OMNITAIL | THE PROFIT-DRIVEN
ONLINE MARKETING AGENCY

BEST PRACTICES FOR SETTING UP PROFITABLE SMART SHOPPING CAMPAIGNS

1 ☐ **Optimize Your Feed**
- ☐ Fix missing and incorrect attributes
- ☐ Add variants and other attributes
- ☐ Update titles and descriptions

2 ☐ **Segment Your Campaigns**
- ☐ Use Margin or COGS tiers to segment
- ☐ Set ROAS Targets for each segment

3 ☐ **Choose Your Ad Group Structure**
- ☐ Basic Structure - One product group per ad group
- ☐ Advanced Structures
  - ☐ Price Tier
  - ☐ Item Performance
  - ☐ Unique Circumstances

4 ☐ **Set Budgets**

If a SKU exists in a standard campaign and a Smart campaign, the Smart campaign will get priority. Set budgets to stop Smart campaigns from taking over manual campaigns.

5 ☐ **Give Campaigns Time to Adjust**
Smart Campaigns need time to learn and may take longer to grow volume.

6 ☐ **Ongoing Maintenance**

☐ Update and sync your feed regularly
☐ Check budgets closely
☐ Adjust ROAS targets appropriately

7 ☐ **Optional Optimizations**

☐ **Boost Performance for Low-Traffic Products:** move low-traffic products from standard campaigns into Smart campaigns to grow traffic.

☐ **Attract New Customers:** If your goal is to grow your customer base, set new customer acquisition targets for each of your segments.