



PrestaShop Marketing

with Google

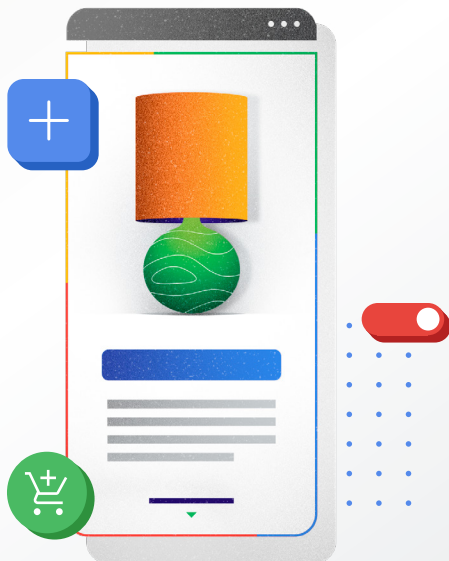
Reach millions of new shoppers on Google

Easily sync your product catalog with Google

Broaden your reach with free listings of your products

Promote your products with Smart Shopping campaigns

Ready to boost your marketing?



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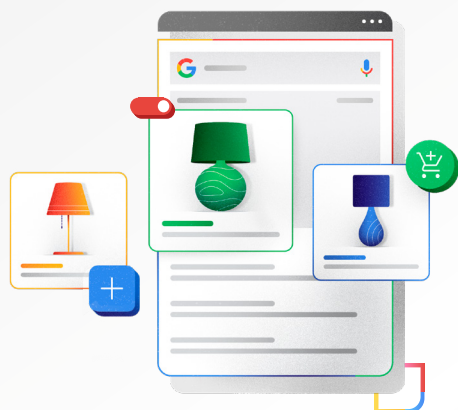
Or activate it directly from the modules catalog

*Please verify compatibility of your PrestaShop software version on the specifications tab

Sync your product catalog with Google

Connect your store to Google Merchant Center to sync your products daily.

Keep product details such as price and availability automatically updated.



Enable free listings for your products

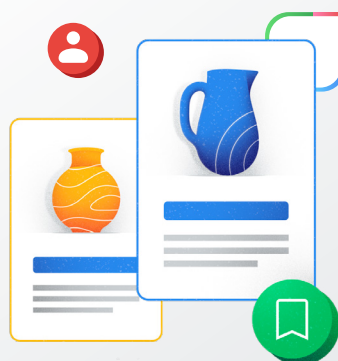
Broaden your reach by showing your products to shoppers browsing on the Shopping tab, for free.

Free listings allow to show your product attributes, including image and price in organically-ranked listings on the Shopping tab.

Create and manage your Smart Shopping campaigns

Promote your products across different networks, like Google Search, YouTube or Gmail with Smart Shopping campaigns.

Get started with Smart Shopping campaigns using PrestaShop, set a daily budget and let Google's smart technology optimize your campaigns.





People are shopping on Google more than a billion times a day.⁽¹⁾

**+1
BILLION**

Advertisers see more than a 30% increase in conversion value on average when using Smart Shopping campaigns or Target ROAS for Shopping campaigns.⁽²⁾

**+30%
IN CONVERSION VALUE**

76% of mobile shoppers have changed their mind about which retailer or brand to buy from after searching on Google⁽³⁾

76%



**PrestaShop
Marketing**
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In Europe, Smart Shopping campaigns can be used with any Comparison Shopping Service (CSS) you work with.
The ads will show on general search results pages and on any other surfaces the CSS has opted in to.

(1) Google internal data.

(2) Source: Google Data, Jan 2018 - May 2019. Based on aggregated results of A/B traffic split for 690 advertisers using Smart Shopping campaigns and 142 campaigns using Target ROAS Smart Bidding for Shopping campaigns. Seasonal event conversion value increase is based on Black Friday weekend in 2018.

(3) Google/Euromonitor International, Micro-Moments Survey US, July 2016, Smartphone shoppers = 1000/
(4) Please verify compatibility of your PrestaShop software version on the specifications tab.



PrestaShop



Google