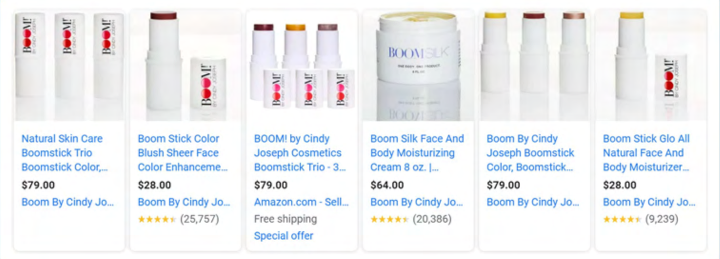
KEY COMMERCE

Top Google Ads For Ecommerce

Here's a collection of some of our favorite Google Ads we use for inspiration. **Enjoy!**

Shopping Ads

① BOOM! BY CINDY JOSEPH Boom by Cindy Joseph



Natural Skin Care Boomstick Trio Boomstick Color,...
$79.00
Boom By Cindy Jo...

Boom Stick Color Blush Sheer Face Color Enhanceme...
$28.00
Boom By Cindy Jo...
★★★★½ (25,757)

BOOM! by Cindy Joseph Cosmetics Boomstick Trio - 3...
$79.00
Amazon.com - Sell...
Free shipping
Special offer

Boom Silk Face And Body Moisturizing Cream 8 oz. |...
$64.00
Boom By Cindy Jo...
★★★★½ (20,386)

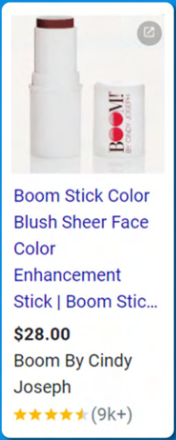
Boom By Cindy Joseph Boomstick Color, Boomstick...
$79.00
Boom By Cindy Jo...

Boom Stick Glo All Natural Face And Body Moisturizer...
$28.00
Boom By Cindy Jo...
★★★★½ (9,239)

The famous skincare company effectively uses Google Shopping ads to drive traffic.

Let's see what they're doing right.

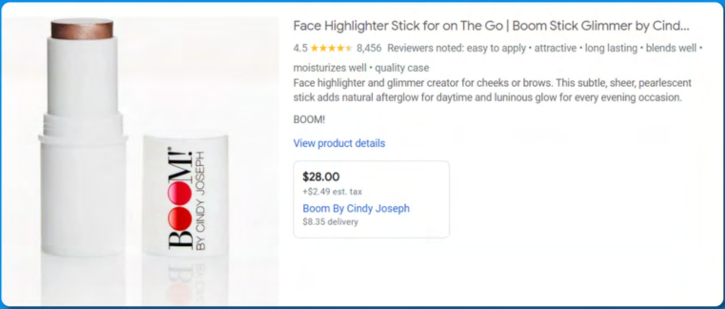
- The image shows off the product and has the brand on it. Since it's part of the packaging, it doesn't get disapproved and adds a bit more branded feel in the ad.
- The title tells exactly what the product is with highlighting the brand first. If you have a famous brand, be sure to include it first in the
- Keyword-rich title? Great, that's the way to go here. They want shoppers who are searching for a blush or a color enhancement stick.
- Those 9k+ reviews look really good and they're great social proof for the product.


Boom Stick Color Blush Sheer Face Color Enhancement Stick | Boom Stic...

$28.00

Boom By Cindy Joseph

★★★★★ (9k+)



Face Highlighter Stick for on The Go | Boom Stick Glimmer by Cind...

4.5 ★★★★★ 8,456 Reviewers noted: easy to apply • attractive • long lasting • blends well • moisturizes well • quality case

Face highlighter and glimmer creator for cheeks or brows. This subtle, sheer, pearlescent stick adds natural afterglow for daytime and luninous glow for every evening occasion.

BOOM!

View product details

$28.00
+$2.49 est. tax
Boom By Cindy Joseph
$8.35 delivery

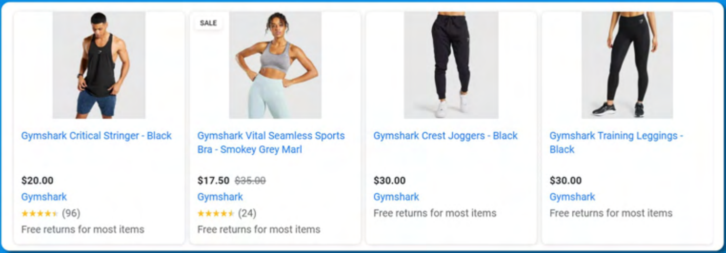
When we look at the free listing, we can see a few great add ons to it.

- Additional images on the left, shoppers immediately see happy women there. Great selection of additional images.

- The description is well crafted and says everything about the product in a short paragraph. I particularly like the BOOM! at the end, it's good to stay on brand.

- The 4.5 of over 8000 reviews is enticing. Great that Google is showing the "Reviewers noted" which lists great highlights for the

2 Gymshark



Gymshark Critical Stringer - Black
$20.00
Gymshark
★★★★★ (96)
Free returns for most items

SALE
Gymshark Vital Seamless Sports Bra - Smokey Grey Marl
$17.50 ~~$35.00~~
Gymshark
★★★★★ (24)
Free returns for most items

Gymshark Crest Joggers - Black
$30.00
Gymshark
Free returns for most items

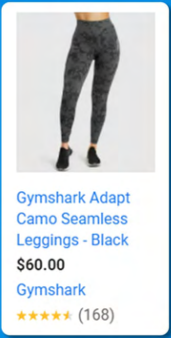
Gymshark Training Leggings - Black
$30.00
Gymshark
Free returns for most items

Gymshark loves to show off products on models, and we can't blame them, it looks so much better when you can see the product on someone. A nice added touch is the "Free returns for most items". We know how hard it is to shop online for clothes, but Gymshark utilizes the return policy to offset any complications when returning items.

- The image shows how the product fits and it's professionally done.

- The reviews show that it's a good product and provides good social proof.

- The title follows the proven method of Brand + Model + Style + Product type + Color. And it works! From a quick scan, you know what the product is and don't even have to look at the image. We could argue that the brand is visible under the price, but I'd always suggest putting the brand first in the title if your brand is searched a lot.

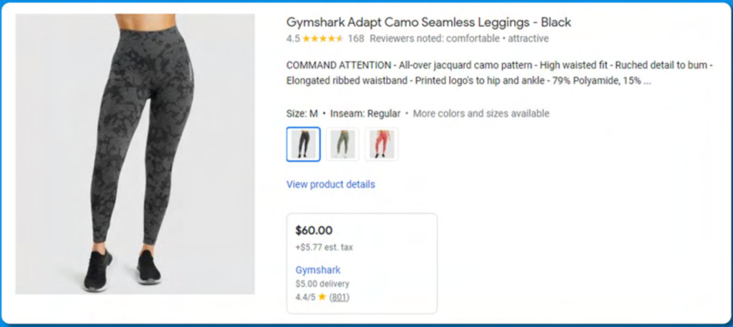


Gymshark Adapt Camo Seamless Leggings - Black

$60.00

Gymshark

★★★★★ (168)



Gymshark Adapt Camo Seamless Leggings - Black

4.5 ★★★★★ 168 Reviewers noted: comfortable • attractive

COMMAND ATTENTION - All-over jacquard camo pattern - High waisted fit - Ruched detail to bum - Elongated ribbed waistband - Printed logo's to hip and ankle - 79% Polyamide, 15% ...

Size: M • Inseam: Regular • More colors and sizes available

View product details

$60.00

+$5.77 est. tax

Gymshark

$5.00 delivery

4.4/5 ★ (801)

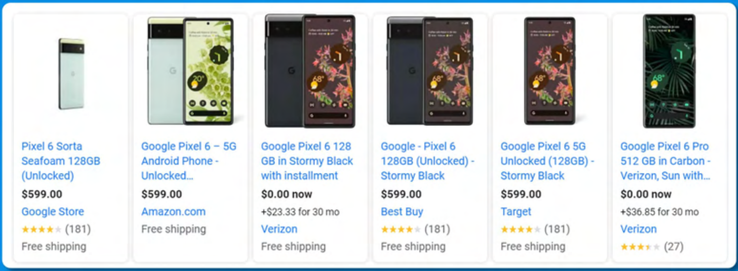
If we look at the free listing, Gymshark does a good job and follows best practices in displaying information.

- You can see a lot of additional images on the

- The description is written in bullet-point form so it's easily scannable (especially when you click on View product details).

- Showing that there's more colors and sizes means that they're doing a good job in connecting products at the product feed level.

③ Google



Pixel 6 Sorta Seafoam 128GB (Unlocked)
$599.00
Google Store
★★★★☆ (181)
Free shipping

Google Pixel 6 – 5G Android Phone - Unlocked...
$599.00
Amazon.com
Free shipping

Google Pixel 6 128 GB in Stormy Black with installment
$0.00 now
+$23.33 for 30 mo
Verizon
Free shipping

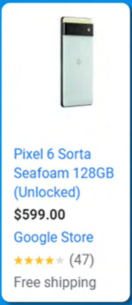
Google - Pixel 6 128GB (Unlocked) - Stormy Black
$599.00
Best Buy
★★★★☆ (181)
Free shipping

Google Pixel 6 5G Unlocked (128GB) - Stormy Black
$599.00
Target
★★★★☆ (181)
Free shipping

Google Pixel 6 Pro 512 GB in Carbon - Verizon, Sun with...
$0.00 now
+$36.85 for 30 mo
Verizon
★★★½☆ (27)

The “man” itself, Google advertising on Google Shopping.

Surprisingly, I would like to see more work done on the title, but let’s go over what they did great.



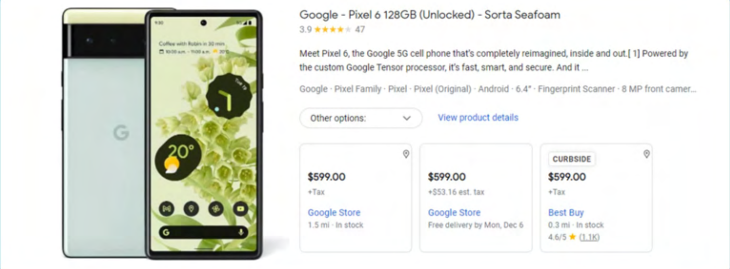
Pixel 6 Sorta Seafoam 128GB (Unlocked)
$599.00
Google Store
★★★★☆ (47)
Free shipping

- The image shows off the back. Arguable, but nowadays phones look mostly the same if you look at their front side, so this image definitely catches your eye. I would probably make the phone a little bigger, but this might be a way to stand out.

- It’s great that they’re showing off reviews and the low count is because the mobile phone is still new on the market.

- The title shows off everything important like the model, color, size and that it's unlocked, all of which is important information for a mobile phone. I would probably add the brand in the title and a little more specifications. Seems like Google itself isn't utilizing all 150 characters

- It's great that they're showing off reviews and the low count is because the mobile phone is still new on the market.



Google - Pixel 6 128GB (Unlocked) - Sorta Seafoam
3.9 ★★★★☆ 47

Meet Pixel 6, the Google 5G cell phone that's completely reimagined, inside and out.[1] Powered by the custom Google Tensor processor, it's fast, smart, and secure. And it ...

Google · Pixel Family · Pixel · Pixel (Original) · Android · 6.4" · Fingerprint Scanner · 8 MP front camer...

$599.00
+Tax
Google Store
1.5 mi · In stock

$599.00
+$53.16 est. tax
Google Store
Free delivery by Mon, Dec 6

CURBSIDE
$599.00
+Tax
Best Buy
0.3 mi · In stock
4.6/5 ★ (1.1K)

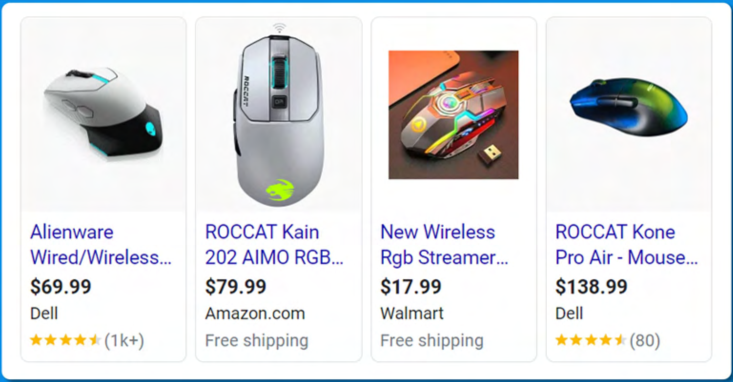
- They actually put a different image for the free listing, which is interesting and shows off the front and back of the mobile phone.

- Great that they have a lot of additional images.

- The description could use some work since it looks like it's just copy-pasted from the website.

- It's great that they're utilizing the product highlights which are shown in grey text (Google, Pixel Family, Pixel, etc.).

4 Roccat



Alienware Wired/Wireless...
$69.99
Dell
★★★★½ (1k+)

ROCCAT Kain 202 AIMO RGB...
$79.99
Amazon.com
Free shipping

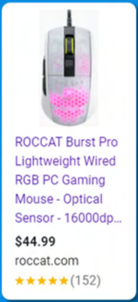
New Wireless Rgb Streamer...
$17.99
Walmart
Free shipping

ROCCAT Kone Pro Air - Mouse...
$138.99
Dell
★★★★½ (80)

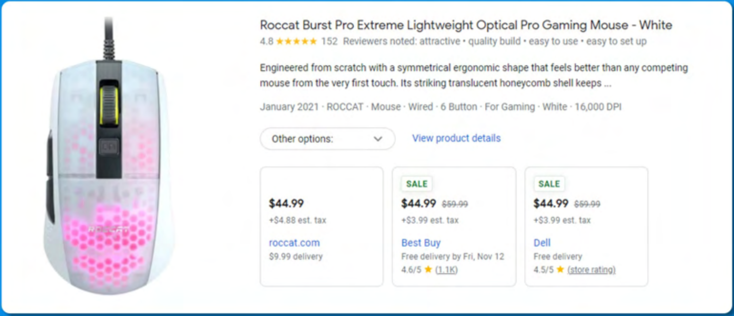
No Roccat on a Roccat brand search? Before bringing out the pitchforks they might have an agreement to not advertise on branded keywords or they don't have enough budget for every brand search. I doubt that, but it's a question for their Google Ads strategist.

They do advertise on Google Shopping ads so let's see what they have in their ad.

- The image is very clear and shows off the design of the mouse. It's wired and you can see the wire at the top.
- The title is crafted with best practices in mind Brand + Model + Feature + Feature + Product type + Feature. They're trying to get the casual PC user and the gaming population with the title.
- The reviews give social proof that it's a good gaming mouse.



ROCCAT Burst Pro Lightweight Wired RGB PC Gaming Mouse - Optical Sensor - 16000dp...
$44.99
roccat.com
★★★★★ (152)



Roccat Burst Pro Extreme Lightweight Optical Pro Gaming Mouse - White

4.8 ★★★★★ 152 Reviewers noted: attractive • quality build • easy to use • easy to set up

Engineered from scratch with a symmetrical ergonomic shape that feels better than any competing mouse from the very first touch. Its striking translucent honeycomb shell keeps ...

January 2021 · ROCCAT · Mouse · Wired · 6 Button · For Gaming · White · 16,000 DPI

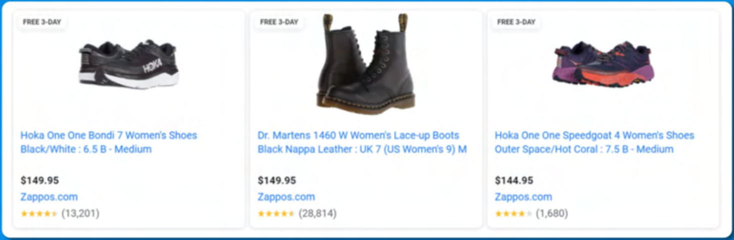
$44.99
+$4.88 est. tax
roccat.com
$9.99 delivery

SALE
$44.99 ~~$59.99~~
+$3.99 est. tax
Best Buy
Free delivery by Fri, Nov 12
4.6/5 ★ (1.1K)

SALE
$44.99 ~~$59.99~~
+$3.99 est. tax
Dell
Free delivery
4.5/5 ★ (store rating)

- A very clear image of the mouse with a lot of additional images on the left.
- The title is perfect for the listing, writing off what the product is.
- Great utilizing the product highlights that are written in grey text. (January 2021,ROCCAT, Mouse, etc.).
- The Reviewers noted section is filled with everything you'd expect from a computer mouse.

⑤ Zappos



FREE 3-DAY

Hoka One One Bondi 7 Women's Shoes Black/White : 6.5 B - Medium

$149.95

Zappos.com

★★★★½ (13,201)

FREE 3-DAY

Dr. Martens 1460 W Women's Lace-up Boots Black Nappa Leather : UK 7 (US Women's 9) M

$149.95

Zappos.com

★★★★½ (28,814)

FREE 3-DAY

Hoka One One Speedgoat 4 Women's Shoes Outer Space/Hot Coral : 7.5 B - Medium

$144.95

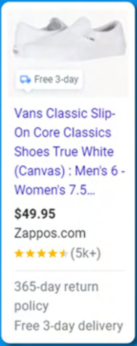
Zappos.com

★★★★☆ (1,680)

Zappos is doing a great job at Google Shopping, let's see how.

We can't control which features Google is going to show in the ad, but Zappos shows that it's worth it to get in as many as possible.

- The title is fine, but I would definitely work more on it. Although it has all the basic things a title needs to have (brand, model, product type, gender, size) it could be written better.
- It's got a nice little badge "Free 3-day" and at the bottom of the at stating it's a free delivery in 3 days.
- Excellent use of reviews, who wouldn't trust 5k+ reviews with an average of 4.5 stars.



Free 3-day

Vans Classic Slip-On Core Classics Shoes True White (Canvas) : Men's 6 - Women's 7.5...

$49.95

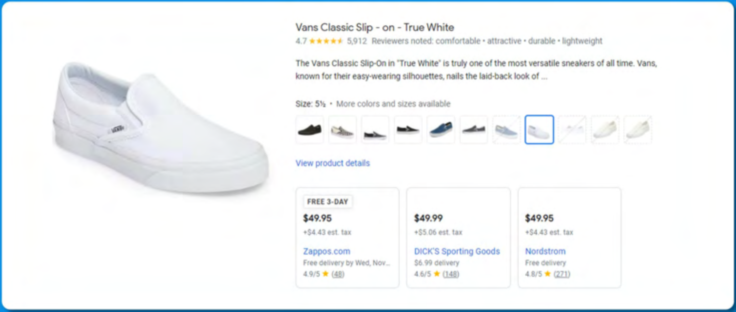
Zappos.com

★★★★½ (5k+)

365-day return policy

Free 3-day delivery

- As with all clothes and shoes, the return policy is important. They're showing off their 365-day return policy which is a great benefit when buying from them and makes it easier to buy.



Vans Classic Slip - on - True White

4.7 ★★★★★ 5,912 Reviewers noted: comfortable • attractive • durable • lightweight

The Vans Classic Slip-On in "True White" is truly one of the most versatile sneakers of all time. Vans, known for their easy-wearing silhouettes, nails the laid-back look of ...

Size: 5½ • More colors and sizes available

View product details

FREE 3-DAY
$49.95
+$4.43 est. tax
Zappos.com
Free delivery by Wed, Nov...
4.9/5 ★ (48)

$49.99
+$5.06 est. tax
DICK'S Sporting Goods
$6.99 delivery
4.6/5 ★ (148)

$49.95
+$4.43 est. tax
Nordstrom
Free delivery
4.8/5 ★ (271)

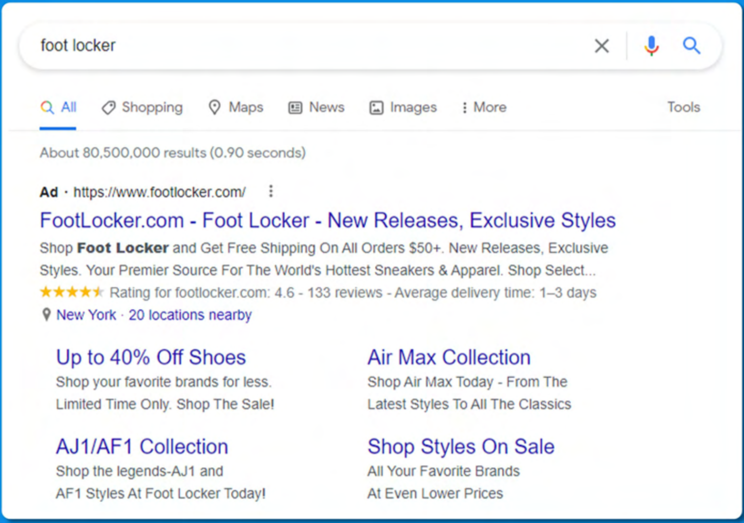
Free listing, by default, is looking fine.

- I'd work on the title more, but it conveys exactly what the product is.
- It's great to have a lot of additional images on the left.
- It's showing off other colors and sizes so that's a great feature to
- Free 3-day delivery is listed in the box, which is a great signal to have.

Search Ads

Brand Search Ad

1 **Foot Locker** Foot Locker



About 80,500,000 results (0.90 seconds)

Ad · https://www.footlocker.com/

FootLocker.com - Foot Locker - New Releases, Exclusive Styles

Shop **Foot Locker** and Get Free Shipping On All Orders $50+. New Releases, Exclusive Styles. Your Premier Source For The World's Hottest Sneakers & Apparel. Shop Select...

★★★★★ Rating for footlocker.com: 4.6 - 133 reviews - Average delivery time: 1–3 days

New York · 20 locations nearby

Up to 40% Off Shoes
Shop your favorite brands for less.
Limited Time Only. Shop The Sale!

Air Max Collection
Shop Air Max Today - From The
Latest Styles To All The Classics

AJ1/AF1 Collection
Shop the legends-AJ1 and
AF1 Styles At Foot Locker Today!

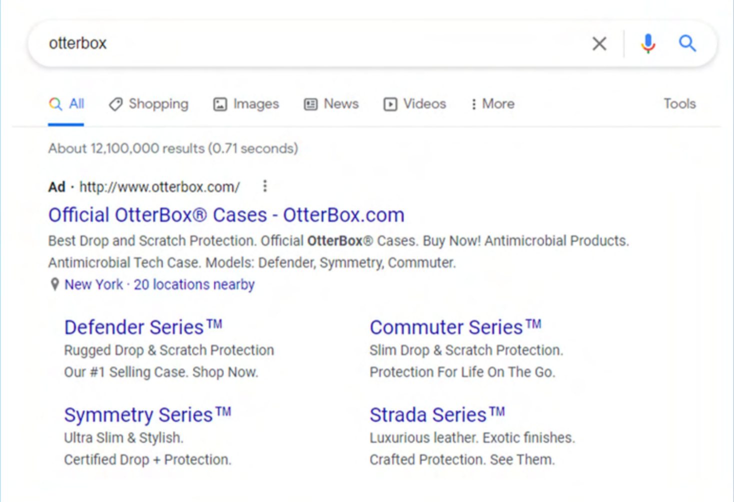
Shop Styles On Sale
All Your Favorite Brands
At Even Lower Prices

Foot Locker is doing a great job at brand search ads.

- The title is using the branded url, brand and a generic feature "New Releases, Exclusive Styles". When you don't know exactly what the search intent is, it's good to have a generic writing style that appeals to the biggest part of users that are searching.
- Descriptions show off all the benefits including free shipping, new releases and such.
- Ratings are a great way to stand out and they have them coupled with the average delivery time.

- Since Foot Locker is a brick & mortar store, it makes perfect sense to include the location extension to show the nearest stores. Since I'm searching from New York,
- The easiest way to get more real estate are the sitelink extensions. We can see all 4 here complete with their descriptions. Do note, descriptions are important and can help with getting more real estate in the ad.

2 OtterBox



About 12,100,000 results (0.71 seconds)

Ad · http://www.otterbox.com/

Official OtterBox® Cases - OtterBox.com

Best Drop and Scratch Protection. Official **OtterBox**® Cases. Buy Now! Antimicrobial Products. Antimicrobial Tech Case. Models: Defender, Symmetry, Commuter.

New York · 20 locations nearby

Defender Series™
Rugged Drop & Scratch Protection
Our #1 Selling Case. Shop Now.

Commuter Series™
Slim Drop & Scratch Protection.
Protection For Life On The Go.

Symmetry Series™
Ultra Slim & Stylish.
Certified Drop + Protection.

Strada Series™
Luxurious leather. Exotic finishes.
Crafted Protection. See Them.

OtterBox is also doing a good job with brand search ads.

- The title is fairly simple and you can't miss it if you're searching for

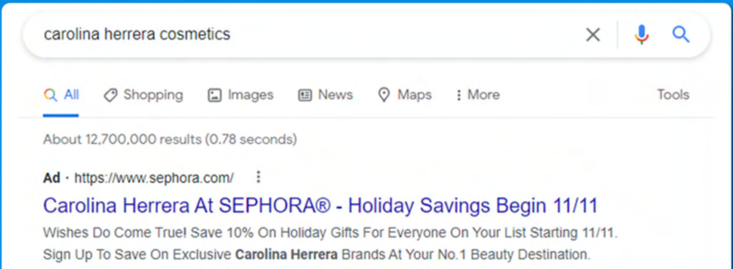
OtterBox.

- Location extension is on so it's showing the nearby stores in New York.
- They're using the structured snippet extension which allows them to show off their models in the description, great was to feature the models.
- You can see that they're really focusing on recent important features when they're writing "Antimicrobial Products. Antimicrobial Tech Case" which is an important term while the pandemic of COVID-19 is ongoing.
- Again, the easiest way to get more real estate is to have sitelink extensions. They're showing off their series or models with a quick, easy-digestible description of the model.

Product Search Ad

Let's check out how Sephora and Staples handle product search ads.

1 Sephora



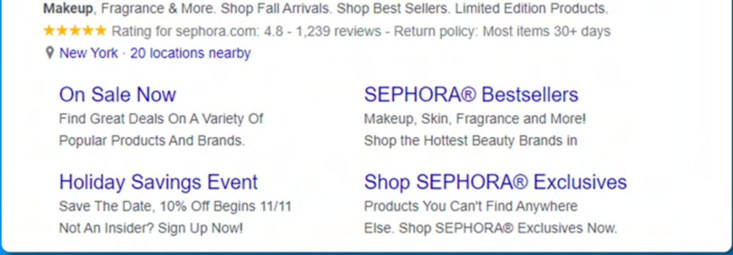
carolina herrera cosmetics

About 12,700,000 results (0.78 seconds)

Ad · https://www.sephora.com/

Carolina Herrera At SEPHORA® - Holiday Savings Begin 11/11

Wishes Do Come True! Save 10% On Holiday Gifts For Everyone On Your List Starting 11/11. Sign Up To Save On Exclusive **Carolina Herrera** Brands At Your No.1 Beauty Destination.



Makeup, Fragrance & More. Shop Fall Arrivals. Shop Best Sellers. Limited Edition Products.

★★★★★ Rating for sephora.com: 4.8 - 1,239 reviews - Return policy: Most items 30+ days

New York · 20 locations nearby

On Sale Now
Find Great Deals On A Variety Of
Popular Products And Brands.

SEPHORA® Bestsellers
Makeup, Skin, Fragrance and More!
Shop the Hottest Beauty Brands in

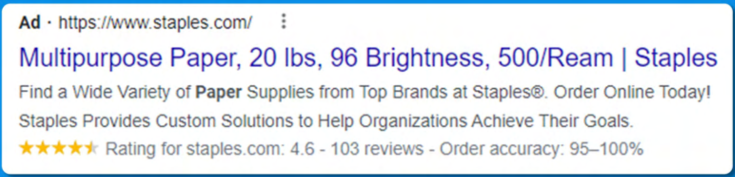
Holiday Savings Event
Save The Date, 10% Off Begins 11/11
Not An Insider? Sign Up Now!

Shop SEPHORA® Exclusives
Products You Can't Find Anywhere
Else. Shop SEPHORA® Exclusives Now.

While searching for cosmetics, this one popped in.

- The start of the title already features the brand I've searched for, that's great. You can see a real-time(not really) start of the sale that starts 11/11, which is a great way to entice you to click.
- The description mentions the brand again, which is great and it's bolded so it's visible. The description is filled with all the good things that await for you at Sephora but also reiterates that the sale starts 11/11.
- The reviews make the ad stand out.
- An important thing in ecommerce is the return policy, it's highlighted here with most items being 30+ days.
- They're using location extensions so I got 20 locations nearby in New York.
- Best ad expander, sitelinks, is used correctly here. I'd maybe like a more personalized sitelink that might lead to the brand bestsellers.

2 Staples Staples



Ad · https://www.staples.com/

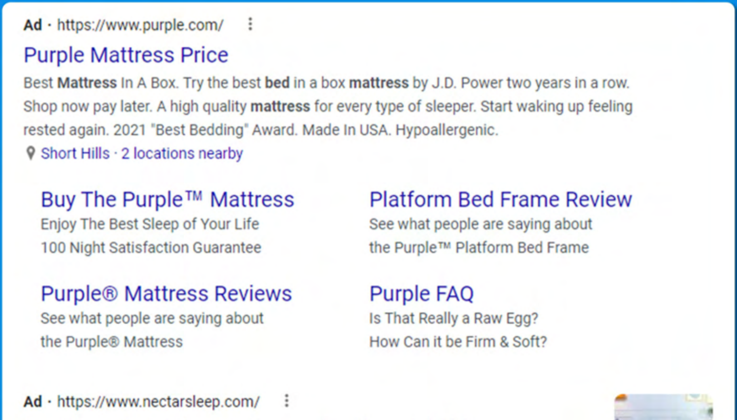
Multipurpose Paper, 20 lbs, 96 Brightness, 500/Ream | Staples

Find a Wide Variety of **Paper** Supplies from Top Brands at Staples®. Order Online Today! Staples Provides Custom Solutions to Help Organizations Achieve Their Goals.

★★★★★ Rating for staples.com: 4.6 - 103 reviews - Order accuracy: 95–100%

You can get good ads with “boring” products too!

- The title is exactly what I was searching for, a multipurpose paper. It lists the main features of the paper with the seller brand at the end.
- The description is a little vague and generic, but it does list main features on why to buy at Staples.
- Ratings are a nice touch and make the ad stand out.
- You’ll see that there are no location or sitelink extensions. Remember, Google decides which extensions are going to be shown with the ad, so we can’t influence it directly but to create relevant extensions.



Ad · https://www.purple.com/

Purple Mattress Price

Best **Mattress** In A Box. Try the best **bed** in a box **mattress** by J.D. Power two years in a row. Shop now pay later. A high quality **mattress** for every type of sleeper. Start waking up feeling rested again. 2021 "Best Bedding" Award. Made In USA. Hypoallergenic.

Short Hills · 2 locations nearby

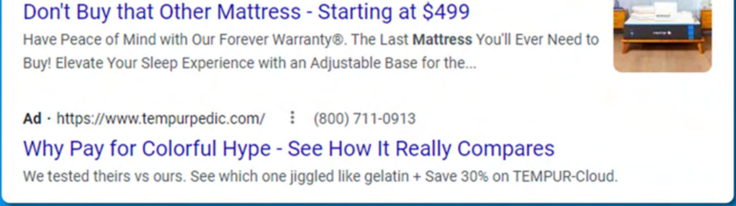
Buy The Purple™ Mattress
Enjoy The Best Sleep of Your Life
100 Night Satisfaction Guarantee

Platform Bed Frame Review
See what people are saying about
the Purple™ Platform Bed Frame

Purple® Mattress Reviews
See what people are saying about
the Purple® Mattress

Purple FAQ
Is That Really a Raw Egg?
How Can it be Firm & Soft?

Ad · https://www.nectarsleep.com/



Don't Buy that Other Mattress - Starting at $499

Have Peace of Mind with Our Forever Warranty®. The Last **Mattress** You'll Ever Need to Buy! Elevate Your Sleep Experience with an Adjustable Base for the...

Ad · https://www.tempurpedic.com/ ⋮ (800) 711-0913

Why Pay for Colorful Hype - See How It Really Compares

We tested theirs vs ours. See which one jiggled like gelatin + Save 30% on TEMPUR-Cloud.

The most fun type of ads: ads that target competitors!

The mattress niche can be very competitive, as we can see in the example above.
Let's quickly go over the competitor ads that showed up for the keyword "Purple mattress price".

Nectarsleep.com

- It's a generic title they're running for most of the competitors, but it does a great job of getting eyeballs on the ad with mentioning the other mattress and immediately showing the starting price, while
- The description is standard and lists all the features.
- I'm loving the image extension, it really draws attention to the ad.

Tempurpedic.com

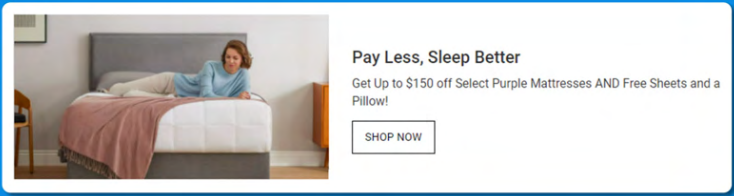
- This title is perfect. Since the brand keyword they're competing on is Purple and it's a color, them putting "Why Pay for Colorful Hype" is a perfect "shots fired" title and makes you really think about Why would you pay for Purple? Continuing, they're writing that they compared and tested the mattresses.
- The description continues the story of the test between the mattresses and throws a nice comparison goal, "which one jiggles like gelatin". They're adding that you can save 30% on their mattress at the end, which is a convincing call to action.

Since both are lower position than the main one, they don't get as much extensions to their ads, so they had to be creative with copy in the headlines and descriptions.

Remarketing search ad
Couldn't find anything that I'm sure it's a remarketing search ad..

Display Ads

Responsive display ads



Pay Less, Sleep Better

Get Up to $150 off Select Purple Mattresses AND Free Sheets and a Pillow!

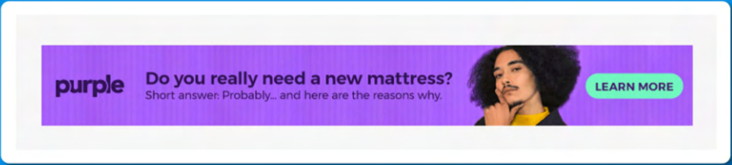
When you're using responsive display ads, Google has the power to rearrange the looks of the ad to the space where it is. In this example, it has all the necessary elements that remind me that I was on Purple looking at mattresses.

- Enticing headline with mentioning sleep.
- The description that lists extras I could get.
- Shop now button is a great call to action.

- You can see the logo in the lower right corner with a good image on the left.

Banner Ads

1 purple Purple



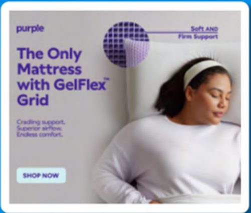
purple

Do you really need a new mattress?

Short answer: Probably... and here are the reasons why.

LEARN MORE

Oh boy, Purple is really active in remarketing.



purple

Soft AND Firm Support

The Only Mattress with GelFlex™ Grid

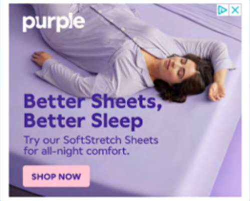
Cradling support. Superior airflow. Endless comfort.

SHOP NOW

- The design is on point with the brand colors and images.
- The copy is always mentioning

either sleep or mattress so you know what you can expect when you click on the ad.

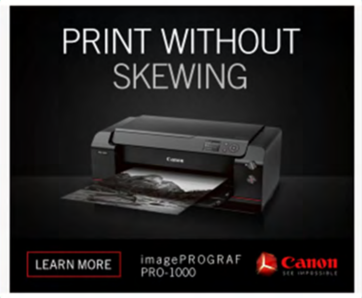
- Call to action buttons are always visually appealing and visible.


purple
Better Sheets, Better Sleep
Try our SoftStretch Sheets for all-night comfort.
SHOP NOW

2 Canon

Canon is doing a good job with its remarketing banners.

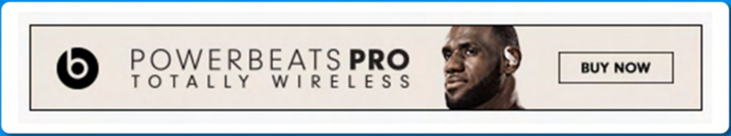
- The image is clearly showing the product.
- The copy gets what bugs most of the people when looking at printers and makes a good point that their printers print without skewing.



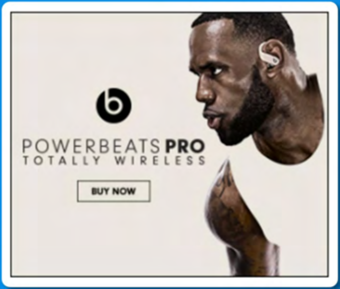
- The call to action button might be a little more visible, I would probably make the background red, but I can see why they didn't go with that. The logo itself is red and it would be too distracting to have 2 elements of the same color “fighting” for attention.

3 Beats

Nothing beats (ding!) a celebrity, right?



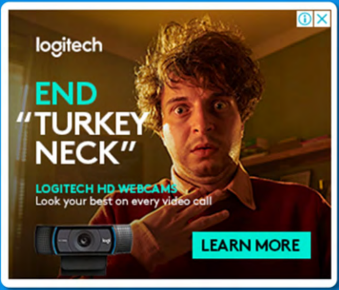
- Having a celebrity is obviously a great thing to show.
- The design is really clean.
- The copy is great with showing the product name and it's best feature.



4 Logitech

Logitech is doing a great job at figuring out what we need in these, different times.

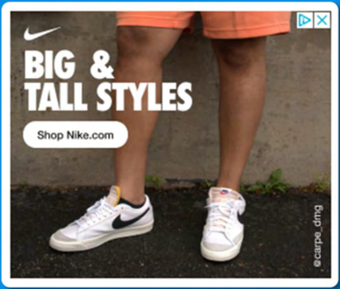
- Great image showing off the “turkey neck”.
- Copy that hits the nail. Since a lot of people are doing video calls, you want to look the best as you can right?
- They have a clear call to action button that stands out.



⑤ Nike

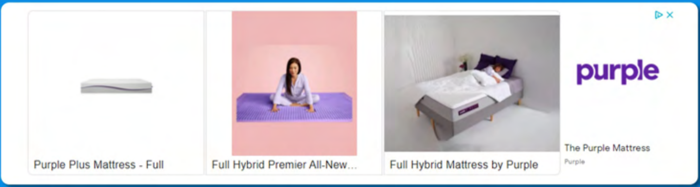
Who doesn’t know about Nike, right?

- Great image showing off the sneakers in a “normal” environment without a model.
- Clear copy that shows off the main proposition.
- Good call to action button.



Dynamic Product Feed Ads

1 Purple

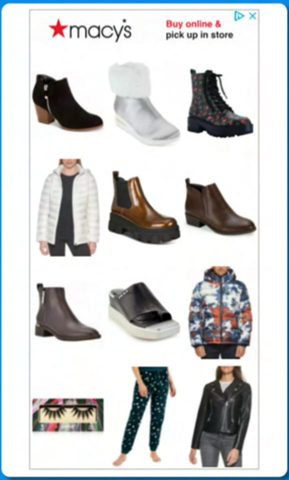

Purple Plus Mattress - Full
Full Hybrid Premier All-New…
Full Hybrid Mattress by Purple
purple
The Purple Mattress
Purple

Again, Purple is doing a good job.

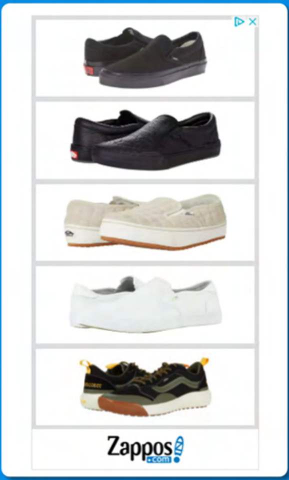
- Here we have a dynamic product feed ad where it's showing what I was looking at on their website.
- The first image is a little bland, but the other 2 images make up for it.

2 Macy's

- Using the product feed is a great way to get traffic to specific product pages. And that's exactly what Macy's is doing.
- They have a good marketing image on the top with the logo and their proposition of getting in-store pickup.
- Having a variety of different style images, like single product images and products on models, gets shoppers to look at the ad.



3 Zappos.com

- The nature of dynamic product feed ads is that they show you products you've been looking at.
- A clear marketing image on the bottom to indicate it's Zappos.
- Clear images that show off the products.