Stand out with a Business Profile on Google

For traditional retailers and small businesses, bringing customers to your store can be critical to generating revenue. Google has tools to help you achieve this goal — whether that’s driving foot traffic to your 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.

Increase store visits and grow in-store sales

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Stand out with a Business Profile on Google

Shoppers often use Google to check product and business information before going to the store. Display your Business Profile at all costs to make sure you’re providing important information to customers as they decide whether 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.

Smart Bidding* for store visits or store sales

Measuring the impact your online ads have on your in-store visits is critical to 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.

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