The Ultimate Guide on

Google's Product Studio

How to Use Product Studio for your Back-to-School Shopping Ads

High-quality product images are like eye-catching window displays for your online store. But creating a constant stream of stunning visuals, especially during busy seasons like back-to-school, can be time-consuming and expensive.

What is Product Studio?

Product Studio is a free tool from Google that utilizes artificial intelligence to help you improve your product images for Shopping Ads.

It offers these functionalities:

1

Generate Scenes
This feature allows you to create entirely new product scenes using AI.

2

Edit Backgrounds:
Product Studio's background removal tool lets you achieve a professional, clean look in seconds.

3

Improve Image Resolution:
This tool allows you toncrease the resolution of images in no time

Source: Google Blog

The Benefits of Using Product Studio:

Effortless Image Creation: Generate new product scenes without the need for professional photography or elaborate setups.

Enhanced Click-Through Rates: Eye-catching visuals with clean backgrounds will grab attention and entice potential customers to click on your ads.

Save Time and Resources: Product Studio's user-friendly interface allows for quick and effortless image editing, freeing up your valuable time to focus on other aspects of your back-to-school marketing strategy.

Learn how to set it up here

Pro tip: You can use the latest Product Studio to transform your product images into videos in just a few clicks. **See Google Product Studio here.**

How to Use Product Studio:
Generate Scene

**01** Access Product Studio through the **"Google & YouTube"** app within your Merchant Center.

02 Click on **"Product Studio"** > select **"Generate scene"**

03 **Choose** the product image you want to use or **upload** a new one.

04 **Describe the scene** you envision using keywords. For **back-to-school** themed images, consider details like "student holding backpack."

05 **Product Studio** will generate a new image based on your description.

06 You can **download** or add it directly to your **Merchant Center.**
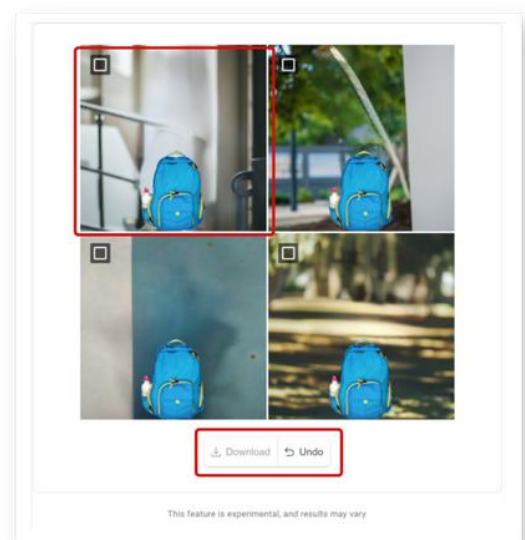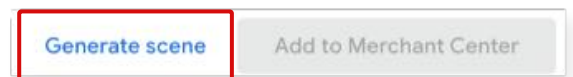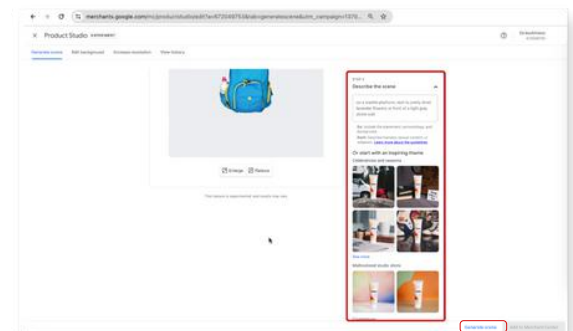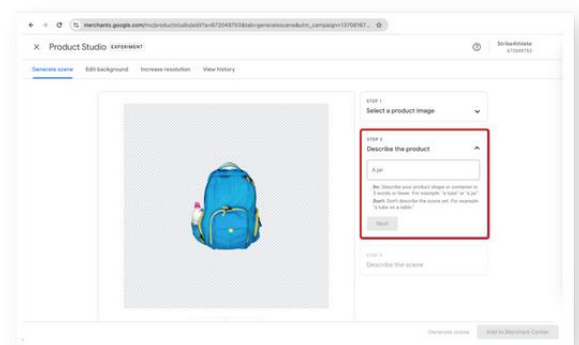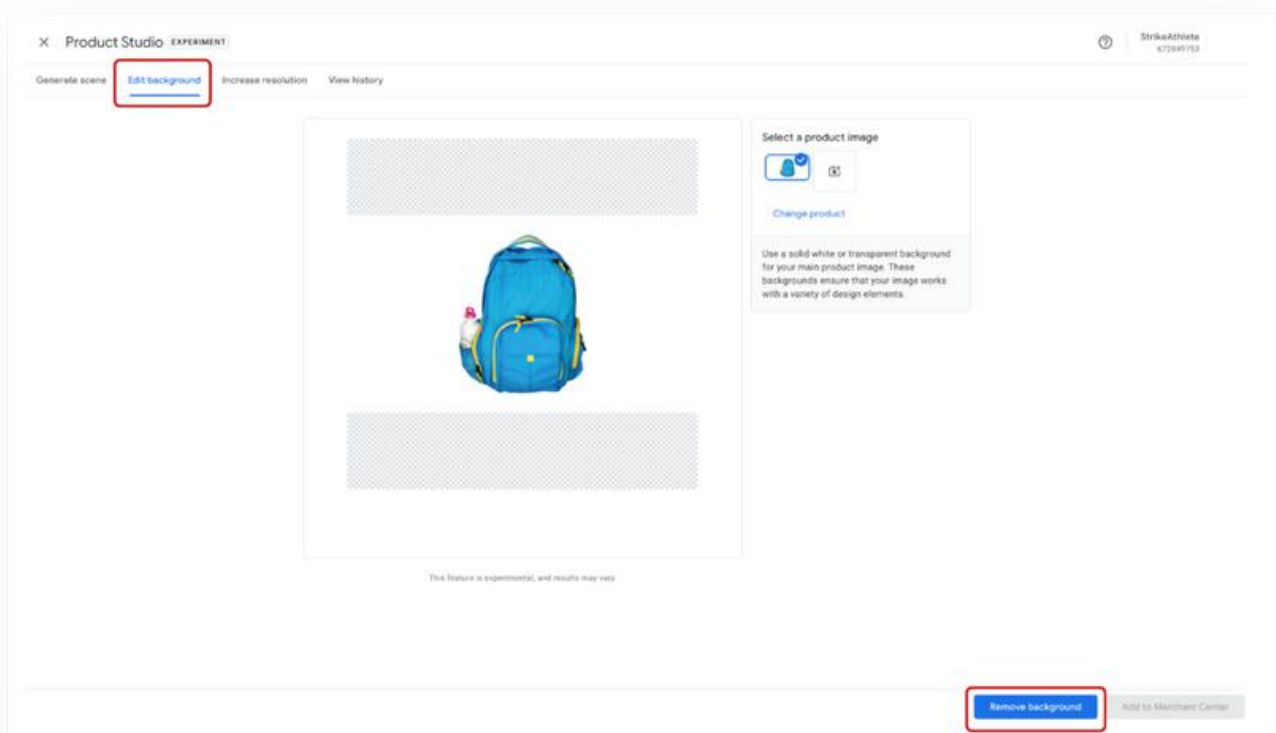
How to Use Product Studio:
Edit Backgrounds

01 Select **"Edit background"** instead of "Generate scene."

02 **Choose** the product image you want to edit.

03 Click **"Remove background."** Product Studio will automatically remove the background from your image.

04 **Download** or **add** the edited image directly to your Merchant Center.
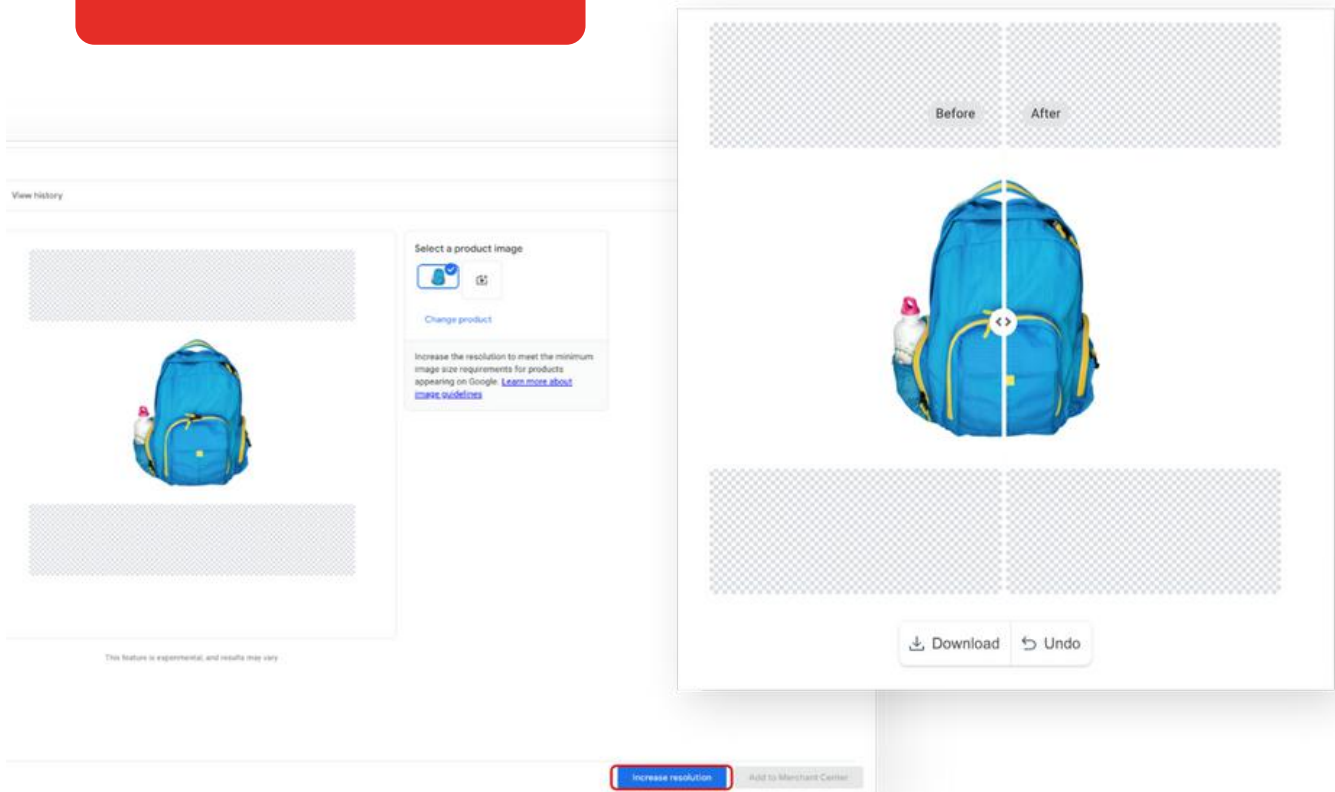
How to Use Product Studio:

Increase Image Resolution

01 Click **"Get started"**. Under **"Product Studio"** > **"Increase resolution"**

02 **Choose** the product image you want to edit.

03 Choose your product image by clicking **"Select product"**. Then click **"Increase resolution"**.

04 See the difference with the **Before/After** toolbar.

Set-up Guide

1. Set Up Your Google Merchant Center:

- If you don't have one already, create a Google Merchant Center account.
- Upload high-quality images of your products. Ensure they meet Google's recommended specifications for image size and format (vertical: 9:16 aspect ratio is ideal for YouTube Shorts).

  Optional: Optimize your product titles using the "short title" attribute ([short_title]) in your Merchant Center feed. This helps create clear and concise product descriptions that grab attention in your ads.

2. Link Your Merchant Center to a Demand Gen Campaign in Google Ads:

- Go to your Google Ads account and start a new Demand Gen campaign or edit an existing one.
- During campaign creation, select "Run a product feed campaign" and choose your Google Merchant Center account from the dropdown menu.

3. Configure Your Campaign Settings:

- **Goal**: Choose a campaign goal that aligns with your objectives.
- **Bidding & Budget:** Set your budget and bidding strategy to optimize ad delivery based on your goals.
- **Targeting**: Select your target audience demographics, locations, and languages.

4. Focus on Ad Group Details:

- **Product Filters:** Choose specific products from your feed you want to showcase in the ads or select "All Products" to include your entire catalog.
- **Ad Creation:** This is where the magic happens! Within the ad group, select "New ad" and choose "Image and products ad" (recommended).
- Upload high-quality images from your Merchant Center feed that will be used in the animated ad.

  Bonus Tip:
  - *For even wider reach, consider creating a separate "Video and products ad" alongside your image ad. Upload videos in various aspect ratios (landscape, square, and vertical) to optimize for different placements.*

  - *Notably, a vertical video allows your ad to be shown on YouTube Shorts for maximum visibility.*

5. Review and Launch:

- Once you've finalized your ad details, review your campaign settings and launch it

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