

**CASE** google shopping

for online store SPORTS NUTRITION

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# Introduction to the project

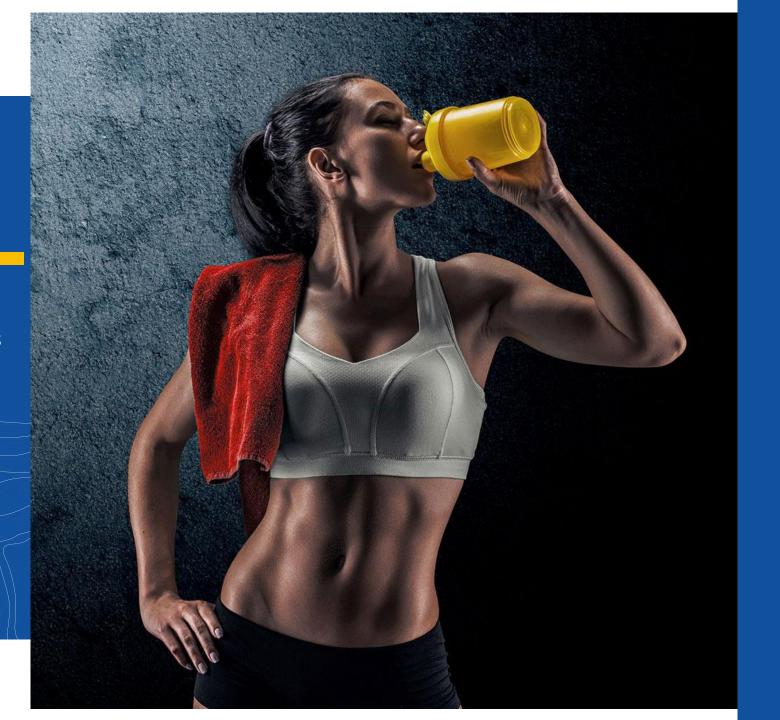
Direction: Online store of sports nutrition

**Budget**:

\$1,500/month

Purpose:

Transactions



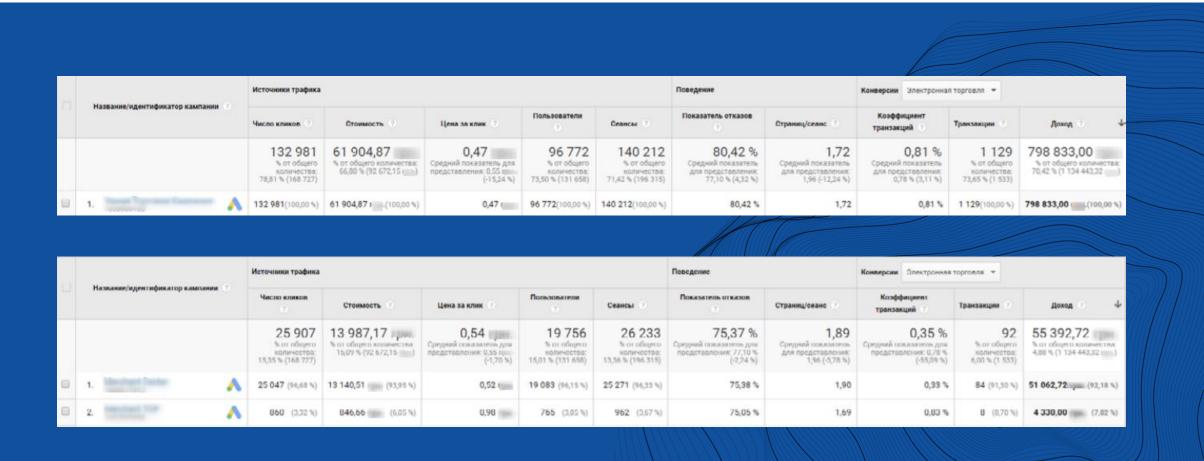
### What was done

- 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









+38 (063) 810 88 76 **Alex Boyko** 



info@shopping-expert.com



www.shopping-expert.com

#### **SHOPPING EXPERT**

Alex Boyko

