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 optimisation 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.

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?

Source: Google commissioned Ipsos COVID-19 tracker, US, CA, UK, FR, DE, IT, AU, JP, RU, IN, CN, BR, MX, ES, ZA, KR n=1000 online consumers 18+ per market. Feb 26 - Feb 28, 2021
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.
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?

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
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.

97% of marketers desire to demonstrate the business impact of marketing.

But 82% struggle to attribute campaigns to revenue.

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.
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.

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<th>Improve your ecosystem</th>
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<td>Find an integrated measurement approach that maintains end-user privacy and meets your unique business needs through Ads Data Hub.</td>
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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.

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