

2022



Get ready to drive peak-season sales

Tools, tips, and trends from Shopify and Google

The 2022 holiday season will be a busy one, and now's the time to get ready to tap into peak demand. Want to reach engaged shoppers—no matter where they're searching? We'll help you get holiday-ready and set your business up for a successful shopping season. Get started today by adding the Google channel to your Shopify account.

87%

In 2021, 87% of holiday shoppers used Google as a shopping resource.*

Optimize your product feed

1

Upload your product information

Be sure to provide correct product identifiers ([GTINs](#)). Remember to include high-resolution product images, as they're more likely to show up in search queries.

2

Maintain your feed health

Start off strong by setting up the [required feed attributes](#). Don't forget that the Google channel automatically updates your product feed when you add, edit, or delete products from your Shopify admin.

3

Enhance your product titles

Specific, accurate product titles help Google show your products to the right shoppers. Need inspiration? Try brainstorming phrases people might use to find your products.

Get holiday-ready with free tools from Google



Grow My Store

Get a website evaluation with detailed insights and custom recommendations to help boost site performance.



Google Trends

Access new audiences by exploring popular Google Search terms through real-time and historical data that spans regions and languages.

*Google/Ipsos, Holiday Shopping Study, Oct 2021 – Jan 2022.

Get discovered

Showcase your products with free listings

Get your eligible products in front of millions of shoppers across Google and drive traffic to your store—for free. Maximize your product listings by updating your holiday shipping and return times, and providing fast and free shipping.

Launch a Performance Max campaign

Promote your products and access new audiences across Google Search, Gmail, YouTube, and the Display Network with a Performance Max campaign. Google will choose the best time and place to show your products to shoppers, and you can measure campaign results and adjust your campaigns.

Optimize your budget

It's time to adjust your campaigns to make the most of the coming surge in holiday shopping searches. Use the [Google channel](#) to run a targeted Performance Max campaign that highlights your products and drives performance with machine learning to automatically connect you with shoppers searching for products like yours.

Spend \$500. Get \$500.

New to Google Ads? You can get up to \$500 in ad credit when you spend your first \$500 within 60 days.

Amounts vary by country. [See terms and conditions.](#)

Never Fully Dressed uses Google to scale quickly and boost ROI

In just three years, clothing company Never Fully Dressed has scaled from an offline venture selling handmade dresses to an international, multimillion-pound online retailer. Without venture capital backing, the startup needed to see a return on their marketing investment very quickly, so they turned to Shopify and Google. Within their first year of running Shopping and Performance Max campaigns, the company saw **revenue grow 628%**, and last year, they saw **year-over-year growth of 80%***.

“Changes we make in our Shopify store are quickly carried over to Google, so we’re never serving ads against an out-of-stock product, or showing the wrong price or product information. It’s just easier—we don’t have to think about it.”

Will Forster, **CEO & Founder of Brandog Digital**
performance agency for Never Fully Dressed

+628%

Never Fully Dressed experienced 628% growth in revenue in its first year of running Google Ads campaigns.*

*Never Fully Dressed, performance results, 2021.



Terms and conditions

1. Offer available only while supplies last.
2. Offer available only to advertisers which are new to Google Ads, with a billing address in the United States. One promotional code per advertiser
3. To activate this offer: Click on the button or link associated with this offer for the promotional code to be automatically applied to your first Google Ads account. The promotional code must be applied to your first Google Ads account within 14 days of your first ad impression being served from such account.
4. To earn the credit: After the promotional code is applied to your Google Ads account, your advertising campaigns must accrue costs of at least \$500, (excluding any taxes or applicable fees), within 60 days. Making a payment of \$500 is not sufficient. The tracking of advertising costs towards \$500 begins after the promotional code is applied.
5. Once 3 and 4 are completed, the credit will typically be applied within 5 days to the Billing Summary of your Google Ads account.
6. The credit expires 60 days after it is applied to your account.
7. Credit applies to future advertising costs only. Credit cannot be applied to costs accrued before the promotional code was entered in your Google Ads account.
8. You won't receive a notification once credit in your Google Ads account is used up and any additional advertising costs will be charged to your form of payment. If you don't want to continue advertising, you can pause or delete your campaigns at any time.
9. Your account must be successfully billed by Google Ads and remain in good standing in order to remain eligible to use the credit.
10. Full terms and conditions can be found at <https://www.google.com/ads/coupons/terms/>

