Drive sales and reach more customers with Google
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Be discoverable

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

75% of global shoppers used a Google product in the past week to help with shopping*

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

Think with Google
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.
8 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.
Connect and inspire with video

Excellent creative, combined with robust targeting by demographic and affinity, can help you drive brand awareness with video.

70% of viewers say YouTube makes them more aware of new brands.*

Create effective YouTube videos with the ABCDs of Effective Creative

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 80% in the past two years,* meaning shoppers are proactively researching brands on their shopping journeys.

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.
47% of surveyed global shoppers say they use Google before buying something new*

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

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.*
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

Think with 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

90%

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

Increase sales

Create a frictionless shopping experience

76%

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

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.

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](https://merchantcenter.google.com) to get started.
Increase sales

Combine offline and online

SUCCESS STORY

Sephora

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 highlights from 2019

Retail had its largest holiday season ever last year.
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.
Even in stores, digital played a critical role

- 58% of holiday purchases happened online, compared to 42% in-store*
- 88% of in-store purchases were made after holiday shoppers searched online†
- 44% of holiday shoppers used smartphones to shop or research while in stores‡

Shoppers use Google before buying

77% of shoppers said that Google (Search, YouTube, or Maps) was their most-used shopping resource during the holidays*

Holiday

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 shoppers are open to buying from new retailers

70% of shoppers said they were open to buying from new retailers*

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 shoppers are starting earlier and ending later

**INSIGHTS**

- 23% of shoppers start looking for gift ideas 3–6 months prior to the holidays*
- 21% of holiday shopping is completed during the week of Christmas and the week after†

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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 shoppers value price, convenience, and availability

Top factors for purchasing from a retailer:*

- Price/promotion: 39%
- Convenience: 32%
- Product availability: 27%

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 shoppers shop across multiple channels

INSIGHTS

78% of shoppers used more than three channels to shop within a two-day period*

88% of in-store purchases were preceded by an online search†

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 shoppers turn to mobile

INSIGHTS

60% of holiday shoppers used shopping apps*

51% of online holiday purchases made on mobile†

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.

Think with Google
## 2020 global holiday calendar

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

Think with Google
## 2020 global holiday calendar, cont’d

<table>
<thead>
<tr>
<th>MAY</th>
<th>JUNE</th>
<th>JULY</th>
<th>AUGUST</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-23 Ramadan cont. (Global)</td>
<td>21   Father’s Day (US)</td>
<td>1   Canada Day (CA)</td>
<td>11  Mountain Day (JP) Back to School (US)</td>
</tr>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>May Day (Global)</td>
<td></td>
<td>4   Independence Day (US)</td>
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<tr>
<td>2-6</td>
<td></td>
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</tr>
<tr>
<td>Golden Week (JP)</td>
<td></td>
<td>14  Bastille Day (FR)</td>
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<tr>
<td>5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cinco de Mayo (US, MX)</td>
<td></td>
<td>20  Sea Day (JP) Back to School (CO, MX)</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mother’s Day (US)</td>
<td></td>
<td>18  Victoria Day (CA)</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Victoria Day (CA)</td>
<td></td>
<td>25-31 Hot Sale (AR, MX), Cyber Day (AR, MX)</td>
<td></td>
</tr>
<tr>
<td>25-31</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hot Sale (AR, MX), Cyber Day (AR, MX)</td>
<td></td>
<td>25  Memorial Day (US)</td>
<td></td>
</tr>
</tbody>
</table>
### 2020 global holiday calendar, cont’d

<table>
<thead>
<tr>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
<th>NOVEMBER</th>
<th>DECEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>7    Labor Day (US)</td>
<td>1-4    Father’s Day (US)</td>
<td>3    Culture Day (JP)</td>
<td>10-1  Hanukkah (Global)</td>
</tr>
<tr>
<td>19-30 Oktoberfest (DE)</td>
<td>3    Day of German Unity (DE)</td>
<td>8    Remembrance Day (CA, AU, UK)</td>
<td>14    Green Monday (Global), Free Shipping Day (Global)</td>
</tr>
<tr>
<td>22   Autumn Equinox (JP) Back to School (UK)</td>
<td>31    Halloween (Global)</td>
<td>14    Diwali (Global)</td>
<td>25    Christmas Day (Global)</td>
</tr>
<tr>
<td></td>
<td>20-23  El Buen Fin (MX)</td>
<td>23    Labor Thanksgiving Day (JP)</td>
<td>26    Boxing Day (Global)</td>
</tr>
<tr>
<td></td>
<td>26    Thanksgiving (US)</td>
<td>27    Black Friday (Global)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>28    Small Business Saturday (US)</td>
<td>30    Cyber Monday (Global)</td>
<td></td>
</tr>
</tbody>
</table>