



Drive sales and reach more customers with Google



Think with Google

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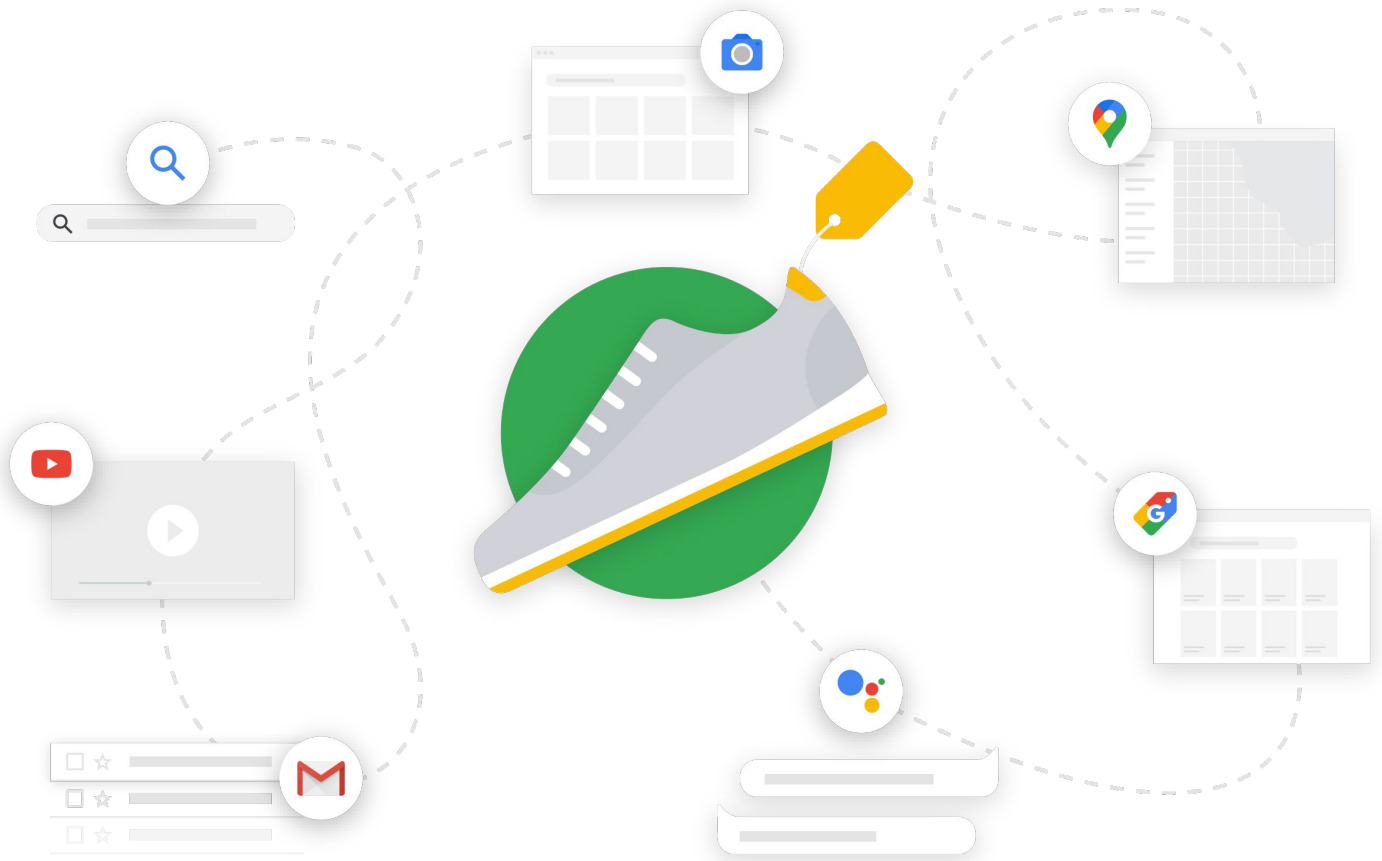
Holiday

Be discoverable

Every day, hundreds of millions of people turn to Google to find, discover, and shop for what they care about.



Think with Google



Be discoverable

Multiple touchpoints influence shoppers

The average online shopping journey has over **140 touchpoints**, that can influence what people buy and who they buy it from.*

* 1302 census balanced panelists from Verto Analytics's Smart Cross-Device Audience Measurement Panel. Ages 18+, Full Year 2018.

Be discoverable

Shoppers turn to Google for help



of global shoppers used a Google product in the past week to help with shopping*



* Google/Ipsos, Global Retail Study, Feb 2019. Base: Total sample (n=14206) Global (excl. China) online 18+ who shopped in the last week. Countries included: AR, AU, BR, CA, CZ, FR, DE, IN, ID, IT, JP, KR, MX, NL, PL, PT, RU, SA, ZA, ES, SE, TR, UA, UK, US, AE, VN.

Think with Google



Be discoverable

Using this guide

Learn how to:

- Meet your customers at every step of their journeys
- Drive discovery
- Influence purchase decisions
- Increase sales



Check out [our best practices](#) to learn more



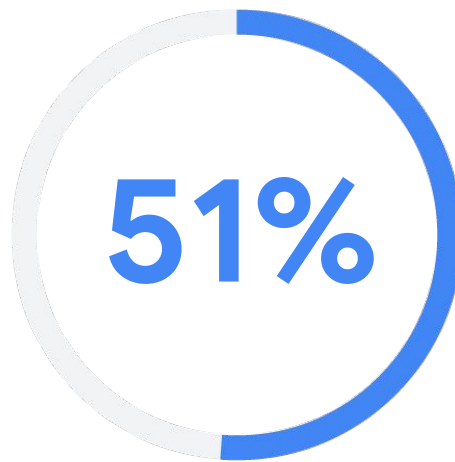
Build your brand

Whether you're a small local business, a multi-channel retailer, or a global brand, Google can help you achieve your marketing goals.



Build your brand

Tell your brand story



of U.S. shoppers research new brands
before buying to make sure their products
are relevant to their lifestyles*

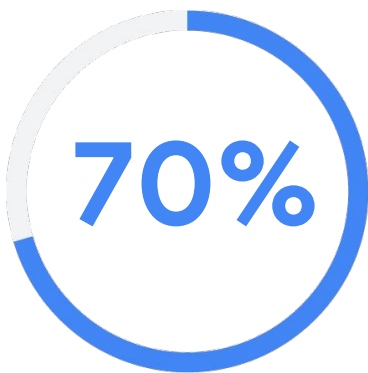
* Google/Ipsos, U.S., Shopping Tracker, online survey, n=5,404, A18 who shopped in the past two days, 2019.

Think with Google

Build your brand

Connect and inspire with video

Excellent creative, combined with robust targeting by demographic and affinity, can help you [drive brand awareness with video](#).



of viewers say YouTube makes them more aware of new brands.*



Create effective YouTube videos with the [ABCDs of Effective Creative](#)

* Google/Talkshoppe, U.S., whyVideo study, n=2,000, A13-64 genpop video users, Feb. 2020.

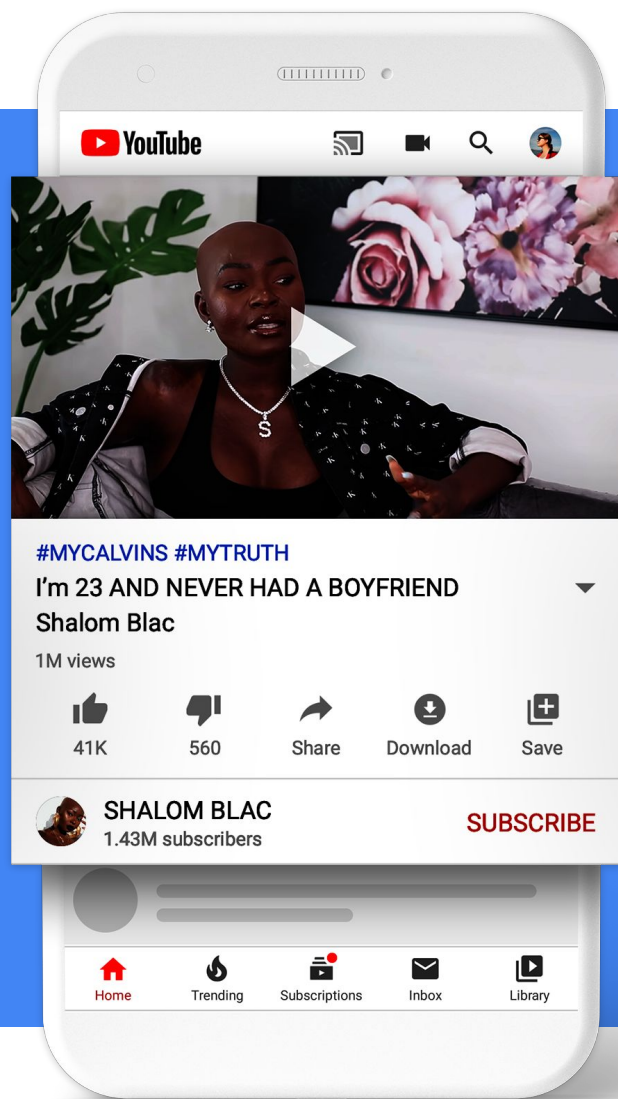
Build your brand

Drive brand awareness with video

SUCCESS STORY



Calvin Klein leveraged creators to spark a movement and drove brand awareness with **2.2M unique viewers**



Build your brand

Be the answer when they search

Mobile searches containing “popular”
and “brands” have grown by more than



in the past two years,* meaning shoppers
are proactively researching brands
on their shopping journeys.

* Google Data, U.S., April 2016-March 2017 vs. April 2018-March 2019.

Build your brand

Get results with responsive search ads

SUCCESS STORY



Dell tested responsive search ads and drove **25% more** clicks and conversions



Use [responsive search ads](#) for flexible ads that adapt to your potential customer's search



Build your brand

Measure brand metrics

Select the [brand awareness & reach goal](#) for your ads and measure success by your [impressions](#), [reach and frequency](#), and [brand lift](#).

Acquire new customers

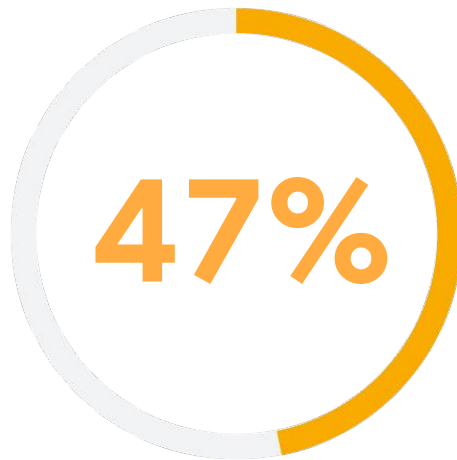
Reach undecided shoppers who are in the market for products like yours with engaging ad formats across Google.



Think with Google



Acquire new customers



of surveyed global shoppers say they
use Google before buying something new*

* Google/Ipsos, Global (excl. China), Global Retail Stud, n=15,134, online 18+ who shopped in the last week. Feb. 2019. Countries included: AR, AU, BR, CA, CZ, FR, DE, IN, ID, IT, JP, KR, MX, NL, PL, PT, RU, SA, ZA, ES, SE, TR, UA, UK.

Acquire new customers

Make your videos actionable

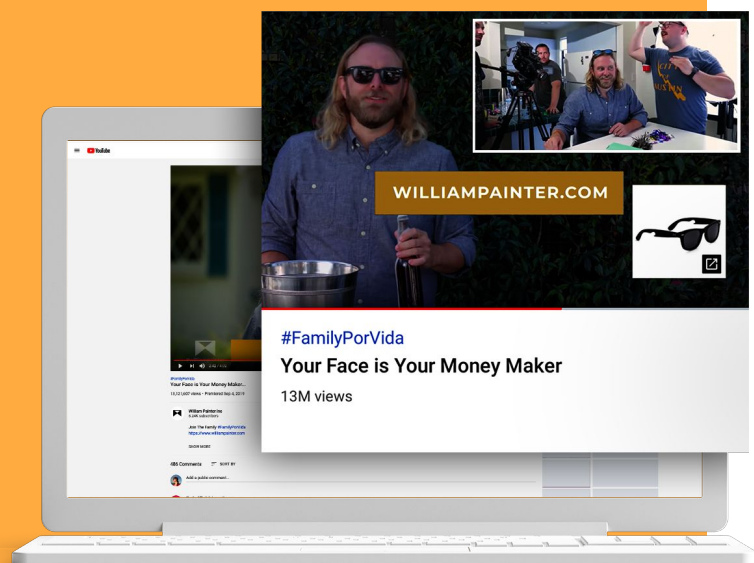
TrueView for action drives leads and conversions by adding prominent calls to action, headline text overlays, and an end screen to your video ads.

SUCCESS STORY



WILLIAM PAINTER

As a relatively unknown brand, William Painter found it difficult to sell their sunglasses online because shoppers couldn't try them on. To build their brand story and drive sales, they used TrueView for action — and within a day, they **increased revenue 4x**.



Acquire new customers

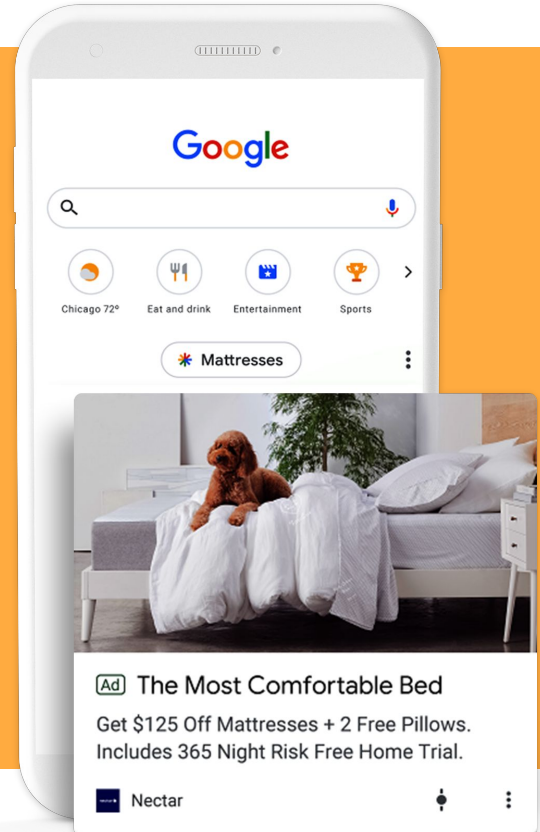
Engage new customers across feeds on Google

Discovery ads can help you drive action with up to 3 billion users monthly on YouTube, Discover, and Gmail.*

SUCCESS STORY

nectar 

During its first six months using Discovery ads, Nectar by Resident saw an overall 8% sales increase at the same CPA compared to its Google Search campaigns, and a 70% lower CPA than its paid social campaigns.



* Internal Google Data, July 2020.

Think with Google

Acquire new customers

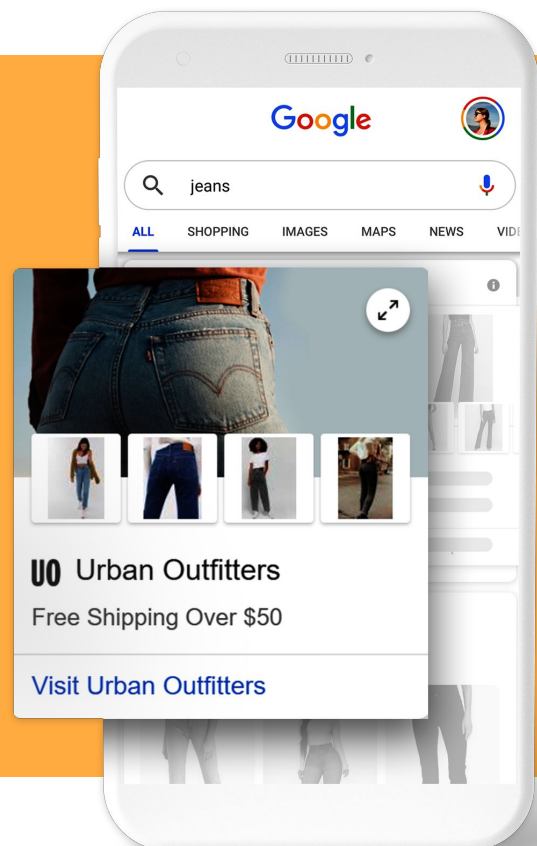
Help people discover your brand and products

Showcase Shopping ads let you group a selection of related products and present them to introduce your brand or business.

SUCCESS STORY

UO

Urban Outfitters expanded Showcase Shopping ads to 50 key categories in Apparel, Home decor, and Beauty. **52% of purchasers were new** and drove a **186% increase in sales** (compared to returning customers).





Acquire new customers

Connect with in-market shoppers

Attract new customers by connecting with shoppers looking for products like yours. Turn discovery into purchase intent by adding the global site tag to your website and uploading your first-party data to engage with shoppers across Google.

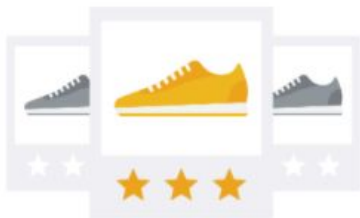


Learn more about remarketing
across all of Google

Acquire new customers

Shopper and product insights

Use our product insights to help with your new product strategy.



Add popular products to your feed with the [best sellers report](#). See if you have the most popular brands and products in your feed and in stock.



Push popular products when you're price-competitive with the [price competitiveness report](#). It shows the price point at which shoppers are clicking on ads.



Learn what shoppers want with our [Shopping Insights tool](#). Get weekly emails with the product and category trends you choose.



Increase sales

Today's consumers don't shop online or offline: they're living — and shopping — in a channel-less world.



Increase sales



of sampled global shoppers who visited
a store in the last week said they
searched online first*

* Google/Ipsos, U.S., Omnichannel Holiday Study, only survey, n=2,540, holiday in-store purchases, online Americans 18+ who shopped for the holidays in the past two days, Nov. 2019-Jan, 2020.

Increase sales

Create a frictionless shopping experience



of smartphone users are more likely to buy from companies whose mobile sites or apps allow them to make purchases quickly*



Quickly evaluate your retail website with [Grow My Store](#)

* Google/Ipsos, U.S., Playbook Omnibus 2020, n=1,697, online smartphone users, A18+, Jan. 2020.

Increase sales

Connect with shoppers across Google

In the U.S., it's now [free to list](#) your products on Google. Merchants running free listings and ads together see an average of **over 50% increase in clicks** and **over 100% increase in impressions** on both free listings and ads on the Shopping tab.*

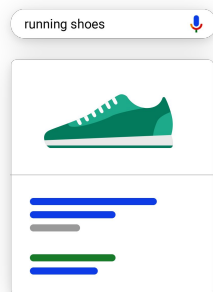
You can also [sell your products](#) directly on Google, with **zero Google commission fees**, which lets your customers purchase through our online checkout experience.

* Internal Google Data, March 2020.

Increase sales

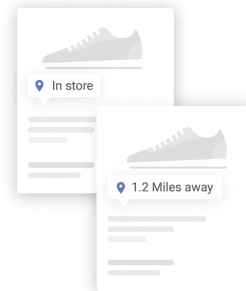
Reach omnichannel shoppers

Shoppers want to see your available products, both online and offline.



Shopping ads

Shopping ads use product data, not keywords to promote your online inventory, boost website traffic, and find better leads



Local inventory ads

Local inventory ads highlight your products and store information to nearby shoppers



Upload your products to [Merchant Center](#) to get started

Increase sales

Combine offline and online

SUCCESS STORY



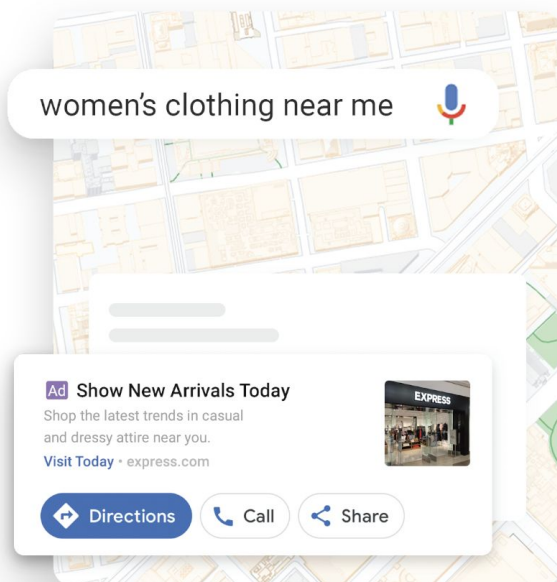
Sephora invests in digital shopping assistants that combine the best of offline and online. Their mobile app allows shoppers to scan barcodes for product reviews and look up their order histories, while the Sephora Virtual Artist feature allows shoppers to virtually try on thousands of makeup shades.



Increase sales

Drive more shoppers to your stores

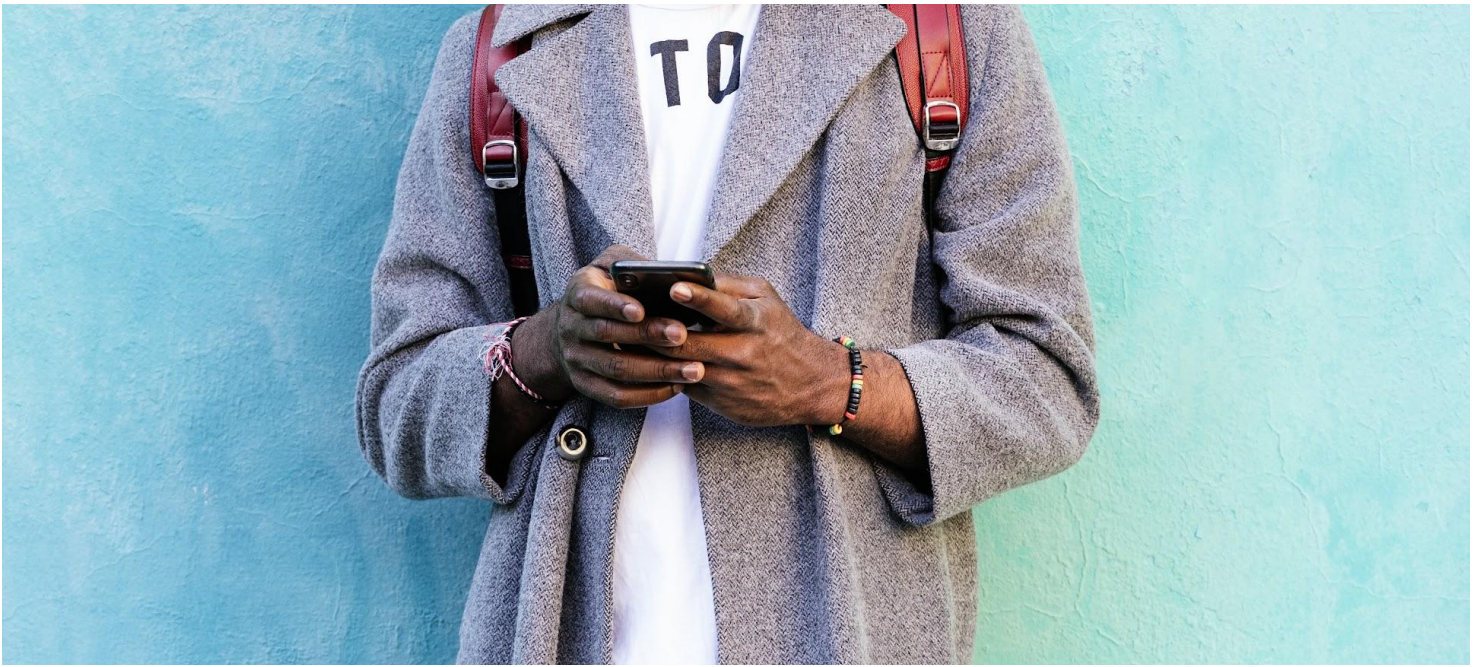
Local campaigns use best-in-class machine learning and local formats to drive shoppers to all your store locations.



SUCCESS STORY

Saks Fifth Avenue

Saks Fifth Avenue used Local campaigns to drive value from their stores during the holiday season. They saw **\$460K in incremental in-store sales** compared to control markets where Local campaigns weren't running.



Increase sales

Measure omnichannel performance

Account for conversions [both online and offline](#). Use [conversion cart reporting](#) to measure online transactions, revenue, and profit. Include [store visits](#) and [store sales](#) to identify the campaigns, keywords, and devices that drive the most offline value for your business.



Holiday

Holiday highlights from 2019

Retail had its largest holiday season
ever last year.

Holiday

Holiday highlights from 2019

Local campaigns use best-in-class machine learning and local formats to drive shoppers to all your store locations.



\$723B

Global digital revenue*



8%

increase in growth†

* Salesforce, All Wrapped Up 2019: The End of the Decade that Changed Retail Forever, Accessed 2020.† Ibid.

Holiday

Even in stores, digital played a critical role



of holiday purchases happened online, compared to **42%** in-store*



of in-store purchases were made after holiday shoppers searched online†



of holiday shoppers used smartphones to shop or research while in stores‡

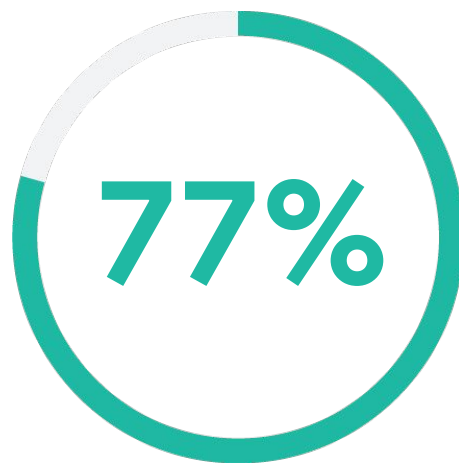
* Google/Ipsos, U.S., Omnichannel Holiday Study, online survey, n=8,186, holiday purchases, online Americans 18+ who shopped for the holidays in the past two days, Nov. 2019–Jan. 2020.

† Google/Ipsos, U.S., Omnichannel Holiday Study, online survey, n=2,540, holiday in-store purchases, online Americans 18+ who shopped for the holidays in the past two days, Nov. 2019–Jan. 2020.

‡ Google/Ipsos, U.S., Holiday Shopping Study, online survey, n=5,747, online Americans 18+ who shopped for the holidays in the past two days (excl. don't remember), Nov. 2019–Jan. 2020.

Holiday

Shoppers use Google before buying



of shoppers said that Google (Search, YouTube, or Maps) was their most-used shopping resource during the holidays*



* Google/Ipsos, U.S., Omnichannel Holiday Study, online survey, n=6,122, online Americans 18+ who shopped for the holidays in the past two days, Nov. 2019–Jan. 2020.

Drive sales during the holidays

Shoppers want to discover, find, and purchase products with the least amount of friction. Consider these five shopping trends to lay the digital groundwork for a successful holiday season.

Holiday shoppers:

- ✓ Are open to buying from new retailers
- ✓ Are starting earlier and ending later
- ✓ Value price, convenience, and availability
- ✓ Shop across multiple channels
- ✓ Are turning to mobile

Holiday

Holiday shoppers are open to buying from new retailers

INSIGHTS



of shoppers said they were open to buying from new retailers*

* Google/Ipsos, U.S., Holiday Shopping Study, online survey, n=5,747, online Americans 18+ who shopped for the holidays in the past two days (excl. don't remember), Nov. 2019–Jan. 2020.



Holiday

Holiday shoppers are open to buying from new retailers

GET STARTED

Engage new customers with [video content](#) like store tours, product reviews, and seasonal gift recommendations.

Find new audience segments and re-engage them during the peak holiday season by creating [audience lists](#).

Holiday

Holiday shoppers are starting earlier and ending later

INSIGHTS



of shoppers start looking for gift ideas 3–6 months prior to the holidays*



of holiday shopping is completed during the week of Christmas and the week after†

* Google/Ipsos, U.S., Omnichannel Holiday Study, online survey, n=6,122, online Americans 18+ who shopped for the holidays in the past two days, Nov. 2019–Jan. 2020.

† Google/Ipsos, U.S., Holiday Shopping Study, online survey, n=1,091, online Americans 18+ who shopped for the holidays in the past two days, Dec. 19, 2019–Jan. 1, 2020.

Holiday

Holiday shoppers are starting earlier and ending later

GET STARTED

Offer compelling gift guides in visual formats like [TrueView for action](#), [Showcase Shopping ads](#), and [Discovery ads](#).

Forecast enough budget to last the entire season using [Performance Planner](#).

Capture early holiday traffic through [Smart Shopping campaigns](#)* or [Smart Bidding](#).

* In Europe, Smart Shopping campaigns can be used with any Comparison Shopping Service (CSS) you work with. The ads will show on general search results pages and on any other surfaces the CSS has opted in to.

Holiday

Holiday shoppers value price, convenience, and availability

GET STARTED

Top factors for purchasing from a retailer:*



Price/promotion



Convenience



Product availability

* Google/Ipsos, U.S., Omnichannel Holiday Study, online survey, n=8,171, holiday purchases, online Americans 18+ who shopped for the holidays in the past two days, Nov. 2019–Jan. 2020.

Holiday

Holiday shoppers value price, convenience, and availability

GET STARTED

Highlight holiday offers with [Merchant Promotions](#) or [sale price annotations](#).

Feature convenient delivery options like [fast and free shipping](#) or [store pickup](#).

Make your products discoverable across Google by uploading and optimizing your online and in-store inventory in [Merchant Center](#).

* In Europe, Smart Shopping campaigns can be used with any Comparison Shopping Service (CSS) you work with. The ads will show on general search results pages and on any other surfaces the CSS has opted in to.

Holiday

Holiday shoppers shop across multiple channels

INSIGHTS



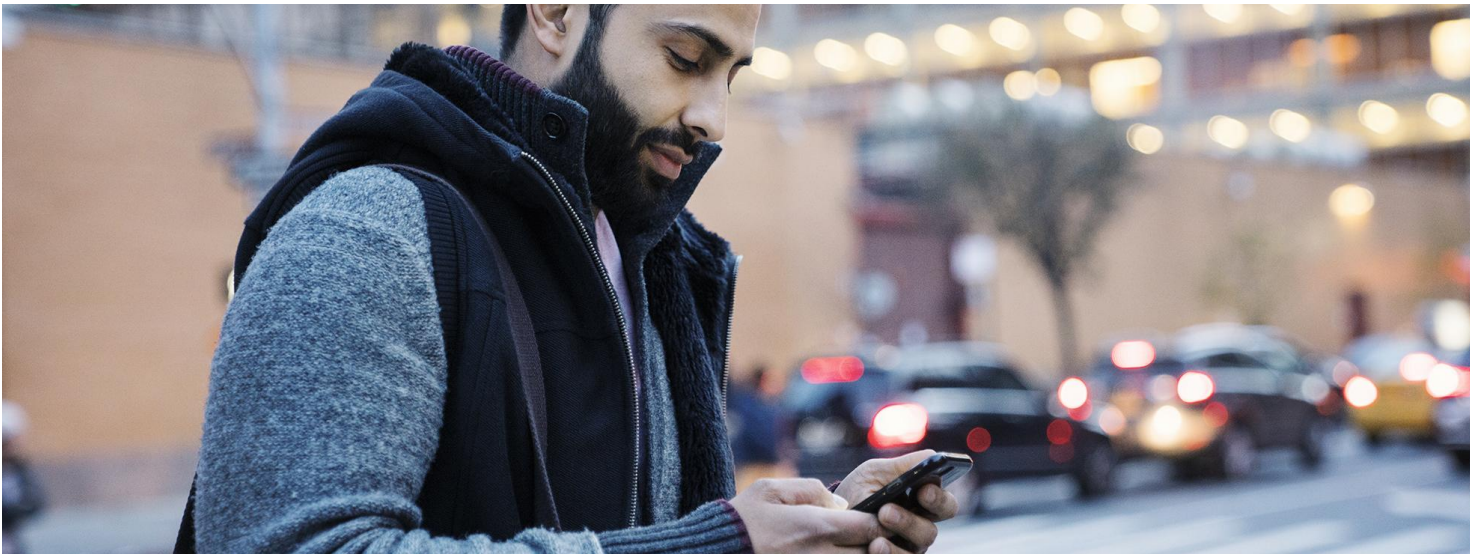
of shoppers used more than three channels to shop within a two-day period*



of in-store purchases were preceded by an online search†

* Google/Ipsos, U.S., Omnichannel Holiday Study, online survey, n=6,122, online Americans 18+ who shopped for the holidays in the past two days, Nov. 2019–Jan. 2020.

† Google/Ipsos, U.S., Omnichannel Holiday Study, online survey, n=2,540, holiday in-store purchases, online Americans 18+ who shopped for the holidays in the past two days, Nov. 2019–Jan. 2020.



Holiday

Holiday shoppers shop across multiple channels

GET STARTED

Promote seasonal events or special services like gift wrapping by creating a [Google My Business post](#).

Drive more store visits by using [Smart Shopping campaigns](#)* and [Local campaigns](#).

* In Europe, Smart Shopping campaigns can be used with any Comparison Shopping Service (CSS) you work with. The ads will show on general search results pages and on any other surfaces the CSS has opted in to.

Holiday

Holiday shoppers turn to mobile

INSIGHTS



of holiday shoppers used shopping apps*



of online holiday purchases made on mobile†

* Google/Ipsos, U.S., Omnichannel Holiday Study, online survey, n=6,122, online Americans 18+ who shopped for the holidays in the past two days, Nov. 2019–Jan. 2020.

† Google/Ipsos, U.S., Omnichannel Holiday Study, online survey, n=4,591, holiday online purchases, online Americans 18+ who shopped for the holidays in the past two days, Nov. 2019–Jan. 2020.



Holiday

Holiday shoppers turn to mobile

GET STARTED

Create a seamless holiday shopping experience on your website by testing your mobile speed.

Promote your app across Google with [App campaigns](#).

Holiday

2020 global holiday calendar

JANUARY	FEBRUARY	MARCH	APRIL
1 New Year's Day (Global)	2 Super Bowl Sunday (US)	9-10 Holi Festival (Global)	8-16 Passover (Global)
20 Martin Luther King Jr. Day (US)	14 Valentine's Day (Global)	14 White Day (JP, TW, VN, KO)	10-12 Good Friday, Holy Saturday, Easter Sunday (Global)
25 Lunar New Year (TW, HK, VN, KO, JP)	17 President's Day (US)	17 St. Patrick's Day (Global)	22 Earth Day (US)
	21-29 Carnival (BR)	20 Spring Equinox (JP)	23-30 Ramadan (Global)
		22 Mother's Day (UK) Back to School (AR, CL)	

Holiday

2020 global holiday calendar, cont'd

MAY		JUNE		JULY		AUGUST	
1-23	Ramadan cont. (Global)	21	Father's Day (US)	1	Canada Day (CA)	11	Mountain Day (JP) Back to School (US)
1	May Day (Global)			4	Independence Day (US)		
2-6	Golden Week (JP)			14	Bastille Day (FR)		
5	Cinco de Mayo (US, MX)			20	Sea Day (JP) Back to School (CO, MX)		
10	Mother's Day (US)						
18	Victoria Day (CA)						
25-31	Hot Sale (AR, MX), Cyber Day (AR, MX)						
25	Memorial Day (US)						

2020 global holiday calendar, cont'd

SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
7 Labor Day (US)	1-4 Father's Day (US)	3 Culture Day (JP)	10-1 Hanukkah (Global)
19-30 Oktoberfest (DE)	3 Day of German Unity (DE)	8 Remembrance Day (CA, AU, UK)	14 Green Monday (Global), Free Shipping Day (Global)
21 Respect for the Aged Day (JP)	12 Thanksgiving (CA), Health and Sports Day (JP)	11 Singles Day (TW, HK), Veterans Day (US), Armistice Day (FR)	21 December Solstice (JP)
22 Autumn Equinox (JP) Back to School (UK)	31 Halloween (Global)	14 Diwali (Global)	25 Christmas Day (Global)
		20-23 El Buen Fin (MX)	26 Boxing Day (Global)
		23 Labor Thanksgiving Day (JP)	
		26 Thanksgiving (US)	
		27 Black Friday (Global)	
		28 Small Business Saturday (US)	
		30 Cyber Monday (Global)	