

# adstrong onboarded 1,000 new online shops to their managed CSS in the UK.

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.

1k

New Merchant Centers

35m

Additional Impressions per quarter

500k

Additional clicks per quarter

## The challenge

In an increasingly competitive online marketing arena, the landscape for retailers in the UK is unforgiving, demanding robust strategies to enhance Google Shopping traffic while maintaining an attractive Return on Ad Spend (ROAS). Collaborating with CSS Affiliates, who provide managed CSS solutions, introduces the potential risks of cannibalizing shopping ads and jeopardizing invaluable brand traffic.

## The approach

Within the dynamic UK market, adstrong approached the challenge by offering an adaptive Managed CSS model. This approach leverages dedicated Account Managers who take the time to comprehend the unique objectives of each retailer. By employing cutting-edge in-house feed optimization tools supported by AI-driven feed enrichment, adstrong adeptly attains the retailers' ROAS targets. Their campaign methodology is designed to minimize the risk of traffic cannibalization while simultaneously capitalizing on opportunities to drive incremental traffic.

## The result

In the last year, adstrong onboarded close to 1,000 new online shops in the UK only. This magnified quarterly impressions by an astonishing 35 million and garnered over 500,000 supplementary clicks each quarter. These achievements occurred while steadfastly upholding the retailers' ROAS objectives.



*We have been cooperating for a long time and can warmly recommend adstrong due to their deep knowledge and professional approach. Due to the very good performance of adstrong, we rolled out the cooperation internationally and continuously increased the budget.*

Julia Schaper,  
Head of Performance Marketing at DEFSHOP



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