

# MEASURING WHAT SHOPPERS ACTUALLY SEE IN GOOGLE SHOPPING



## Executive Summary

Most brands optimize Google Shopping using reporting that reflects only a small fraction of what shoppers actually see. Standard tools typically capture **less than 1% of live Shopping ads**, creating blind spots in visibility, competition, and demand.

This analysis demonstrates that traditional measurement materially understates true Shopping presence. By capturing live SERP data at scale, actual Shopping visibility was measured at **50 to 75 percent of total exposure**, revealing gaps between reported performance and real in-market conditions.

Improved visibility measurement enabled clearer demand signals, a more accurate competitive view, and higher confidence in bidding, budgeting, and optimization decisions.

## The Business Challenge

The brand was consistently investing in Google Shopping and optimizing based on industry-standard reporting. Despite disciplined execution, teams lacked confidence in what the data truly represented.

Key challenges included:

- Limited confidence in reported Share of Voice
- Inability to validate what shoppers actually saw in live SERPs
- Difficulty explaining performance fluctuations
- Performance discussions driven by incomplete signals

Reports existed, but decision-making remained constrained by incomplete visibility.

# Visibility Volatility: What Traditional Measurement Misses

## Shopping Listing Visibility Declined Steadily Before Recovering in December

Shopping visibility declined through October and rebounded in December.



## SERP Feature Presence Trend

Low-yield measurement makes Shopping visibility appear unstable, even when market conditions remain consistent.



## Figure: Weekly Google Shopping SERP Feature Presence

This trendline highlights a critical issue with low-yield measurement approaches.

- Shopping visibility spikes, collapses, or disappears over short periods
- Low ad yield causes measurement blind spots to be misread as performance changes
- Below capture thresholds, active markets appear to vanish

**Executive insight:** Low ad yield creates false narratives about market behavior.

# The Methodology

GrowByData implemented a high-yield Google Shopping measurement approach designed to reflect real shopper exposure rather than sampled estimates.

## Key Differences

- Shopper-like environments across live SERPs
- High-frequency, distributed observations across live SERPs
- Ad yield treated as a quality threshold

## Measurement Comparison

- **Traditional tools:** <1% ad yield
- **GrowByData:** 50–75% ad yield

Higher yield directly translates into decision-grade visibility.

## WHY GROWBYDATA?

Decision-grade Google Shopping visibility built on what shoppers actually see.

- High-yield SERP measurement at production scale
- 50–75% Shopping ad capture versus <1% in standard tools
- Earlier identification of missed demand
- Clearer competitive positioning in live SERPs
- A defensible foundation for scaling paid performance

# The Results

With materially higher ad yield, the team gained immediate clarity:

1

## Market Visibility

- Near-complete view of Shopping ad presence
- Accurate Share of Voice across time, not snapshots
- Clear separation between real market shifts and data loss

2

## Decision Quality

- Faster diagnosis of underperformance
- Greater confidence in bid, budget, and feed decisions
- Reduced internal debate driven by conflicting reports

3

## Organizational Impact

- Shift from reactive explanations to proactive strategy
- Stronger alignment across paid media, SEO, and analytics
- Higher executive trust in reported performance

This was not an incremental improvement. It changed what could be seen at all.

## Executive Takeaway

Ad yield is not a reporting metric. It is the foundation of Google Shopping strategy.

When teams measure only a fraction of what shoppers see, volatility looks like mystery. When visibility is measured accurately, volatility becomes insight.

**Better visibility enables better decisions.**