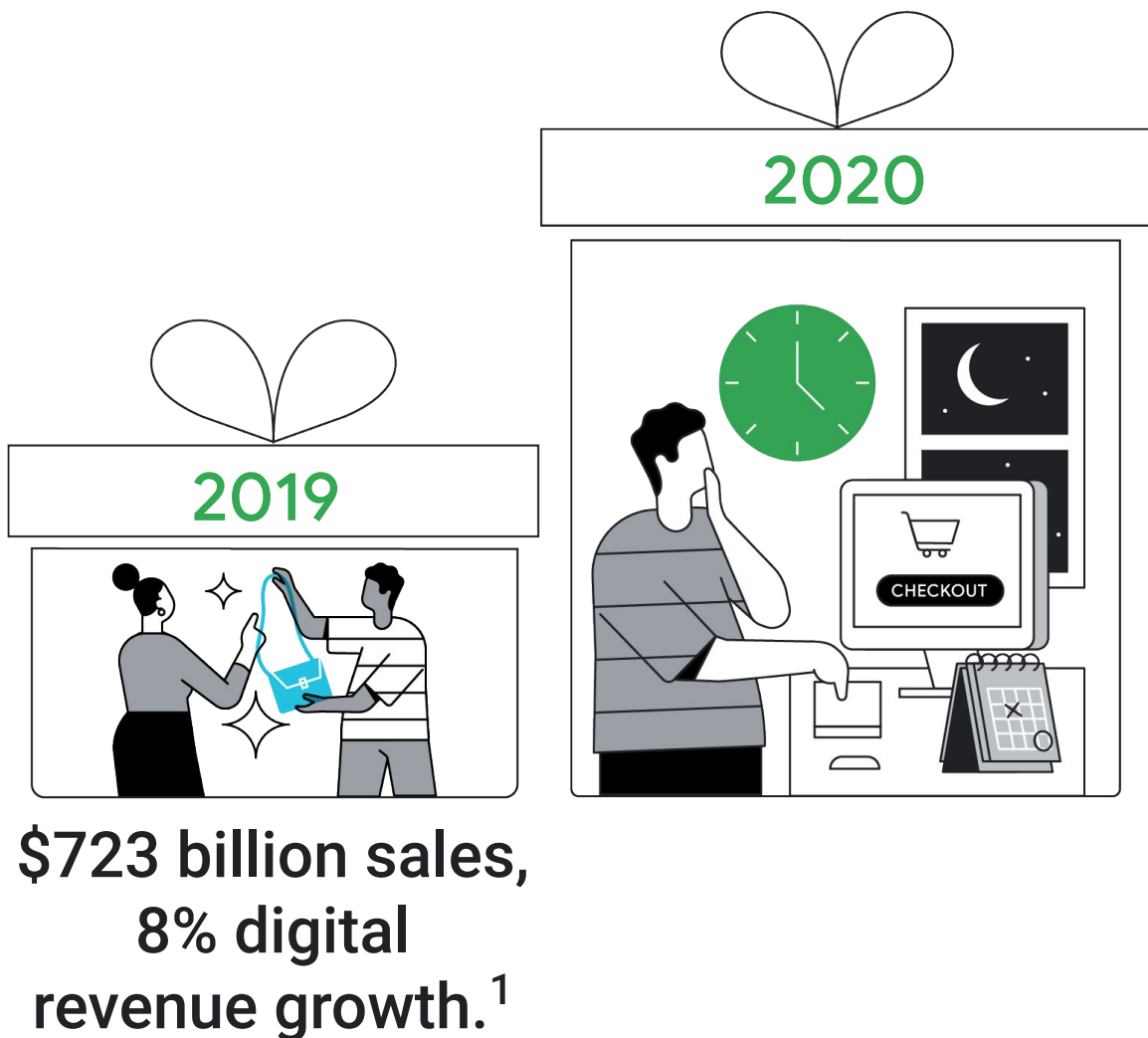




What's in store for omnichannel retailers this shopping season?

Gear up for a blockbuster shopping season

Retail had its largest shopping season in 2019. This year is expected to be even bigger as more shoppers go online to fulfill their shopping needs.

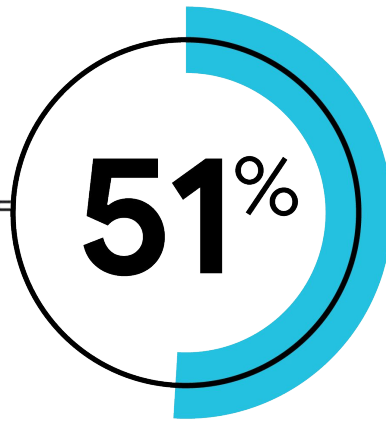


Sources

1. Salesforce: All Wrapped up in 2019.

The age of brick-and-click

With the shopping season on the horizon, digital is more important than ever in driving in-store purchases.



of all offline purchase are influenced
by digital ¹

Sources

1. Google/Ipsos/Quantum Consumer Solutions, "SEA Path to Purchase Research 2019.

The age of brick-and-click

When do shoppers head in-store?

- When they want to get a product immediately
- When they want to feel the quality of a product
- When they want to “try before they buy” (especially with apparel and home furnishing)



1

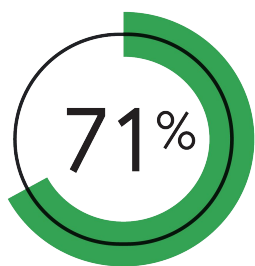
Take action early

Getting in front of potential customers before the excitement of the shopping season hits is an opportunity to pique interest ahead of the pack.

Capture novelty hunters

With more options than ever before, today's shopper is open-minded and willing to try new brands, particularly if they come with an enticing discount or special offer.

Discovery ads can help brands capture the curiosity of 2.6 billion customers open to trying new brands.



of people say they're always on the lookout for new brands and products.¹

Sources

1. Google Internal Data.

1

Take action early

Create promotional primers

Many consumers have become more budget conscious and considered in their purchasing. Serving promotions up to a month before key shopping dates can attract value-driven shoppers.



Over **40%** of shoppers expect discounts during the shopping season.¹

Sources

1. Google commissioned Ipsos COVID-19 tracker, US, CA, UK, FR, DE, IT, AU, JP, RU, IN, CN, BR, MX, ES, ZA, KR n=1000 online consumers 18+ per market. July 16-19.

2

Track and react

Keeping a pulse on real-time shopper behavior will help brands cut through the noise by enabling them to adjust content and promotional strategies during demand peaks.

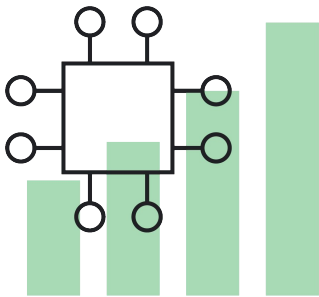


Track

Use [Google Trends](#) to identify seasonal spikes for your category and see how your brand is doing against the competition. Making adjustments to content and promotional strategies is easy when you have real-time information on peaks and opportunities.

2

Track and react



React

Use [Smart Shopping campaigns](#) to let automation do the heavy lifting through automated bidding and ad placement to promote your products. Advertisers see >30% increase in conversion value when using these campaigns! ¹

Sources

1. Google Internal Data

Keep customers in the loop

With concerns about hygiene and safety, people are looking for safe, efficient ways to shop in-store. Put their minds at ease with up-to-date product inventory and accurate information.



Less is More

Over 55% in each of the surveyed APAC countries plan to consolidate their trips to get their shopping done at one store, or at a single point in time.¹

Sources

1. Google commissioned Ipsos COVID-19 tracker, US, CA, UK, FR, DE, IT, AU, JP, RU, IN, CN, BR, MX, ES, ZA, KR n=1000 online consumers 18+ per market. July 16-19

Keep customers in the loop



Early Birds

1 in 4 of surveyed APAC consumers plan to shop earlier this season to avoid crowds and to ensure they get items before stocks run out.¹

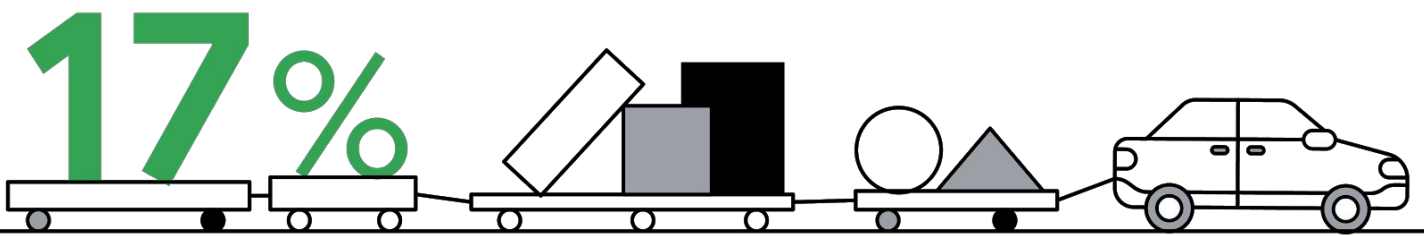
Sources

1. Google commissioned Ipsos COVID-19 tracker, US, CA, UK, FR, DE, IT, AU, JP, RU, IN, CN, BR, MX, ES, ZA, KR
~n=300-800 online consumers 18+ per market who will shop for the holiday season. July 30 - Aug 2

3

Keep customers in the loop (and be rewarded)

Consumers reward brands that make it
worth their while to visit in-store:



of people spend more than before
per shopping trip.¹

Sources

1. Google commissioned Ipsos COVID-19 tracker, US, CA, UK, FR, DE, IT, AU, JP, RU, IN, CN, ES, BR, MX n=1000 online consumers 18+ per market, VN n=500. March 26-28

Keep customers in the loop (and be rewarded)

Let
customers
know you're
open on
[Google My
Business](#)

Over **59%** of consumers
in surveyed APAC
countries searched
online for “what’s open
near them” ¹

Show
customers
what you
have in
stock using
[Local
Inventory
Ads](#)

Over **30%** of surveyed
APAC consumers
expect retailers to be
clear on shipping
timelines, online stock,
and offer flexibility in
returns ²

Sources

- 1,2. Google commissioned Ipsos COVID-19 tracker, US, CA, UK, FR, DE, IT, AU, JP, RU, IN, CN, ES, BR, MX n=1000 online consumers 18+ per market, VN n=500. March 26-28

Keep customers in the loop (and be rewarded)

**Make
customer
shopping trips
frustration-
free**

Connect the dots between your offline and online experiences through integrated services like "buy online and pick up in store"

**Make sure
customers
love what
they buy**

Offer flexible return policies in-store and online. **80%** of global holiday shoppers plan to shop with stores that offer discounts and free shipping this season ¹

Sources

1. Google commissioned Ipsos COVID-19 tracker, US, CA, UK, FR, DE, IT, AU, JP, RU, IN, CN, ES, BR, MX n=1000 online consumers 18+ per market, VN n=500. March 26-28

Add to cart

Almost **one in two** consumers now shop online more frequently than before the pandemic. Dive into this collection for more useful insights and resources on how retailers can drive discovery, build their brand, and reach new customers.

- [Retail Playbook: 5 strategies for the road ahead](#)
- [3 ways retailers can help shoppers during the coronavirus outbreak](#)
- [Here's what to do when your online presence becomes your retail storefront](#)
- [A blueprint for the future of e-commerce in SEA](#)

