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Shopping ads are one type of ad that can be created from your product data. In contrast to a text ad, which displays text only, Shopping ads show users a photo of your product, plus a title, price, store name, and more. These ads give users a strong sense of the product you're selling before they click the ad, which gives you more qualified leads. Shopping ads use your existing Merchant Center product data (not keywords) to decide how and where to show your ads. The product data you submit through Merchant Center contains details about the products you sell. We'll use these details when we match a user's search to your ads, making sure to show the most relevant products. You manage your Shopping ads in Google Ads using Shopping or Performance Max campaigns, a simple and flexible way to organize and promote your Merchant Center product inventory within Google Ads. Learn About what makes up a Shopping Ad. Performance Max is a goal-based campaign type that helps you find more customers and meet your goals. To do this, Performance Max looks at campaign inputs, such as your budget and your product feed and then optimizes performance based on those inputs. To enhance your Shopping Ads with local inventory, you can set up Local Inventory Ads. Benefits over other ad formats Better qualified leads: As a merchant, you can increase the quality of your leads by featuring product information directly in your ads to help users make informed purchase decisions. This makes users more likely to complete a purchase on your site. For example, when Sally does a targeted search for "fish bowl," she might not find merchants selling fish bowls. She can tell which fish bowl fits her taste just by looking at the picture. She can also quickly see whether the fish bowl fits her budget by looking at the price. This means that by the time Sally clicks on the ad, she has a good sense of the product and its cost, which puts her further down the purchasing funnel compared to the average web user. Easy retail-centric campaign management: Instead of keywords, Shopping ads use the product attributes you defined in your Merchant Center data feed to show your ads in relevant searches. Browse your product inventory directly in Google Ads and create product groups for the items you want to bid on. Broader presence: More than one of your Shopping ads can appear for a given user search and, if relevant, a Shopping ad and a text ad can also appear at the same time. This means your reach with users for a single search could double. Powerful reporting and competitive data: See how your products are performing at any level of detail you want. For example, you can see how many clicks a particular brand of high-heeled shoes got just by filtering your products view—no new product groups needed. Use benchmarking data to get insights into your competitive landscape. Identify growth opportunities with impression share data and the Bid Simulator tool. Access to new inventory: In addition to all of the benefits above, with Performance Max, you'll also gain access to new inventory and AI-driven insights. Performance Max ads are eligible to serve on YouTube, Display, Search, Demand Gen, Gmail, and Maps. Overall, Performance Max helps to unlock new audiences across all Google channels and networks. How Performance Max campaigns differ from Standard Shopping campaigns Performance Max campaigns Standard Shopping campaigns Where your ads appear Access most Google Ads channels, including: The Shopping tab Google Search, next to search results (separate from text ads) Google Images Google display network YouTube Gmail Demand Gen Maps (via Local Inventory Ads) Automatically access new inventory and formats as they become available without having to set up any new campaigns. Access selected Google Ads channels: The Shopping tab Google Search, next to search results (separate from text ads) Google Images Google Search Partner websites (if your campaign is set to include search partners) Maps (via Local Inventory Ads) Ad format Wide range of Google Ads formats, including: Selected Google Ads formats: Shopping Ads Shopping Ads for local products (Local Inventory Ads) Billing You'll only pay for the performance of your campaigns (for example, clicks or CPM). You're charged using cost-per-click (CPC). You're charged only when someone clicks an ad that leads to the landing page on your website or to the Google-hosted landing page for your local inventory. Bidding Automated strategies: Automated strategies: Target ROAS Maximize Clicks Manual strategies: Ad creatives Ads are auto-generated based on assets provided by the advertiser in asset groups (for example, text, image, video) and in the Merchant Center feed. Ads are created based on assets provided in the Merchant Center feed. Additional creative assets (for example, text, image, video) are not available. Local Inventory Ads Opted in automatically when a local products inventory feed is attached to the campaign By default, Shopping campaigns only show ads for products sold from your online website. Check the box "Enable ads for products sold in local stores" in the campaign settings to enable local inventory ads Vehicle Ads If your Merchant Center account is opted in for the Vehicle ads program and one of the supported objectives (Leads, Sales) have been selected, you will be automatically opted in. Other Features Additional AI features, including: Additional customization features, including: Audience targeting to serve ads to specific audiences Related links SearchClear searchClose searchGoogle appsMain menu A community based church, Changing Lives Global Church, has stepped in to utterly transform people through doctrine of change. By Style Reporter Jan. 12, 2025 Zimbabwe is entering a new era — one defined not by energy shortages and load-shedding, but by renewable ambition, strategic investment, and transformative development. The vision is clear: By 2035, we aim to build a US$16 billion renewable energy sector, unlocking hundreds of thousands of jobs, powering communities, and asserting our leadership in Africa's clean energy transition. This vision is not a fantasy. It is rooted in data, in tangible progress, and in the firm belief that sustainable energy is the backbone of inclusive economic growth. I have seen firsth and both in rural communities and in global investment forums, how energy access changes lives. It is not just about electricity — it's about education, healthcare, entrepreneurship and dignity. From crisis to catalyst: Why renewable energy is our future For decades, Zimbabwe's power sector has been characterised by undercapacity, aging infrastructure, over-reliance on hydro sources vulnerable to climate change and a centralised grid unable to meet national demand. These challenges have not only slowed economic growth, but also deepened inequality between urban and rural populations. However, as I have written in previous articles — such as Solar Power: Panacea to Local Energy Woes and Decentralisation of the Grid is Key to Ensuring Energy Efficiency — this has become a catalyst for innovation. In fact, it has become our call to action. Instead of fixing a failing system, we now have a unique opportunity to build something new: A decentralised, climate-resilient, and investor-attractive renewable energy ecosystem. And this time, we must design it not just for today's needs, but for future generations. Zimbabwe enjoys more than 300 days of sunshine each year. We are blessed with vast stretches of underutilised land, a youthful population hungry for opportunity, and growing international interest — as I witnessed during my recent investment-seeking mission to India. What we need now is to turn these dormant assets into dynamic infrastructure. US$16 billion: More than a number — a roadmap The US$16 billion target is not arbitrary. It is a strategic figure derived from detailed needs assessments, investment models, and sectoral analysis. It reflects the capital required across four key pillars: Solar energy (utility & decentralised projects) Solar energy will be the bedrock of our renewable transition. Our aim is to install at least 5,000 MW of solar capacity by 2035 — a mix of large-scale utility farms, decentralised mini-grids and off-grid home solar systems. These projects will not only meet domestic peak demand but also create excess capacity for export across the Southern African Power Pool. Imagine villages that were once in darkness now becoming net exporters of energy. That is the power of solar. While solar will dominate, we cannot afford to ignore the value of diversity. Wind energy, particularly in the Eastern Highlands, and micro-hydro projects along perennial rivers can provide complementary sources of power. These resources will increase system reliability, especially during cloudy or dry seasons, and ensure a balanced energy mix. Battery storage and smart grids A future powered by renewables requires more than generation — it requires modern infrastructure to store and distribute energy efficiently. This includes lithium-ion battery systems, pumped hydro storage, and the development of smart grids that can handle decentralized inputs, predict consumption trends, and support peer-to-peer energy trading. I often tell stakeholders: If solar is the heart of our energy system, then storage and smart grids are the veins and arteries. Manufacturing and workforce development To reduce our dependency on imported components and create local value, we must invest in domestic manufacturing — from solar panel assembly plants to inverter repair workshops and battery recycling centers. Equally important is workforce development. We'll need thousands of trained professionals: Solar technicians, grid engineers, battery experts, and clean energy financiers. Our education system must evolve to meet this demand — and I believe it can. The role of policy, private sector and citizens To reach US$16 billion in renewable investments, ambition alone is not enough — we need alignment across all stakeholders: Government: Clear and consistent policy Policy clarity is the foundation. The government must offer long-term incentives such as feed-in tariffs, tax breaks, land allocation for energy projects, and streamlined licensing. Predictability is what attracts investors — and I've said this repeatedly in my article Investors needed to build modern energy infrastructure in Zimbabwe. Private sector: Leadership and collaboration The private sector must lead through innovation, co-financing, and forming strategic consortia. We must move past a competitive mindset and embrace collaboration. There is enough sunlight — and opportunity — for everyone. Local energy firms must work together to build large-scale, bankable projects that can attract global financing and technical partnerships. *Dr Engineer Edzai Kachirekwa is the CEO, of Power Giants Private Limited. He is an energy systems expert & advocate for decentralised renewable solutions in Africa. He can be reached on Citizens: Participation and ownership Citizens must not be passive consumers. They must be co-owners and co-creators of the energy revolution. In "Citizen Inclusivity in Renewable Power Generation," I emphasized that community-led solar farms, women-led co-ops, and school-based installations are critical to long-term sustainability. When people take ownership, they defend and maintain infrastructure. They become ambassadors for change. Green Jobs, youth inclusion and export potential A $16 billion renewable sector will generate over 250,000 green jobs across the value chain — from installation to research, legal advisory to hardware maintenance. We must intentionally include youth through technical training, entrepreneurship incubation, and mentorship. By 2035, we should see Zimbabwean graduates becoming global experts in renewable systems. With enough capacity, Zimbabwe could also become a regional exporter of clean energy — earning foreign currency, enhancing regional influence, and helping our neighbors meet their own climate goals. Strategic partnerships and global alignment Zimbabwe's energy vision aligns with Africa's Agenda 2063, the Paris Agreement, and the United Nations Sustainable Development Goals, especially SDG 7: Affordable and Clean Energy. To realise it, we must deepen partnerships with : Indian and Chinese solar manufacturers - Climate finance institutions and multilateral banks - Diaspora investors ready to bring home expertise and capital We must also actively learn from countries like Kenya, Morocco, and Vietnam — nations that have overcome similar challenges through bold policy, grassroots participation, and international cooperation. Final thoughts: Building a legacy of light This journey is not just about power — it's about prosperity, pride, and possibility. No student in Zimbabwe should have to study by candlelight. No rural clinic should operate without refrigeration. No entrepreneur should be forced to shut down because of power cuts. We are standing at the edge of a historic opportunity. Let us rise above hesitation, policy inertia, and outdated mindsets. The sun shines for free — and so does our potential. By 2035, Zimbabwe can be a beacon of clean, inclusive energy in Africa. To help protect you from abuse, we sometimes ask you to prove you're not a robot before you can create or sign in to your account. This extra confirmation by phone helps keep spammers from abusing our systems. Tip: To verify your account, you need a mobile device. Cost of text or voice verification The cost of your text or voice messages varies which depends on your plan and provider, but will likely be your standard text message and call charges. When you choose the voice call option, you can also use your home phone numbers. For more details, contact your mobile phone provider. Fix verification issues Didn't receive the text message If you live in a densely populated area or if your carrier's infrastructure isn't well maintained, text message delivery can be delayed. If you've waited more than a few minutes and still haven't received our text message, try the voice call option. "This phone number cannot be used for verification" If you find this error message, you have to use a different number. To protect you from abuse, we limit the number of accounts each phone number can create. You can use a family member or friend's phone number instead. It may also help if you attempt to use a number from a different phone carrier. "This phone number has been used too many times for verification" If you find this error message, you have to use a different number. To protect you from abuse, we limit the number of times a phone number can be used for verification. You can use a family member or friend's phone number instead.

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