glopal for Merchants

Marketing Solutions - Service Level Agreement

	Frequency
Setup & Launch	
Localize feed and set up new countries in Google Merchant Center / Facebook Commerce Manager	One time
Connect to Google Ads / Facebook Ads, configure account and conversion tracking	One time
Launch automated campaigns in new countries*	One time
Quality & compliance	
Keep the localized feeds synchronized with the domestic feed offerings	Daily
Update the localized items' prices according to the published exchange rates	Daily
Check that the localized feeds work correctly and match the ad platform requirements	Weekly
Monitor Google Merchant Center / Facebook Commerce Manager to prevent account suspension	Weekly
Resolve the feed disapproval issues	Weekly
Reporting	
Access to Sales report dashboard in Glopal Merchant Account	
Campaign Auto-pilot*	
Monitor campaigns in auto-pilot	Daily
Build and refresh feed Custom labels for best selling products to increase performance	Weekly
Adjust automatically campaigns' budget	Weekly
Adjust automatically campaigns' ROAS & CPC goals	Weekly

* Glopal does not manage campaigns manually but performs automated adjustments.
  Campaign adjustments are done automatically by Glopal's proprietary algorithm.
  Our solution also leverages automated bidding from Google (i.e Smart Shopping) and Facebook.
  Contact your account manager or support to adjust your setups or ROAS goals.

  Last update : May 1st 2021