Preparing to Re-Open?

Adapt your Google Ads strategy to reach your customers and help your business be discovered.

Reactivate some or all of your stores with this retail store re-opening checklist for advertisers:

Omni Channel Measurements

Re-enable store visits as needed (be mindful of Store Visit lag time & ramp-up period)

Confirm store sales direct offline uploads and verify data

Smart Bidding for Store Visits

If previously opted into Smart Bidding for store visits, reactivate

Loosen ROAS targets if tightened during impact period

If not previously opted into Smart Bidding for store visits in AdWords or SA360, consider enabling to optimize during volatility.

Location Extensions
(Includes Affiliate Location Extensions)

Confirm GMB account link to Google Ads account (Location Extensions only)

Add Location Extensions at CID level if removed

Re-enable location extensions or affiliate location extensions for open locations

Local Inventory Ads

Verify local inventory feeds and data accuracy

Re-link location group in Merchant Center if removed

If MHLSF / store pickup are enabled, ensure Landing Page requirements are still met

Unpause LIA campaigns or reactivate local products in multichannel (PLA+LIA) campaigns

Ensure all open locations are targeted in campaigns

Increase budgets as needed

Local Campaigns & TrueView

Edit location groups or location targeting to reflect open stores

Create new campaigns (LC / TrV) to capture changed user behaviour

Update messaging and optimize as needed

Increase budgets as needed