

# The APAC Shopping Season Playbook





## Q4 is peak shopping season across APAC

The spike in shopping activity has traditionally been driven by cultural occasions such as Diwali (Deepavali), Christmas and even the run-up to New Year’s Eve and the Lunar New Year. But in recent years, APAC has found a new reason to splurge — e-commerce festivals such as Black Friday, Singles’ Day and Harbolnas. Shoppers across the region binge on impulse deals or painstakingly research long-planned-for big-budget items.

With multiple properties reaching over a billion users, Google is a trusted companion to shoppers. They search for ideas to buy gifts or treat themselves. They turn to YouTube for the latest trends, fashion inspiration, and product reviews. They use apps and the mobile web to browse for, and purchase, the right products. They even look for help getting to stores before closing time!

In this playbook, we outline how Google can help retailers achieve their business objectives. Look out for our “menu options” to see which strategies and products are more suited to omnichannel retailers 🛒, online retailers 📱 or both 🛒📱.

## Different strokes for different folks...

In 2019, retail sales in Asia Pacific totaled to just over ~US\$10 trillion. China, of course, accounts for >50% of the total retail market and claims ~85% of total e-commerce sales<sup>1</sup>.

Excluding China, APAC retail sales are expected to touch ~US\$5 trillion in 2019. E-commerce in these markets will account for just around 6% of retail sales<sup>(i)</sup> but **as internet penetration grows, digital influence on offline purchases continues to expand rapidly<sup>2</sup>**.

Six of the top 10 fastest-growing e-commerce countries in 2019 hail from the Asia-Pacific region, led by India and the Philippines at more than 30% growth and rounded out by China, Malaysia, Indonesia, and South Korea<sup>3</sup>.

The average internet user in Indonesia and Taiwan **shops or browses online five times a week** while even in a primarily offline market such as India, such digital activity occurs as often as **three times a week**. Shoppers are quite engaged during these sessions, spending up to 30 minutes online across most markets<sup>4</sup>.

**Be it clothes or electronics, the path to purchase is no longer linear<sup>5</sup>**. People switch back and forth between store visits, search, video, and conversations with friends as they narrow down to the perfect product and brand that meets their specific needs.



Traditional retailers have realized the importance of an omnichannel approach and are starting to think about creating seamless online-to-offline customer experiences. Such **omnichannel retailers** are focused on driving footfall to local stores and measuring the incrementality of digital media.

**Online retailers** are digital natives and have built strong brand identities amongst digital-first millennials. The next step for them is to expand into older, younger, and simply more international audiences. But with choice comes competition. Re-engagement remains critical to business growth for such players.



**The Q4 shopping season is a big opportunity for both.**

# Your Guide to Winning this Shopping Season

For retail advertisers, the shopping season is the perfect time to connect, reconnect, and engage with would-be customers. Here are three things you can do to engage with shoppers across all of our platforms at all stages of their journey.

## Connect

## Drive Action

## Accelerate

### Discovery starts online

### Digital drives consideration

### Data sparks innovation



ONLINE

E-commerce brands build connections online. It is where new audiences find them, be they local or international.

Styling guides. Product reviews. Customer ratings. Online-only offers. Digital drives comparison, deep research and consideration for first-time buyers. Sustained digital engagement drives loyalty and brings back repeat customers.

E-commerce players are already digital natives when it comes to tracking and measuring data. But it's only the tip of the iceberg, the start to which is combining 1P and 3P data as well as creating better and more seamless data-driven customer experiences.



OMNICHANNEL

Purchases remain predominantly offline for most of APAC but digital is increasingly influencing offline purchase decisions. How do you stand out in that very first meeting online?

Local intent drives local action. If you are an omnichannel retailer, last-mile message delivery and amplification are the key ingredients to driving more footfall.

For omnichannel retailers, realtime data can amp up your many years of customer insight to complement and inform offline marketing strategies. Measurable incrementality is a plus!

















# Connect With New (And Returning) Customers

Even though the majority of APAC continues to purchase offline, **82% of internet users across Asia Pacific have searched online for a product or service** they want to buy in the past month.<sup>6</sup> **Search is increasingly a gateway to discovery** as shoppers turn to Google to get visual inspiration on the latest fashion trends, or explore in detail the specs for the newest smartphone on the market.

**80% of shoppers say they typically switch between online search and video when researching products to buy.**<sup>7</sup> People turn to video for fashion styling advice, product reviews when buying makeup, or asking “how to” when trying to get their latest electronic gadget to work.

**Tune in to when your customers are starting to do their research** – it often starts way before purchase activity peaks. By keeping ahead of customer preferences, you can capture early demand, inform your product assortment and even your online and offline marketing strategies.



-    Identify trends. Set flexible budgets
-   Expand your product assortment with competitive pricing
-   Make sure your inventory information is up-to-date and always fresh
-   Build brand awareness with imagery and intent
-    Engage early on with YouTube
-    Find new customers based on interests, intent, and more
-    Visibility matters! Plug the gaps with Google’s automated solutions
-    Seems too hard? Make Google do it!
-   Thinking of going global? Google can help!



## Identify trends. Set flexible budgets on Google search and on YouTube

Identify rising queries on [Google Trends](#). Layer on account-specific trends using historical data. Use these insights to inform your product selection and marketing strategy.

Make sure you set flexible and sustainable budgets across your Search and YouTube campaigns.



## Expand your product assortment with competitive pricing

Use the [product suggestions report](#) to [understand demand for products](#) that you don't already stock; ensure your merchandising catalogue reflects these customer preferences.

Check [price benchmark metrics](#) to see how competitive you are against other retailers

**1 in 5** APAC customers research online before making an offline purchase<sup>8</sup>



## Make sure your inventory information is up-to-date and always fresh.

Upload product data to the [Google Merchant Center](#) and make it available across Google platforms

To manage fluctuations in product price and availability, explore advanced solutions such as [automated feed delivery](#), the [Shopping Content API](#) and/or [automated item updates](#).

**48%** of shoppers have discovered their favorite brand (or more about it) when searching for something else.<sup>9</sup>

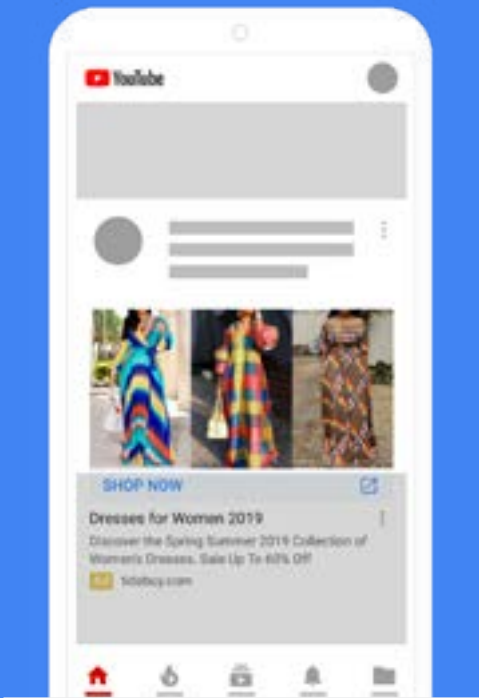


## Build brand awareness with imagery and intent

[Google Trends](#) reveals that consumers searching for categories such as apparel often use broad search terms such as 'design' or 'features'. Google and YouTube provide visual inspiration at this early stage of research.

[Discovery Campaigns](#) engage with mid-funnel customers through rich, image-based formats that surface across YouTube, Gmail, and the [Discover feed](#). They are queryless, acting on audience intent and help drive performance objectives such as new customer acquisition.

[Showcase Shopping ads](#) help promote your brand and products earlier in the journey by curating groups of related products.



## Discovery Campaigns helped Tidebuy drive new traffic more effectively

Online Chinese fashion retailer, Tidebuy, was looking to expand reach and drive incremental sales. They used Discovery ads to deliver rich image-based ads of their best selling products. In-market, Custom Intent, Life Events, and Affinity audience lists further helped reach out to customers based on their interests. In a short span of 4 weeks, the rich, visual format helped Tidebuy drive a **10X increase** in traffic and **increase conversions by +21%**, while **CPC declined by -75%**. This proves that **Discovery Campaigns are effective in driving new traffic**.

**>90%** of people say they discover new brands or products on YouTube<sup>10</sup>



### Engage early on with YouTube

Authenticity matters. Upload videos of store tours, product demos, and seasonal gift recommendations to engage shoppers.

The newly launched **cost-per-impression (CPM) Masthead** allows you to acquire premium ad placement at the top of the YouTube homepage – without the day rate!

[Raise awareness](#) by reaching a broad set of customers efficiently with TrueView for reach.

Ensure your message sticks with short, frequent reminders using six-second [bumper ads](#).

The [YouTube creative suite](#) such as Director's Mix can help you tell more engaging stories.



## Find new customers based on interests, intent, and more

[Audience targeting](#) across Search, Display, and Video can help reach people based on who they are, their interests, what they are actively researching, or how they interact with your business.

[Custom Intent](#) allows advertisers to reach people with the intent to purchase. On YouTube and Gmail, you can define intent by selecting Google search terms. On the GDA, DV360 (non-TrueView) and Google Ad Manager you can provide interest keywords, URLs and apps to define your intent audience.

[Similar audiences](#) specifically enables you to find new customers who resemble your existing customers (based on your remarketing lists).



### Lazada leveraged signal-based audiences to drive purchase consideration and brand interest

For 11.11 2018 Southeast Asian online retailer Lazada wanted to explore if using smarter audiences signals could effectively drive purchase consideration & brand interest as compared to a “demographic only” strategy.

The brand worked with Experiments with Google Ads to A/B test TrueView Instream ads in Thailand over a 10 day period. Both campaigns used the same ad creatives.

The control group targeted Demo Audiences; the test group targeted Affinity Audiences (11.11 Shoppers). **Affinity targeting delivered a 37.3% uplift in purchase intent.**

“ Our partnership with Google enabled us to unlock the potential of not only raising awareness about 11.11 Biggest One-Day Sale among more people, but more importantly, drive up their intent to purchase. This is crucial in this time-starved world in which the competition among e-commerce players is for consumers’ minds and time. What makes or breaks an e-commerce operation or brand is its ability to continually engage its consumers with the effective tools and messages so that they repeatedly return to purchase. ”

*Mary Zhou, Group Chief Marketing Officer*





### Visibility matters! Plug the gaps with Google's automated solutions

Check the [Opportunities](#) tab in Merchant Center to get disapproved products back in the auction. Use [Dynamic Search Ads \(DSA\)](#) to make your entire inventory eligible for text ads.

Manage a portfolio of seasonally relevant keywords by running a [search terms report](#) for last year's shopping season.

Don't forget to remarket! Give potential customers who have visited your website a final push by using [ad customizers](#) to adjust your ad text or offer special promotions.



### Seems too hard? Make Google do it!

[Smart Shopping Campaigns](#) automatically optimize bids, products, and audiences based on your budget, and show the most relevant ads across Google platforms, including Search, Display, YouTube, and Gmail. In early testing, **Smart Shopping Campaigns drove 20% more conversion value with the same budget.**<sup>11</sup>



## Bukalapak boosts relevance among high-value users with Smart Shopping campaigns

Indonesian e-commerce retailer Bukalapak noticed that too many potential customers were browsing its website without converting.

To reach consumers who were more likely to buy its products, the brand turned to Smart Shopping campaigns. They focused on 5% of Bukalapak's Shopping ads traffic using a [maximize conversion value bidding strategy](#); the remaining 95% was assigned standard shopping and dynamic remarketing campaigns.

The campaign combined the brand's existing product feed with Google's machine learning algorithm to serve more than 40 million products to potential customers across multiple channels.

Smart Shopping campaigns achieved **5X higher ROAS** than standard shopping, while driving **4X more conversions** and **300% growth in conversion value**. Bukalapak acquired **2.5X more new customers**.

### Thinking of going global? Google can help!

International online shopping is rapidly growing. Shopping ads are now available in 42+ countries. Assess your global opportunity by using the [Market Finder](#).

Easily promote your products with [multiple language support for Shopping ads on Google](#) [Configure your shipping settings in the Merchant Center](#) to export to new countries.











# Drive Action, Be It Maximizing Site Visits Or Increasing Store Footfall

**APAC is mobile-first.** 60% of APAC customers do pre-purchase research using a smartphone<sup>12</sup>. But you'll lose more than half your audience if your page doesn't load within three seconds.

Mobile drives local action. **“Near me”** searches have grown 4.5X since 2016 across APAC's top five English-speaking countries<sup>13</sup>. Such location-based queries indicate that **customers have high intent of walking into stores, and all they need is some ‘last mile’ help to make sure they don't change their mind.**

It is also important to plan your promotional calendar, especially if you offer international shipping, and keep in mind important dates such as Diwali, Christmas, and Boxing Day.



-   Online search is used to find offline stores. Get the basics right!
-   Highlight your unique offers and promotions
-   Increase footfall and local sales
-   Drive action with YouTube
-   Create better and more mobile shopping experiences
-   Always ensure you have enough budget and bid smartly
-   Turn new customers into repeat customers. Remarket!
-   Establish a crisis response plan



## Online search is used to find offline stores. Get the basics right!

Update your store hours, product information and contact details on your [Google My Business account](#).

[Local inventory ads](#)<sup>14</sup> help bring your store online. You can showcase your products and store information to nearby shoppers with a 'local storefront', a Google-hosted page for your brick and mortar store.



## Adidas Japan drives more Store Visits with LIA

Adidas set up 150+ stores on their Google My Business account to increase store location visibility. Up to date local product and inventory feed ensured that consumers had all the information they needed before making an in-store purchase.

Local inventory ads allowed online marketing to influence offline sales. In comparison to product listing ads, the company improved store visit rate (+42%) and reduced store visit cost (-52%).

*“ Local Inventory Ads is a solution for us to deal with consumer needs such as “now want to see/ want to buy”. The cooperation between our retail and digital staff will strengthen the trend that consumer behavior begins online and finishes offline. ”*

*Jessy Steeg, Senior Director of e-Commerce*



## Highlight your unique offers and promotions

Showing extensions can provide a 10-15% average CTR uplift.<sup>15</sup> Add at least four [ad extensions](#) and insert [countdown timers](#) for sales to boost your text ads.

Engage last-minute shoppers and deal-seekers looking for end-of-year sales. Differentiate your Shopping ads by using [sale price annotations](#) and [Merchant Promotions](#).

Using [Posts for local businesses](#), you can share upcoming holiday events and special offers such as gift wrapping to show what makes your business unique.



## Increase footfall and local sales

After shipping cutoff dates for key shopping occasions, customers may turn to nearby stores to make last-minute purchases. Increase [location bid adjustments](#) around your stores with location extensions to maximize foot traffic.

[Local Campaigns](#)<sup>16</sup> help you achieve offline-only performance goals such as more store visits and in-store sales. By simply providing store locations, campaign budgets, and ad assets, you can promote your stores across Google's largest properties including the Google Search Network, Maps, YouTube, and the Google Display Network.

If you are a manufacturer, [Shopping Campaigns with Partners](#) allow you to increase traffic to retailers of your choice. By pooling together your own and the retailer's advertising budget, you can both access campaign reporting metrics (impressions, clicks, and orders).

## Skoda drives +63% more Store Visits with Local Campaigns

Automotive company, Skoda, experimented with moving budgets from print to digital. They adopted Local Campaigns to show customers the nearest Skoda dealership using video and display ads, and map directions. In 30 days, Skoda saw a **+63% increase in walk-ins (+63%)** and a **-40% decrease in cost per walk-in**. Skoda has now adopted Local Campaigns as an always-on channel.



*“ A car buyer today moves seamlessly between online and offline worlds in her/his path to purchase. It is key that we deliver the right message to the right user and drive action in the moment. Digital, powered by Machine Learning, such as Local Campaigns are helping us get sharper in this mission. ”*

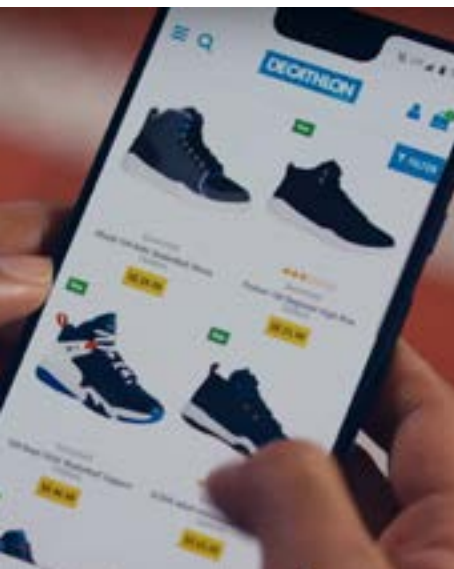
*Tarun Jha, Head of Marketing, Skoda*



## Drive action with YouTube

[TrueView for Action](#) helps drive click and view-based website conversions through automated bidding. Combine this with [Custom Intent targeting](#), which allows advertisers to reach people with the intent to purchase.

Worried that testing video creative may get costly and time-consuming? Video Experiments measure the impact of your creative at no extra cost in as few as three days.



## Decathlon used insights-driven, hyper-targeted dynamic video campaigns to effectively deliver personalization at scale

Sporting goods retailer Decathlon stocks 60+ sports in its product assortment. Having recently entered Singapore, they wanted to use video to engage with such a diverse customer base.

**A partnership with the Experiment with Google ads team demonstrated the value that TrueView for Action can drive for omnichannel retailers.**

### Phase 1

#### TrueView for Action x 'Beyond Demo' Audiences

TrV4A & tCPA bidding helped Decathlon automatically optimize for online conversions (defined as 'online add to cart' and 'completed sales.')

The campaign targeted a variety of audiences including Affinity, Custom Affinity, In-Market, Custom Intent, and Customer Match. Compared to a prior 90-day period with no YouTube activity, the experiment window saw a +175% increase in online conversions at -63% lower cost. Store visits (in-store footfall) driven by these ads increased by +28%, demonstrating that YouTube was effective in driving action offline as well.

### Phase 2

#### TrueView for Action x Creative personalization at scale with Director Mix

Given the diversity of its product portfolio as well as customer base, Decathlon wanted to ensure that each customer was shown an ad that matched closely with their interests. They used Director Mix to build 110+ creative variations from a single base video, simply by providing a variable combination of text and images. The campaign was hyper-targeted with each video being personalized to be as relevant as possible to the viewer. This personalization is based on signals such as recent Google searches or content watched on YouTube.

Compared to the prior Phase 1 window, this phase of the Experiment ran for a month and showed a **+51% uplift on RoAS**. **Ad recall increased by +72.7%** while **brand interest saw a +10.6% uptick** – both of which were best in class.

*“ We are very excited to see how YouTube doesn't only deliver on brand impact but also effectively drives omnichannel business results, all the way from reaching new key audiences to effectively converting them into customers. Furthermore, the ability to convert our product catalogue into personalized creative videos allowed us to reach each viewer with the most relevant message for them - which significantly boosted our results. ”*

**Laurent Petit - Head of Communications and Marketing**



## Create better and more mobile shopping experiences

Use [Test My Site](#) to reduce mobile loading time and minimize drop-off. Create a positive shopping experience by using autofill forms, avoiding interstitials, and placing the product's price and "Add to cart" button above the fold.

More mobile inspiration needed? Explore the [APAC Masters of Mobile report](#)



## Always ensure you have enough budget and bid smartly

Make sure you're not going dark. Shopper conversion rates increase during the shopping season, so review your bids regularly to capitalize on this. [Smart Bidding](#) factors in seasonal demand automatically, saving you time and improving your performance.

To bid more aggressively, consider using [target return-on-ad-spend \(ROAS\)](#) or [enhanced cost-per-click \(ECPC\)](#).



## Turn new customers into repeat customers. Remarket!

Reconnect with interested shoppers using remarketing lists across your campaigns and re-engage your existing customers using your first-party data with [Customer Match](#).



## HipVan used video to drive footfall to their first-ever concept store.

Singaporean online furniture retailer, HipVan was already using Search campaigns to target 'near me' and 'for me' searches. They added Video ads (TrueView In-Stream & TrueView for Action) into the mix to measure the combined impact of Search + YouTube.

The campaign achieved a **5X return on ad spend** (based on store visits, in-store sales conversions and basket size value). The YouTube campaign unlocked an **incremental +528% brand interest**, based on organic Searches of HipVan.

**Search and YouTube complemented each other and unlocked cross-channel synergies and efficiencies.**

*“ We were pleasantly surprised by the increase in-store visits and brand recall uplift through our YouTube campaigns. This experiment gave us the comfort to invest more in such initiatives in the future, and make it a permanent part of our marketing mix. ”*

*Shobhit Datta, Co-Founder, HipVan*



### Establish a crisis response plan

Be prepared for last minute emergencies and confirm on-call contacts during the peak season. Set up [automated rules](#) in Google Ads to monitor low conversion rates and to alert you of any potential landing page or website issues.
















# Accelerate To Maximize Business Growth

Data and analytics illustrate how customers experience your brand across platforms. Gather critical audience insights and drive growth using a value-led approach to measurement.

Despite large quantities of data being available, it can sometimes be quite siloed. But bringing together different data sources can yield valuable insights about your customers, helping you deliver the right message AND the right product at the right time.

The first step to this is tracking and measuring the right data for your Google campaigns, and over time adding other data sources to the mix. Experiment continuously. And remember - it's never too late to start planning for next time.



-    Set your marketing goals. Determine KPIs
-   Track the impact of your online ads on offline conversions
-    Choose a Data-Driven model. If unavailable, default to a rule-based model
-    Experiment. Analyze. Experiment Again
-    Earn user trust and drive marketing results
-    Start to prep for next year – and the year after!



## Set your marketing goals. Determine KPIs

Are you driving store visits or conversions? Do you want people to spend more time on your site or try out your latest product? Being crystal clear on the 2-3 KPIs you want to achieve will help you allocate budgets more effectively.

Enable [Google Analytics](#). Make sure you are collecting data and seeing it in your reports.



## Track the impact of your online ads on offline conversions

[Track online to offline conversions](#), to start planning how best to connect with “omnichannel” customers who move seamlessly between channels.

Make sure you track Store Visits<sup>17</sup> and assign a value to them (in-store conversion rate \* in-store average order value).

Use the data on a campaign level to determine budget allocation and performance evaluation by using a custom column (all conversions, conversion action “Store Visits”).

To capture more local opportunity, integrate store visits into automated Smart Bidding and make sure you are optimizing against a complete picture of online and offline performance.





## Shoppers Stop connects digital marketing spends with offline sales to understand customers' O2O behaviour

Shoppers Stop is one of India's largest multi-brand retailers, with over 300 retail stores and 4M+ loyalty program members. However, more than 98% of sales are transacted in store.

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### The challenge: To find out how many customers discovered the brand online but shopped from a physical store

Shoppers Stop had data on how many customers visited their online site but lacked information on how many of these customers ended up visiting the offline retail store.

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### The solution: Store Sales Direct

The brand used Store Sales Direct to understand how many loyalty program members went online, searched on Google and ended up on their website to shop online. They were also able to understand how many of these customers further visited or shopped from a physical Shopper's Stop store.

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### The result: Uplift in ROAS and Basket Size

Shoppers Stop realised a ROAS of 1:5 on Total Sales. For every X dollars spent on digital, they saw a 2X ROAS in online sales and 3X in In-store sales.

Basket size for these in-store sales was 30% higher than the average basket size.

## Sephora uses Google Marketing Platform to evaluate the offline impact of its online ads

Beauty giant Sephora turned to [Analytics 360](#)<sup>18</sup> to understand its customers' purchase journeys. The brand worked with Google to integrate and analyze data across in-store purchases and online transactions. These tools proved that measuring success based purely on online conversions didn't tell the full story - **70% of customers who had visited the Sephora website before buying in-store did so within 24 hours of purchase.**

When in-store sales were included in the path to purchase, Sephora saw a **3.9X higher ROAS** and a **3X increase in conversion rates**. If customers visited the Sephora website less than one day before purchase, there was a **13% on-average uplift** in their in-store order values.



### Choose a Data-Driven model.

#### If unavailable, default to a rule-based model

Last-click attribution no longer provides an accurate picture for today's cross-channel consumer. Enter the shopping season using a better attribution model to make smarter decisions during sales peaks. Change both Google Ads and Search Ads 360 to the same model for consistency across platforms.

Check each conversion action and choose the best attribution model. A data-driven model requires approx 600+ conversions per month and a few weeks of data history. Always select [data-driven attribution](#)! If unavailable, choose either time-decay, position-based or linear. These are all better than last-click!

## Nestlé Taiwan used data-driven attribution (DDA) to maximize the conversion of prospects

Nestlé Taiwan used DDA to determine the real value of each touchpoint through the consumer journey. Machine learning helped the brand learn which keywords for moms-to-be provided additional conversion value. By stepping away from the last-click mindset, Nestlé Taiwan saw an **increase in conversions (+19%)**, an **increase in conversion rate (+7%)** and a **decrease in conversion costs (-10%)**.



### **Experiment. Analyze. Experiment Again.**

As marketers, one of our greatest challenges is identifying the true impact of a given marketing spend. An experiment helps identify the causal impact that a certain change in advertising strategy has on a given success metric. Controlled marketing experiments can help you to make data-driven decisions.

A good hypothesis frames a focused and unambiguous question based on a specific business goal(s). A controlled experiment (test group exposed to a change in advertising strategy vs. control group left at status quo) isolates the impact of the variable on the success metric(s).

Every well-designed & executed experiment delivers insights - even if the results are not as expected. Take action against the results... otherwise, why run the experiment at all?

Our tools can aid **tactical optimization** by testing your campaign execution strategies.

Understanding impact/lift on brand and intent can demonstrate **brand incrementality**.

Evaluating impact/lift on performance and effectiveness can prove **performance incrementality**

**Find out more on [Experiment with Google Ads](#).**



**Experiment with Google Ads**



## Earn user trust and drive marketing results

Forward-thinking marketers understand that online privacy concerns are real, and they have been preparing all along.

These marketers strive for growth, but not at the cost of consumer trust. Instead, they invest in ways to protect and strengthen their relationships with customers, ultimately creating brands that will endure. They realize that responsible marketing is more important than ever because the expectations for privacy are higher than ever. Read more [here](#).

**The most mature retail brands in Indonesia, Malaysia, Singapore, Hong Kong, and India report significant benefits from data-driven marketing, with an average incremental increase of 11% in their revenue impact and 17% in cost efficiencies.<sup>19</sup>**



## Start to prep for next year – and the year after!

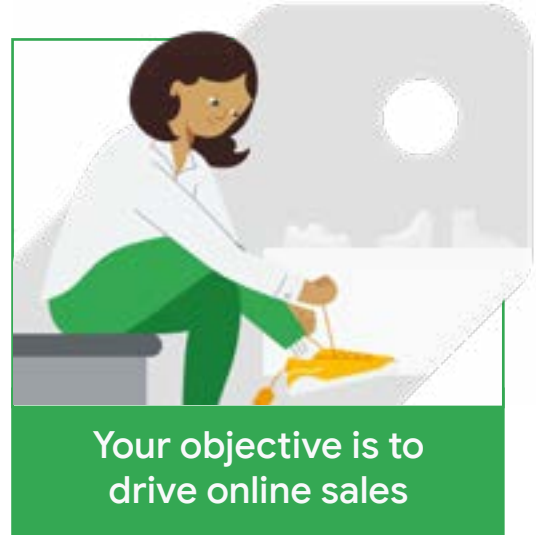
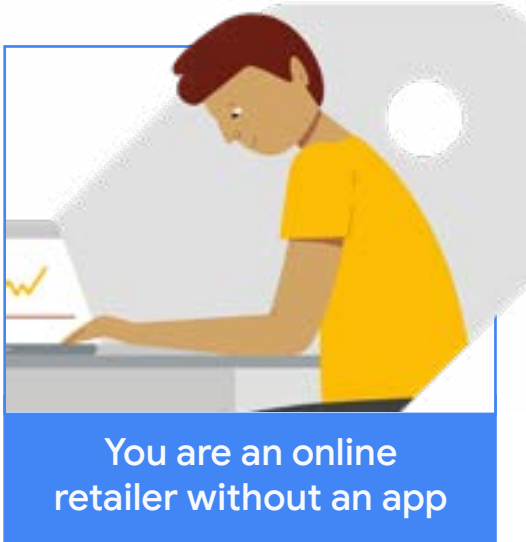
The key to assisting your customers is a [smarter approach to analytics](#). That starts with reorganizing your business, your approach to decision-making, and more. Explore more about data and measurement on [Think with Google](#).



End of year shopping season can be a hectic time. Use the months before the peak season to build brand awareness and traffic while testing new tactics to find growth opportunities. When the sale season hits, you'll have a strong foundation to propel your business forward by connecting with more shoppers and driving sales.

**Get an early start today to set up your campaigns for maximum success this shopping season.**

[Get more best practices for unlocking holiday shopping success.](#)



**Set-up Required**

- Set up Google Merchant Center
- Enable conversion tracking using Google Analytics or Google Adwords tracking
- Submit product feeds
- Fire remarketing pixel

**Products Recommended**

- Smart Shopping Campaigns
- Text ads
- TrueView for action + Custom Intent

**Top Tips**

Use tROAS / tCPA bidding across campaign types for the best results and to access unique auction time signals



Your additional objective is to acquire new users

**Top Products Recommended**

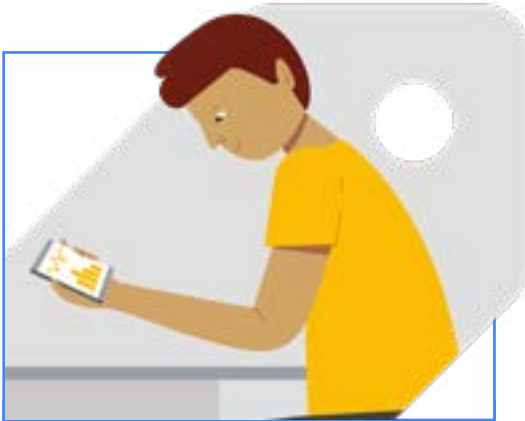
- Discovery Campaigns
- Showcase Ads
- TrueView for Action
- Local Campaigns

**Top Tips**

For Discovery Campaigns, allocate a budget that is at least 10X your bid.

Start with Custom Intent and move up the funnel as needed.





You are an online retailer with an app



Your objective is to drive online sales

### Set-up Required

- Set up Google Merchant Center
- Enable conversion tracking. For app, we recommend Google Analytics for Firebase; for web, use Google Analytics or Google Adwords tracking
- Enable deep linking
- Submit product feeds
- Fire remarketing pixel

### Products Recommended

- Smart Shopping Campaigns
- App Campaigns for Engagement
- App Campaigns
- Text ads

### Top Tips

Use tROAS / tCPA bidding across campaign types for the best results and to access unique auction time signals



Your additional objective is to aquire new users

### Products Recommended

- Showcase Ads
- App Campaigns
- Local Campaigns

### Top Tips

Use Customer Match with Similar Audiences. If you want to push lots of footfall quickly, try TrueView In-Stream campaigns (including Bumpers)



You are an omnichannel retailer without an app



Your objective is to drive local footfall

#### Set-up Required

- Set up Google Merchant Center
- Ensure Google My Business is set up
- Activate conversion tracking for web
- Activate store visits tracking
- Submit local offers

#### Products Recommended

- Smart Shopping Campaigns
  - Local Inventory Ads
  - Store visits bidding
- Local Campaigns
- Local Catalog Ads
- Text ads
  - Location extensions

#### Top Tips

Use tROAS / tCPA for store visits bidding across campaign types for the best results and to access unique auction time signals



Your additional objective is to acquire new users

#### Top Products Recommended

- Showcase Ads
- Local Campaigns

#### Top Tips

If you want to push lots of footfall quickly, try TrueView In-Stream campaigns (including Bumpers)



<sup>1</sup> eMarketer, May 2019

<sup>(i)</sup> excluding China

<sup>2</sup> eMarketer, May 2019

<sup>3</sup> “Brexit Hits the High Street, but Ecommerce Proves Resilient” Jul 7, 2019

<sup>4</sup> Google APAC Online Consumer Research 2018

<sup>5</sup> Think with Google, May 2019

<sup>6</sup> Global Web Index, Asia Pacific Internet Users, Wave Q1 2019<sup>6</sup>

<sup>7</sup> Google/Magid Advisors, “The Role of Digital Video in People’s Lives”, Global (US, CA, BR, UK, DE, FR, JP, IN, KR, AU), August 2018, n=20,000, A18-64 general online population.

<sup>8</sup> Consumer Barometer (APAC; Did people research or purchase their product online or offline?)

<sup>9</sup> Source: Google/Magid Advisors, “The Role of Digital Video in People’s Lives”, US, July 2018, n=2,000, US, A18-64 general online pop.

<sup>10</sup> Source: Google/Magid Advisors, “The Role of Digital Video in People’s Lives”, Global US, CA, BR, UK, DE, FR, JP, IN, KR, AU), August 2018, n=20,000, A18-64 general online population.

<sup>11</sup> Google Data, Feb - May 2018. Based on A/B traffic split for 50 advertisers with Smart Shopping campaigns spend >\$4k and comparable spend is within 50%

<sup>12</sup> Masters of Mobile APAC Report 2018

<sup>13</sup> Internal Google Data 2016-18

<sup>14</sup> May not be available in all SEA markets. Please check with your Google relationship manager

<sup>15</sup> Google internal data: this will vary by client, business type and extension type, among other factors, and Google cannot guarantee this or any uplift.

<sup>16</sup> May not be available in all SEA markets. Please check with your Google relationship manager

<sup>17</sup> May not be available in all SEA markets. Please check with your Google relationship manager

<sup>18</sup> Google Analytics 360 Suite products are now a part of the Google Marketing Platform. Learn about [our new brands](#).

<sup>19</sup> Google/BCG, “Mastering Digital Marketing Maturity,” 2018