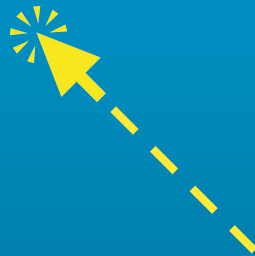
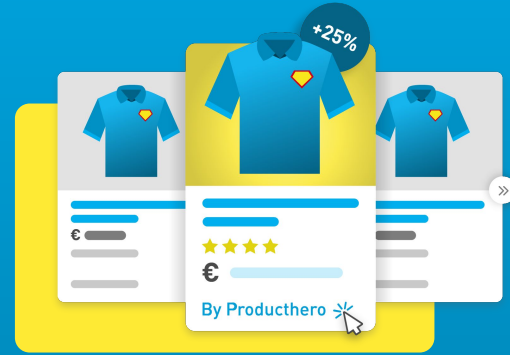




PRODUCTHERO

# SUPER BOOST YOUR SHOPPING CAMPAIGNS



Increase results and gain control over your budgets



**Amber ter Horst**  
Lead Partnerships



**Wouter Veenboer**  
CEO & Founder

Contact us via: [hello@producthero.com](mailto:hello@producthero.com)

## Let's go back in history...

- Started with Google Ads in 2004
- Won Search Award in 2012
- Started Producthero in 2018



AltaVista HOME - Netscape

File Edit View Go Communicator Help

Back Forward Reload Home Search Netscape Print Security Stop

Bookmarks Location: <http://www.altavista.com/>

**AltaVista** The most powerful and useful guide to the Net October 23, 1999 PDT

**Connections** [My AltaVista](#) [Shopping.com](#) [Zip2.com](#)

Ask AltaVista® a question. Or enter a few words in  any language  [Advanced Text Search](#)

Search For:  Web Pages  Images  Video  Audio  **Search tip:** [use image search](#)

Example: **When precisely will the new millennium begin?**

**ALTAVISTA CHANNELS** - [My AltaVista](#) - [Finance](#) - [Travel](#) - [Shopping](#) - [Careers](#) - [Health](#) - [News](#) - [Entertainment](#)

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**POWER SEARCH**  
▶ **BIG** changes coming to AltaVista **10/25** - [Info](#) [inside!](#)

[Search for Halloween in images](#)

Document Done

**LYCOS** [My Lycos](#) [Site Map](#)

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Weather: [Choose a City](#) ▶

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Departments: [Clothing](#) [Home & Garden](#) [Jewelry & Watch](#) [MORE](#) ▶  
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**IN SMALL BUSINESS:**  
**Speed is Life**  
Former Lycos CEO Bob Davis gives key business lessons on surviving at Internet speed. [MORE](#) ▶

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**Kids** [Games](#) [Homework](#) [Parenting](#)...

**PRODUCTHERO**

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**In The News** 2:14am, Thu Aug 1

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- [Palm Showcase - Low Prices](#)
- [Compaq Showcase - Save](#)
- [Sony Showcase - Hot Products](#)
- [Last day to save on Notebooks](#)
- [Mobile Phones](#)
- [more...](#)

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**Society & Culture** [People](#), [Environment](#), [Religion](#)...

**News - Weather - Sports - Stock Quotes**

**Shopping**

- **Polaroid Digital Camera - only \$69.99**  
 **53% Off** - Includes PhotoMAX software, video cable, camera-to-PC serial cable, memory card, 4 batteries, and accessories
- **Bed & Bath Blowout** - up to **84% off** sheets, quilts, comforters & more
- **Take \$10 off all Gap Jeans now**

# Google!

Search the web using Google!

10 results



Google Search

I'm feeling lucky

*Index contains ~25 million pages (soon to be much bigger)*

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google 10 results Google Search I'm feeling lucky

Showing results 1-10 of approximately 234,000 for google. Search took 0.06 seconds.

[Take me back to the present](#)

### [Google \(Google<sup>SM</sup>\)](#)

...the web using **Google** Try our special searches: Uncle Sam Search millions...

...web's Linux resources ©1998 **Google** Inc....

[www.google.com/](#) - [Cached: 2k](#) - [GoogleScout](#)

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### [Google Help](#)

...Basic Search To enter a query into **Google**, just type in a few descriptive...

...descriptive keywords and click on the **Google** Search button for your list...

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### [google.stanford.edu/](#)

[GoogleScout](#)

### [Constructing and refining searches in Google: Detailed Searching Instructions](#)

...refining searches in **Google**: Detailed Searching Instructions Teaching...

...University of California, Berkeley **Google** is a fairly new Web searching...

[www.lib.berkeley.edu/TeachingLib/Guides/Internet/Google.html](#) - [Cached: 12k](#) - [GoogleScout](#)



Result Page: 1 2 3 4 5 6 7 8 9 10 [Next page](#)

google Google Search [Search within results?](#)



vaatwasser

Zoeken

[Geavanceerd zoeken](#)

Doorzoek:  het internet  pagina's in het Nederlands  pagina's uit Nederland

[Aanpassingen weergeven](#)

Web [+ Opties weergeven...](#)

Resultaten **1 - 10** van circa **587.000** voor **vaatwasser** (**0,20** seconden)

### Een afwasmachine nodig?

[www.Wehkamp.nl/Vaatwassers](http://www.Wehkamp.nl/Vaatwassers) Alle topmerken afwasmachines. Bij u thuis afgeleverd. Makkelijk!

### Goedkope Vaatwasser?

[www.keukenwarenhuis.nl](http://www.keukenwarenhuis.nl) Bestel bij dé vaatwasser specialist De Goedkoopste van Nederland!

### Vaatwasser

[www.keukenloods.nl](http://www.keukenloods.nl) Vaatwassers van de keukenloods: supervoordelig én van topkwaliteit!

### Vaatwassers vergelijken? KIESKEURIG: Vergelijk vaatwasser ☆

KIESKEURIG: Dé prijzen-, winkels- en producten vergelijker voor vaatwassers. Met KIESKEURIG maak je de juiste keuze voor een vaatwasser.

[www.kieskeurig.nl/vaatwasser](http://www.kieskeurig.nl/vaatwasser) - [In cache](#) - [Vergelijkbaar](#)

### Inbouw vaatwassers vergelijken? KIESKEURIG: Vergelijk inbouw... ☆

KIESKEURIG: Dé prijzen-, winkels- en producten vergelijker voor inbouw vaatwassers. Met KIESKEURIG maak je de juiste keuze voor een inbouw vaatwasser.

[www.kieskeurig.nl/inbouw\\_vaatwasser](http://www.kieskeurig.nl/inbouw_vaatwasser) - [In cache](#) - [Vergelijkbaar](#)

[+ Meer resultaten van www.kieskeurig.nl weergeven](#)

### Vaatwasser | Acties | Nieuw | 2ehands | Vergelijk het op Vaatwasser.nl ☆

Vergelijk vaatwasser aanbieders en specificaties heel uitgebreid. Koop uw nieuwe vaatwasser tegen de beste condities. Bekijk ook het forum en de reviews!

[www.vaatwasser.nl/](http://www.vaatwasser.nl/) - [In cache](#)

Beeldresultaten voor vaatwasser - [Afbeeldingen melden](#)

Gesponsorde links

Gesponsorde links

### Vaatwasser

Het grootste aanbod elektronica op één website vindt u op OTTO.  
[www.otto.nl/vaatwasser\\_algemeen](http://www.otto.nl/vaatwasser_algemeen)

### siemens vaatwasser

Bekijk onze Voorraad en Acties hier  
Veilig? U betaald pas bij levering!  
[www.inbouw.nl/vaatwassers](http://www.inbouw.nl/vaatwassers)

### Siemens vaatwassers

vanaf 575,- Siemens inbouw machine  
Kom kijken of bestel !  
[jumbo-outlet.nl](http://jumbo-outlet.nl)

### Vaatwasser?

Vaatwassers? Bestel bij Neckermann.  
Vandaag besteld morgen in huis!  
[www.neck.nl](http://www.neck.nl)

### Whirlpool Vaatwassers

Kwaliteit, betaalbaar & betrouwbaar  
Zie ons zeer uitgebreid aanbod!  
[www.whirlpool.nl/vaatwasser](http://www.whirlpool.nl/vaatwasser)



Ongeveer 908.000 resultaten (0,28 seconden)

**ANWB Autoverzekering - anwb.nl****Adv.** [www.anwb.nl/autoverzekering-korting](http://www.anwb.nl/autoverzekering-korting) ▾

Tot 17,5% korting op uw Autoverzekering. Bereken uw premie!

**Voordelige Autoverzekering - Tot 85% korting****Adv.** [www.bovagautoverzekering.nl/](http://www.bovagautoverzekering.nl/) ▾

Gratis vervangend vervoer. Bereken online uw premie!

Dagelijks Opzegbaar · Geen Kleine Lettertjes

Geen kleine lettertjes · Premie berekenen · Geen gedoe bij schade

**Autoverzekering - OHRA - Uw auto binnen 5 min verzekerd****Adv.** [www.ohra.nl/Goedkope-Autoverzekering](http://www.ohra.nl/Goedkope-Autoverzekering) ▾

3,9 ★★★★★★ beoordeling voor ohra.nl

Hoogste no-claimkorting van 82%!

Tot 82% no-claimkorting · Schade melden? OHRA App! · Dagelijks opzegbaar

Best beoordeeld: Allrisk - De ideale Autoverzekering - OHRA Schadeservice

**Autoverzekering vergelijken? Goedkope autoverzekeringen**[www.independer.nl/autoverzekering/intro.aspx](http://www.independer.nl/autoverzekering/intro.aspx) ▾

★★★★★ Beoordeling: 9/10 - 22.511 recensies

Dan ben je altijd goed verzekerd. Want wij kijken elk jaar of er een betere en/of goedkopere autoverzekering voor je is. De Jaarchecker van Independer is ...

Financiële instellingen · Wat doen wij voor jou? · Hoe verdienen we? · Automerken

**Autoverzekering vergelijken? Goedkope autoverzekering**[www.hovhoy.nl/autoverzekering](http://www.hovhoy.nl/autoverzekering) ▾**Advertenties****Goedkope Autoverzekering**[www.ditzo.nl/Autoverzekering](http://www.ditzo.nl/Autoverzekering) ▾

4,1 ★★★★★★ beoordeling voor ditzo.nl

Tot € 100 korting op je autopremie.

Lage premie &amp; uitstekend verzekerd!

**12e maand Gratis**[www.allsecur.nl/](http://www.allsecur.nl/) ▾

Stap eenvoudig over naar Allsecur.

Bekijk dit aanbod nú online!

**Autoverzekering**[www.centraalbeheer.nl/autoverzekering](http://www.centraalbeheer.nl/autoverzekering) ▾

3,5 ★★★★★★ beoord. van adverteerder

Uitstekende 24/7 schadeservice.

Bepaal zelf uw eigen risico!

**Vergelijk Autoverzekering**[www.pricewise.nl/Autoverzekering](http://www.pricewise.nl/Autoverzekering) ▾

4,8 ★★★★★★ beoord. van adverteerder

Binnen 3 minuten 46 verzekeraars

vergelijken en €200,- besparen!

**Autoverzekering (tip)**[www.promovendum.nl/autoverzekering](http://www.promovendum.nl/autoverzekering) ▾



Alle

Nieuws

Afbeeldingen

Shopping

Video's

Meer ▾

Zoekhulpmiddelen



Ongeveer 322.000 resultaten (0,38 seconden)

### Allsecur Autoverzekering - Allsecur.nl

**Adv.** [www.allsecur.nl/](http://www.allsecur.nl/) ▾

Al 4 jaar op rij "Beste Keuze". Bereken in 2 min. uw Premie!  
Geen Eigen Risico - 24/7 Bereikbaar - Geen Poliskosten

### Autoverzekering afsluiten - OHRA.nl

**Adv.** [www.ohra.nl/Autoverzekering](http://www.ohra.nl/Autoverzekering) ▾

4,7 ★★★★★ beoordeling voor ohra.nl  
Uw auto binnen 5 min verzekerd. Hoogste no-claimkorting van 82%!  
Scherpe premie · Tot 82% no-claimkorting · OHRA Reparatieservice  
Hoogste no-claim van 82% - Best beoordeeld: Allrisk - OHRA Schadeservice

### Autoverzekering Vergelijken » - independer.nl

**Adv.** [www.independer.nl/Autoverzekering](http://www.independer.nl/Autoverzekering) ▾

4,4 ★★★★★ beoordeling voor independer.nl  
In 3 eenvoudige stappen resultaat. Vergelijk nu bij de nr 1 van NL.  
Beste website van het jaar 2015 – Wua.nl  
Laagste Prijs Garantie - Onze Klantenservice - Schadeclaimservice

### Nieuwe Autoverzekering? - Rabobank.nl

**Adv.** [www.rabobank.nl/Autoverzekering](http://www.rabobank.nl/Autoverzekering) ▾

Activeer de AutoModus app en ontvang 20% korting.  
Autoverzekering ZZP & MKB - € 0 Eigen Risico - Garantie op uw no-claim?

### Autoverzekering vergelijken? Goedkope autoverzekeringen

<https://www.independer.nl/autoverzekering/intro.aspx> ▾

★★★★★ Beoordeling: 9,1/10 - 39.184 recensies  
Sluit je (WA) autoverzekering af bij Independer en je auto is ook verzekerd tegen ... Een autoverzekering vergelijken en afsluiten bij Independer proberen we zo ...






**SEO**

**VS**

**SEA**

Ongeveer 3.330.000 resultaten (0,47 seconden)

## Advertenties · vaatwasser kopen kopen

				
Kenwood Kdw60s20...	Sharp Qwni14i47exeu	Essentials Cdw60w20...	Kenwood Kdw60x20...	SIEMENS SR65M030EU
€ 259,00	€ 319,00 <del>€ 399</del>	€ 239,00	€ 265,00	€ 239,00
Welhof	MediaMarkt	Welhof	Welhof	DeWitgoedOutl...
Gratis verzen...	Gratis verzen...	Gratis verzen...	Gratis verzen...	Gratis verzen...
Energie: E	Energie: E	Energie: E	Energie: E	Gebruikt
<a href="#">Van Producth...</a>	<a href="#">Van beslist.nl</a>	<a href="#">Van Producth...</a>	<a href="#">Van Producth...</a>	<a href="#">Van Producth...</a>

Advertentie · <https://www.bcc.nl/>**BCC Vaatwasser - Met bezorging en installatie - Gratis bezorging**

Bij BCC vind je gegarandeerd wat je zoekt! Kies uit ons ruime assortiment. Eerst zien of...

Advertentie · <https://www.coolblue.nl/vaatwassers>**Top 10 Vaatwassers - Coolblue's Keuze - coolblue.nl**

Bekijk onze Vaatwassers online, of kom langs in een van onze winkels. Ook op zondag en...




**Of Google Ads clicks from  
e-commerce advertisers come  
from Shopping Ads.**

**> 85%**

**>75%**

**of Google Ads spend by  
e-commerce advertisers goes to  
Shopping Ads.**



		
Zanussi ZTAN24FU0 koelkast	Inventum Kv1435s	Samsung Koel- vriescombinatie (365L)...
€289.00	€319.00	€599.00
Coolblue	MediaMarkt	Samsung Electr..
Free shipping	Free shipping	Free shipping
Energy: F	Energy: F	Energy: D
★★★★★ (7)	★★★★★ (61)	★★★★★ (1k+)
By Producthero	By Producthero	By Google

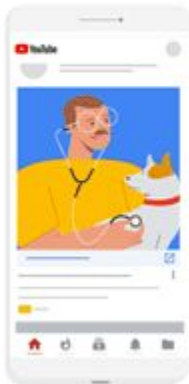
It becomes **more important** to be in Google's shopping window, but it gets harder, as **competition gets more fierce.**

SINCE LAST YEAR...

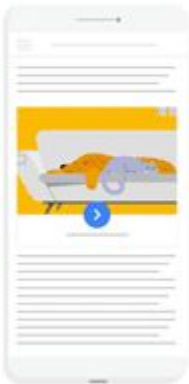
**PERFORMANCE MAX**



YouTube



Display



Search



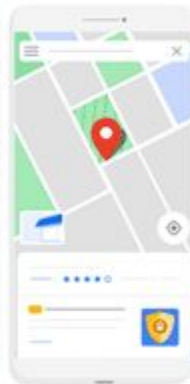
Discover



Gmail



Maps





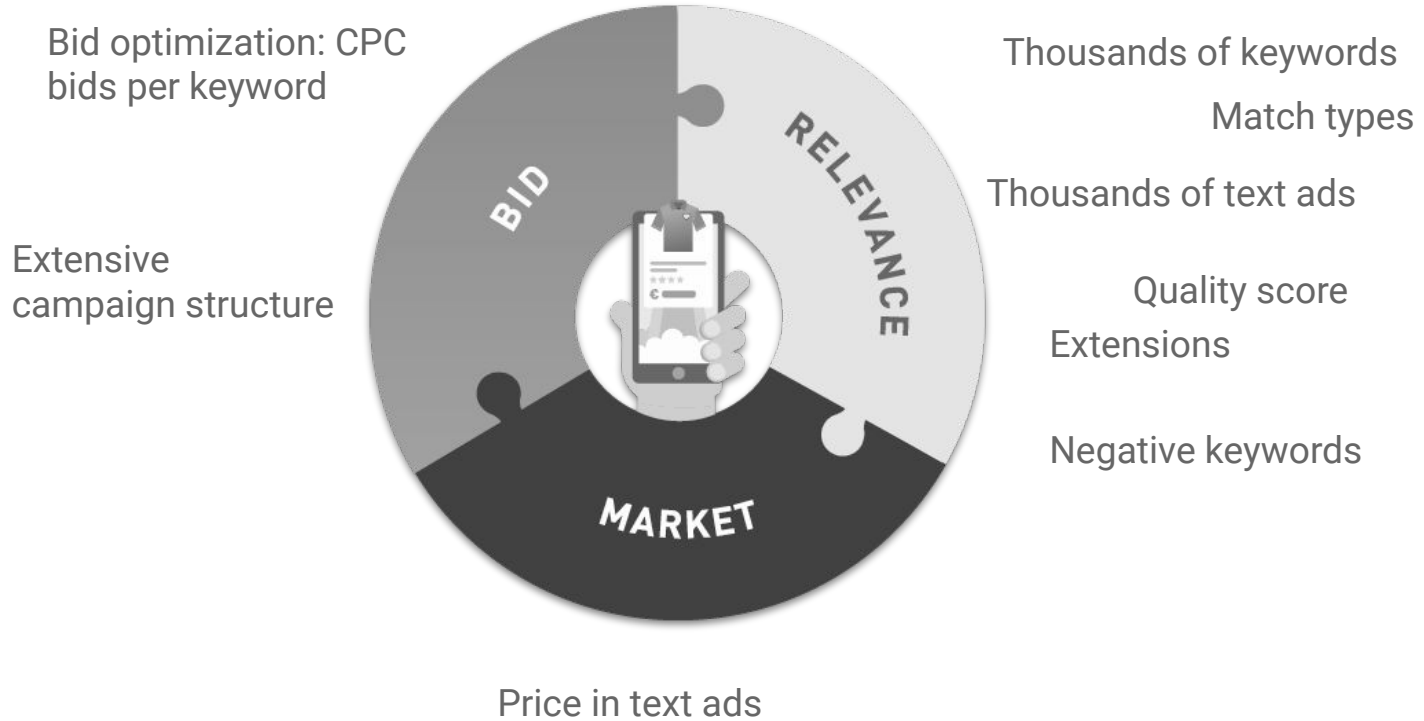
# Humans + Machines > Machines alone

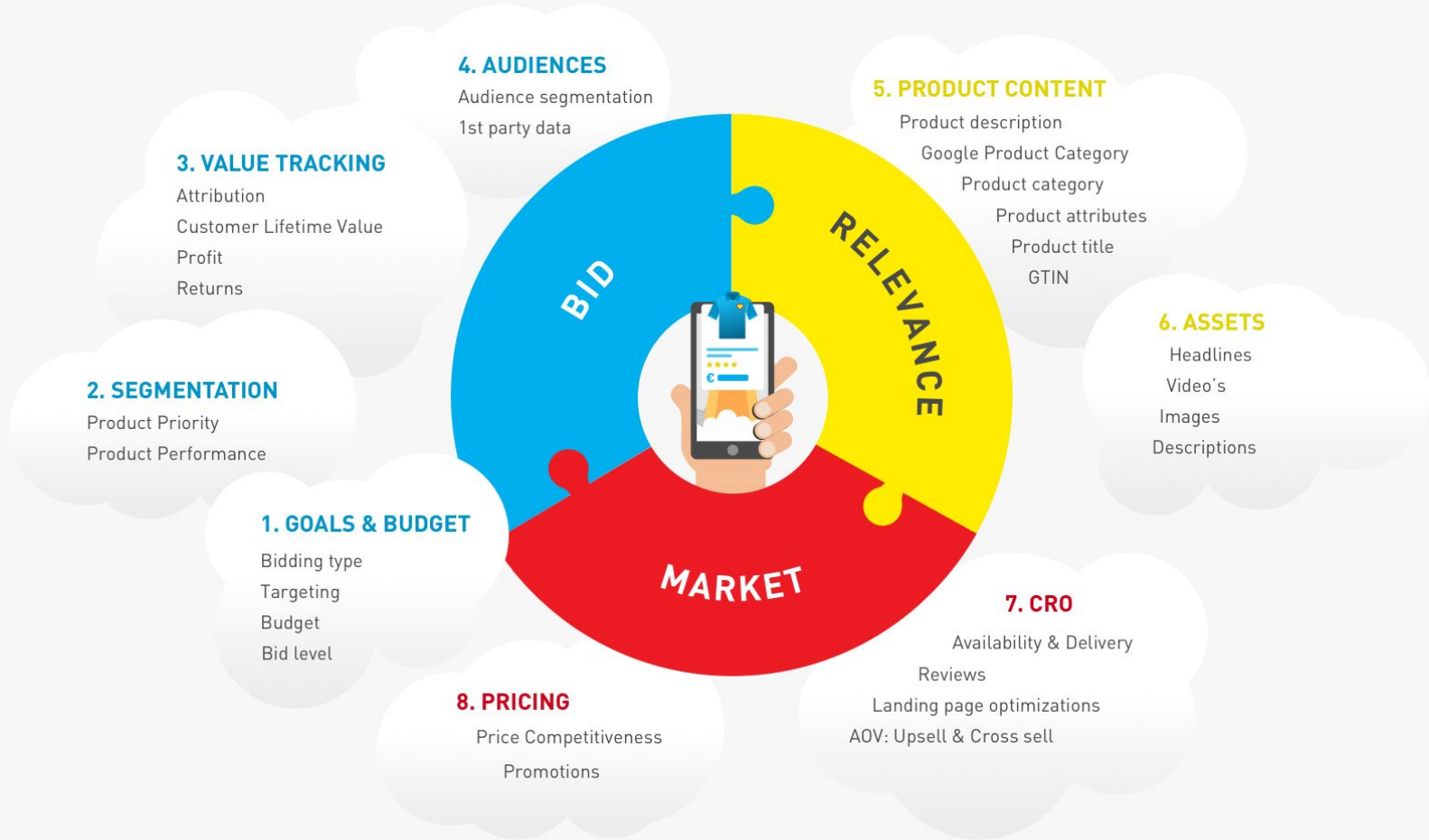
- Frederick Vallaey -  
Unlevel the playing field





# 10 YEARS AGO





### 3. VALUE TRACKING

Attribution  
Customer Lifetime Value  
Profit  
Returns

### 2. SEGMENTATION

Product Priority  
Product Performance

### 1. GOALS & BUDGET

Bidding type  
Targeting  
Budget  
Bid level

### 4. AUDIENCES

Audience segmentation  
1st party data



## 5. PRODUCT CONTENT

Product description

Google Product Category

Product category

Product attributes

Product title

GTIN

## 6. ASSETS

Headlines

Video's

Images

Descriptions



**BUDGET**

**MARKET**

**7. CRO**

Availability & Delivery

Reviews

Landing page optimizations

AOV: Upsell & Cross sell

**8. PRICING**

Price Competitiveness

Promotions

# Find your perfect partner

Whether you want to drive sales or grow your brand awareness, Google's certified CSS Partners can help you reach your goals. Select the products you would like to advertise in Shopping ads, find a Partner that is right for you, and together make the most of Shopping ads.



Filter by:

Premium Partner

Only show partners who operate in every country selected

Clear all

Partners: 104

Search by Partner Name 🔍



< Back to all



Website [🔗](#)

[css@producthero.com](mailto:css@producthero.com) [🔗](#)

+31 20 358 65 65

Premium

## PRODUCTHERO.com

PRODUCTHERO is one of the largest independent Premium CSS partners for retailers & agencies. Advertisers and agencies get premium support and can expect in-depth knowledge on industries, strategy and best practices. PRODUCTHERO offers free access to innovative tools to grow the volume of your shopping campaigns without increasing CPC bids. Available in all countries. Low flat monthly fee, no extra costs or hidden fees (like CPC/CPS). Transparent pricing and easy self-service subscription on our website.

Certificates

- Omnichannel
- Performance Max

Supported languages

English(en), Dutch(nl), French(fr), German(de)

Industry

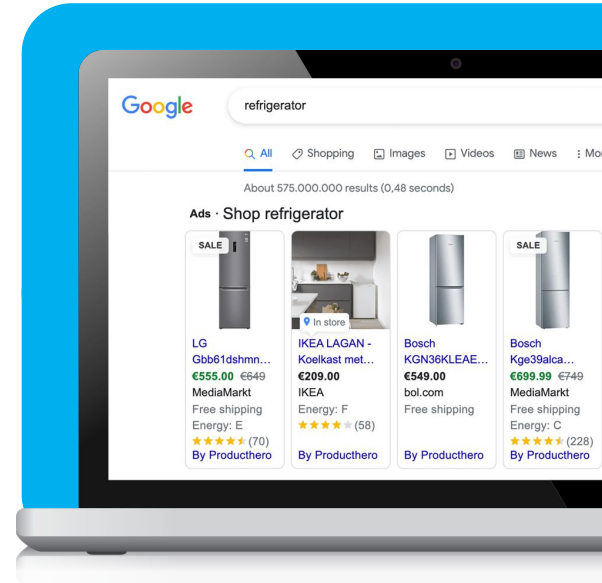
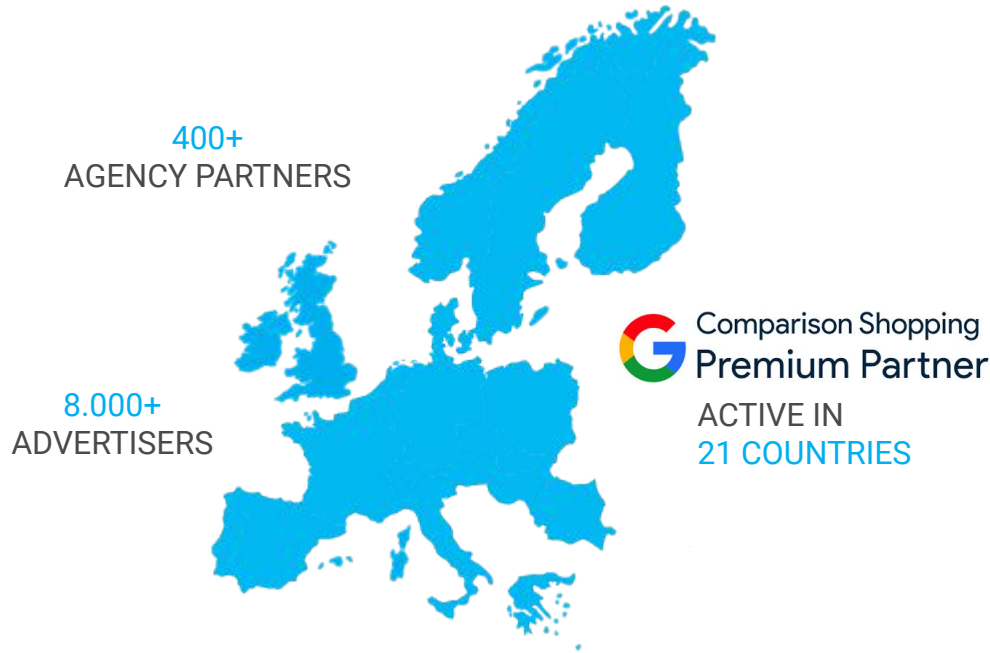
Accessories, Apparel & Fashion, Baby & Nursery, Electronics & Computing, Entertainment, Food & Drinks, Jewellery, Health & Beauty, Home & Garden, Sports & Fitness, Toys & Gaming, Vehicle Parts & Accessories

Locations

Austria, Belgium, Czech Republic, Denmark, France, Germany, Italy, Ireland, Netherlands, Norway, Poland, Portugal, Spain, Sweden, Switzerland, United Kingdom, Finland, Greece, Romania, Hungary, Slovakia

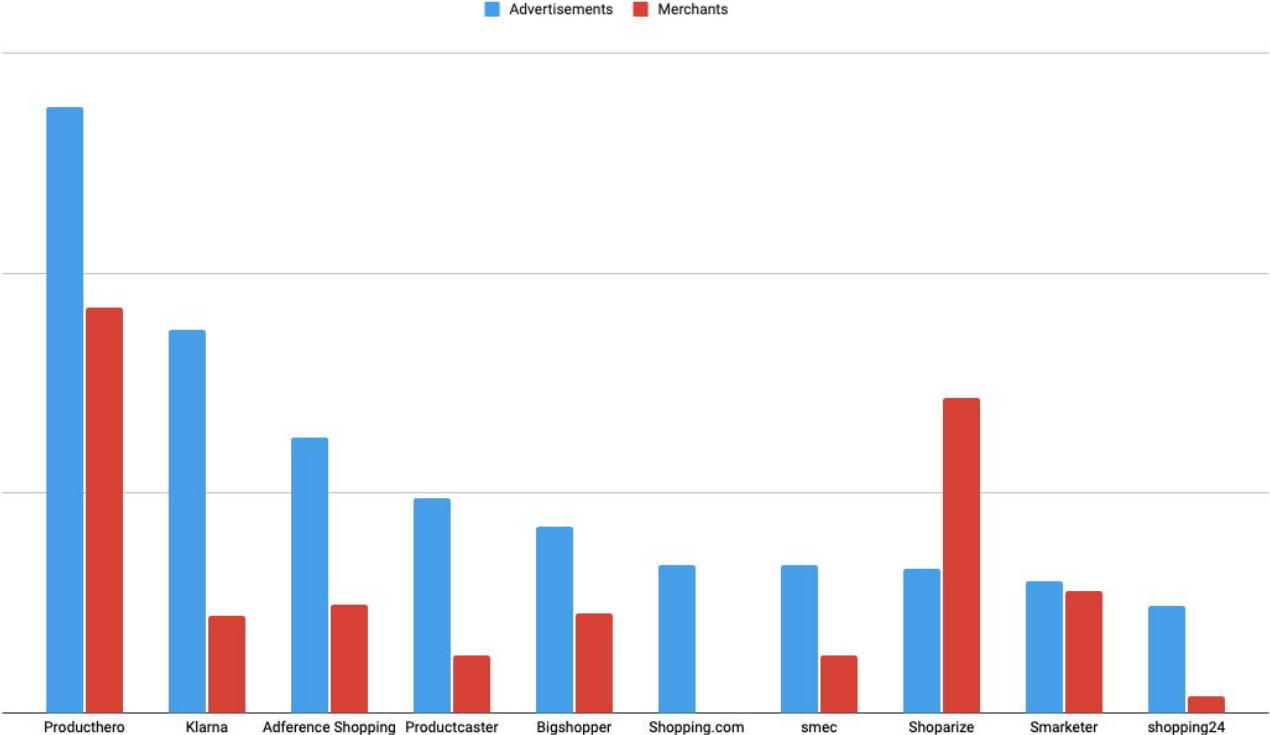
# WE GIVE SHOPPING ADVERTISERS AND AGENCIES MORE SUPERPOWERS

Creating advanced and accessible tools for Shopping advertisers



# #1 IN EUROPE

OVERVIEW OF SHOPPING ADS AND # OF MERCHANTS PER CSS IN EUROPE



## BECOME A PARTNER

# JOIN OUR PARTNER PROGRAM

Sign up as Producthero partner to get rewarded for your efforts. Let's grow together. Get the resources and training needed to build the best shopping campaigns for your clients.

[SIGN UP AS PARTNER](#)

## REASONS TO BECOME A PARTNER



### BOOST QUALITY

Achieve a higher service level using tools to optimise shopping ads.



### HAPPY CLIENTS

Attract and retain clients by offering insights and improvements.



### EXPERT KNOWLEDGE

Get access to videos on the fundamentals and expert tricks for shopping ads.

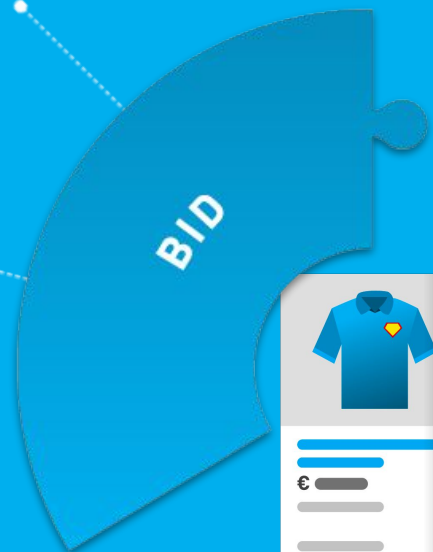


### REWARD PROGRAM

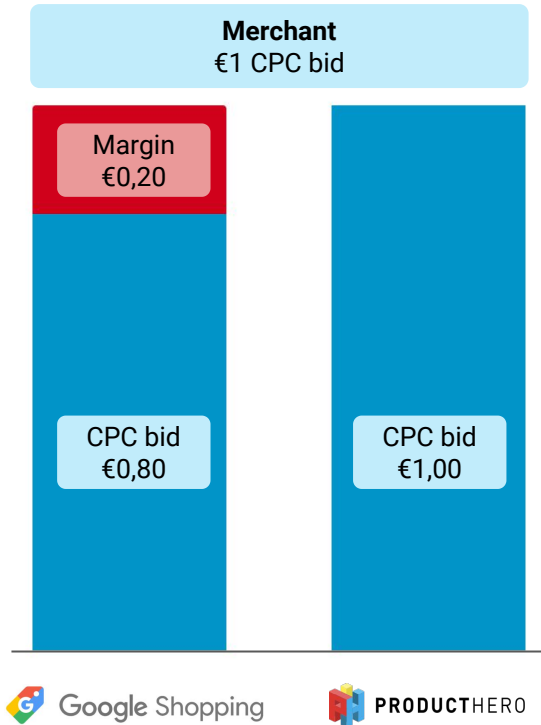
Receive rewards for adding clients to Producthero CSS or Pro.

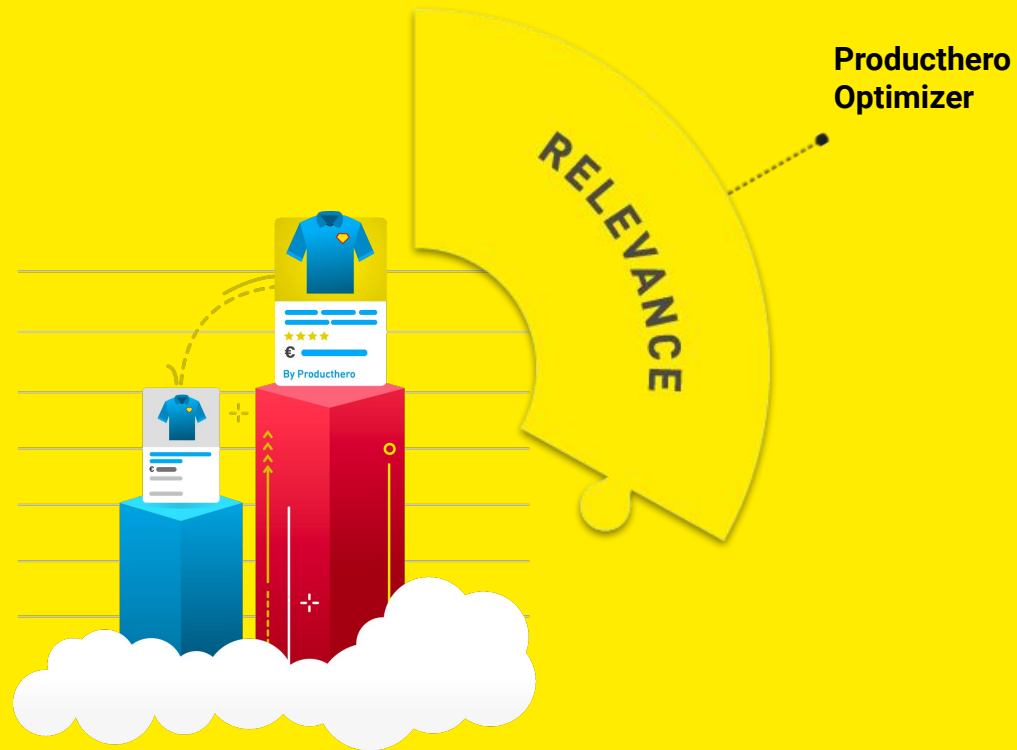
Producthero  
Premium CSS

Producthero **PRO**  
Labelizer

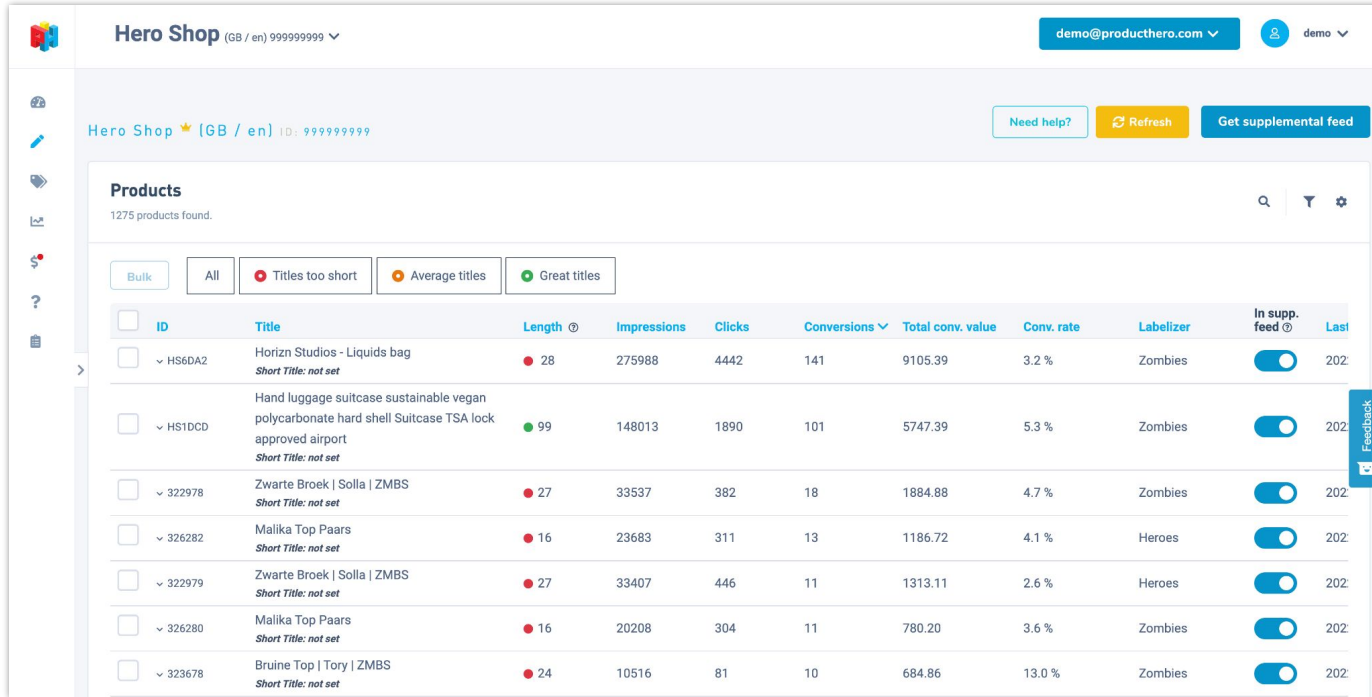


# PRODUCTHERO PREMIUM CSS: DON'T OVERPAY FOR SHOPPING ADS





# PRODUCTHERO OPTIMIZER INCREASES YOUR VOLUME



Hero Shop (GB / en) 999999999

demo@producthero.com demo

Hero Shop (GB / en) ID: 999999999

Need help? Refresh Get supplemental feed

### Products

1275 products found.

Bulk All ● Titles too short ● Average titles ● Great titles

<input type="checkbox"/>	ID	Title	Length <sup>Ⓢ</sup>	Impressions	Clicks	Conversions <sup>∨</sup>	Total conv. value	Conv. rate	Labelizer	In supp. feed <sup>Ⓢ</sup>	Last
<input type="checkbox"/>	HS6DA2	Horizn Studios - Liquids bag <i>Short Title: not set</i>	● 28	275988	4442	141	9105.39	3.2 %	Zombies	<input checked="" type="checkbox"/>	202
<input type="checkbox"/>	HS1DCD	Hand luggage suitcase sustainable vegan polycarbonate hard shell Suitcase TSA lock approved airport <i>Short Title: not set</i>	● 99	148013	1890	101	5747.39	5.3 %	Zombies	<input checked="" type="checkbox"/>	202
<input type="checkbox"/>	322978	Zwarte Broek   Solla   ZMBS <i>Short Title: not set</i>	● 27	33537	382	18	1884.88	4.7 %	Zombies	<input checked="" type="checkbox"/>	202
<input type="checkbox"/>	326282	Malika Top Paars <i>Short Title: not set</i>	● 16	23683	311	13	1186.72	4.1 %	Heroes	<input checked="" type="checkbox"/>	202
<input type="checkbox"/>	322979	Zwarte Broek   Solla   ZMBS <i>Short Title: not set</i>	● 27	33407	446	11	1313.11	2.6 %	Heroes	<input checked="" type="checkbox"/>	202
<input type="checkbox"/>	326280	Malika Top Paars <i>Short Title: not set</i>	● 16	20208	304	11	780.20	3.6 %	Zombies	<input checked="" type="checkbox"/>	202
<input type="checkbox"/>	323678	Bruine Top   Tory   ZMBS <i>Short Title: not set</i>	● 24	10516	81	10	684.86	13.0 %	Zombies	<input checked="" type="checkbox"/>	202

1. Link Merchant center to ad account
2. Discover title ratings
3. Optimize titles

# ADD MORE WORDS TO YOUR TITLE FOR MORE VOLUME

**Products**  
1275 products found.

Bulk All ● Titles too short ● Average titles ● Great titles

<input type="checkbox"/>	ID	Title	Length ⓘ	Impressions	Clicks	Conversions ▾	Total conv. value	Conv. rate	Labelizer	In supp. feed ⓘ	Last edited
<input type="checkbox"/>	^ HS6DA2	Horizn Studios - Liquids bag <i>Short Title: not set</i>	● 28	275988	4442	141	9105.39	3.2 %	Zombies	<input checked="" type="checkbox"/>	2022-07-06

**Title Optimizer (Edited)** Short Title Optimizer Save

Title ( Merchant Center title: VLLNS - Liquids Bag Clear Toiletry / Makeup Bag )

Horizn Studios - Liquids bag


Attribute Suggestions ⓘ

Horizn studios Blue Vega Unisex PVC+PU Home Accessories Wash-bags Luggage Bags Cosmetic Toiletry

OpenAI GPT-3 Suggestions ⓘ

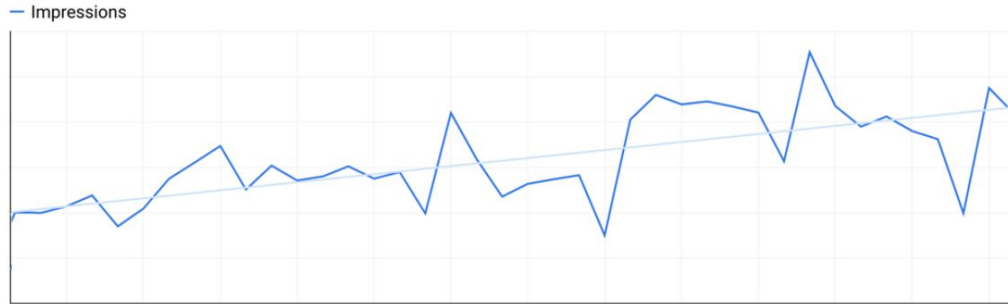
Cosmetics Liquids Air Travel TSA Regulations Transparent Zipper Closure Animal Friendly

The GPT-3 suggestions are generated by AI, based on the first 400 characters of your product description. Show description ▾



Horizn Studios -  
Liquids bag  
£ 20.00

# HOW WEHKAMP BOOSTED THEIR SHOPPING ADS VOLUME



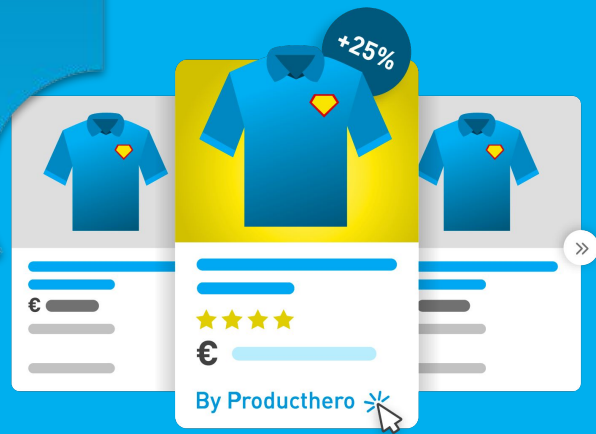
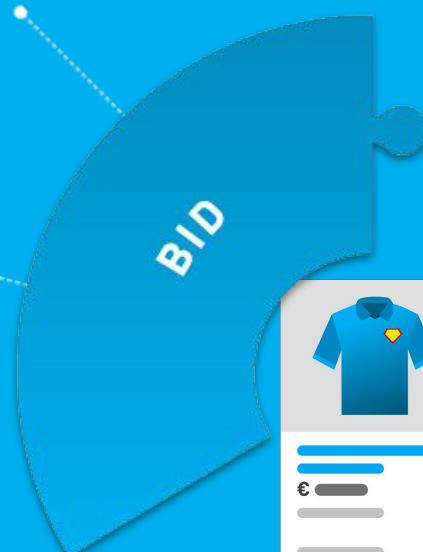
## **Mitch Komen, PPC specialist at Wehkamp:**

“In a 2-Month test period, we ran some successful cases for different low seasonality categories. By implementing the Optimizer advice we were able to achieve much more impressions and clicks on these search terms, of course within the ROAS objectives.”



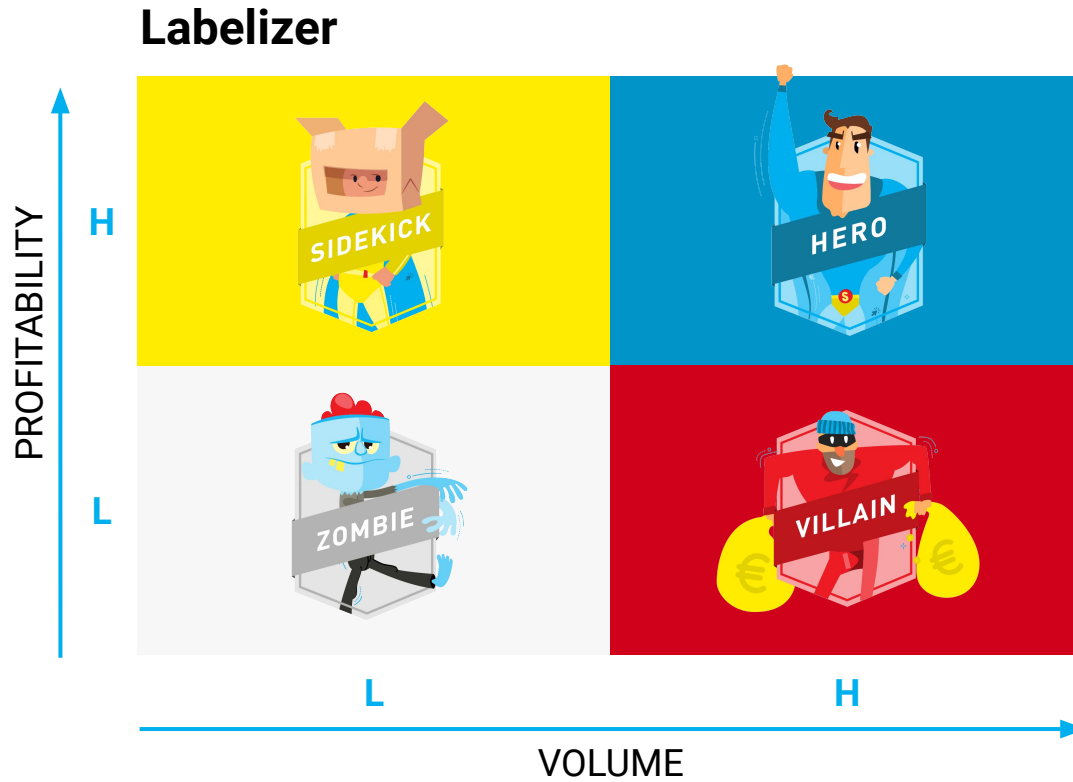
Producthero  
Premium CSS

Producthero **PRO**  
Labelizer

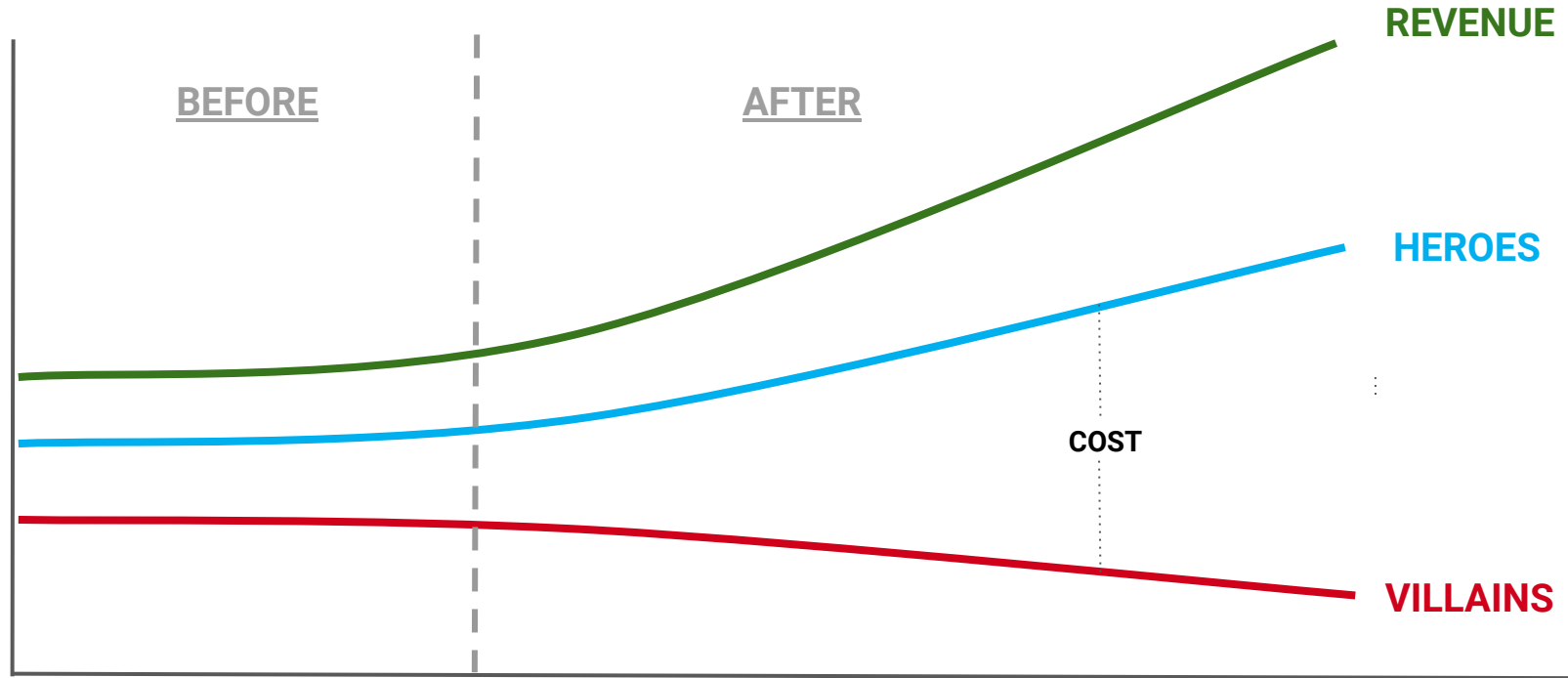


## PROBLEM: CURRENT SITUATION IN SHOPPING ADS

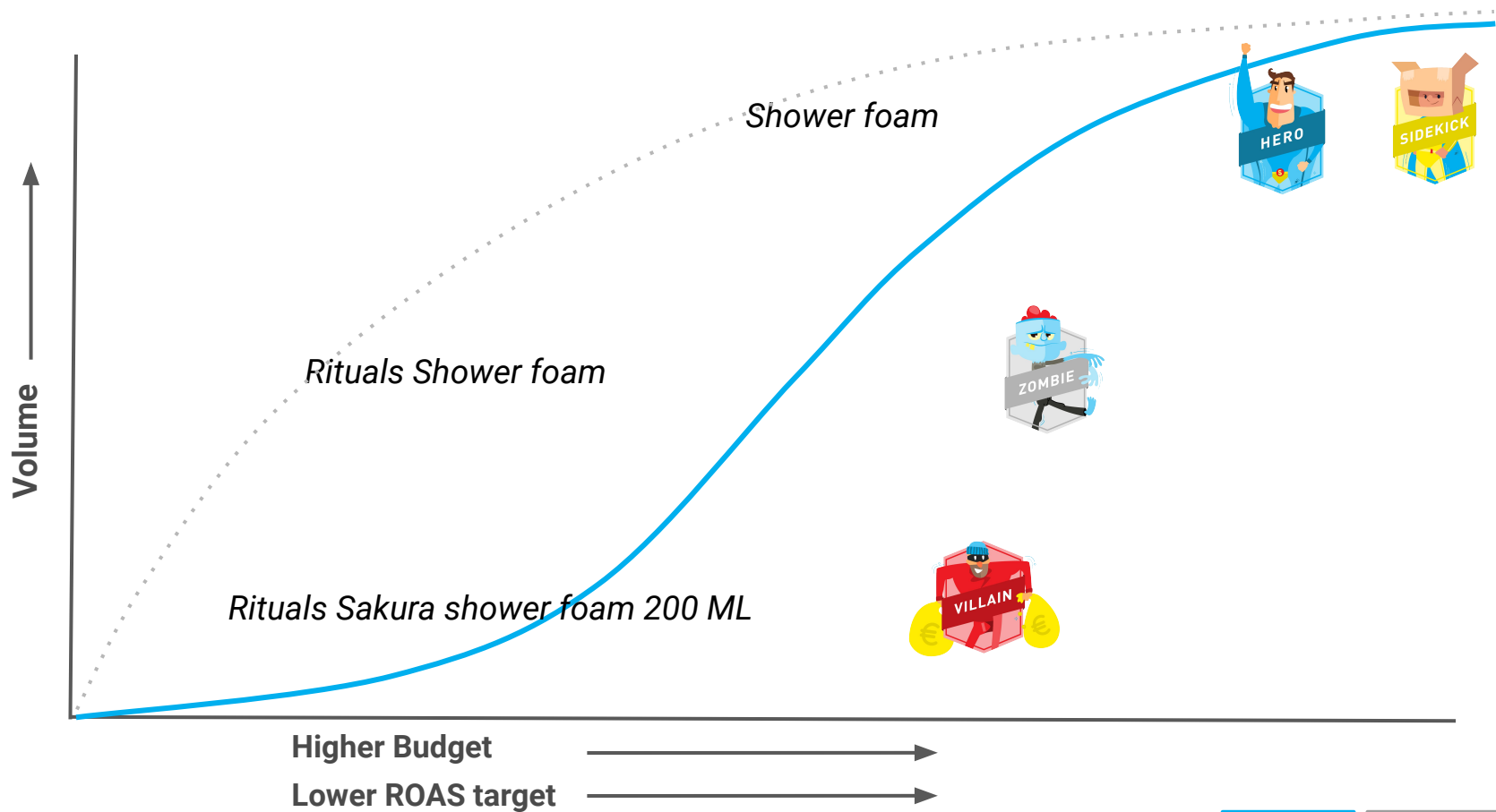
- ✘ Less than 10% of your products are responsible for 80% of the revenue
- ✘ 50% of the costs go to products that perform below your Target ROAS
- ✘ Over 60% of your products are sleeping



# THE EFFECT OF PRODUCT SEGMENTATION



# HOW BIDDING IN PERFORMANCE MAX WORKS

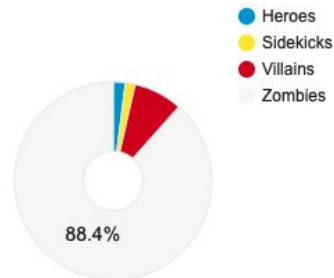


## Aggregation per label

Performance label	Item count	Item %	Impressions	Clicks	CTR	Avg. CPC	Cost	Cost %	Conversions	Conv %	Revenue	Revenue %	AOV	ROAS
Heroes	15	2.0	147353	948	0.635	0.267	199.5	14.2	24	3.07	895.2	43.8	44.98	449
Sidekicks	12	1.6	16454	100	0.911	0.361	27.78	2.0	15	22.2	930.43	45.5	60.67	3349
Villains	60	8.0	615400	3274	0.618	0.235	796	56.5	8	0.18	217.41	10.6	3.1	27
Zombies	664	88.4	459213	1742	0.344	0.103	386.6	27.4	0	0	1.73	0.1	0.17	0
	751		1238420	6064	0.627	0.242	1409.88		47		2044.77		27.23	956

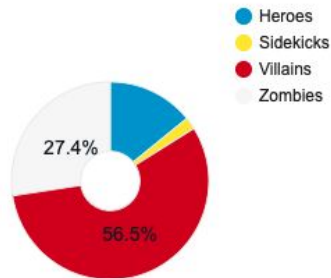
Items per Label

Items per Label



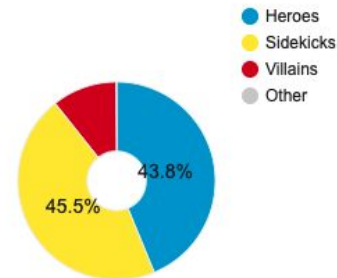
Cost per label

Cost per Label






Revenue per label

Revenue per Label

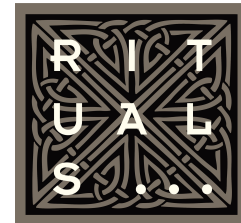


# RITUALS GAINED CONTROL ON THEIR PERFORMANCE MAX CAMPAIGNS

		
Rituals Cadeaupakket ... <b>€27.92</b> Rituals Free shipping ★★★★★ (224) By Producthero	Rituals - The Ritual of Oudh... <b>€99.00</b> <del>€128</del> Rituals Free shipping By Producthero	Rituals - Sakura Gift Set S - Th... <b>€24.90</b> Rituals +€3.90 shippi... ★★★★★ (1k+) By Producthero

## Yannic van Overbeeke, Senior SEM Team lead, Rituals:

“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.”



[Read the case](#)

## CASE STUDY: GOOGLE SHOPPING ADS

+13% CONVERSION VALUE  
40% ROAS INCREASE



DISCOVER HOW



### Davey Stokkers, Head of SEA @ Adwise:

“As we are able to use the existing product data for automation we generated an improvement of 40% for the ROAS and an uplift of 13% in conversion value, without losing volume for Sendasmile.de”



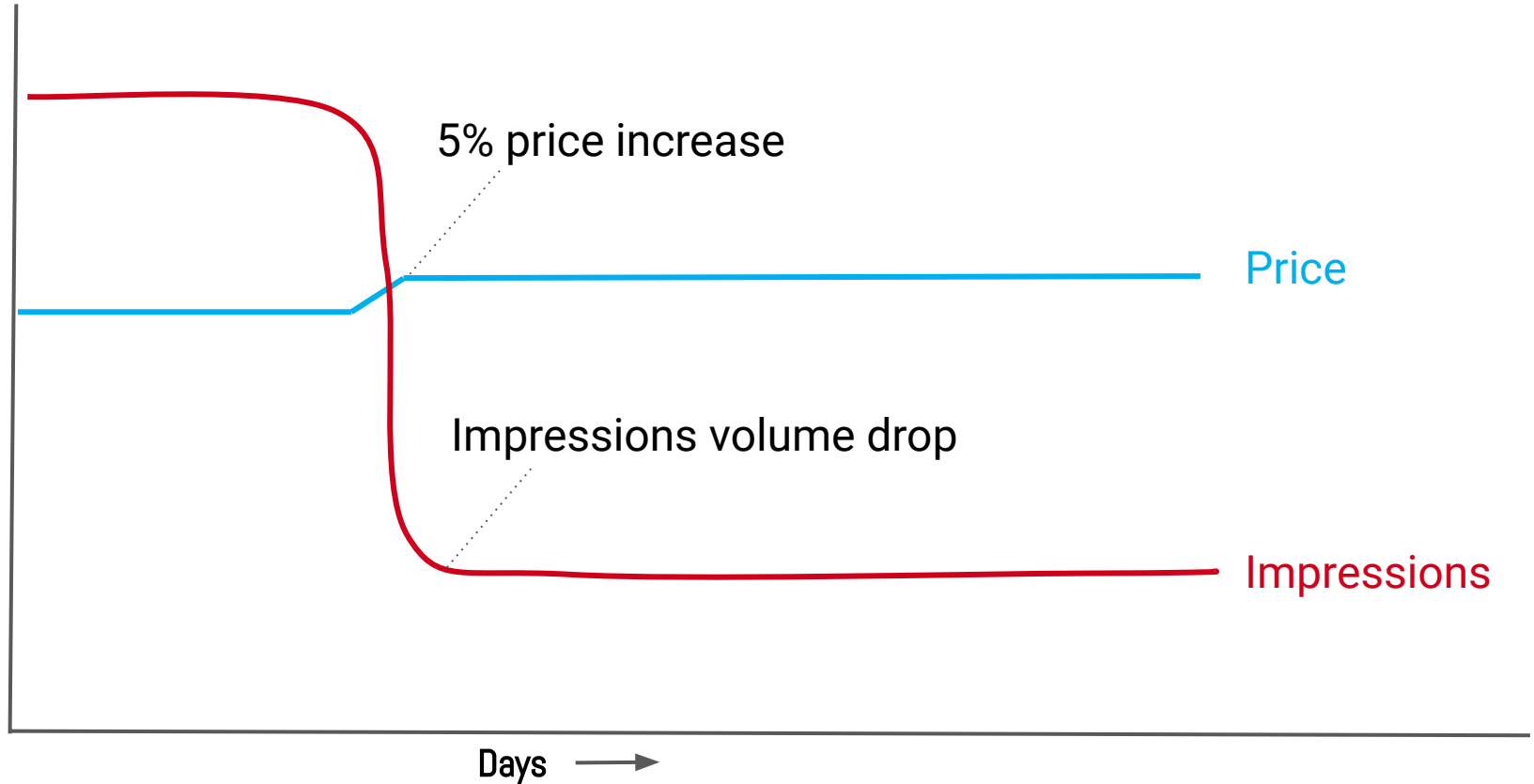
Karten. Machen. Freude.



Producthero PRO  
Pricelizer

Producthero PRO  
Price benchmark data

# THE EFFECT OF PRICE ON SHOPPING ADS VOLUME



# THE EFFECT OF PRICING ON ADVERTISING

Customer increases price, conversions drop. Customer decreases price, conversions increase



Campaign	Clicks	Conversions	Conv. value
Total: Shopping campai...	8,295	216.68	6,565.11
Mon, 20 Jun 2022	381	8.67	248.10
Tue, 21 Jun 2022	478	5.00	115.86
Wed, 22 Jun 2022	531	7.00	236.66
Thu, 23 Jun 2022	489	15.34	408.90
Fri, 24 Jun 2022	374	9.00	274.36
Sat, 25 Jun 2022	299	2.00	89.04
Sun, 26 Jun 2022	535	27.50	972.29
Mon, 27 Jun 2022	639	31.70	819.40
Tue, 28 Jun 2022	634	21.80	643.88
Wed, 29 Jun 2022	770	20.70	554.20
Thu, 30 Jun 2022	615	12.00	355.86
Fri, 1 Jul 2022	643	18.00	577.71
Sat, 2 Jul 2022	654	17.50	534.22

2

3

**BENCHMARK PRICE**  
**=**  
**PRODUCT PERFORMANCE INDICATOR**



# SEE COMPETITOR PRICING ON PRODUCT LEVEL USING PRODUCTHERO PRO

**HeroShop** (NL / n) 99999999

hero@producthero.com

Hero Hero

IMAGE	ID	TITLE	BENCHMARK	YOUR PRICE	BENCHMARK PRICE	LOWEST PRICE	DIFFERENCE	CLICKS	COST	CONV. VALUE	ROAS	LABEL	SCRAPE
<input type="checkbox"/>	1234-56678-9824-241	Producthero product	● Above	€ 99.99	€ 89.62	€ 70	€ 10.37	197	€ 152.67	4003.524	2622%	Heroes	<input checked="" type="checkbox"/>
<input type="checkbox"/>	1234-56789-9143-112	Producthero product	● At	€ 411.95	€ 411.95	€ 314.99	€ 0	708	€ 150.44	1303.819	867%	Villains	<input checked="" type="checkbox"/>

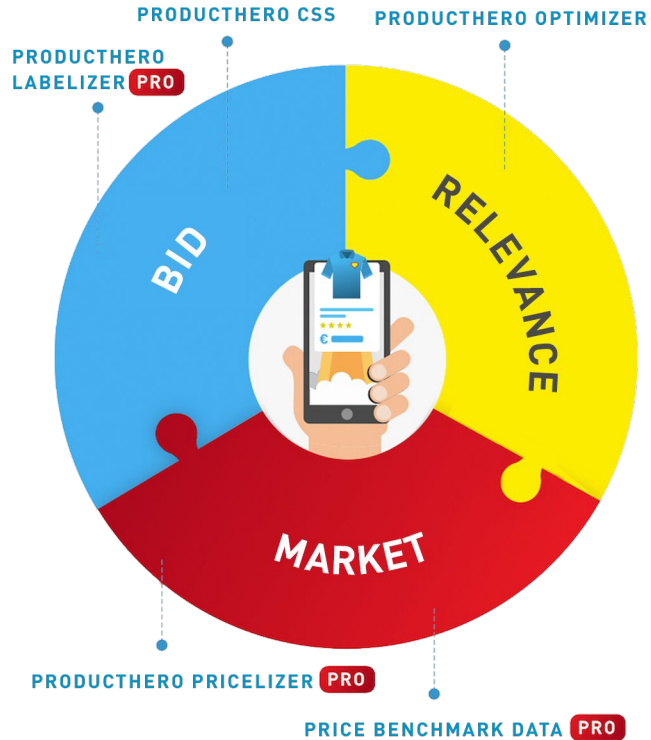
Merchant	Date	Price	Benchmark Price	Difference	Shipping Price	Total Price
Competitor 1	2022-05-03	€ 411.95	€ 411.95	€ 0.00	€ 0	€ 411.95
Competitor 2	2022-05-03	€ 422.40	€ 422.40	€ 0.00	€ 0	€ 422.40
HeroShop	2022-05-03	€ 411.95	€ 411.95	€ 0.00	€ 0	€ 411.95
Competitor 3	2022-05-03	€ 314.99	€ 314.99	€ 0.00	€ 7.99	€ 322.98
Competitor 4	2022-05-03	€ 333.95	€ 314.99	€ 18.96	€ 3.95	€ 337.9
Competitor 5	2022-04-27	€ 390.37	€ 314.99	€ 75.38	€ 7.99	€ 398.36
Competitor 6	2022-04-27	€ 390.37	€ 314.99	€ 75.38	€ 7.99	€ 398.36

— Your price

- - - Lowest Price

# MAKE YOUR ADVERTISEMENTS MORE EFFICIENT



Join 8.000+ merchants and 400+ agencies



## We're here to help

Do you have questions about Producthero?

Please contact us via: [hello@producthero.com](mailto:hello@producthero.com)

or call: +31 20 35 86 56 65

## HOW CAN MY AGENCY START WITH PRODUCTHERO?

**Step 1:** Go to the **Add Webshop** page, fill in your details, go to the next step and select **I'm subscribing as an agency**

**Step 2:** Add all the merchants that you want to add to Producthero by clicking **+ Add other shop/country**

1 INFO 2 MERCHANTS 3 OVERVIEW 4 PAYMENT

**START YOUR 30 DAY TRIAL WITH PRODUCTHERO PREMIUM CSS**

- ✓ Switch realized within 48 hours
- ✓ Immediate 20% discount in the ad auction
- ✓ Campaigns continue as normal, no downtime, maintain quality score
- ✓ First 30 days are free
- ✓ Can be canceled at any time

### CONTACT INFORMATION

First name  Last name

Email@address.com

Phone number

Company name (Agency)


Address  Number  Addition (Optional)

Zipcode  City

Select country


I'm subscribing as an agency

Contact details are equal to invoice details



2 MERCHANTS 3 OVERVIEW 4 PAYMENT

### MERCHANT DATA

Shopname [Edit](#) 

Shop name

Shop url

Merchant Center ID   
You can find your merchant center id at <https://merchants.google.com>

Select countries

**+ Add other shop/country**

PREVIOUS STEP NEXT STEP

