

The Quarterly Product Cleanup

Find the products that spend real money and lose it, then cut them from every campaign in one move. Run this once a quarter, in about 10 minutes.

► Watch the full walkthrough: youtu.be/_p0GAddWCw4

1 Pull the list · ~3 min

- ☐ Go to **All campaigns**, all campaigns selected (enabled and paused)
- ☐ Insights and reports → Report editor → **Shopping products** report
- ☐ Date range: **last 90 days** (enough data to mean something, smooths a slow week)
- ☐ Rows: **Item ID** (one line per product)
- ☐ Columns: cost, conversions, conv. value, **conv. value / cost (ROAS)**, conv. rate, clicks
- ☐ Sort by **cost, highest first**, and read down from the biggest spenders

2 Set your bars · before you judge anything

- ☐ **Qualifying floor** (enough data to trust): e.g. **≥40–50 clicks** OR **≥\$30–35 spent** in 90 days. Below the floor, leave it alone, it keeps its runway.
- ☐ **Exclusion line**: start conservative at **ROAS ≈ 1 or below**, not your target ROAS. Only cut the truly underwater. Get stricter later.

3 Judge the spenders · collect item IDs

- ☐ **ROAS cut**: qualifying product with ROAS ≈ 1 or below → candidate
- ☐ **Conversion-rate cut**: plenty of clicks (90+), zero or one conversion → it had its shot, candidate
- ☐ **Right at the edge?** Barely over the floor, tiny spend → give it more runway, leave it

4 The human gut-check · last filter

- ☐ For each candidate ask: **does the business want it alive anyway?** New launch still learning, loss leader on purpose, protected hero product → keep it, even if the math looks bad
- ☐ Everything else → onto the exclusion list

5 Tag the losers

- ☐ Build a **supplemental feed** in Merchant Center that stamps a **custom label = "excluded"** on exactly those item IDs

6 Exclude once per campaign · the one manual step

- ☐ In each Shopping / PMax campaign, every ad group or asset group: **note your current listing-group split** (e.g. by product type)
- ☐ Subdivide all products **by the custom label**, set **"excluded" → excluded**
- ☐ Rebuild your existing split under **everything else**
- ☐ Do it **once**. After this the feed tag drives every campaign automatically, tag drops a product out everywhere, untag brings it back

TWO SAFETY NETS — EXCLUDED MEANS BENCHED, NOT DELETED

Catch-all campaign

Keep one campaign running every product, including the excluded ones, on tiny bids and a tiny budget. A cheap audition. If a benched product performs here, promote it back at your next review.

Seasonal reactivation

Before high season, re-analyze how excluded products did in that same window last year. Reactivate the winners right before the season, then re-exclude them once it ends.

EVERY QUARTER

Re-pull the last 90 days, re-judge, re-tag. Leakers can earn their way back, and new ones get caught before they cost you much.

