Productsup

# Google local inventory ads

Bridging your omnichannel experience

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# Introduction

Google local inventory ads (LIAs) offer huge benefits to brick-and-mortar advertisers and retailers looking to find new local customers. LIAs allow them to showcase their products available at nearby stores to online shoppers using Google Search. All customer journeys are now omnichannel and Google's LIAs are the best option to take advantage of consumers' interest in hybrid shopping.

I found something for you!

## Find new local customers

Three out of five consumers will first browse items online and then buy them in-store.

## Automate & scale advertising

65% of consumers click on ads when ready to buy, making it essential to automate your advertising to reach more customers efficiently.

## Offer omnichannel experiences

30% higher lifetime ROI is delivered by omnichannel shoppers compared to single-channel shoppers.

Google local inventory ads showcase your products that are available in nearby stores to shoppers searching on Google. When they click on your ad, they arrive on a Google-hosted page for your store, called the Local Storefront. In some cases, depending on the ad setup, shoppers may also be directed to your website's product landing page instead.

If local shoppers don't know that you have the products they want in stock and readily available in stores, they'll likely turn to a different marketplace or online store instead.
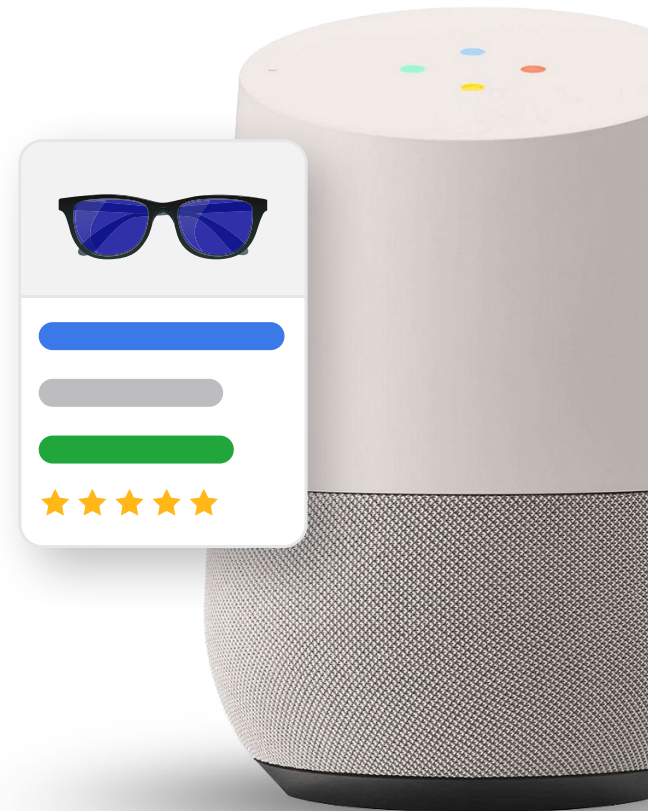
These ads are a way to show your in-store inventory and provide store information, like opening hours and directions, to direct that traffic your way instead

# What are local inventory ads?

Google LIAs work by combining the popular Google Shopping ad format with a set geographical radius. By defining a specific radius around physical shop locations, businesses tell Google that they want to go omnichannel. The radius setting on their LIAs tells Google that users outside of the area aren't relevant and shouldn't be targeted.

When a shopper searches for a product within the defined radius, they see a dynamically generated ad that highlights the product as well as the brick-and-mortar store where they can find it. These ads appear on mobile and desktop search results pages, image search, and in Google Shopping.

> ⚠ **Where are Google LIAs available?**
> Google LIAs are currently available in Australia, Austria, Brazil, Canada, Denmark, France, Germany, Ireland, Japan, Netherlands, Norway, Sweden, Switzerland, the UK, and the US. Google is beta testing LIAs in more markets.

## What are the benefits of local inventory ads?

- Promote your inventory and let local shoppers know that your store has what they're looking for when searching on Google.
- Run targeted ads for your most popular inventory in specific locations.
- Blend Google LIAs with Google Ads seamlessly to maintain consistency when advertising and targeting local shoppers as well as ecommerce buyers outside your LIA radius.
- Grow your physical store(s) presence in the community. It's more important than ever for brick-and-mortar stores to build their online presence.
- LIAs give you the option to have Google host your store or your website with the merchant-hosted local shop front feature as a robust, digital local shop front experience.
- Highlight your click-and-collect options through local inventory ads. Use "Collect Today" to promote products available for same-day or next-day in-store pickup, and "Collect Later" for items that can be collected in-store within a specific timeframe. You can also advertise products for in-store collection using "Collect Later" for Shopping ads without needing full inventory details
- Measure your marketing performance and assess the impact your digital output has on physical traffic and in-store purchasing.
- Reach customers through a variety of touchpoints (eg. desktops, smartphones, tablets, etc.) LIAs give your product catalog more visibility to more potential customers close to your store(s).

> ⚠ **How are LIAs charged?**
> Advertisers are charged for each click that leads to a Local Storefront. Clicks made within the Storefront aren't charged.
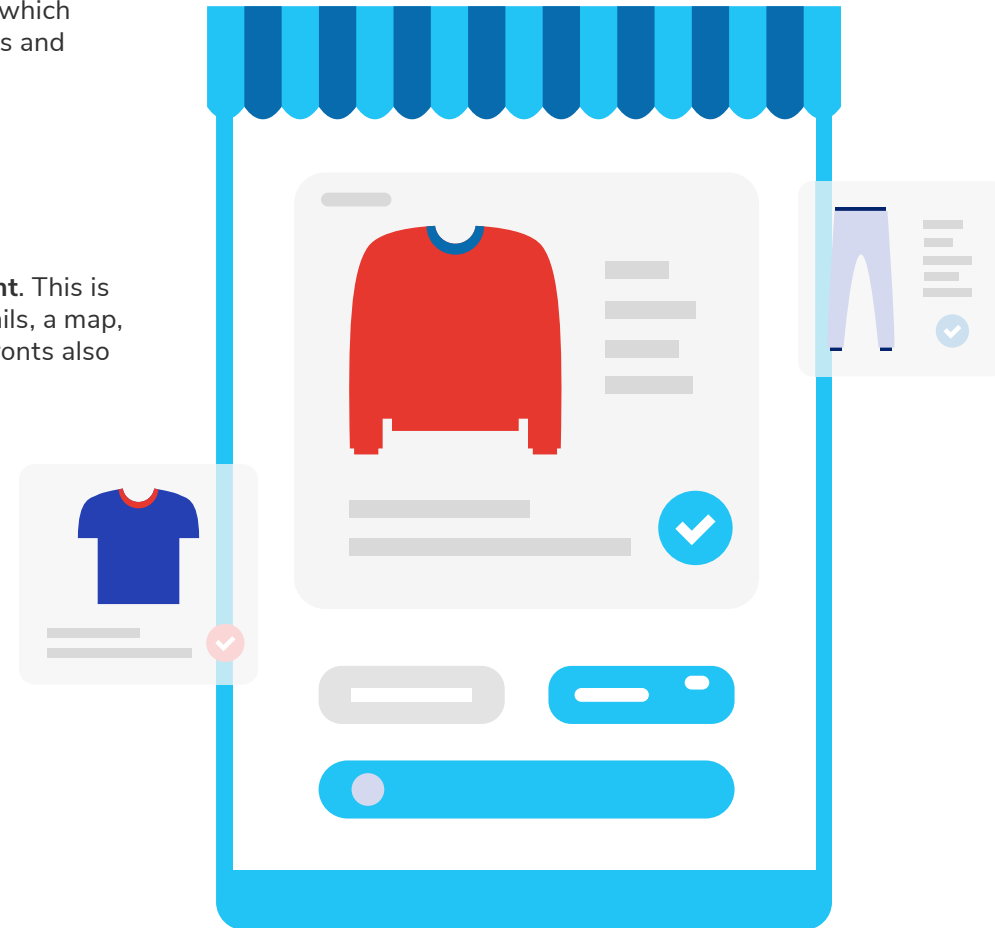
# Local and merchant-hosted storefronts

Before you add the LIA option to your Google campaigns, you have to decide which storefront option you are going to use. Both options allow for online purchases and immediate pickup or delivery.

## Google local storefronts

There are two types of storefronts. Some businesses choose a **local storefront**. This is a Google-hosted page that contains further information, such as product details, a map, address, contact data, and opening hours for the physical store. These storefronts also list any related items sold at that retailer.

**Local storefronts highlight:**

- Opening hours
- In-store inventory
- Current promotions
- Directions
- Product reviews
- Pickup options (same-day or scheduled)

# Merchant-hosted local storefronts

Google also offers a **merchant-hosted local storefront** option. These ads redirect users to the merchant's website rather than a Google-hosted page. In this case, businesses get to keep traffic and data on their own website and can easily optimize their campaigns. Users do, however, have to leave Google, which can have a negative effect on consumers who are becoming increasingly interested in immersive social commerce experiences.

### How merchant-hosted storefronts work:

- The first click brings the buyer to a Google-hosted page with the store's location, opening hours, if the item is in-stock, etc.
- When the user clicks "Buy online," they will be redirected to one of two merchant site options.
  - The Basic option generates an omnichannel landing page where users can select store locations to see local price/availability.
  - The Full option generates a store-specific landing page with local price/availability

⚠ **Where are LIAs displayed?**
LIAs show up on Google Search results, the Google Shopping tab, and Google Maps.

# Multichannel ads

## Advertisers can showcase products available at both online and brick-and-mortar locations.

The multi-channel product ad makes it possible to promote products that are available through the ecommerce store or at the user's local destination. These ads feature a store marker, which highlights the closest store with the item in stock, as well as the option to make a purchase online.
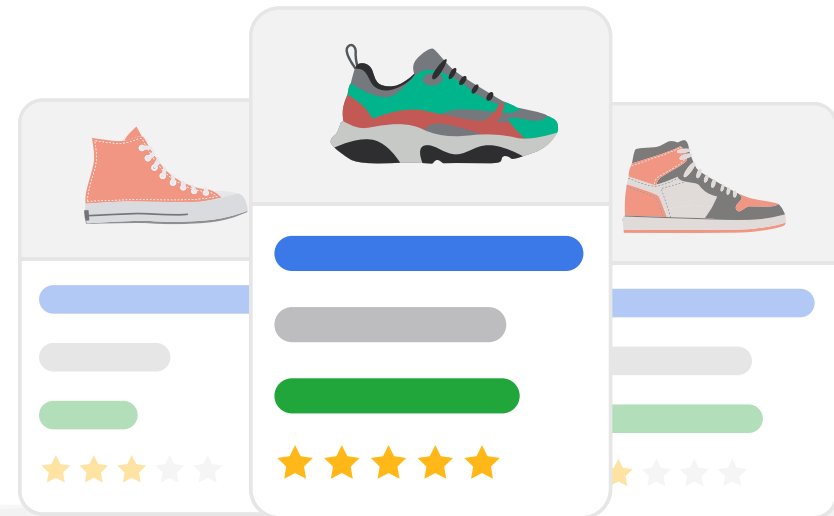
## What determines if users see LIAs or Shopping ads?

Businesses can define a specific radius that will help determine which ad type a user will see. By setting a radius for your stores, you can ensure that nearby customers see your in-store availability.

To do this in bulk and to exclude certain products from local or online shopping searches, add an excluded_destination column to your primary feed. For example, if the primary feed is enabled for both the LIAs and Shopping ads destination, merchants can submit excluded_destination with a value of "local inventory ads" for every item they wish to exclude for LIA.

| Item availability | Program intention | excluded_destination |
|---|---|---|
| Multichannel (online and local) | ↗ Local Inventory Ads<br>↗ Shopping Ads | None (blank value) |
| Local Only | Local Inventory Ads | Shopping Ads |
| Online Only | Shopping Ads | Local Inventory Ads |

# Comparing
# Google ad types

| Shopping ads | Local inventory ads | Multichannel product ads |
|---|---|---|
| Formerly known as product listing ads (PLA), these ads direct users to online product listings. | These ads drive Google users to a brick-and-mortar location with the product they are looking for. They display when the shopper is within a set radius of a physical store. | These ads use a combination of **Shopping** and **local inventory ads**, which are displayed based on the user's distance to a physical location. |
| Promotes products sold exclusively **online.** | Promotes products sold in a **physical store.** | Promotes products sold both **online and in physical stores.** |
| Leads to an online **store product listing page.** | Leads to the **local storefront**. If a **merchant-hosted local storefront** is implemented, the ad leads to an online store's product listing page when the user clicks the "Buy online" button. | Leads to local **storefront** or **merchant-hosted storefront** (if inside the defined radius.)<br>If outside the defined radius, the ad leads to an online store's product listing page. |

# Getting started with
# local inventory ads

Here's how to set up LIAs.

## Prepare accounts for the relevant tools

**To start using LIAs, you'll need to set up three accounts:**

- A Google Ads account to manage the LIAs, as well as any other Google ads.
- A Google Merchant Center (GMC) account to host your product feed and local product inventory feeds. Be sure to upload your logo and brand your local storefront.
- A Google My Business Locations account with information on your stores.

Once these are set up, link your Google My Business and Google Ads accounts to your Google Merchant Center account. Now information can be shared across all three.

Learn how to link Merchant Center with Google Ads and Google My Business.

## Enable LIAs in Google Merchant Center

Sign in to Merchant Center, click **Growth** in the navigation menu, and from there click **Manage Programs**. On the LIA program card, click **Get started**. Google will confirm your qualifications, and you can then select the countries where your physical stores are located.

## Verify your "About" page (For Austria, Germany, and Switzerland only)

To set up local inventory ads in Austria, Germany, and Switzerland, you must submit your "About Page" to the Merchant Center so Google can verify your EU E-Commerce Directive compliance.

**The following details must be included:**

- ⚡ Physical address
- ⚡ Contact information, such as phone number and/or email address
- ⚡ Registered location of company
- ⚡ Any industry-specific registration, license, or authorization

To submit your 'About' page, sign in to your Merchant Center account. Click on **Overview**, and Select **Continue** next to 'local inventory ads' or 'free local product listings'. If the 'About page' field isn't displayed, click on the relevant country's program bar. Enter your 'About' URL and click **Save**.

## Prepare your feeds

You need two types of feeds for LIAs. You can use your same product feed that works for other Google services as your primary feed; however, you will also need to add a local inventory feed

### The product feed lists all products sold in your store, including these required attributes:

**\*product_id**
\*title
\*description
\*image link
\*condition
\*gtin
\*brand
\*excluded destination
\*gpc(Google Product Category)

### The local products inventory feed has required columns for:

**\*product_id**
**\*store_code**
**\*availability**

**Optional columns:**
\*price
\*sale price
\*sale price effective date
\*quantity
\*collection SLA
\*local delivery label

⚠️ **Tip**
To ensure shoppers get the best experience, fill in as much product information as you can, including non-mandatory attributes.

## Register and submit your feeds

All feeds must be registered in the Google Merchant Center. The Google "Fetch schedule" allows you to set a schedule for how often Google should check your site for updates, changes, or new content. You can typically set it to daily, weekly, or another preferred frequency, depending on how often you update your website.

To guarantee order synchronization, stock, and price updates, it's recommended to deliver feeds directly to the FTP or SFTP registered to the Google Merchant Center. A Merchant center FTP or SFTP delivery will trigger a Google update.

The product feed is considered the **primary feed**, while the local products inventory feed is treated as **supplemental**. You can find more information about feed registration [here](#).

## Request inventory verification

If you're using a Google-hosted storefront, Google will need to ensure that your online product data matches what is in your stores. You can request inventory verification through your Google Merchant Center account.

Once your feeds are successfully reviewed, Google will schedule a verification. Google will determine what kind of verification process is required based on the size and location of your business.

**These methods include:**

- ⬈ Onsite verification
- ⬈ Phone verification
- ⬈ Self-verification

## Enable LIAs in your Shopping campaigns

Almost there. Here's the last step!

In your Google Ads account, select either a Shopping campaign or Smart Shopping campaign. Under campaign settings, click the "enable ads for products sold in local stores" box, then click save, and you're ready to go!

## (Optional) Set up Google Ads for local inventory ads

As an optional bonus step, you can display your Google Ads by linking your Merchant Center and Google Ads accounts
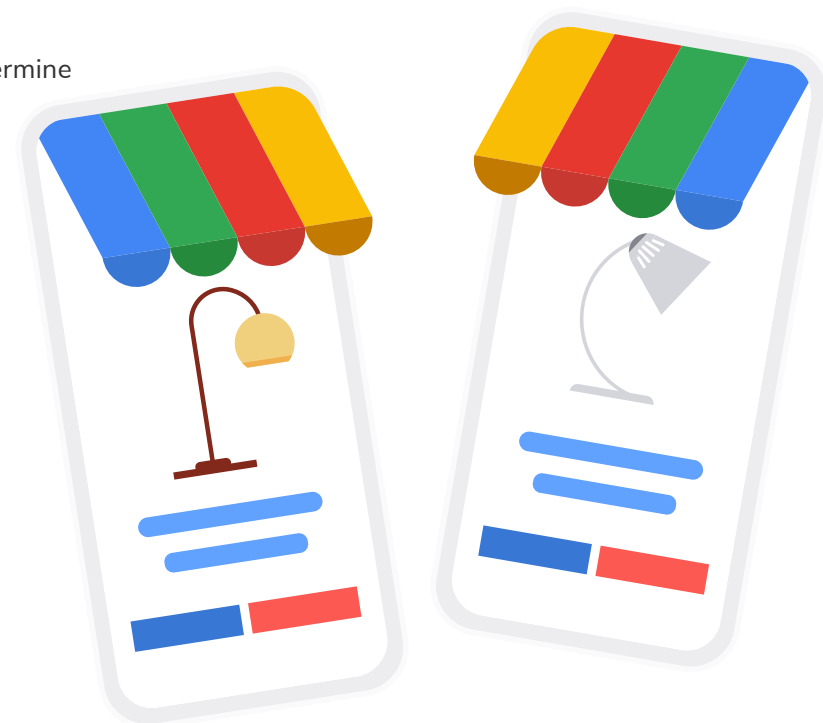
# Feed guide

Before you can start advertising, you'll need to prepare two different feeds. Remember, Google will need certain values between these feeds to successfully pair the information. It's therefore crucial that data is correct and complete across all feeds, and that any duplicate attributes are identical.

## Product feed

This feed contains detailed product information for all the products that a retailer sells in a physical store. It can include different information based on whether the items are available solely in-store, or both in-store and online. Note that your product feed must be registered as your primary feed.

*Note: Your product feed needs to be registered as a primary feed*

**To use an existing product feed:**

- Enable the local extensions in Google Ads and select the destinations.
- If you don't have an existing Google product feed, there are two options:
- Create a new feed within Google Merchant Center and select the local inventory ads destination during feed creation.
- Independently create a product feed and upload to Merchant Center.
- Contact a Google Trusted Partner like Productsup for support.

Learn more about Google product feed specifications here.

> ⚠ **Update frequency**
> Feeds should be updated at least once a day. Note that this data will expire after 30 days.

## Local products inventory feed

This feed provides Google with attributes related to inventory and purchase, such as store availability, price or sales price, and stock quantity. The local products inventory feed links to the product or primary feed via the "id" attribute, and then to the Google My Business feed using the "store code" attribute.

> ⚠ **Update frequency**
> This feed needs to be submitted at least once a day. Because store inventory levels can change quickly, you can update this feed more often using the "local products inventory update" feed.

Learn how to create and update your local product inventory feed here.

> ⚠ **Don't forget!** You should also update your **Business Profiles** directly from your Google account whenever a shop opens, closes, changes hours, or requires any other edits.

# Google LIA feed cheat sheet

## Ready to get the most from your feeds?

| | Product feed | Local products inventory feed |
|---|---|---|
| **Actions** | **Use existing or create new product feed and enable local business** | **Create new** |
| Information included | Attributes and details of products a business sells **online or in a physical store**. | Dynamic purchase information such as quantity, sale price, or pickup method for products a business sells **in a physical store**. |
| Connecting attribute | id → | ← id → |
| Upload location | Merchant Center | Merchant Center |
| Recommended update frequency | At least once/day | Once/day |
| Accepted file types | Tab-delimited text file, .xml, or via API | Tab-delimited text file, .xml, or via API |

# Tracking ROI on
# local inventory ads

Google provides excellent free tools to track online and offline LIA conversions

## Monitor local inventory performance in your Shopping campaigns

Segment your reports in Google Ads by click type, channel, or channel exclusivity. These segmentations will help you understand how effective your LIAs are in comparison to other ads. They will also support your LIA bidding strategy optimization.

⚠ **Example** A particular product is selling better in-store than online, so you increase the bidding on LIAs.

## Track online conversions from LIAs

The local storefront tracking feature tracks users who click an LIA but then choose to shop online rather than visit a brick-and-mortar location. This can show how your ads are influencing sales and where they may be falling short. This method works well with any additional conversion tracking tools you may be using.

⚠ **Example** A particular LIA is getting a large number of clicks during certain hours, but then shoppers continue their search online. You choose to decrease bidding during these hours.

## Measure local storefront traffic with Google Analytics

With Google Analytics, you can analyze engagement with your local storefront and see how this connects to in-store traffic. You can also view device interactions (desktop vs. mobile) with LIAs and use that information to adjust bidding.

⚠ **Example** Combine "click for directions" events with location data in Google Analytics to see how often local storefront interactions result in actual visits.

**Note:**

To get started in Analytics, create the local storefront property in your Google Analytics account and get a tracking ID. Then complete the Google Analytics for local storefront registration form.

# Tips for maximizing your
# Shopping campaigns with Google LIAs

### Activate LIAs in existing shopping campaigns instead of creating new campaigns

LIAs work great in conjunction with existing Shopping campaigns, allowing you to do less work and compile more data in one place. Based on your settings, Google will determine whether to show a local inventory ad, an online ad, or a multichannel ad.

### Bid higher during popular shopping hours

While Google recommends keeping LIAs running at all times, certain hours will be more lucrative for your stores. Adjusting bids during peak shopping hours is likely to attract more shoppers.

### Segment your products based on performance

In Google Shopping, you can segment your products into groups. Using this method, you can bid higher on ad space for products sold in-store to attract more customers to your physical locations.

### Add these supported values to your excluded destination values

- **Shopping_ads:** Prevents your product offers from showing in Shopping ads. Products will not be displayed in the product group and listing group selectors in Google Ads.
- **Display_ads:** Prevents your product offers from showing in dynamic remarketing ads. Note that excluding Display ads won't prevent dynamic remarketing ads from serving in Performance Max campaigns with an attached Merchant Center feed.
- **Local_inventory_ads:** Prevents your product offers from showing in local inventory ads
- **Free_listings:** Prevents your products from appearing in free listings on Google
- **Free_local_listings:** Prevents your products from appearing in free local product listings on Google
- **Cloud_retail:** Prevents your product information from flowing to your Cloud retail project if you have an active link.
- **Local_cloud_retail**: Prevents your product information from flowing to your Cloud retail project if you have an active link.

**Note:**

The Cloud retail and local cloud retail destinations are also available via the Cloud Retail API. These supported values are not yet available for Merchant Center Next or the Content API.

# Google local inventory ads
## and Productsup

As an official Google partner, Productsup is the preferred solution for creating perfectly structured, Google-ready product feeds. The Productsup P2C (product-to-consumer) platform is used by some of the top global brands and retailers to increase product visibility, click-through rate, and conversions.

The platform's AI features and optimization tools enable you to enrich and edit your product data information at scale and without burning precious IT or design resources. For instance, you can enhance product titles and descriptions to generate audience and market-specific content, as well as map product attributes automatically with Google attributes.
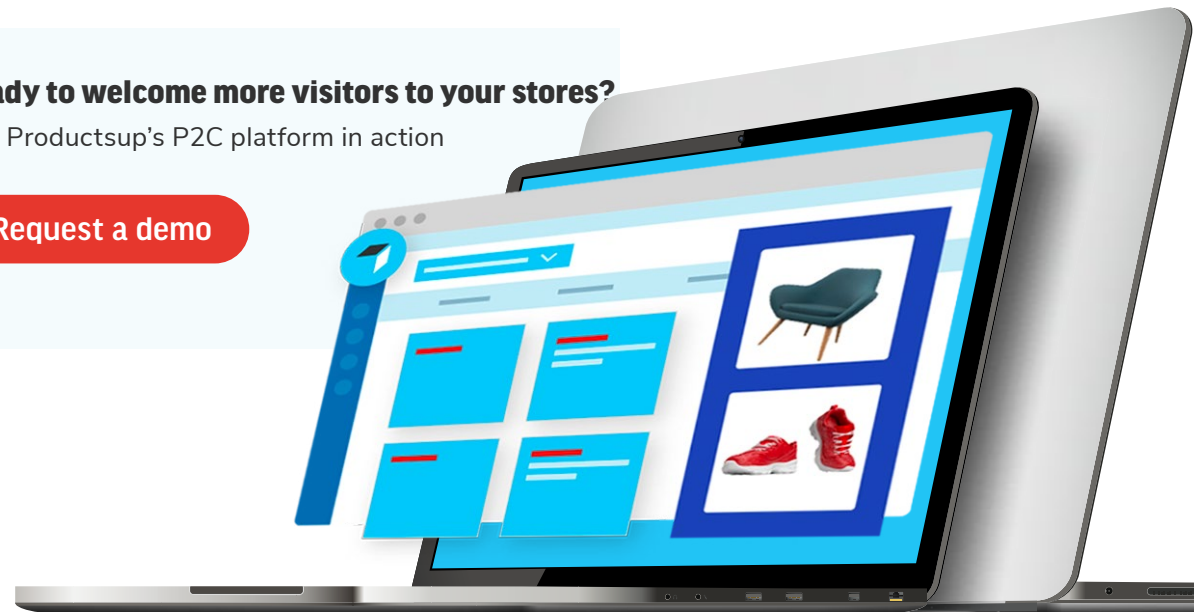
**Want to learn more about Google Shopping feed best practices?**

Read our complete Google Merchant Center Guide!

**Ready to welcome more visitors to your stores?**
See Productsup's P2C platform in action

**Request a demo**

# Productsup

## Empowering commerce

**Get in touch today!**

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