



DAY 1 - SET UP MERCHANT FEED AND MONITOR BUDGET

- [Link Merchant Feeds](#) to Optmyzr. [User Guide](#)
- Install the [Flexible Budget](#) enhanced script to make sure the standard shopping campaigns don't overspend. [Setup Instructions](#)

Pro Tip: Enhanced scripts can be installed at the MCC level. [Read more](#) about installing scripts.



DAY 2 - FILTER OUT IRRELEVANT SHOPPING QUERIES BY MANAGING NEGATIVES

- Use [Shopping Negatives](#) to identify competing and underperforming queries to add them as negatives. [User Guide](#)
- Try out Instant recipe - "Non-Converting Search Queries(Shopping)" to add negatives using [Rule Engine](#).

Pro Tip: You can also combine them together and create a Workflow for them using [Account Workouts](#).



DAY 4 - ANALYSE FEED AND RESYNC CAMPAIGN STRUCTURE

- Resync your campaigns with your merchant feed using [Shopping Campaign Refresher 2.0](#). [User Guide](#)
- Review attribute coverage for products using the [Merchant Feed Analysis](#). [User Guide](#)
- Try out [Shopping Campaign Analysis](#) tool to:
 - Identify the distribution of products for important feed attributes.
 - Analyze performance by Price, ROAS for your brands, product types & categories.



DAY 6 - MANAGE BIDS

Campaigns on Manual Bidding

- Increase bids for product groups with high ROAS using [Shopping Bidder](#). [User Guide](#)
- Increase bids for converting product groups losing impression share with [Optmyzr Express](#). [User Guide](#)
- Reduce Bids for expensive product groups using [Rule Engine](#) (Available under Instant Recipes)
- Use [Attribute Bidder](#) ([User Guide](#)) to identify products with price points which have high ROAS & increase bids for such products if you have a [GRIP structure](#).

Campaigns on Automated Bidding

- [Optimize Target CPA & ROAS](#) - Change ad group level targets when running on smart automated bidding strategies from Google to get better performance. [User Guide](#)



DAY 8 - CREATE CUSTOM OPTIMIZATIONS

- Use [Rule Engine](#) to convert your PPC strategies into optimizations for:
 - Managing Negatives - Create recipes to manage underperforming search terms in shopping campaigns
 - Managing Bids & Target ROAS - Create recipes for setting bids and Target ROAS based on in-house strategies

Pro Tip: Get ideas to use Rule Engine for setting up custom optimizations in this [video](#)



DAY 10 - CREATE YOUR OWN WORKFLOWS AND IMPLEMENT AUTOMATION

- Create your own optimization workflow by building a [Custom Workout](#). [User Guide](#)
- Set up automation on your favourite optimizations. [User Guide](#)

