

Channel Report

Google CSS Shopping Ads



60%

Internet shoppers use Google as a shopping aid



92%

Search engine mobile market share



+3,5 Mil.

Search queries via Google per day worldwide



1,91%

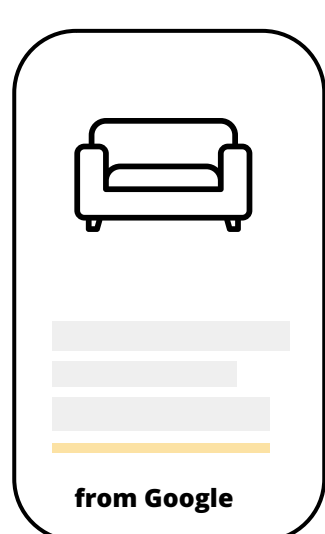
Average CTR (click-through rate) across all industries

What are Google CSS Shopping Ads?

Google CSS Shopping Ads are product ads by third-party providers. CSS stands for Comparison Shopping Services. Price comparison portals/services are enabled to act as intermediaries for product ads on Google Shopping Ads. With more than 2,000 online stores and over 4 million products, our price comparison service billiger.de is one of the largest portals in Germany - this also gives us the opportunity to place **your products prominently in Google Search**.

How to Google CSS Shopping Ads?

You list your products on soluteNet and thus on billiger.de. Our experts automatically optimize your data feed for Google - so your products appear in Google's search results.



CSS Shopping Ads are not in competition with your existing Google Shopping Ads.

An auction always takes place only in the environment of other stores.



Advantages with solute as Google CSS Partner

Increased visibility

By participating in the Google CSS Partner Program with solute, you as an online merchant can increase your visibility within the product ads on Google.

Full Managed Service

You provide us with your feed, we take care of the rest. We enrich your products with information and optimize them.

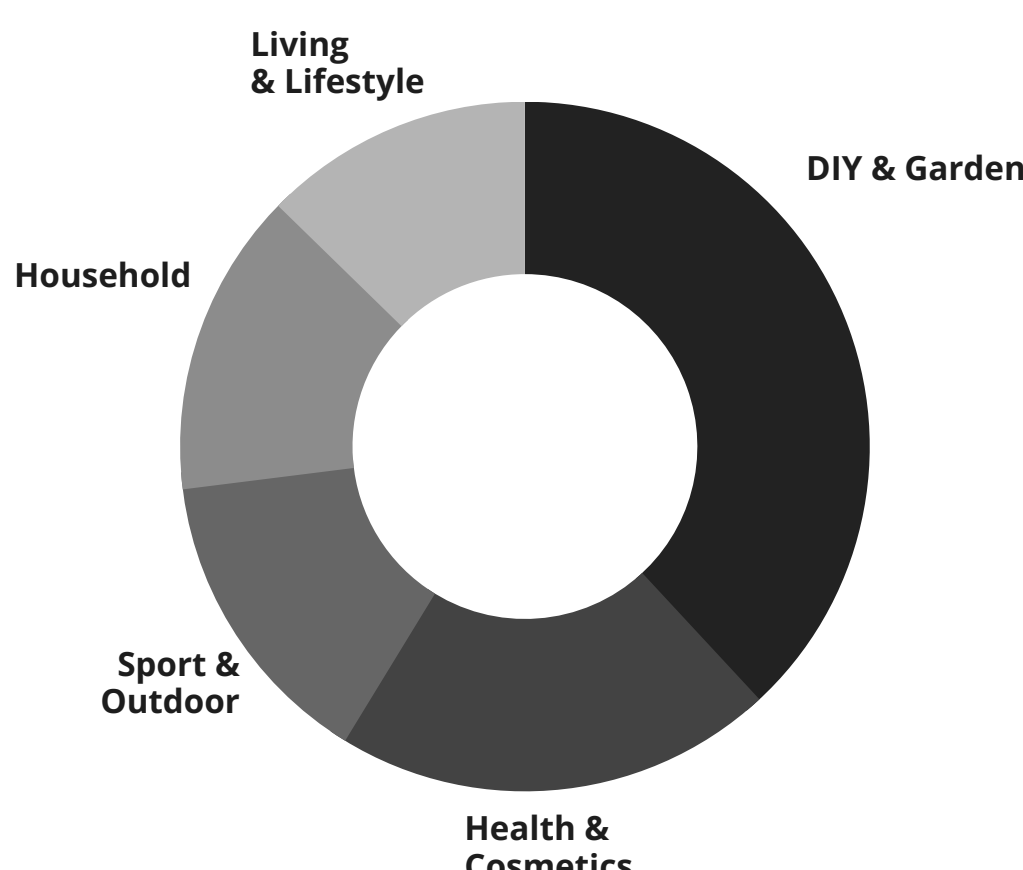
Campaigns Uplift

Thanks to a multitude of cross-shop data, AI technologies and automation processes, we can ensure optimized targeting of your offers.

Advanced functionality

As a long-time and certified Google CSS partner, we have access to additional features that further improve our clients' campaign success.

Our top categories on Google



GOOD TO KNOW

Above all, pharmaceuticals & nutritional supplements, animal health products, shower and bath products, and sneakers are the sales drivers of our top categories.

Channel strengths

1 ENORMOUS RANGE

Google is the dominant search engine worldwide with a desktop market share of 86%. With Google, you have a large reach and potentially more users to reach.

2 VERSATILE TARGET GROUP

The demographic distribution of users on Google is very diverse, so you can address different target groups and attract new groups of buyers for your store.

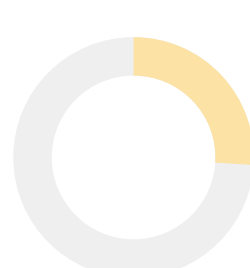
3 MORE REGIONS

Products can already be advertised in Google Shopping in more than 90 countries. Only a few selected regions of the world are excluded from the advertising network.

Google Ads Peak

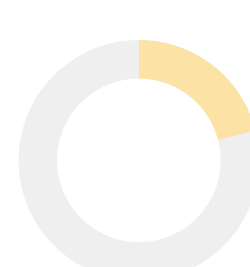
The time around the **Black Season & the Christmas business** (October-December) lead to a significant sales boost for our customers.

*Data comes from internal analyses from the year 2022



+ 26%

Average increase in sales during the Festive Season



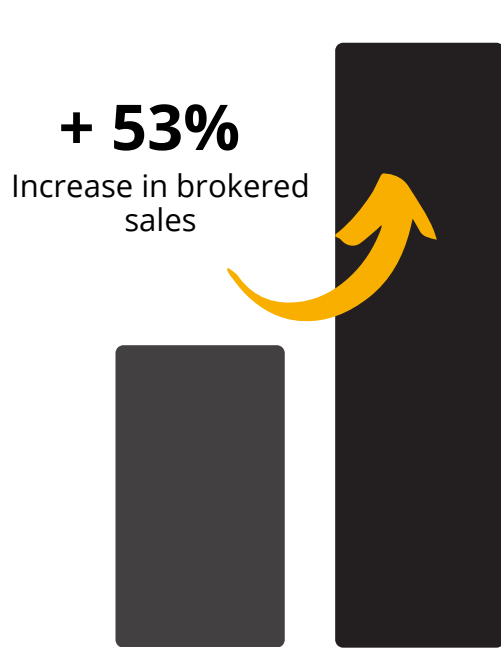
+ 21%

more impressions in the store during the Festive Season compared to the rest of the year



"We have been a customer of solute GmbH for more than 10 years and since then we have been able to enjoy steadily growing revenues and great sales successes. The fully managed Google CSS PLA service of solute GmbH has convinced us and helped us to significantly increase sales in the area of Google PLA."

Oliver Bolk | Timeshop24



32 Mio.

Impressions generated in 2022



+400 K

Sales brokered in 2022

LIST NOW



More Info