



Dublin, Tuesday, May 15th - GetLocal.ie, Ireland's leading online local shopping destination, is proud to announce that it has become the country's first Google Comparison Shopping Partner (CSS). This additional service highlights the platform's dedication to assisting Irish retailers in reaching their customers by providing further opportunities to showcase their products online.

Shop Online with a local Irish retailer using 'GetLocal.ie' .

Getlocal.ie allows consumers to take control of where they purchase online and discover what local businesses around Ireland offer. By extending the platform to include Google CSS technology, GetLocal can now publish merchants' online product listings across multiple properties.

[The Getlocal CSS service](#) is a fully automated approach to distributing product listings, enabling products to surface across Google Search, Google Shopping, Google Image Search, GetLocal.ie, and goldenpages.ie. Once a business is onboarded to Getlocal CSS, their products will propagate and continually update across its network, freeing up businesses' valuable time and resources.

Google Shopping Ads have become a popular advertising platform for businesses selling physical products. We are the only Irish-based Google Comparison Shopping Partner. When you place your Google Shopping Ads via a Google CSS Partner you are eligible for a 20% discount on the Shopping CPC in Google Ads. Once your campaign goes live with GetLocal CSS, the fixed 20% markup on the cost-per-click (CPC) is no longer taken by Google Shopping CSS. Companies can either run their campaigns in-house or avail themselves of a fully managed Performance Max solution offered by Getlocal CSS's in-house SEM Team.

Getlocal CSS pushes product attributes, including images, across its shopping listing network, driving additional traffic to product listings and providing businesses with more opportunities to increase sales.

Jade O'Connor, VP of Product & Marketing for 'GetLocal.ie', said, "Online shopping has revolutionised the way consumers discover and shop for products and has seen mega-sites launch from offshore retailers. Often that same product is available from a local shop just down the road, but the consumer can't find it. Getlocal.ie is changing that. We list over 1.4 million products you can buy from local Irish retailers. As online shopping continues to evolve there are new opportunities for local retailers, one of those options is Google Shopping and that's why we've launched our GetLocal CSS. It's an excellent opportunity to reach even more consumers who are actively doing shopping-related searches. With up to 20% reduction applied to Shopping Ad spend, the service pays for itself very quickly and then offers exceptional ROI"

Search 1.4 Million Products Available From Irish Retailers at <https://www.getlocal.ie/>
Learn more and sign up for Getlocal CSS today by visiting www.getlocal.ie/merchants/css.

About Getlocal.ie

The platform makes it simple for consumers to locate nearby products they can purchase online or pick up in-store. With over 1.4 million products from over 5,000 Irish retailers, Getlocal.ie powers online and offline shopping experiences, allowing consumers to discover and purchase online products from local retailers nationwide. Getlocal.ie is owned and managed by [FCR Media Ireland](#).

FCR MEDIA

About FCR Media Ireland:

FCR Media is a full-service Local Search, Web & Media company dedicated to serving SME's. We offer a range of online solutions to Irish businesses to help them engage with potential consumers wherever they search online.

FCR Media Ireland's brands include goldenpages.ie, GetLocal.ie & saymore.ie & phonebook.ie