

SEM PLA Promotions: Process Overview & Best Practices

August 2022

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Promotions in Google – What are they?

Sale Price vs. Promotions

What should be considered a Promotion?

Google Shopping Policy

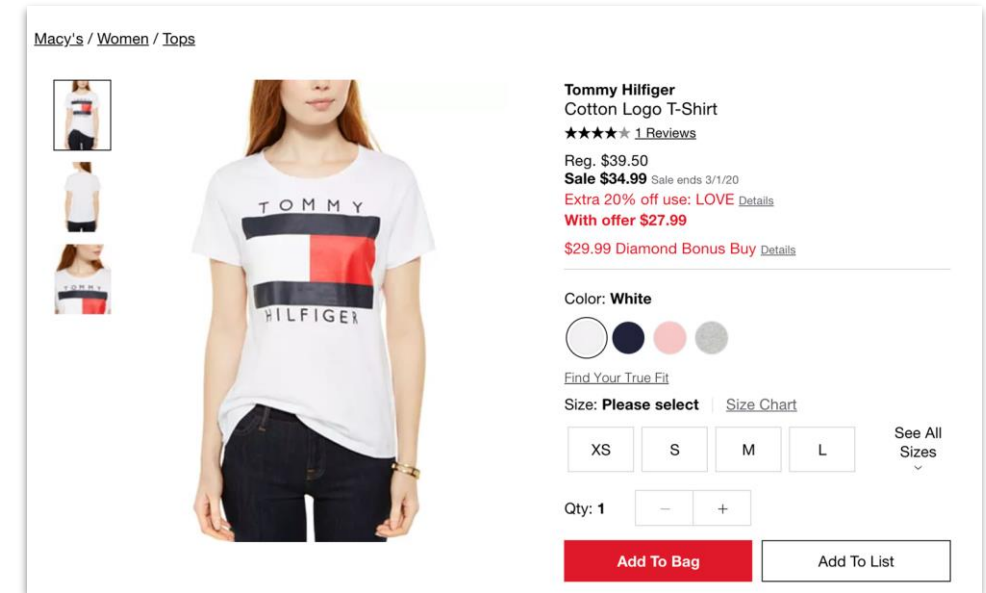
Sale price vs Promotions

- Sale price is what is displayed on the landing page
- Promotions are ‘added value’, occurring in the cart

Promotions must add value : Promotions cannot be reflected in the stock keeping unit (SKU) price on the Shopping ads product page or **product landing page**.

Make confirmation of promotion receipt clear: A shopper’s receipt of promotions must be clearly confirmed by the point of purchase, and given in the cart or at checkout (**not on the product landing page**).

Promotions confirmed on landing pages are not considered added value and are not eligible for Merchant Promotions. The price in your products feed (which is the price that we also show on the Shopping ad) **must match the price on the landing page**.



So what would be considered a promotion?

- BOGO offers
 - *“Buy two pairs of Levi’s jeans, get one 50% off”*
- Free Gift offers
 - *“Free \$25 makeup bag with L’Oreal purchase”*
- Purchase or Cart minimums
 - *“20% off orders of \$75 or more”*
**would only apply to single cart purchase*
(ie, products which are already +\$75 on their own.)

Anything which is not a pure price reduction.

**Bonus Buy offers are not eligible for Google Promotions as they require purchase with purchase.*

Sunglasses from Sunglass Hut

Buy 2 frames from Sunglass Hut, get \$60 off. Buy 3 frames, get \$120 off. Buy 4 frames, get \$180 off.

Applies to select merchandise.
Offer applies at checkout.

Promo code: **60OFF**

Ends: 07/31/2020

Shop Now

Add To Wallet

Calvin Klein watches

Recieve a free Calvin Klein drawstring bag with the purchase of any regular price Calvin Klein watch!

Applies to select styles.
Offer applied at checkout.

No promo code

Ends: 08/29/2020

Shop Now

Original Price:
\$34.50

Sale Price:
\$17.25

With Offer Price:
\$13.80

What shows on the listing:
\$17.25 with 20% off

[CLEAR ALL FILTERS](#)
Your location: Chicago, IL

Show only

☒ On sale

Price

Up to \$45 ☐
\$45 – \$100 ☐
\$100 – \$300 ☐
Over \$300 ☐
\$ to \$ GO

Condition

New items ☐
Used items ☐

Seller

eBay ☐
Homvare ☐
Macy's ☐
Macy's ☐
Walmart ☐
[MORE](#)

SORT BY: DEFAULT [About](#)

20% OFF  JM Collection 3/4-Sleeve Printed Top, in ... ★★★★★ (343) More options Also available nearby \$17.25 Macy's	15% OFF  Charter Club Petite Solid Midi Dress, Created ... ★★★★★ (9) \$31.80 Macy's	20% OFF  Epic Threads Big Girls Butterfly-Print Challis ... ★★★★★ (5) Also available nearby \$23.00 Macy's	15% OFF  Inc Cotton Smocked Tiered Maxi Dress, Created ... ★★★★★ (3) \$59.75 Macy's
20% OFF  Charter Club Open-Front Cardigan, Created for ... ★★★★★ (73) Also available nearby \$34.75 Macy's	15% OFF  Charter Club Petite Faux-Wrap Dress, Created ... ★★★★★ (43) More options \$31.80 Macy's	15% OFF  Style & Co Petite Short-Sleeve A-Line Dress ... ★★★★★ (126) More options Also available nearby \$24.75 Macy's	15% OFF  Charter Club Petite Belted Midi Dress, Created ... ★★★★★ (13) \$31.80 Macy's

Original Price:
\$34.50

Sale Price:
\$17.25

With Offer Price:
\$13.80

What shows on the listing:
\$17.25 with 20% off



JM Collection 3/4-Sleeve Printed Top, in Regular and Petite, Created for Macy's - Gold



★★★★★ 343 product reviews

Jm Collection delivers one of the most reliable silhouettes in fashion with a gorgeous print on this versatile 3/4-sleeve top.

Size type: Petite Size: XS · [Shop all sizes »](#)



\$17.25 · Was \$34.50
+\$2.89 tax and \$10.95 shipping
[Macy's](#)
90% positive seller rating

🔑 20% off
Use Code: **SAVE**

[Visit site](#)

📍 **\$17.25** nearby at [Macy's](#)

Store pickup offered

You might also like



[Macy's](#)
\$17.25

[Macy's](#)
\$39.50

[Macy's](#)
\$17.25

[Belk](#)
\$12.75

[Macy's](#)
\$20.70

[Macy's](#)
\$49.50

[More »](#)

Original Price:
\$34.50

Sale Price:
\$17.25

With Offer Price:
\$13.80

What shows on the listing:
\$17.25 with 20% off



Sponsored
Levi's
Levi's Women's Perfect Graphic Lo...
\$24.50
Sale \$14.70
★★★★★ (12)

JM Collection
3/4-Sleeve Printed Top, In Regular and Petite,
Created for Macy's
★★★★★ [314 Reviews](#) [1 Questions & 1 Answers](#)
Reg. \$34.50
Sale \$17.25 (50% off) Sale ends 8/2/20
Extra 20% off use: **SAVE** [Details](#)
With offer \$13.80
Free ship at \$25 [Details](#)

Color: **Gold**



Size: **Please select** | [Size Chart](#)



See All
Sizes
▼

Qty: 1

Add To Bag **Add To List**

Availability
Select a size above in order to view availability.

Product Details —

\$13.80 With Offer Price not accounted for in filters

[CLEAR ALL FILTERS](#)

Your location: Chicago, IL



SORT BY: DEFAULT ▾



About ⓘ

Show only

☒ On sale

Price [CLEAR](#)

Up to \$14 ☒

\$14 – \$60 ☐

\$60 – \$100 ☐

Over \$100 ☐

\$ to \$ 14

Condition

New items ☐

Used items ☐

Seller

20% OFF



Style & Co Cotton Crew-Neck T-Shirt, Created ...

★★★★☆ (82)

\$11.24

[Macy's](#)



20% OFF



Karen Scott Short Sleeve Scoop Neck Top ...

★★★★★ (130)

\$9.99

[Macy's](#)



20% OFF



Karen Scott Printed Henley Top, Created for ...

\$9.99

[Macy's](#)



20% OFF



Karen Scott Floral Top, Created for Macy's ...

Also available nearby

\$9.99

[Macy's](#)



Data Feeds – What do we send to Google?

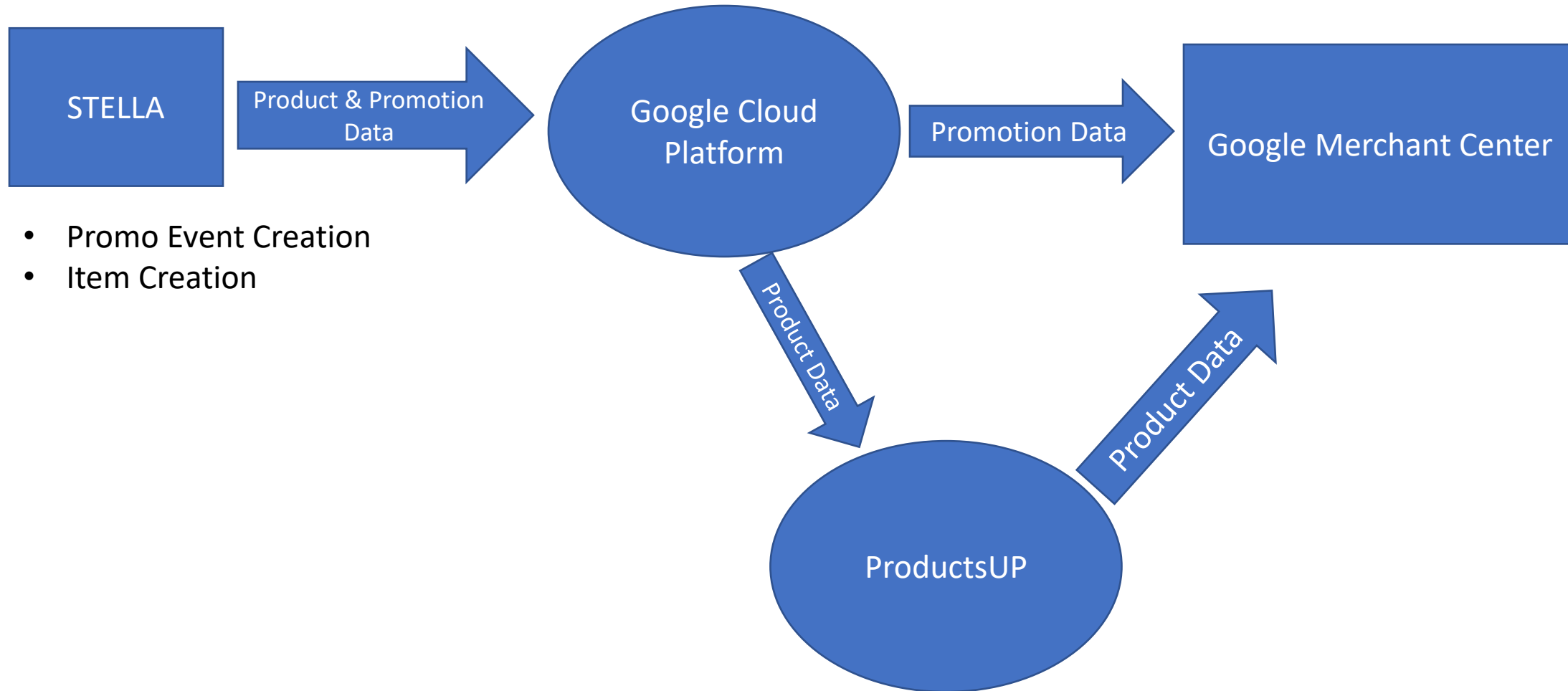
Data Flow: STELLA to Google

Promotion Event Data

Product Data

Data Feeds – Special Considerations

Data Flow: STELLA to Google



- Promo Event Creation
- Item Creation

- Final Cost Pricing Calculations
- Scrubbing FC Promo IDs from product associations

Promotion Event Data to Google

- PROMOTION_ID
- PRODUCT_APPLICABILITY
- LONG_TITLE
- PROMOTION_EFFECTIVE_DATES
- PROMOTION_DISPLAY_DATES
- REDEMPTION_CHANNEL
- OFFER_TYPE
- MINIMUM_PURCHASE_AMOUNT
- GENERIC_REDEMPTION_CODE

STELLA-GMC Promotion Name Mapping

Stella Fields used to populate Long_Title in promotion file:

MCOM (Macy's)

1. SEM Promo Description (SEM_PROMO_DESC)
2. If #1 is unavailable, then Offer Condition Text (OFR_CNDTN_TXT)
3. If both #1-2 are unavailable, then Promo Name (PROMO_NM)

BCOM (Bloomingdales)

1. SEM Promo Description (SEM_PROMO_DESC)
2. If #1 is unavailable, then Offer Condition Text (OFR_CNDTN_TXT)
3. If both #1-2 are unavailable, then Site Promo Description (SITE_PROMO_DESC)
4. If both #1-3 are unavailable, then Promo Name (PROMO_NM)

Product Data to Google

- Price (original) and Sale Price
 - Google uses Sale Price and Original price to display price drops in Ads
- Promo_ID_List
 - This attribute is the link that connects specific products to eligible promotions
- Other Product Attributes – unrelated to promotion/pricing
 - These attributes connect our products to customer search results
 - Title, Color, Size, Description, Brand, Department, Category, Etc.

Price

☐ Up to \$25

☐ \$25 – \$40

☐ \$40 – \$60

☐ \$60 – \$100

☐ Over \$100

\$ Min – \$ Max

Color

☐ ☐ ☐ ☐ ☐

☐ ☐ ☐

Brand

☐ Levi's

☐ Gloria Vanderbilt

☐ NYDJ

☐ Tinseltown

☐ Karen Scott

☐ Epic Threads

☐ Cotton On

Category

☐ Dress Shirts

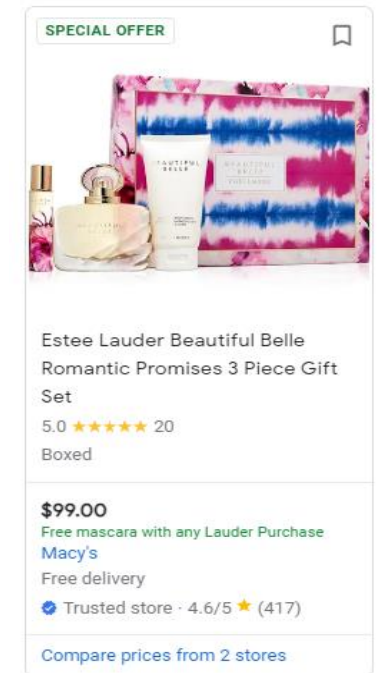
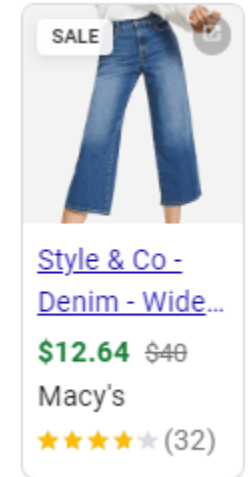
☐ Coats & Jackets

☐ Pant Suits

☐ Sweaters

☐ T-Shirts

[More](#)



Data Feeds – Special Considerations

Final Cost Promotions

- These promotion IDs should not be shared with Google, will result in double-dipping and additional % off an already discounted sale price
- GCP database does not calculate final sale price, this is done in ProductsUP
- Product feed from PUP to GMC scrubs FC Promo ids from product-promotion link field (promo_id_list)

Do Not Promote (DNP)

- Promo feed filters will exclude any events with “DNP” acronym in the promotion name
- Do not use any other acronyms, such as DNS (do not serve), these promos will still be in the feed

Use Cases & Reasons for Promo Rejections

PLA Annotations & Badges

Promotion Types / Use Cases

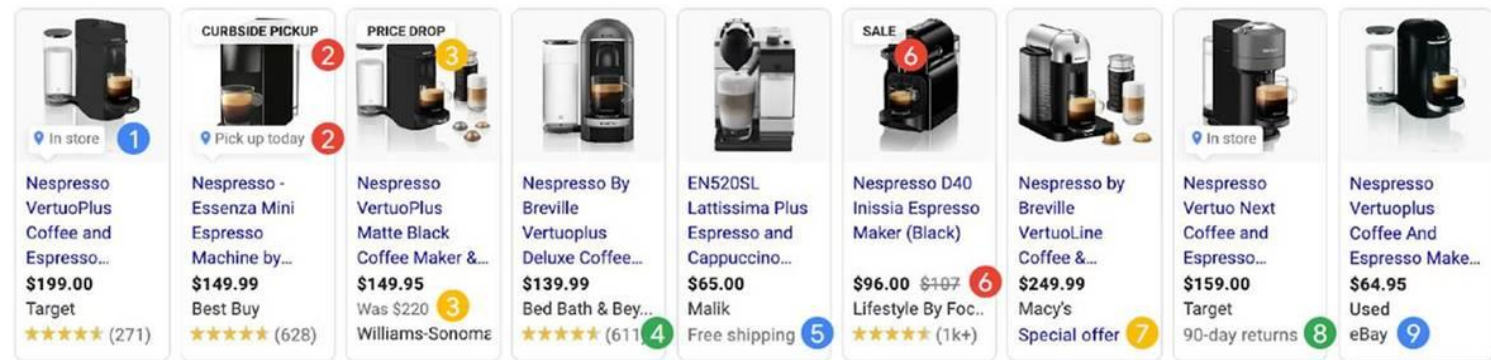
Reasons for Promotion Rejections in GMC

Additional Resources on Google Best Practices

PLA Annotations & Badges

1. [Local Inventory Ads \(LIA\)](#)
2. [Curbside Pickup](#)
3. [Price Drops](#)
4. [Product Ratings](#)
5. [Free Shipping](#)
6. [Sale Price](#)
7. [Special Offer \(Promotions\)](#)
8. [Return Policy](#)
9. [Condition](#)

Shopping Ads Annotations



1 Local Inventory Ad/LIA (Standard)	6 Sale Price
2 LIA Store/Curbside Pickup	7 Merchant Promotions
3 Automatic Price Drop	8 Return Policy
4 Product Ratings	9 Condition
5 Free Shipping	Not Shown: Fast & Free



Annotations are subject to change frequently due to user testing. Shopping Ads will only serve one ad annotation at a time, and are prioritized dynamically based on machine learning, including offer-level and user-level signals:

Sale Price Annotation Requirements

For product to show with sale price annotations, certain requirements apply:

- The base price, or the higher price, must have been charged for a period of 30 days in the past 200 days.
 - (30 days do not need to be consecutive)
 - A sale price should not be charged for more than 30 days.
 - The base price must be valid.
 - The sale price must be lower than the base price.
 - The discount of the sale must be greater than 5% and less than 90%.
- You can see which products have a sale price annotation by visiting the “All products” page in the Merchant Center.

1. Sign in to your Merchant Center account.
2. From the navigation panel, click Products.
3. Select All products.
4. Use the filter icon and choose Sale badge > Yes.
5. Select Yes.

*Other Badges are also available as filters:
(Sale/PriceDrop/Promotion)

A screenshot of the Google Merchant Center interface. The top navigation bar shows 'Google Merchant Center', 'Macy's 7866', and 'All products'. The left sidebar has a navigation menu with 'Overview', 'Products', 'Diagnostics', 'All products' (selected), 'All collections', 'Feeds', 'Performance', and 'Marketing'. The main content area shows a table of products with filters applied: 'Sale badge: Yes', 'Price drop badge: Yes', 'Has eligible badges', and 'Promotion badge: (Percent off)'. The table has columns for Image, Title, Item ID, Last update time, Price, Source, Brand, Sale badge, and Sale price. One product is visible: 'Cuisinart Chefs Classic Stainless Color Series 11-Pc. Cookware Set in Blush - Copper Classic' with a price of \$334.99 and a sale price of \$179.9.

Promotion Types / Use Cases

- Final Cost – do not send to GMC
 - We currently send these promos, but we delete the promo-product link in backend
- Buy More, Save More
 - Percent Off Order
 - Tiered Subtotal Discount
- Promotional Pricing
- PWP
- GWP (threshold/bundle)
- Dollar Off Order
- Percent Off Order
- Free Shipping

Reasons for Promotion Rejections

- Unmapped
 - This promotion did not pass the validation test because the promotion id has either not been mapped to any items in your products feed, products are disapproved, your products feed is not fully processed, or your promotion is set for a locale to which there are no corresponding products feeds. As a result, your promotion was not valid for any products. When a promotion is for SPECIFIC_PRODUCTS, the promotion id must be mapped to eligible items in the products feed.
- Title contains redemption information
 - Long title must not contain redemption information such as redemption codes or dates. Redemption information is displayed on the applicable sections of your promotion once validated. Feel free to refer to our [help center](#) or [quick guide](#) for more guidance.
- Unclear Title (19920001: Long title: beauty ct: gift with \$100 philo)
 - Your promotional long title must clearly describe a promotional value (ex: \$, %, free gift, free shipping) to assure users of the promotion being offered, and to avoid misleading statements. Feel free to refer to our [help center](#) for guidance.

Reasons for Promotion Rejections pt2

- Your landing page price is the same as checkout price (Promotion # 1: 19920249 Long title: Buy Select Underwear, with offer 5 for \$21)
 - Merchant Promotions aims to provide shoppers with promotional offers applied at checkout to increase the value of their order. With the landing page price being the same as the checkout price, the promotion does not benefit the shopper since there is no additional discount given at checkout. Unfortunately, this particular promotion is not a good fit for our program if you are unable to make the necessary changes to your site so that the discount is only reflected at the cart or checkout. We welcome any future promotions that comply with our program.

Reasons for Promotion Rejections pt3

- **Minimum Discount Not Stated** (Choose your travel spray w/ any Michel Germain 19919909)
 - Your promotion long title must describe the floor (minimum) discount amount to make the promotion expectations as clear as possible. In addition, it must clearly describe a promotional value (ex: \$, %, free gift, free shipping). Feel free to refer to our [help center](#) or [quick guide](#) for more guidance.
- **Invalid Coupon Code**
 - It appears that the coupon code provided in your promotions feed is invalid on your website. As a result, your promotion has been disapproved.

Reasons for Promotion Rejections pt4

- No or Wrong Gift
 - This promotion offers a free gift in the title. However, your current website checkout flow does not indicate that the shopper will receive a free gift. As a result, your promotion has been disapproved.
- Unclear Free Gift
 - Your promotion's long title does not clearly describe the free gift being offered. Please note that the receipt of free gifts, gift cards or e-cards can be displayed on the Product Landing Page but must also be mentioned in the Cart, Basket, or Checkout Page. Please find more information in Help Center's [Program Policy](#) page. Feel free to refer to our [help center](#) or [quick guide](#) for guidance.
- Other
 - We tested the above promotion on your site with items indicated as applicable in your products feed, but the promotion did not work as described in your promotions feed. To fix the promotion, please make sure the promotion_id is added to the correct items in your product feed.

Additional Resources on Google Best Practices

- Manage Your Promotions – GMC Resources
 - [Confirm your promotion status](#)
 - [Edit a promotion or change promotion status](#)
 - [Promotion approval process](#)
 - [Promotions best practices](#)
 - [Local promotions](#)

Google Help Center Resources & Additional Promotions Support

Leverage Promotion Implementation Support

Get additional help.

If you need support with adding Merchant Promotions to your feed, you can raise a request through our Help Center.

[Request Promotions Help](#)

- Submit up to 3 promotion requests at a time.
- Turn around time to submission is approx. 2 business days.
- Standard Promotion review process applies.

Promotion 1

Proprietary + Confidential

Start date of the promotion: *

MM/DD/YYYY

The start date of the promotion must be in the future to allow ample time for implementation and approval.

End date of the promotion: *

MM/DD/YYYY

Long marketing message associated with your promotion *

Maximum of 60 characters

Promotion code (if applicable)

e.g. SAVE20

Does this promotion apply to all of your products or a specific subset of products only? *

- ☐ All products
- ☐ Specific products

I'd like to adjust campaign bids for this promotion *

- ☐ Yes
- ☐ No
- ☐ Unsure Select this option if you'd like additional input from your account manager.

Destinations where you would like to apply this promotion: *

- ☐ Google [Merchant Promotions](#) Learn more about [Merchant Promotions requirements](#).
- ☐ Google & Bing To run a promotion on Bing, you must also run the same promotion with Google

Provide any additional information about your promotion(s):

Submit

* Required field

Need Help Troubleshooting Your Promotions?

Contact our Merchant Promotions support team if you need further assistance with understanding Merchant Promotions policy or why a submitted promotion was disapproved?

Submit a support request using their contact form through the Help Center.

[Request Troubleshooting Support](#)



Help request to Merchant Promotions

* Required field

Contact name *

Contact email *

Google Ads Customer ID *

If you are an agency or someone who manages multiple Google Ads accounts, please do not enter the Customer ID for your [Google Ads Manager Account](#). Please enter the Customer ID for the individual account. Learn [how to find your Google Ads customer ID](#).

Phone Number

United States (+1)

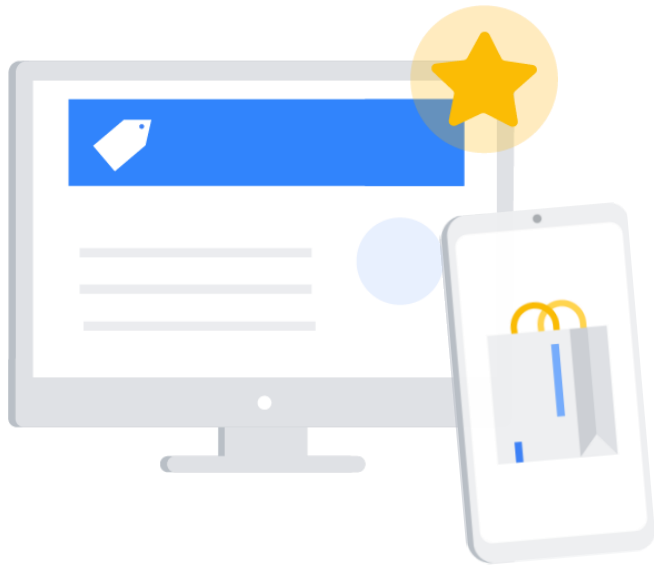
▼

Keep in mind: We'll do our best to call you, but we still might email you if that's the quickest way to give you help.

Merchant Center Account ID *

Merchant Center Login Email

Promotion ID



Merchant Center

Best Practices & How to Get Help

24/7 Troubleshooting Support

Have questions about product disapproval, account issues, policy questions?

Use the Help Center to get call, chat, or email support.

support.google.com/merchants/gethelp



Get a call



Chat



Email

How can we help you?

Describe your issue

About

Onboarding Guide
Set up Shopping ads
Shopping policies and requirements
Comparison Shopping Services

Set up

Troubleshoot

Best practices

More programs

Need more help?

Try these next steps:



Ask the Help Community
Get answers from community experts



Contact us
Tell us more and we'll help you get there

Contact Us

1

Let's get started

Tell us what you need help with:

Example: "How do I change my settings?"

5 characters required

0/100

Next step

2

Confirm issue

3

Contact options

Contact Us



Let's get started

What alternative images are allowed?

2

Confirm issue

Based on your issue, we recommend the following help categories. Select the best match or pick 'Other'.

Issues with images

Disapproved feed or items

Image requirements

Account suspension

Shipping cost questions

Other

Next step

3

Contact options

Contact Us



Let's get started

What alternative images are allowed?



Confirm issue

Based on your issue, we recommend the following help categories. Select the best match or pick 'Other'.

Issues with images

Disapproved feed or items

Image requirements

Account suspension

Shipping cost questions

Other

Recommended

Based on your info, others have found these resources helpful:



How to fix: Promotional overlay on image (image link) [↗](#)



image_link: Definition [↗](#)



How to fix: Invalid image [↗](#)



How to fix: Processing failed (image_link, additional_image_link) [↗](#)



Updates to feeds in Merchant Center [↗](#)

Next step



Contact options

Contact Us



Let's get started

What alternative images are allowed?



Confirm issue

Issues with images



Contact options ([show hours](#))



Get a call



Chat



Email

What to have ready when requesting support:

Merchant Center ID

Main PLA: [REDACTED]

Big Ticket: [REDACTED]

Local Shopping: [REDACTED]

Merchant Center Login Email

[REDACTED]

Ads Account ID

[REDACTED]

Main Feed

Content API

DO: Provide specific examples

- Affected Item IDs
- Image URL links
- Specific Disapproval error name
- Attach a list of SKUs
- Attach screenshots

DO NOT: rely on landing page URLs, product names are less useful because they are less specific. When possible provide the item id as this will allow the team to more easily address the specific issue.

Requesting Support: Best Practices

- Provide as much detail as possible: specific examples, item ids, when the issue appeared.
- Copy your Macy's team on the request for greater visibility.
- Ticket resolutions are quicker and provide greater clarity when you provide more detail about the problem.
- Reduce imprecise guidance and clarifying questions by being specific.

Contact us

Contact name *

Contact email *

Email CC

[Add additional](#)

Include email address(es) of those you would like to CC on this submission. Click on add additional.

Merchant Center Account ID *

Merchant Center Login Email *

Google Ads Customer ID

Please sign in to <https://ads.google.com/home/> to retrieve your customer ID, located at the top right hand corner of the page. You can also find the ID of the Google Ads account(s) linked to your Merchant Center account in the Google Ads section of the Settings tab.

Registered website URL *

Disapproved data feed filename *

Select the country you're targeting *

Options: *

- ☒ I need more information about a policy and/or data quality account suspension warnings
- ☐ I have corrected the issues related to product data violations and the review button is not available in my country.

Would you like a Google representative to reply by emailing or calling you?

- ☐ Call me
- ☐ Email
- ☐ Either one

Summary of Issue *

0/1000

Please send me automated email updates from Google on the progress of my support request

- ☐ Yes
- ☐ No

Submit an attachment
No files chosen

[+ Choose files](#)

Submit