PLA

HOLIDAY AUDIT DETAILS:

2016 Holiday Pricing	
PROFESSIONAL	ENTERPRISE
$1,500	$2,500

STRATEGY	PROFESSIONAL	ENTERPRISE
Streamline Budgets between PLA and Non PLA	✓	✓
Focus on top performing products	✓	✓
Explore Campaign Restructuring Opportunities	✓	✓
Improve Traffic Quality	✓	✓
Adjust Spend by Hour of the Day AND Day of Week	✓	✓
Adjust Spend by Geo locations		✓
Improve Visibility	✓	✓
Get an edge over competitors	✓	✓
Make Product Groups Targeting Optimal	✓	✓
Target Mobile Devices with A Mobile Optimized Site		✓
Retargeting		✓
Capitalize on Merchant Promo	✓	✓
Gain credibility using other enhancements (Product Ratings, Google Trusted Store)	✓	✓

ANALYSIS	PROFESSIONAL	ENTERPRISE
Analyze the Revenue Contribution by PLA vs. Non PLA campaigns to determine if the current PLA budgets are optimal	✓	✓
Analyze the product performance across all channels (not just PLA) for a substantial date range	✓	✓
Analyze the spend and clicks for all products/product groups residing in same campaigns	✓	✓
Analyze search queries to identify queries driving irrelevant traffic	✓	✓
Analyze hourly performance for a substantial date range	✓	✓
Analyze Each Weekday wise performance for a substantial date range	✓	✓
Analyze Geo-Region wise performance for a substantial date range		✓
Analyze Campaign Level budget exhaustion trends	✓	✓
Analyze Impression Share and Auction Insights		✓
Analyze Benchmark Avg CPC and Benchmark CTR		
Analyze the targeting criteria in each product group	✓	✓
Analyze major cost and ecommerce metrics for Mobile devices		✓
Analyze the health of the product feed to ensure if basic requirements are met for better visibility		✓

RECOMMENDATIONS	PROFESSIONAL	ENTERPRISE
Determine the budgets between PLA and Non-PLA using "Conversion Factor/Cost Factor" for each campaign		✓
Identify what products should get adequate focus based on AOV and Revenue grossed by individual products	✓	✓
Determine the bids for Product Groups/SKU's purely based on Product Grid/Product Buckets (NX Standard Template)	✓	✓
Create standlone campaigns for those top performing products that are unable to utilize adequate share of their current campaigns' budget	✓	✓
Add irrelevant search queries as negatives to block unnecessary impressions and clicks	✓	✓
Add cross campaign/ad group negatives to have the most relevant product ads show up for a search query	✓	✓
Increase/Decrease bid adjustments for a range of hours to save unnecessary spend during low performing hours while increasing visibility for profitable hours	✓	✓
Increase/Decrease bid adjustments for days of week to save unnecessary spend on low performing days while increasing visibility for profitable days	✓	✓
Increase/Decrease bid adjustments for Geos to save spend across low performing Geos while increasing visibility in prolific Geos	✓	✓
Increase budgets and optimize bids to ensure no campaigns would get budget exhausted	✓	✓
Adjust bids and budgets to outperform competitors in order to gain more Impressions in case the IS, Auction Insights, Benchmark Metrics Analyses show some room for improvements		✓
Make sure the Product Groups targeting specific products/categories have "All Products" excluded from targeting	✓	✓
Make sure the you have at least one product group targeting "All Products"	✓	✓
Adjust Mobile bids based on Device Performance Analysis to gain expected amount of impressions and clicks through mobile devices		✓
Opt into RLSA by adding audience lists to the Shopping campaigns and adjusting the audience level bids		✓
Opt into Merchant Promo program in case you are running Offers/Sale	✓	✓
Opt into Product Ratings/Google Trusted Store to gain CTR	✓	✓

Engagement Deliverables: **Comprehensive Audit Report & 1 hour of consultation**

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