

2021 GOOGLE SHOPPING AUDIT

1 **Perfect Your Product Feed**

- Update titles and descriptions
- Update images
- Check GMC for errors
- Make pricing competitive

2 **Segment Your Campaigns**

- Segment keywords
- Segment products by margin
- Analyze network performance

3 **Understand Your Strategy**

- Start tracking profit
- Make bid adjustments frequently
- Adjust lookback window

4 **Check These Settings**

- Auto-Applied Ad Suggestions

5 **Your Google Shopping Campaigns are Ready for 2021!**

If you still need help, reach out to speak to an Omnitail analyst today at sales@omnitail.net.

