



# *Good Neighbor Pharmacy* Google Shopping Ads

Frequently asked questions

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### What are Google Shopping Ads?

Google Shopping Ads allow nearby shoppers to view a retailer's in-store product inventory when they are searching for products on Google. These ads feature your products and store information alongside an image of the product. When shoppers click on an ad, they can view product details.

### Why should I run Google Shopping Ads for my pharmacy?

There are many benefits to Google Shopping Ads for independent pharmacies, including:

- Attracting more customers to your pharmacy by leveraging the large reach of Google.
- Creating an easy way to promote each of your products, without any of the manual work of uploading photos or adding descriptions.
- Creating brand awareness for the front-end products you stock within your local community.
- Driving in store traffic with the ability to track and measure results for advertising dollars.

### How do I get started with Google Shopping Ads?

Activate Google Shopping Ads for your pharmacy by getting started with adding front-end products to Google Search and Maps and adding budget to your *Good Neighbor Pharmacy* Google Advertising campaigns. Contact your advertising manager or [gnpmarketing@amerisourcebergen.com](mailto:gnpmarketing@amerisourcebergen.com) for help getting started.

How it works:

- Add additional funds to your *Good Neighbor Pharmacy* Google Advertising campaigns in LOCALACT.
- Sign up at [pointy.com/gnp](https://pointy.com/gnp) and receive your free product reader or use your point-of-sale (POS) system integration with the local inventory app. Please let your advertising manager know if you are already using this service (formerly known as Pointy).
- Once you are connected, scan your products to add them to Google.

### What is Google's "See What's in Store" feature?

By using this service (formerly known as Pointy), you can display your in-store inventory on your Google Business Profile. This free feature, called "See What's In Store," allows consumers who search on Google to see the products available at your physical pharmacy location.

The "See What's In Store" feature links out to your Google Hosted Storefront. This is a landing page that displays the product inventory available at your pharmacy. Consumers can browse available inventory by brand, category, or by searching for a product name.

### I am having trouble getting started. Where can I get support?

If you need assistance at any point in the process, you can reach out to [gnpmarketing@amerisourcebergen.com](mailto:gnpmarketing@amerisourcebergen.com). Additionally, we will have support from the Google team to help you add front-end products to Google Search and Maps. Please contact [keithscanlon@google.com](mailto:keithscanlon@google.com) for assistance.

### How do I know if I need the product reader or if I can leverage a POS integration?

There is currently a list of POS systems that can integrate through the local inventory app. If your POS is not listed below, you will need to order a product reader, free of charge. Please note that this list has the potential to expand. The current POS systems are:

- [BestRx](#)
- [ComputerRx](#)
- [Freedom Data Systems](#)
- [Liberty Software](#)
- [Micro Merchant Systems \(PrimeRX\)](#)
- [QS/1](#)
- [RMS](#)
- [RX30 - POS 1.0](#)
- [RX30 - TDS 2.0](#)
- [PioneerRx](#)

### I already have Google's "See What's in Store" feature (formerly known as Pointy). What else do I need to do to start running Google Shopping Ads?

If you already have the product reader or local inventory app adding front-end products to your Google Business Profile, you have completed half of the process of getting started. Please notify your advertising manager that you are already using Google's "See What's in Store" feature so they can ensure the proper steps are taken to avoid creating a duplicate page for your location.

The next step is to add your desired campaign budget in LOCALACT. To do this, please contact your advertising manager so they can assist you with the process.

### I entered my budget in LOCALACT and completed all the steps for automatically adding front-end products to Google Search and Maps. When will my Shopping Ads go live?

All steps of the enrollment process must be complete by the 20th of the month prior to your campaign launch. For example, if you complete all required steps by September 19th, your campaign will go live on October 1st. If you complete all required steps by September 21st, your campaign will go live on November 1st. Campaigns are always launched on the first business day of the month.

If you recently signed up, it may take a few weeks for your local inventory feed to be created based on your product data. Your buy up in LOCALACT will run with search and display ads only until *Good Neighbor Pharmacy* has enough product data from your pharmacy to create your Shopping Ads.

### What is the minimum budget needed to enroll in a Google Shopping Ads buy-up?

The minimum amount needed to participate in Google Shopping Ads is a budget of \$100/ month, plus agency fees of \$35/month and 15% of your advertising budget. This budget is in addition to the budget that *Good Neighbor Pharmacy* is already providing for your campaigns.

Your budget will be billed to the credit card that you enter in LOCALACT. You will be billed at the end of the month based on actual ad spend. If you do not spend your full budget you will only be billed for the amount spent on your advertisements.

### **Why does Good Neighbor Pharmacy need access to my Google Business Profile listing to run Google Shopping Ads?**

We need access to your Google Business Profile listing to ensure that the "See What's In Store" feature can be integrated into your Google Shopping Ads. Additionally, access to the listing will allow us to track store visits generated from our Google Advertising program, including Google Shopping Ads.

Please follow the steps below if *Good Neighbor Pharmacy* does not already have access to your listing.

- 01 Login to your Google Business Profile account at [google.com/business](https://google.com/business)
- 02 Click on the three dots in the upper right
- 03 Select "Business Profile Settings"
- 04 Select "Managers" and then select "Add"
- 05 Copy and paste the email address [mygnprx@gmail.com](mailto:mygnprx@gmail.com) in the area "+Add names or email addresses"
- 06 Select "Owner" under the Access section and select "Invite"

### **Can I do a Google Advertising buy-up for only Search and Display Ads, not Shopping Ads?**

Google Shopping Ads are an optional buy-up. You may still enroll in additional Google Advertising for Search and Display without activating Google Shopping Ads.

### **How will Google determine how to spend my budget between Search, Display, and Shopping Ads?**

Your *Good Neighbor Pharmacy* Google Advertising campaigns are set up to optimize ad spend for store visits. This means that your ad spend will be allocated across all three ad types based on the ads that are driving the most efficient store visits to your pharmacy. The exact blend of Search, Display, and Shopping ads will vary based on your locations performance.

### **Why do I have store visits on days when my pharmacy was closed?**

Store visits are attributed based on the day a patient clicks on the Google Shopping Ad and not the day that they visit the store. If they visit the store within 30 days, it would be attributed to the day the patient clicked.

### **Why are my most clicked products not selling in store?**

There could be a few reasons for why the most popular products on your Google Shopping Ads do not match the products selling in your front-end. It is possible that patients are coming into your store and buying similar products in that category but not the exact one they clicked on. It is also possible that patients are discovering your store via Google Shopping Ads. They may click on an ad for a product and see where your store is located. The next time they are in the area they could stop in the store for different products.

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