

DATASHEET

DATA CONNECTOR

Connect your Google Ads performance metrics data straight into our platform and take action on products to optimise performance.

AT A GLANCE

TRANSFORM YOUR PRODUCTS INTO BEST SELLERS

WHAT IS THE DATA CONNECTOR?

It's the ultimate growth engine for your Google Ads performance. Data Connector enables you to easily automate importing your Google Shopping performance data, monitor your product ad activity and easily identify products at scale (such as invisible, low performing, few clicks and more). Easily segment these products in our platform and quickly take action by creating labels, experiments and more, to turn these into best sellers.

Customers using the tool found the ability to identify these products and take action at scale saves time, improves product visibility and increases ROI.



The Data Connector allows us to quickly find 1000's of invisible products and build them into dedicated campaigns, to drive visibility. In less than a week we've seen an incremental 180k impression uplift and a 2.37% CTR.

– Sian Wells, PPC Executive at Pets at Home

THE CHALLENGES

WHAT'S BEEN STOPPING YOU?

We know you've got plan in place to make your multichannel strategy happen, but it can be hard to execute.



NO WAY TO INTEGRATE GOOGLE ADS PERFORMANCE

Google Merchant Centre is powerful but siloed. With important performance metrics such as impressions, clicks and conversions these are hardly combinable with product data from your feed management platforms.



INSIGHTS MAY NOT BE ACTIONABLE

What if you know what products are underperforming but you can't action on them? Many marketers are missing out on growth opportunities due to a lack of features. Knowledge is great, but as a marketer you want to feed that into a recovery plan.

THE FEATURES

INTEGRATE YOUR GOOGLE ADS PERFORMANCE DIRECTLY INTO YOUR CUSTOM LABEL STRATEGY

It's a simple set up process and once your data is connected, you'll easily transform product performance.

ENSURE DATA ON OUR PLATFORM MATCHES GOOGLE ADS VIEW OF SUCCESS

Our module imports Google Shopping Performance data from the Google ads platform (via API). From here, the power of success is yours.

USE SEGMENT BUILDER TO GROUP AND TAKE CONTROL

Apply labels, create exclusions, promotions, experiments and more. It enables sophisticated product groups to be created, based on Google Ads metrics and data attributes.

CREATE ADVANCED PRODUCT GROUPS AT SCALE

- Poor performing products or low visibility/invisible products
- High margin, site top seller but low visibility on Google Shopping
- High margin, own brand, summer dress, low visibility, low data quality score

THE BENEFITS

HAVE GOOGLE ON YOUR SIDE

DRIVE PRODUCT VISIBILITY, CONVERSION & INCREMENTAL REVENUES

Easily identify products based on KPIs (i.e. invisible or underperforming products) and quickly take the perfect next action; through labels, promos, experiments & more, you can optimise them at scale to reap the benefits of a high ROAS.

EASILY BUILD SOPHISTICATED PRODUCT SETS THAT UPDATE DYNAMICALLY

By identifying products via certain criteria, you can easily set products groups that update automatically. Our Label Manager makes it easy to segment products to help you make targeted actions that pull positive results.

ALIGN YOUR EXPERIMENT SUCCESS CRITERIA & REPORTING WITH GOOGLE KPIS:

Make the best use of your data with dynamic product sets to easily conduct experiments that go in line with your Google KPIs.



E-commerce and digital teams needed to run Google Shopping campaigns based on more granular analysis on product performance and smarter campaign structure, to reflect and leverage product performance. This is why we created the Data Connector. Now they can connect their Google Account in 2 clicks. They can analyse, manage and label groups of products, easily solve data issues and run campaigns based on Performance Metrics (such as impressions, clicks and ROAS).

– Stephanie Brown, Product Manager

THE INTELLIGENT REACH POWER COMBO

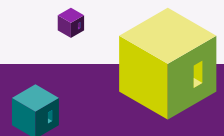
We've built a complete Product Marketing Platform to help you go that extra mile. Combine Product Data Management with:



CONTENT EXPERIMENTATION

What difference does a word make? A huge difference.

Your product titles, descriptions and imagery can make or break whether a consumer clicks on your product listing ads – and it's too valuable of a guess. The real optimisation begins with our A/B and Multivariant testing that you can set up in minutes. Test what works and what doesn't and run new campaigns in clicks.



**READY TO TAKE YOUR
PRODUCT DATA TO THE
NEXT LEVEL?**