Electrolux – A Guide to Dynamic Shopping Links

What are Dynamic Shopping Links?

Dynamic Shopping Links (DSLs) enable you to easily create campaign URLs that can be used in most digital marketing ad types, including social media, email marketing, and display advertising. Dynamic shopping links enable you to direct traffic in advertising or social media posts to specific products and retailers, while tracking the data in ChannelAdvisor.

What is the benefit of Dynamic Shopping Links?

Through your marketing channels, you can ensure that a consumer is not only forwarded to a retailer in your retailer network, but to a retailer who carries stock of your item - without adding any further clicks to the user journey - providing a seamless path-to-purchase from the ad to the checkout.

Where can you use Dynamic Shopping Links?

In any marketing creative or other customer acquisition points where a landing page URL can be set.

For example:
• Display and Video Ads (Criteo, Google Display Network, Quantcast, YouTube, Flashtalking)
• Native Advertising (Outbrain, Taboola)
• Social Media (Facebook, Instagram, Twitter)
• Email Marketing (HubSpot, Mailchimp, Salesforce Pardot)

All Instagram and Facebook ads (except Instagram Shopping ads) :
• Carousel Ads
• Collection Ads
• Image Ads
• Video ads
• 'Swipe up' in Instagram stories
• Link in bio

Note: There are known factors when implementing Dynamic Shopping Links for Google Ads, Facebook and Instagram. Please check known factors below for these factors.

Which platforms have known factors to consider for Dynamic Shopping Links?

Google Ads: Google Ad's policy is to not allow landing URLs to be different to the display URL in the ad copy. This is outlined in the following Google Support page (please see 'destination mismatch'):
https://support.google.com/adspolicy/answer/6368661?hl=en-GB.

If Dynamic Shopping Link URLs are implemented in Google Ads, you may experience an extended period of time where the ad(s) in question will be 'Under Review', and in some cases will result in a disapproval (at least for the first time Dynamic Shopping Links are implemented). The ads may continue to be paused by Google until the Dynamic Shopping Links are removed:
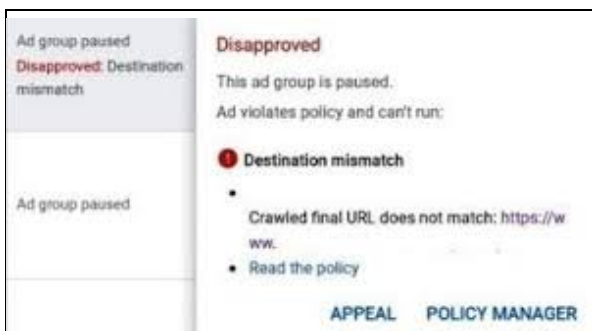
Implementing Dynamic Shopping Links within Google Ads is run at your own risk, and is not recommended at this time.

Facebook: Due to Facebook's [commerce eligibility requirements](), Dynamic Shopping Links are not compatible with Facebook Shops or Facebook Marketplace.

Facebook Ads: Dynamic Shopping Links do not violate Facebook Ad's policies. However, Facebook cannot guarantee that the URL displayed in the ad will match the retailer that the Dynamic Shopping Link will route the customer to. This is not a suitable option if multiple retailers are used, and Dynamic Shopping Links should only be created with one retailer if for Facebook Ads. If more than one retailer is needed, then consider creating a Buy Now Interstitial (BNI) instead.

Instagram/Instagram Ads: Due to Facebook's [commerce eligibility requirements](), Dynamic Shopping Links are not compatible with Instagram product tags. It is also not possible to run any Instagram Shopping ads which contain Dynamic Shopping Link URLs.

Note: As of 1st November 2021, these are the known platform-specific considerations for implementing Dynamic Shopping Links. Please contact ChannelAdvisor if you have any questions about implementing Dynamic Shopping Links within any marketing platforms outside of Google, Facebook or Instagram.

Dynamic Shopping Links implementation examples

Instagram and Facebook Ads:

Instagram (Omnilink/description link):
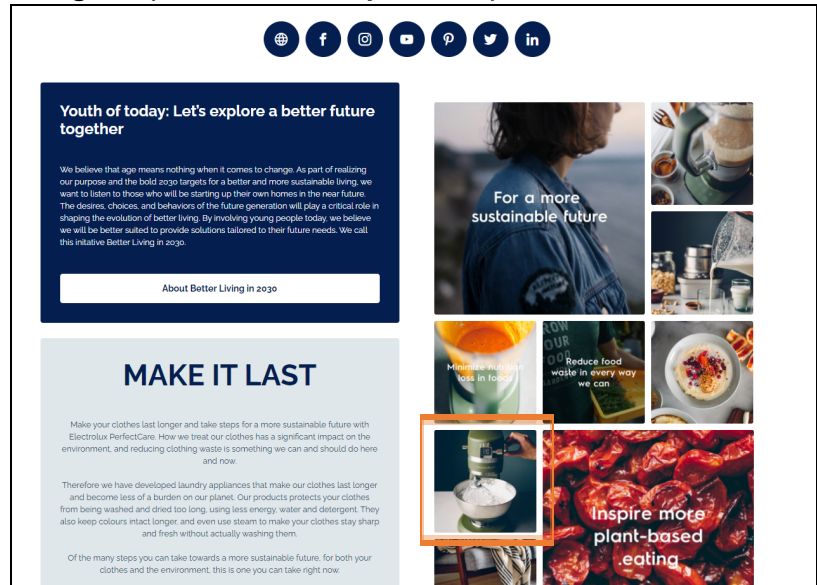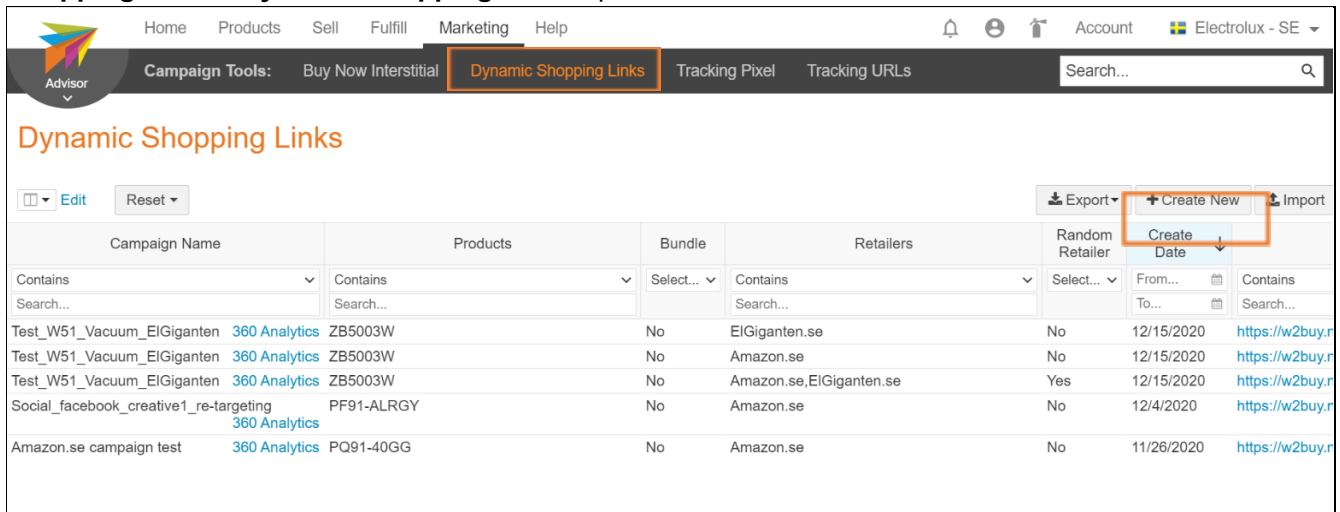

Display:

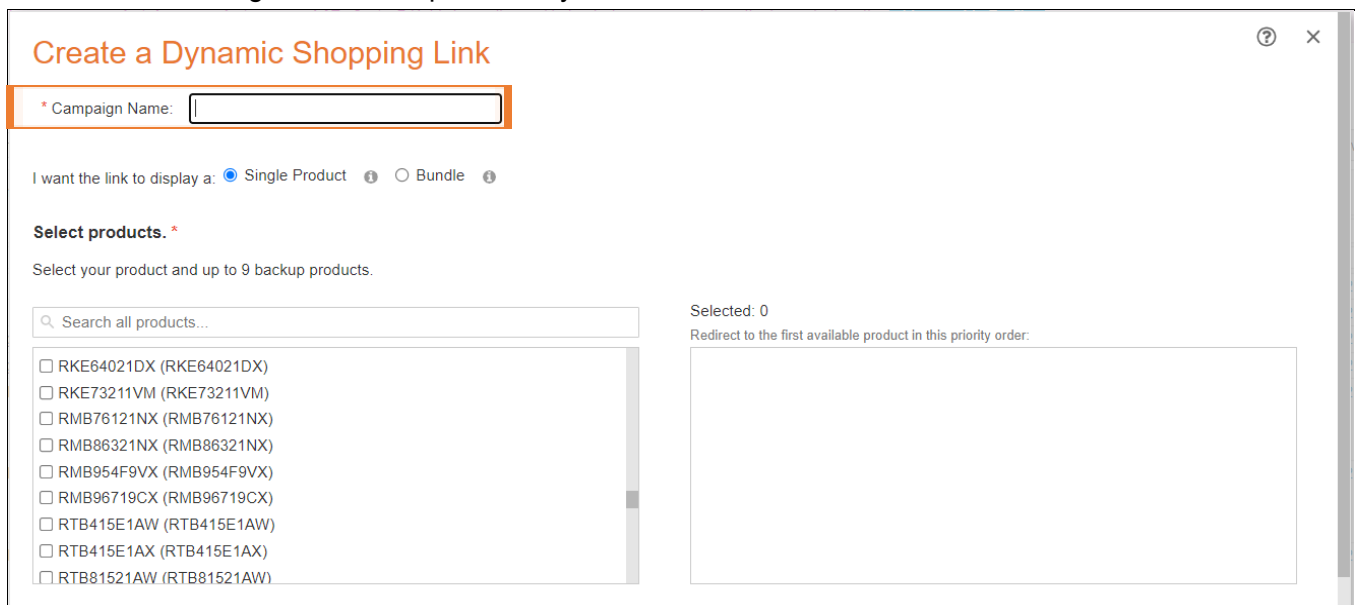## How do you create Dynamic Shopping Links?

1) On the ChannelAdvisor dashboard, navigate to **Marketing** > **Settings & Tools** > **Campaign Tools** > **Dynamic Shopping Links. Dynamic Shopping Links** opens.

Click **Create New** >>> **Create New Dynamic Shopping link** displays.

2) For **Campaign Name**, enter a name for a link. This can be up 250 characters in length, and should be in line with Electrolux's naming conventions provided by HQ.

Campaign naming should fit the following naming convention, to ensure consistency of reporting:

Campaign Name_MPN_ProductCategory_Retailer(s)_Paid (Source)_other

For example, to name a DSL link for Electrolux Italy for a Summer sale campaign in week 25, for a vacuum cleaner that's within a social campaign just going to MediaWorld, this is how the campaign name should be set:

Summersale_HSC0424PP_Vacuum_MediaWorld_Social

For any multi-retailer campaigns, please shorten the retailer names to the first three characters per retailer. For the same campaign above but going to MediaWorld, Unieuro and Euronics. Example:

Summersale_HSC0424PP_Vacuum_**Med-Uni-Eur**_Social

If this results in the same beginning three characters (e.g Mediamarkt and Mediaworld), then please use their full names in the campaign name. Example:

Summersale_HSC0424PP_Vacuum_**MediaMarkt-MediaWorld-Eur**_Social

For any multi-MPN campaigns, please change the MPN portion to state 'MultiMPN' like in the following example:

Summersale_**MultiMPN**_Vacuum_MediaWorld_Social

3) **Optional, but recommended:** Before selecting the products, check the **Coverage Report** section of the dashboard in a separate tab to see if the product is in stock at the desired retailer(s). This is to ensure that before you create a new Dynamic Shopping Link for your product(s) that they are in stock with at least one retailer, and/or to make yourself familiar with which retailers are in stock for the new Dynamic Shopping Links to work with at time of link creation.

Navigate to **Marketing** > **Coverage** > **Retailer Coverage by Product**

To find the model name of the product, copy 'Model Name'.

To see how many retailers stock a particular product, look at 'No of Retailers' column.

Each retailer will show the price advertised for the product. If a retailer is out of stock, that particular price will be marked with an upside-down orange triangle. For instance, Model EOC5H40X is being sold at 9 retailers with a price ranging from 480.90 to 749.99. However, Monclick.it is currently out of stock, indicated by the orange triangle.

4) After checking the coverage report, go to **Select Product** on the dynamic shopping link campaign and enter the **Model Name.** To select the model, click the check box.

If you chose to promote a **single** product, the best practice is to select at least one additional product to act as a backup. The link will redirect to the first available product in the specified order. For instance, in the below example, if the Forno a Vapore CombiSteam... is out of stock, the consumer will be redirected to Model EIR60420CK.

You can also use the **bundle feature**, which will redirect the customer to the shopping cart. However, this feature should only be selected if a retailer has the **add to cart functionality**. Please check with your ChannelAdvisor AM or TAM if a retailer has this enabled.

5) From **Select Retailers,** select the retailers you want to include in the campaign.

6) From **Choose additional options,** enable options that display based on your product and retail selections.

First available retailer from the specified order:

- The **First available retailer from the specified order option** maintains the priority order of the retailers and redirects the consumer to the first retailer with the product who has the product "in stock". For a bundle, the link redirects to the first retailer with the most products in the bundle "in stock".

In the example above, for instance, the user would be redirected to Euronics.it. If that product was out of stock at Euronics, they would be redirected to ePrice in its place. If ePrice is also out of stock, the consumer would be redirected to MediaWorld etc.

All available retailers in a random order:

- The **All available retailers in a random order** option randomly reorder the list of retailers and redirects to a different retailer with the product "in stock" each time the link is clicked.

Create one additional campaign URL for each retailer in the campaign

- If multiple retailers are selected, in addition to creating a link with all selected retailers, this option creates a separate link for each retailer in the campaign.

Where possible, it's also recommended that a custom backup URL is set. This is a URL that the Dynamic Shopping Link defaults to using, if all selected retailers and product(s) are out of stock. Any suitable URL can be used (e.g. Electrolux site or a specific retailer site's category page) as long as it starts with HTTPS to signify that it is a secure connection, e.g.**https://**www.electrolux.co.uk/kitchen/cooking/ovens/oven:

7) Click **Save.**

Results

You have created a dynamic shopping link and the **Dynamic Shopping Links** grid opens. The campaign URL is located in the **Campaign Link** column.

You can **Export** all Dynamic Shopping Links that have been created using the **Export** button. You can also **Import** Dynamic Shopping Links in bulk by clicking on **Import** and downloading the template. Once the template is filled out and re-uploaded, all of the Dynamic Shopping Links will be added to the platform and ready to use.

Once you have obtained your Dynamic Shopping Links, you can then upload them to your advertising platform of choice.

How do you report on Dynamic Shopping Links?

You can report on exactly the same level of insights for Dynamic Shopping Links that you can report on for standard Shoppable Media widgets implemented on product detail pages. The URL to access any Shoppable Media reporting for Dynamic Shopping Links is https://complete.channeladvisor.com.

Using the campaign naming convention that was used when setting up these campaigns, you can run any report in ChannelAdvisor where a campaign tag can be selected and you can filter just on the campaign that was preset when the Dynamic Shopping Links were created.

For example, using the Analytics Console by navigating to **Marketing > Analytics By > Campaign**, you can report specifically on Dynamic Shopping Link performance by using the campaign filtering option below: