

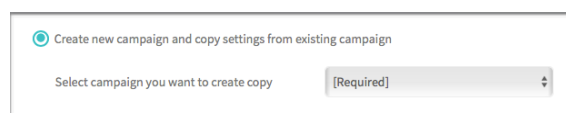
How to create working Product-Group campaign for your e-shop

2 ways how to create a Product-Group campaign

- **Create new campaign** - you set each tab/step separately as a whole new campaign. Creating a new campaign is similar to creating a product campaign, for more information, read this [manual](#). **The only difference is only in the Tab No. 4 "Keywords creation" and Tab No. 5 "Ads creation".**
- **Create new campaign and copy settings from existing campaign**

If you want to create a product-group campaign, it is ideal, when you first create a basic product campaign via BlueWinston.com and then turn it into a product-group campaign. All the basic settings will be automatically copied from the existing product campaign and you will have time to deal with keywords and advertising texts.

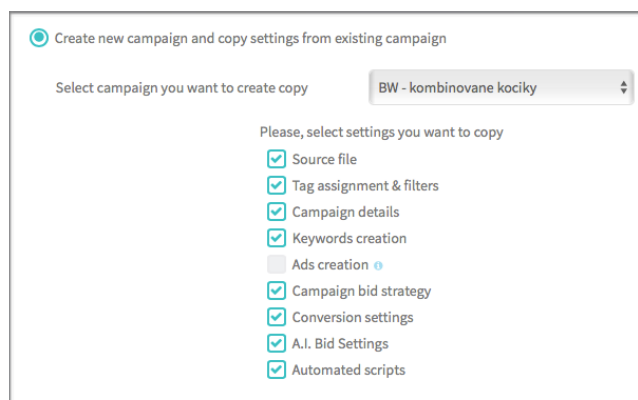
1. At first, you need a campaign, from which the settings will be copied. If you choose a product campaign, everything can be copied, except of "Ad patterns". In case of a product-group campaign, you can copy everything.



Create new campaign and copy settings from existing campaign

Select campaign you want to create copy [Required]

2. In our case, we have chosen a product campaign named "BW - kombinované kočíky", from which we want to copy all the settings (they are automatically selected), except of "Ad patterns", which cannot be copied, as product-group campaigns don't use all of the tags. Advertising texts will be also tagged differently.



Create new campaign and copy settings from existing campaign

Select campaign you want to create copy BW - kombinovane kociky

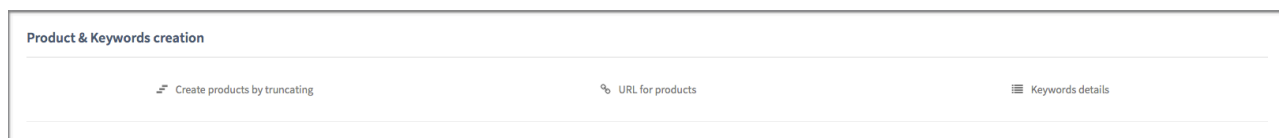
Please, select settings you want to copy

- ☒ Source file
- ☒ Tag assignment & filters
- ☒ Campaign details
- ☒ Keywords creation
- ☐ Ads creation
- ☒ Campaign bid strategy
- ☒ Conversion settings
- ☒ A.I. Bid Settings
- ☒ Automated scripts

If you start with Group campaign, please read at first manual about product campaigns! [Click here to read product campaign manual...](#)

Tab n.4 "Products, Keywords & Target URLs creation"

This tab is different from the tab in your product campaign. To learn more, read this [manual](#). There are 3 subtabs:



A) Create products by truncating (Creation process of Product-Groups = AdGroups thanks to Truncating method)

B) URL for products (Unique BlueWinston feature)

C) Keywords details (Define negative keywords and noise words – same as in product campaign settings)

A) Create products by truncating – create new product groups

A unique feature developed by the Winston bros Ltd. Google AdWords PPC agency.

Product-group campaign is about shortening product names to a certain point and then looking for so called "duplicity" – if the abbreviated form is found in more than 1 product from the XML product data feed.

Here we got three products with these product_names

Dorjan Prestige 2 Butterfly 2015
Dorjan Prestige 2 Harmony 2015
Dorjan Prestige 2 Lovely 2015

Here are their abbreviations = reductions / shorted names

Dorjan Prestige 2 Butterfly
Dorjan Prestige 2 Harmony
Dorjan Prestige 2 Lovely

These abbreviations are still very specific. They represent specific product, "duplicity" therefore cannot be used, so the system continues with shortening – if it is allowed in "Truncation threshold" – for example: Truncate +1 word – shortening to a certain tag or string + adding 1 word.

Shortening continues and these are the results

Dorjan Prestige 2 > from Dorjan Prestige 2 Butterfly

Dorjan Prestige 2 > from Dorjan Prestige 2 Harmony

Dorjan Prestige 2 > from Dorjan Prestige 2 Lovely

If you set shortening type "Truncate by defined tag <brand> + 1 word", the results are:

Dorjan Prestige > from Dorjan Prestige 2 Butterfly

Dorjan Prestige > from Dorjan Prestige 2 Harmony

Dorjan Prestige > from Dorjan Prestige 2 Lovely

Now the shortening system is finished and creates 2 advertising groups.

1. Ad group named: **Dorjan Prestige 2** (a long-tail form, which will be according to "Per Partes" activated first)
2. Ad group named: Dorjan Prestige

Let's get back to the definition of shortening!

By defined string - to a certain word or phrase

By defined tag - to a certain word in a tag

The ideal situation is, when you can use the function "By defined tag", which is automatically set up, when you select the function of shortening. In the picture you can see the selected tag "brand" or "producer" because, as we described above, the beginning of the product name always starts with the producer's name.

Thanks to this, the system always knows, to stop shortening before the producer's name!

☒ Create keywords by truncating product name

☐ By defined string

☒ By defined tag

Truncation threshold

☐ Truncate +3 word

☐ Truncate +2 word

☒ Truncate +1 word

☐ Exact

☐ Truncate -1 word

Keywords match type

☐ Create also keywords with EXACT match type

In the product-group campaign you can choose the "Per Partes Method", which firstly advertises the long-tail abbreviated forms and only if the long-tail forms have "Low Search Volume" it proceeds to activate shorter forms.

☐ Use Per Partes method to activate/pause adgroups (truncated products)

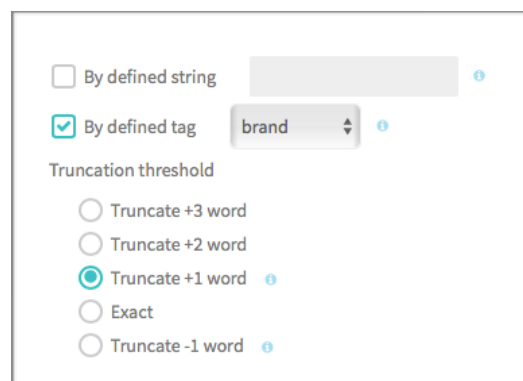
In our case, the system activates advertising of "Dorjan Prestige 2". If this long-tail form has "Low Search Volume, advertising group "Dorjan Prestige" will be activated.

Example of Group campaign “Kombinované kočíky” i.e. Combined Strollers in [EN]

Our system uses shortening to create various abbreviated product names, which will represent the names of advertising campaigns. They usually turn into keywords, which are also part of the campaign.

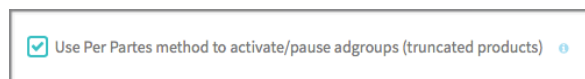
To make it clear, here is an example **how the group campaign “Kombinované kočíky” = “Combined strollers” was created.**

At the beginning, we set our application to do shortening until the **tag <brand>** that means maximally until the producer's name, which is represented somewhere in the product name. In addition to shortening until <brand> **we set +1 word**. For example, the abbreviated form “Dorjan” won't exist. It will always be “Dorjan Prestige”, which is +1 word for the producer, where the producer <brand> is in our case “Dorjan”.



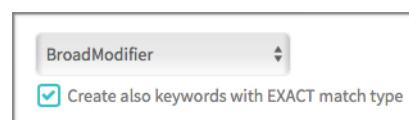
☐ By defined string
☒ By defined tag **brand**
 Truncation threshold
☐ Truncate +3 word
☐ Truncate +2 word
☒ Truncate +1 word
☐ Exact
☐ Truncate -1 word

We used the function “Per Partes Method”, which ensures that if more abbreviations are created from one product name, **then the longest matching abbreviated form will be activated for the product advertising**. This ensures originality of the BlueWinston.com system and prevents creation/promotion of broad-spectrum keywords, which, in some cases, can be too general as a result of shortening.



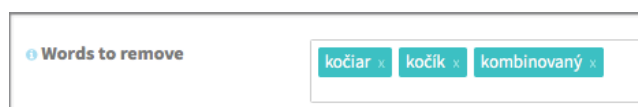
☒ Use Per Partes method to activate/pause adgroups (truncated products)

We also set the keyword formation by “Broad Modifier” key match to **create unique new search requests** and at the same time, the formation of EXACT MATCH phrases, which will be, in our case, further optimized.



BroadModifier
☒ Create also keywords with EXACT match type

In “Words to remove” we entered the phrases such as “kočiar”, “kočik”, “kombinovaný” = synonyms for stroller in slovak language, because we know, that product names sometimes contain these phrases, which are usually at the beginning or in the end of the name. In order to get nice clean forms of product names it is good to remove such phrases.



Words to remove: kočiar, kočik, kombinovaný

Unsuitable phrases: red words will be removed by the BlueWinston.com system.

Kočik Dorjan Prestige 2 Butterfly 2015

Dorjan Sport 2016 kombinovaný kočik

After the removal of unsuitable words, the next step is the connection of prefixes with the abbreviated keywords. We entered these new keywords with prefixes into the system via "Keyword prefixes". **We chose the option "Always**

use prefixes for 2 words keywords", which means that if the system generates a keyword that consists of 1 or 2 words, it will always have a prefix. This is a safety rule, which you don't have to use if you don't want to, but it is recommended.

It may happen that the product name "Kočík S6 plus" will have keyword form "S6 plus".

If we won't use the form with prefixes "kočík S6 plus" or "kombinovaný kočík S6 plus", the keyword "S6 plus" may be easily **mistaken during the search with SAMSUNG S6 PLUS**. This leads to unnecessary views and clicks, which raises product price and reduces advertisement quality score, resulting in huge Bounce Rate - high percentage on single-page visits, when people leave your webpage after clicking on the advertisement, without browsing any further.

Do you remember the product campaign inaccurate keywords? These "inaccurate" keywords are highly wanted and can be used in the product-group campaign to create an advertising group.

Product inaccurate keywords (not used) - which can not be used in product campaign, but in product-group campaign are highly wanted and system is looking for them.

Keywords preview for product
Dorjan Danny Sport 5 Twin 2016

Keywords preview
+Dorjan +Danny +Sport +5 +Twin +2016
+Dorjan +Danny +Sport +5 +Twin
[Dorjan Danny Sport 5 Twin 2016]
[Dorjan Danny Sport 5 Twin]
+Dorjan +Danny +Sport +5
[Dorjan Danny Sport 5]

Product inaccurate keywords (not used)
Dorjan Danny Sport
Dorjan Danny

The results of shortening can be easily checked

On the right, there is so called Quick Preview mode = blue frame, where you can see abbreviated forms of the product names / new ad group names. Underneath you will find the keywords, which are incorporated into the ad group. In the end, there is a list of products containing the abbreviated forms in their root, so they can be targeted by the advertisement.

New version of truncated adgroup

Dorjan Prestige 2

Keywords preview under this adgroup

+kombinovany +kocik +dorjan +prestige +2
 +kombinovany +kočík +Dorjan +Prestige +2
 [kombinovany kočik Dorjan Prestige 2]
 [kombinovany kocik dorjan prestige 2]
 +kocik +dorjan +prestige +2
 +kočík +Dorjan +Prestige +2
 [kočík Dorjan Prestige 2]
 [kocik dorjan prestige 2]
 +Dorjan +Prestige +2
 [Dorjan Prestige 2]

Original product which will be targeted in this new Product Group Ad

Dorjan Prestige 2 Butterfly 2015
 Dorjan Prestige 2 Harmony 2015
 Dorjan Prestige 2 Lovely 2015

New version of truncated adgroup

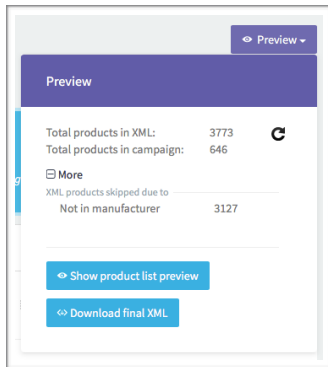
Dorjan Prestige

Keywords preview under this adgroup

+kombinovany +kocik +dorjan +prestige
 +kombinovany +kočík +Dorjan +Prestige
 [kombinovany kočik Dorjan Prestige]
 [kombinovany kocik dorjan prestige]
 +kocik +dorjan +prestige
 +kočík +Dorjan +Prestige
 [kočík Dorjan Prestige]
 [kocik dorjan prestige]

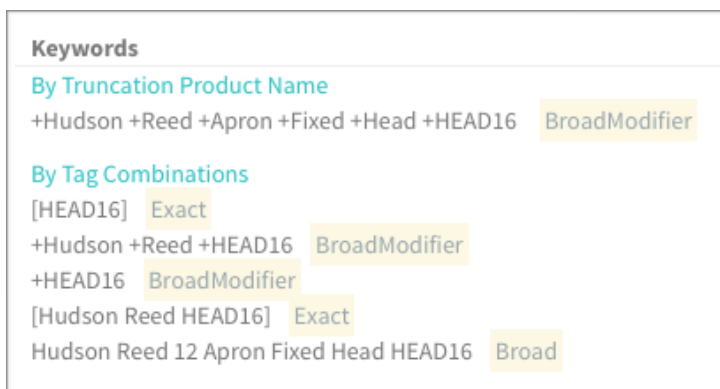
Original product which will be targeted in this new Product Group Ad

Dorjan Prestige 2 Butterfly 2015
 Dorjan Prestige 2 Harmony 2015
 Dorjan Prestige 2 Lovely 2015
 Dorjan Prestige Ecco Linen 2015
 Dorjan Prestige Butterfly Twin 2015

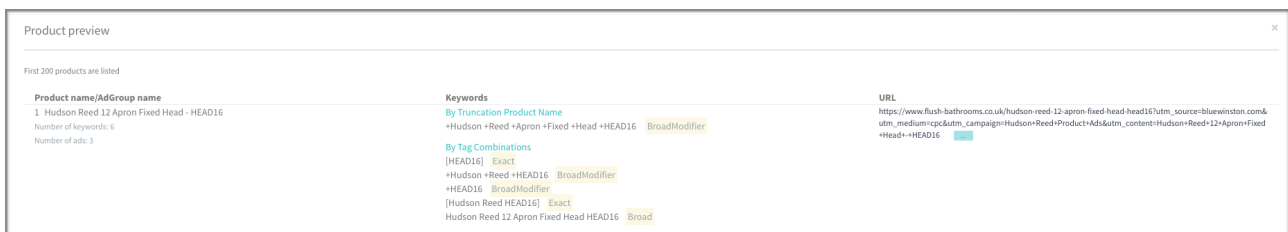


On the top right you can constantly monitor the current status of the products incorporated in the product campaign, or to obtain additional information about the products that were not included and to see, why it happened.

For example, in case of 3773 item XML feed, **646 items will be successfully incorporated into the product campaign and the rest 3127 will be ignored**, because the campaign has restriction settings "Not in manufacturer".



After clicking on the blue button "Show product list preview" the list of first 200 products or ad groups will be previewed, where you can see the product names and their keywords. In the last column you can see the URLs where your ads will be directed.



B) URL for new product-group ads - How to create Target URLs?

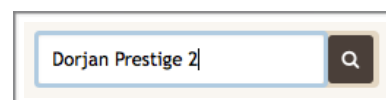
In the Section A) you have defined the system of shortening and product-group ad making, which are unique thanks to our app. Now you need to define, how to create unique URLs, where visitors will be directed, after clicking on your product-group ad.

We have developed a special service that generates unique URLs, directing to the search results of your e-shop, from where you have XML product feed.

How it works?

Our ad group "Dorjan Prestige 2" will contain keyword(s), thanks to which, ads will appear in the Google search. After clicking on your advertisement, the customer will be directed to the URL, for example: <https://www.svetkocikov.sk/shop/product/list?Search=Dorjan%20Prestige%202>

The system directs potential customers to a subpage with such search results; as if they entered the page www.svetkocikov.sk themselves and used full text search of the phrase "Dorjan Prestige 2" directly in your e-shop.



 Dorjan Prestige Butterfly Twin 2015 629,00 € na sklade	 Dorjan Prestige 2 Butterfly 2015 ~~399,00€~~ 345,00 €	 Dorjan Prestige 2 Lovely 2015 399,00 €
 Dorjan Prestige 2 Harmony 2015 ~~399,00€~~ 345,00 €	 Dorjan Prestige Ecco Linen 2015 349,00 €	

How to create a template for new URLs?

It's very easy. The only condition for successful creation of special URLs is using the GET function in your e-shop, where you can enter the searched phrase directly into the URL address.

1. Open the website, for example: www.svetkočikov.sk
2. Use full text search – enter the phrase, for example: "kočík"
3. The e-shop will show the search results
4. Click into the address bar, where the www address is written and copy the URL link, which is in the form:

<https://www.svetkocikov.sk/shop/product/list?Search=koč%C3%ADk>

5. Paste the URL into the section "URL template for full text search". Careful – delete the original searched term "koč%C3%ADk"
6. This is how it looks like:

URL template for full text search
 Please, use URL address with **www.svetkocikov.sk** domain name

<https://www.svetkocikov.sk/shop/product/list?Search=>

7. The URL link is defined. Now you need to set, respectively tell the system, where in the URL link, the abbreviated product names or search phrases will be placed.
8. Into the first box you copy "?Search=" ... after which, abbreviated forms follow. You can also use "rch=" ... the important thing is, to make it in the URL clear, so it won't get mixed up with something else.
9. From the right dropdown list "Selcet tag" choose the tag named "Truncated product name", which represents the abbreviated form of your product name. That's the phrase you want to search for in your e-shop.

?Search=

[Truncated product name]

Select tag ▼

At the bottom you can test, if the URL links work properly. You can do it through preview mode (blue box). You can also click on the URL link and test the results directly in your e-shop.

Product name **Dorjan Danny Sport**
 URL Preview https://www.svetkocikov.sk/shop/product/list?Search=Dorjan+Danny+Sport&utm_source=bluewinston.com&utm_medium=cpc&utm_campaign=B
 W+→kombinovane+kociky+(product+group)&utm_content=Dorjan+Danny+Sport

HINT: Sometimes it may happen that your e-shop shows more results than necessary. All possible related forms etc. The ideal solution is, to set search in your e-shop as BROAD MODIFIER, so the search words/phrases will contain product name or description. Then, if the search phrase contains only 2 out of 3 words, the results won't be shown.

How to create advanced template to create URLs consisting of more attributes?

If you sell products that contain many attributes and you also offer the option to search your e-shop using the different attributes – for example e-shop selling TIRES, you can use advanced template to create URLs consisting of more attributes.

Example: Product-group campaign for tires

In the segment “Tag assignment and filters” define more tags, with which you can work afterwards. Tire width, height, treads etc. Define them into <productsize>, <Custom tag1> and <Custom tag2> tags.

Product	PRODUCTNAME
Product size	SIRKA
Number of stock items	-
Custom tag 1	VYSKA
Custom tag 2	DEZEN
Category	TYP

Then you will be able to create an advanced template for URL links following the system, where you always define variable, which always stands for a specific value from your XML feed or tag.

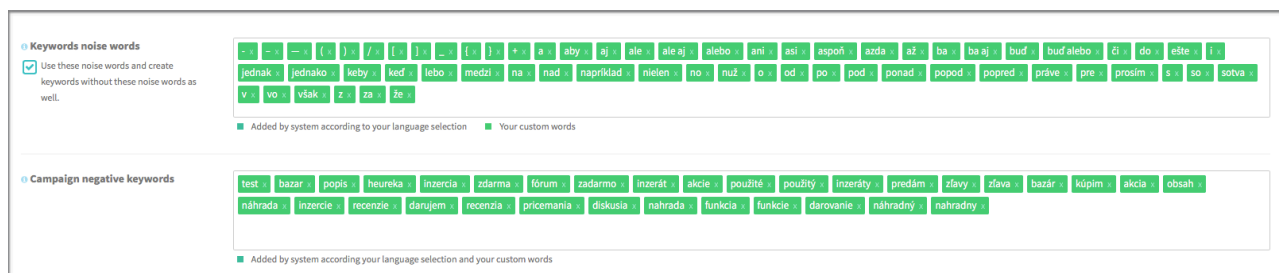
http://www.pneumatiky.sk/pneumatiky/osobne/letne/?druh=Osobné&typ=Letné&sirka=&vyska=&priemer=&dezen=&p=1

sirka=	SIRKA	Select tag	
vyska=	VYSKA	Select tag	×
priemer=	PRIEMER	Select tag	×
dezen=	DEZEN	Select tag	×

The final URL link will look like this:

Product name Dunlop SP FastResponse 185/55 R16

URL Preview <http://www.pneumatiky.sk/pneumatiky/osobne/letne/?druh=Osobné&typ=Letné&sirka=185&vyska=55&priemer=16&dezen=SP+FastResponse&p=1>



Another well-known AdWords function is **"Campaign negative keywords"**. When a potential customer enters these words into google.sk, your advertising won't be activated. These are the words such as: bazár, zdarma, darujem, akcia etc. A list of these words can be fully edited!

“Ads creation, Campaign settings, Tabs and more...”
successfully mastered in your product campaign.

[Learn how to create a product campaign and description of specific tabs here...](#)

Do not forget to check & read our posts about features & best practices.

#1 BlueWinston's [New Features \[blog\]](#)

#2 BlueWinston's [Best Practices \[blog\]](#)

#3 BlueWinston's [Changelog \[blog\]](#)



LET US CREATE & MANAGE YOUR CAMPAIGNS



CREATION just from

€10 /Campaign

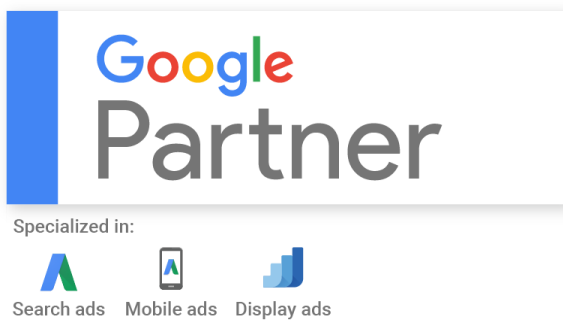
MANAGEMENT just from

€30 /Mo.

(20% from monthly spend)

Up to **65% more affordable** than any other PPC agency in the world.
We developed this app so **we know best** how to **use it!**

Winston Bros Ltd. - Google AdWords PPC services



Don't you have enough time or people for creating and managing product campaigns in Google AdWords? Contact us. Agency focused on Product Performance Marketing using BlueWinston's Tool.

Pilot campaigns & 30 days for free!

email: agency@blueston.com