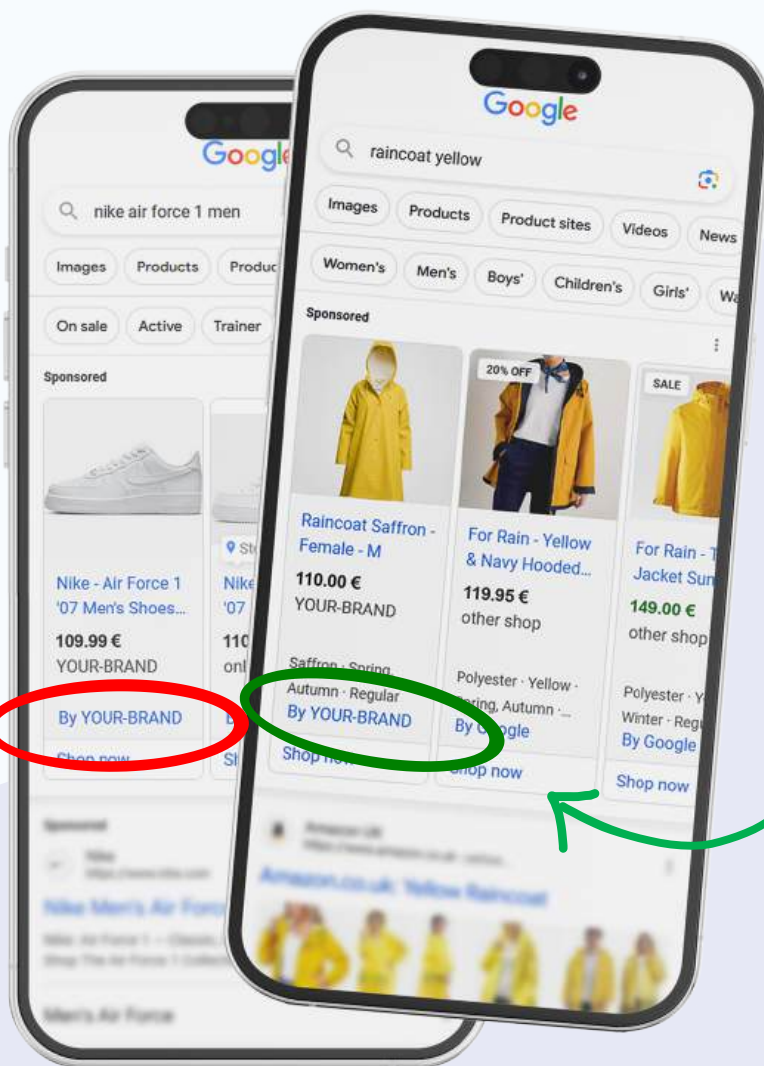


Boost your Google Shopping Ads Performance and Visibility with adstrong Branded CSS for Agencies.



Increased visibility

Free traffic



Welcome to a world of better Google Shopping Ads.

„I have made over 100 online shops and digital agencies across Europe into Google CSS providers. In the process, I continuously observe how agencies **massively increase their Google Shopping Ads performance** and how their own CSS brings them **more inquiries and better conversion rates** from new clients.


The strongest advantages of the Google CSS program were previously withheld from the CSS providers themselves. This has changed with adstrong's Branded CSS solution: **Now, over 15% of all CSSs worldwide are based on our solution** - and it's all 100% Google policy compliant.

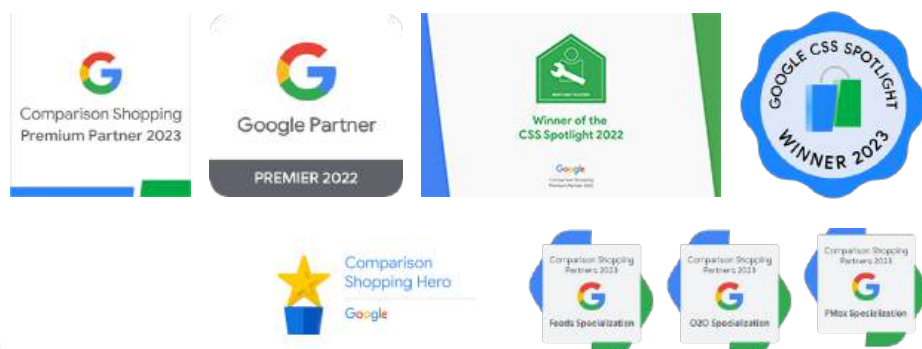
In this White Paper, you will learn how you can get your own branded Google CSS without any effort and what superpowers Google CSS accounts are equipped with.

Spoiler: It's a turbo boost for your ad performance and a growth engine for your entire agency!

Enjoy reading.“




Ingmar Albert
CEO adstrong



adstrong's Branded CSS takes Google Shopping Campaigns for Touchpoint and Keyword Experte to the Next Level!



Migration from external CSS-Provider to own Branded CSS

- ✓ More options for campaign optimization lead to better Google Shopping Ads results.
- ✓ Millions of impressions of the agency brand lead to more inbound leads from new clients.
- ✓ The CSS turns Touchpoint into a one-stop-shop for customers, generating additional profits.
- ✓ Dedicated technical support and account management from Google are part of the CSS Premium Partner status and help significantly with daily work.



Migration from own Agency CSS to adstrong's Branded CSS solution

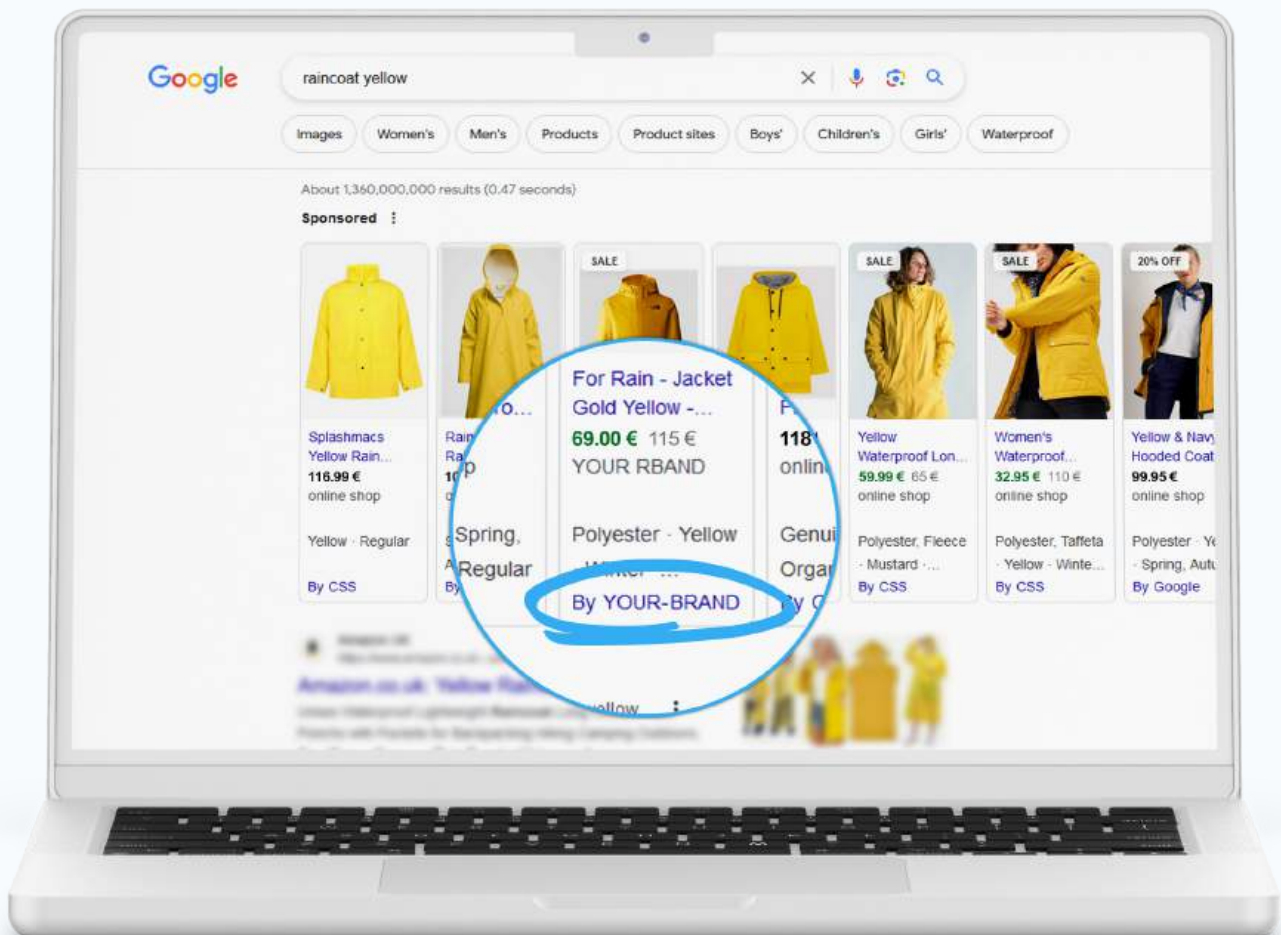
- ✓ adstrong's solution saves money and time, and Keyword Experte doesn't have to worry about anything concerning the CSS.
- ✓ The gained CSS Partner status allows Keyword Experte to use the Google CSS Partner Badge and includes listing in Google's official CSS Partner directory.
- ✓ Exclusive features for CSS providers improve ad performance.
- ✓ Billions of impressions of „By Keyword Expert“ in Shopping Ads have greatly increased their brand awareness.

Other shops that trust adstrong:





Your own Google CSS – even with just one Customer.



With **adstrong's Branded CSS solution**, your agency name appears as **a highlighted link** in your Google Shopping Ads. This link boosts your brand and generates free additional traffic for you!

We developed our solution in consultation with Google specifically for agencies, and it works even if you have just a single customer. Because we operate a complete CSS including a price comparison portal for you in the background. **You don't have to worry about anything and enjoy all the benefits** of the Google CSS status.

The Benefits of having your own CSS go far beyond those of a third-party CSS!



3,882€*

The „By CSS“ link brings your **CSS free clicks**. With our Free Clicks Booster, only your products will be featured prominently on your CSS pages. This ensures that the free traffic benefits you instead of your competition!



4,574€*

Branding on a millionfold scale and increased visibility: the CSS name is more visible than the shop name. Place your brand more prominently than your competition.



Boost your CTR: Studies have shown that ads from shops with their own CSS are clicked more often. This is because the shop brand is related to the search term, thereby increasing the relevance of the entire ad.



Your parents & friends are proud of you when they see your brand while browsing.



CSS providers receive **additional Google support!** Use this to set **negative keywords for PMax at the campaign level** and give your Shopping Ads an unfair competitive advantage.



34,653€*

With Branded CSS, you also enjoy **all the traditional CSS benefits**, including up to a **25% CPC boost**.



Stop sending traffic to your competitors! Without your own CSS, the free clicks on the „By CSS“ link go to price comparison sites, where mostly products of your competitors are shown! Your own Branded CSS prevents this!

* On average, our Branded CSS customers receive 277,222 paid clicks and 7,764 free „By CSS“ clicks per month. Assuming a CPC of €0.50 and a CTR of 1%, this translates on average to:
- Free traffic worth €3,882 monthly, generated through the Branded CSS.
- An additional monthly advertising budget of €34,653 created through the CSS CPC benefit.
- Free branding valued at an estimated €4,574 monthly (see page 8).



Dominate Google Shopping Ads without Risk or extra Effort.

Your Branded CSS is Plug & Play

- ✓ No effort required from you for setup and operation
- ✓ No IT knowledge or additional employees needed
- ✓ adstrong takes care of everything and you reap the rewards

Your Branded CSS is safe

- ✓ There are no downtimes or interruptions
- ✓ adstrong doesn't need access to campaigns or Ads accounts
- ✓ Existing accounts can be used
- ✓ Existing campaigns continue to run smoothly

adstrong's Branded CSS is 100% Google policy compliant

As the leading Branded CSS provider, adstrong operates more than 15% of all CSSs worldwide. We continuously work closely with Google to ensure that our solution is always 100% in compliance with Google's guidelines.

This is not the case with all providers - some of our customers have switched to adstrong after their CSS with another provider was suspended by Google.



adstrong Offers you the Best CSS Product available on the Market.

What matters when choosing a CSS solution:

| | adstrong Branded CSS | Conventional CSS |
|--|---|---|
| CSS CPC Advantage |  |  |
| Free Branding for your Agency |  |  |
| Free Traffic for your Customers |  |  |
| Own Ads Boost Third-Party Brands |  |  |
| Better Google standing, incl. direct Google CSS Support |  |  |
| Free Traffic for the Competition of your Customers |  |  |
| Setting Negative Keywords for PMax at <u>Campaign</u> Level |  |  |
| No Effort Required from you |  |  |
| 100% Google policy compliant |  |  |
| Premium Support |  |  |

The value of the CSS branding corresponds to approximately 3% of your advertising budget.

For performance marketers like us, it is hard to translate the branding value into actual euros. Don't worry – we have interviewed experts and will show you what the additional branding of your Shopping Ads is worth for your agency.



Expert interviews indicate that an ad impression has approximately one-thousandth of the value of an ad click. Thus, your CTR (Click Through Rate) and your CPC (Cost Per Click) determine the value an ad impression has for you.

With an assumed CTR of 1%, the additional branding value of your Shopping Ads is approximately 10% of your advertising budget.

Due to the prominent placement of the CSS name, it is expected that approximately one third of the people clearly perceive the CSS name.

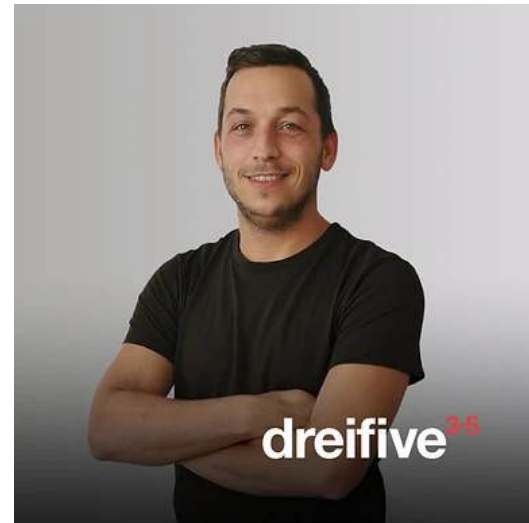
The value of the additional branding for the CSS provider, is about 3-4% of the Google Shopping ad spend (at 1% CTR).

Use this to boost your shop instead of strengthening another provider!

The CSS name is much more visible than the shop's name!

TESTIMONIAL

„Through our own CSS, our customers & dreifive have achieved an effective win-win situation: our customers get the optimal Google Shopping Performance and the best possible support for all matters concerning Shopping Ads. dreifive, in turn, can offer everything from a single source, receives steady inquiries from new customers through the CSS, and can better establish itself in the market with the gained expert status.“



Pascal Schumacher
Head of Digital Advertising

++++ 4% FREE EXTRA TRAFFIC INCREASES PROFIT BY 30% ++++

CUSTOMER INTERVIEW

In an interview, a shop customer with Branded CSS revealed to us how the free additional traffic affects his monthly profits.



| adstrong | |
|---|-------------|
| Revenue through Google Shopping Ads | 122,468 € |
| Cost of goods sold (approx. 21%) | 25,149 € |
| General costs (approx. 10%) | 12,737 € |
| Google Shopping Ads costs (approx. 59%) | 72,852 € |
| Profit through Google Shopping Ads | 11,730 € |
| Revenue with free clicks (approx. 4%) | 5,046 € |
| Cost of sold goods (approx. 21%) | 1,036 € |
| General costs (approx. 10%) | 525 € |
| Google Shopping Ads costs | 0 € |
| Profit through free traffic | 3,485 € |
| Profit increase through free traffic | 30 % |

<<< CUSTOMER COPY >>>





Attention: Your Shopping Ads are currently promoting someone else.



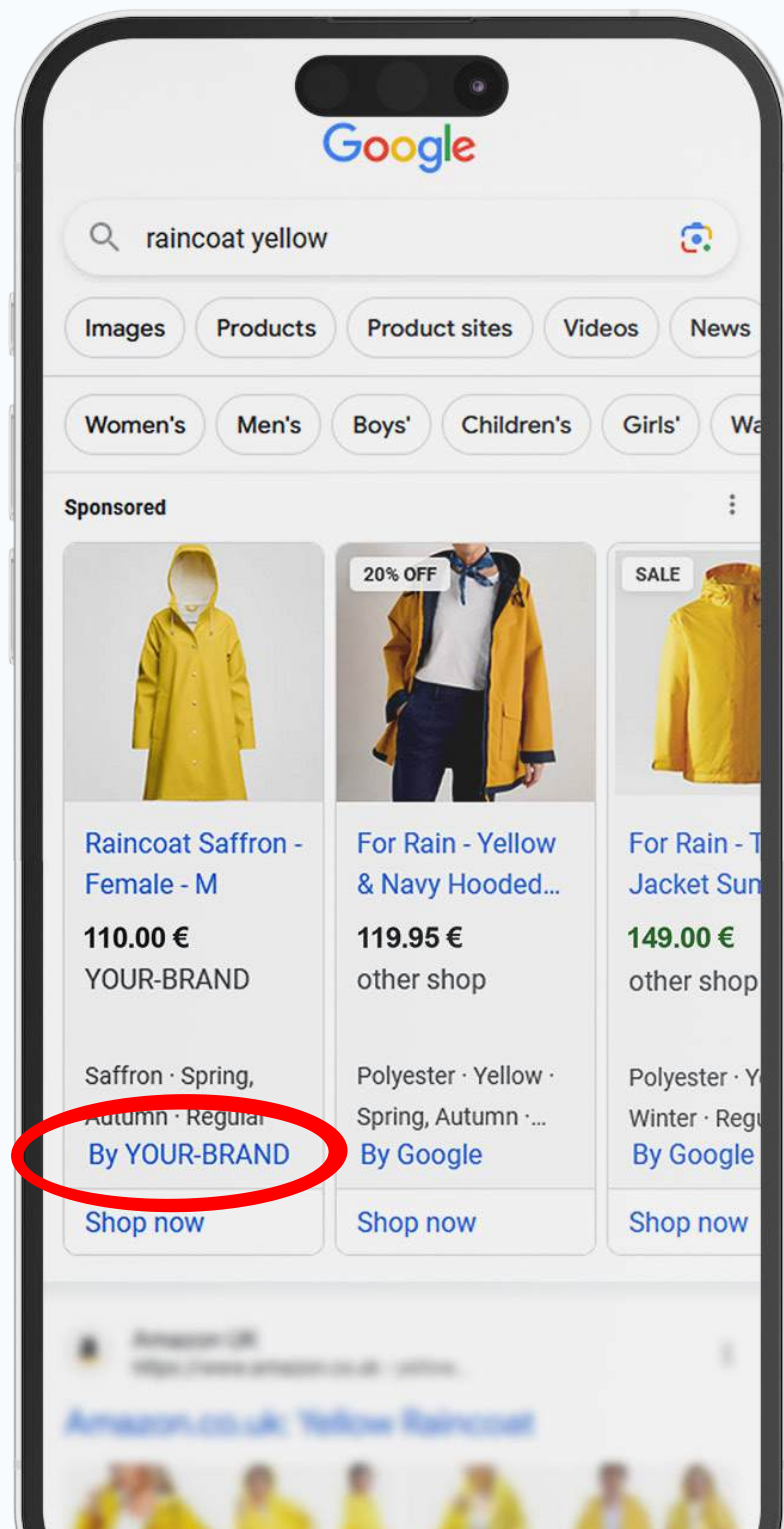
In Europe, Google Shopping Ads primarily market the product. And secondarily, the CSS provider.

Not your agency!

This way, CSS providers could grow to incredible sizes and dominate Google Shopping with their brands, on the shoulders of agencies like you.

With your own Branded CSS, you get all the exclusive benefits that were previously reserved for CSS providers, allowing you to dominate Google Shopping Ads with your brand!

This is not your agency!

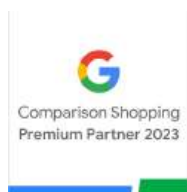


adstrong is your partner.

Over 15% of all CSSs in the world are based on our Branded CSS solution – making us the largest CSS player in the market.

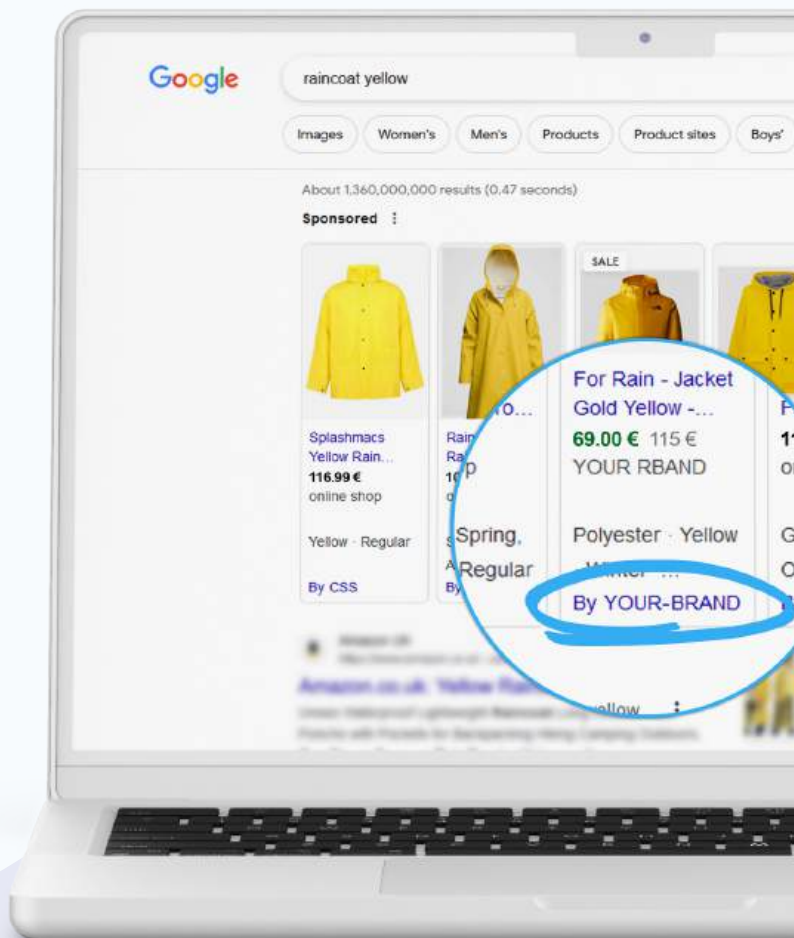
Furthermore, with over 7,000 Merchant Centers, adstrong is also one of the largest traditional CSS providers in the world.

Our clear focus and the resulting unique wealth of experience are reflected in our top-class and competent customer service. We are not just ready with support when you have questions. We go a step further and proactively educate you so that you get the most out of the Google CSS Program and set new records!



Switch to your own CSS easily and quickly!

- ✔ Additional branding in the millions & increased visibility
- ✔ More inbound leads and better conversion rates
- ✔ Free additional traffic from Google Shopping
- ✔ Additional business model and CSS product with customer USP



Stay up-to-date and don't miss the current shift in the Google Shopping market!

Write an email now to success@adstrong.com or directly [book a call](#) to clarify questions and discuss your individual Branded CSS setup.

