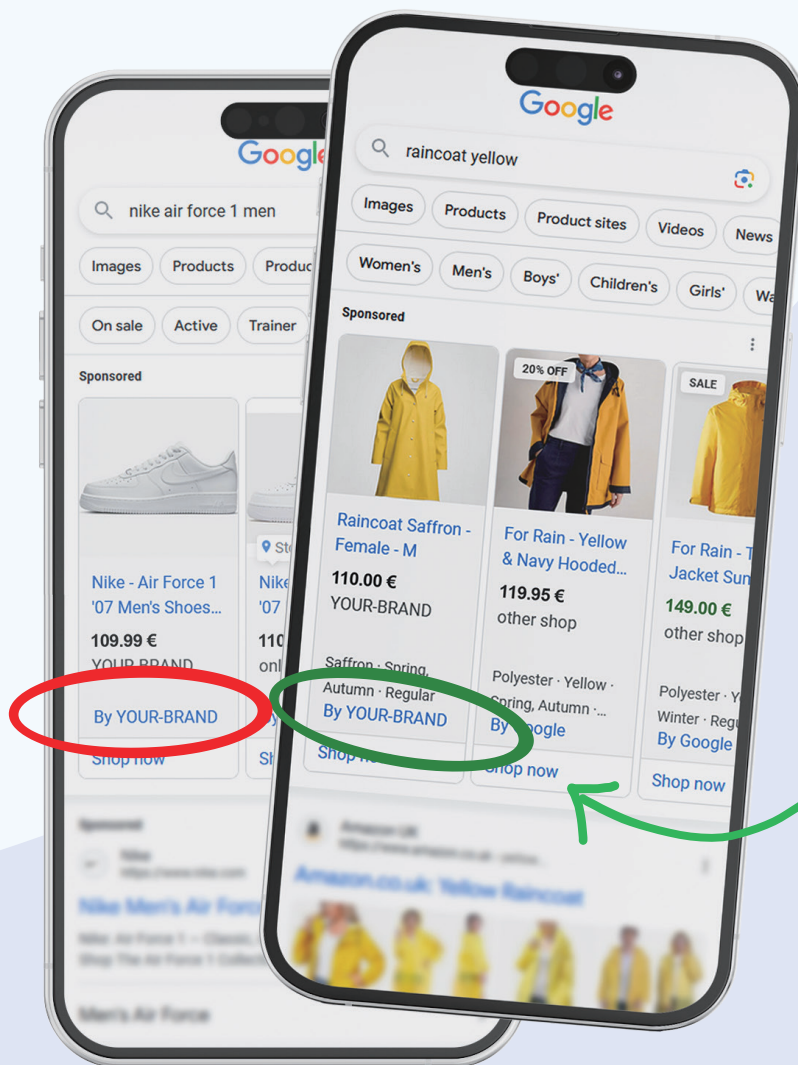


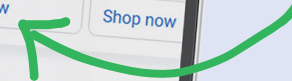
Boost your Google Shopping Ads Performance and Visibility with adstrong White Label CSS.



Increased visibility



Free traffic



Welcome to a world of better Google Shopping Ads.

„I have turned over 100 online shops and digital agencies across Europe into Google CSS providers. Time and again, I have witnessed how the Google CSS status enables merchants to **massively increase their Google Shopping Ads success**.

The greatest benefits of the Google CSS program were previously reserved for CSS providers themselves. This has changed with adstrong's White Label CSS solution: **By now, over 15% of all CSSs worldwide are based on adstrong's solution** – and it's all 100% in compliance with Google's guidelines.

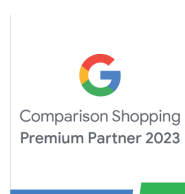
In this white paper, you will learn how you can **get your own branded Google CSS with just one Merchant Center**, and what superpowers Google CSS accounts are equipped with.

Spoiler: Having your own CSS is a turbo boost for your ad performance and a growth engine for your entire online shop!

Enjoy reading.“




Ingmar Albert
CEO adstrong



adstrong's White Label CSS takes Google Shopping Campaigns for INTERSPORT and DefShop to the Next Level!

DEFSHOP.

Migration of Shopping Campaigns from Conventional CSS to DefShop Brand CSS:

- ✓ CTR of Shopping Ads increased by 14% (up by 0.2% from 1.4% to 1.6%).
- ✓ DefShop received 5% additional free traffic through adstrong's Free Clicks Booster.
- ✓ The branded ads already generated over 1 billion additional brand impressions.
- ✓ The CSS-based CPC Boost continued to increase all effective CPCs by up to 25%.

INTERSPORT®

Migration of Shopping Campaigns from Conventional CSS to INTERSPORT Brand CSS:

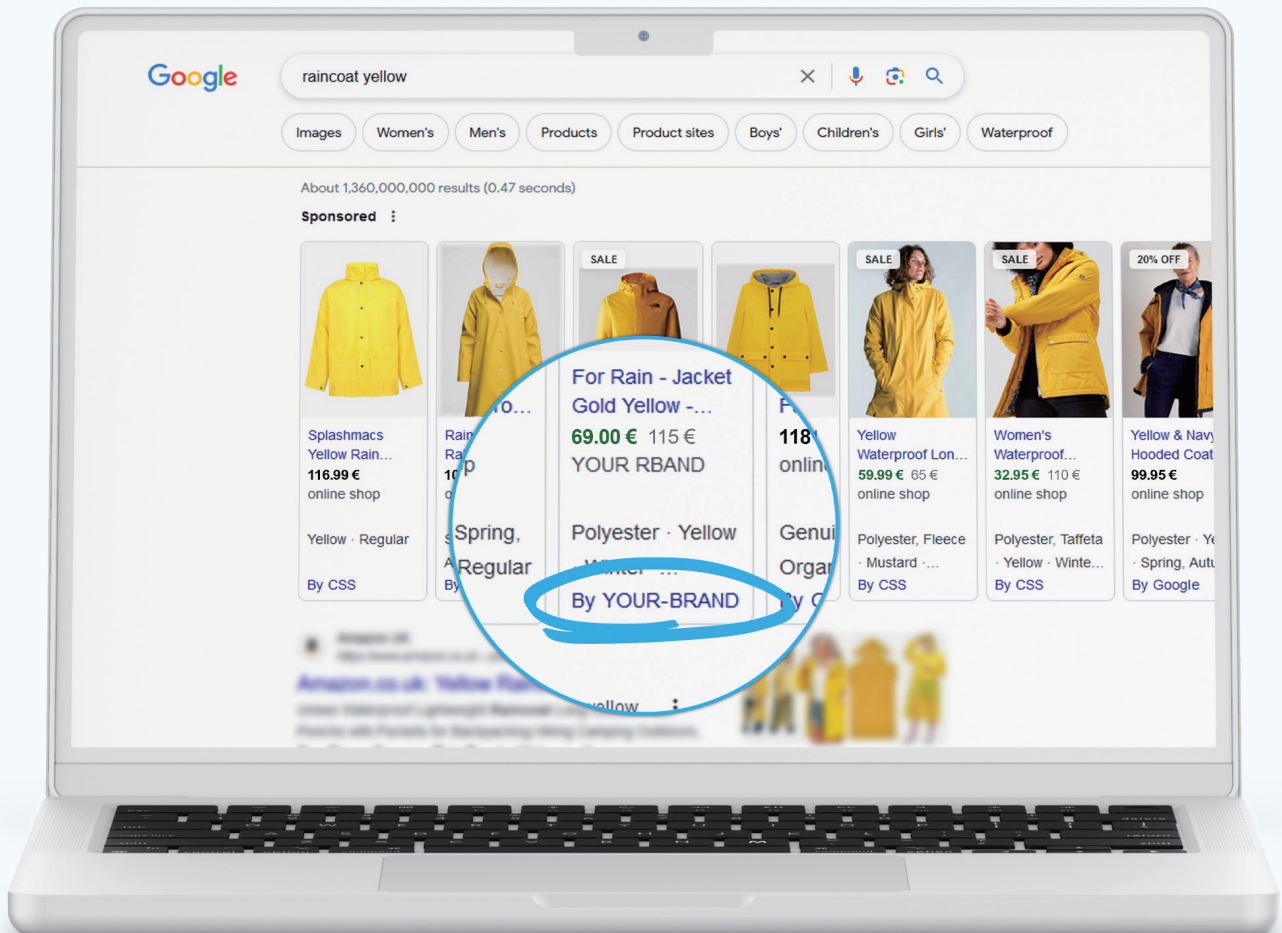
- ✓ CTR of Shopping Ads increased by 25% (up by 0.4% from 1.4% to 1.8%).
- ✓ INTERSPORT received 3% additional free traffic through adstrong's Free Clicks Booster.
- ✓ The branded ads already generated over 1 billion additional brand impressions.
- ✓ The CSS-based CPC Boost continued to increase all effective CPCs by up to 25%.

Other shops that trust adstrong:





Your own Google CSS – even with just one Merchant Center.



With **adstrong's White Label CSS solution**, your brand 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 online shops, and it works even if you have just a single Google Merchant Center. 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 White Label 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 White Label CSS prevents this!

* On average, our White Label 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 White Label 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 White Label 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 White Label 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 White Label CSS is 100% Google policy compliant

As the leading White Label 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 White Label CSS | Conventional CSS |
|---|---|---|
| CSS CPC Advantage |  |  |
| Free Branding |  |  |
| Free Traffic on Your Own Products |  |  |
| Increase in CTR |  |  |
| Extra Google Support |  |  |
| Free Traffic for the Competition |  |  |
| 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 shop.



Arpirin 500mg
Coated Tablets 80...
16,45 €
online shop
Free shipping
By CSS-Provider

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

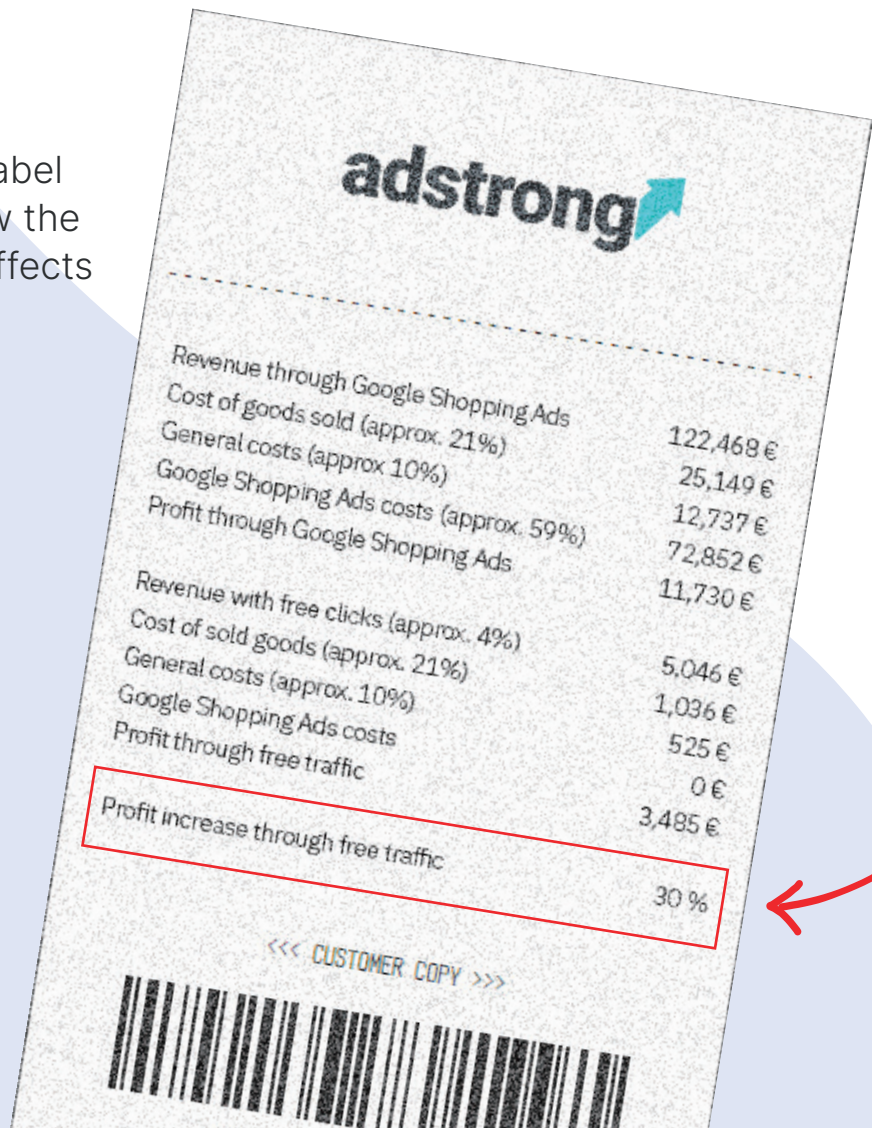
„With adstrong, we have succeeded in squeezing out the last bit of optimization from Google Shopping. Up to now, we were firmly convinced that Google Shopping could not be optimized any further – the team around adstrong managed to convince us of the opposite. The White Label CSS solution offers not only more brand control in the shopping context but also secures user clicks for our own offer, which would have otherwise gone to the competition.“



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


CUSTOMER INTERVIEW

In an interview, a shop customer with White Label 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.



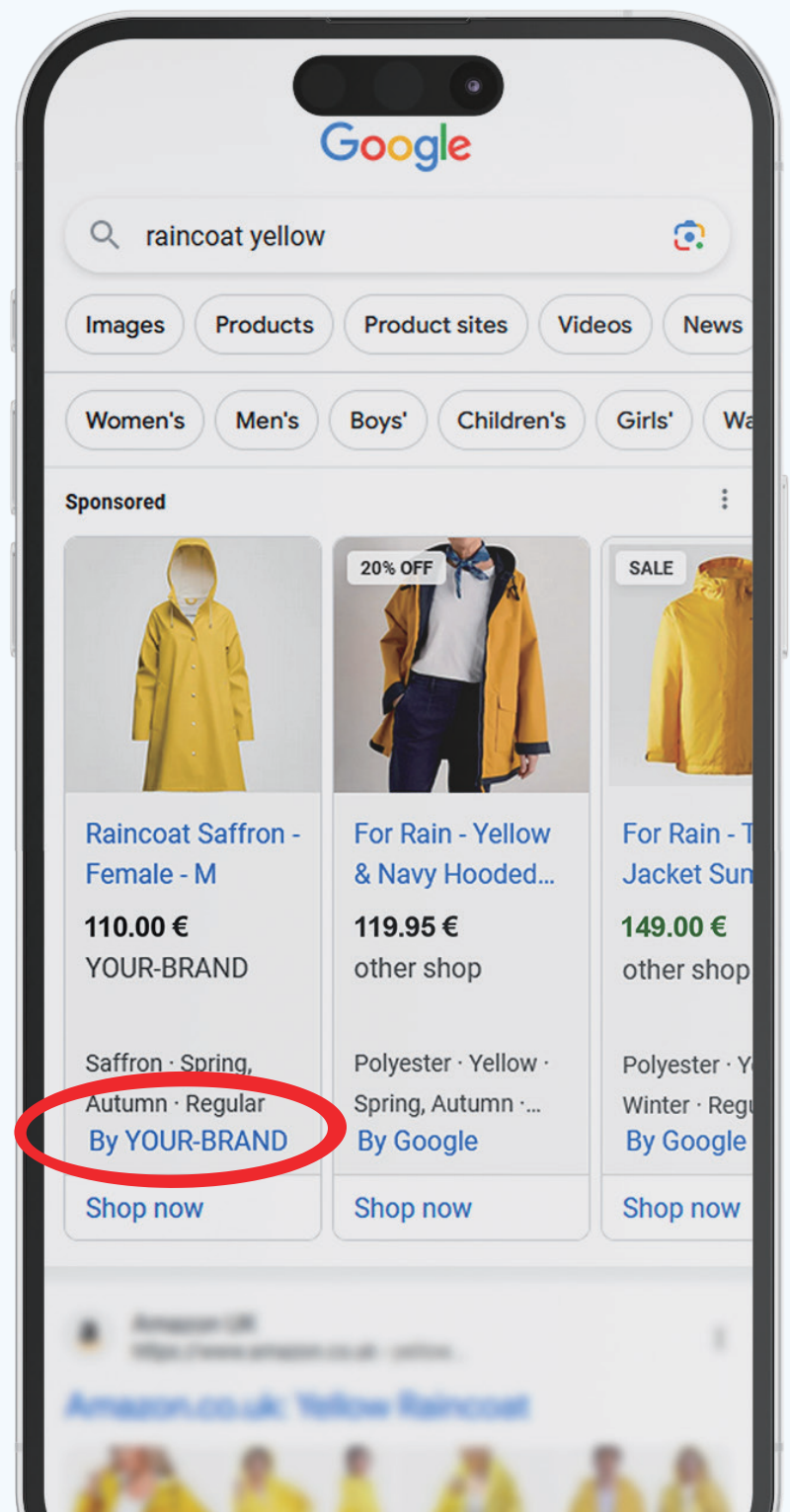
In Europe, Google Shopping Ads primarily market the product. And secondarily, the CSS provider.

Not your shop!

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

With your own White Label CSS, you get all the exclusive benefits that were previously reserved for CSS providers, allowing you to dominate your product niche with your brand!

This is not your brand!



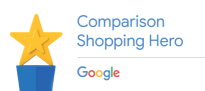
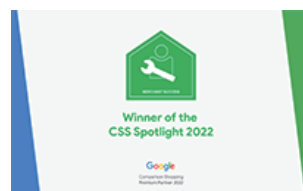
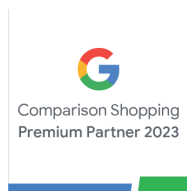


adstrong is your partner.

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

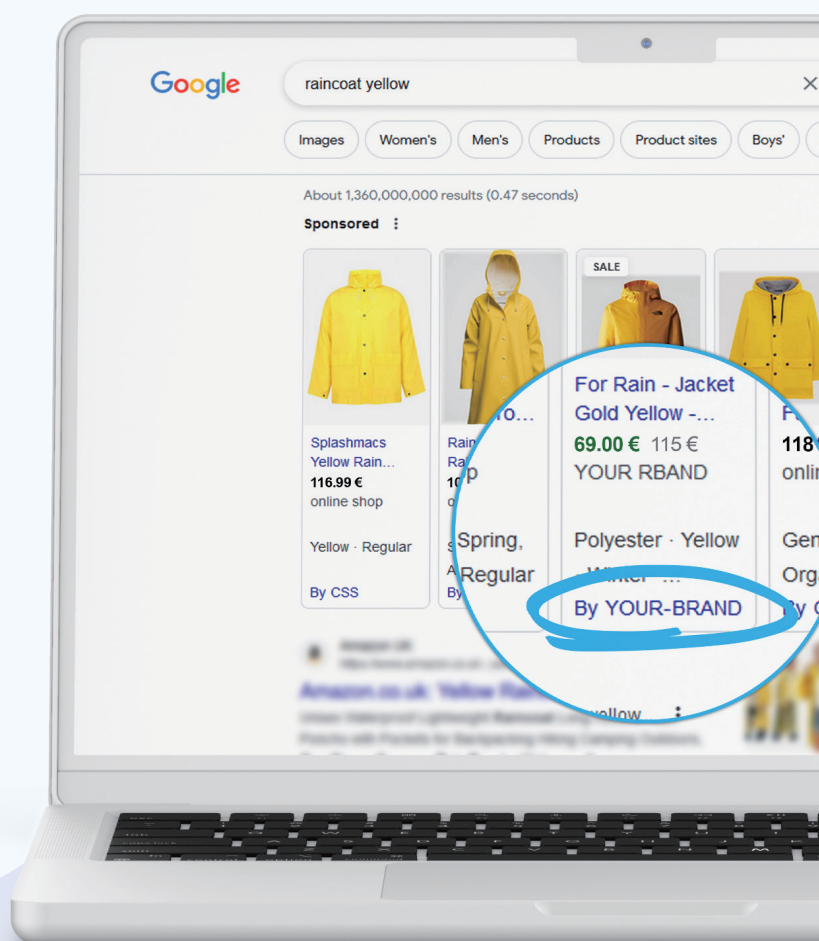
Furthermore, with over 7,000 Merchant Centers, adstrong is also one of the largest traditional CSS providers in the world.

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
- ✓ Shopping Ads that stand out and get clicked more
- ✓ Free additional traffic from Google Shopping
- ✓ Growth booster for your online shop



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

Write an email now to boost@adstrong.com or directly book a call to clarify questions and discuss your individual White Label CSS setup.

