

Case

Google Shopping
for an online store of auto products





Introductory information about the project:

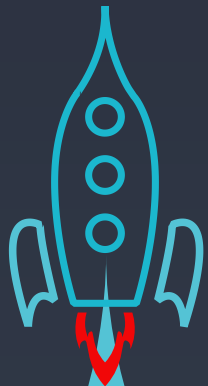
Auto products

- Direction: Online store auto products
- Budget: 2000 \$/month
- Period: 5 months
- Purpose: Purchase





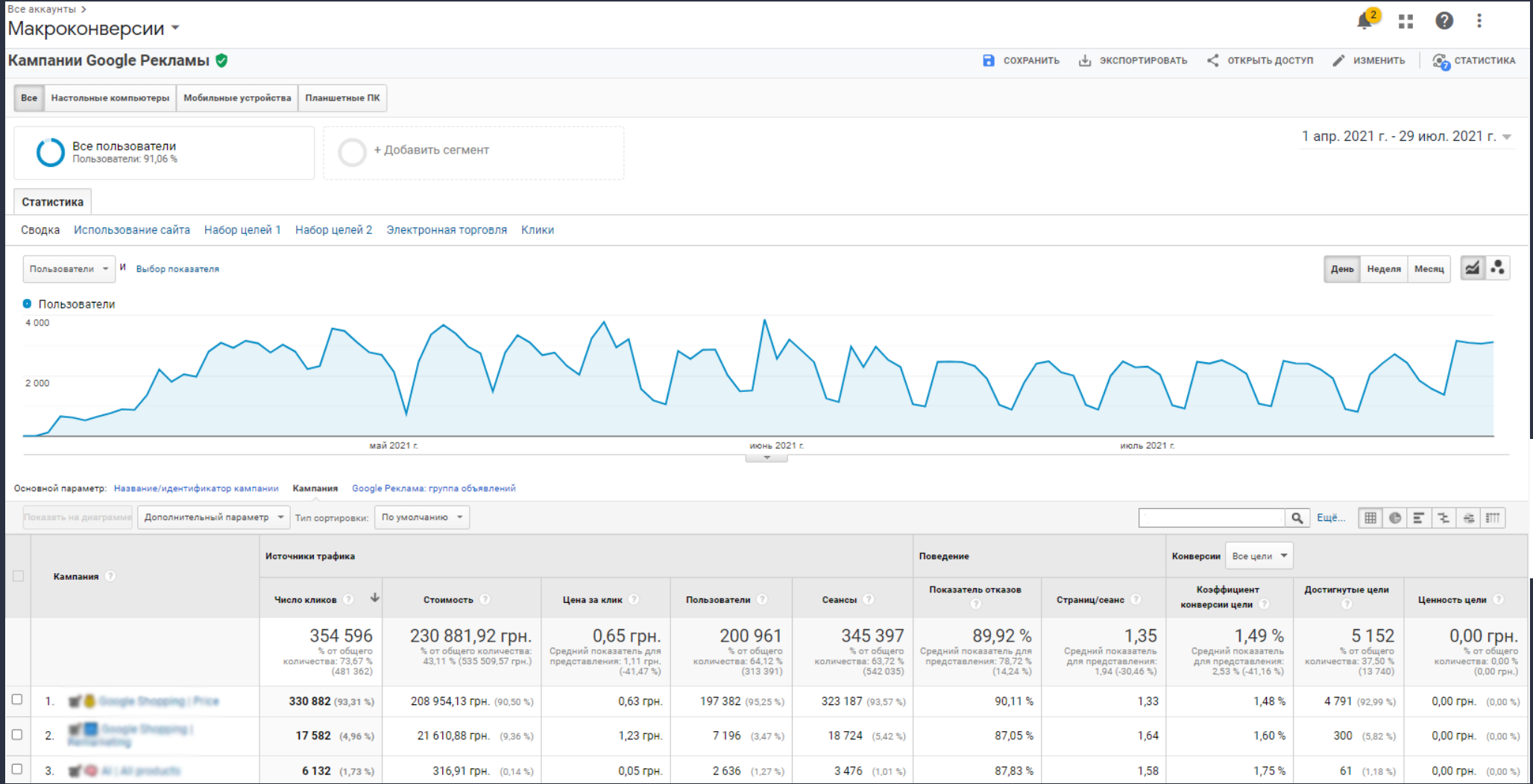
What was done first:



- 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



Цель 1: Покупка

Цель 2: Заказ звонка Vinotel

Цель 5: Трекинг звонков Vinotel



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

