

# SET-UP GOOGLE SHOPPING PROMOTIONS

## What does your promotion apply to?

Is your promotion sitewide, or only for certain products/orders?



- ☐ **All Products and Orders:** No change in feed/Google Merchant Center.
- ☐ **Some Products:** Apply ID to those products in feed.
- ☐ **Some Orders:** Apply min and max order values in feed.

## Will you offer a free gift with purchase?

If yes, choose which type of gift you will include.



- ☐ **Free item:** Must be a full size product. Product must have an ID in your feed.
- ☐ **Gift card:** Must be from your business. Must clearly state the value of the card.

## Will you offer a discount off orders?

If yes, choose which type of discount you will offer.



- ☐ **Dollar/Percentage:** At least \$5 or 5%. Can also be a range like 5-25% off.
- ☐ **Tiered Discount:** Example, \$10 off orders over \$50, and \$15 off orders over \$75.
- ☐ **Buy 1 Get 1:** Can also offer a percentage like "Buy one, get one 50%."
- ☐ **Cashback or Rebates:** Must be shown at checkout. Mail-in rebates not allowed.

## Will you have a shipping promotion?

If yes, follow the steps to set up shipping promotions.



- ☐ Create a redemption code like "FREE SHIPPING" for use at checkout.

## Make sure your promotions don't...

Check that your promotions don't include the following.



- ☐ **Have Vague Discounts:** You cannot have offers like "up to 75% off".
- ☐ **Exclude People:** Must apply to everyone. Example: No military discounts
- ☐ **Already Exist:** Discounts can't already be applied on your landing page.