

Will a CSS partner cannibalise your Google Shopping campaigns?

How Google's Shopping auction handles multiple CSS partners. Why it prevents cannibalisation. How you can verify it on your own account.

The short answer

No. Google's Shopping auction deduplicates bids at merchant level.

When Shoparize and your own campaigns both bid on the same product, Google sees one merchant, not two competitors. Only the highest bid enters the auction. The other is dropped before the auction runs.

Your CPC is always determined by a competing merchant. Never by your own CSS partner.

How the auction handles it

Two scenarios show what merchant-level deduplication looks like in practice:

Your bid is higher than Shoparize's


Your bid wins. Shoparize is removed from the auction. You pay €2.40 based on Competitor 1.

You bid	€2,60
Shoparize bid	€2,50
Competitor 1	€2,40
Competitor 2	€1,90

Shoparize's bid is higher than yours

Shoparize wins the impression. Shoparize pays Google €2.40. You pay nothing until a sale comes in.

Shoparize bid	€2.50
Competitor 1	€2,40
You bid	€2,30
Competitor 2	€1,90



In both cases, your CPC is set by a competing merchant. Never by your CSS partner.

Verify incrementality on your own account

Shoparize dashboards give you detailed search term reports, providing insights in impressions, clicks and conversions. Looking for more in-depth insights? Consider these 2 methods:

1 Google Auction Insights

The overlap rate between your campaigns and any CSS bidding on your behalf shows how much of the partner's activity is additional.

Incremental share = 100% - overlap rate


A 25% overlap rate means 75% to 100% of the revenue Shoparize generates would not have been captured by your in-house campaigns alone.

2 Geo incrementality test

Pick two sets of regions with similar basket value, sales volume, and conversion rate. Run Shoparize campaigns in one set. Leave the other untouched.

After four weeks, compare. The gap is what Shoparize added.

Ask your Account Manager to set this up



Read the full argument
Our blog covers the mechanic in detail, with references to Google's documentation.
partner.shoparize.com/en/article/will-adding-a-css-partner-cannibalise-my-google-shopping-campaigns

Shoparize. Where Comparison Drives Conversion.

25,000+ marketplaces, resellers, and brands trust our hands-on local teams to deliver additional sales through Google Shopping, Microsoft Shopping, and Shoparize.com on a pay-per-sale basis.

[Get started with Shoparize](#)

[Talk to your Account Manager](#)

