, gun-grips, scopes and sights, tripods and bipods



INSTRUCTIONAL CONTENT ABOUT THE ASSEMBLY, ENHANCEMENT OR ACQUISITION

of any of functional devices that appear to discharge a projectile at high velocity, including parts or components thereof

Examples: Gun-making instructions, guides, software or equipment for 3D printing of guns or gun parts



Dangerous Products

Explosives



PRODUCTS THAT ARE DESIGNED TO EXPLODE AND COULD CAUSE DAMAGE TO NEARBY PEOPLE OR PROPERTY

Examples: Nail bomb, chemical bomb, any fireworks that explode, firecrackers, grenades



PROMOTION OF INSTRUCTIONAL CONTENT ABOUT THE ASSEMBLY, ENHANCEMENT OR ACQUISITION OF EXPLOSIVE ITEMS

Examples: Bomb-making instructions, guides, software or equipment for 3D printing of parts of grenades



Dangerous Knives and Other Weapons



KNIVES THAT ARE DESIGNED OR PROMOTED (IN MODERN-DAY USAGE) AS PRODUCTS THAT CAN BE USED TO INJURE AN OPPONENT IN SPORT, SELF-DEFENSE, OR COMBAT.

Any knife design that provides a confrontational advantage (including disguised appearance or assisted-opening mechanism)

Examples: Switchblades, fighting knives, sword-canes, balisongs, military knives, push daggers, throwing axes



ANY OTHER PRODUCT DESIGNED TO (IN MODERN-DAY USAGE) INJURE AN OPPONENT IN SPORT, SELF-DEFENSE OR COMBAT

Examples: Throwing stars, brass knuckles, tasers, pepper spray



PROMOTION OF INSTRUCTIONAL CONTENT ABOUT THE ASSEMBLY, ENHANCEMENT OR ACQUISITION OF ANY PRODUCT COVERED BY THE OTHER WEAPONS POLICY SECTION

Examples: Guides, software or equipment for 3D printing of push daggers, brass knuckles, throwing stars



Inappropriate Content

Sensitive Events



PRODUCTS THAT POTENTIALLY CAPITALIZE ON OR LACK REASONABLE SENSITIVITY TOWARDS A NATURAL DISASTER, CONFLICT, DEATH, PUBLIC HEALTH EMERGENCY, OR OTHER TRAGIC EVENT

Examples (non-exhaustive): Appearing to profit from a tragic event with no discernible benefit to users; price gouging or artificially inflating prices that prohibits/limits access to vital supplies; sale of products or services (such as personal protective equipment) which may be insufficient for the demand during a sensitive event; using keywords related to a sensitive event to attempt to gain additional traffic



Counterfeit Goods



Google prohibits the sale or promotion for sale of counterfeit products. Counterfeit goods contain a trademark or logo that is identical to or substantially indistinguishable from the trademark or logo of another. They mimic the brand features of the product in an attempt to pass themselves off as a genuine product of the brand owner.



PRODUCTS DESCRIBED AS KNOCK OFF, REPLICA, IMITATION, CLONE, FAUX, FAKE, MIRROR IMAGE, OR SIMILAR TERMS WHEN REFERRING TO A BRAND NAME IN AN ATTEMPT TO PASS THEMSELVES OFF AS GENUINE PRODUCTS OF THE BRAND OWNER



NON-GENUINE PRODUCTS THAT MIMIC BRAND FEATURES IN AN ATTEMPT TO PASS THEMSELVES OFF AS THE GENUINE PRODUCT

Examples: non-authentic products that have brand name labels or logos

UNDERSTANDING YOUR CAMPAIGN PERFORMANCE

This section highlights important reporting features to know once your shopping ads are verified, approved and running.

Understanding Campaign Performance



TRAFFIC

HOW MANY PEOPLE FIND MY ADS OR VISIT MY PRODUCT PAGES

Kliken provides you reports on how many people see your ads and click on them to visit your product pages. This way you'll always know people are finding your products and showing interest!



CONVERSIONS

HOW MANY ORDERS OR REVENUE HAS MY ADS GENERATED

We understand you need to see results to justify your marketing. Kliken helps track conversions to see who finds your ads AND does business with you. This way you know that your marketing works for you.



PRODUCT/CATEGORY PERFORMANCE

WHICH PRODUCTS OR CATEGORIES ARE PERFORMING THE BEST/WORST?

Knowing which products or categories are performing the best in your ads is a good way to allocate your budget. Kliken provides performance metrics at the product and category levels so you know what is and isn't working. We'll automatically optimize towards the better performance, but it's always good to review this for your knowledge.



DEMOGRAPHICS

WHICH LOCATIONS OR TYPES OF PEOPLE ARE FINDING MY PRODUCTS

Fine tuning your campaign can help ensure you're in front of the best shoppers. Review where your shoppers are coming from and other information about them to figure out who to include or exclude from seeing your ads.