

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

Target the customers, who are looking for a specific product but don't know, what model they want!

What is product-group advertising?

Product-group advertising are ads appearing in Google search results (www.google.com) that are connected with the whole group of products. which are further connected with the full text search results at your e-shop. These ads appear only to the potential customers, who have searched for a particular product but don't know, what model they want.

The aim of product-group advertising is to target a narrower group of customers and bring them directly to the full text search results at your e-shop.

Imagine that there are 4 almost identical products

The root is “Converse Chuck Taylor ALL STAR” + specific model (highlighted in the box)



Converse Chuck Taylor
All Star **Core M**



Chuck Taylor All Star
Andy Warhol W



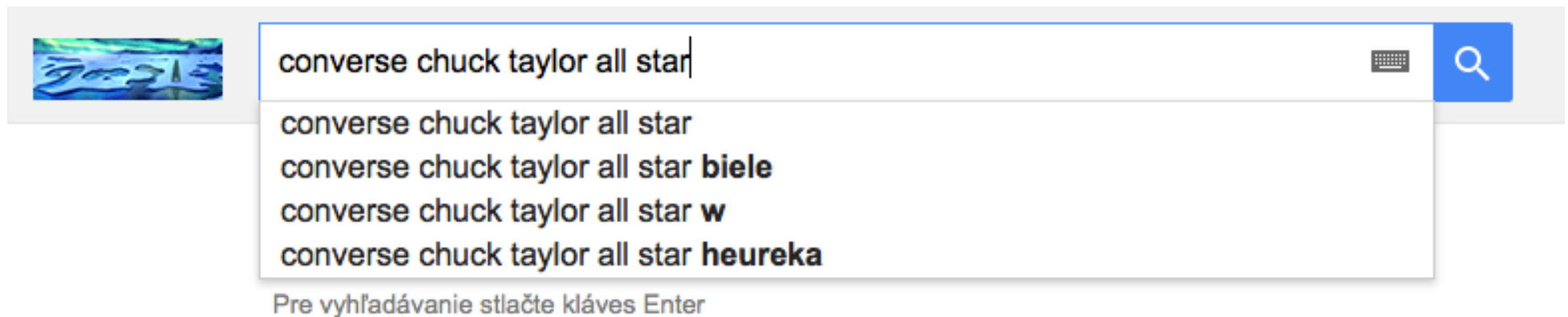
Converse Chuck Taylor
All Star **'70 Andy Warhol**



Converse Chuck Taylor
All Star **Fresh Colors W**

When the customers do't know the exact model, they usually search in Google like this...

They open Google and type “converse chuck taylor all star”



Výsledky vyhľadávania pre 'converse chuck taylor all star'



Chuck Taylor All Star
Andy Warhol W
-13% €79,90

Po zľave! € 69,90



Chuck Taylor All Star
Andy Warhol W
-7% €74,90

Po zľave! € 69,90



Converse Chuck Taylor All Star Sawyer

-29% €84,90

Po zľave! € 59,90



Converse Chuck Taylor
All Star Chelsea Woolrich
-21% €94,90

Po zľave! € 74,90



Converse Chuck Taylor
All Star Quilted Nylon M
-20% €74,90

Po zľave! € 59,90



Converse Chuck Taylor
All Star Chelsea Material
-21% €94,90

Po zľave! € 74,90



Converse Chuck Taylor
All Star Nylon W
-25% €79,90

Po zľave! € 59,90



Converse Chuck Taylor
All Star Hi-rise Boot
-18% €109,90

Po zľave! € 89,90



Converse Chuck Taylor
All Star '70 Andy Warhol
-30% €99,90

Po zľave! € 69,90

Our application creates special keywords and ads!

Thanks to www.BlueWinston.com we are able to create special product-group related keywords and ads, which are directly connected with the full text search results at your e-shop. **Clients will find what they were looking for and they can choose from available models directly at your website!**

What are the benefits of product-group ads?

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 specific products or services via Google search engine.

Product-Group advertising has a large-scale reach

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

Always up to date product information

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

What you need for product-group campaigns?

- A. Google AdWords account
- B. **Standard XML product feed**
- C. BlueWinston account
- D. **Searching** on your website via “**GET**” function
- E. 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) Searching via the GET function

The main requirement for successful and efficient product-group advertising is good searching - connecting URL links with full text search results at your e-shop. The only condition is searching via the GET function, which enables you to type words or phrases directly into a web address.

Example: http://www.your_shop.com/search/?q=converse+chuck+taylor+all+star

If you already use the POST function, **changing it to the GET function is very easy**. This can be done by adding one line of text into your original website code. **In case of any problems or complications, ASData group Ltd. can solve it.**



E) 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.

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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