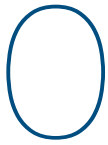


# Getting Started with Shopalyst : Media Plan recommendation for Google Ads



## Sharpen targeting leveraging audience recommendations from our Brand Knowledge Graph

Taking a layered approach to targeting to prioritize the most valuable audiences helps brands drive higher ROAS from their campaigns. Talk to your Shopalyst representative to learn how you can leverage our platform to find the best audience for your brands.

### Google audiences with active intent on a curated set of interests

#### Custom intent audience

Create an audience of people who are actively researching products and services

Ads using audience targeting must comply with the [Personalized advertising policy](#). Sensitive keywords will serve contextually only, or may not serve at all. All campaigns are subject to the Google Ads advertising policies and may not contain any inappropriate content. [Learn more](#)

Audience name  
Shopper Intent - hair care & styling

Enter keywords and URLs related to products and services this audience is actively researching. [Learn more](#)

Related keywords and URLs

ancient secrets hair growth

colorful hair

curly hair

hair accessories

hair care

hair color

hair gel

hair growth

hair loss

hair oil

hair products

hair serum

hair spray

hair wax

human hair color

long hair

makeup & hair

oil for hair growth

organic

shampoos

conditioners

natural shampoos

mild conditioner

dry hair solutions

#### IDEAS

#### AUDIENCE SIZE

Audience estimate settings  
United States, All languages, All types

Estimated size of custom intent audience  
Weekly impressions  
**1B - 5B**  
Actual performance will vary by campaign. All campaigns are subject to the Google Ads advertising policies. [Learn more](#)

#### DEMOGRAPHICS

Age

**Brand first party audiences with related purchase intent**



Google Ads

Audience manager

Audience lists

REMARKETING

CUSTOM AUDIENCES

Audience insights

+

ADD FILTER

Audience sources

☐

Audience name ↑

Type

Not in-use

☐

Active Shoppers - hair care & styling

Website visitors  
Rule-based

☐

Active Shoppers - conditioners

Website visitors  
Rule-based

☐

Active Shoppers - creams, gels & lotions

Website visitors  
Rule-based

☐

Active Shoppers - hair & scalp treatments

Website visitors  
Rule-based

☐

Active Shoppers - hair creams

Website visitors  
Rule-based

☐

Active Shoppers - hair oils

Website visitors  
Rule-based

☐

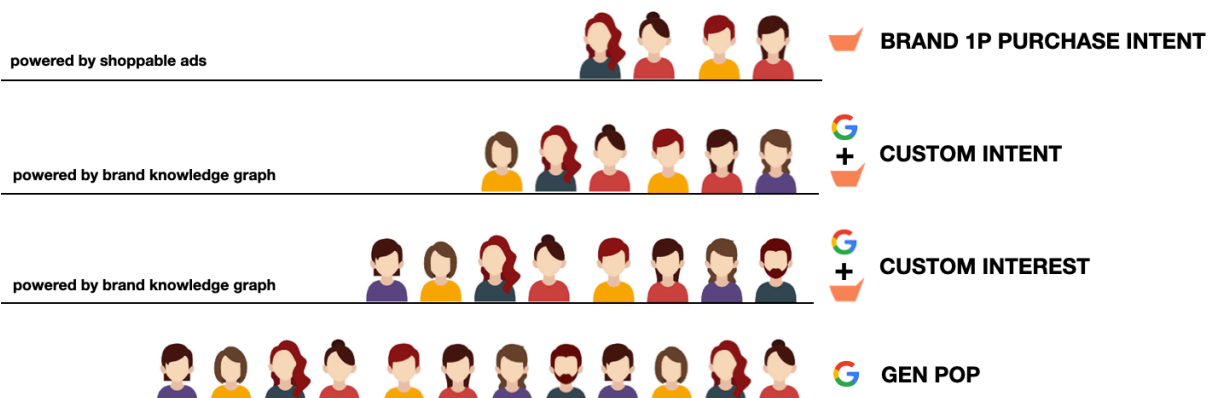
Active Shoppers - hair serums

Website visitors  
Rule-based

☐

Active Shoppers - shampoos

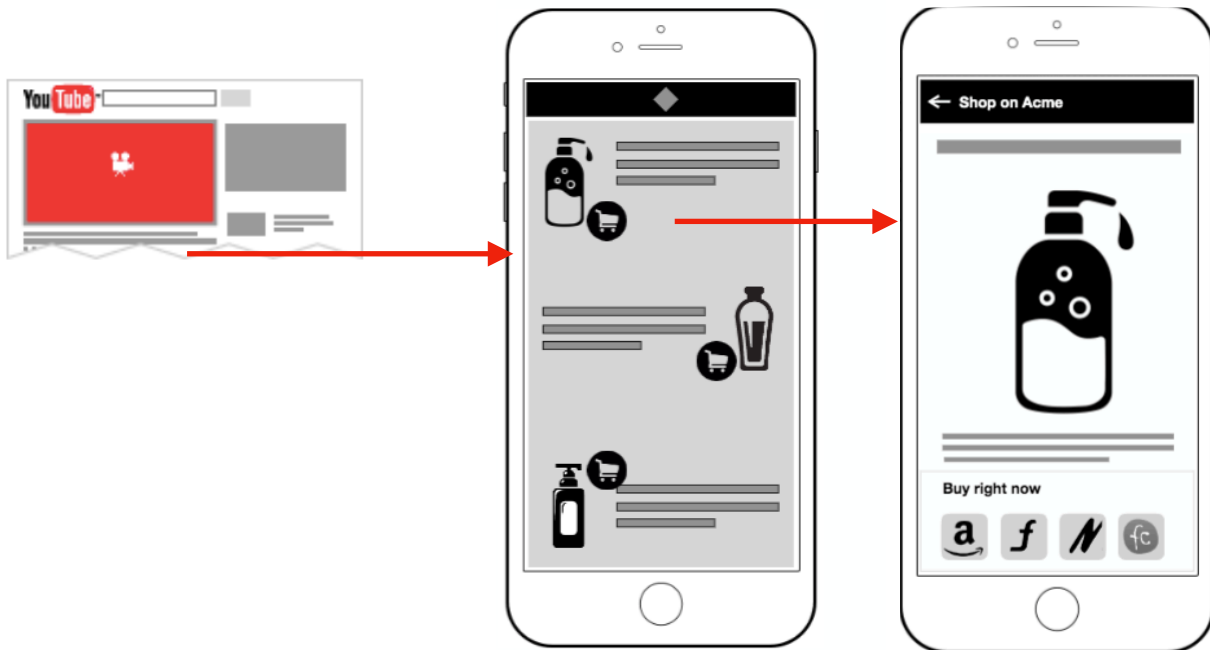
Website visitors  
Rule-based



# 1

## Awareness

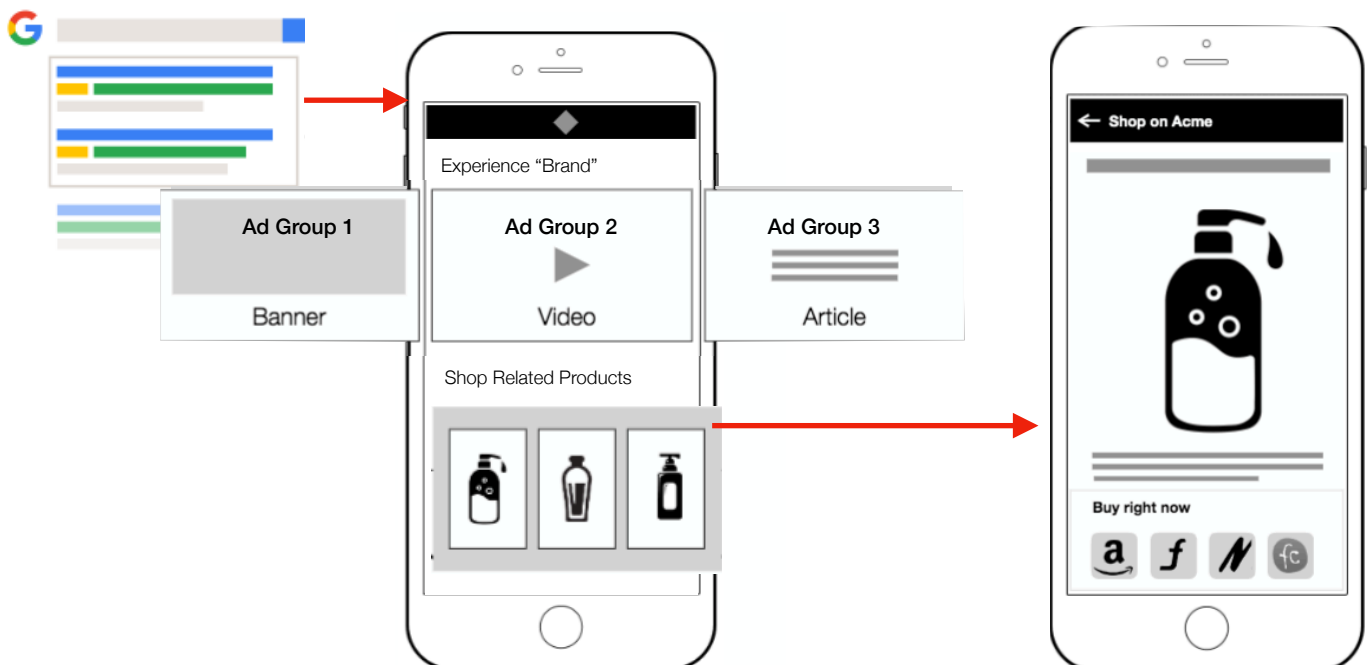
Since video ads primarily drive brand equity, brands should use a CTA that lands the user on a page that features related content to build brand awareness. Easy placement of related products helps build product visibility. Click on the products will lead to a page that offers product information, comparison shopping and an easy path to purchase



# 2

## Discovery

Create one landing page which dynamically changes the brand content (banners, videos, articles) and related products based on the incoming search keyword. These landing pages are optimized to serve bite sized information to help solve the user query, and drive sales of related products.



## 3

## Shopping

For active shoppers from your first party audience , as well as audiences exposed to your awareness campaigns on video, we recommend a follow on conversation using a rich media shopping ad personalized to the audience segment. This will help drive consideration and sell through. The necessary product feed for each campaign, and the corresponding landing page with comparison shopping is auto-generated by Shopalyst Studio.

