

Dedicated CSS


by Hometiger




[GDPR](#) has made tracking complicated. Over the last two years, we've revolutionized our tracking system. Our tracking system, "Leopard," is first-party and 100% GDPR-compliant. The entire system is [private by design](#) and built to handle incomplete data very efficiently.

For us, this is a revolution because we no longer match users to products inaccurately, but instead match user groups to product groups with great precision.

Now, we're able to aggregate product and performance data from hundreds of furniture retailers in a way that allows us to spot trends better than before and optimize CSS CPCs more effectively.

No extra product feed. 

20% CSS discount VS Shopping 

3 months free* 

1

Pre Launch Phase

We use your existing product feed. We define your CSS products and CPCs based on data from over 100 retailers.

no Costs

2

Learning Phase

We need 3 months to train the delivery using your real-time purchasing data. You only pay the Google CPC.

CPC Costs

3

Acceptance Phase

If you're satisfied with the results from the third month, you set a quarterly budget. You pay us 5% of the CPC costs as compensation.

CPC Costs

+ 4.9% Network Fee*

Why choose a Dedicated CSS with Hometiger?

1. We are specialists in Google Shopping / CSS for furniture. We've been a trusted partner in Germany since day one!
2. We don't just funnel your data through the Merchant Center and collect fees. We use not only your data but also national data from across the market to optimize your CSS campaigns.
3. We are 100% GDPR compliant. Our tracking script is based on a first-party cookie, which is fully controlled by your customers.

**You only pay for our service once you are satisfied. During the first 3 months, you only cover the CPC costs, which we also have to pay to Google. Starting from the 4th month, you pay us +4.9% of the CPC revenue as compensation.*

