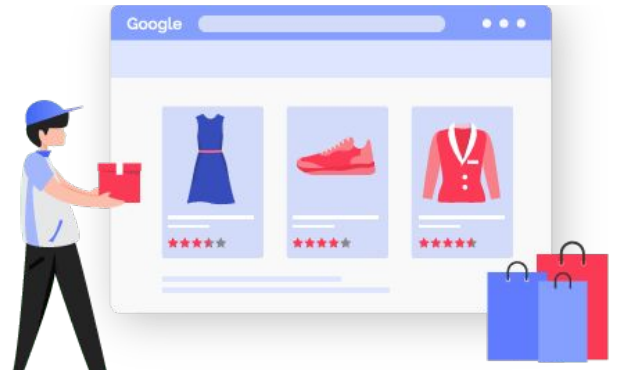


# Google Shopping Ads

Shopping campaigns can be used to **promote your online and local inventory**, boost traffic to your website or local store, and find better qualified leads.

To get started, we'll help you setup your product data with Merchant Center and create a campaign in Google Ads. Then we'll use your campaign to create shopping ads on Google and around the web where potential customers can see what you're selling.



Shopping ads appear in a different, **more visual format than regular search ads**. In contrast to a text ad, which displays text only, Shopping ads show users a photo of your product, plus a title, price, store name, and more. These ads give users a strong sense of the product you're selling before they click the ad, which gives you more qualified leads.

## Example of Google Shopping Ads:

