

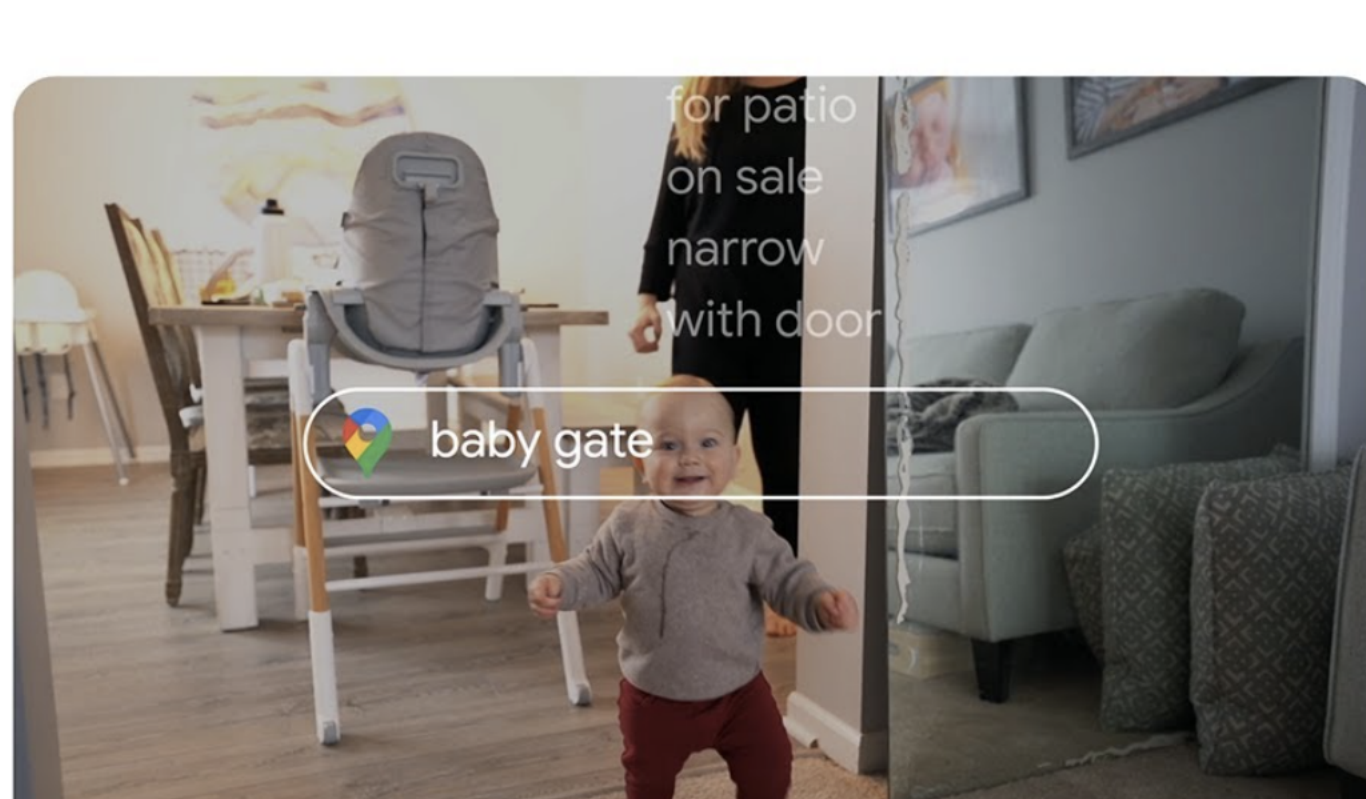
2022 Retail Marketing Guide: Customers turn to Google every day to browse, research, and buy

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Searches for “open now near me” have grown globally by over 400% YOY¹

Now, more than ever, **people rely on digital** to make their purchasing decisions. But, it is important to note that shoppers don’t just turn to Google for things they want to buy online, they also use Google to **find what they need nearby**. To capture sales, businesses with physical locations need to provide customers with a more personal, seamless, and locally optimized experience.



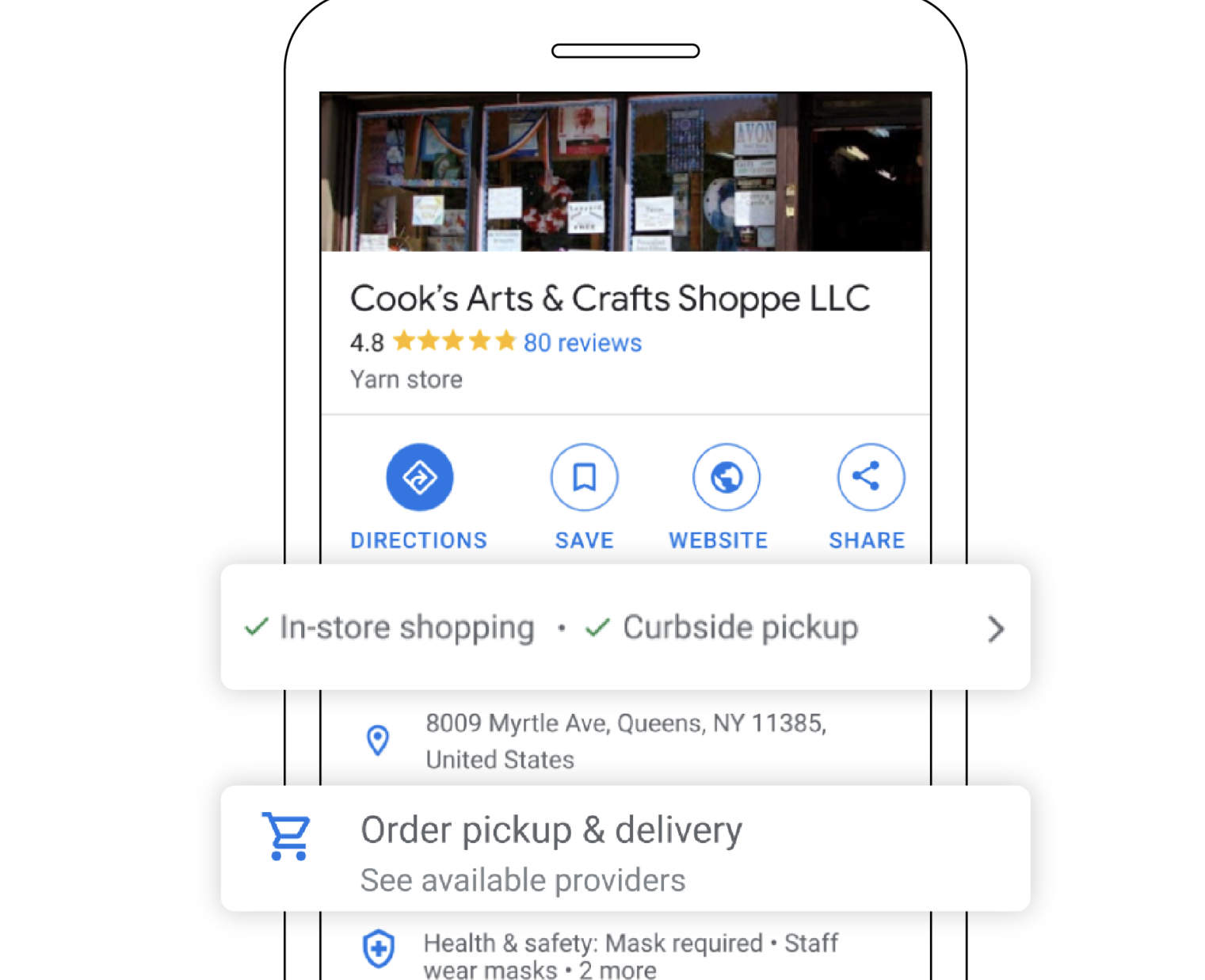
Watch video now

Stand out with a Business Profile on Google

Shoppers often use Google to check product and business information online before going into the store. Claim your Business Profile at no cost to make sure you’re providing important information to customers when they’re deciding where to buy — like your address, pickup and delivery options, and store hours.

Create a Business Profile

Your **Business Profile** helps customers find and connect with you on Google Search and Maps. This profile includes information like your business’ address, store hours, photos, and more.



Increase store visits and grow in-store sales

For traditional retailers and small businesses, bringing customers to your stores can be critical to generating revenue. Google has solutions to help you achieve this goal — whether that’s driving foot traffic to particular stores, highlighting in-store sales, or promoting specific products that are available for curbside or store pickup.

Performance Max for store visits*

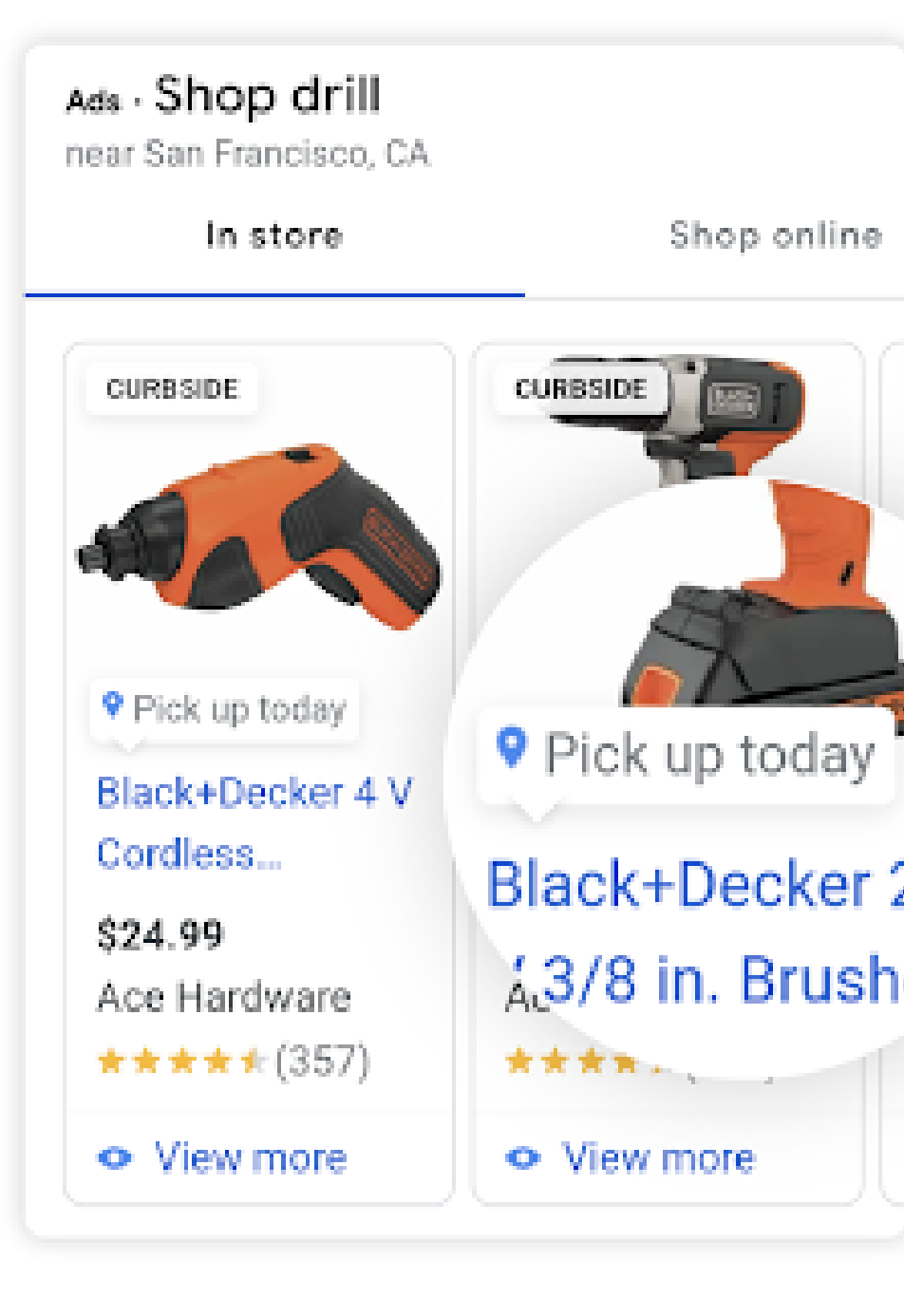
Bring people to your stores by promoting your locations to shoppers browsing on Google Maps, Search, YouTube, and the Google Display Network with **Performance Max**. You can drive foot traffic by sharing store openings, special in-store promotions, updated business hours, and specific products that are available in nearby stores. If you’re currently running **Local campaigns**, you’ll be able to upgrade them to **Performance Max campaigns** starting in June.

*Available in Australia, India, Japan, Malaysia, and New Zealand, Singapore, Taiwan.

Local inventory ads*

Shoppers want to know whether the products they’re looking for are available before coming into stores. Showcase products that are available in your nearby stores on Google Search and highlight your fulfillment options like **curbside pickup**, **pickup today**, and **pickup later** using **local inventory ads**.

*Available in Australia, India, Japan, New Zealand, and Singapore.



Smart Bidding* for store visits or store sales

Measuring the impact your online ads have on your in-store visits is vital for meeting your business goals. Use **Smart Bidding for store visits** or **Smart Bidding for store sales** to maximize total sales by bidding the right amount to attract the right customers, whether they end up purchasing online or in your store.

*Available in Australia, India, Japan, New Zealand, and Singapore

Sources

1. Google Data, Global English, Sept. 2020–Aug. 2021 vs. Sept. 2019–Aug. 2020.