

**SHOPPING
EXPERT**

Alex Boyko

CASE

google shopping

PLUMBING ONLINE STORE

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Introduction to the project

- Direction: Online plumbing store
- Work period: 8 months
- Average purchase price: 289 UAH
- Purpose: Transactions

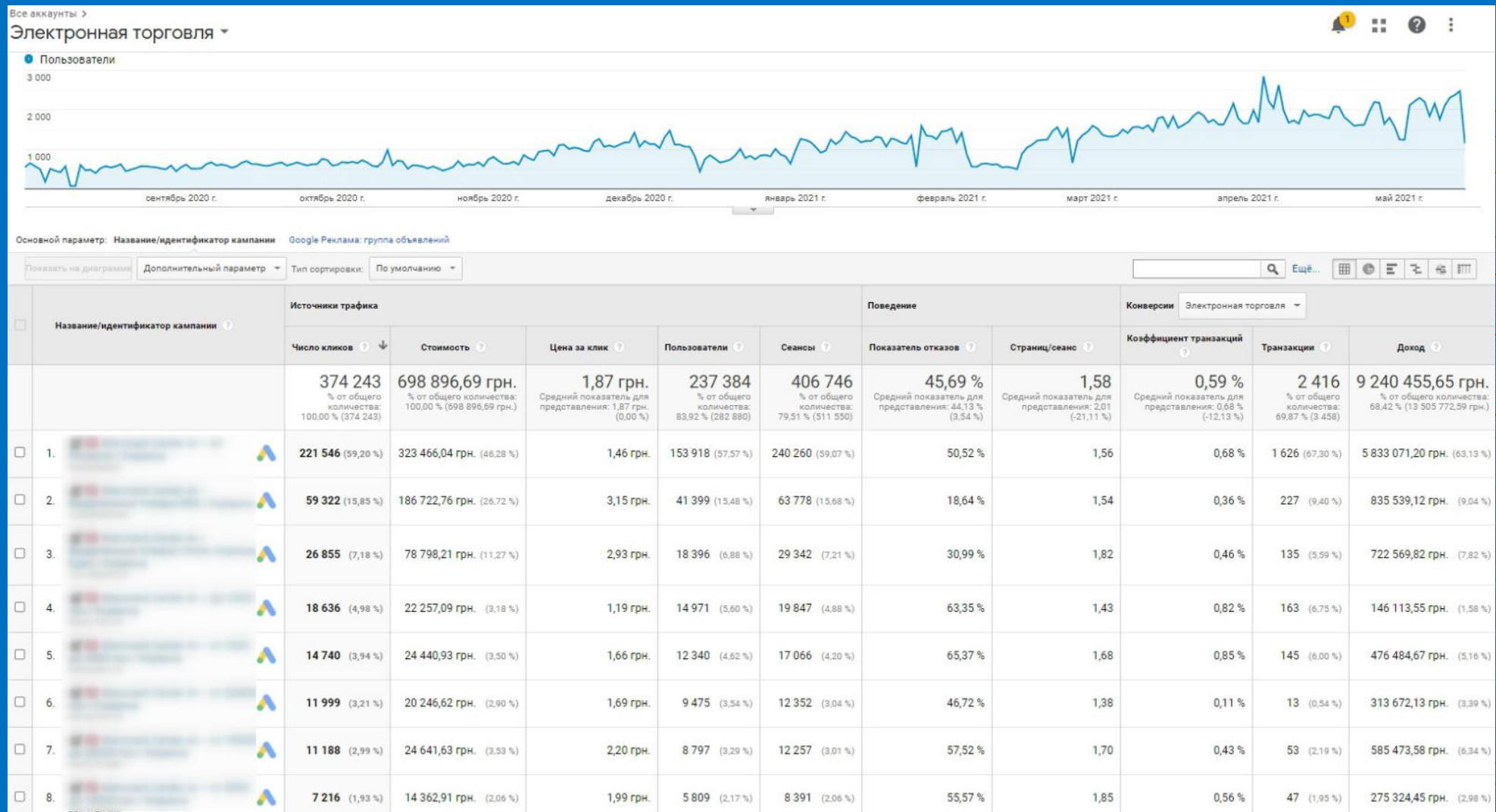


What was done

- Checked the site for compliance with the requirements of the Merchant Center program
- Uploaded a feed with data and passed moderation in the Google Merchant Center
- Compiled terms of reference for the implementation of changes on the website for moderation
- Set up e-commerce in Google Analytics
- Set up product advertising campaigns in Google Ads
- Properly and correctly trained Smart Google Shopping

Results

We work on an ongoing basis as part of the maintenance of an advertising account to optimize and improve the results



Contact us



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