

Retail Store Re-Opening Checklist

Google My Business

Location Extensions (incl. ALE)

- Remove [temporary closures](#); process permanent closures as applicable
- Update store hours and remove [special hours](#)
- Use [Delivery Options](#) to highlight Pickup, Delivery, and Curbside
- Use [posts](#) to provide updates on store policies
- Confirm [GMB account link](#) to Google Ads account (Location Extensions only)
- [Ensure Location Extensions](#) are active and are linked to ads (Search, YouTube, Display)

Local Inventory Ads

Local Campaigns

Local Inventory Ads:

- Verify [local inventory feeds](#) & check data quality with [Product Diagnostics](#)
- Increase frequency of [local inventory feed](#) updates for real-time inventory
- [Re-link Merchant Center and Google My Business accounts](#)
- [Reactivate LIA campaigns](#)
- Highlight low-contact pickup options (e.g. Curbside) with [Store Pickup](#)

Local Campaigns:

- [Create new Local Campaigns](#) instead of un-pausing existing campaigns
- Set campaigns to only [target open locations](#)
- If needed, [develop local assets](#) for local offers

Omnichannel Measurement

- Reactivate [Store Visits measurement](#), when reopening stores
- Recommended to enable [Data Driven Attribution](#) for Store Visits

Omnichannel Bidding

Google Ads & SearchAds 360 Auction-Time Bidding:

- Do not use seasonality adjustments or black out exclusions
- If store visits are being measured, [Add Store Visits](#) to Bidding Strategies (if wanted)
- Re-check the [Store Visits value](#) for the in-store conversion
- [Adjust ROAS targets](#) to reflect omnichannel ROAS

SearchAds 360 Intraday Bidding:

- Adjust [Store Visits value](#) if changes were made
- Add Store Visits back into bid strategies if removed
- [Adjust ROAS targets](#) to reflect omni ROAS
- Consider [Auction Time Bidding](#) to adjust bidding in real time

Consumer Targeting

- Turn new customers into loyals with [retargeting lists](#)
- Use [customer match](#) to create similar audiences to potential of new customers
- Use existing offline customer lists via [customer match](#) to bring them in store

Creative Messaging

- Check key visuals to ensure accuracy / align to changing consumer behaviour
- Use the power of storytelling (e.g. YouTube) to address consumer emotions
- Use of call to action (e.g. via TrueView for Action) to trigger desired action
- Adjust media plan to new reality
- Adjust webpage communication to provide most relevant updates to consumers
- Last but not least, say thank you to your employees but also to your consumers