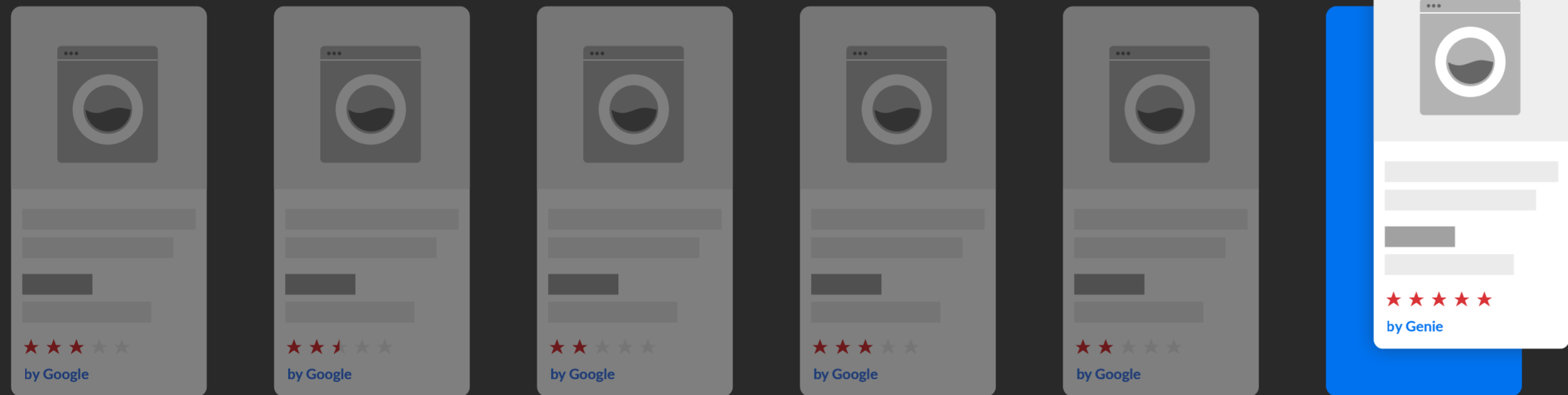


GENIE SHOPPING NETWORK



CPA Shopping Service

Background

Following a 2017 EU ruling, Google opened its Shopping ad platform to other comparison shopping services (CSSs) via the Google Shopping CSS programme. Genie's background in comparison shopping sites and state-of-the-art bidding technology enabled us to be one of the first to join and we've been helping retailers grow both their Google and Microsoft Advertising Shopping sales since.

CPA service

Additional sales to your existing Shopping Ads on a CPA basis managed entirely by a CSS. You can still run your existing Shopping ads through Google Ads and Microsoft Advertising yourself, or via your digital agency. We set up separate Ads and Merchant Center accounts and we pay for the clicks: you only pay for the sales we drive. Tracking and payments are handled via an affiliate network.

Benefits

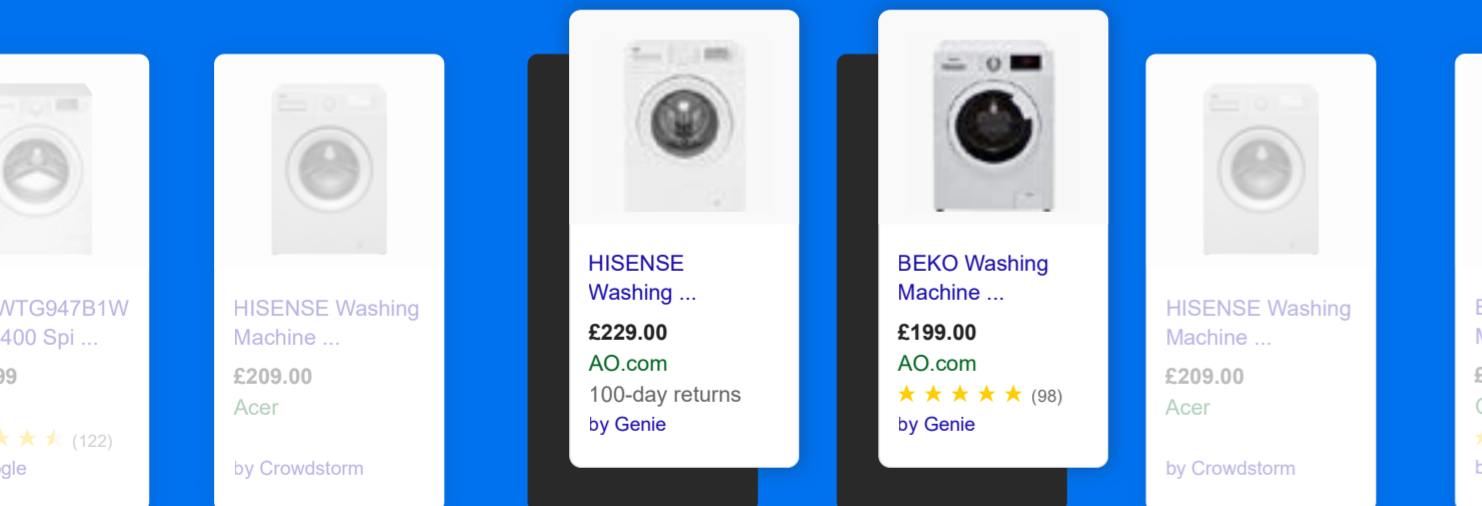
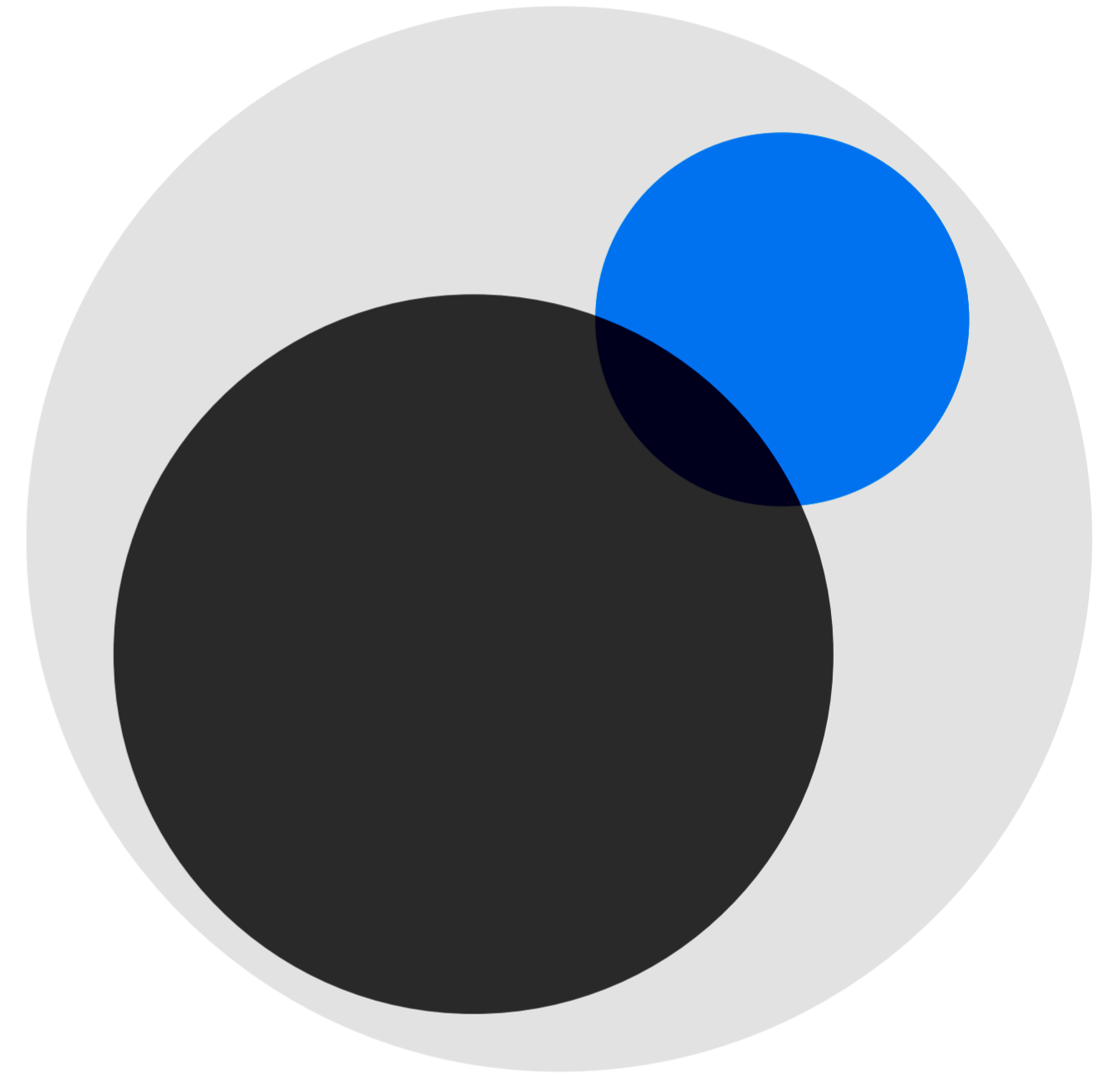
No set up fee / Increased Shopping impression share / Additional sales on a cost per sale basis / Genie Google Shopping expertise and efficiency

Set up requirements

Google Shopping spec feed / Affiliate programme / CPA agreement

How the CPA service works:

- Search terms relevant to your products.
- Our bidding tech wins cost effective bids for search terms your own activity might not reach.
- Your current shopping activity can continue running alongside the extra sales your CSS (us) will drive for you.



FAQs

How do we make sure CPA service sales are incremental to your own Google Shopping sales?

1. The unique product identifier (EAN or GTIN) in the feed will be recognised by Google. Google won't show the same product more than once from the same retailer in a single set of results, regardless of how many CSSs you work with.

2. The CPA we work to should be below your in-house COS target, but as high as you can go to enable us to compete in the Google Shopping auction. Of course, you can give us a higher CPA for specific categories or the whole feed if you find our sales to be more cost efficient.

Will working with Genie Shopping increase the CPA on my own Google Shopping account?

No. Provided the two points above are adhered to we will not increase your costs or compete with your own activity.

How do you win Shopping ads we are not winning already and increase my category share?

We will optimise and enrich your product feed with our in-house technology. This will generate results for different products and search terms, expanding the longtail results and winning Shopping ads for you that would otherwise go to competitors.

How do I make sure I get the most from working with Genie Shopping?

The best thing you can do is provide us with the best possible feed. We can provide expert advice and a feed specification to help you with this. We'll also encourage you to see us as a strategic partner and keep us informed of your objectives, so we can work together to grow sales effectively.

What data will I be able to see?

You will be able to see all the data normally provided through your affiliate platform. In some cases we will be able to share additional data from our AdWords activity to enable you to rigorously test the CSS services.

Will I be tied to a contract?

No. You can pause the activity at any time, although this rarely happens.

What technology does Genie Shopping use?

Genie built its own bidding technology, which helped us win the Google Shopping Innovation Award in 2017. We continuously enhance our tech products and we automate Google Shopping bidding.

Should I work with one or more CSS?

You can work with as many CSSs as you choose. But working more closely with one or two CSS partners provides a more long-term opportunity for both sides.

Will my products be listed on your comparison sites as well as appearing on Google Shopping?

Yes. This is a requirement of the Google CSS programme.

Which CSS website will my products appear on?

We have several comparison sites. Genieshopping.com is used for all self-managed service clients in the UK and EU. Crowdstorm.co.uk is for UK CPA non-fashion clients, while Cafélamoda.com is for all fashion and home UK and EU CPA clients. and Wizzled.com is used for non-fashion CPA EU clients.

Can Genie work across the EU?

Yes, we can work in any of the EU countries listed for the Google CSS programme. We can also work in other major territories outside of the CSS programme by separate negotiation.

Why work with Genie Shopping? Here we let some of our clients speak for us...

[Zoro.co.uk](#)

Zoro went live with Genie Shopping in January 2019. Since then, Genie grew its affiliate sales an impressive 20-fold (2,000%) and on a flat CPA.

"Genie Shopping has made a tremendous contribution to our affiliate programme and has been instrumental to the growth of Zoro UK in 2019. This was achieved using its bespoke feed and bid optimisation software. We can't endorse Genie high enough "

Chris Matenaers, Marketing Director. Zoro

[Tower London](#)

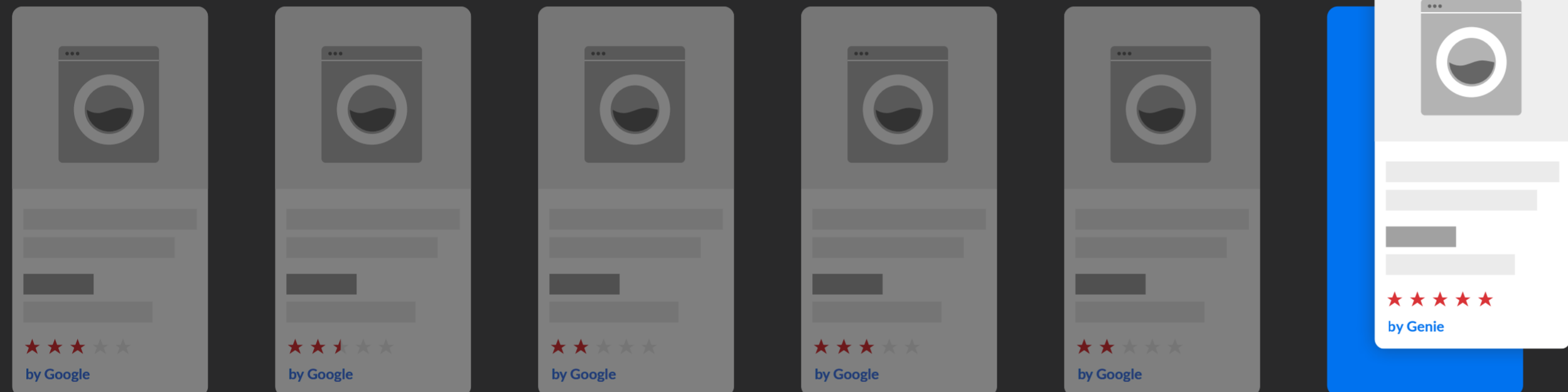
"Genie Shopping is one of our top performing affiliate partners and our number one CSS, accounting for around 34% of all affiliate sales. In just six months, Genie Shopping increased revenue driven to Tower London by more than 500% and orders by a staggering 700%. Equally importantly they are very responsive, providing fast feedback on any issues that may arise. We absolutely recommend them."

Manish Hatkar, Systems & Operations Manager. Tower London

[ThoughtMix](#)

"ThoughtMix works closely with Genie Shopping on a number of our clients for CSS on a CPA. We've been impressed by their knowledge and expertise in driving consistent growth for these clients through CSS. We're looking forward to working with them on many more brands who will benefit from their service."

Steve Bryant, Managing Director. ThoughtMix



Interested?

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