

Hi Advertiser!

Want a higher
ROI and a margin advantage?
We can make it happen.



20% cost savings with 100% result

As the largest external Google CSS partner in the German-speaking countries, we offer the benefit of access to the Google Shopping Auction. Your **margin advantage** will cut your CPC in real terms, resulting in **cost savings of up to 20%**. This means: The competition is simply outbid. Used in the same way your **ads have an advantage** over normal bookings.



Low costs

Benefit instantly from a margin advantage and higher ROI



Easy set-up

Existing campaigns can be moved without a fuss



Complete control

Maintain complete control of your campaigns



Expertise

Personal support from our expert team

Google Shopping

20% Cost savings,
100% result

Home24 DE
Versand gratis
Von shopping24

Instead of “from Google”,
“by shopping24” is now
in the shopping ad and you
profit directly.

No
set-up fee

Lump sum
service fee

You want **cost savings** or
range increase?

In contrast to Google Shopping, **no margin is deducted** via the CSS partner when making a bid. Your **bid** is thus carried over 1-1 into the auction. You choose between two strategies:

1. Cost-saving strategy

You reduce your costs with the same turnover.

2. Range-increase strategy

You generate more clicks and sales at the same cost.

Find out more
online or
get in touch with
us.

Advertiser Management

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