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Google Shopping ads Channel in Magento

The fully integrated, end-to-end Google advertising solution

Efficiently power your marketing and simplify Google Ads campaign management and reporting directly in Magento.

Seamlessly connect your Magento admin with Google Merchant Center and Google Ads, and optimize for the highest return on ad spend leveraging Google AI and machine learning through Google Smart Shopping campaign technology.

Key Features

NATIVE INTEGRATION

Manage your Google advertising through the ease and familiarity of your store's Magento admin. You won't have yet another platform to manage, saving you time and money. Instead, Magento is the single source of truth for all your eCommerce activities.

ALL-IN-ONE SOLUTION

Manage both Google Merchant Center and Google Ads in one end-to-end solution to achieve your advertising goals. Through the Magento admin you can create your Google Merchant Center account and automatically claim and verify your website, set up shipping and tax rules, conform your Magento catalog to Google's requirements, and modify configurations at any time with automatic updates to Google.

Create your Google Ads account and start advertising with Google Smart Shopping campaigns with a few clicks. Modify your budget and products you are advertising at any time for ultimate flexibility. Review your performance with intuitive reports to ensure you are getting the ROI you desire.

SMART SHOPPING CAMPAIGNS

Leverage Google's newest ad type that utilizes AI and machine learning to simplify your ad management, maximize conversion value, and expand your reach. Through the Magento admin you can easily create Google Smart Shopping campaigns where you only need to set a daily budget and then Google's machine learning does the rest. Google will optimize for the highest return on ad spend by automatically choosing which products to advertise, how much to bid, who to target, and which ad creative to show. You can track the performance of your campaigns at the campaign and account level within Google Shopping ads Channel. For more robust, visual reporting leverage Magento Business Intelligence.

SIMPLE ONBOARDING AND MAINTENANCE

By leveraging your Magento configurations and product catalog, onboarding and ongoing maintenance are streamlined and simplified. As your business and eCommerce store changes, Magento stays in sync with Google so you never have to worry about advertising out-of-stock products or inaccurate product pricing.

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Download the Google Shopping ads Channel in Magento for free:
marketplace.magento.com/magento-google-shopping-ads.html