

Within 12 months adstrong increased quarterly revenue for ADCELL advertisers by €1million

adstrong is a multi-award-winning Premium CSS. Partnering with 1000s of online shops and agencies across Europe, adstrong's CSS solutions help advertisers unlock hidden potential from Google Shopping. Each year adstrong delivers €100 Million in additional revenue for affiliate partners on a risk-free CPA basis.

€1mio

Additional Revenue

91%

Additional Advertisers with Sales

335%

Additional Traffic

The challenge

ADCELL is a German based affiliate network for SME advertisers. In order to deliver in this difficult, competitive environment, adstrong had to find a way to create campaigns for many smaller advertisers, whilst ensuring quality and effectively managing performance. Working on a CPA basis deepened the challenge. Adstrong had to rapidly test new advertisers, to uncover where hidden value could be found.

The approach

To achieve this, the collaboration with ADCELL was intensified. Working closely together, an action plan was formed. Here ADCELL provided performance insights, whilst adstrong fast-tracked the set up of dozens of new advertisers, delivering sales extremely quickly. In addition, the new, in-house feed management tool from adstrong was used. In this way, new advertiser campaigns could be implemented with minimal effort, enabling the performance managers to concentrate on campaign optimisation. By implementing Google's automated bidding strategies, adstrong could sustainably run and scale dozens of campaigns.

The results

In Q2 2023 adstrong generated sales for only 59 ADCELL advertisers, totalling €58k in sales revenue. By Q3 2024, just one year later, adstrong delivered €1 Million sales revenue for 113 ADCELL Advertisers. adstrong managed the sales revenue increase very effectively, only a 335% traffic increase led to the 1,645% increase in sales revenue.



Working with adstrong is a must. In the last 12 months, adstrong has increased revenue for ADCELL Advertisers by €1million. adstrong is proactive in testing new partnerships and it is always a pleasure to talk to them.

Torben Hoffmann,
Key Account Manager at
ADCELL



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