

What's In Store

A Guide to Driving Store Sales with AdWords

If you want to find out more about using AdWords to drive folks to your business location, download the full guide at g.co/GoogleBP.

Drive foot traffic with search campaigns

- 1. Show ads with more locally relevant information by adding [location extensions](#).
Why: *Make it easier for shoppers to find you by displaying helpful information like directions to your business or the ability to call you.*

- 2. Use location extension targeting to reach folks close to your business.
Why: *Increase the likelihood that your ads are shown to people who are nearby and may be more likely to buy.*
Step 1: Set a radius around each location extension address that makes sense for your business.
Step 2: Adjust your bids for the radius you've targeted around your location extensions.

Drive foot traffic with Shopping campaigns

- 3. Promote products that are sold at a nearby store using [local inventory ads](#).
Why: *Encourage shoppers to visit a nearby store location by showing them what products are available there.*
Note: In order to participate in local inventory ads, contact your Google Account Manager and see if you're eligible. He or she can also work with you to meet the additional [data feed requirements](#).

- 4. Segment existing product groups by sales channel.
Why: *Creating more granular product groups lets you bid according to differences in product values by sales channel.*
Step 1: Subdivide your "All products" product group by Channel exclusivity so that you separate products that are sold multi-channel versus just one single channel.
Step 2: Then, subdivide the single-channel product group further by Channel so that you separate products that are sold only in-store and only online.

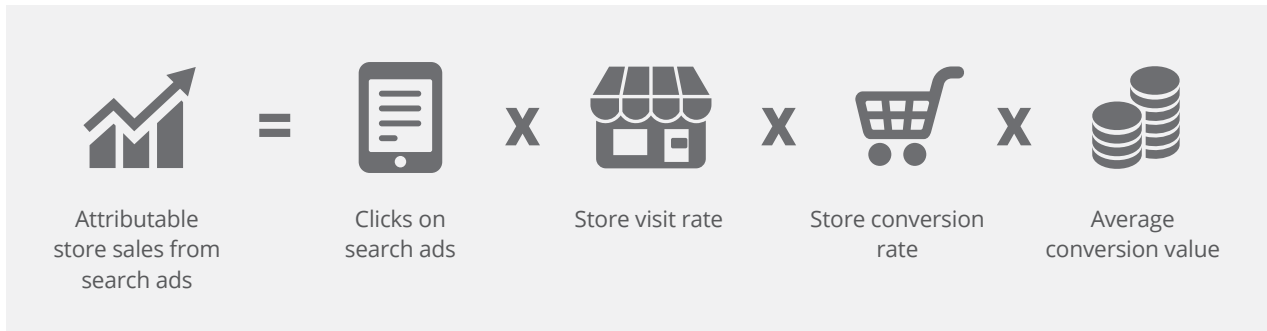
Measure the full value of your online ads

- 5. Estimate the amount of offline sales that is driven by your online ads.

Why: *Understand the full return from your online ads by accounting for the additional conversions that can happen offline.*

Step 1: Make some educated assumptions about your offline conversion rates and order values.

Step 2: Use this formula to figure out the offline return from your search ads:



Optimize your campaigns for omnichannel performance

- 6. Optimize your campaigns for maximum return from both online and offline conversions.

Why: *Use campaign performance data to fine tune how you invest online so that you can maximize total conversions instead of just online conversions.*

- Update your metrics to report offline conversions
- Increase your bids based on the additional value from these offline conversions
- Maximize [impression share](#) for ads that are assisting with offline conversions
- Test ad creative that encourages folks to engage with your business locations
- Optimize your landing page to make it easier for folks to find you

If you want to find out more about how to use AdWords to drive visits to your business location, download the full guide at g.co/GoogleBP.