

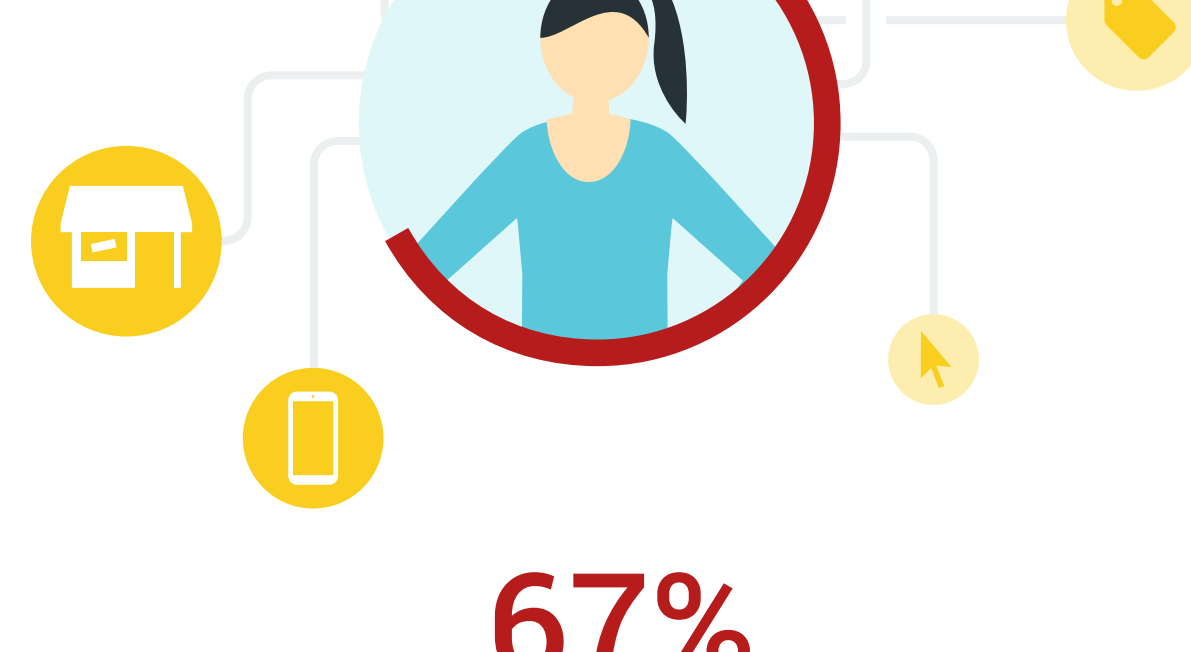
GET A JUMP ON Holiday Marketing Plans in Canada

WITH THIS CHECKLIST

It may be a bit too early for holiday music and decorations (okay, it definitely is), but it's certainly not too early for marketers to get a jump on their holiday strategies. To help you get started, here's our 2016 holiday planning checklist—and fine, we'll say it. You should check it twice.

✓ SHOPPERS WILL BE ON ALL CHANNELS, AND YOU SHOULD BE TOO

Among Canadian holiday shoppers:



67%
use **3+** channels to shop¹



3+ channel shoppers plan to spend
29% more
than those who use only one channel.²

Make a plan to be in lockstep with holiday shoppers as they jump seamlessly from channel to channel to browse and buy. Not having a presence on both desktop and mobile risks missing out on these valuable customers.

✓ UNDERSTAND HOW CANADIAN MOBILE USAGE HAS CHANGED

Phones are our new all-in-one personal shoppers.
Among holiday shoppers:

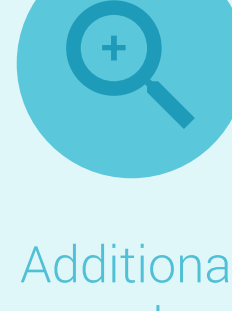


Nearly
2 in 5
use mobile search
when shopping³



86%
took an action other
than a purchase
as a result of
their search³

Actions include:



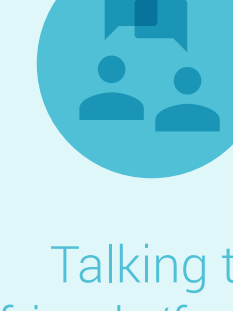
Additional searches



Visiting a retailer's store



Visiting a retailer's website



Talking to friends/family about the purchase



Taking screenshots

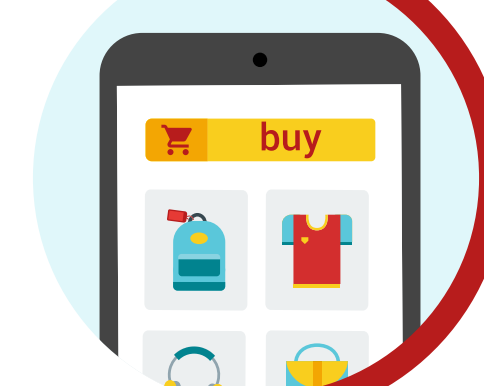
A strong, mobile-friendly, responsive site can help inspire ideas, answer questions, and move consumers along the path to purchase.

✓ THINK OF MOBILE AS THE NEW HOLIDAY CATALOGUE

Instead of flipping through the pages of an oversized holiday catalogue (remember those?) to find the perfect gift, today's shoppers flip through sites and apps right on their smartphones.



1 in 2
has purchased a retail brand they wouldn't normally because of relevant info they found on their smartphones⁴



50%
of mobile searches are unplanned—and they're more likely to lead to an impulse buy⁵

Mobile will take over the hearts of busy consumers this holiday season, so make sure your brand is present when dad is on the lookout for the season's must-have toy for his daughter or when a 20-something needs to pick up a last-minute gift for her new in-laws.

✓ INVITE LOCAL SEARCHERS RIGHT TO YOUR DOOR

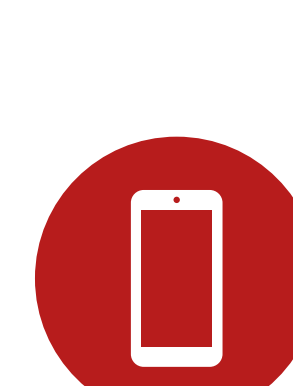


In the past year, Google has given over 100 Canadian advertisers the ability to measure store visits from digital ads. When advertisers with physical store locations included store visits from ads as conversions, they saw:



3X

more store visits vs. online conversions



4X

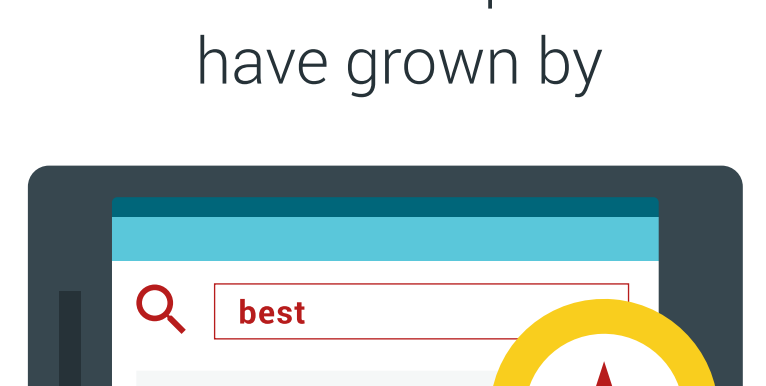
more store visits from mobile⁶

Consumers who use search visit stores more often than they convert online, so even if you don't have strong e-commerce capabilities, having a strong search presence can help shoppers discover your store. You can incorporate store visits to your measurement mix to see just how valuable these searchers are.

✓ REACH CANADIANS AS THEY TURN TO EXPERTS IN THEIR QUEST FOR THE BEST

Shoppers use search and YouTube product reviews to sift through a seemingly endless number of gift options.

Mobile Google searches related to "best" products in the top retail categories have grown by



more than 44%
in the last year⁷

Canadian YouTuber "UnboxTherapy" dedicated to product unboxing



5.7M+ subscribers
793M+ views⁸

Once customers have an idea of what to get, they face an overwhelming number of options. To narrow down options, customers turn to what else? The best. Make your way to the top of customer's lists by providing useful content like consumer reviews on your mobile site, simple demos on your YouTube channel, and product reviews on your search ads.

Sources

- Google/ Ipsos, "Canada Shopping Study," 2015, n=1,950. Channels include website, digital flyer, smartphone search, PC/tablet search, store visit, and paper flyer. Question was asked of last 48 hours.
- Google/ Ipsos, "Canada Shopping Study," 2015, n=1,950. Channels include website, digital flyer, smartphone search, PC/tablet search, store visit, and paper flyer.
- Google/ Ipsos, "Canada Shopping Study," 2015, n=914. Base=Holiday shopping occasions in last 48 hours using mobile search.
- Google/ Ipsos, "Moments that Matter Research North America," April 2016, Canada, n=622. Base=Conducted research on their smartphone.
- Google/ Ipsos, "Canada Shopping Study," 2015, n=914. Base=Holiday shopping occasions.
- Google internal data, count of aggregated and anonymized post-click online conversions and extrapolated Store Visits recorded by device among Canadian Store Visits users, October 2015–April 2016.
- Google internal data, Canada searches related to apparel, home & garden, beauty & personal care, computer & electronics, and gift (excluding terms "best buy," "best man," and "best friends"), Jan–March 2015 vs. Jan–March 2016.
- Unboxtherapy YouTube channel, total views as of August 22, 2016.