

# Checklist for setting up a product gallery for a unified performance campaign

Setting up impressions in the product gallery using a unified performance campaign

products



## Placement

- ☐ Selected Product gallery in search results under "Placements" in the unified performance campaign settings

## Campaign structure

- ☐ If needed, performed segmentation by category, device, or targeting region at the ad group level within the campaign
- ☐ Created product ads and catalog pages within the campaign for faster strategy training and increased conversions
- ☐ If certain products require different targets for effective promotion, split them off into separate groups within the campaign and set CPA or CRR adjustments at the group level.

## Strategy

- ☐ Selected the "Maximum conversions" strategy
- ☐ If you use E-commerce, specified a strategy with optimization for CR
  - If there are multiple ways to purchase products, all available options for achieving optimization goals are used, including purchases, adds to cart, and calls, among other
- ☐ Set a price or conversion value that is in line with historical data and business metrics. Instructions
- ☐ The weekly budget can cover at least 10 conversions for the most expensive goal

Set the automatic attribution model for the strategy



## Targeting

- ☐ Specified all query categories and brand mentions in autotargeting queries
- ☐ Your brand name doesn't appear among the negative keywords

## Ads

- ☐ Launched product ads and catalog pages generated from a YML feed for the store's entire product range
- ☐ In the feed, specified all the required elements describing the products, including names, links, images, and prices
- ☐ Set up the param element to send the characteristics and parameters of the feed's products: gender, color, size, and material. [Examples](#) of feeds by categories
- ☐ If you want to use the product availability filter, specified the <available> tag for each offer. [YML feed requirements](#)
- ☐ Added the <collections> element to the feed and set up sending of catalog information in that element: IDs, links, images, names, and descriptions. Learn more about [product catalogs](#) in feeds
- ☐ Populated the feed with high-quality images of the products and catalogs with a white background
- ☐ Made sure that the feed doesn't feature excessive capitalization
- ☐ Confirmed that the information about the availability and price of the advertised offers is up to date