

Case

Google Shopping
for an online store of children's toys





Introductory information about the project:

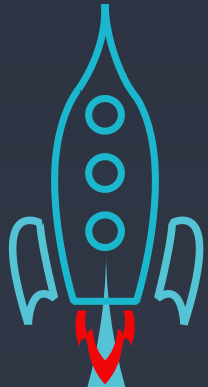
Online store of children's toys

- Direction: Online store children's toys
- Budget: \$700/month
- Period: 6 months
- Purpose: Transactions





What was done first:



1

Checked the site for compliance with the requirements of the Merchant Center program

2

Uploaded a feed with data and passed moderation in the Google Merchant Center

3

Compiled terms of reference for the implementation of changes on the website for moderation

4

Set up e-commerce in Google Analytics

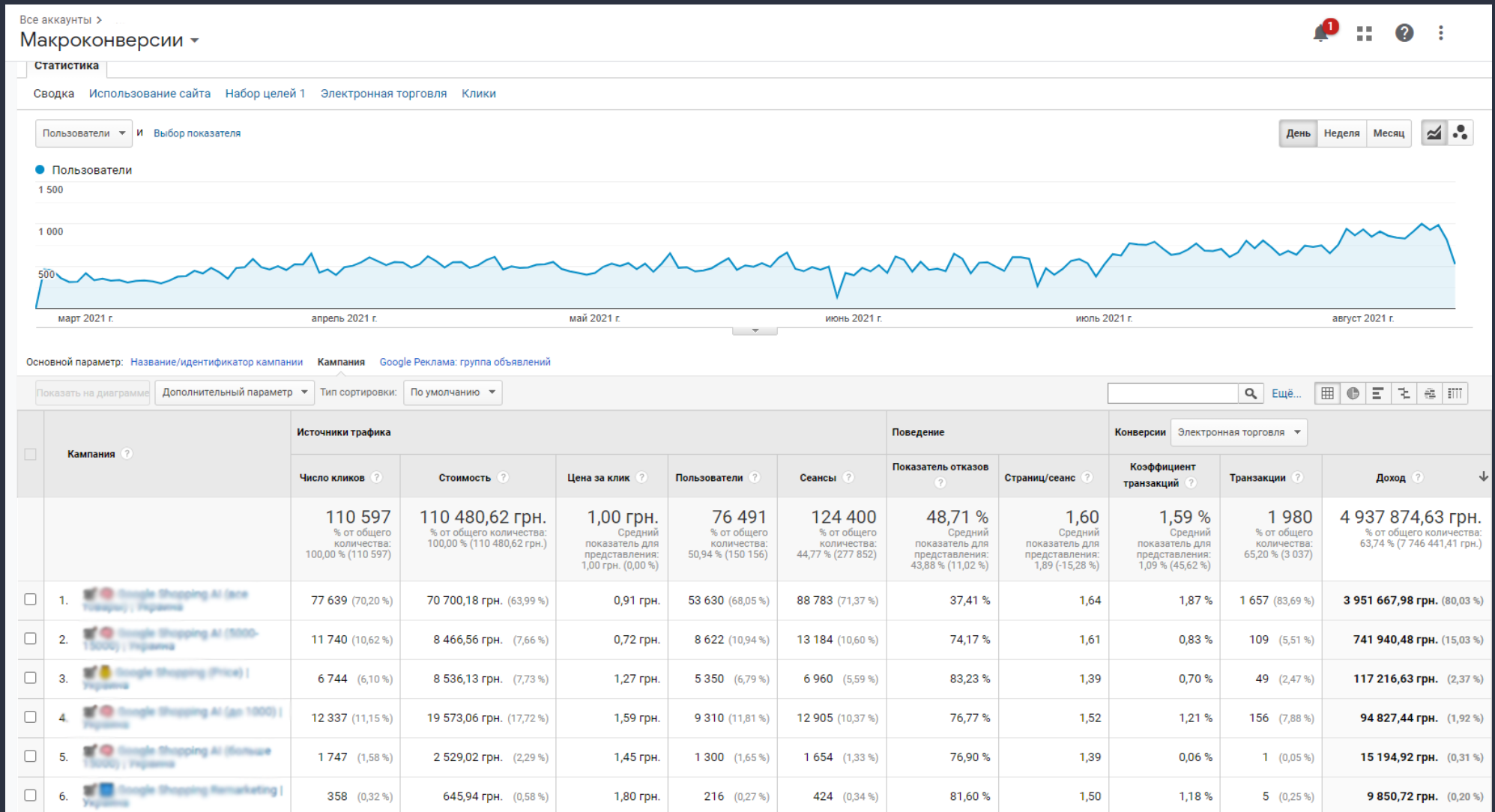
5

Set up product advertising campaigns in Google Ads

6

Properly and correctly trained Smart Google Shopping

Work results





My experience and competencies

- Leading Partner status in Google Partners
- Experience in cooperating with campaigns-leaders in various segments
- Experience in managing budgets over \$200,000/month
- Certified Specialist
- 15 years' experience in internet marketing

Alexandr Omelyanenko

Director of Digital Marketing



www.omelyanenko.pro



omelyanenko.marketolog



omelyanenko.marketolog@gmail.com

