

Provide sufficient, and high quality assets

Text Best Practices:

- 15 headlines with <30 characters
- 1 headline with <15 characters
- 1 headline <90 characters
- 5 descriptions with <90 characters
- 5 description with <60 characters
- Business name as brand name in plain text
- All relevant extensions added

Image Best Practices

Add up to 20 images with at least:

- 5 600x314 landscape
- 5 300x300 square
- 5 480x600 portrait
- 1 314 x 314 square for Store Visits Goals

Video Best Practices

- At least 3 videos of each orientation including one vertical and one square between 10–60 seconds in length - verticale // orizzontale
- Start with the ABCD principles: Attention, Branding, Connection, Direction

Logo Best Practices

- 2 logos, 1:1 and 4:1 dimensions



Online Sales (with a product feed) Best Practices

Campaign Optimization for Online Sales

Budgets & Bids

- Bid toward **conversion value**
- **Uncap** your budget
- Start with a **low ROAS target**
- Leverage **Seasonality Adjustments** for short term promotions

Feed Health

- **Add all products** to the feed
- Optimize for rich **titles, descriptions, images, & optional attributes**
- Ensure **all products are approved & serving**
- Upload **high quality product images** to the feed

Creative & Asset Group

- **Create multiple asset groups** to organize them by product category, margin, or special sales events
- **Upload a video** in horizontal & vertical formats
- Use the **best seller report, Shopping insights,** and **Rising retail categories** to inform your strategy

Sales-based Best Practices

Promotional Timing: For promotional sales, prepare and start the campaign 2–3 weeks in advance (utilize Asset group automated rules to schedule your asset group or assets), then refresh your creative frequently to move from more generic store creative to sales-focused creative.

For short term flash sales, Seasonality Adjustment can help you inform your bid strategy of changes you're anticipating in conversion rates.

Prioritize Visual Assets: Consumers look to visual sources online for inspiration about what to buy.

Use visual inventory to drive sales and especially to reach new customers.

Run Performance Max in parallel with Search Keyword campaigns: Performance Max helps you expand reach on additional relevant search queries at a better/lower ROI to complement and drive more conversions towards your goals.