

# Winning the Retail Moments that Matter

January

February



Valentine's Day

**3.1X** Growth in search interests on "Gifts" in KSA

**4.8X** Growth in search interests on "Gifts" in Egypt



## Valentine's Day

Valentine's Day, celebrated on Feb 14th, is gaining momentum with 11% YoY growth in consumer searches, and is celebrated on February 14th. But did you know that as far back as the 1950s, Egypt had its own version of Valentine's Day taking place on November 4th?

### Types of Retailers

Restaurants, gift, jewellery, and flower shops

### Consumer Insights

- Searches start to increase 3 weeks before the moment and peak specifically 24 hours before Valentine's Day
- Consumer queries that are peaking include flowers, chocolate, dinner, and spa across the UAE, Saudi Arabia & Egypt
- Mobile is becoming increasingly important with 80% of 2018 searches taking place on this device

### Audiences

Utilize in-market audience to reach the right audience through the "Gift" and "Occasions" categories which cover flowers, gift baskets, and more.

## Mother's Day

In MENA, we show our appreciation for our mothers on March 21st, and this period has become a huge opportunity for retailers over the past few years.

### Types of Retailers

Restaurants, gift, jewellery, and cosmetics shops as well as personalization services

### Consumer Insights

- Although research starts early, up to 7 days before the moment searches in the UAE and Saudi Arabia grow by 12X and 9X respectively, and Egypt grows at 5X
- Key search interests include jewelry, chocolate, flowers, and inspirational ideas to celebrate love for moms
- Recently, a new trend in personalization has emerged specifically for jewelry engraving that experienced a 60% growth in searches
- YouTube is continuing to be a hub for content with 35% of searches on Mother's Day coming from the platform driven by videos related to DIY gifts and gift challenges

### Audiences

Apply seasonal event targeting which enables the reach of shoppers within key categories such as Gifts and Occasions/Mother's Day, Shoppers/Mother's Day, and Flowers and Greeting Cards/Mother's Day.

March



Searches for Mother's Day actually begin during the **last week of February.**



April

May

## Ramadan

Ramadan is a holy month where users experience shortened working hours and a shift in online behavior leading to peaks in key verticals such as Retail.

### Types of Retailers

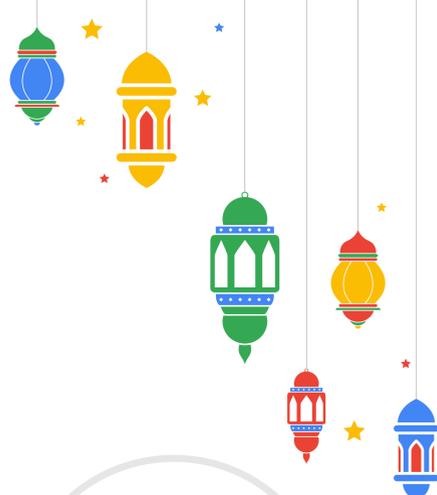
Apparel, jewellery, cosmetics and personal care shops

### Consumer Insights

- Searches for Retail begin to peak during the first week of Ramadan, and once again specifically for apparel shopping sites 10 days before Eid
- Search interests in apparel increase by 10% when compared to the same period of previous months, as well as searches for perfume and oud peak across the moment
- YouTube is key during Ramadan due to the increase in time spent on the platform, and the fact that more than half of all Ramadan videos viewed organically in 2018 were ads
- Increasingly ads are not just organically viewed, but are proactively searched for on the platform making it more important for brands to engage with shoppers

### Audiences

In Ramadan, the key affinity audiences include the gifter & shopper, the devoted faster, the groomer, the traveler, the foodies, and the dedicated watchers, each with their own unique behaviors.



June

July

August

September

Back to School

Did you know that **7 in 10 BTS** shoppers do research before they shop, and **89% of them do it online?**



## Back to School

Back-to-school is the moment when parents, families, school and university students all prepare for a fresh new year to begin.

### Type of Retailers

Electronics, cosmetics, apparel, personal care and books shops, as well as grocery stores, one of the fastest growing verticals

### Consumer Insights

- Preparation for back-to-school starts as early as three months ahead of the moment, and continues to peak until September when schools and universities are all officially back in session
- BTS shopping goes beyond the usual purchases of books, bags, and stationary, but includes clothing, electronics, personal care, food and even hygiene/home supplies
- Actually 80% of the BTS shoppers who research online, use Google Search as their primary source of research
- Shoppers specifically consume content on YouTube to be inspired, entertained or involved in the BTS experience

### Audiences

During the back-to-school moments it is all about parents of preschoolers, grade schoolers, teens as well as young adults who are heading off to university that can be reached via detailed demographics as well as in-market audiences.

October

November

**50%+**

of queries are driven by apparel accessories and mobile & phone accessories.

## Black Friday

The Black Friday moment was introduced into the region in 2014, and was transformed from the once 24 hour sale into a four day extravaganza like none other.

### Type of Retailers

Mobile & phone accessories, cosmetics, personal care, and apparel stores as well as furniture and gift shops

### Consumer Insights

- Shoppers are now more than ever aware of Black Friday and are starting to search as early as 5 weeks ahead of the period
- Searches are focused on gathering more information with keywords such as "Black Friday, Black Friday Deals, Black Friday Dates" as well as category related searches such as footwear and fitness apparel
- Gifting search interests also see a peak as 40% of shoppers will do some of their end-of-year holiday shopping during Black Friday
- Mobile specifically is critical during this moment contributing to 60% of searches in the UAE and over 80% of searches in Saudi Arabia

### Audiences

During Black Friday, it is important to use a mix of audience strategies to engage with the right shoppers. A few key techniques include utilizing your shopper lists for remarketing, and activating affinity audiences such as bargain shoppers who are increasingly active during this period.



December

## Action Steps

- Capture demand** for your key categories in the days leading up to a moment by
  - Using **Google Trends** to monitor rising searches
  - Personalizing** to match the upcoming trend
  - Tapping into **call, promotion, and location extensions** to drive traffic
- Retarget your loyal customers** with special offers through remarketing across Search, Display, and YouTube
- Experiment** with our full funnel **audience solutions** to understand the strategies that are most beneficial to your business
- Enable shopping campaigns**, and **feed optimisation** by ensuring that your products have been approved and have individual product targets and bids
  - Tip: **Activate Smart Shopping** to automate campaigns through machine learning