

Case

Google Shopping
for an online store of sports shoes





Introductory information about the project:

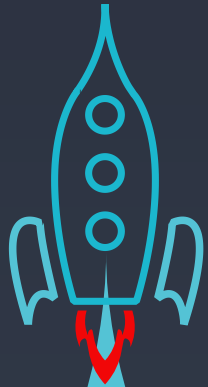
Online store of sports shoes

- Direction: Online store sports shoes
- Budget: \$400/month
- Period: 12 months
- Purpose: Transactions





What was done first:



1

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

2

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

3

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

4

Set up e-commerce in Google Analytics

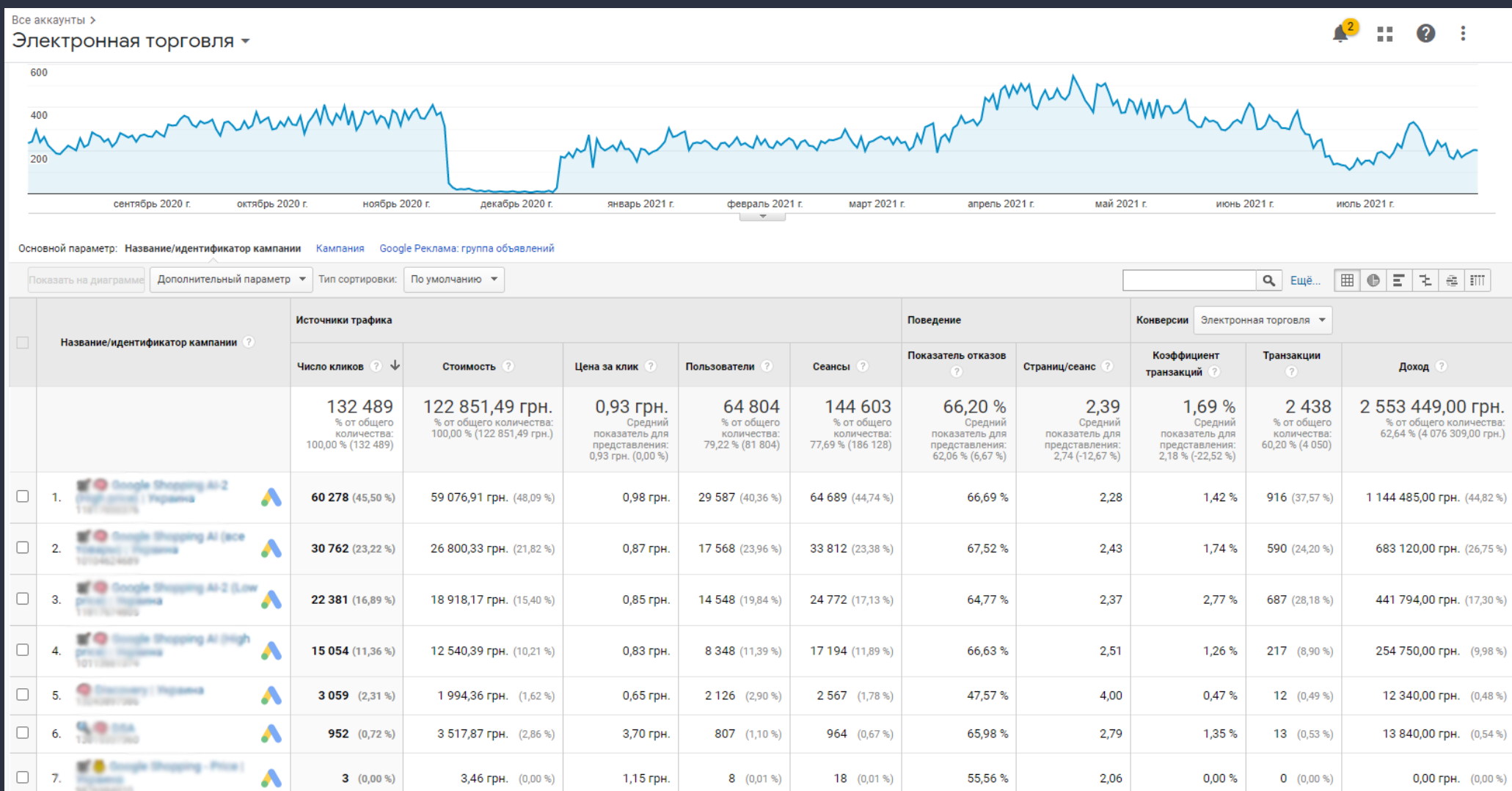
5

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

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