

Google Shopping: your first 90 days

Product Metrics - Berend Vrakking - Prepared 15 October 2026

A working checklist. Move at the pace of your approvals and evidence.

Week 1

- ☐ Align website and feed
- ☐ Check website return/refund disclosure
- ☐ Configure delivery and optional Merchant Center return settings
- ☐ Resolve blocking issues
- ☐ Calculate margins

Move on when: Products are eligible and you understand what a sale can afford

Review date / notes: _____

Weeks 2-4

- ☐ Verify purchases
- ☐ Launch a focused test
- ☐ Check spend and feed issues regularly
- ☐ Log changes

Move on when: Measurement works and you have relevant traffic to assess

Review date / notes: _____

Month 2

- ☐ Review product-level return and conversion delay
- ☐ Inspect search terms and add relevant exclusions in Standard Shopping

Move on when: You can distinguish a data problem from a performance problem

Review date / notes: _____

Month 3

- ☐ Increase priority where contribution and evidence support it
- ☐ Investigate or lower priority elsewhere

Move on when: Decisions use margins, stock and purchase journeys, rather than account averages

Review date / notes: _____

Contribution margin before ads: ____ %

Break-even ROAS = $100 / \text{margin (\%)}$: ____

Test budget: EUR ____

- ☐ Purchase event, value, currency and duplicates checked

Contribution after advertising is before fixed costs.

An average daily budget is not a daily spending cap. Initial reviews can delay launch.

www.productmetrics.io/blog/google-shopping-ads-beginners-guide