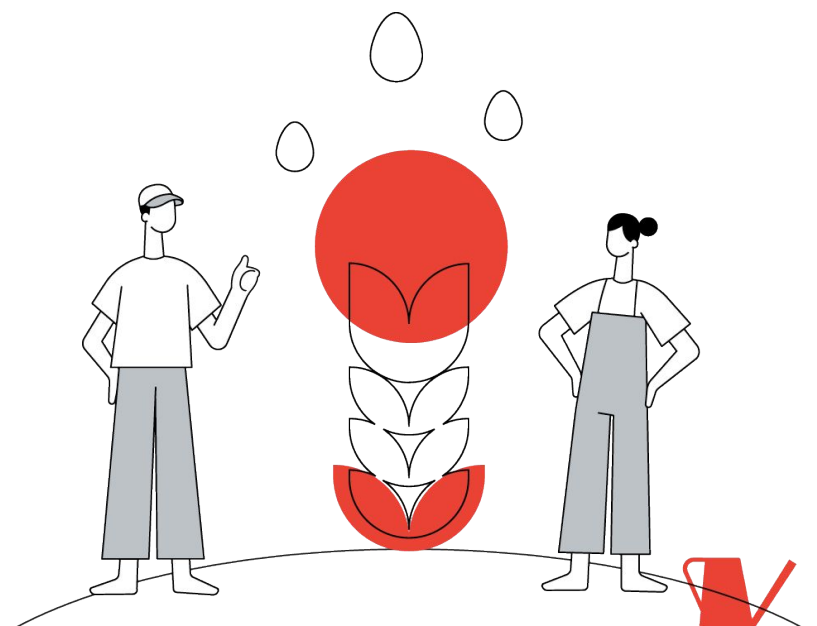


# 03

## Learn from marketing life cycles

Show up every step of the way. Embrace measurement and evolution in your marketing.

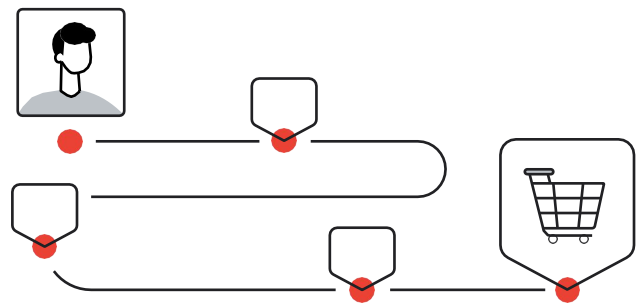
- Advertising strategies
- Integrated measurement



# Advertising strategies


Gain a **holistic overview** of all your offline and online channels (in-store, website, app etc.) to facilitate experimentation and make optimization easier.

## Help customers navigate new purchase paths



More than half of customers engage with three to five channels during each journey they take toward making a purchase, or resolving a request.

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Are you present and useful in the “messy middle” — the journey between the purchase trigger and actually making a purchase — of your customers’ decision-making process?



Advertising strategies



Integrated measurement

# Cultivate an experimental mindset



*There's no marketing strategy that you can use forever, because you're always exposed to new challenges. If you don't evolve or adapt, you risk being left behind.*



— Palson Yi,  
Marketing Director, Realme Indonesia

Are you testing your existing approaches and assumptions to unearth new opportunities?



Embrace the potential of test-learn-iterate with our new [regional experimentation playbook](#).

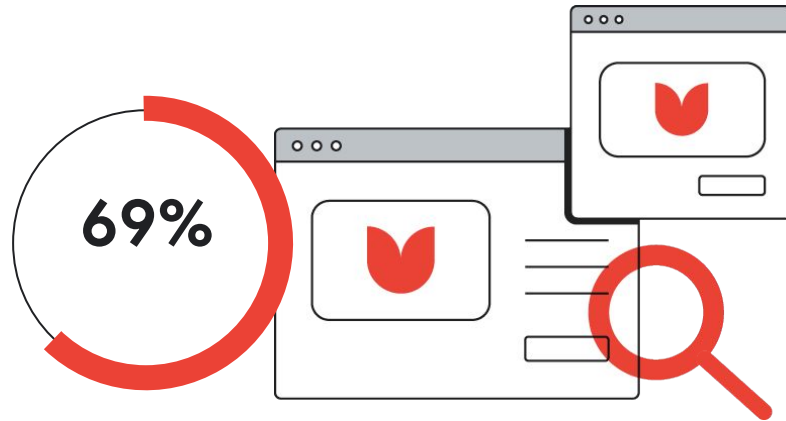


Advertising strategies



Integrated measurement

# Cut through the clutter



of marketers don't have a single place for managing, discovering, and quickly repurposing content, which means chances to capture interest in timely ways are being frequently missed.



Can you serve up relevant, quality content to your customers in efficient and effective ways?



Advertising strategies



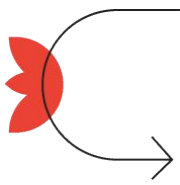
Integrated measurement



## Improve your ecosystem



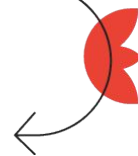
Gain valuable insights on creating a digital advertising strategy that connects you to customers at **every step of every shopping journey** with our latest [Think with Google Retail Guide](#).



Reach them as they browse

engage them as they research

convert those who are ready to make a purchase.



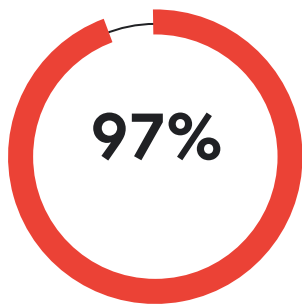
Advertising strategies



Integrated measurement

# Integrated measurement

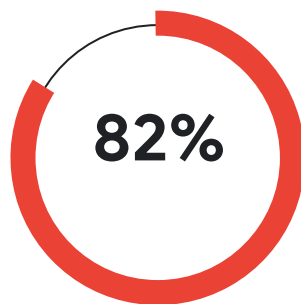
Be sure that each touchpoint in your sales funnel is getting the right credit for the role it plays in your shopper journey to enable quicker, smarter decision-making.



of marketers desire to demonstrate the business impact of marketing.

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But



struggle to attribute campaigns to revenue.

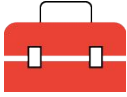


Advertising strategies

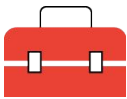


Integrated measurement

# Tailor your toolkit



Explore [data-driven attribution](#) to understand how people engage with your ads.



Deploy a [Marketing Mix Model](#) to guide long-term offline and online budget decisions.

# Get a complete picture

Know how your customers move between touchpoints and engage with your brand – online and off.



See how your online presence impacts visits to your physical store with [store visits reporting](#).



Use [store sales measurement](#) to see how your ads translate into offline purchases.

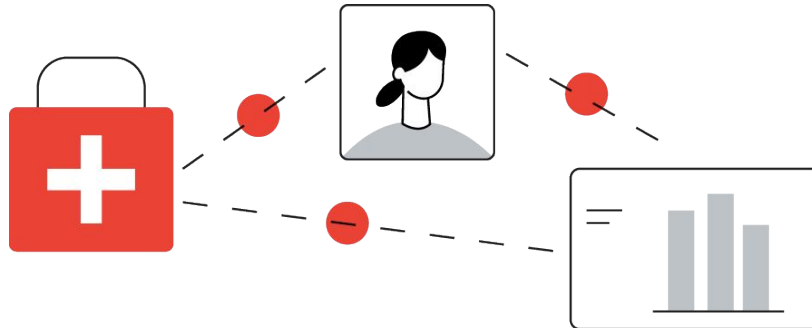


Advertising strategies





Integrated measurement

# Put privacy first



Companies must take steps to protect user privacy, as well as build and maintain trust regarding the use of their data.

Explore [Think with Google’s Privacy and Trust resources](#) to learn more.

|   |   |
|---|---|
|  | <h2>Improve your ecosystem</h2>   |
|  | <p>Find an integrated measurement approach that maintains end-user privacy and meets your unique business needs through <a href="#">Ads Data Hub</a>.</p> |



Every successful ecosystem is made up of many different parts, working together to create a cycle of continual value and growth.

Get the most from your business by exploring the expert tips, tools, and opportunities in our full [2021 Omnichannel Retailer guide](#).

