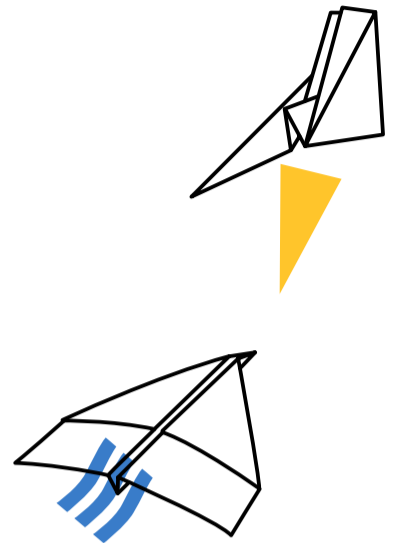
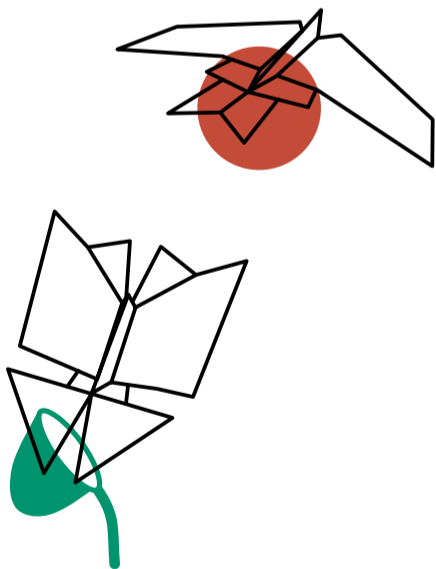


Google presents



TRANSFORM

GET YOUR BUSINESS READY
FOR WHAT COMES NEXT



THE MAGAZINE

WATCH

ACT

DISCOVER

Google Mini Series

Transform to be ready

From using first-party data and automation to untangling the “messy middle” of the customer journey — it’s clear that for many businesses, digital acceleration has been driving recovery. But the transformation is happening at such speed, that it could be easy for marketers to feel overwhelmed by it all.

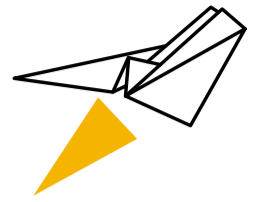
“[Transform to be ready](#)” is a 6-part online miniseries that brings together Google specialists, industry experts, and innovative brands to help you get ready for what’s next.

[Watch now](#)

In this magazine, we’ll share the key takeaways from each episode as well as resources to help you act now.

EPISODE.01

Be ready for 2021



Watch

Longer supply chains, video conferencing, and the increased value of local businesses have slowed down the trend towards globalisation. [Watch the first episode](#) to discover what the future holds and how growing their digital maturity can help brands get ready.

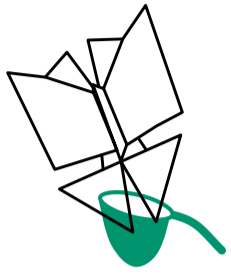
Act

Be more local. Brands must source components locally as much as possible, as it helps build resilience as well as key local connections. Want to know what else you can do? Read our handy one-sheeter [here](#).

Discover

Malmö-based carpet retailer CarpetVista realised that in order to succeed online, they needed to think locally across their operations. [Discover how they did it.](#)

EPISODE.02



Be ready for an agile Digital Strategy

Watch

In the last six months alone, we've probably experienced 10 years' worth of digital change. Suddenly, shoppers expect advanced experiences like virtual try-ons and retail apps as part of their purchase journey. [Watch the second episode](#) to learn how brands can successfully navigate changing consumer behaviour and rising expectations.

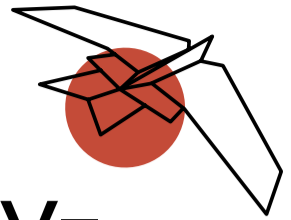
Act

Stay on top of changing consumer behaviour with tools like [Google Trends](#) and [Rising Retail Categories](#) to understand shifts in demand and adjust your marketing accordingly. For more tips, check out our one-sheeter [here](#).

Discover

If there's one thing marketers can take away from last year's sudden lesson in agility, it's that "being ready" is more mindset than action plan. [Read our playbook for tips on preparedness](#).

EPISODE.03



Be ready for a Privacy-first Marketing Strategy

Watch

User concerns around data and privacy are rising rapidly, and so brands must build their marketing strategy in a responsible way. Discover how the right technology and high-quality data can help brands build more meaningful connections with their customers in [this episode](#).

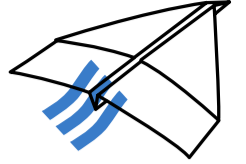
Act

Create a strong value exchange. First-party data is about transparency and trust, meaning customers who are willing to share data should get something in return. For more first-party data best practices, [check out](#) our one-sheeter.

Discover

Although the financial industry is considered the toughest in which to use first-party data, the Swedish Bluestep Bank found a way to do so in a privacy-first way. [Learn what happened next](#).

EPISODE.04



Be ready to win in the Age of Automation

Watch

Responding to rapidly changing customer demands and patterns requires flexibility. In allowing brands to feed first-party data into machine learning algorithms to focus on Lifetime Value (LTV), automation is the name of the game. [Watch this episode](#) to learn how it can help brands stand out from competitors.

Act

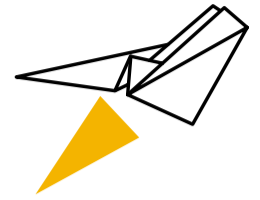
Your organisation should focus on acquiring more customers with the same traits as your top 20% of customers. How? Add your data to Google's machine learning algorithm in a GDPR-compliant way, and let Google's smart bidding solutions invest more in your high value customers. For more automation tips, [check out](#) our one-sheeter.

Discover

Being able to feed in-house CLV calculations into Google Ads and adapt their bidding accordingly has proven highly effective for Swedish fintech company Qred. Discover how they [achieved success with automation](#).

EPISODE.05

Be ready for the “Messy Middle”



Watch

The way shoppers make decisions is increasingly complicated. In our new purchase behaviour study “Decoding Decisions”, we identified a decision-making model with a very messy middle at its core – a complex space between triggers and purchase, where customers are won and lost. [Watch this episode](#) to see how our findings can help businesses.

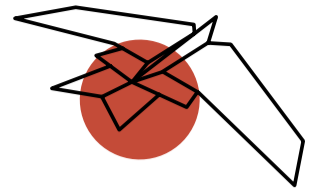
Act

There are many hundreds of biases that influence purchase decisions, but understanding six key biases can tell you why customers choose one product over another. To see the key factors that shape shopping behaviour, [check out](#) our one-sheeter.

Discover

Although the “messy middle” might seem a complicated place, it’s important to remember that to consumers it just feels like normal shopping. [Learn how behavioural science](#) can help you do this.

EPISODE.06



Be ready to grow your Brand with YouTube

Watch

How people watch YouTube is changing. [In the final episode](#) of the mini series, see how this platform can provide you with the reach, innovation, and flexibility you can't find anywhere else.

Act

Use YouTube in new ways. Invest in talent within your companies and partners who know how to use the breadth and depth of video marketing opportunities on YouTube. For more YouTube best practices, [check out](#) our one-sheeter.

Discover

Mark Howe, managing director of EMEA agencies for Google, discusses what companies need to do to build their brand in 2021 with marketing experts Peter Field and Les Binet. [Find out how](#) to make the most of emotive videos on YouTube.

Resource

Get inspired by other brands in the region



Retailer fonQ



unlocked first-party data to better connect with their customers



Volvo Cars



captured the consumer journey through Media Mix Modelling



Dairy producer Arla



got ready for a 'cookieless' world with their own AI solution



Carglass



raised the bar of their automated ad customisation



Online retailer Omoda



cracked automation with a strong agency partnership



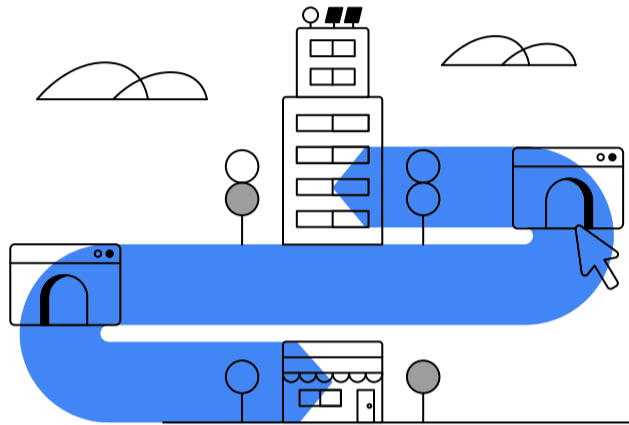
Agency Bluebird Media



drove sustainable growth with automation

Resource

The Digital Maturity Benchmark tool



Discover how digitally mature
your organisation is now.

Companies leading the way in multi-moment marketing see 30% cost efficiency savings and a **20% increase in revenue**. See how your digital marketing measures up and compare yourself to the industry.

Open tool

Want local data and market insights delivered straight to your inbox?

Be the first to find out about the latest marketing insights, industry perspectives, and local case studies by signing up for the Think with Google Nordics & Benelux newsletter and subscribing to the YouTube channel.

Newsletter

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