

Whitepaper

Klarna Comparison Shopping Service.

Klarna.



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What is Comparison Shopping?

The Comparison Shopping Service (CSS) program was created by Google in 2017 to diversify the search results for Product Listing Ads (PLA) sometimes referred to as "Shopping ads" or "Google Shopping". Google Shopping now accounts for **65%** of all US Google Ads clicks¹. With a positive click-to-spend ratio, UK retailers spent **47.2%** of their search ad budget on desktop PLAs, which produced **52.3%** of their search ad clicks².

Today's shoppers conduct online research to compare options and gain inspiration, before making their purchase. **64%** of Swedish customers used Google Search as their starting point over retail sites when looking to buy. Comparison shopping PLAs are published in these micro moments at the point of search, enabling users to compare products based on price, reviews and merchant for a quick and convenient shopping experience³.

PLAs are published at the top of Google Search pages, ensuring high visibility for merchants and their products, driving click-through.

47.2%

of UK retailers' search ad budget spent on desktop PLAs.

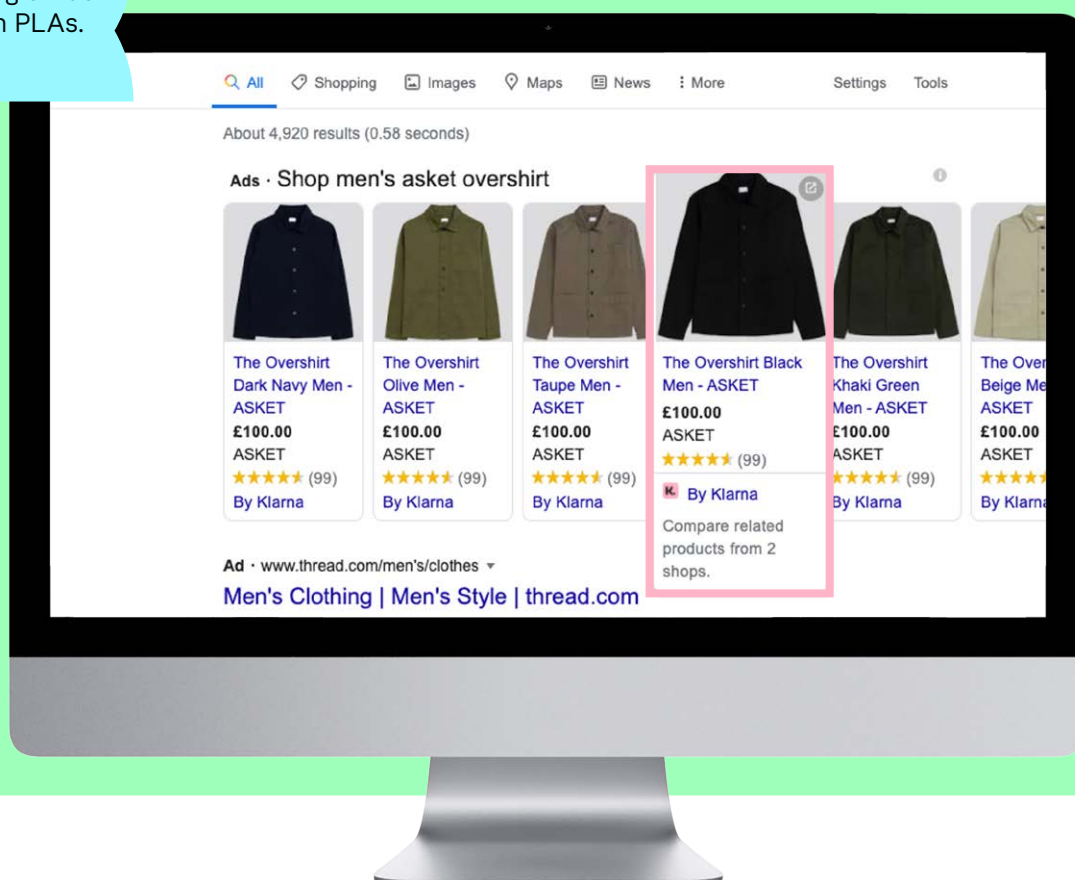
64%

of Swedish customers used Google Search as their starting point over retail sites when looking to buy.

65%

of all Google Ads clicks on PLAs.

A CSS partner facilitates the publication of a PLA on Google and is then the link between the advertiser (the merchant) and Google.



¹ Google Spending by ad format 2019, Merkle's Digital Marketing Report for Q1 2019.

² 2021 Digital Commerce 360 | Vertical Web Media LLC.

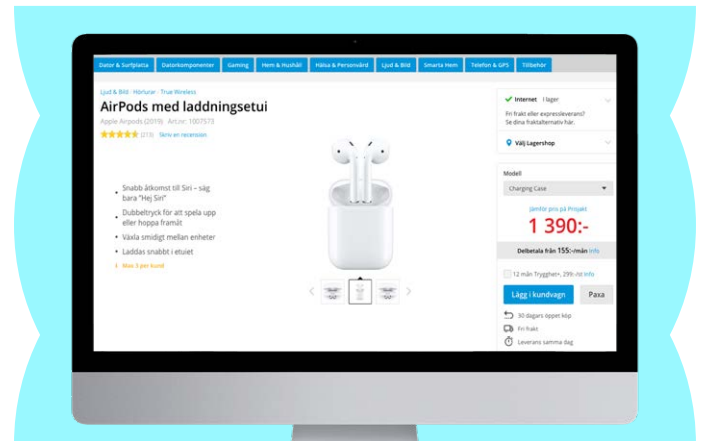
³ The Smart Shopper Research Kantar/Google 2019.

How do PLAs work?

Users clicking on the advert will be redirected to the relevant merchant product page, these clicks are charged on a cost per click (CPC) model within your Google Ads account.

Clicks on the 'By Klarna' tag are taken to the Klarna comparison shopping platform at **css.klarna.com** where all related products are published, these clicks are free.

Merchant page.



The PLA.

Apple AirPods
2019 helt...
1 368,00 kr
MediaMarkt.se
By Klarna

Apple AirPods (2019)
- AirPods med laddningsetui
1 369,00 kr
NetOnNet

By Klarna

Compare related products from 20+ shops.

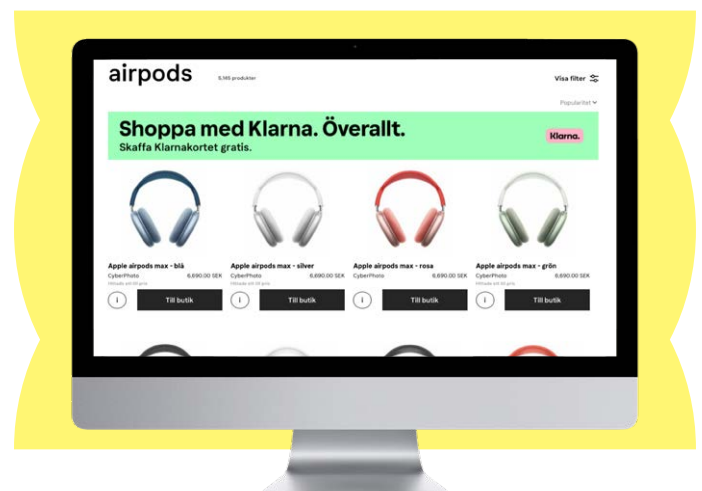
Ad.

Product Image
Product Title
Price Merchant
Redirects the user to the merchant

The CSS.

Redirects the user to the CSS property **css.klarna.com**

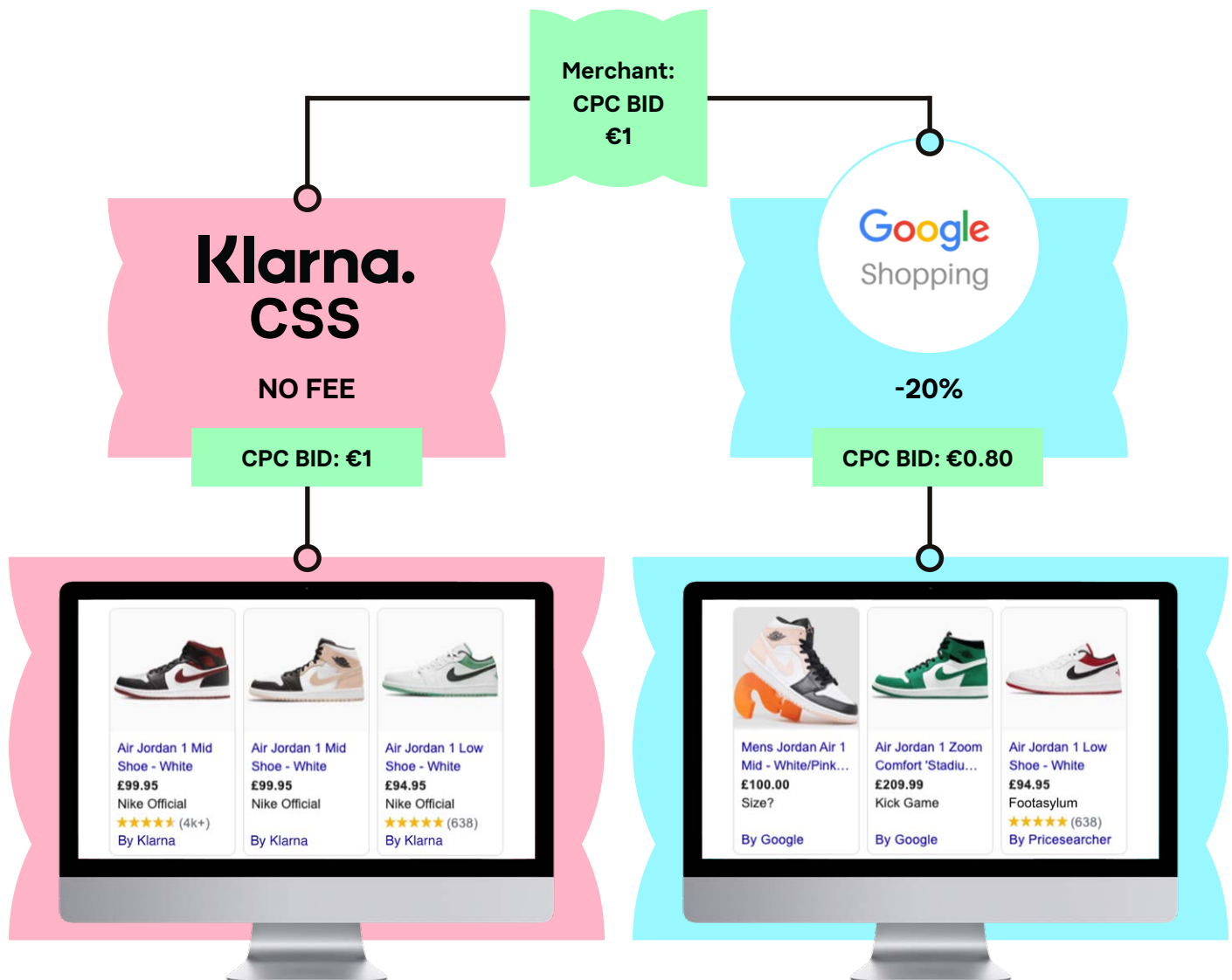
Klarna Comparison Shopping platform.



Why Klarna CSS?

Save 20%, enjoy the stronger bid.

By switching to Klarna CSS, retailers can save up to **20%** on their CPC spend by avoiding a margin charged by Google Shopping. This gives Klarna CSS merchants the stronger bid towards gaining the more prominent PLA placement in the Google ad auction. With the stronger bid merchants can see a higher position leading to higher click-through rates, impression share and lower CPC as a result.



Increase your ROAS and gain the stronger bid

Drive your e-commerce.

Gain extra customer reach.

Klarna CSS will list your entire product listing on our Klarna comparison shopping page at **css.klarna.com** for free, giving your brand more visibility on relevant customer searches with purchase intent. Popular brands and products are listed on the homepage to provide customer inspiration.

Enhance performance with Google Ads shopping campaigns.

Continue to manage your Google Ads campaigns to optimise your PLAs directly to specific commercial goals such as driving sales, increasing awareness, increasing profit, acquiring new customers and more.

51%

users purchased from a different merchant when finding info in the moment they needed.¹

30%

increased conversions on average when using Smart Shopping campaigns.²

81%

consumers across the globe say they've discovered new brands online during COVID-19.²

Available add-ons.

Boost your reach with add-on marketing services on our comparison shopping platform including:

- **Sponsored placements** – premium placement formats on our home and product search pages, to highlight your brand.
- **Search priority campaigns** – prioritisation of your brand and product key words to rank above competitor brands on platform searches.
- **Dynamic adverts** – dynamic AI-driven native ads that provide retailers with personalisation capabilities, created with products based on individual users' behaviour.

Boost visibility to new in-market customers

¹ Drive Online Sales with Shopping Ads. Google, 2020.

² Retail playbook: Everything you need for the key shopping moments in 2021. Google, 2021. Google Data, Jan 2018–May 2019. Based on aggregated results of A/B traffic split for 690 advertisers using Smart Shopping campaigns and 142 campaigns using Target ROAS Smart Bidding for Shopping campaigns.

Easy onboarding.

Switching to Klarna CSS.

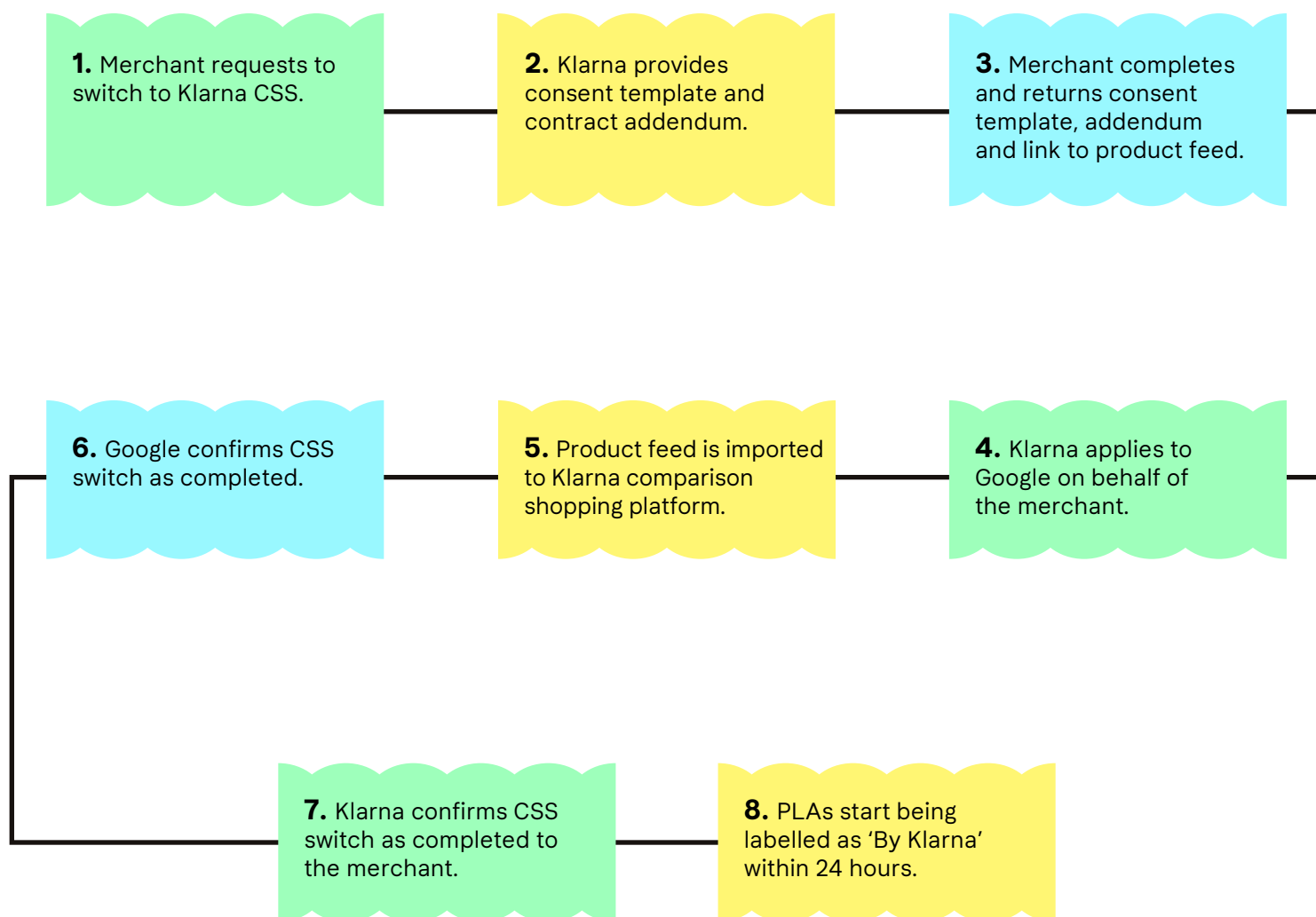
Following a few simple steps, any merchant can onboard for our CSS Hosting offering and get the full benefits of a stronger bid on Google.

To proceed with the switch, we require:

- 1. Written consent** – completion of a provided consent template, sent from an email account that has admin-level access to your Merchant Center.
- 2. Product feed URL (or API)** – as a .csv or .xml file.
- 3. Completed contract addendum** – details the partnership agreement.

Additionally, if you are currently with another third party CSS, the below would be required. If you currently use Google Shopping as your CSS host this is not required.

- 4. Consent template for you to send to your current CSS provider for completion** – for them to acknowledge the switch.



Switching CSS will not interrupt any existing live campaigns

FAQs.

Where does comparison shopping operate?

Currently available in 21 markets across the European Economic Area: Austria, Belgium, Czech Republic, Germany, Denmark, Spain, Finland, France, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Romania, Sweden, Slovakia plus Switzerland and the United Kingdom.

Do I have to switch over entirely or can I use another CSS provider concurrently?

You can use as many CSS providers as you like, giving you the flexibility of how you manage your campaigns and product feeds. For example, you can switch over specific markets or accounts, and we can also open a new By Klarna merchant centre for you to use for secondary campaigns.

Is it possible to switch to Klarna CSS and keep all my campaigns and stats?

Yes, as long as all of your activity and targeting is set to markets within the CSS program you can continue to use your merchant centre and keep all campaigns, data, stats and quality score with no change. If you require a new account set-up, in this instance there would be a learning period of about a week.

What level of support will be available with Klarna CSS?

Klarna offers a self-service hosting solution and does not provide campaign strategy support. Google still offers first line troubleshooting support via mail, chat and phone as per usual to everyone.

I target a market that is outside of the CSS program and this is an important market for us, how can we on-board for Klarna CSS?

Google now supports markets outside the CSS program which allows merchants to consolidate their activity into a single Merchant Center account for more seamless PLA management. Any activity in the rest of the world will remain under Google Ads and will not be subject to the advantages of a third party CSS.

Get in touch.

If you would like any further information regarding Klarna Comparison Shopping Service, please contact css-support@klarna.com or reach out to your commercial manager to learn more.

Klarna.

