

# Feed Innovation - adstrong streamlines onboarding process, creating **€6.5M monthly revenue**

adstrong is a multi-award-winning Premium CSS. Partnered 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.

800

New Merchant Advertisers

€6.5M

Monthly Revenue with Sidekick

2.5M

Monthly Clicks with Sidekick

## The challenge

A key value proposition of adstrong CSS is feed optimisation. By enhancing feeds, products get even better traction on Google Shopping. Feeds are sourced from many affiliate networks, each with unique formatting and APIs, and with advertisers that provide feeds of vastly differing quality. **Setup and optimisation of each new advertiser was a lengthy process.** IT support was required to set up accounts with poor feeds. With new business as a key goal for 23/24, a solution was needed to **simplify this process, whilst maintaining high quality.** There are no suitable ready-made solutions for these very specific requirements.

## The approach

adstrong developed **Sidekick**, an in-house feed and campaign management tool, consolidating all available product feeds from across networks into one neat overview. Powered by data and AI, **feed optimisation time has been drastically reduced.** By integrating directly with the Google APIs, new **Merchant Centers and campaigns are deployed within minutes** of approval on to an affiliate program, without logging in to Google. Sidekick not only improves the onboarding process, but also frees up resources for IT and campaign management.

## The result

Since launching in November 2023, Sidekick has enabled adstrong to start campaigns for **over 800 new partners.** With little increase in overheads, adstrong has grown rapidly through 2024, with Sidekick contributing an additional **2.5 Million Clicks** and **€6.5 Million in sales revenue per month.**



*Sidekick has become an integral part of the adstrong team's operations. Streamlining the onboarding process unlocked growth potential that massively surpassed our expectations."*

Jordan Riggon,  
Head of Affiliates  
at adstrong



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