

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

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

vehicles



## 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
- ☐ If certain vehicles 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
- ☐ All available options for achieving optimization goals are used, including scheduled test drives, callbacks, and direct 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 generated from a feed for the store's entire vehicle range
- ☐ In the feed, specified all the required elements describing the vehicles, including names, links, images, and prices. [XML feed requirements](#)
- ☐ Added high-quality images of the vehicles 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 vehicles featured in the feed is up to date