



WakeupData

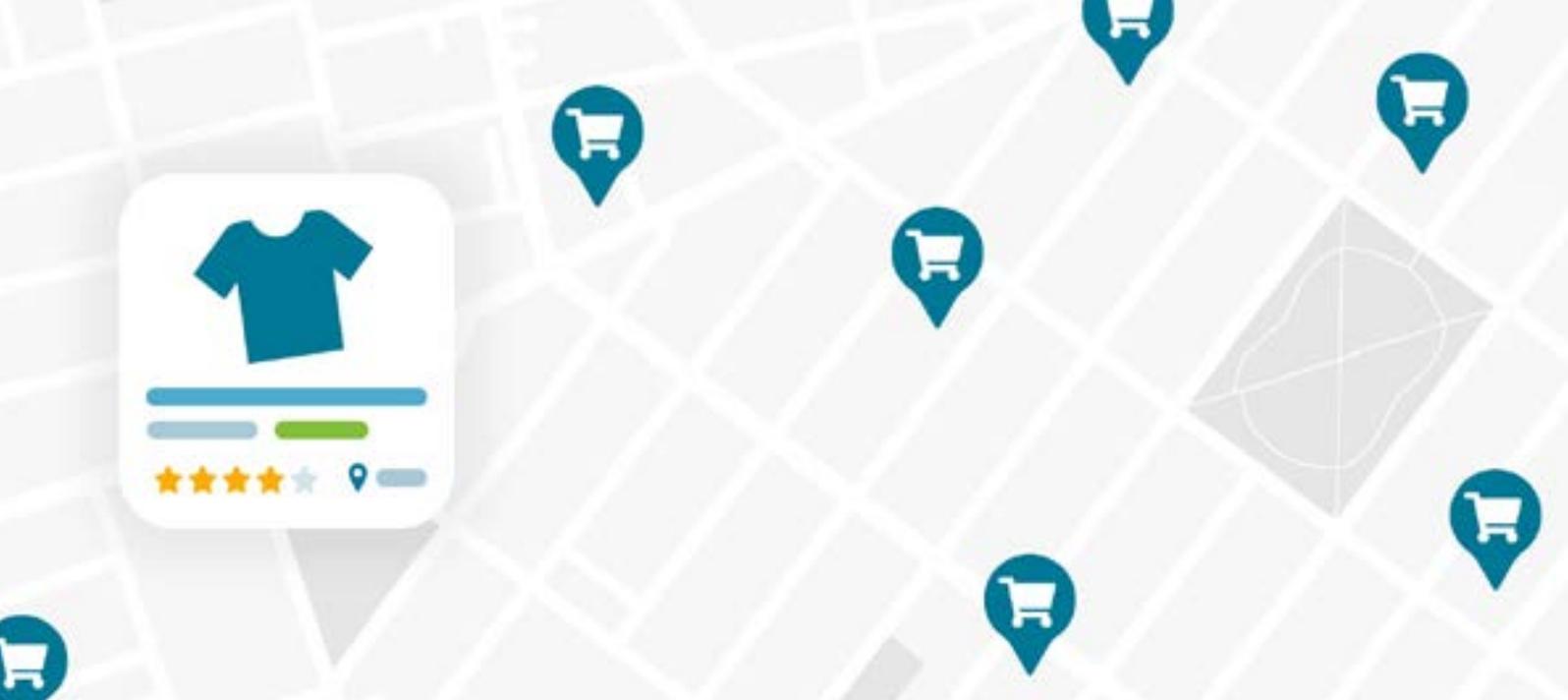


Google Local Inventory Ads 101 Guide

A Guide Brought To You By WakeupData

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Local Inventory Ads

Google local inventory ads (LIAs) are an effective marketing tool, designed to help brick-and-mortar businesses to connect online shoppers with physical product offers available in-store.

8 out of 10 customers report that they are less likely to go to a store if they can't view inventory levels online in advance.

Combine this with the fact that **33% of all Google searches** are location-based and you can start to see the importance of Local Inventory ads.

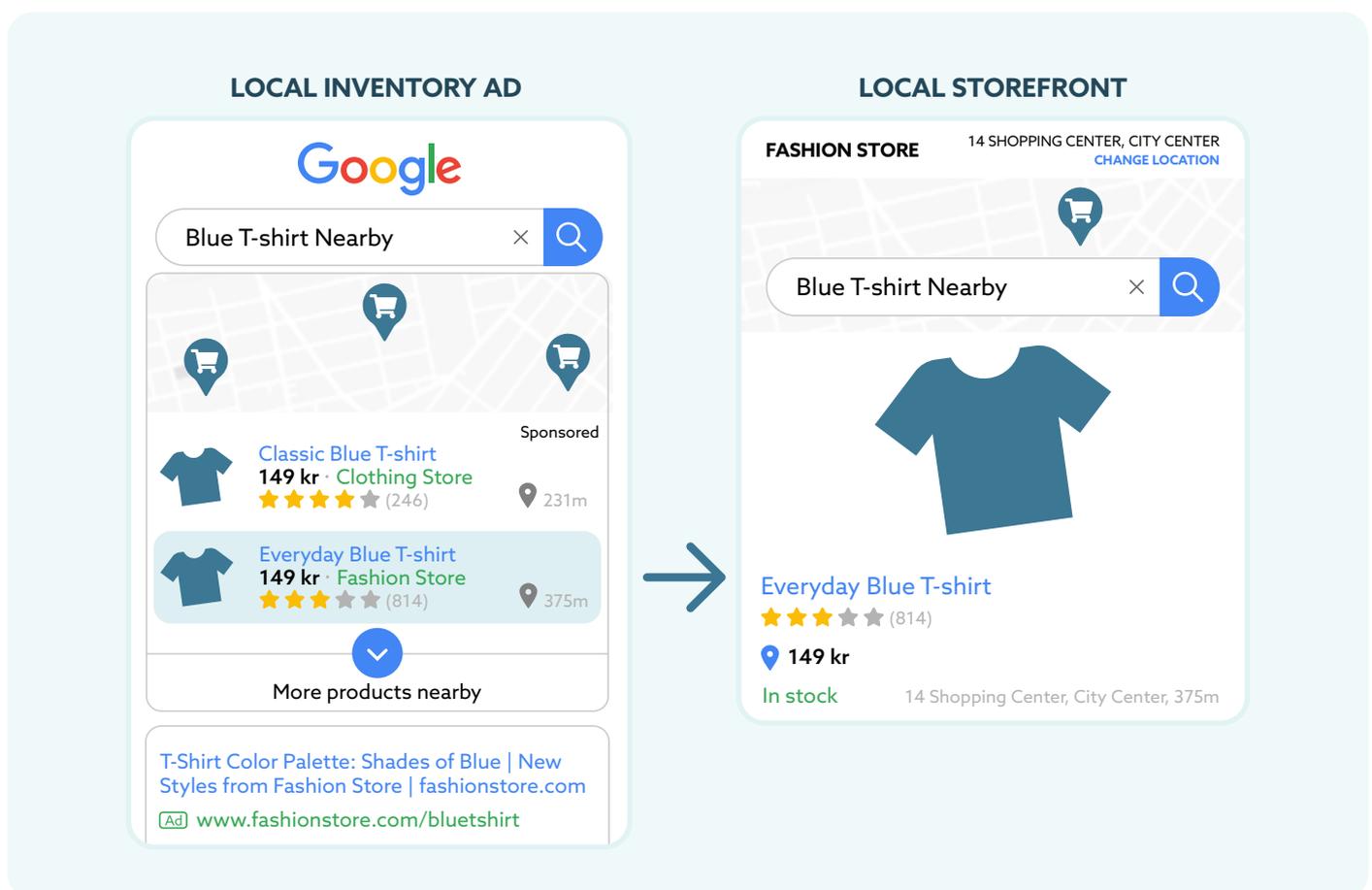
The screenshot shows a Google search interface with the following elements:

- Google logo at the top.
- Search bar containing "Blue T-shirt Nearby" with a search icon and a close button.
- A map view showing several location pins with shopping cart icons.
- Two sponsored local inventory ads:
 - Classic Blue T-shirt**: 149 kr, Clothing Store, 4.5 stars (246 reviews), 231m away.
 - Everyday Blue T-shirt**: 149 kr, Fashion Store, 4.2 stars (814 reviews), 375m away.
- A "More products nearby" button with a downward arrow.
- A text-based ad for "T-Shirt Color Palette: Shades of Blue | New Styles from Fashion Store | fashionstore.com" with a link to www.fashionstore.com/bluetshirt and a rating of 4.9 stars (12,460 reviews).
- Additional links for "T-Shirts" and "Special Prices".
- A link for "Men's T-shirts & Tees | V-Neck & Crewneck, Tees for Men | The T-shirt Company".

What are LIAs and how do they work?

These ads work by sharing the physical locations of stores and their product ranges with customers browsing online within a local geographic radius.

When a shopper searches for a specific product or target keyword within the geographic radius set by the business, LIAs are displayed to them as a dynamically generated ad, displaying both the product(s) and the store location (see image below). Your LIAs can appear across the Google network, on mobile and desktop search results pages, image search, and on Google Shopping.



Which countries can run LIA campaigns?

LIAs are available in Australia, Austria, Brazil, Canada, Denmark, France, Germany, India, Ireland, Italy, Japan, Netherlands, New Zealand, Norway, Poland, Spain, Sweden, Switzerland, the UK, and the US.

What are the costs of running LIAs?

Advertisers are only charged for the click a shopper makes from the ad to the Local Storefront.



What are local & merchant storefronts?

The storefront is the page to which any shoppers will be sent from LIAs they click. A local storefront is a Google-hosted page containing information such as:



Location-marked on a map with address



Contact info



Current promotions



Current in-store inventory



Product details (and related products)



Business opening hours

Alternatively, you can choose to use your merchant storefront, which is not Google-hosted but redirects to your own website.



The positives of this?

You direct the engaged user to your online store.



The negatives of this?

Drop-off may be higher as shoppers are forced to leave Google.

What are Multi-channel product ads?

As its name suggests, this ad type allows users to display products which can be purchased both online and in physical locations, combining LIAs with Shopping Ads. Therefore, these ads indicate the store's location and availability alongside an option to make the purchase online.

The shopper's location will determine whether or not they are shown a LIA (inside the radius set by the store) or a standard Google Shopping ad (outside the radius and leading to a standard product page).

How to set up LIAs

1. Ensure you have set up all the relevant accounts



A **Google Ads** account to manage the LIAs (as well as any other Google ads).



A **Google Merchant Center** account to house your product feed and local products inventory feeds.



A **Google My Business Locations** account containing information about your stores.

Then, you will need to link your Google My Business and Google Ads accounts to your Google Merchant Center account.

2. Enable LIAs in Google Merchant Center

- Sign in to your Merchant Center account.
- Click Growth in the navigation menu.
- Click Manage programs.
- Click Get started on the local inventory ads program card.
- Confirm qualifications are met before clicking Enable.
- Click the plus button.
- Choose the country where your physical stores are located.

3. Verify your about page (for European businesses only)

Your About page must contain the following information:

- Physical address
- Contact information
- Location company is registered
- Any industry-specific registration

Follow these steps to submit your About page:

- Sign in to your Merchant Center account.
- Click the tools icon , then select Local inventory ads setup under "Tools."
- Click your country bar.
- Add your About URL into the text field.
- Click Save.

4. Upload a primary product feed

The primary feed is a list of all of the products that you sell with attributes that describe the products. As with a standard Shopping feed for Google, some attributes are required for all items, some are required for certain types of items, and others are recommended.

If you want to use an existing product feed, you can simply enable the local extensions in your Google Ads account. You can **create a new product feed for LIAs¹** by using a third-party tool to distribute via API or creating a new feed in your Merchant Center account and setting its location as Local Inventory Ads during the setup process.



Primary Feed - Products
update at least once a week



Supplementary Feed - Inventory
update at least once a per day

5. Upload a local product inventory feed

The local products inventory feed is a list of the products you sell in each store. Some attributes are required for all items, some are required for certain types of items, and others are recommended.

As always, fill in as much product info as possible for the best possible user experience, including elements like: attributes id, store code, quantity, and price for every product you sell in at least one store. The local products inventory feed links to the product feed via the "id" attribute and to the Google My Business feed via the "store code" attribute.

1. <https://www.wakeupdata.com/google-local-inventory-ads-feed>

6. Upload a Google My Business locations feed

This is a feed which includes locations, unique store codes and details of your physical stores. The feed is uploaded to your Google My Business account and should only be changed when store location, opening hours or contact info needs updating.

7. Submit your feeds

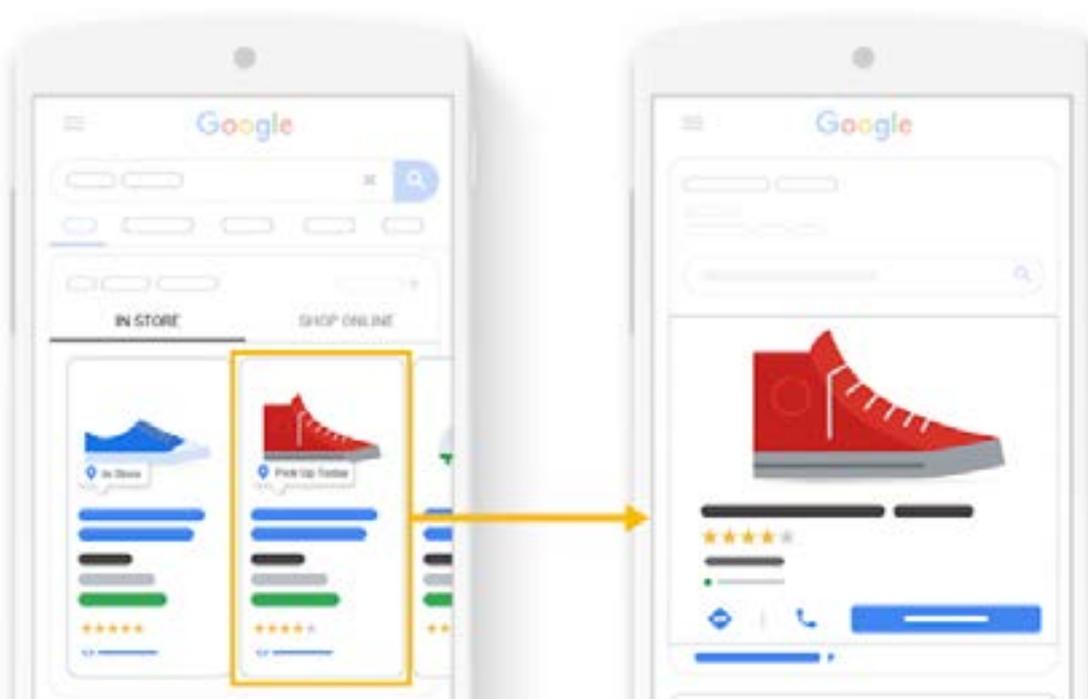
Once created, you will need to register your product and inventory feeds in Google Merchant Center. It is highly advised to create a regular schedule so your data will be automatically sent to the Merchant Center.

8. Request inventory verification

Through your Google Merchant Center account, you'll then be able to request a verification of your inventory. This check ensures that the data on your Google-hosted storefront is identical to what is in your stores.

9. Enable your LIAs in your Shopping campaigns

The final step is then to set up your LIAs in your Google Ads account, by selecting Smart Shopping campaign and clicking "Enable ads for products sold in local stores" under campaign settings.



How to track ROI from your LIA campaigns?

1 Use the Local Storefront

The local storefront tracking feature follows users who click an LIA but then choose to shop online rather than visit your physical location. This helps to illustrate how your LIAs might be influencing sales, and where is room for improvement.

2 Use Google Ads

Compare ad performance by click type or channel to see how effective your LIAs are in comparison to others, and adjust your LIA bidding accordingly.

3 Use Google Analytics

Analyze engagement with your local storefront and see how it correlates to your in-store traffic and consider adjusting your bidding based on desktop vs mobile performance (N.B. to benefit from this recommendations you'll have to fill out the [Google Analytics for local storefront registration form](#)¹)

Get the best results from your LIA campaigns

The results from effective, high-quality Local Inventory ads can be significant. But to achieve these results, you need to dedicate time and money to be constantly **updating and optimizing your various feeds**².

Set your goals in advance

Before you launch into your LIA campaign, it's important to plan your goals.

- Do you want to drive more in-store foot traffic?
- Do you want to boost sales for a specific season?
- Are you targeting the sales of certain products?

Don't neglect your Shopping Ads

Google recommends enabling your local ads in an **existing campaign you have on Shopping**³. This means that Google can select the most relevant examples from your ads.

1. <https://services.google.com/fb/forms/registeranalyticsaccount/>
2. <https://www.wakeupdata.com/blog/optimize-product-titles-on-google-shopping>
3. <https://www.wakeupdata.com/google-shopping-feed>

Creating entirely new Local Ad campaigns straight away runs the risk of stealing clicks from your existing Shopping ads.

Segment your products based on performance

In Google Shopping, you can segment your products into groups. Using this method, you can bid higher on ad space for products sold in-store to attract more customers to your physical locations. You can segment even more by increasing bids on products that are in demand.

Keep your LIAs up-to-date

To ensure those ads are performing as well as possible, make sure you **keep your feeds regularly updated**¹. That means the Local Products and Product Inventory will need to see frequent updates. With a feed marketing tool like WakeupData you can make sure feeds are kept up to date as often as you need.

Bid higher during popular shopping hours

As your LIAs are limited to opening hours, certain times are better than others. Ensure you adjust your bids during peak shopping hours to attract more shoppers.

As an official Google partner, WakeupData is an easy choice for retailers wanting perfectly structured product feeds.

We are offering a **seamless onboarding and setup** for any LIA campaign.

Get Started

WakeupData is a SaaS platform, used by eCommerce retailers globally to boost product performance and increase conversions and revenue through feed management. We make sure your product listings are optimized, error-free and always up-to-date to reap the rewards of effective Google LIAs.

1. <https://support.wakeupdata.com/knowledge/scheduling>
2. <https://www.wakeupdata.com/google-local-inventory-ads-feed>



WakeupData

About Us

WakeupData is a data feed management tool which allows users to effortlessly import, optimize and manage their product feed data before exporting to countless channels. We offer campaign tracking and the ability to monitor competitors to keep your business in front every step of the way.

We help sell more.

Become a master of price tracking and product feeds.

Integrate to countless channels better and achieve your goals.

Get in touch with us at:



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