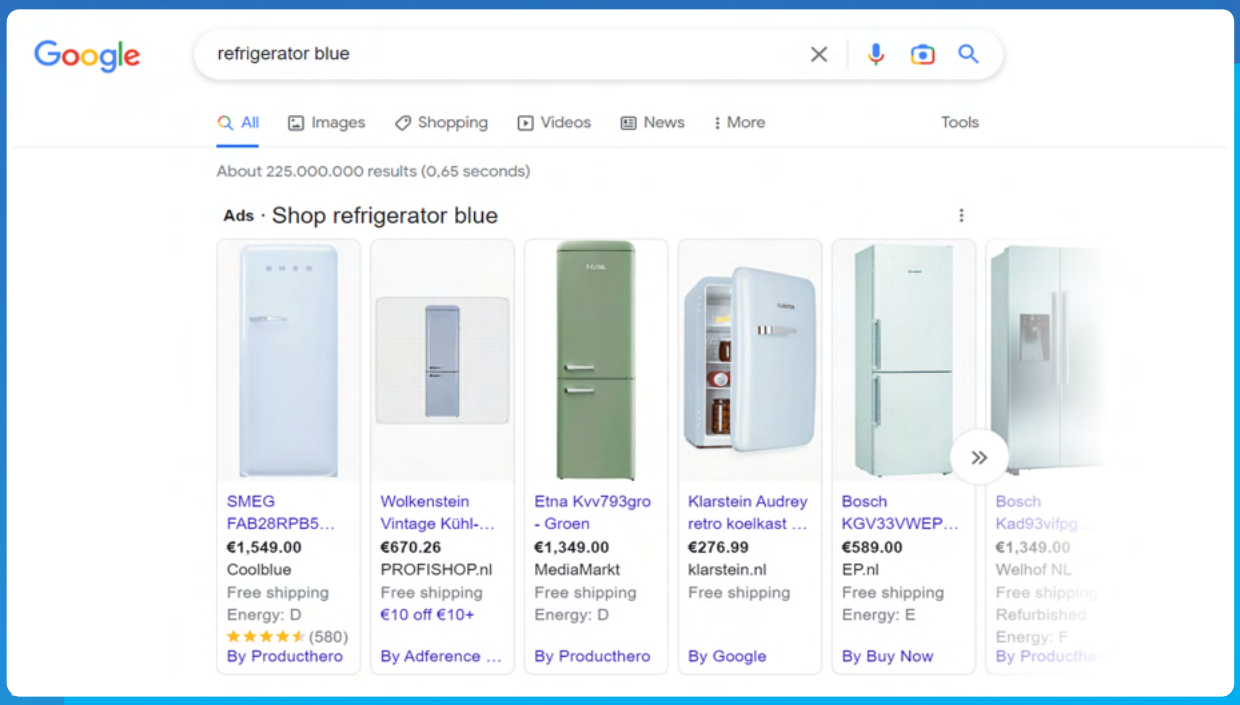
PRODUCTHERO

CSS PARTNER REPORT 2023

Discover the Comparisson Shopping Services landscape



Version 1

CSS PARTNER REPORT

RESEARCH METHOD

We compiled this report for anyone interested in the Comparison Shopping Services landscape.

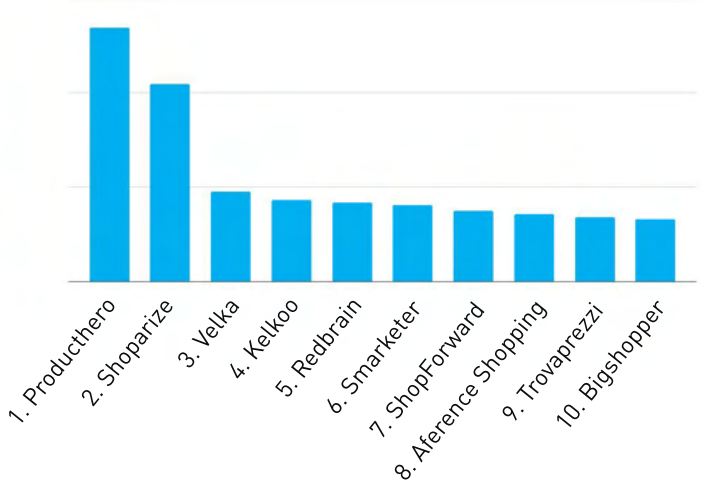
To get a clear overview on the CSS market we gathered public information from shopping ads on Google. To make the research independent we scraped the ads from products that are known to be best-sellers in different reports.

The lists are ranked by **analysing over 22 million ads** from over **140,736 webshops** in **21 countries**. The two graphs below are compiled based on how many merchants were found per CSS and how often a shopping ad was found per CSS. We have excluded Google's own CSS from the analysis as merchants automatically start on it and don't benefit from the 20% discount on the auction bid.

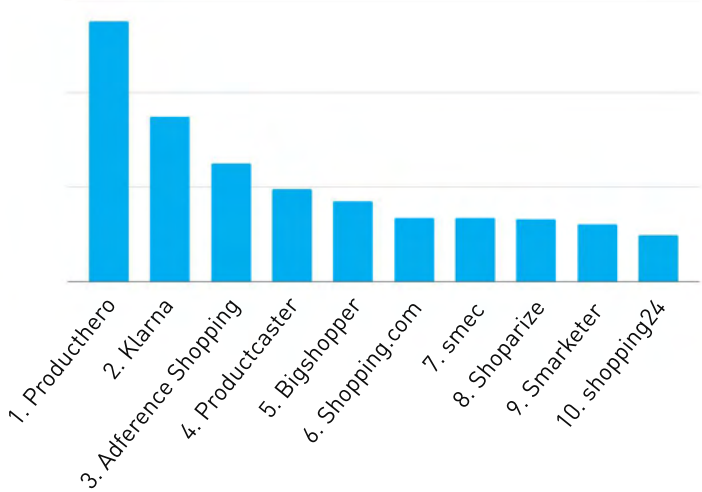
22,069,973 **ADS ANALYSED**	140,736 **WEBSHOPS FOUND**
817 **CSS PARTNERS**	21 **CATEGORIES**

MARKET OVERVIEW: GOOGLE CSS PARTNERS

GOOGLE PREMIUM CSS PARTNERS
BY # OF MERCHANTS



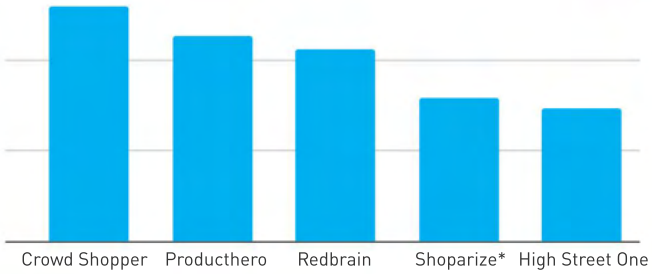
GOOGLE PREMIUM CSS PARTNERS
BY # OF IMPRESSIONS



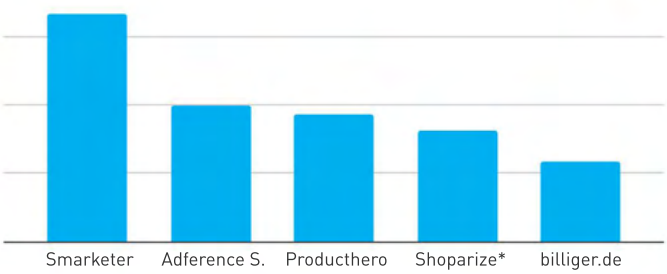
TOP CSS PARTNERS BY COUNTRY

Below is an index of the top 5 Google CSS partners per country based on number of merchants. Google CSS partners that advertise via affiliates are marked with an asteriks * as this might influence the number of merchants on their CSS.

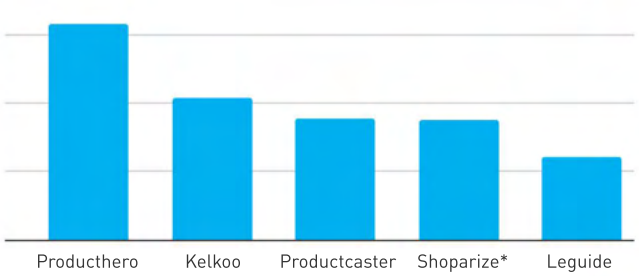
Great Britain



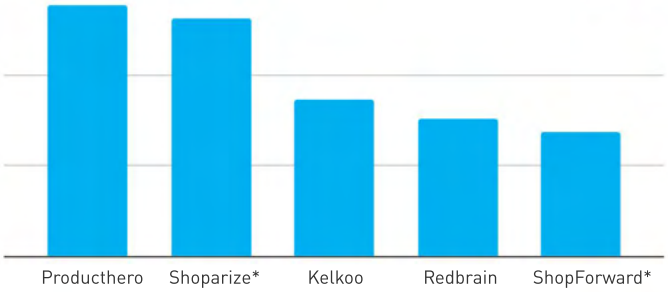
Germany



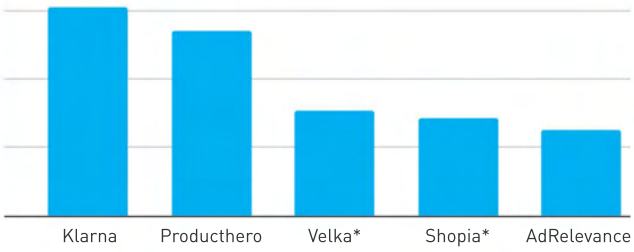
France



Spain

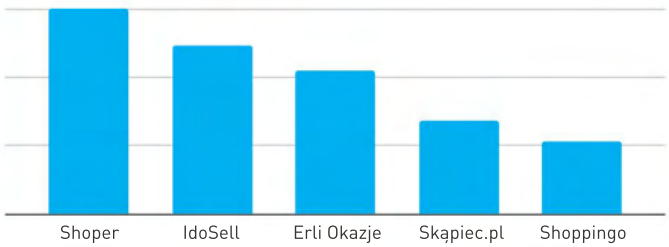


Sweden

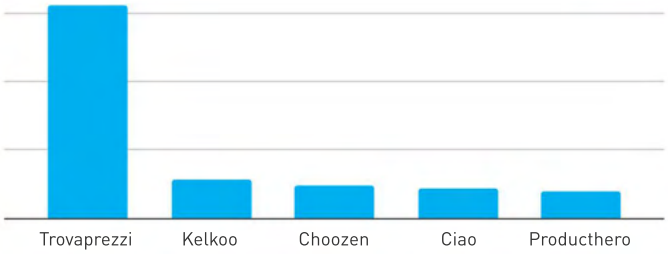


Netherlands

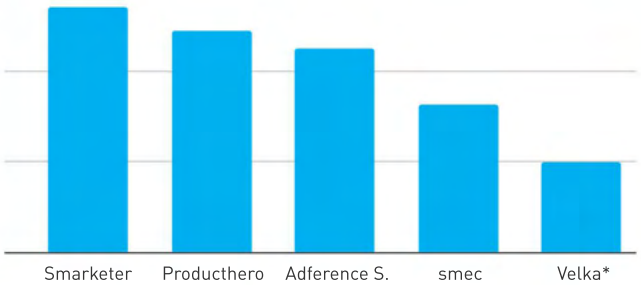
Poland



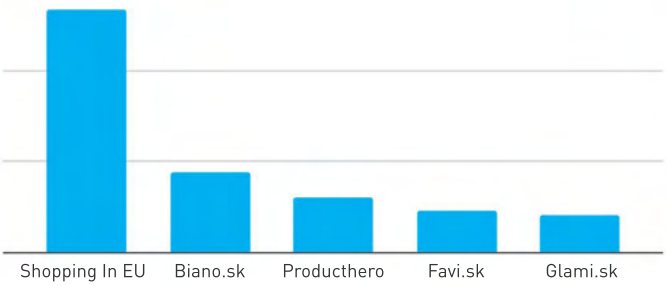
Italy



Austria



Slovakia



TOP CSS PARTNERS BY COUNTRY

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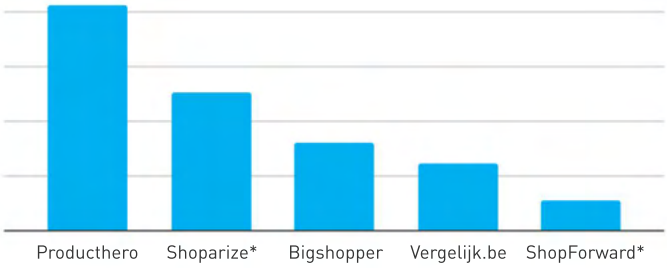
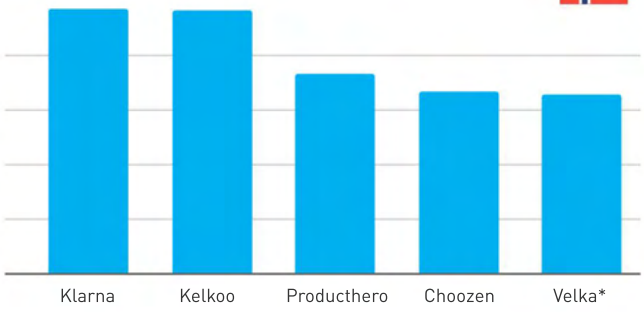
Belgium

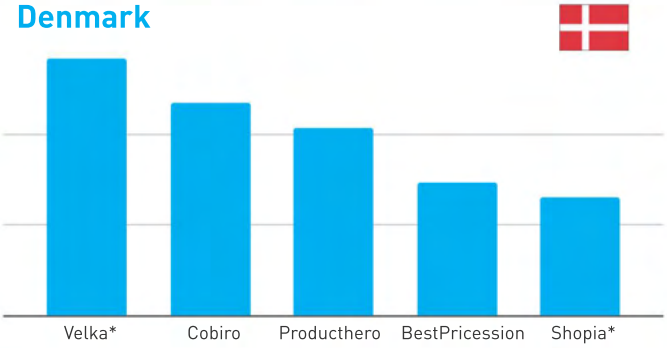


Czechia

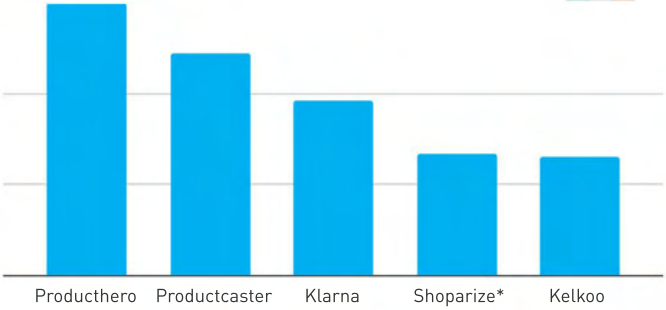
Norway



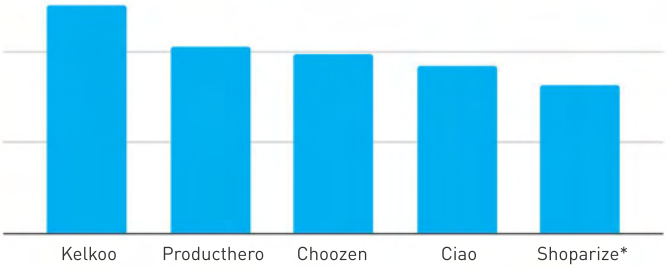
Denmark



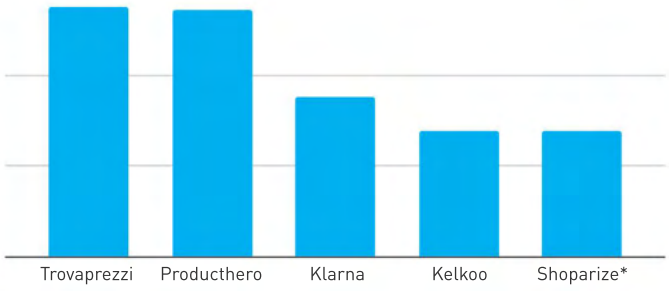
Ireland



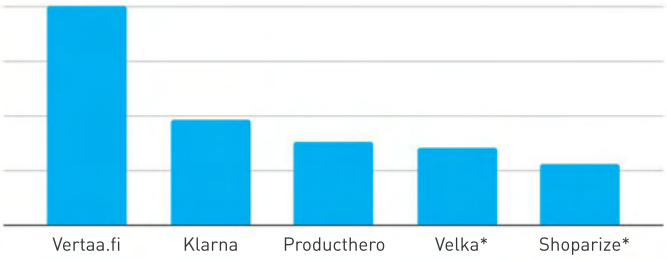
Portugal



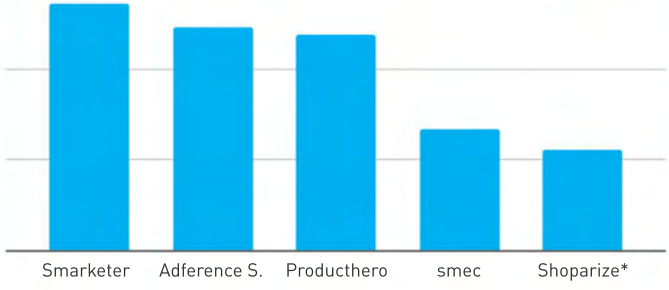
Romania



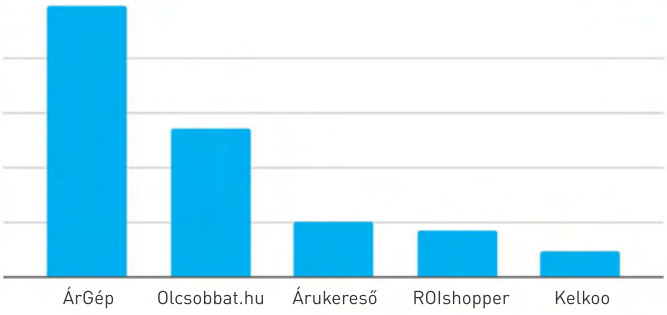
Finland



Switzerland



Hungary



TOP CSS PARTNERS BASED ON # OF MERCHANTS

The categories are ordered based on the number of shopping ads for products that we found. The top 3 CSS partners are based on the number of merchants in that category. Note that merchants can be active in multiple categories.

1. Home & Garden (based on 4.9M product ads)		
1. Producthero	-	3,106
2. Shoparize	-	1,990
3. Adference Shopping	-	883

2. Health & Beauty (based on 2.5M product ads)		
1. Producthero	-	1,462
2. Shoparize	-	1,119
3. Klarna	-	552

3. Electronics (2.1M product ads)		
1. Producthero	-	1,164
2. Shoparize	-	729
3. Klarna	-	390

4. Clothing & Accessories (2.1M product ads)		
1. Producthero	-	1,598
2. Shoparize	-	1,069
3. Klarna	-	673

5. Hardware (2M product ads)		
1. Producthero	-	1,738
2. Shoparize	-	1,039
3. Smarketer	-	548

6. Sporting Goods (1.7M product ads)		
1. Producthero	-	1,384
2. Shoparize	-	885
3. Klarna	-	487

7. Furniture (952K product ads)		
1. Producthero	-	934
2. Shoparize	-	462
3. Klarna	-	317

8. Arts & Entertainment (872K product ads)		
1. Producthero	-	1,286
2. Shoparize	-	612
3. Adference Shopping	-	366

9. Animal & Pet Supplies (769K product ads)		
1. Producthero	-	589
2. Shoparize	-	393
3. Klarna	-	255

10. Vehicles & Parts (720K product ads)		
1. Producthero	-	774
2. Shoparize	-	462
3. Smarketer	-	295

TOP CSS PARTNERS BASED ON # OF MERCHANTS

11. Toys & Games (based on 702K product ads)		
1. Producthero	-	747
2. Shoparize	-	437
3. Klarna	-	365

12. Office Supplies (based on 579K product ads)		
1. Producthero	-	826
2. Shoparize	-	398
3. Klarna	-	299

13. Baby & Toddler (569K product ads)		
1. Producthero	-	683
2. Shoparize	-	379
3. Klarna	-	270

14. Food, Beverages & Toba. (385K product ads)		
1. Producthero	-	727
2. Shoparize	-	371
3. Adference Shopping	-	266

15. Luggage & Bags (280K product ads)		
1. Producthero	-	660
2. Shoparize	-	367
3. Klarna	-	348

16. Business & Industrial (258K product ads)		
1. Producthero	-	727
2. Shoparize	-	371
3. Adference Shopping	-	293

17. Camera & Optics (227K product ads)		
1. Producthero	-	348
2. Klarna	-	219
3. Shoparize	-	195

18. Software (107K product ads)		
1. Producthero	-	198
2. Shoparize	-	120
3. Klarna	-	88

19. Media (92K product ads)		
1. Producthero	-	190
2. Shoparize	-	101
3. Smarketer	-	75

20. Religious & Ceremonial (16K product ads)		
1. Producthero	-	68
2. Shoparize	-	34
3. Smarketer	-	33

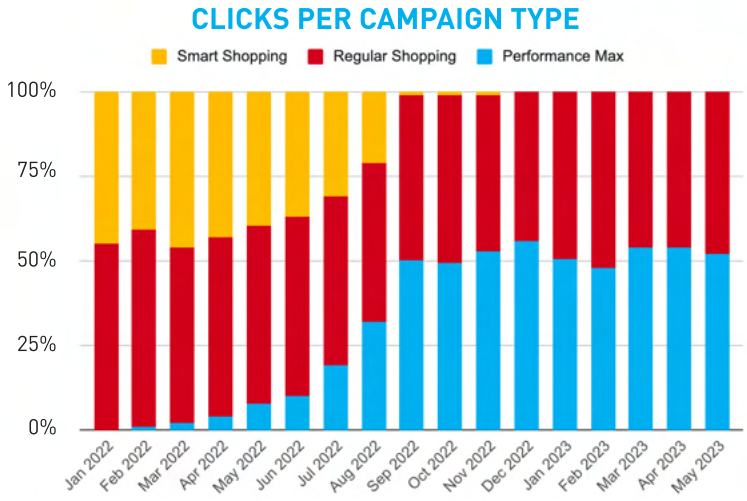
TRENDS THAT INFLUENCE YOUR WORK

The PPC industry changes rapidly. Automation impacts our roles and requires us to stay up to date on trends. Below you can find three trends that influence your daily work.

PPC TRENDS

01 PPC Automation

By analyzing 431 merchants we can see that 52% of the clicks now come from Performance Max. This is a huge increase compared to 2% adoption a year before. PPC specialists are recommended to learn how to control and monitor Performance Max.



Analysis of 431 merchants by Martijn Beumer

02 Budget Distribution

Economic uncertainty might impact advertising budgets. That is why distributing the budget on performance of products and channels becomes more important in order to prove the effect of advertising.

When using pMax your budget is also split across channels. Analysing 251 accounts we see that 87% goes to Shopping Ads, 1% to video and 12% to other channels.

03 Search Query Mining

From a survey on PPC managers, 21% of the respondents said that the most time-consuming activity is search query mining to find new keywords.

Source: The State of PPC 2022

LEARNING ABOUT CSS AND SHOPPING ADS

There is a lot of information about CSS partners and Google Shopping Ads. Below you can find the sources that contain valuable information and will help you to optimize your campaigns.

EXPERTS TO FOLLOW ON LINKEDIN

Specialists who post about Google Ads or Shopping Ads

1. Anu Adegbola, PPC Live UK
2. Fabio Antichi, Dibix
3. Kasim Aslam, Solutions 8
4. Martijn Beumer, Producthero
5. Gavin Bell, Yatter
6. Frederik Boysen, Profitmetrics.io
7. Bhavik Daftary, GroupM
8. Amalia Fowler, Good AF Consulting
9. Julie Friedman Bacchini, Neptune Moon LLC
10. Brad Geddes, Adalysis
11. Patrick Gilbert, AdVenture Media Group
12. Bram van der Hallen, Edge.be
13. Navah Hopkins-Fuchs, Optmyzr
14. Santosh Kumar, Guided PPC
15. Ed Leake, God Tier Ads
16. Cory Lindholm, Ads By Cory
17. Andrew Lolk, SavvyRevenue
18. Gianpaolo Lorusso, Paid Search Association
19. Ginny Marvin, Google
20. Max Minus, Freelancer
21. Michael Nadalin, Market Lead
22. Nils Rooijmans, Water Cooler Topics
23. Mike Ryan, smec
24. Jyll Saskin Gales, Learn with Jyll
25. Kirk Williams, ZATO

BEST SOURCES FOR PPC

PPC Mastery
Miles McNair and Bob Meijer started this course to teach advertisers what they learned from spending over €50M on Google Ads for 100+ eCommerce brands.

PPC News
Yoann Ferrand gathers news from official sources and neutral collaborators. It keeps you up-to-date on the advertising industry. A must-follow if you want to get a holistic view on advertising.

Store Growers
Dennis Moons created Store Growers to give independent advice that helps PPC specialists to perform better. The blog contains great information and he also offers a course.

INTERESTING EVENTS

Inspiring events to connect with each other and learn more about advertising and retail.

AdWorld Experience, Bologna
DMEXO, Cologne
E-commerce Berlin Expo
E-Show, Madrid
Emerce E-commerce Live, Amsterdam
eTail UK, London
Friends of Search, Amsterdam
K5 Konferenz, Berlin
MAD//Fest, London
OMKB, Berlin
PI Live, London
SEAcamp, Jena
Shopping Today, Utrecht
Shoptalk, Barcelona
SMX, Munich
SMXL, Milan
Webwinkel Vakdagen, Utrecht

WHY IS THE CSS PROGRAM SUCCESSFUL?

Webshops that use a CSS partner, other than Google Shopping, receive a 20% discount on the auction bid.

You can easily calculate if a CSS partner is worth the investment. Calculate how much 20% of your ad spend is. Is it higher than the fee that a CSS charges? Then you will see a positive result.

Rituals gained control on their Performance Max campaigns

Together, Rituals and Producthero scaled Shopping ads with smart bidding and other advanced features. Combined with Producthero's own product feed optimization tool, **Rituals achieved a triple-digit turnover increase in online sales within their spend targets**.

"By using Producthero as a CSS and their additional tools we gained more control on our SSC and Performance Max campaigns. This helped us to significantly increase our volume and visibility on the Google search engine."

Yannic van Overbeeke, Senior SEM Team lead, Rituals

Adwise boosts the ROAS by 40% using a new shopping structure

Adwise was able to achieve **a 40% ROAS increase and an uplift of 13% on the conversion value**, without losing volume for their customer Sendasmile.de using Producthero's CSS and Pro package.

"We have moved all our shopping advertisers to Producthero Premium CSS to get a better position in the bidding auction. And, because of our constant search for innovations to help our clients digitally mature, we offer the Producthero tools to them as well to optimize their shopping campaign management."

Davey Stokkers, Head of SEA @ Adwise - Your Digital Brain

IWB boosts shopping ad performance for their customers

Using a combination of Producthero's CSS and Pro package IWB is able to **increase year-over-year revenue by 10% - 40%** for their customers.

"IWB is a true data-savvy organization, we focus on performance and are highly analytical. By collaborating with Producthero we are able to increase the revenue of our customers, for some customers we even achieved a 40% revenue increase"

Diederick van Duivenboden, PPC & Google Ads expert, IWB

Read all case studies: comparisonshoppingpartners.withgoogle.com/success_stories

FRAMEWORK FOR SHOPPING ADVERTISERS

Producthero developed two frameworks that are widely adopted in the industry. Below is a short overview and explanation how it is used by advertisers.

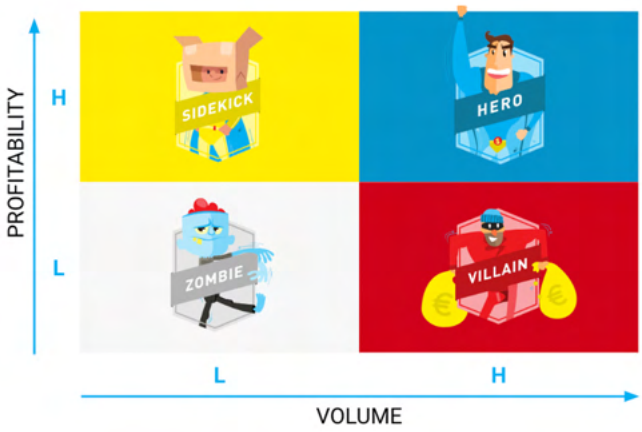
Shopping Advertising Framework

The framework contains the most influential elements of shopping ads in Google.

Bid
To influence your bidding you can use a CSS partner. This will give 25% more bidding power. Segment your products based on performance and set the right budget for each segment.

Relevance
Increase the results and relevance of ads by applying relevant product titles.

Market
Avoid unnecessary advertising expenses by tracking competitors prices for specific products, product groups or online stores and change your budgets accordingly.



Segment Products by Performance

Less than 10% of your products are responsible for 80% of your revenue. While 50% of the costs go to products that perform below your Target ROAS and while 60% of your products are sleeping.

By grouping your products based on performance and dividing your budget based on this you can achieve revenue increases of up to 30%.

Furthermore, this helps you to gain control over Performance Max and Shopping campaigns. Using a Shopping Ad Platform like Producthero automates the segmentation of your products into the right campaign.

SHOPPING AD PLATFORM

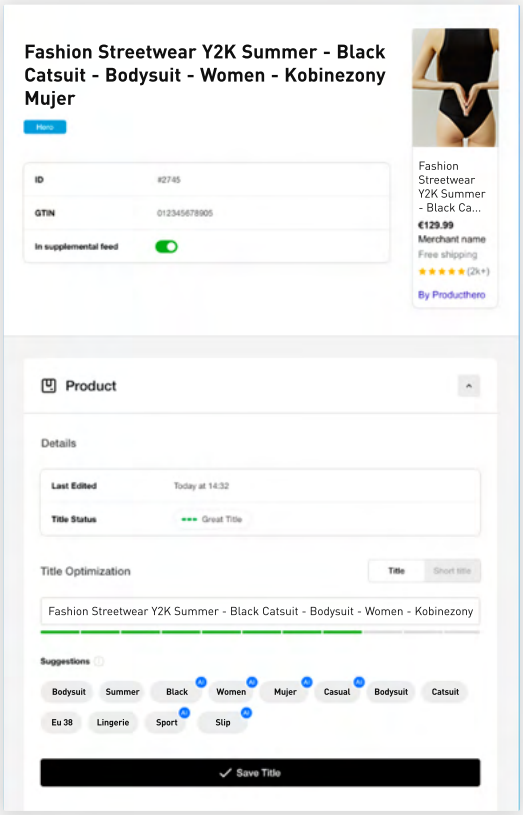
To optimize all the components of your Shopping advertisements, Producthero developed a Shopping Ad Platform. This platform unites all the tools that you need to boost your campaigns.

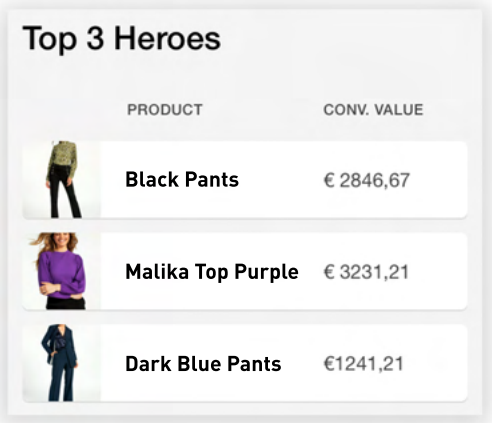
Title optimization

1. See which products you should optimise
As Producthero contains your performance data, you don't have to optimize all your titles. Simply check the performance to see which titles you should optimise to increase results.

2. Improve relevance: click title suggestions
We use three sources to suggest product titles. By using AI you see the suggestions which you can add with one click to increase your relevance and results. Titles are added to a supplemental feed and only apply to your Google Shopping Ads.

3. Expand to foreign markets
One of the components that we use for suggestions is the product description. This helps you to optimize product titles in foreign languages.



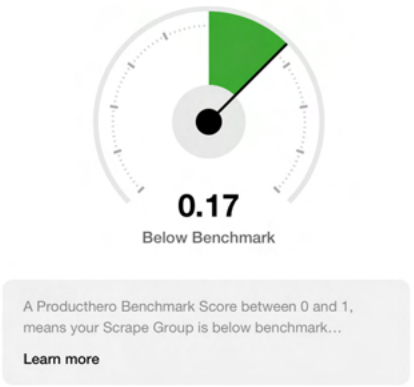


Product segment strategy

See what products perform well. Create groups based on performance, brand, or other components. Get advice on the budget and target ROAS for your product groups.

Price monitoring

The Price Monitor allows you to track the prices of competitors. Avoid unnecessary advertising expenses and discover competition information for specific products, product groups, or online stores.



FREQUENTLY ASKED QUESTIONS

When selecting a CSS Partner there are many criteria that you can take into consideration. Below you can find an overview of considerations.

Will my campaigns and data stay available?

Yes, advertisements will continue to run and the merchant center will remain available with all campaign settings, data, statistics, and quality maintained while switching to a CSS partner.

Where can you use the CSS benefit?

CSS is available in all 21 countries participating in the program: Belgium, Denmark, Germany, Finland, France, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Austria, Poland, Portugal, Romania, Slovakia, Spain, Czech Republic, Sweden, Switzerland, and the United Kingdom.

Availability depends on your CSS partner.

Will I receive support from Google?

Yes, you maintain your support from Google. In addition to your Google support you may receive support from your CSS partner. Producthero offers premium support from both our specialists and Google.

Why did Producthero make this report?

The initial purpose of this data was to gain better market insights ourselves, therefore the source of the data is 100% independent. Now we share it with the market to achieve more transparency and insight.

Is this research valid?

On the first page you can find our research method. We analysed over 22 million shopping ads from products from Google's Best Seller Report to make it an independent report. We are always open for feedback to make the report even more detailed.

Are there more criteria for CSS partners?

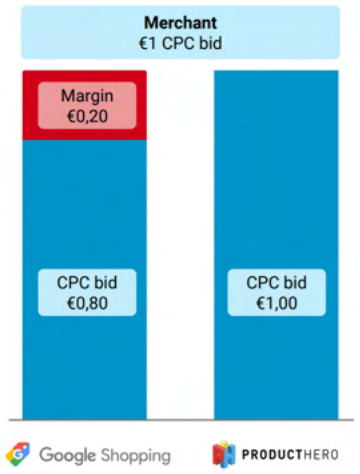
Yes, you can ask Google for the CSS Spotlight award winners. We are proud that Producthero is the only CSS partner that won a prize in every category of this award show.

How does the 20% discount via CSS work?

By using a CSS partner, you can save up to 20% on your CPC bid as Google Shopping applies a margin. This allows you to achieve a better position in the advertisement space and to receive more impressions.

The advantage of the 20% CSS discount

- Better position of your ads
- More revenue with the same ROAS target
- Better efficiency when you increase the ROAS target



DIFFERENT TYPES OF CSS PARTNERS

When selecting a Google CSS partner there are many criteria that you can take into consideration. Below you can find an overview of considerations.

Self-service, managed or outsourced

Do you advertize with shopping campaigns yourself, or does the CSS do this for you? In the latter case, the CSS partner could manage your private campaigns or even deploy your private campaigns on behalf of you and settle with you based on an agreed to compensation model (usually CPC/CPS).

Fixed costs per month or CPC

It is considered mandatory by Google that all the advertised products are on the CSS partner's comparison site. What you pay for differs considerably per CSS partner. Some parties charge a fixed monthly amount, while others work on CPC rates.

Service level

Premium CSS Partners receive more support from Google. From our customers we learned that there are major differences between CSS partners. What if you have a question or want to test a new function, how does the CSS partner deal with this? Make sure to choose an experienced CSS partner.

Independent or Agency

Do you already collaborate with an agency or manage your own Shopping Ads? Then you might want to choose an independent CSS. However, you can pick a CSS which also operates as a digital marketing agency.

Note: Some CSS's use a company construction to hide that they operate as an agency and might work for your competitors.

Countries

The CSS program is currently active in 21 countries. Not all partners are active within all 21 countries. Only 15 Premium CSS partners are active in all the countries.

Tooling or CSS-only

The CSS program already creates a huge benefit for shopping advertisers however multiple tools can give an additional boost. Ask your CSS partner for a demo of their Shopping Ad Platform.

What reason do people give when they choose Producthero?

As Producthero is independent, it's offered by 400+ marketing agencies. Over 8,000 merchants manage their shopping ads via Producthero CSS. As a premium- and the biggest CSS partner Producthero offers a high service level.

Both Producthero CSS and their Shopping Ad Platform are available for a fixed monthly fee. The CSS is active in all countries of the program and the platform in all countries across the globe.

Prefer working with an agency? Go to producthero.com/partner-finder

INTERVIEW: PRODUCTHERO FOUNDERS

To optimize all the components of your Shopping advertisements Producthero developed a Shopping Ad Platform. This platform unites all the tools that you need to boost your campaigns.

WHY DID YOU START PRODUCTHERO?

"We developed a product comparison website in 2014 to help merchants in showing promotions for products to consumers. Then in 2018 the Google CSS partner program launched. This increased our focus to develop software that allows merchants to optimize their shopping ads."

HOW DO YOU SEE THE FUTURE OF CSS?

"I believe that Google sees the success of the CSS program and therefore will expand it to multiple industries. Furthermore, we often hear that merchants prefer software-led CSS partners (like us) as they don't have an incentive to increase your ad-budget."

Wouter Veenboer
CEO

Martijn Beumer
CPO

WHAT'S YOUR ADVICE TO PPC MANAGERS?

"The market changes rapidly so gather new insights. That's why you should visit PPC events and meet others in the community. I achieve this by helping to organise Friends of Search in Amsterdam.

WHAT'S A BIG CHANGE IN THE INDUSTRY?

The introduction of Performance Max changed the role of PPCers. We have less insights and control. It's more like a black box. This makes advertising easier but at the same time more difficult to stand out. So, it's crucial to understand the algorithms and how you can influence it.

So learn how to use a new generation of tools. Tools to analyse your product performance and to monitor & control your shopping ads. Provide data like margins or audiences to help Google understand what is important to your business."

WHAT MARKET DEVELOPMENTS DO YOU FOLLOW?

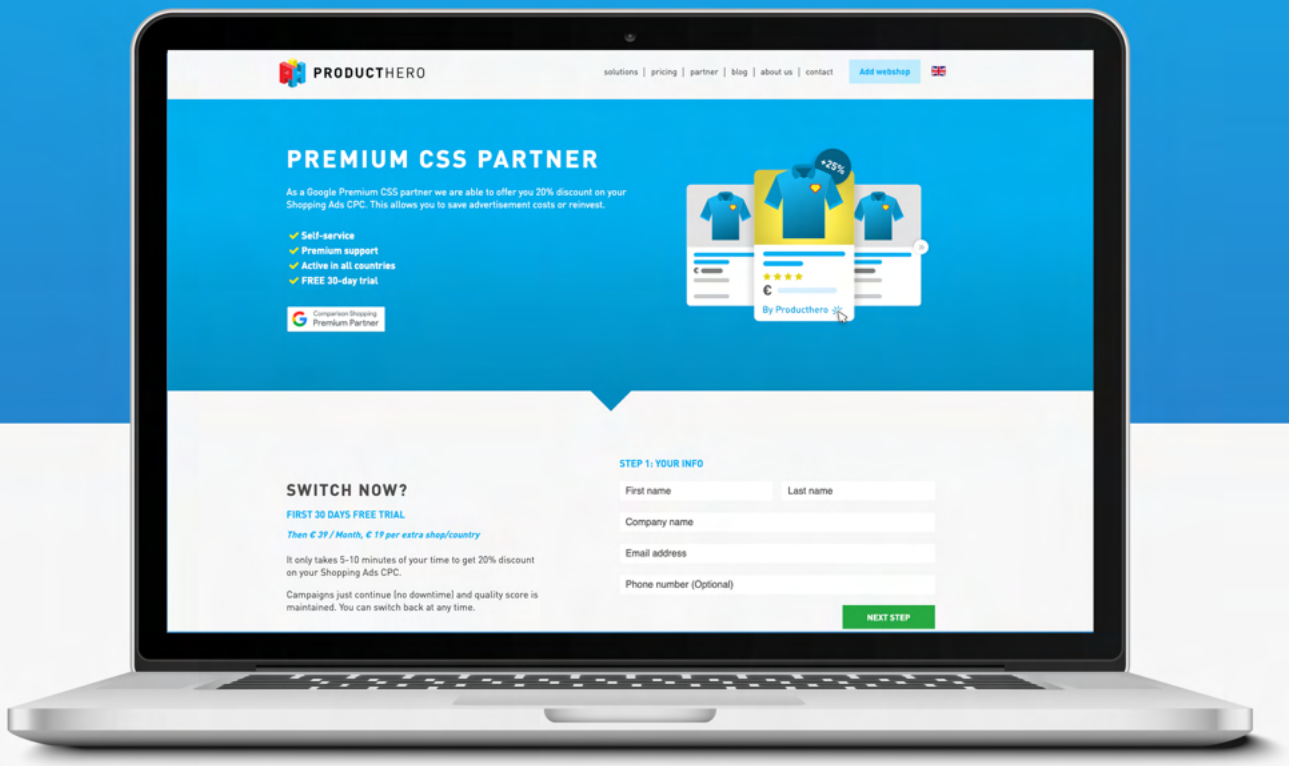
"The automations also force tools to be easy-to-use for anyone. Instead of scripts and feeds this makes integrations more important. And as people want all the data in one place, it's important to focus on creating one tool for all markets.

Although Google Shopping will remain strong for years, I think that shopping on social channels is something to keep an eye on. With all the knowledge that PPCers have on product performance, it's crucial to combine it with advertising efforts on those channels. "

Hans Wassink
CTO

SUPER BOOST YOUR SHOPPING ADS

Try Producthero CSS and our Shopping Ad Platform using a 30-day free trial. During this time you can expect to see an increase in your impressions, a better ROAS, and more revenue.



TRY PRODUCTHERO YOURSELF WITH A **FREE 30-DAY TRIAL**

Increase your volume

Control Performance Max

Optimize your ad budget

producthero.com/google-css

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CSS PARTNER REPORT 2023

WE'RE HERE TO HELP

Do you have questions about Producthero, CSS or Shopping Ads?

Contact us via: hello@producthero.com
or call: +31 20 35 86 56 65

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Comparison Shopping Premium Partner