

# Shopping ads



Your launchpad for sales



Overview



Notifications



Products & store



Creative content



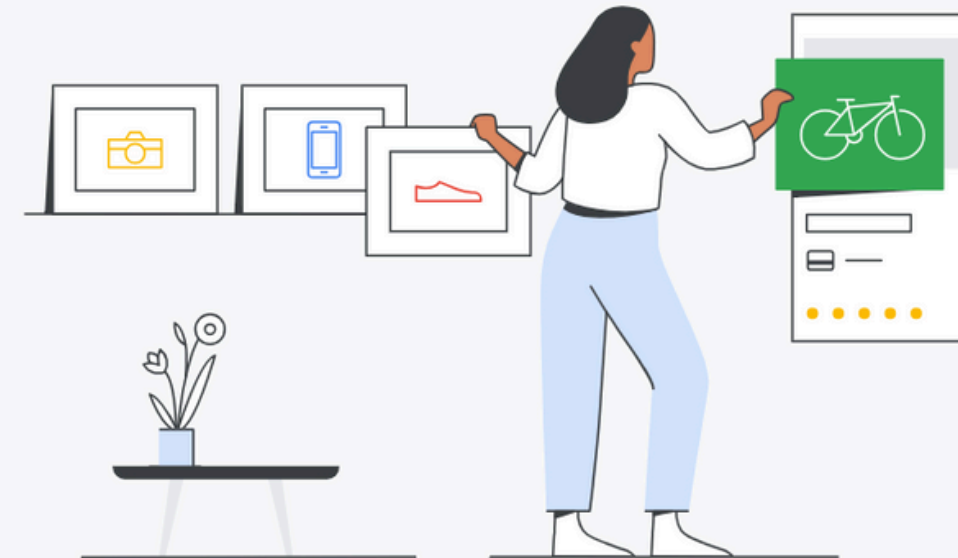
Marketing



Analytics



Settings



## Complete setting up Merchant Center

You've completed 3 out of 6 tasks.  
To start showing your products to customers across  
Google, complete the remaining steps.



Add an HTML tag

Upload an HTML file

### To verify your online store by adding an HTML tag

Follow these steps

1. Copy this HTML tag generated for your online store:

```
<meta name="google-site-verification" content="bzABDDEEaK2eS7kFzm6CRwoWRV4AfHA3CHcJraqnFPY" />
```

2. Paste the HTML tag in the HTML code of your online store's home page. It should go in the `<head>` section, before the first `<body>` section. See example


Don't remove the HTML tag from your online store. It helps Google identify your online store. It doesn't give Google access or permissions to your online store.

[Do it later](#)

[Verify](#)


**Add products from a file**

Create a file that contains all your product details (title, description, price, and more). This method may require some technical knowledge.

 Automatically updates

**Use Google Sheets**

Add your product details (title, description, price, and more) using a Google Sheets spreadsheet.

 Automatically updates

**Add products one by one**

Use this option if you want to add one or just a few products. Just fill in a form with all the details about your product. After you add your products, you can edit, delete or add more at any later time.

Requires manual updates

Create a new spreadsheet from a template and add your item details

[Use template](#)

How it works

- Add your product details to the template
- Delete rows 2 to 5 as they contain instructions and examples
- Return to this page and click Continue

[Do it later](#) [Continue](#)




J11 1999

	A	B	C	D	G	I	J	M	
1	id	title	description	availability	link	image link	price	identifier exists	gtin
2	101	Face polish brush	Soft, dense bristles for smooth, even application and a flawless, polished finish.	in_stock	<a href="https://glowmegood.in/">https://glowmegood.in/</a>	<a href="https://glowmegood.in/wp-content/uploads/2025/11/240_F_714143635_qLqslernm57MPSdTj10IQggliJIBS7.jpg">https://glowmegood.in/wp-content/uploads/2025/11/240_F_714143635_qLqslernm57MPSdTj10IQggliJIBS7.jpg</a>	2999		
3	102	eye colors	Deep, warm, and expressive	in_stock	<a href="https://glowmegood.in/">https://glowmegood.in/</a>	<a href="https://glowmegood.in/wp-content/uploads/2025/11/download-40.jpg">https://glowmegood.in/wp-content/uploads/2025/11/download-40.jpg</a>	1999		
4	103	Foundation	Creates an even skin tone and smooth base	in_stock	<a href="https://glowmegood.in/">https://glowmegood.in/</a>	<a href="https://glowmegood.in/wp-content/uploads/2025/11/download-39.jpg">https://glowmegood.in/wp-content/uploads/2025/11/download-39.jpg</a>	689		
5	104	Concealer	Covers dark circles, spots, and bl	in_stock	<a href="https://glowmegood.in/">https://glowmegood.in/</a>	<a href="https://glowmegood.in/wp-content/uploads/2025/11/ChatGPT-Image-Aug-7-2025-07_23_11-PM.png">https://glowmegood.in/wp-content/uploads/2025/11/ChatGPT-Image-Aug-7-2025-07_23_11-PM.png</a>	2599		
6	105	Compact Powder	Sets makeup and controls shine	in_stock	<a href="https://glowmegood.in/">https://glowmegood.in/</a>	<a href="https://glowmegood.in/wp-content/uploads/2025/11/240_F_108630382_ikuypxJmHpaVLjT3bKXltpHCxxKzoWIN.jpg">https://glowmegood.in/wp-content/uploads/2025/11/240_F_108630382_ikuypxJmHpaVLjT3bKXltpHCxxKzoWIN.jpg</a>	659		
7	106	Highlighter	Gives skin a radiant, glowing finis	in_stock	<a href="https://glowmegood.in/">https://glowmegood.in/</a>	<a href="https://glowmegood.in/wp-content/uploads/2025/11/240_F_523885811_D4khqYaOUmH0oD6vwYTt6n4ZOqNcBuXR.jpg">https://glowmegood.in/wp-content/uploads/2025/11/240_F_523885811_D4khqYaOUmH0oD6vwYTt6n4ZOqNcBuXR.jpg</a>	J11 1999		




<b>Awareness and consideration</b> Reach a broad audience and build interest in your products or brand	<b>Local store visits and promotions</b> Drive visits to local stores, including restaurants and dealerships.	<b>Create a campaign without guidance</b> You'll choose a campaign next
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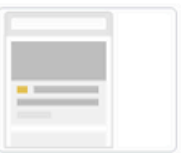
Select a campaign type




**Search**  
Drive action on Google Search with text ads




**Performance Max**  
Reach the right people wherever they're browsing with ads on Google Search, YouTube, Display, and more [See how it works](#)




**Demand Gen**  
Drive demand and conversions on YouTube, Google Display Network, and more with image and video ads




**Display**  
Reach potential customers across 3 million sites and apps with your creative



**Shopping**  
Promote your products from Merchant Center on Google Search



**Video**  
Drive action on YouTube with your video ads



**App**  
Promote your Android or iOS app on Google Search, Play, YouTube and





Overview



Notifications

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Products & store



Products

Shipping and returns

Store quality



Creative content



Product Studio

Video assets



Marketing



## Shipping and returns

Shipping policies

Return policies

### Shipping policies

Online delivery

Local pickup

Add shipping policy

Visibility	Status	Name	Cost	Delivery type	Countries	Products	Action
	Complete	Shipping service name not available	Free	0 - 1 days	India	All	

### Settings

Search: "What are my top performing campaigns?"

All products from the selected account will be available to advertise in this campaign. [Select a feed label](#)

- Select a campaign subtype. Keep in mind that this selection can't be changed later.
- Performance Max campaign  
Get the best of Google's automation to reach customers across all channels.
  - Standard Shopping campaign  
Pick your products, bid strategy, budget, and targeting. You can show ads on the Google Search Network.

Campaign name

Cancel Continue



- Shopping
- Budget and bidding optimization**
  - Budget
  - Bidding
  - Customer acquisition
  - Campaign priority**
- Campaign settings
- Ad group
- Summary

Select optimization options that work best for your goals

### Budget

**i** Your budget type (daily or campaign total) can't be changed once this campaign has started. You can change your budget amount at any time.

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much.

[Learn more](#)

#### Select budget type

- Average daily budget  
Set your average daily budget for this campaign
- Campaign total budget BETA  
Set a budget for the duration of your campaign

### Bidding

Select your bid strategy ?

Manual CPC

With "Manual CPC" bidding, you set your own maximum cost-per-click (CPC) for your ads.

[Learn more about determining a bid strategy](#)

### Customer acquisition



Shopping

Budget and bidding optimization

Campaign settings

Locations

Local products

EU political ads

Ad group

Summary

Locations

Select locations for this campaign

- All countries and territories
- India**
- Enter another location

Location options

Local products Turned off

EU political ads

Does your campaign have European Union political ads?

Required

- Yes, this campaign has EU political ads
- No, this campaign doesn't have EU political ads**
- I don't plan to use this account to run EU political ads  
The same selection will be applied to all new and existing campaigns. You can change this for any campaign at any time.

EU regulation requires Google to ask this question  
[Learn how an EU political ad is defined](#)



- Shopping
- Budget and bidding optimization
- Campaign settings**
  - Locations
  - Local products
  - EU political ads
  - Start and end dates
  - Campaign URL options
  - Networks**
- Ad group
- Summary

### Start and end dates

Start date  
Jan 20, 2026

End date  
 None  
 Select a date

Your ads will continue to run unless you specify an end date.

Campaign URL options	No options set	▼
Networks	Search partners	▼

Next



- Shopping
- Budget and bidding optimization
- Campaign settings
- Ad group**
  - Ad group name
  - Ad group bid**
  - Product groups
- Summary

## Ad group

Create your first ad group. You can create additional ad groups in campaign settings later.

### Ad group name

LMS Ad group

### Ad group bid

Enter your cost-per-click (CPC) bid

₹ 10

### Product groups

Merchant center account: 5715039578 - Laxmi Makeup Studio

Choose which products to show in your ads. Some of your ads will use images, headlines and descriptions from Merchant Center.

All products



- Shopping
- Budget and bidding optimization
- Campaign settings
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### Overview

Campaign name	LMS Shopping
Campaign type	Shopping
Goal	Downloads, Page views
Merchant and Comparison Shopping Service	5715039578 - Laxmi Makeup Studio / CSS: Google Shopping (google.com/shopping)
Feeds	All products from all feeds

### Budget and bidding optimization

Budget	₹1,000.00/day
Bidding	Manual CPC
Customer acquisition	Bid equally for new and existing customers
Campaign priority	Low (default)



- Shopping
- Budget and bidding optimization
- Campaign settings
- Ad group
- Summary

Local products	Turned off
EU political ads	Doesn't have EU political ads
Start and end dates	January 20, 2026 - Not set
Campaign URL options	No options set
Networks	Search partners

Ad group

Ad group name	LMS Ad group
Ad group bid	₹10.00
Product groups	All products

Publish campaign



Overview



Notifications



Products & store

Products

Shipping and returns

Store quality



Creative content

Product Studio

Video assets

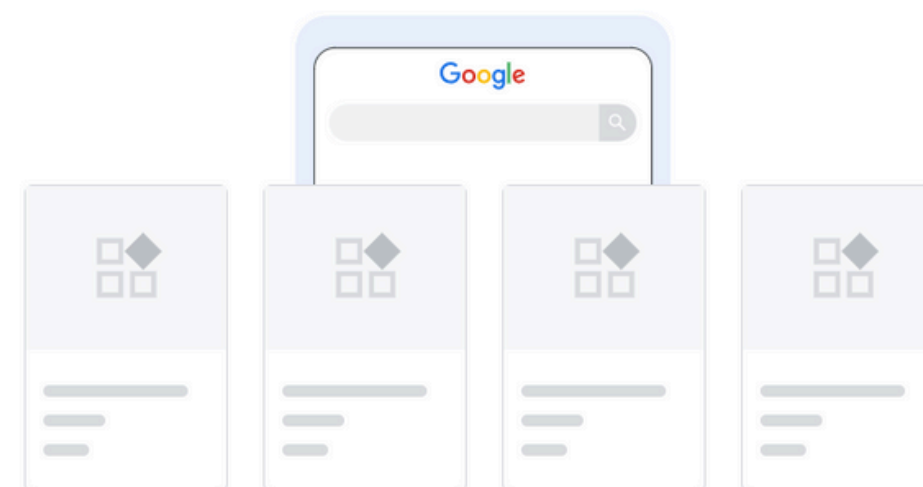


Marketing

Ad campaigns

### Your performance on Google

No clicks to show yet. Once products are uploaded, customer interactions will appear here.



### Ad campaigns

[View more](#)

Ad clicks

Cost

0

₹0.00

### Your business on Google

Today vs [7 days ago](#)

Total products

[View more](#)

0

[All marketing methods](#)

+0

Approved

0

+0

Limited

0

+0

Not approved

0

+0

Under review

0

+0

7 days ago Today

- Create
- Campaigns
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- Tools
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- Overview
- Recommendations
- Insights and reports
  - Campaigns
  - Campaigns
  - Asset groups
  - Experiments
- Assets
- Products
- Audiences, keywords, and content
- Change history

### Campaigns

Campaign: LMS shopping

Custom | Jan 12, 2026 | Show last 30 days



	Budget	Status	Optimization score	Campaign type	Clicks	Impr.
<input type="checkbox"/> ● Campaign Drafts in progress: 0						
<input type="checkbox"/> ● LMS shopping	₹1,000.00/day	Eligible	-	Performance Max	0	0
Total: All but removed campaigns in your cur... ?						
<input type="checkbox"/> ● Total: Campaign ?	₹11,000.00/day		-		0	0

[Reporting is not real-time.](#) Time zone for all dates and times: (GMT+05:30) India Standard Time. [Learn more](#)  
 Some inventory may be provided through third party intermediaries.  
 You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

- Overview
- Recommendations
- Insights and reports
  - Campaigns
  - Assets
  - Products
  - Audiences, keywords, and content
  - Change history

View (2 filters) | Campaign: LMS shopping

Enabled | Status: Eligible | Type: Performance Max | Budget: ₹1,000.00/day | Optimization score: — | Simulate campaign changes | Campaign settings

### Asset groups

Summary | Table | Custom | Jan 12, 2026 | Show last 30 days

Asset Group	Assets	Ad Strength	Status	Audience signal
<input type="checkbox"/> ● Asset Group				
<input type="checkbox"/> ● LMS shopping	Products from Laxmi Makeup Studio <a href="#">View asset details</a> <a href="#">View listing groups</a>	<input type="radio"/> Pending <a href="#">Edit asset group</a>	Pending Asset group under review	No audience signals provided.
Total: Asset groups				
Total: Campaign				

1 - 1 of 1

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# THANK YOU

Thanks for shopping  
with Forever Shop!

