

2022 Retail Marketing Guide: Customers turn to Google every day to browse, research, and buy

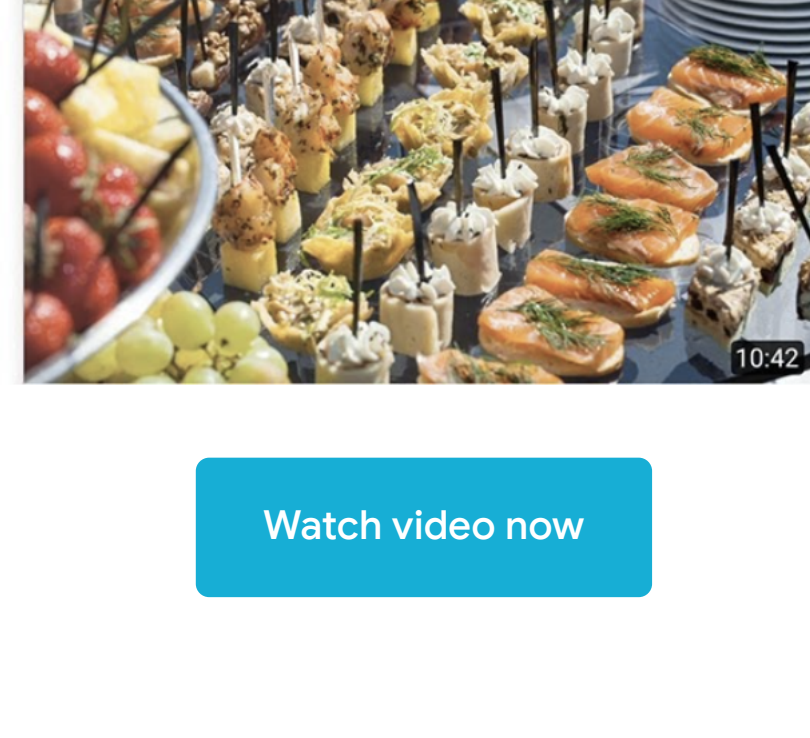
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Across surveyed countries, 41% of shoppers go to Google when discovering a new brand¹

As a brand, it's important to not only appear across places where potential customers may be browsing, but also to **create real value** that is meaningful and distinct.

Immersive and rich creative across video, Search, and feeds on Google can help build awareness and **differentiate your brand** with shoppers who are in the market for products like yours.



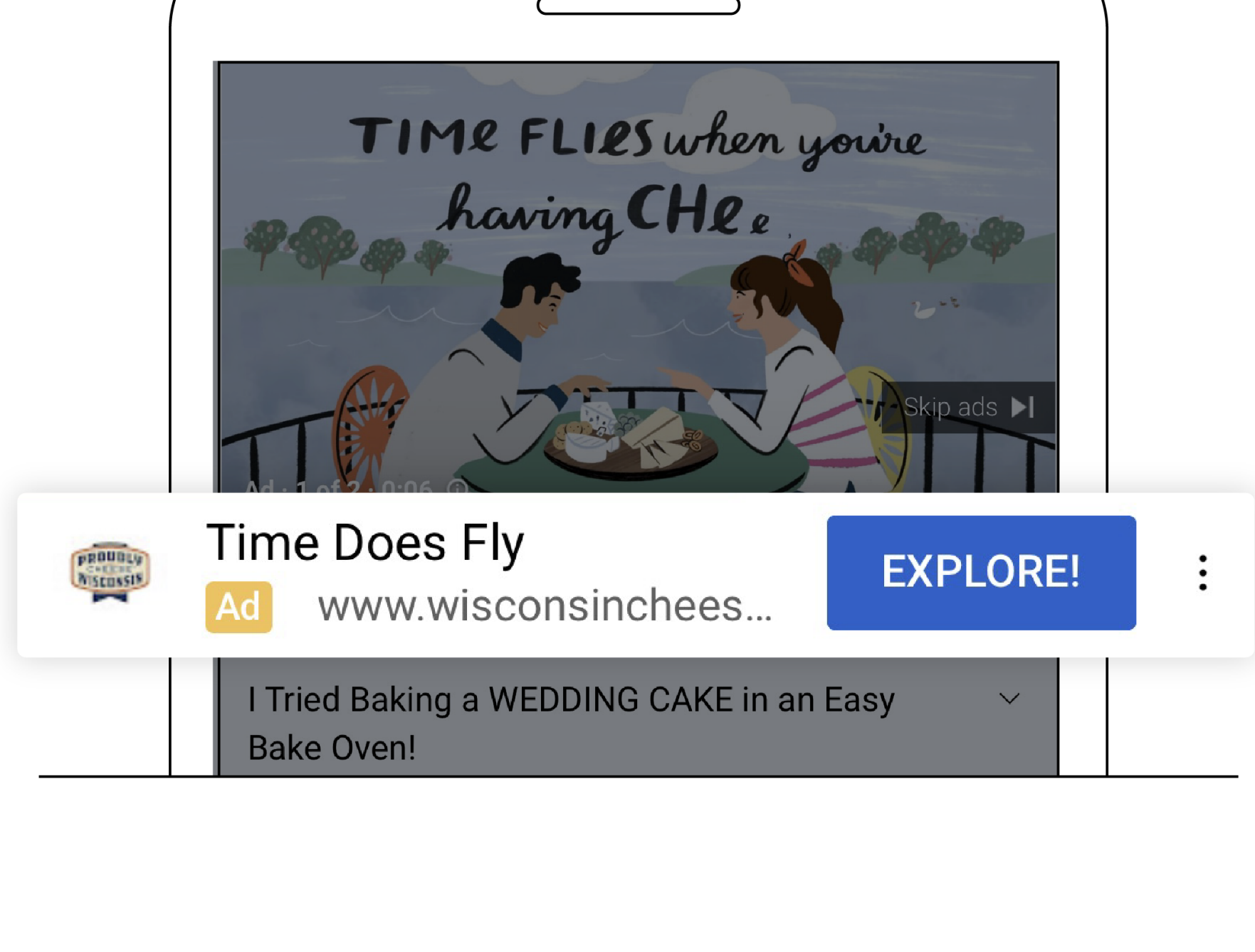
Watch video now

Connect and inspire customers through video

YouTube has evolved from a singular entertainment destination to a place where people come to learn, stream, and inspire their next purchase. In fact, every day people watch over a billion hours of video and generate billions of views on YouTube.²

Video reach campaigns

Video reach campaigns make it easier for you to build brand awareness by helping you reach as many people as possible in your desired audience, at the lowest possible cost.



Be the answer when they search and browse

Shoppers don't always have a specific product in mind when they search the category they're interested in, and often search for reviews or articles to help inform their decision. For example, 61% of consumers in surveyed countries around the world say they visit multiple websites before settling on what to buy and who to buy it from.³

Broad match keywords and Smart Bidding

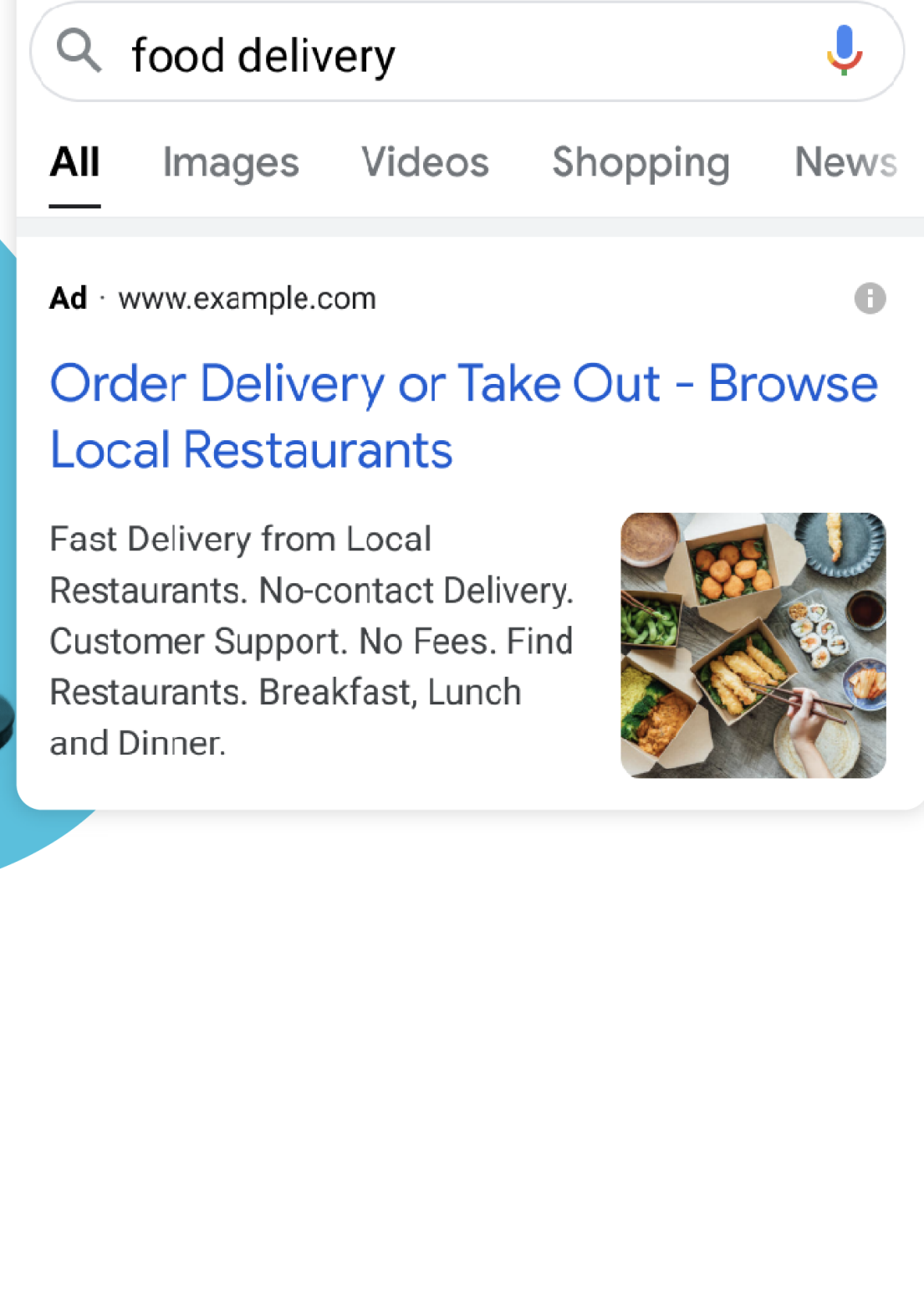
Broad match can help save you time, simplify your account, and increase your website traffic by finding all relevant searches that are expected to perform for you. Combine this with **Smart Bidding** to ensure you set the right bid for each search within your performance goals.

Responsive search ads

Responsive search ads combine your creativity with the power of machine learning to help you show relevant ads. If a customer is searching Google without a specific brand or product in mind, you can put your products in the spotlight by appearing in these searches.

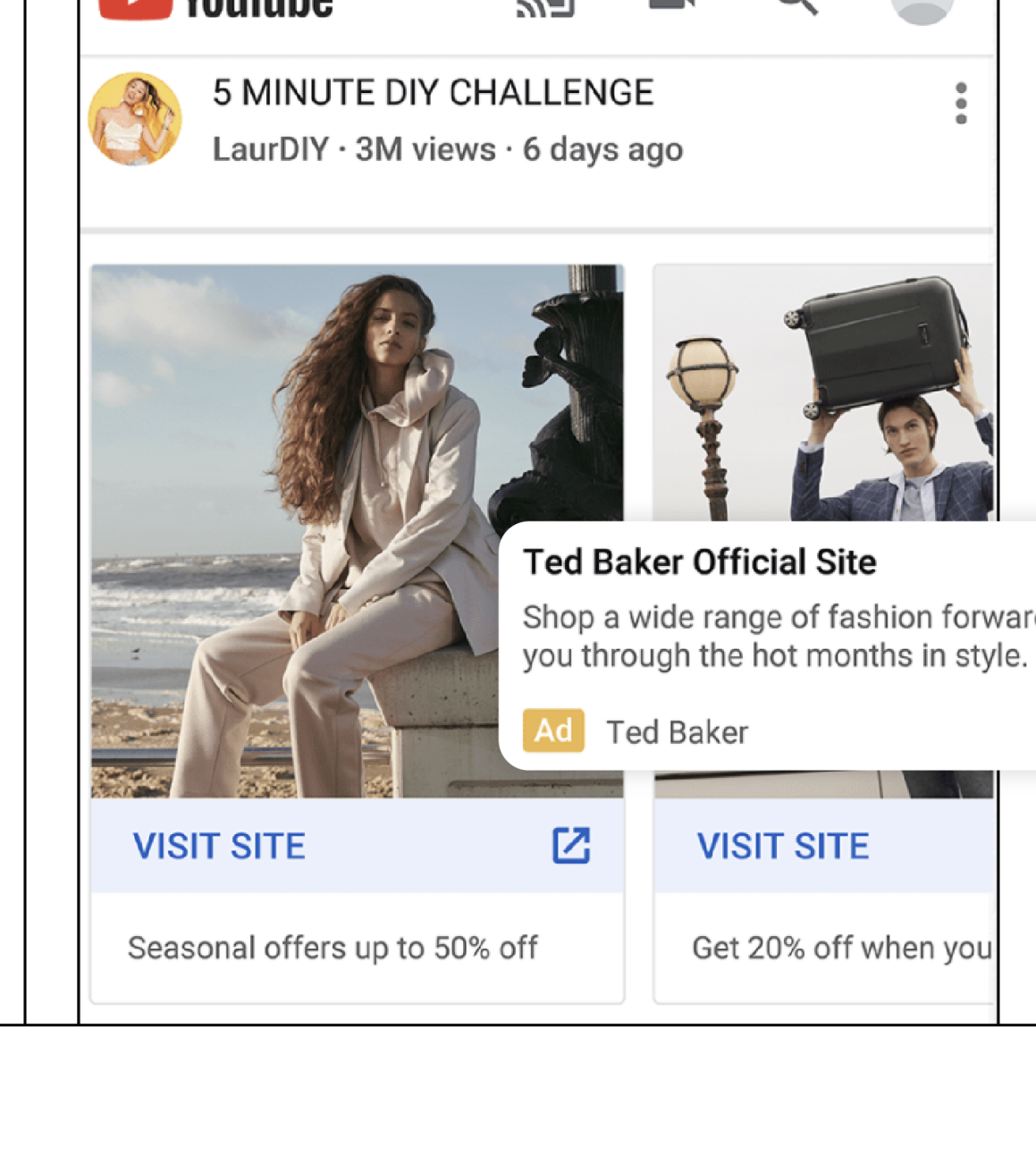
Image extensions

Compelling visuals can help you differentiate your brand with shoppers across Google and capture their attention. To optimize your ads' performance, use **image extensions** to complement your existing text ads with relevant visuals that engage your audience and drive action.



Discovery campaigns

Discovery campaigns can help you deliver highly visual and inspiring personalized ad experiences to people who are ready to discover and engage with your brand. With this solution, you can reach up to 3 billion users on feeds across Google and YouTube with a single campaign.



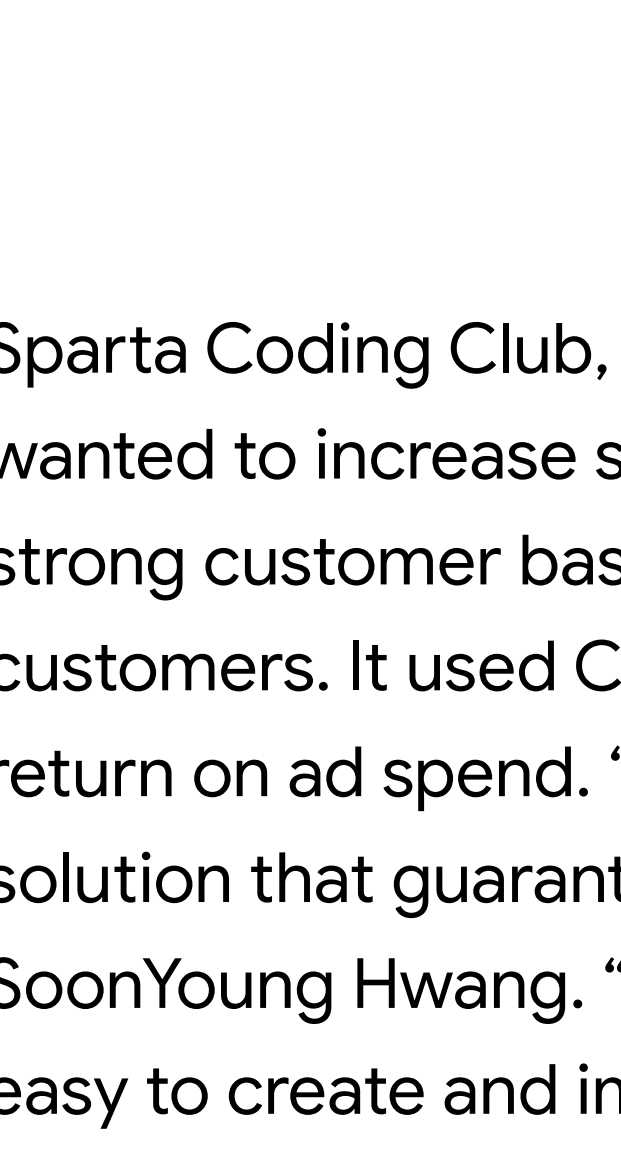
Find customers looking for products and services like yours

The better you know your audience, the easier it is to connect with them, so it's important to choose the right audience solution for your ad campaign to maximize return on investment.

Audience solutions

To build consideration among people who are actively looking to make a purchase, use **in-market audience targeting**. To drive action from new customers who share similar characteristics with existing customers, use **similar audiences**. To reengage existing customers across the web, use **Customer Match**.

Reengage existing customers



2.2x

return on ad spend
with Customer Match

Sparta Coding Club, a coding education platform based in Korea, wanted to increase sales of its courses. The brand already had a strong customer base, so it was keen to re-engage existing customers. It used Customer Match, which resulted in 2.2X higher return on ad spend. "The results prove that Customer Match is a solution that guarantees high performance," says the brand's CMO SoonYoung Hwang. "A big merit of Customer Match also, is that it's easy to create and implement."

Sources

1. Google-commissioned Ipsos COVID-19 tracker, AU, BR, CA, CN, FR, DE, IN, IT, JP, MX, RU, ZA, KR, ES, U.K., and U.S., n=500–1,000 online consumers 18+ per market, Sept. 9–12, 2021.
2. Google Data, Global, June 2019.
3. Google-commissioned Ipsos COVID-19 tracker, AU, BR, CA, CN, FR, DE, IN, IT, JP, MX, RU, ZA, KR, ES, U.K., and U.S., n=1,000 online consumers 18+ per market, April 22–25, 2021.