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# STEP BY STEP GUIDE TO

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## SETTING UP SEGMENTED SHOPPING CAMPAIGNS

## 1 CREATE TWO CAMPAIGNS

One campaign called S: Generics  
Another campaign called S: Brands

The settings should be as follows:

Campaign name **S: Brands** [Edit](#)

Type [?](#) **Shopping - Shopping Ads**

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Merchant identifier [?](#)

Country of sale [?](#) **Denmark**

☐ [Shopping settings \(advanced\)](#)

Campaign priority [?](#) **Medium** [Edit](#)

Inventory filter [?](#) **None – use all products in country of sale (recommended)** [Edit](#)

Local [?](#) **Disable local inventory ads** [Edit](#)

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Networks [?](#) **Google search; Search partners** [Edit](#)

**Country of Sale:** Choose your targeted country

**Campaign Priority:** Medium for S: Brands

**Campaign Priority:** High for S: Generics

**Inventory Filter:** None.

**Local:** Disable local inventory ads

**Networks:** Google Search, Search partners

Locations [?](#) Targeted locations:  
• **Denmark (country)**  
[Edit](#) [View location info »](#)

[+ Location options \(advanced\)](#)

Bid strategy [?](#) **Manual CPC** [Edit](#)

Budget [?](#)  [Edit](#)

[- Delivery method \(advanced\)](#)

Delivery method [?](#) **Accelerated: Do not optimize delivery of ads, spending budget more quickly. This may cause your budget to run out early.** [Edit](#)

**Target country:** The same as country of sale

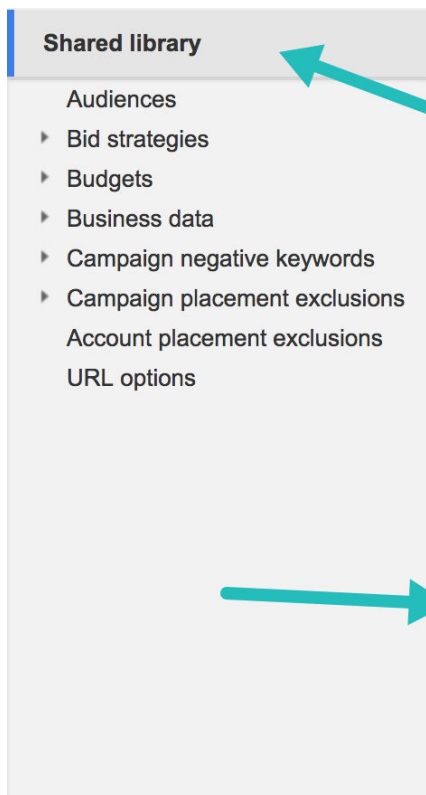
**Bid Strategy:** Your preferred option

**Budget:** Use a Shared Budget

**Delivery Method:** Accelerated in most cases (Choose Standard if Limited by Budget)

## Negative Keyword Lists

### 1) Create Three Negative Keyword Lists:



Reach people who have visited your site, engaged with you app, watched your video and more.

[View »](#)

#### Budgets

Share the same budget across different campaigns.

[View »](#)

#### Campaign negative keywords

Create a list of negative keywords for use with several campaigns.

[View »](#)

- Shopping - Brands
- Shopping - Brands Misspellings
- Shopping Shared

## 2) Download Your Shopping Feed in Excel Format

If you can't do this, then I have two options for you:

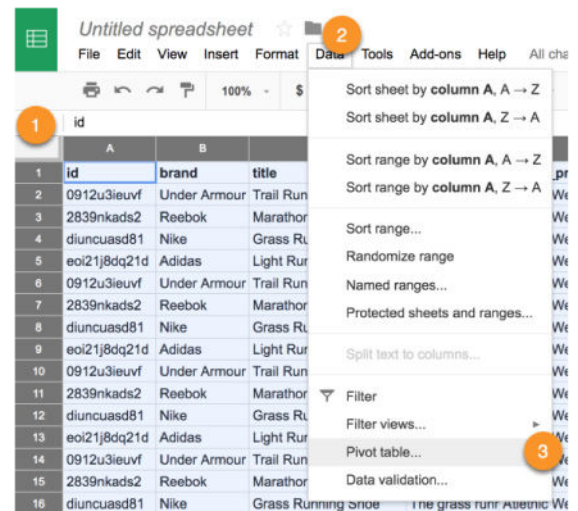
If you have a few brands, then just bite the bullet and write them down on a list quickly. Even 100 brands will only take you 5 minutes.

If you have more brands than you can handle writing down, then consider getting a web scraper, or pull the list from your ecommerce platform. You can basically get the list from anywhere.

### 2.1) Create a Pivot Table with Brands OR copy the brand table and remove all duplicates:

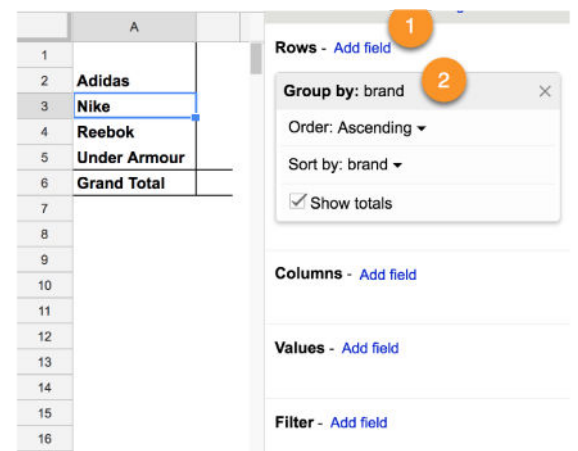
Here's how to create a Pivot Table in Google Sheets

1. **Highlight the entire sheet**
2. **Click on Data**
3. **Click on Pivot table**



1. **Click on add field**
2. **Click on brand**

That's it.



2.2) Add all the brand names to the Shopping - Brands negative keyword list in broad match

2.3) Review the list further and find common misspellings or other spellings:

- Adidas = adiddas
- Under Armour = Under Armor
- Reebok = Rebook

2.4) Add the misspellings to the Shopping - Brands Misspellings shared negative keyword list

3) Add the Shopping - Brands and Shopping - Brands Misspellings to the S: Generics campaign.

4) Add Shopping Shared to all your Shopping campaigns.

*Bingo ... Now you have segmented AdWords campaigns.*

*The next step now is to set up the proper ad groups and product groups, but with the segmented campaigns you can begin setting more specific bids.*