


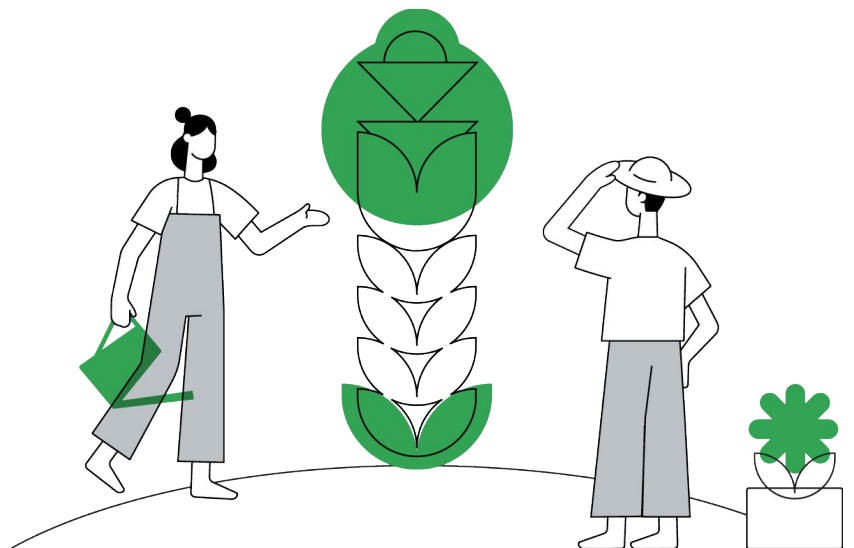


# 04

## Fuel Growth

Embrace data-led decision making to not just survive, but thrive.

-  Insights and data
-  Automation
-  Profitability



# Insights and data

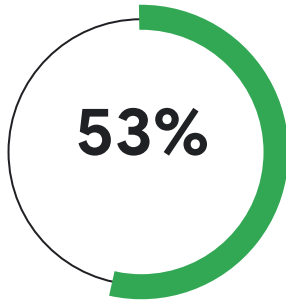
Data is key to **unlocking new opportunities**, but it's crucial to also **balance business objectives with customer-friendly privacy policies**.

## Protect what's important

 Search interest for “online privacy” have **grown more than 50%** year-over-year globally.

**Transparency, security and control** are vital to **protecting your customer relationships**. Where third-party data can keep your business informed, first-party data can provide solutions for delivering privacy and performance.

# Use insights to create deeper connections



of consumers place importance on buying brands that align with their own personal values, over the products themselves.

Shoppers expect businesses to engage them in more meaningful ways.

Understand how you can provide a **clear value exchange** for users to share their data. If you don't currently have one, partner with data providers that do.



Act on trends and behavioral insights like those in our [Year in Search 2020 report](#).



Insights & data



Automation



Profitability

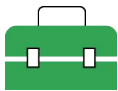


## Improve your ecosystem

**2.9X**



increase in positive business revenue uplift achieved by brands who deployed recommended first-party data activations.



Explore responsible strategies for using data safely and delivering relevant experiences for your customers in our [First-party Data Playbook for Marketing](#).



Insights & data



Automation

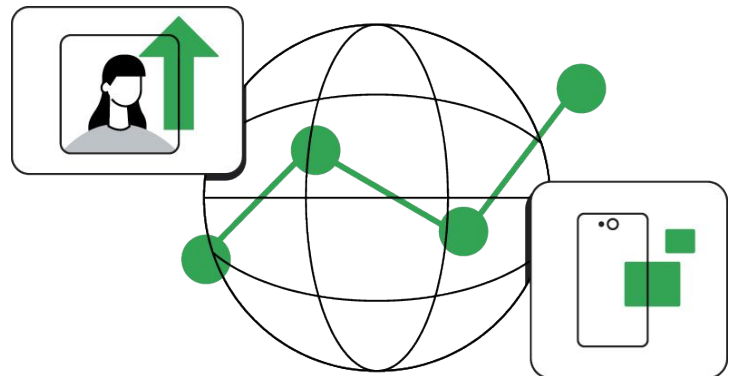


Profitability

# Automation

Automation goes hand-in-hand with transformation. When set up in the right way, it will drive efficiency and act as a catalyst for growth.

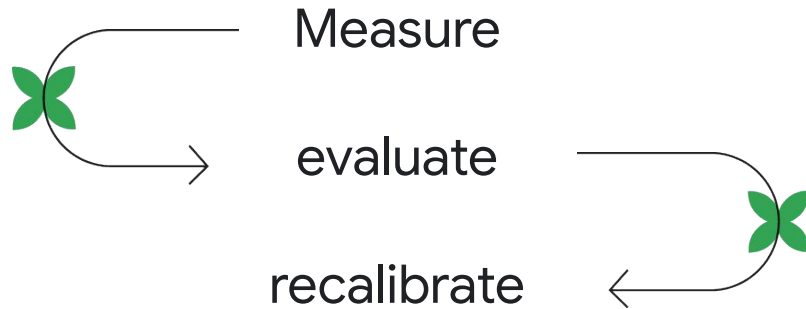
## Accelerate your marketing



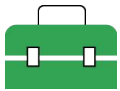
Though strategies for winning with automation are many and varied, key approaches include increasing customer lifetime value, investing in mobile, and improving creative output.

Learn more about how the top performing advertisers [find success in the age of automated marketing](#).

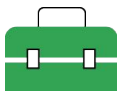
# Boost media results



For the best chance of reaching performance goals, start with smart bidding. Set your target, let machine learning do the heavy lifting, then optimize as you go.



Adopt [Smart Bidding](#) strategies to leverage the best of advanced machine learning to help save time and optimize performance.



To maximize returns and successfully capture online and offline conversions, opt for an [omnichannel bidding strategy](#).



Insights & data



Automation



Profitability

# Be ready for what's next

Adopt automation to enhance agile decision-making across your business, so you can pivot quickly to meet demand, and future-proof by anticipating customer needs ahead of time.



Discover how [Luxury Escapes](#) utilised a data-driven approach to evolve their Search strategy amidst COVID-19 travel uncertainty.



Insights & data



Automation

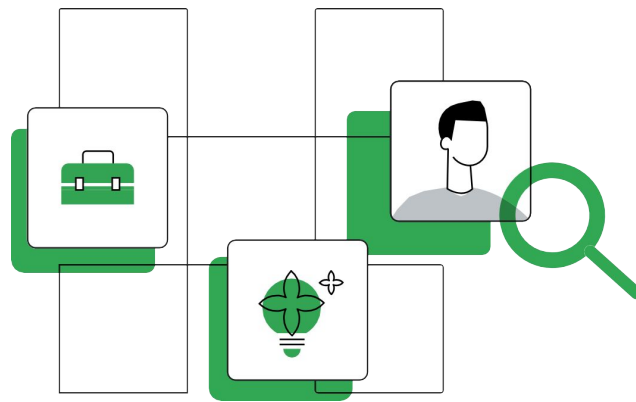


Profitability

# Profitability

The most profitable brands are those who can adapt to meet changes as quickly as they arise. Today, this isn't possible without digital transformation.

## Re-evaluate to evolve



Transformation is not a **one-off linear process**, but one that's **modular and ongoing**.

Identify the tools, technology, and talent that can help you achieve agility and embed them as you go for both short and long-term results.



Insights & data



Automation



Profitability



# 3 tips to supercharge growth



**Remove silos** in your organization – equip teams with technology that allows them to work faster, together.



**Build seamless, relevant, engaging experiences** that make customers choose you, remember you, and stay with you.



**Make privacy a priority** when using data to inform your strategies and delight your customers.



Insights & data



Automation



Profitability



## Improve your ecosystem

Rethink transformation. Move to a more holistic, long-term view of how it can be built into your business, helping you stay flexible and keep moving forward, even in changing times.



Learn about the [four big lessons Eli Lilly learnt along the journey of digital transformation](#).



Insights & data



Automation



Profitability

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](#).

