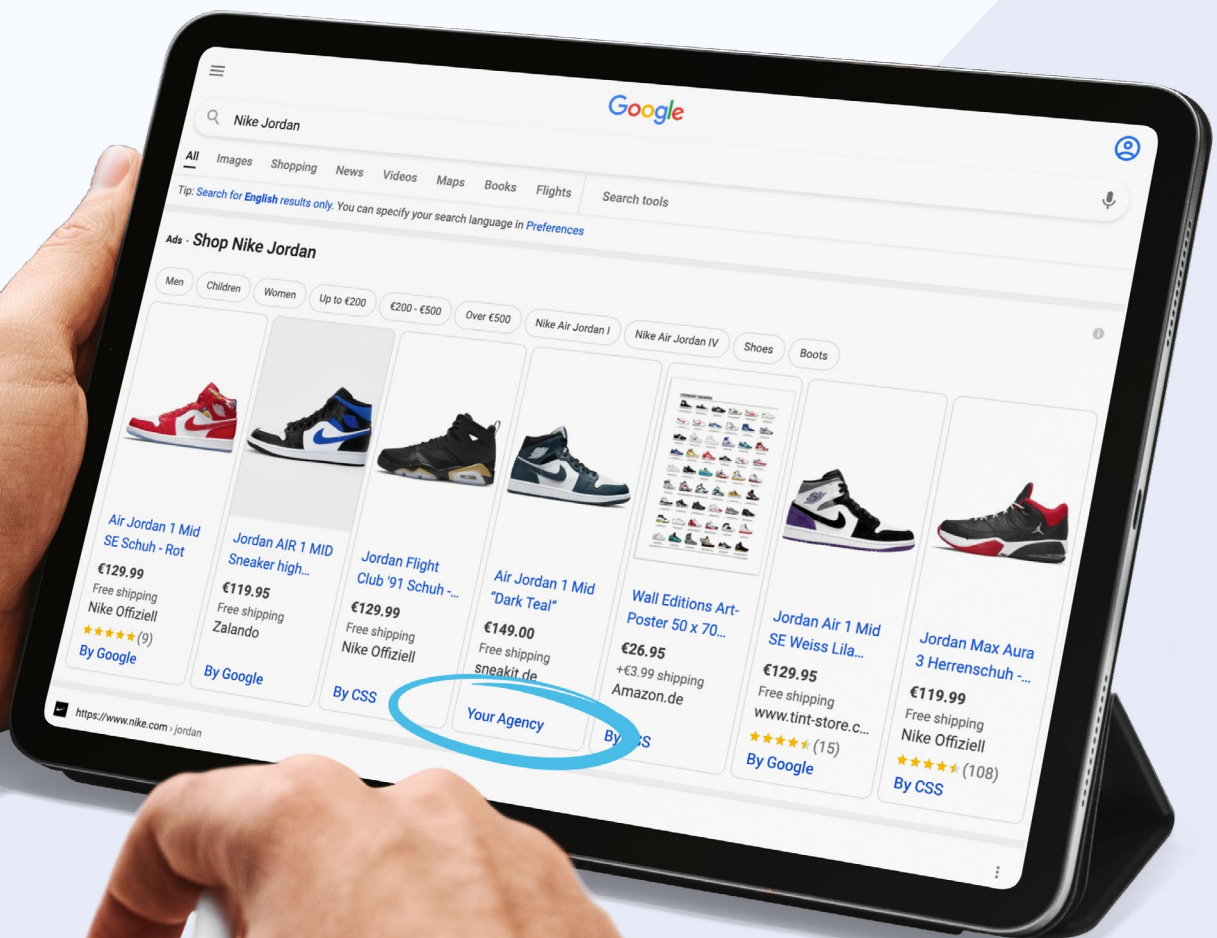




More leads & more visibility with Branded Google Shopping Ads

How to make your marketing agency stand out on Google Shopping. Without extra employees or IT skills.



Upgrade your Google Shopping Ads now:

www.adstrong.com

Google Shopping Ads is changing

Congratulations - reading these lines shows that you're a **winner** who constantly wants to learn and is willing to adapt to the current change.

The possibility of **having your agency name displayed in Google Shopping Ads** and thus branding your ads is like a superpower which leads to a **shift in the competitive environment** of online agencies.

Smart & agile players are currently not only claiming the **branding value of their own ads**, but also that of their competitors. With increased visibility, free inbound **leads**, and increased perceived **competence**, they emerge as clear winners in the current transformation.

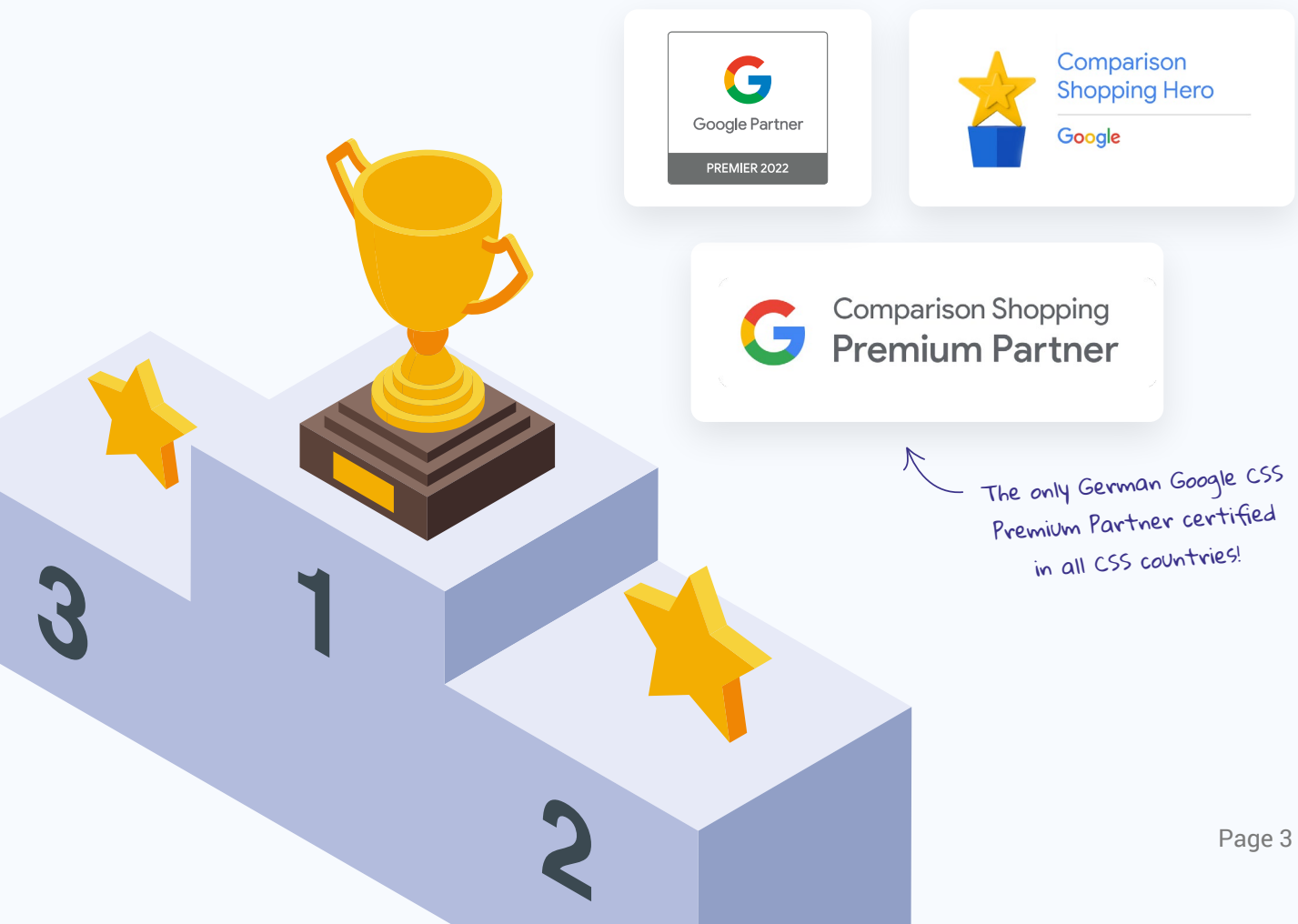
Agencies that don't leverage Branded Shopping Ads **will soon have to work harder for the same results.**

Your agency is probably currently losing the branding value of its ads to Google, a CSS partner, or the competition.

Learn how to benefit from **Branded Shopping Ads** on the next few pages. Because it's time to reclaim the branding value of your ads, **automatically generate inbound leads**, and prevail in Google Shopping!

Table of content

ad strong offers Ad Tech Solutions for Google Shopping	Page 04
Branded Shopping Ads are the Game Changer for SEA agencies	Page 06
Our USP for agencies without risk or additional effort	Page 08
Case studies from agencies that are winning with Branded Shopping Ads	Page 10
Are you making these mistakes with Google Shopping Ads or your CSS?	Page 16
We take your Google Shopping Ads to the next level!	Page 18



Hi, my name is Ingmar Albert, and I'm the owner of ad**strong**. After my time at McKinsey, I helped build and successfully sell several internet startups. I have been dedicated to SEA in the e-commerce industry for over 10 years.

My team and me have marketed over 3,000 online shops, managed monthly budgets in the millions, generated nine-digit annual sales for retailers and helped numerous agencies to assert themselves in the SEA market.

On the next few pages, you'll find out how our ad-tech solution "**Branded Shopping Ads**" automatically generates leads for you, strengthens your Google Shopping campaigns, reclaims the branding value of your ads, and thus increases the visibility of your agency.

Wishing you success,



adstrong offers Ad-Tech solutions for SEA agencies

>100 Mio

generated leads for
online shops

>100 Mio €

in revenue generated
for our partners



>3,000

online shops
supported

100%

focus on
Google Shopping

”

Branded Shopping Ads works great, sustainably strengthens our brand, and helps us with the acquisition of new customers. And it requires no additional effort compared to a classic CSS setup. It's a real pleasure to work with the adstrong team on a professional and personal level, and hence the extraordinary success is no surprise.

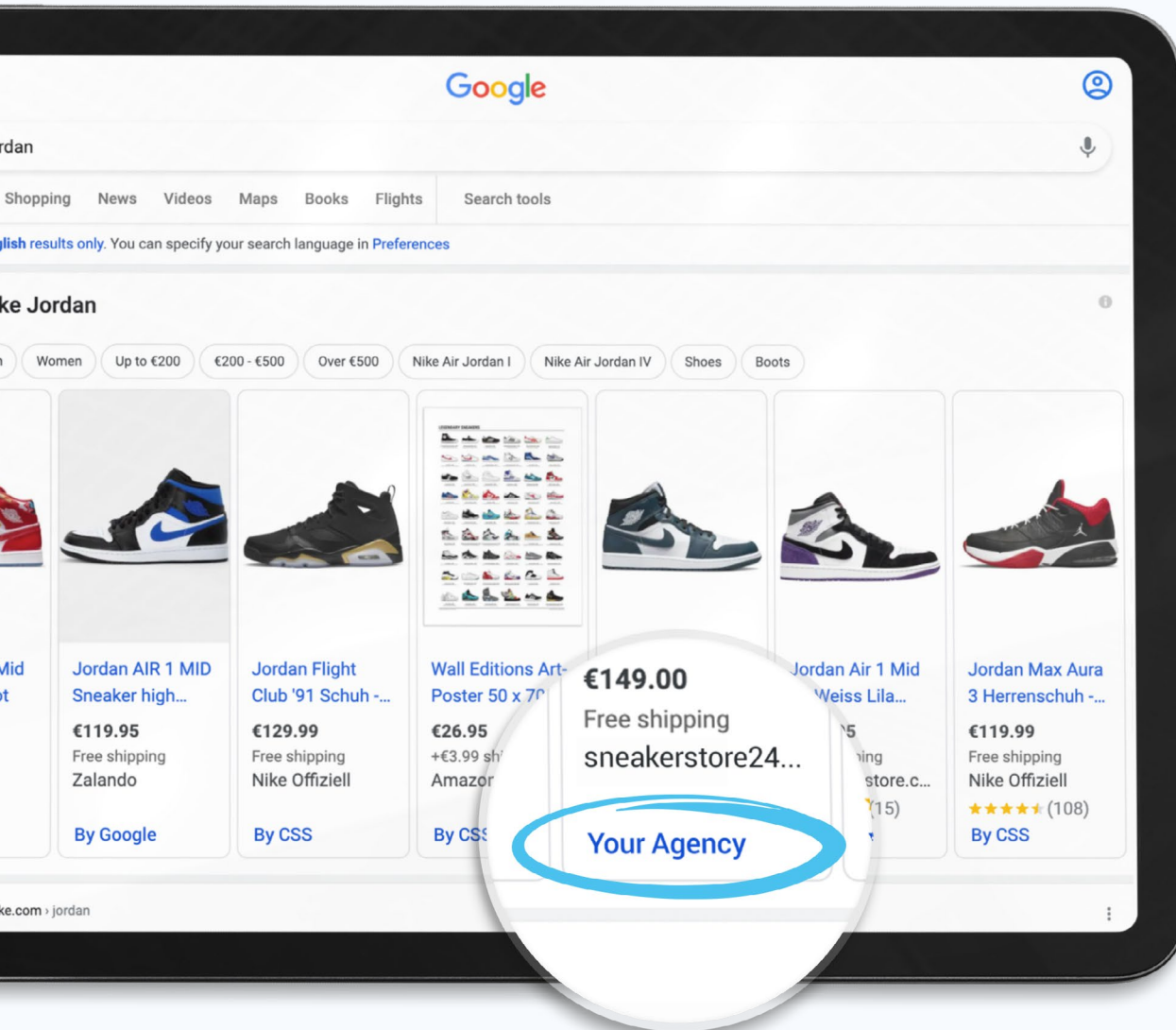


Christian Hampp
CEO, emarketing



BRANDED SHOPPING ADS

The game changer for SEA agencies



Your agency name will appear in all your customers' Google Shopping Ads on the Google search results pages!

This is enabled by ad**strong**'s CSS as a Service solution, which we developed specifically for agencies in collaboration with Google. We take care of the entire setup and operate a full-fledged CSS for you! That includes your own white label price comparison portal. You don't have to worry about a thing and can just focus on running great campaigns.

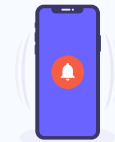
Why are Branded Shopping Ads so powerful?



Millions of brand impressions without extra effort: all your customers' ad impressions strengthen your brand



You gain **advantages over other agencies** and appear technically more competent



Potential customers can see that top-ranking ads are from your agency and contact you directly



Potential partners and employees will notice you



Branded Shopping Ads get all CSS benefits including the **25% CPC boost**



Your friends & family are proud of you when they see your agency while browsing



Protection from competition: Shopping ads no longer bear the name of another CSS provider, who might be an agency



CSS is a base need for our clients at Hanseranking. We are enthusiastic about Branded Shopping Ads where we can offer CSS directly. Our clients also notice our additional technical competence and the "by Hanseranking" branded ads. That has already helped us win new accounts and attract potential employees.



Dennis Renk
CEO, Hanseranking

Be a winner without risk and extra effort



Secure & confidential

We don't require access to your data or accounts.



Smooth transition

Your existing Google accounts & campaigns continue to run and aren't changed.



Fast setup

ad**strong** takes care of everything - after about 1-2 weeks your agency will already benefit from Branded Shopping Ads. No work for you.



Simple operation

The only thing you have to do is link your customers' Merchant Centers to your new agency CSS.

”

It has always bothered us that millions of shopping ad impressions from our customers advertised another online marketing agency. When we found out about adstrong's quick and easy solution, which displays our own brand on the Google Search Results Page without any additional effort, the decision was clear for us. Our brand is now shown millions of times at no extra cost, helping us to get the attention of new customers.



Mike Klostermann

CEO, favineo



Benefit from Branded Shopping Ads now!

Up until now, CSS advantages like branding & 25% CPC boost were reserved for exclusive Google CSS partners and had high entry barriers. That changes with our **CSS as a Service solution** which we developed specifically for agencies in consultation with Google.



Protected Customers

In contrast to other providers, ad**strong** doesn't offer any agency services and is no competition for you. Your customers always remain your customers.



Geographical Freedom

ad**strong** is the only German Google Premium CSS partner with a CSS license in all available countries. This gives you reliable top service and freedom to expand.



Fair Pricing

Our fair pricing allows every agency to get started immediately.

Don't miss out on the current changes in the SEA landscape

Be one of the first agencies with Branded Shopping Ads and get your first mover advantages!



Email us at ingmar@adstrong.com with the subject "Next Level" and get a **25% discount on your setup fee.**

CASE STUDY 1

Winning a major customer

“It’s crucial for us as a small, growing agency, to assert ourselves and get noticed in the highly competitive agency market. We must strengthen our visibility and branding without investing huge sums of money. The fact that we can now use every shopping ad impression of our existing clients helps us a lot in being noticed by potential leads and being taken seriously by major customers. We have already been able to win over the first major customer who became aware of us through Branded Shopping Ads.”



Manuel is managing director
of an SEA agency with 5 employees in Berlin

Initial situation

- Had sufficient resources to serve more customers
- Customer acquisition was a slow grind
- Wanted to be taken seriously by major customers to get larger orders and budgets

Project flow

- ✓ ad**strong** set up the branded CSS for Manuel's agency within a week
- ✓ In the meantime, Manuel has made his customers an offer for his new CSS service
- ✓ Shortly after the CSS was set up, all of Manuel's customers' Merchant Centers were linked and his branded shopping ads were live

Results



- ✓ The number of monthly inbound leads has increased by an estimated average of **25%**
- ✓ On average, **230 million Google Shopping Ad Impressions** are displayed with Manuel's agency branding every month since
- ✓ Manuel was able to win his first major customer
- ✓ **Bonus:** Many of Manuel's clients pay less for their CSS now than they paid before while Manuel's agency generates additional revenues

YOUR CHECKLIST

Do you run Best in Class Google Shopping Ads?

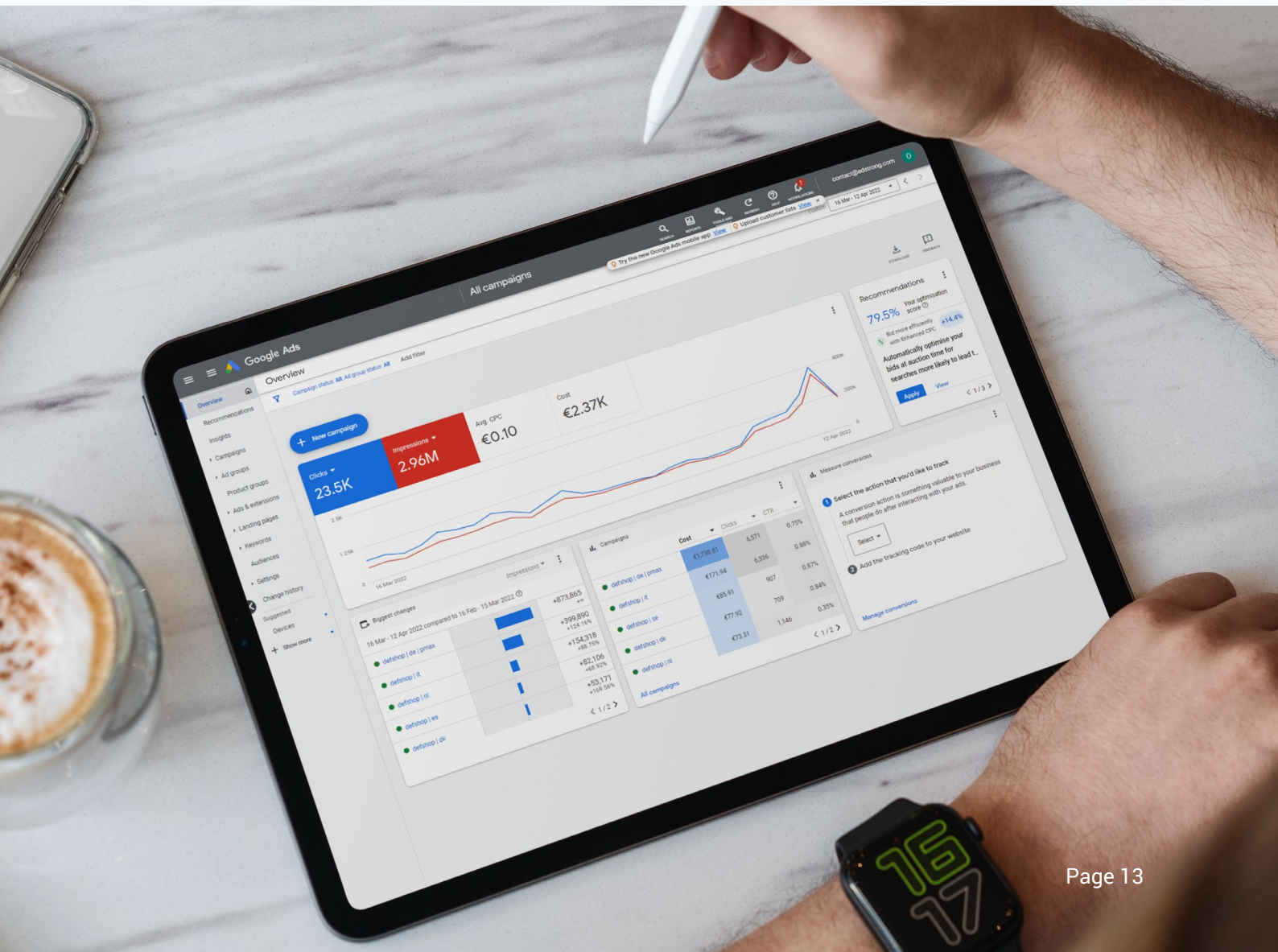
- Before you spend the first penny on Google Shopping, you should make sure that conversion tracking is set up correctly. You can only use Google Shopping effectively if you track all orders correctly.
- If this requirement is met, we recommend using Performance Max or Smart Shopping Campaigns. You benefit from greater reach, automatic performance optimization, and campaigns that are easy to set up and manage.
- If the profit margin of the products offered differs greatly, you should divide the products in the data feed into margin groups using the custom labels and create a Performance Max or Smart Shopping Campaign for each margin group.
- Basically, it makes sense to standardize the naming of all Google Ads campaigns. In this way, new employees can quickly find their way around accounts.
- If it is not possible to use Performance Max or Smart Shopping Campaigns, you should add target groups to the shopping campaigns. This gives Google's system even more clues for the bidding strategies.



In the medium term, you can make performance evaluations at product level and thus identify particularly bad products. But also particularly good products and products that don't get any clicks at all. Based on this data, you can further subdivide the products with the help of custom labels. In this way you can use Shopping Ads even more effectively.



You should counteract fluctuating product data qualities between shops with a tool that allows you to edit product feeds. With such a tool, most optimizations can be performed without IT resources and/or customer input.



CASE STUDY 2

More inbound leads

“The growth goals of my team are only achievable by acquiring new customers. Since we manage some major customers with big budgets and many ad impressions, the implementation of Branded Shopping Ads had a noticeable impact on the incoming customer inquiries and helped me to achieve my goals. Also, it has always bothered me to see that some of our clients were using the CSS solution of major competitors and that their brand has appeared in our client’s shopping ads. That’s over now.”



Nina is Head of Performance Marketing

in a full-service agency with 45 employees in southern Germany

Highlights

- ✓ Increase in inbound SEA customer leads by more than 15%
- ✓ More than 1 billion ad impressions show Nina’s agency name every month
- ✓ No more strengthening of the competition but increasing the visibility of Nina’s agency
- ✓ Expansion of the perceived competence in Google Shopping and CSS

CASE STUDY 3

Free branding with a refunded agency CSS

“At first, I wasn’t interested in Branded Shopping Ads because I didn’t want to spend money on branding. But now my CSS finances itself because online shops pay for CSS solutions anyway. My clients pay less for my CSS than they paid before. Therefore I don’t only refinance the costs for Branded Shopping Ads, I even make a profit.”



Phil runs a one-man SEA agency
in the Frankfurt area

Highlights

- ✓ Also offers his CSS to non-clients, thereby increasing his reach and generating a monthly profit
- ✓ Within a month, Phil received the first inbound agency lead
- ✓ Branded Shopping Ads helped Phil sign a promising employee.



Any questions? Just reach out:
ingmar@adstrong.com

YOUR CHECKLIST

Are you making mistakes when using CSS?

- When you link your existing Merchant Center to a CSS Partner, you should create an additional new Merchant Center and claim your URL in it.
- This non-CSS Merchant Center serves as your control unit from now on: It allows you to control which Merchant Center gets allowed to advertise your products and which Merchant Center gets the Free Listings.
- Once you've verified your new non-CSS Merchant Center, make sure that Free Listings are assigned to your CSS Merchant Center.
- You can get an overview on which other CSS partners place advertisements on your behalf and opt them out if necessary.
- If necessary, you can make sure that your CSS Merchant Center can be active outside of the European market.
- Make sure that your CSS partner is certified for all countries in which you are active, and that this CSS partner displays your shopping ads outside of the normal Google search results - i.e. in the Google Shopping tab, Google image search, etc. The keyword is: "Shopping Ads beyond General Search".

- ✓ Note that you can continue to run your existing campaigns, but the campaign history will be rebuilt after switching to a CSS partner.
- ✓ After switching to a CSS partner, Performance Max, Smart Shopping, and “normal” Shopping Campaigns that use the target ROAS bidding strategy will have a few fluctuating days. But they adjust to the new conditions automatically soon.
- ✓ Think carefully about your goal: If you want more sales with the current ROAS, you can leave the current settings as they are. If you want to improve the ROAS, you need to adjust the target ROAS up or lower the CPCs slightly.

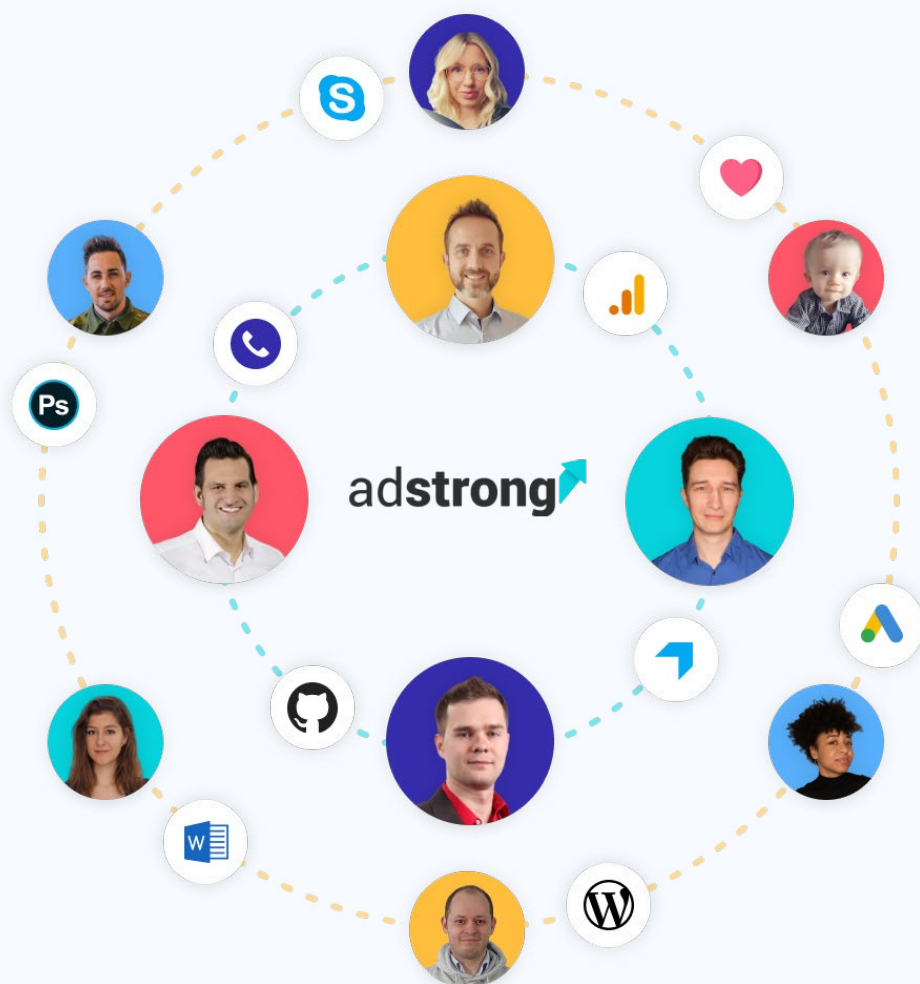
As you can see, there are several things that can go wrong when setting up Google CSS. **Contact us** at ingmar@adstrong.com if you want to be sure you are using all features correctly. Your customers and your performance will thank you!

Sign up for your +25% adstrong CSS now!

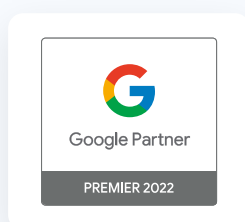
- ✓ **adstrong** CPC Boost (CSS) corresponds to 25% increased Google Shopping CPCs - without paying more
- ✓ Increased visibility of your Google Shopping Ads
- ✓ Free, fast & secure setup
- ✓ Additional product listing in the **adstrong** price comparison portal

↘ Sign up now on:
www.adstrong.com

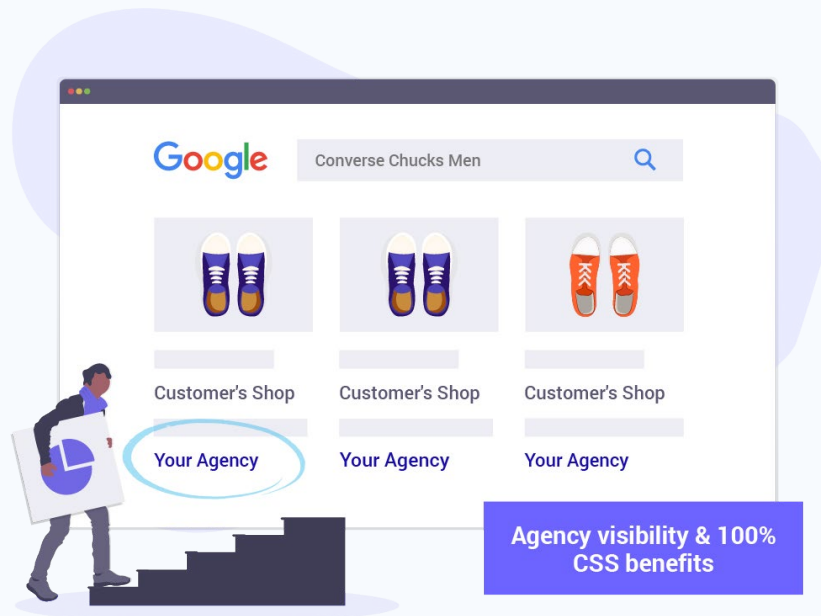
adstrong is the Ad-Tech Partner for SEA agencies



The founders **Ingmar & Oliver** have been working together in the SEA industry for over 10 years. They're supported by an interdisciplinary team of obsessed online experts & IT nerds.



The only German CSS Premium Partner with certification in all CSS countries!



Interested? Get more information now!

- ✓ Gain **new customers automatically** and increase your professionalism
- ✓ **Stay up to date** and don't miss the current change in the SEA landscape
- ✓ Take your agency to the next level and reclaim the **branding value of your ads**

25%
discount

Seize your chance now!

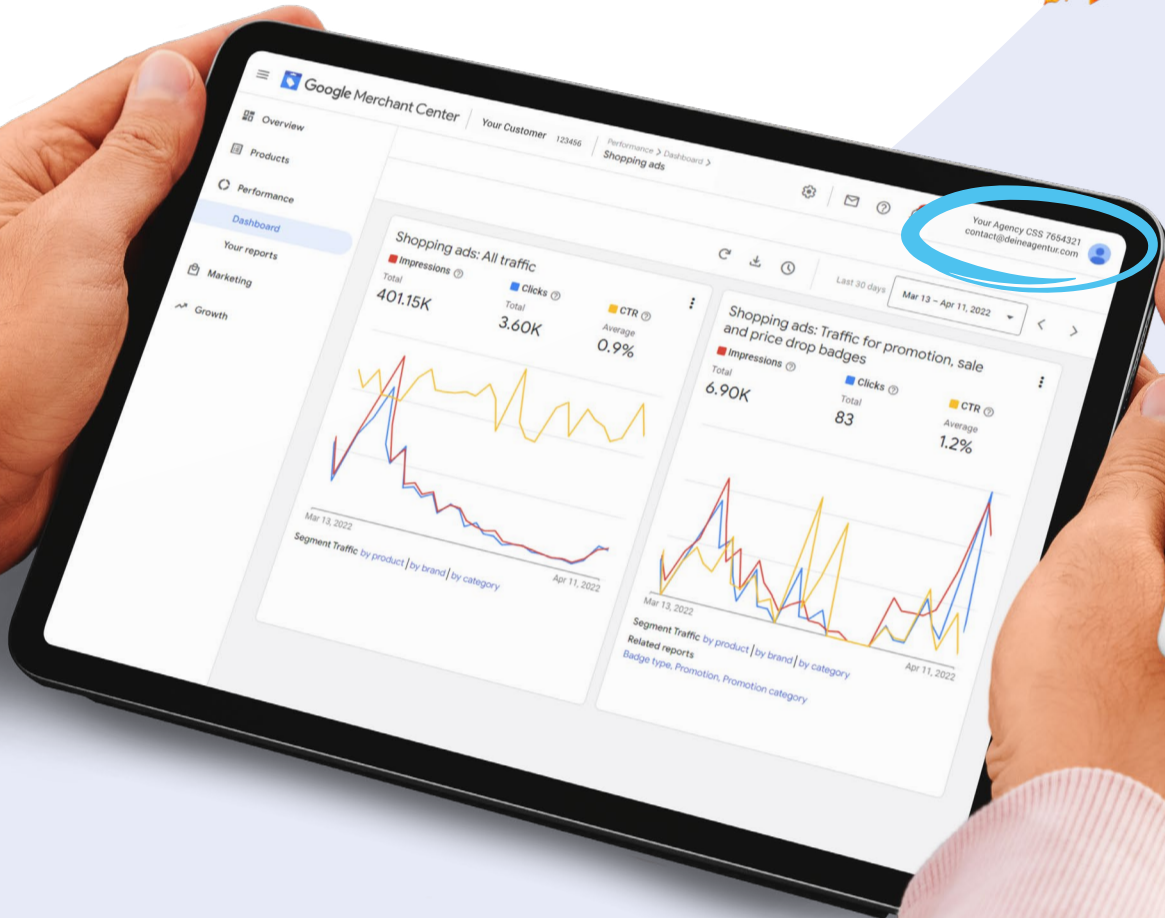


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