

5 *Underutilized Developments* in Ecommerce Digital Marketing

Discover your Competitive Edge with this Special Report

Gain a Competitive Edge with these

5 Underutilized Developments

in Ecommerce Digital Marketing

As you know, the ecommerce digital marketing landscape changes constantly. Early adopters experience the strongest competitive advantage while stagnant merchants slowly lose ground.

Given our agency's ecommerce-specific focus across multiple channels -- paid search, social media advertising, marketplaces, SEO, and comparison shopping engines -- we've compiled the top marketing strategies that remain underutilized by most merchants before we take them on as clients.

For this report, we asked the directors of our main service areas to answer a simple question:

“ *What ecommerce digital marketing developments are giving retailers the biggest lifts, yet remain unexploited by most merchants?* ”

1 *Tracking Profit Instead of Revenue or Conversions*



There are three main stages in the evolution of accountable digital advertising:

STAGE 1

Tracking conversions

STAGE 2

Tracking revenue

STAGE 3

Tracking profit

It takes some work to implement profit tracking down to the ad and keyword level, but the impact is powerful for advertising effectiveness. If you sell products at differing profit margins, as do most ecommerce merchants, you should be tracking profit in the same place you manage your campaigns and bids.

A CPA or ROI goal won't give you the confidence you need to bid competitively when some products have a 15% profit margin and others a 40% profit margin. Orders and revenue don't grow your business in the long run; profit does.

For a while now, Google has enabled custom data uploads into Google Analytics. You can go this route or use the Google Analytics Measurement Protocol to associate the data which provides better reporting abilities. This is the route we took with our own custom software for clients to dynamically marry per-product profit data with Google Analytics. However you decide to implement it, it is worth the setup overhead to manage your advertising according to your true goals.

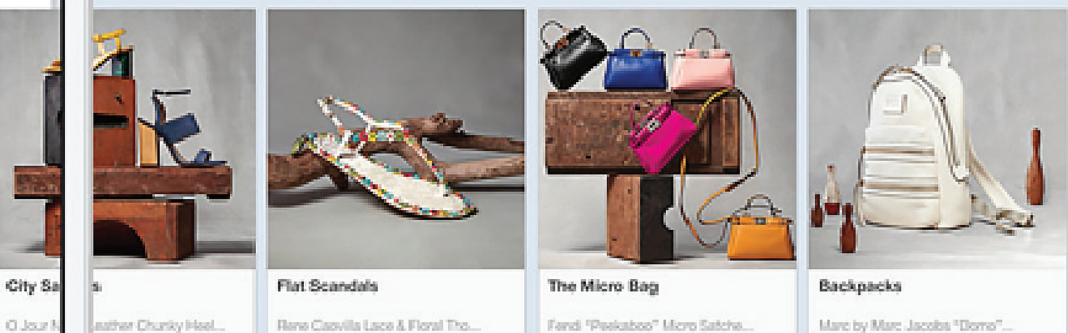
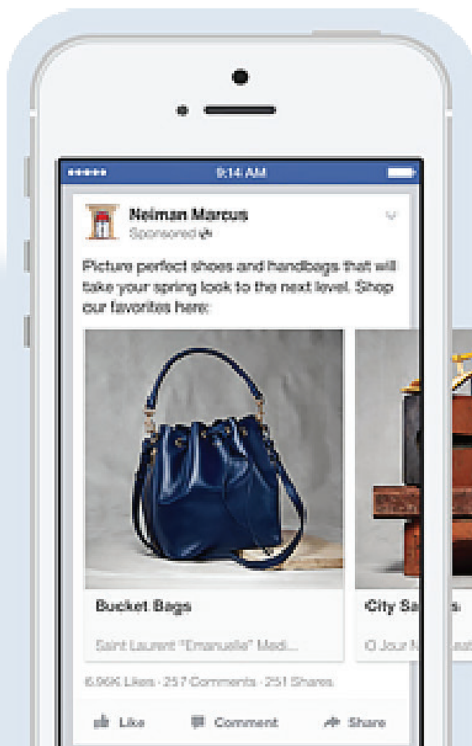
2

Using Facebook Carousel Ads

Without a doubt, Facebook's Carousel Ads are the most promising development in social media advertising, but still aren't being utilized by many retailers. These ads show up directly in a user's news feed and generate more clicks at a lower cost per click than any other social media ad unit we've tested.

With Carousel Ads, you can display up to five different images which can be pulled dynamically from your product feed, remarketing, or even direct image uploads. The user is free to swipe through each of the images, but you only pay when the user clicks through to your website or engages socially with a comment, like, or share.

You have the option to let Facebook automatically optimize the order of the images based on those determined to generate the highest engagement.



3 Selling on the Amazon Marketplace



Sponsored ⓘ

DailyShoes Women's Military Up Buckle Combat Boots Ankle High Exclusive Credit Card Pocket by DailyShoes

\$36.99 ~~\$89.99~~ Prime

Some sizes/colors are Prime eligible

FREE Shipping on orders over \$35

★★★★★ 48

Are you selling any of your products on the Amazon Marketplace? 2015 brought some big changes to your targeting abilities with Sponsored Products, which now allow you to specify keyword match types and negative keywords, just like in AdWords. Along with the increased functionality, Amazon has also given Sponsored Products more prominence in their search results pages.

Even so, many retailers continue to stay away from selling on Amazon. An Amazon Marketplace strategy is indeed ill-advised for some merchants. Yet many abstain more out of fear and animosity against Amazon than out of sound business practices. Yes, Amazon would willingly crush you without shedding a tear, but there are valid strategies to make significant revenue from the Amazon marketplace while shielding yourself from Amazon's death-ray.

Here are three questions to ask yourself to determine if there is a safe way to enter the Amazon Marketplace to increase your revenue in 2016:

- 1 Can Amazon go directly to your product source? If Amazon can easily bypass you to sell your products themselves, you should stay out of the marketplace. Yet, if your competitors -- or Amazon itself -- are already selling these products on Amazon, there is nothing to lose from throwing your hat into the ring as well.
- 2 Do you have at least a subset of your products that pass through the above criteria?
- 3 Can you still make a profit after paying Amazon's 15% referral fee?

4 Using Structured Data to Assist Search Engines

We are continually surprised at the number of eCommerce retailers that are not using structured data markup on their sites. Structured data provides webmasters the ability to disambiguate specific data points for search engines, such as business name, address, product name, price, rating, and many more.

This markup triggers rich snippets, review stars, and other special features, all of which snag more SERP real estate for your business, and better inform your potential customers of your offerings.

Be sure to include this vital information on your eCommerce site. This is one of the first action items we implement for our SEO clients. Once you have your schema.org structured data in place, you can use Google's Structured Data Testing Tool to be sure everything is setup correctly:

Google Developers

Structured Data Testing ... Search

Products > Search > Structured Data > Structured Data Testing Tool

Structured Data Testing Tool

Fetch URL Examples Microdata

Rich Snippets > Products (what's this?)

VALIDATE

```
1 <div itemscope itemtype="http://schema.org/Product">
2   <span itemprop="brand">ACME</span>
3   <span itemprop="name">Executive Anvil</span>
4   
5   <span itemprop="description">Sleeker than ACME's Classic Anvil, the
6     Executive Anvil is perfect for the business traveler
7     looking for something to drop from a height.
8   </span>
9   Product #: <span itemprop="mpn">925872</span>
10  <span itemprop="aggregateRating" itemscope
11    itemtype="http://schema.org/AggregateRating">
12    <span itemprop="ratingValue">4.4</span> stars, based on <span
13      itemprop="reviewCount">89
14    </span> reviews
15  </span>
16  <span itemprop="offers" itemscope itemtype="http://schema.org/Offer">
17    Regular price: $179.99
18    <meta itemprop="priceCurrency" content="USD" />
19    $<span itemprop="price">119.99</span>
20    (Sale ends <time itemprop="priceValidUntil" datetime="2020-11-05">
21      5 November!</time>)
22    Available from: <span itemprop="seller">Executive Objects</span>
23    Condition: <link itemprop="itemCondition"
24      href="http://schema.org/UsedCondition">Previously owned,
25      in excellent condition
26    <link itemprop="availability" href="http://schema.org/InStock">In stock! Order
27      now!</span>
28  </span>
29 </div>
```

Results - Filter by use case

Product (1) All good








Product	
name:	Executive Anvil
image:	http://www.example.com/anvil_executive.jpg
description:	Sleeker than ACME's Classic Anvil, the Executive Anvil is perfect for the business traveler looking for something to drop from a height.
mpn:	925872
brand [Thing]:	
name:	ACME
aggregateRating [AggregateRating]:	
ratingValue:	4.4
reviewCount:	89
offers [Offer]:	
priceCurrency:	USD
price:	119.99
priceValidUntil:	2020-11-05
itemCondition:	http://schema.org/UsedCondition
availability:	http://schema.org/InStock
seller [Thing]:	
name:	Executive Objects

Custom Search Result Filters

<https://developers.google.com/structured-data/testing-tool/>

5 Online Product Inventory Update Feed

Don't let disapprovals hurt the performance of your best-sellers...

Current issues > Items > Temporary item disapprovals due to incorrect prices: examples					
Example ?	Item ID ?	Sampled at ?	Value in feed ?	Value on website ?	Current status ?
 Ring of an Angel Sterling Silver Ornament Jewelry - Engravable	PM0007	Nov 30, 2015 19:59:47 PST	79.95USD	49.95USD	Disapproved
 Photo Dog Tag Stainless Steel Ornament Jewelry - Engravable	PM0008	Nov 30, 2015 19:31:45 PST	69.95USD	44.95USD	Disapproved
 Photo Heart Stainless Steel Ornament Jewelry - Engravable	PM0009	Nov 30, 2015 17:10:01 PST	69.95USD	44.95USD	Disapproved
 Heart Gold Stainless Steel Ornament Jewelry - 8" Long	PM0010	Nov 30, 2015 19:54:28 PST	34.95USD	44.95USD	Disapproved
 Army Of Hearts 14k Gold Heart Ornament Jewelry - Engravable	PM0011	Nov 30, 2015 17:58:33 PST	139.95USD	69.95USD	Disapproved
 Photo Merry Christmas Snowman Round Porcelain Ornament	PM0012	Nov 30, 2015 16:41:39 PST	14.95USD	11.95USD	Disapproved
 Shielded Heart Sterling Silver Ornament Jewelry	PM0013	Nov 30, 2015 16:57:42 PST	99.95USD	69.95USD	Disapproved

Google crawls your website regularly to make sure the price of each product on your website matches the price in your shopping feed. Any discrepancy results in an immediate disapproval of that item in your feed. The problem is that many retailers don't update their shopping feed in Google Merchant Center but once per week, even once per month.

Since your best selling products are more likely to experience frequent price changes, these between-update changes can cripple your Google Shopping success. Google recently released a tool to apply product changes in small batches with their Online Product Inventory Update Feed.

The best part about it is that Google Merchant Center will tell you exactly which products have been disapproved because of pricing errors.

Our analysts check this report daily for our clients -- you should be checking yours too!

Take the Next Step

Request a Complimentary 20-Minute Digital Marketing Campaign Review:

If you want more help in uncovering your top digital marketing opportunities, you can take advantage of our free campaign review in Google AdWords, Bing, Google Shopping, CSE's or Social Media Advertising. One of our experts will take a look at your campaigns to uncover quick-win opportunities and identify wasted spend.

 **Take Action** at www.ROIRevolution.com/review

This isn't theory – this is real, actionable advice specific to your campaigns from an expert analyst. Contact us to schedule your complimentary Digital Marketing Campaign Review. Here's what to expect:

Step 1: Schedule

Once we receive your request, expect a call from one of our Retail Digital Marketing Consultants within one business day. We'll coordinate the best time for your campaign review, and then send a calendar invite with the GoToMeeting details.

Step 2: Attend the Virtual Meeting

We'll get right down to business. Here are some questions we'll try to answer during your Diagnostic Review:

- Are your campaigns **bleeding money** through misdirected ad spend?
- What 5-minute changes can be made to **immediately** increase your marketing ROI?
- Where are you limiting **potential profitable growth** in your campaigns?
- How many of the proven ad-click boosters have you activated?
- Are your best campaigns still running in "beginner mode"?
- How many of your products are being **ignored** by your marketing efforts?

Step 3: Start Making Profitable Changes

Our reviews are designed to give you actionable advice for your unique account that you can start applying right away to cut spend and increase profits!

Schedule Your Digital Marketing Campaign Review Today!
www.ROIRevolution.com/review



Robust Technology. Responsive Experts.

We are ecommerce marketing experts. Our unique approach puts our proprietary software suite in the hands of dedicated account teams whose singular focus is delivering remarkable results for our clients. We manage over \$150 Million in ad spend yearly for our 250+ clients, operating out of 7 different countries.



Ecommerce Focused. Results Driven. Dedicated to Achieving Client Success through:

- Industry-leading paid search management for Google, Bing, and Yahoo.
- Product feed management for the top Comparison Shopping Engines.
- Utilizing premium diagnostic tools to optimize campaigns.
- Offering expert resources and Special Reports such as this one!



Interested in Learning More?
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