Thanks to www.BlueWinston.com - innovative product ads tool for creating product performance campaigns in Google search - we will be able to create for you world's unique and special text ads in Google search to reach highly targeted customers who are looking for your products.

1st type of campaign - Product campaigns which have text ads targeted to the specific products and their product pages.

We have for example product called: **Michelin Primacy 3 205/55 R17 95V**
BlueWinston will create product long-tail keywords which will show text ads on search terms like this one

You will have automatic generated text ads for hundreds, thousands even tens of thousands of products in just a few minutes. Automatically up to date prices for each product and links.

Michelin Primacy 3 205/55 R17 - in stock & only for 121,10€
Ad https://www.popgom.fr/michelin-primacy-3-205-55-r17 ▼
Buy now excellent tires Michelin. Best prices. Quick delivery just for 2€/pcs.
Quick delivery · Everything in stock · Lowest price guarantee

Michelin summer tires   Sales on summer tires

4x4 tires   Tires by vehicle

After click on text ad -> customer will be brought **straight to the product pag**e on your e-shop

2nd type of campaign - Product - Group campaigns which have text ads targeted to the specific groups of product so little more broad keywords. These product-groups are world's unique campaigns and have much more long-tail keywords with eligible status -> impressions, clicks, %CTR and of course more conversions (acquisitions).

Not too many people know the exact name / model of their tires!

For example they mostly do not know the specific "**Charge**" & "**Vitesse**". They just know the part of the name for example "Michelin Primacy 3 205/55 R17".
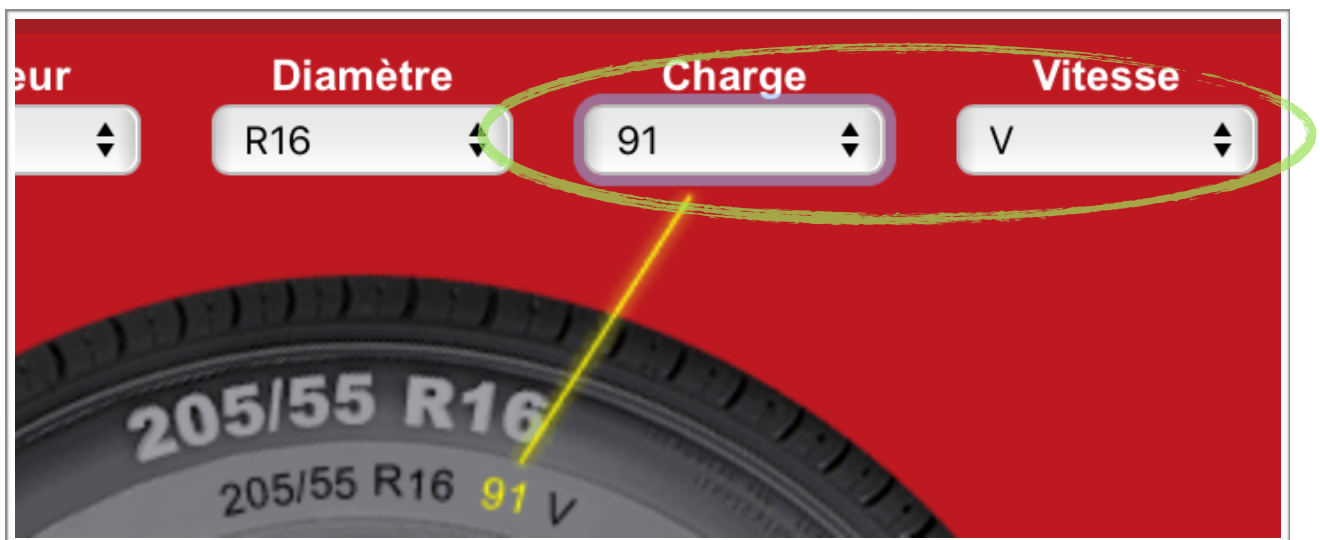
Therefore BlueWinston developed unique truncating method how to find and mine unique phrases (shortened long-tail keywords) which will be targeting some very specific group of products. In your case it is the specific tire with brand, type and sizes but without weight index.

So people can find your product - group ads while they are searching for:

Google | Michelin Primacy 3 205/55 R17 | (without 95V)

*You will have automatic generated text ads for hundreds, thousands even tens of thousands **of product - groups** in just a few minutes. Automatically up to date prices from the lowest.*

Michelin Primacy 3 205/55 R17 - in stock & from 106,20€
[Ad] https://www.popgom.fr/michelin-primacy-3-205-55-r17 ▼
Buy now excellent tires Michelin. Best prices. Quick delivery just for 2€/pcs.
Quick delivery · Everything in stock · Lowest price guarantee

Michelin summer tires   Sales on summer tires
4x4 tires   Tires by vehicle

After click on text ad -> customer will be brought **straight to the fulltext search result page within your e-shop for "Michelin Primacy 3 205/55 R17" and all 3 variations ….**

With this unique solution we can create also other types of AdGroups & Keywords

#3 Product - Group campaign (NON-brand)
-> for people who know the type of the tire and sizes but do not know the brand

| Google | Primacy 3 205/55 R17 | ⌨ 🔍 |
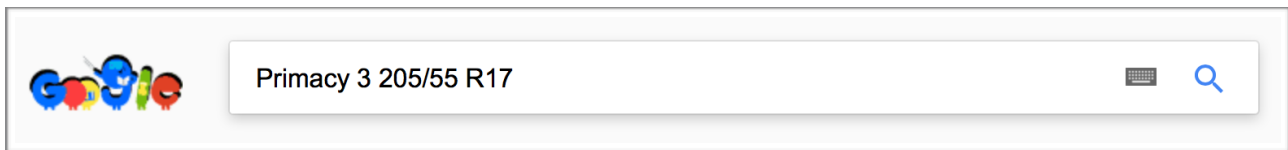
#4 Product - Group campaign (NON-model)
-> very good for people who know what size of tires they need and brand. For example their car mechanics told them or car seller that "Michelin" is the best brand for their car. So they are looking for any type of Michelin 205/55 R17 tires…

| Google | Michelin 205/55 R17 | ⌨ 🔍 |
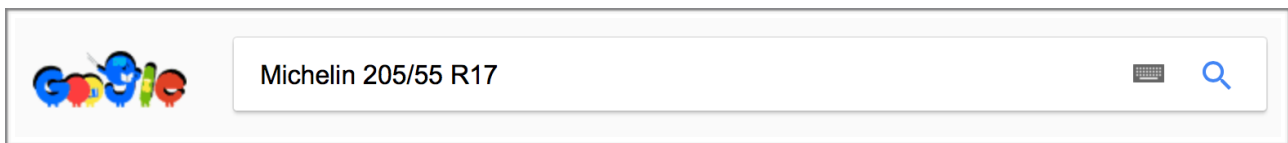
#5 Product - Group campaign (NON-brand & NON-model)
-> we can automatically create keywords for "summer specific size tires" for people who want to just buy some tires with specific sizes for summer but they do not know the prices, brand or models of tires like for example this search term below

| Google | summer tires 205/55 R17 | ⌨ 🔍 |
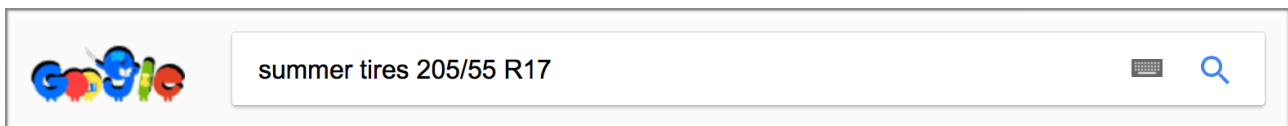
All these campaigns, AdGroups and their **Keywords & Text ads** are **fully automatically** and dynamically **generated** and **synchronized every 4 hours.**

What you need for product & product-group campaigns?

A. Google AdWords account
B. Standard XML product data feed
C. BlueWinston account
D. Searching on your website via "GET" function
E. Campaigns created via BlueWinston.com innovative product ads tool for Google search

D) Searching via the GET function

The main requirement for successful and efficient product-group advertising is good searching - connecting URL links with full text search results at your e-shop. The only condition is searching via the GET function, which enables you to type words or phrases directly into a web address.

Example: http://www.your_shop.com/search/**?q=converse+chuck+taylor+all+star**

If you already use the POST function, **changing it to the GET function is very easy.** This can be done by adding one line of text into your original website code. **In case of any problems or complications, ASData group Ltd. can solve it.**

ASData
group

Now your search URLs look like this
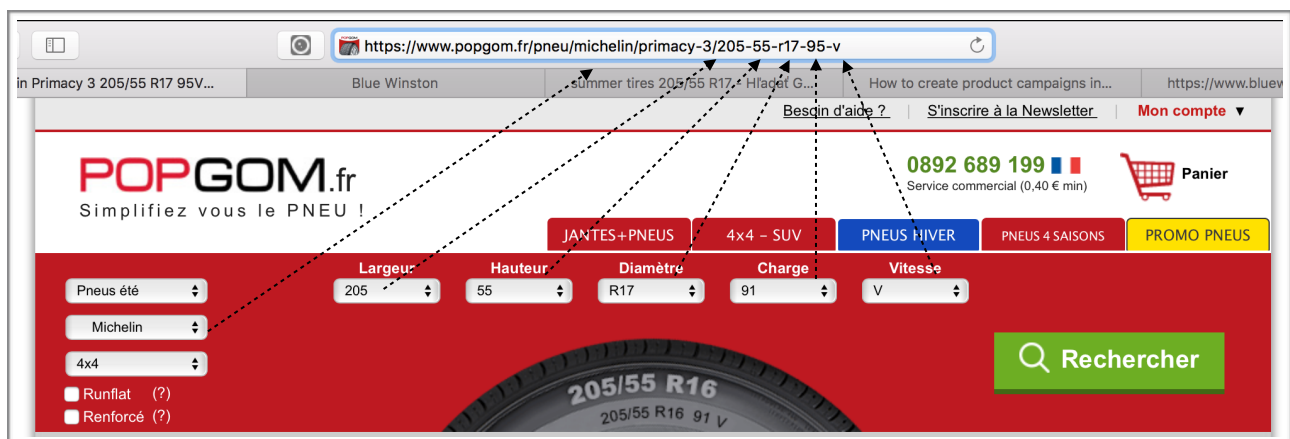
It should look like this. But it is not necessary to change it on your web for your customers. You can keep this called "pretty urls". **We just need to have working also standard search URLs with parameters**

popgom.fr/?search&?brand=**michelin**&?largeur=**205**&?hauteur=**55**&
?diametre=**R17**&?charge=**91**&?vitesse=**V**&?type=**ete**&?searchterm=**primacy+3**

Example of XML product data feed for your case

```
<shop>
<shopitem>
<product_name>Michelin Primacy 3 205/55 R17 95V</product_name>
<product_url>https://www.popgom.fr/pneu/michelin/primacy-3/205-55-r17-95-v</product_url>
<product_price>121,10</product_price>
<brand>Michelin</brand>
<product_category>pneus ete</product_category>
<largeur>205</largeur>
<hauteur>55</hauteur>
<diametre>R17</diametre>
<charge>95</charge>
<vitesse>V</vitesse>
<model>Primacy 3</model> // this will be very helpful but if it is not possible - it does not matter
</shopitem>
.
.
</shop>
```

[Promo Video Spot] BlueWinston.com - innovative product ads tool

Link: https://www.youtube.com/watch?v=AtCYuLsTNqk

What **problems** does it **solve?**
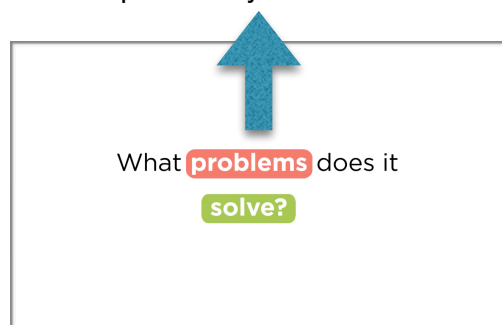
Downloads in [EN] language

• **BlueWinston** presentation
• Case studies **year 2016**
• What is **product campaign?**
• What is **product-group campaign?**
• **20 reasons** why use BlueWinston

Just for €59

Why is BLUE WINSTON better for product campaigns than any other competition?

	BLUE WINSTON	similar apps
Unlimited campaigns creation for one price	✔	✖
Product-Group campaigns - BlueWinston innovation	✔	✖
Unique DSA for Products - BlueWinston innovation	✔	✖
Up to **80% MORE AFFORDABLE** than competition	✔	✖
One service fee regardless number of products	✔	✖
AVOID LOW SEARCH VOLUME keyword's status	✔	✖
Immediate cost reduction	✔	✖
Artificial Intelligence which is lowering maxCPA	✔	✖
Per partes method - gradual enabling of keywords in AdGroup	✔	✖
Price, availability and product **synchronization every 4 hours**	✔	✔
Implementation your own Google scripts to you account	✔	✖
Enhanced product retargeting in Google search	✔	✖
Full support of Google AdWords editor	✔	✔

PNEUMATIKY.sk

+100 Conv./Mo.
+91% ROI

Tyres and wheel **store**

EXIsport www.exisport.com

1.64€ Cost/conv.
16% Conv. rate

One of the **biggest sport equipment**
and clothes store in **Slovakia**

Winston Bros Ltd. - Google AdWords PPC services

Google Partner

Specialized in:
Search ads   Mobile ads   Display ads

Don't you have **enough time** or people for creating and managing product campaigns in Google AdWords? Contact us. Agency focused on Product Performance Marketing using BlueWinston's Tool.

Pilot campaigns & 30 days for free!
email: agency@bluewinston.com