Google Ads for Ecommerce

Google advertising is a ***must*** for any currently operating business. It is especially crucial for e-commerce businesses, as Google will allow you to easily reach users that are specifically looking for your products, or an audience segment that is interested. It can also broaden your reach to new audience segments, increasing traffic to your website, and possibly an increase in sales.

Search Campaigns

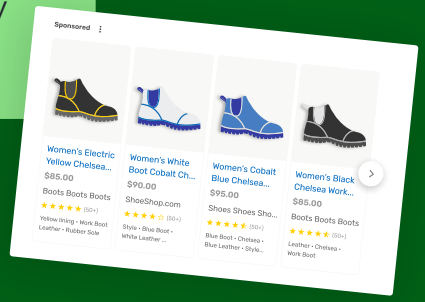
When you go looking to purchase something, the first thing you do is typically Google it. This is where search campaigns come in.

Search campaigns allow you to place ads directly on Google's search engine results page, right where potential customers will see them.

We are experts at setting up search campaigns and selecting the right keywords to ensure your ads are seen by the right people.

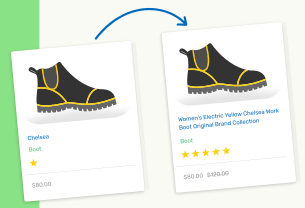
Shopping Campaigns

Similar to search campaigns, shopping campaigns also show your product at the top of the results page, as well as the link to your website. At Rise, we upload all of the required data to Google Merchant Center to ensure your shopping campaign is a success.

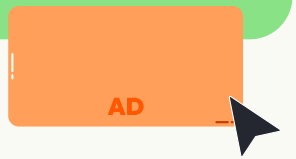


Display Campaigns

Display campaigns are the best choice to make ads engaging. With this campaign type, your creative assets are shown across the Google Display network, which includes millions of apps, websites, and Google-owned properties like YouTube. Rise can help you with asset creation, and setup of your display campaign for optimum performance.



PMax Campaigns



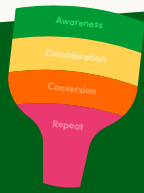
Performance Max campaigns make use of Google's machine learning to increase conversions from all of Google's owned inventory – including search, display, YouTube, Gmail, maps, and more! While PMax is heavily automated, we know how to give the machine the best possible signals, leading to the best possible conversion rate.

YouTube Gmail Google Maps

Advanced Strategies

The Rise team are experts at Google Ads for ecommerce. Here's some of the advanced strategies behind our success:

- **Campaign Structure**
- **PMax for Ecomm**
- **Bid Strategies**
- **Scaling Campaigns**
- **Optimizations**



Conversion Tracking

Keeps you informed of what customers are doing after they interact with your ads. When it comes to ecommerce, the conversion most focus on is making a purchase. However, it is important to track early events as well, so that you understand your whole funnel and where the pain points are. We can set up conversion tracking for your business, and create a dashboard where you can see what actions your customers are taking.