

# Hi Advertiser!

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



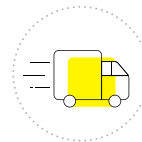
**20% cost savings** with 100% result

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.

Sales & Advertiser Management

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