

Product advertising with Google, in cooperation with **BlueWinston**.

Target the customers, who are
looking for a particular product!

What is product advertising in Google Search?

Product advertising are ads appearing in Google search results (www.google.com), referring to the selected products. These ads appear only to the potential customers, who have searched for particular products or services, which are offered also on your website.

The aim of such advertising is to target a narrower group of customers and bring them directly to your website, where they can perform desired action (purchase, registration).

What are the benefits of product advertising?

Showing ads only to the customers, who are interested in your products

Product advertising targets your potential customers, it focuses on those, who have searched for selected products or services via Google search engine.

Product advertising has a large-scale reach

Product ads appear in Google search results, where are websites daily viewed by millions of potential customers.

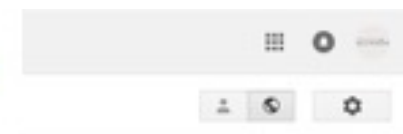
Always up to date product information

Thanks to [BlueWinston.com](https://bluewinston.com) app, your product ads have up to date information about prices, availability as well as links that will lead the potential customers directly to your e-shop.

NOT good product advertising



Search for specific product



Přibližný počet výsledků: 511 000 (0,28 sekund)

Dolce & Gabbana S/S 2016 - myfarness.com
[Dolce&Gabbana](#) +
 Italian & Extravagant Collection. Don't miss out on Dolce & Gabbana!
 100 New Arrivals Daily - Over 170 Luxury Designers - The Newest Collections

Dolce Gabbana Dolce - Nakupujte spolehlivo na Etnos.sk
[Gabbana-Dolce](#) +
 Originální parfém za akční cenu!
 Iba originální produkty - Predajňa v Bratislave - Doprava 2,99 €

Likvidácia zásob-parfums - ProdigParfums.sk
[ProdigParfums.sk](#) +
 Práve prebieha týždenná likvidačná cena, nakúpte ihneď!

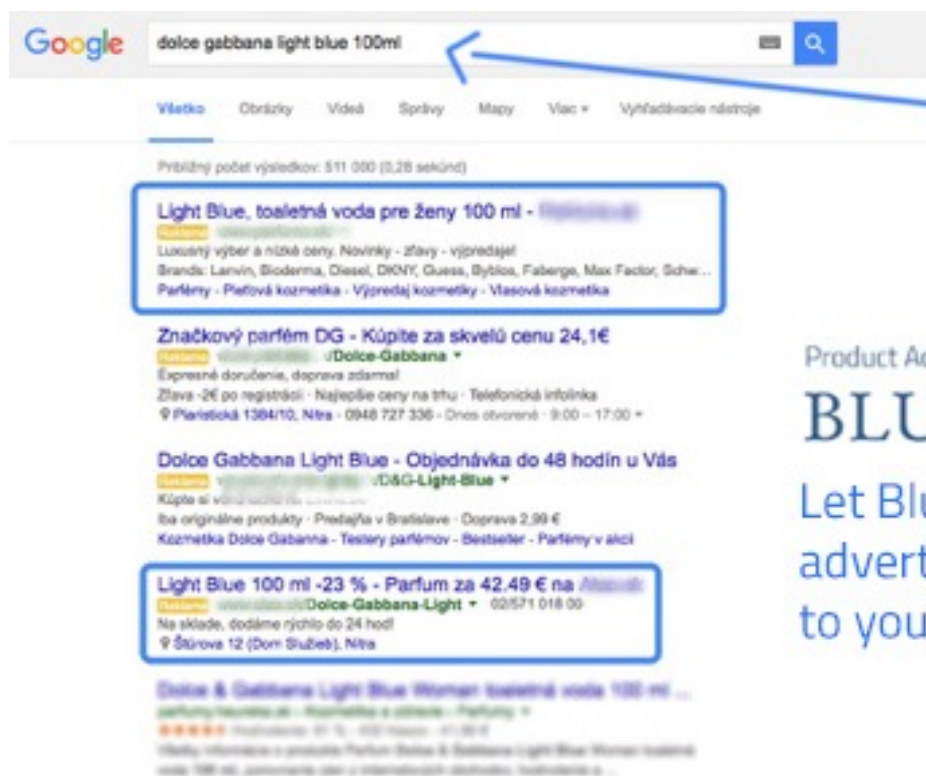
Parfums na parfums.sk - Kúpte si vôňu za akčnú cenu u nás
[parfums.sk](#) +
 Ceny od 6,83 € + darček zdarma!
 Vzorový vôň od 0,47 € - Vyskúšajte vzorky vôní - Len originálne parfums
 Vyberte si pre vás - The One - Pour Homme - Dolce

Showed advertisements of various product categories. Wide range!
 Without targeting or segmentation!

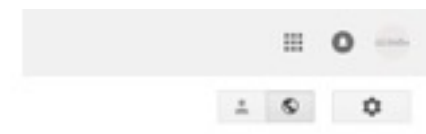
NOT good advertisement

- high CPC
- low conversion
- customers are not targeted for selected products

Good product advertising



Search for specific product



Product Ads from XML feed

BLUE WINSTON

Let BlueWinston create for you a special product advertisement that will lead the customers directly to your product!

Product Ads for your AdWords

BLUE WINSTON

Google
Partner

What you need for product campaign creation?

- A. Google AdWords account
- B. **Standard XML product feed**
- C. BlueWinston account
- D. Campaigns created by BlueWinston.com

A) Google AdWords account

Don't you have a Google AdWords account? No problem!

Winston bros Ltd. will create for you a new AdWords account and will get you free bonus to increase your advertising budget!

Leave the campaign management to us!

Don't you have enough time or experience? No problem! Our PPC specialists will fully manage the campaigns in your AdWords account, track their performance and make daily arrangements to guarantee the highest rates of return on your investments.

B) XML product feed

All you need is a standard XML feed?

If you have an e-shop, you certainly know various price comparison-shopping engines such as pricegrabber and others. These **generated XML feeds** are, in most cases, quite sufficient. **We can also suggest some improvements** to be done to achieve the maximum efficiency and strong performance of your product advertising.

C) BlueWinston.com account

Registration for BlueWinston.com is very simple. All you need is an active Google AdWords account and valid email address.

Sign up for a 14 day full-featured FREE trial account!

Monthly payment = 69€

Quarterly payment = 59€ **(-15% discount)**

D) Campaigns created by BlueWinston

Of course, you can set up a campaign on your own, if you know, how to manage all the above mentioned points.

However, if your are not experienced, it is better to leave it to the experts!

Winston bros Ltd. and it's team of PPC specialists will create the top product, product-group or remarketing campaigns for you. Price starts at 15€ per campaign, which is a real bargain, considering all the know-how and references that Winston bros Ltd. have.



Effective product advertising in Google Search

We are looking forward to our cooperation

If you have any questions about dynamic remarketing, PPC marketing, or programming of websites and application, please contact us:

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Product Ads for your AdWords

