

adstrong won 4,000 new Merchants to help them increase their online sales.

adstrong is one of the leading CSS Premium Partners worldwide offering its CSS services to thousands of merchants and hundreds of agencies across Europe. Apart from offering managed CSS services to online retailers, adstrong is also the leading White Label CSS provider for brands and agencies.

4k

New Merchant Centers

125m

Additional Impressions per quarter

>2m

Additional clicks per quarter

The challenge

In the fiercely competitive online marketing landscape, retailers have to fight hard to grow their Google Shopping traffic while achieving an attractive ROAS. Working with CSS Affiliates, who offer managed CSS solutions, additionally imposes the risk of cannibalization of shopping ads and of losing the highly valuable brand traffic.

Our goal at adstrong was to solve these problems for retailers, generate incremental traffic, and in doing so, grow our customer base dramatically.

The challenge

adstrong offers a Managed CSS approach where they make sure to understand the retailers' individual goals by having dedicated Account Managers. adstrong achieves the retailers' ROAS requirements by utilizing in-house feed optimization tools with AI-supported feed enrichment. Their campaign approach is aimed at minimized traffic cannibalization while maximizing incremental traffic.

The challenge

In the last year, adstrong was able to onboard almost 4,000 new online shops, increase their quarterly impressions by 125 million & clicks by 2.1 million - all while meeting the shops' ROAS goals.



The adstrong team is composed of real SEA & Google Shopping pros. They always work reliably and professionally and coordinate closely with one another with regard to targets that they then achieve. We work with adstrong on an international level and are happy about the large amount of high quality traffic that they send us.

Rafael Rohrmann,
Senior Performance
Marketing Specialist
at SHOP APOTHEKE



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