adstrong

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

Backpack

79,00 €

Your Brand/Shop

By Your Keyword

Blue Raincoat

79,00 €

Your Brand/Shop

By Your Keyword

Increased visibility
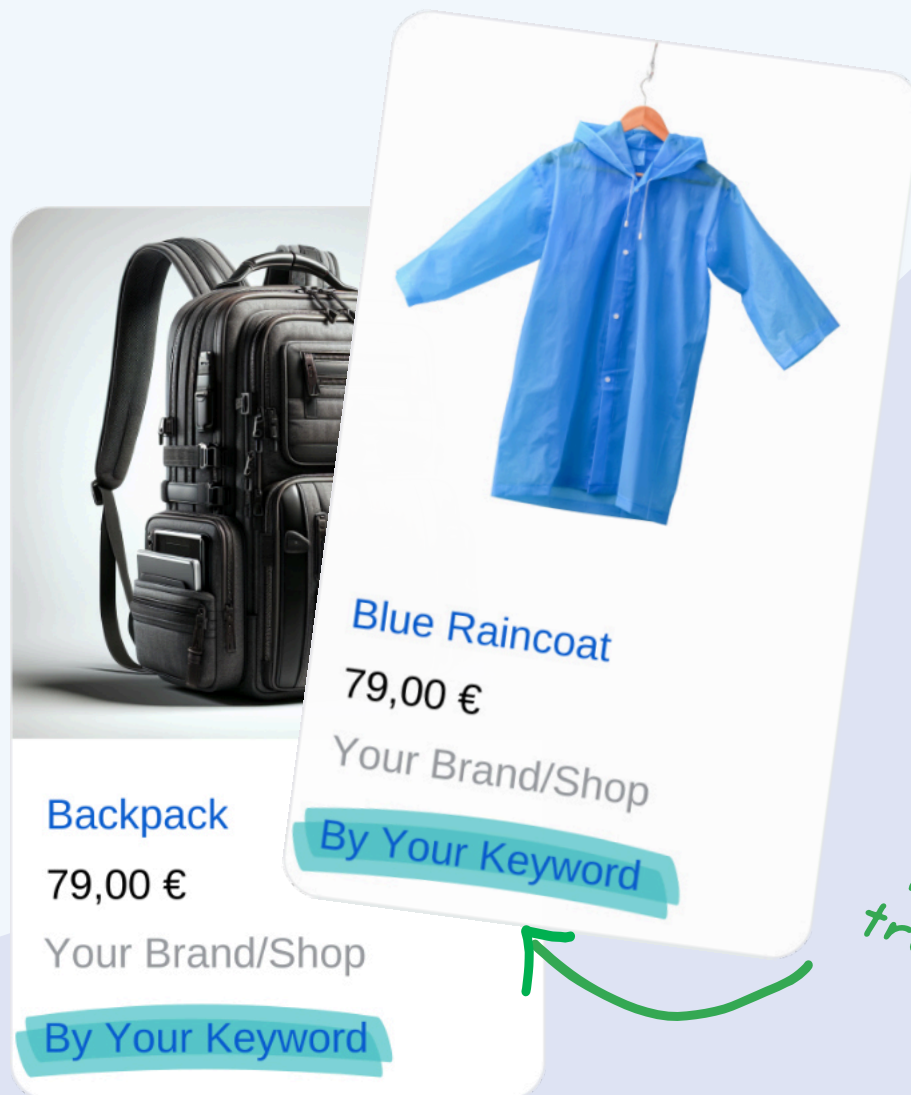
Free traffic

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 Keyword 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 Keyword CSS with just one Merchant Center**, and what superpowers Google CSS accounts are equipped with.
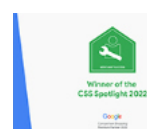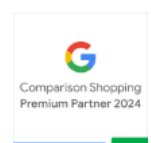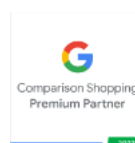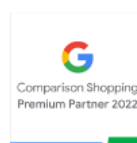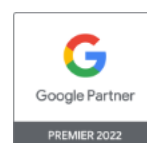
Spoiler: Having your own CSS is a turbo boost for your ad performance and a growth engine for your entire online shop!

Enjoy reading.“

Ingmar Albert
CEO adstrong

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adstrong's Keyword CSS takes Google Shopping Campaigns for JD Sports and Redcare to the Next Level!

JD

Migration of Shopping Campaigns from Conventional CSS to 'Sports 360' Keyword CSS:

✓ CTR of Shopping Ads increased by 17.16% (up by .29pt from 1.69% to 1.98%).

✓ 3% additional free Google Shopping traffic went to JD products via the "By CSS" link.

✓ Exclusive Google CSS provider support resources could be used for campaign optimization.

✓ The CSS-based CPC Boost continued to increase all effective CPCs by up to 25%.

Redcare

Migration of Shopping Campaigns from Branded CSS to 'Farmacia' Keyword CSS:

✓ CTR of Shopping Ads increased by 11.05% (up by .19pt from 1.72% to 1.91%).

✓ 3% additional free Google Shopping traffic went to Redcare products via the "By CSS" link..

✓ Exclusive Google CSS provider support resources could be used for campaign optimization.

✓ The CSS-based CPC Boost continued to increase all effective CPCs by up to 25%.

Other shops that trust adstrong:

ASUS AUTODOC bandel AUTOMOBILTECHNIK GMBH CONVERSE crocs

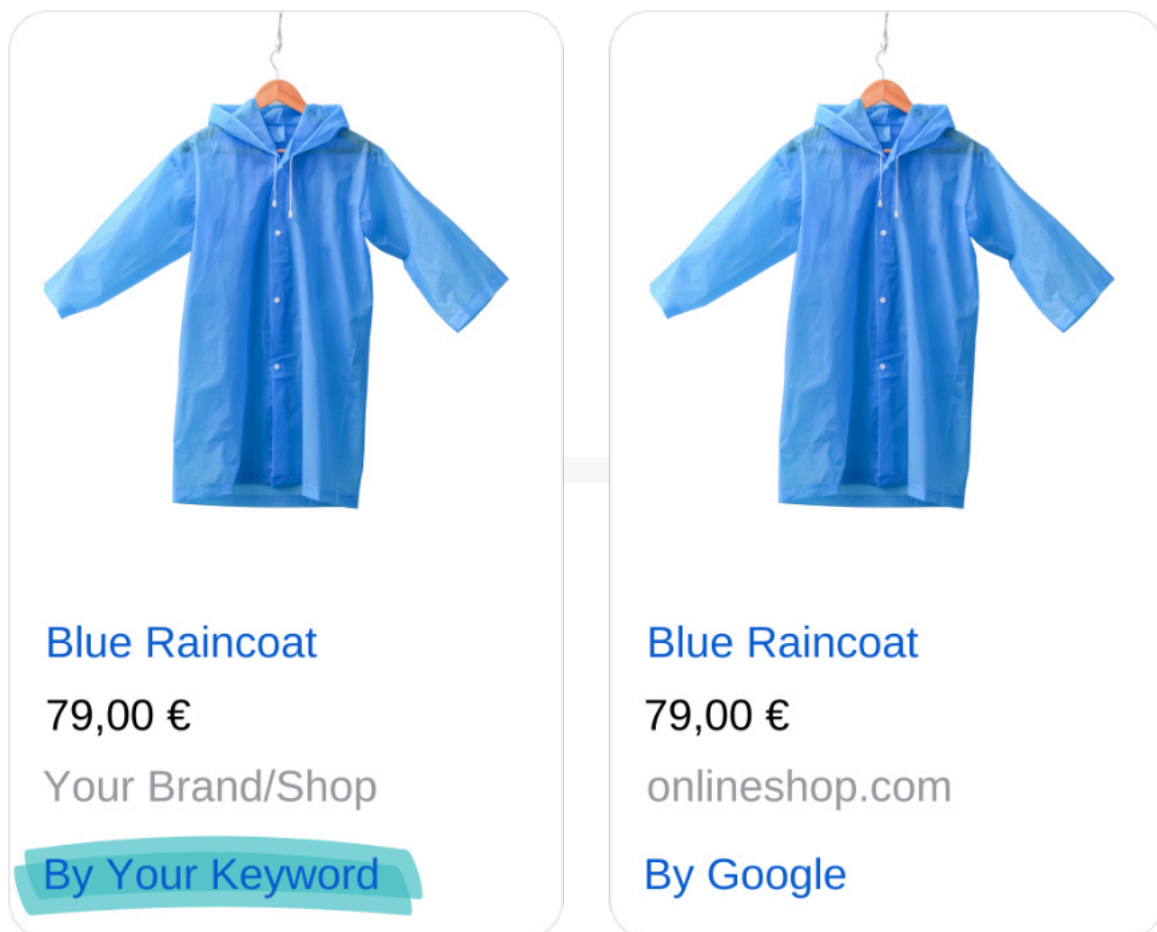DEFSHOP ergotopia ESPRIT fashionette INTERSPORT

Redcare PHARMACY SEPHORA Foot Locker SAMSUNG ...and many more.

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

With **adstrong's Keyword CSS solution, your keyword appears as a highlighted link** in your Google Shopping Ads. This link boosts your category or keyword 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.

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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!

Boost your CTR: Our tests have shown that ads from shops with their own CSS are clicked more often. This is because the CSS keyword is clearly highlighted and has relevance to the search term. This enhances the relevance of the entire ad and increases your CTR.

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

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

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

* On average, our 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 CSS.
– An additional monthly advertising budget of €34,653 created through the CSS CPC benefit.

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Dominate Google Shopping Ads without Risk or extra Effort.

Your Keyword 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 Keyword 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 CSS is 100% Google policy compliant

As the leading Keyword 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.

100% Google policy compliant

adstrong

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

What matters when choosing a CSS solution:

	adstrong Keyword CSS	Conventional CSS
CSS CPC Advantage	✓	✓
Keyword Highlighting	✓	✗
Own comparison site	✓	✗
Free Traffic on Your Own Products	✓	✗
Increase in CTR	✓	✗
Extra Google Support	✓	✗
Free Traffic for the Competition	✗	✓
Setting Negative Keywords for PMax at Campaign Level	✓	✗
No Effort Required from you	✓	✓
100% Google policy compliant	✓	?
Premium Support	✓	?

Keyword CSS: Your Key to Maximizing CTR.

✓ The CSS name at the bottom of the Shopping Ads is much more visible than the shop name. By placing a relevant keyword here, you increase the relevance of the ad and thus the CTR.

✓ We have tested different approaches to find out how to improve the CTR the most. For most shops, this works best with a matching category keyword (e.g. Seakers) and for full-range retailers with a conversion keyword like "Deals" or "Sale".

✓ Some shops were able to achieve the strongest increase in their results by using multiple keyword CSS in parallel to specifically improve their main categories.
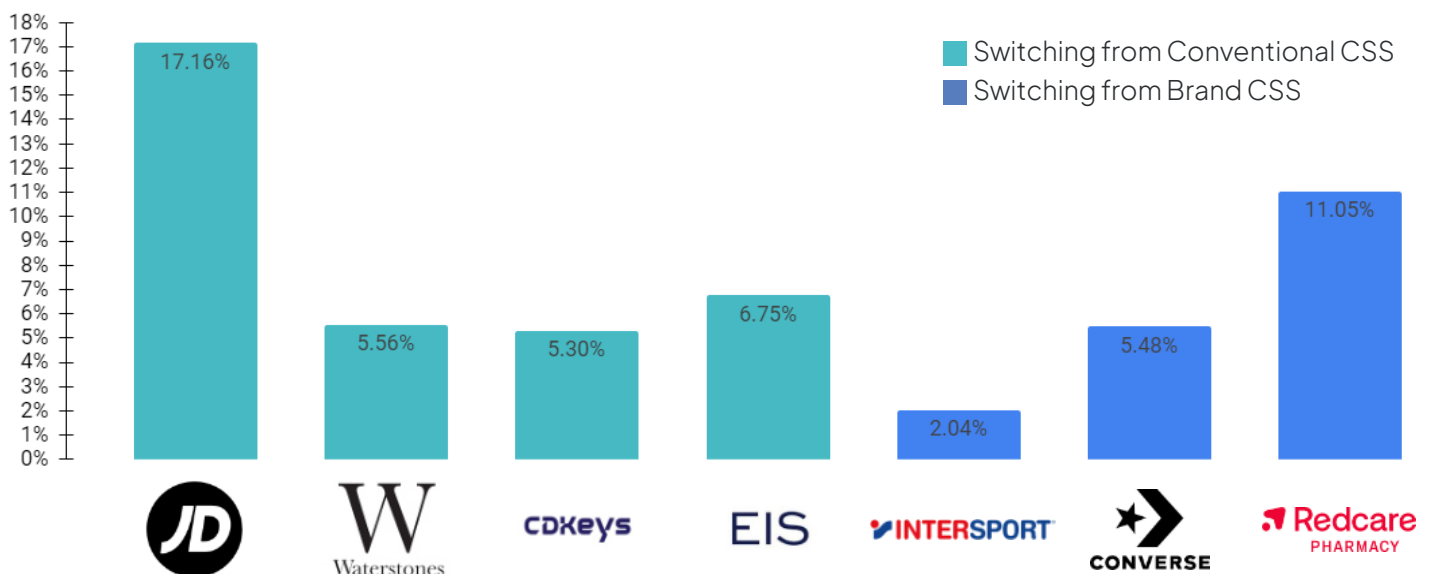
Converse Chuck
39,99 €
Converse
By Sneakers

Legend:
■ Switching from Conventional CSS
■ Switching from Brand CSS

Bar chart values:
- JD: 17.16%
- Waterstones: 5.56%
- CDKeys: 5.30%
- EIS: 6.75%
- INTERSPORT: 2.04%
- CONVERSE: 5.48%
- Redcare PHARMACY: 11.05%

CTR improvement after switching Shopping Campaigns to a Keyword CSS.

"

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 **Keyword CSS solution** offers not only more control in the shopping context but also secures user clicks for our own offer, which would have otherwise gone to the competition.

Alexander Jenni
Teamlead Online Marketing

adstrong↗

# 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 own brands, on the shoulders of merchants like you.

With your own Keyword CSS, you get all the exclusive benefits that were previously reserved for CSS providers, allowing you to dominate your product niche yourself!

*Don't lose traffic to your competitors!*
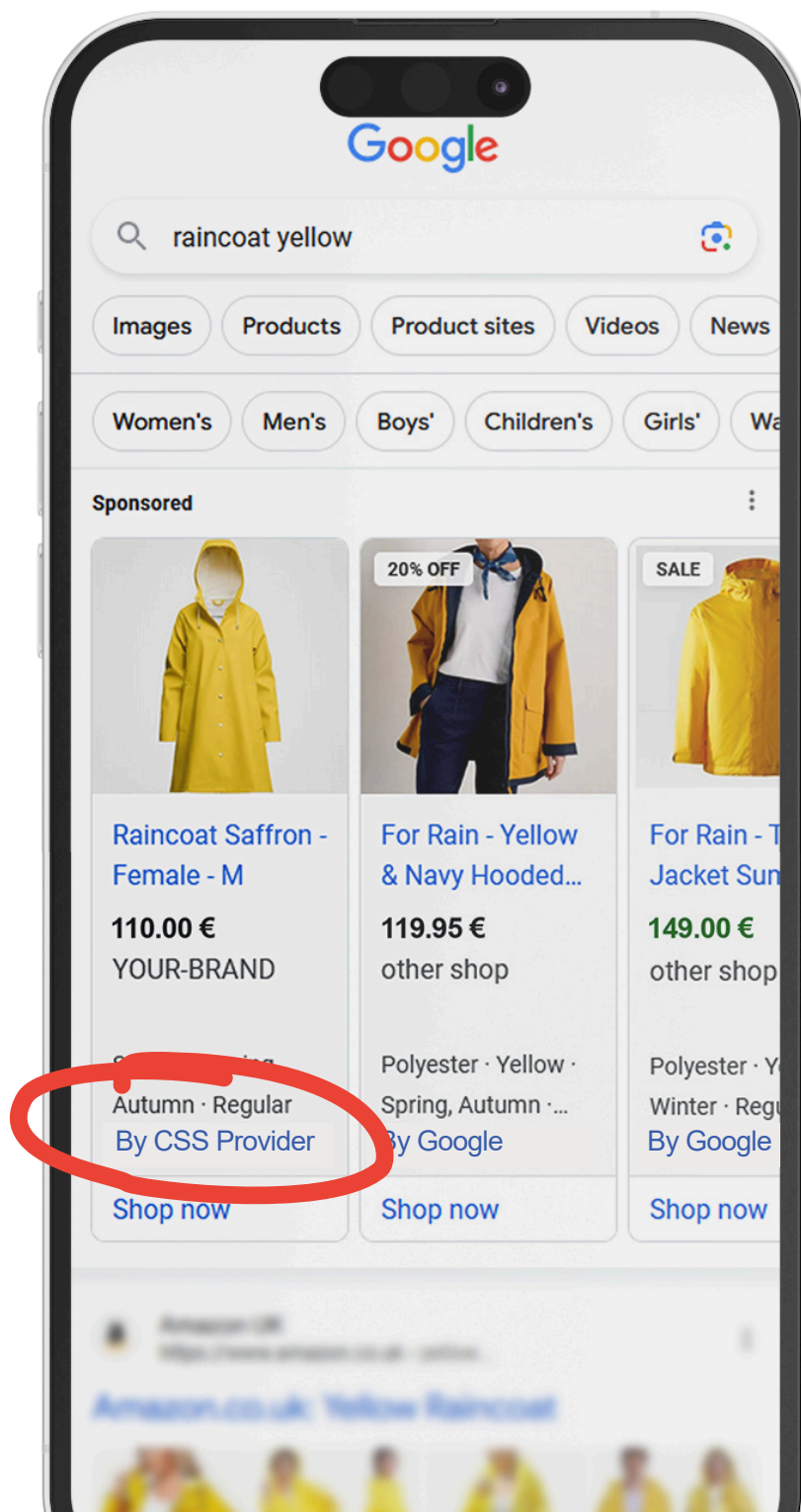
adstrong is your partner.

Over 15% of all CSSs in the world are based on our Keyword 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!

adstrong
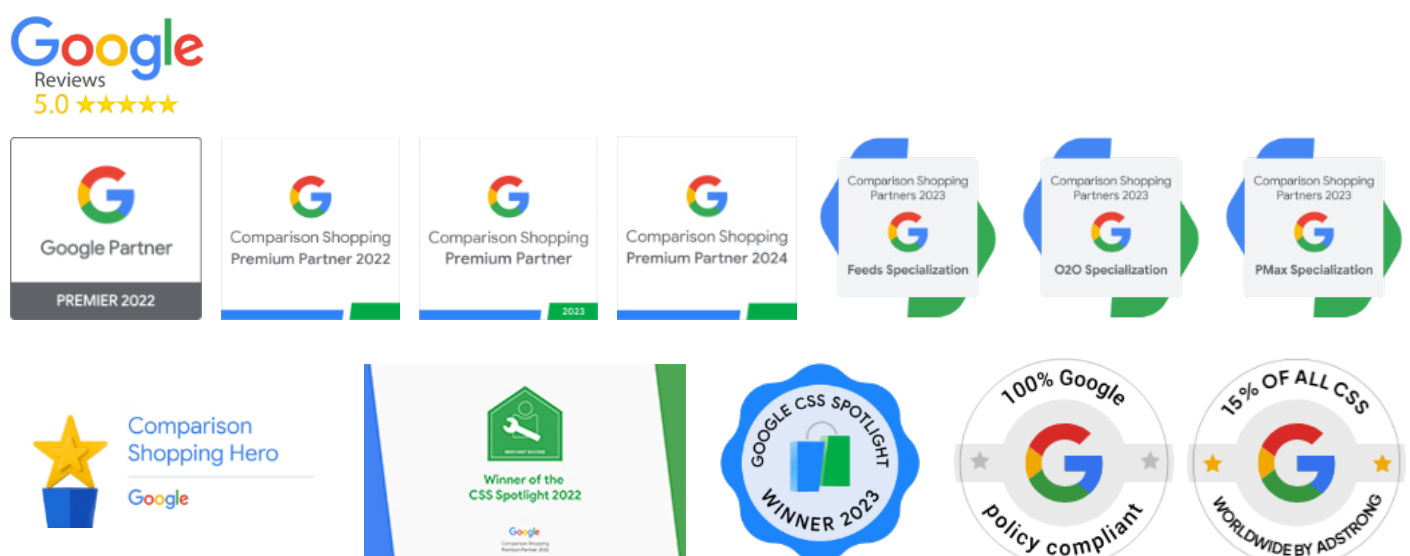
Switch to your own CSS easily and quickly!

- ✓ Shopping Ads that stand out and get clicked more

- ✓ Free additional traffic from Google Shopping

- ✓ Gain exclusive Google CSS Support Resources

- ✓ Growth booster for your online shop

Blue Raincoat

79,00 €

Your Brand/Shop

By Your Keyword

Blue Ra

79,00 €

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By Goog

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 Keyword CSS setup.