



Drive sales and reach more customers with Google





Although the holiday season will look a little different this year, it will continue to be a season of peak demand and a critical time to connect with shoppers.

In this guide, you'll learn how Google Ads can help retailers and brands get discovered online, acquire new customers, and drive more sales. We've collected the most useful tools, product recommendations, consumer insights, and customer stories to help you achieve your business and marketing objectives. Whether you're looking for insights on consumers' shopping behaviors or you're making a game plan for the holiday season, this guide has you covered.

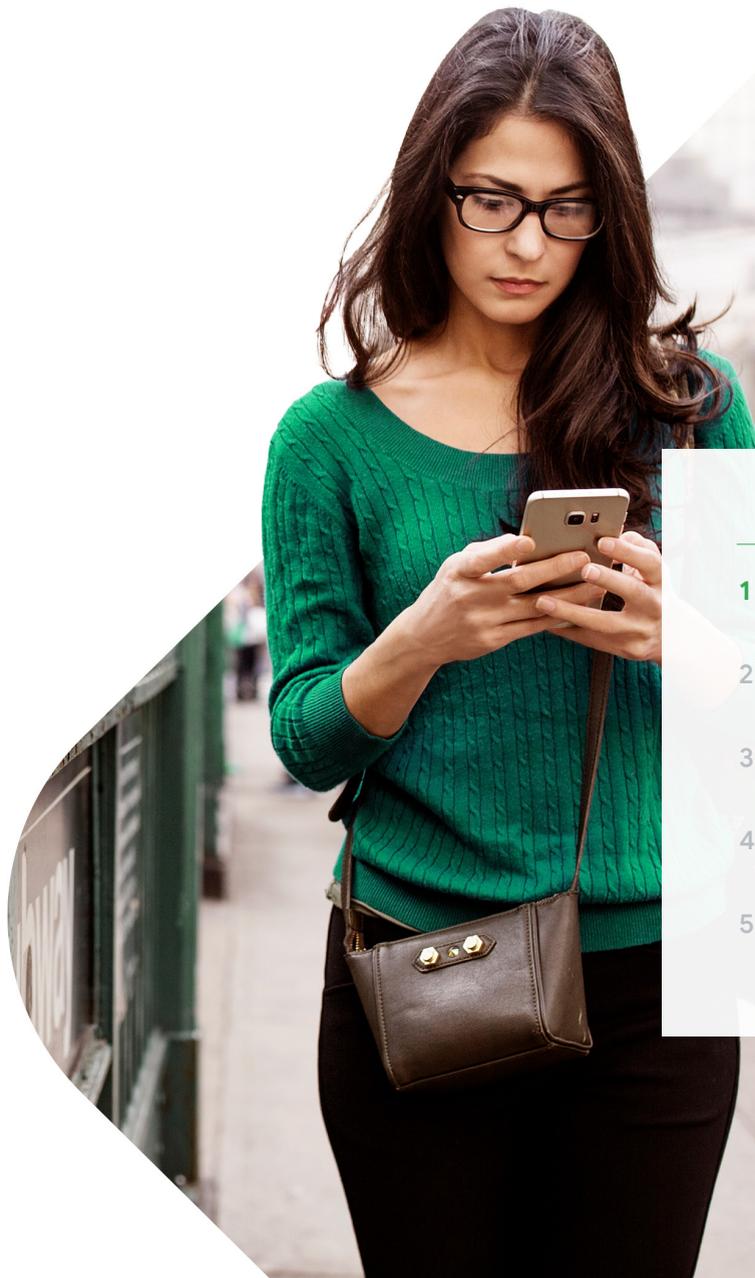
As COVID-19 has fundamentally changed the way we live and connect with the world around us, consumers' shopping behavior has shifted, too. Check out our [supplemental guide](#) with insights and best practices for handling the immediate impacts of COVID-19.

While we all figure out how to adapt to a dramatically different environment, drive sales and reach more customers with a little help from Google.



Be discoverable

Every day, hundreds of millions of people turn to Google to find, discover, and shop for what they care about.



-
- 1 Be discoverable**
 - 2 Build your brand
 - 3 Acquire new customers
 - 4 Increase sales
 - 5 Marketing checklist

1 Be discoverable



The average online shopping journey has over 140 touchpoints that can influence what people buy and who they buy it from.¹

For marketers, the challenge is how to show up at all of these moments, while delivering the personalized, relevant experiences shoppers have come to expect.

That's where Google can help. Every day, hundreds of millions of people turn to Google to find, discover, and shop for what they care about. And not just Google Search — people also look for inspiration when they're browsing their Google news feeds, watching YouTube videos, or checking their Gmail.

In fact, U.S. shoppers say they go to Google first more often than any other source to discover or find a new brand.²

75%

of global shoppers used a Google product (Search, Maps, YouTube) in the past week to help with shopping³

Even when they want to shop in-store, people research online before making a decision. This past holiday season, shoppers searched online before 89% of in-store purchases.⁴

1 Be discoverable

Every one of these moments is a window into what your customers care about — which is why no one understands them better than Google.



In this guide you'll learn how to **meet your customers every step of the way**, from the beginning of their journeys to driving discovery, influencing purchase decisions, and ultimately, increasing your overall sales.



Check out our [best practices](#) to learn more



- 1 Be discoverable
- 2 **Build your brand**
- 3 Acquire new customers
- 4 Increase sales
- 5 Marketing checklist

2

Build your brand

Ad creative is still the most important driver of campaign effectiveness.

WHY

Over
70%

of viewers say YouTube makes them more aware of new brands⁵

HOW



Learn how to create effective videos with the [ABCs of Effective Creative](#)



Tell your brand story

51% of U.S. shoppers research new brands before buying from them to make sure their products are relevant to their lifestyles.⁶ That's why it's important for brands to not only appear in those searches, but to create real value that is meaningful and distinct. Immersive creative on video and Search can help build awareness and differentiate your brand with shoppers across Google.

51%

of surveyed global shoppers
use Google to discover or
find new brands⁷

2 Build your brand

Connect and inspire with video

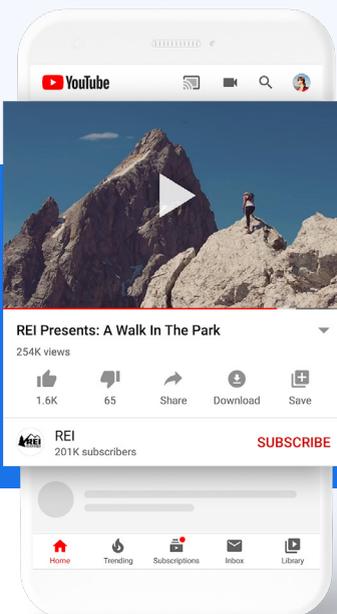
In a world of limited attention spans, it's important to create video ads that engage consumers. Over 70% of viewers say YouTube makes them more aware of new brands,⁸ whether it's through how-to videos, unboxing

videos, or influencer content. Excellent creative, combined with robust demographic and affinity targeting, can help you [drive brand awareness with video](#).

SUCCESS STORY



Calvin Klein [leveraged creators](#) to spark a movement and drove brand awareness with **2.2M unique viewers**



SUCCESS STORY



REI uploads longer-form, made-for-YouTube content at least once a week, including an [original series](#) that has **over 34 million views**

2 Build your brand



Be the answer when they search

Mobile searches containing “popular” and “brands” have grown by more than 80% in the past two years.⁹ Use [responsive search ads](#) to answer those searches with flexible and personalized ads.



popular clothing brands

popular clothing brands **2020**

popular clothing brands **near me**

popular clothing brands **for women**

popular clothing brands **for men**

popular clothing brands **in the '80s**

popular clothing brands **stores**

popular clothing brands **shopping**

SUCCESS STORY



Dell tested responsive search ads and drove **25% more clicks and conversions**

Make more visible and useful ads:



Learn how to [customize your search ads with extensions](#)

2 Build your brand



Measure brand metrics

To raise awareness and visibility, create a Google Ads campaign using the [brand awareness & reach goal](#).

Then measure success by monitoring the right metrics:

- ✓ [Impressions](#)
How many customers actually saw your ad?
You can prioritize impressions with a cost-per-thousand impressions campaign.
- ✓ [Reach and frequency](#)
“Reach” is the number of visitors exposed to an ad in a display or video campaign. “Frequency” is the average number of times a visitor was exposed to an ad over a period of time.
- ✓ [Brand lift](#)
Brand lift studies use surveys to measure a viewer’s reaction to the content, message, or product in your video ads.

If TV is a part of your strategy, you can extend your TV campaigns online with [affinity targeting](#) and [connected TV. Reach Planner](#), which uses Nielsen TV data, can help you find and reach audiences while moving away from traditional TV.



3

Acquire new customers

Reach new potential customers who are in the market for products like yours.

WHY

47%

of surveyed global shoppers say they use Google before buying something new¹⁰

HOW



Turn inspiration into action with Google's actionable brand formats: [TrueView for action](#), [Showcase Shopping ads](#), and [Discovery ads](#)

- 1 Be discoverable
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3 Acquire new customers



Turn discovery into purchase intent

Engaging ad formats can help you reach the 47% of surveyed global shoppers who say they use Google before buying something new.¹¹

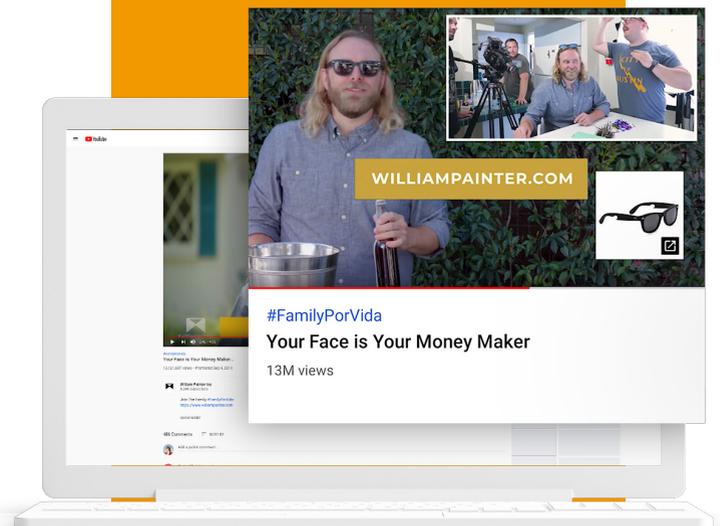
Make your videos actionable for shoppers

TrueView for action drives leads and conversions by adding prominent calls-to-action, headline text overlays, and an end screen to your video ads. Add compelling product imagery to make your ads shoppable, and optimize for your goals with **Smart Bidding**.

SUCCESS STORY



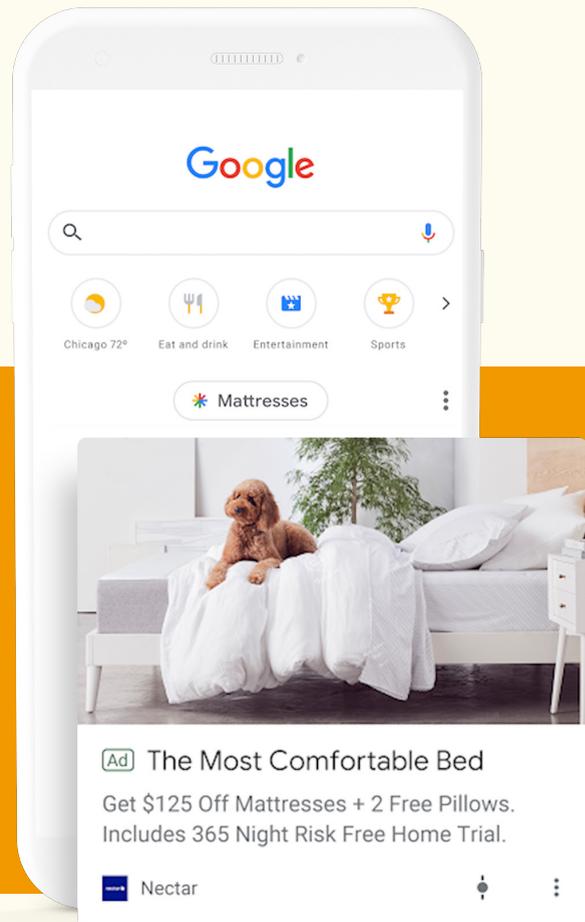
As a relatively unknown brand, William Painter found it difficult to sell their sunglasses online because shoppers couldn't try them on. To build their brand story and drive sales, they **used TrueView for action** — and within a day, they **increased revenue 4x**.



3 Acquire new customers

Engage new customers across feeds on Google

71% of people say they're always on the lookout for new brands and products that make their lives easier,¹² and increasingly, they're looking while scrolling through their favorite personalized feeds. Discovery ads can help you drive action with up to 3 billion users monthly on YouTube, Discover, and Gmail.¹³



SUCCESS STORY

nectar

During its first six months using Discovery ads, Nectar by Resident saw an overall **8% sales increase** at the same CPA compared to its Google Search campaigns, and a **70% lower CPA** compared to its paid social campaigns.

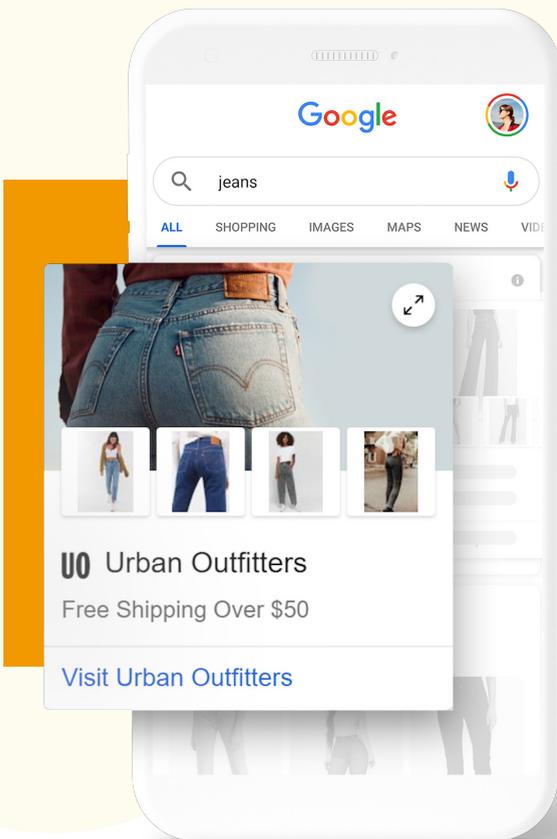


Learn more about [optimizing Discovery campaigns](#)

3 Acquire new customers

Help people discover and explore your brand and products

Showcase Shopping ads let you group a selection of related products and present them to introduce your brand or business. 85% of traffic from Showcase Shopping ads to retailers' sites is new visitors,¹⁴ many of whom are deciding where to buy when they search for general terms like “backpacks” or “furniture.”



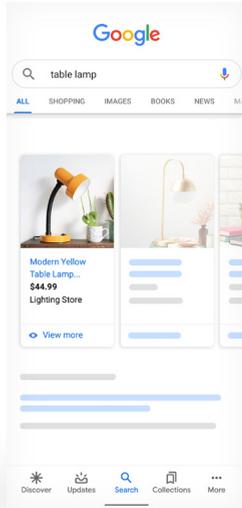
SUCCESS STORY

UO

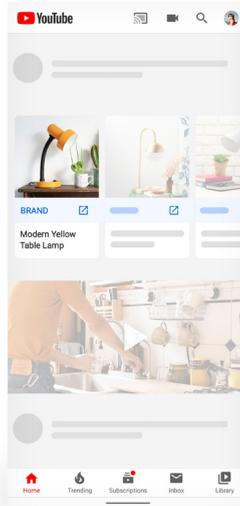
Urban Outfitters expanded Showcase Shopping ads to 50 key categories in Apparel, Home decor, and Beauty. **52% of purchasers were new** and drove a **186% increase in sales** (compared to returning customers).

3 Acquire new customers

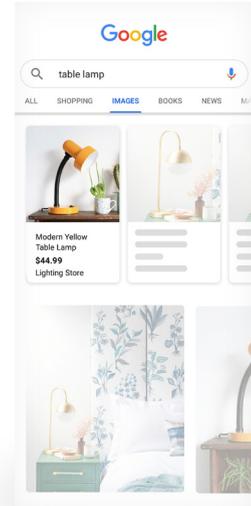
Here are some of the places your Shopping ads will appear to shoppers across Google:



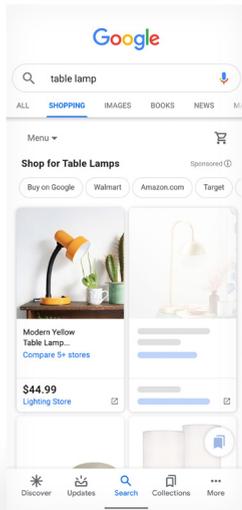
Search



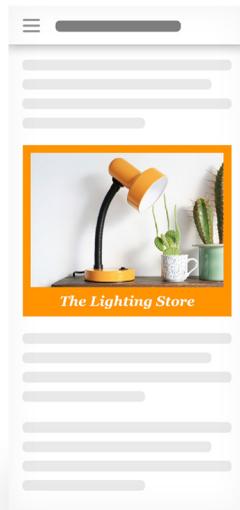
YouTube



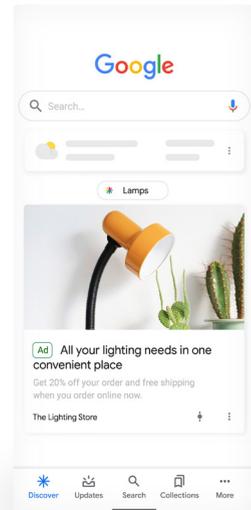
Images



Shopping



Display



Discover

3 Acquire new customers

Remarketing across all of Google

Now that potential customers are connecting with your brand campaigns, it's time to build customer [remarketing](#) lists to re-engage shoppers and

convert that brand discovery into purchase intent. Get started by [tagging your site](#) for remarketing.

You can also upload your first-party data to connect with these shoppers across Google:



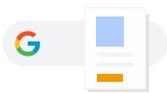
Standard remarketing

Show ads to your past visitors as they browse sites and apps on the Display Network. [Learn more](#)



Dynamic remarketing

Show ads that include products or services that people viewed on your website or app. [Learn more](#)



Remarketing lists for search ads

Show ads to your past visitors as they do follow-up searches for what they need on Google. [Learn more](#)



Video remarketing

Show ads to people who have interacted with your videos or YouTube channel. [Learn more](#)



Customer Match

Show ads to your customers across Google, using information that your customers have shared with you. [Learn more](#)

3 Acquire new customers



Reach new, in-market shoppers

To reach new shoppers with purchase intent, you can select audiences who are in the market for products like yours across your Display, Search, and Video campaigns:

- ✔ Use **in-market audiences** to show ads to people who have been searching for products and services like yours but have not interacted with your business.
- ✔ Use **similar audiences** to reach new customers with interests related to the users in your audience lists.

Use our insights tools to find new opportunities to reach potential customers:

- ✔ **Discover rising product trends** to see what's gaining momentum this season.
- ✔ **Audience Insights** can help you find new customers by revealing valuable insights about the people in your remarketing lists.
- ✔ **Find my audience** helps you understand who your most valuable customers are on YouTube so you can reach similar audiences with relevant messages.
- ✔ **Audience reports** in Google Analytics can give you a deep-dive into who has visited your website, including their interests and behaviors.
- ✔ **Market Finder** helps you take your business to new markets and start selling around the world.



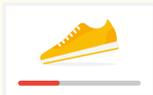
3 Acquire new customers



Launch a new product

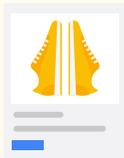
New products build your brand and can be a way to find new customers. To successfully launch a new product, you need to start by building consumer interest, then drive continued sales post-launch.

Product launch guide



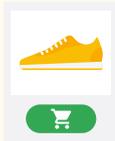
Build pre-launch interest

Leverage immersive storytelling with video to build excitement and drive new leads. Start building remarketing lists to drive sales post-launch.



Advertise your launch moment

Focus on driving action with video, text ads, and formats that showcase your products.



Drive continued sales

Continue to share your message and turn intent into action.

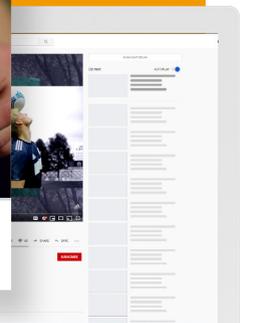
SUCCESS STORY



To launch their Nemeziz soccer shoe, Adidas created multiple sequential video paths for viewers who watched or skipped their product-focused ad. Viewers who engaged with their message were served an ad that took a deeper look at the product, leading to a **33% lift in brand awareness** and a **317% lift in product interest**.



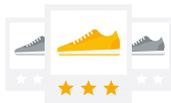
Born to Create: Hakan Çalhanoğlu,
Kasper Dolberg, Jack Harrison
13M views



3 Acquire new customers

Shopper and product insights

Use our product insights to help with your new product strategy.



Add popular products to your feed

Use the [best sellers report](#) to see the most popular brands and products across Shopping ads and find out if they're in your feed and in stock.



Push popular products when you're price-competitive

The [price competitiveness report](#) shows you the price point at which shoppers are clicking on ads to inform your pricing and assortment strategy.



Learn what shoppers want

Use our [Shopping Insights tool](#) to create a personalized weekly email about the product and category trends that matter to you.





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Increase sales

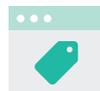
Use your product feed to help shoppers discover your products, both online and offline.

WHY

78%

of shoppers used more than three channels to shop within a two-day period¹⁵

HOW



Upload your online and in-store products to [Merchant Center](#) and activate [Smart Shopping campaigns*](#)

*In Europe, Smart Shopping campaigns can be used with any Comparison Shopping Service (CSS) you work with. The ads will show on general search results pages and on any other surfaces the CSS has opted in to.

4 Increase sales



Drive omnichannel sales

Today's consumers are living — and shopping — in a channel-less world, making an omnichannel strategy more important than ever. In fact, people who shop across five or more channels reported spending **almost 2x more** than people who shop across only one or two channels.¹⁶

90%

of surveyed global shoppers who visited a store in the last week said they searched online first¹⁷

4 Increase sales

Create a frictionless shopping experience online

A frictionless shopping experience for omnichannel shoppers maximizes sales. Your website or app is your digital storefront, so put your best foot forward online with a quick and easy evaluation on [Grow My Store](#).

76%

of smartphone users are more likely to purchase from companies whose mobile sites or apps allow them to make purchases quickly¹⁸

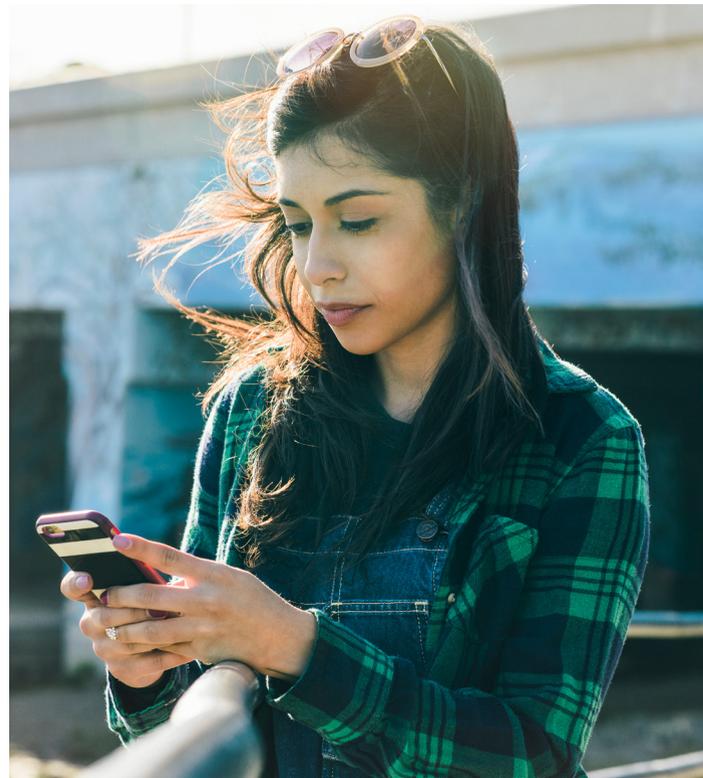


Use the [Test My Site tool](#) to test your mobile website speed

Connect with shoppers across Google

Get your products in front of the hundreds of millions of people who come to Google every day for their shopping needs. In the U.S., it's now [free to list](#) your products on Google. Merchants running free listings and ads together see an average of over 50% increase in clicks and over 100% increase in impressions on both free listings and ads on the Shopping tab.¹⁹

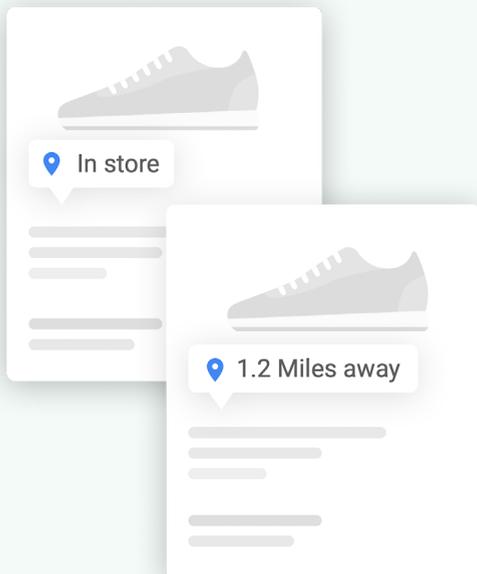
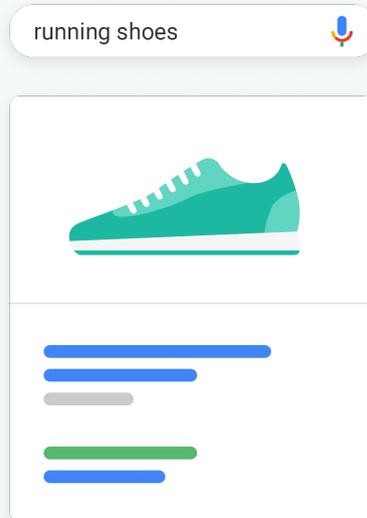
You can also [sell your products](#) directly on Google, with zero Google commission fees, which lets your customers purchase through our online checkout experience.



4 Increase sales

Upload your products to [Merchant Center](#) to get started

Use [Smart Shopping campaigns*](#) for automated bidding and ad placement to promote your products. Advertisers see more than a 30% increase in conversion value on average when using Smart Shopping campaigns.²⁰ [Shopping ads](#) use product data, not keywords. They promote your online inventory, boost traffic to your website, and can help you find better-qualified leads.



Promote your in-store items with [Local inventory ads](#)

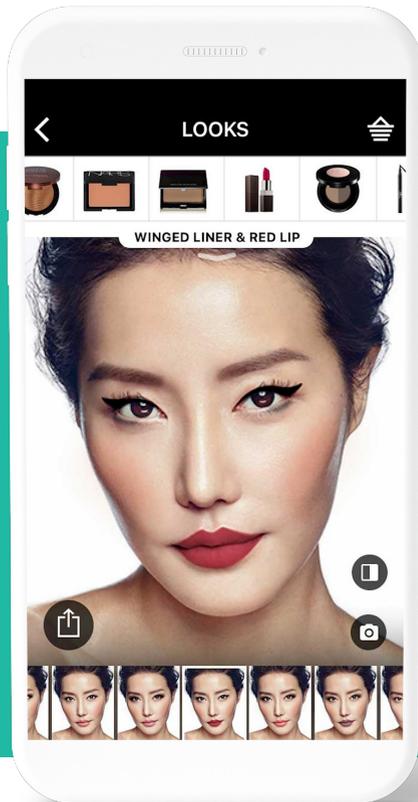
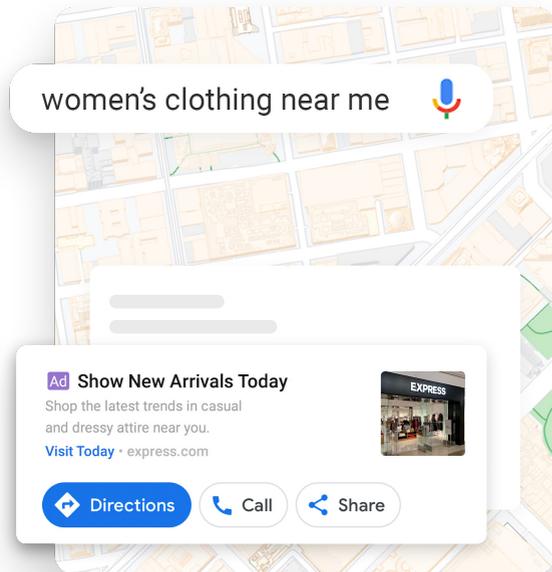
Local inventory ads highlight your products and store information to nearby shoppers searching with Google. Make sure to link your [Google My Business](#) account with your Merchant Center account to display your store information across Google services.

*In Europe, Smart Shopping campaigns can be used with any Comparison Shopping Service (CSS) you work with. The ads will show on general search results pages and on any other surfaces the CSS has opted in to.

4 Increase sales

Drive more shoppers to your stores with **Local campaigns**

They use best-in-class machine learning and local formats to drive shoppers to all of your store locations. They can also be used to support specific stores and events.



SUCCESS STORY



Sephora invests in digital shopping assistants that combine the best of offline and online. Their mobile app allows shoppers to scan barcodes for product reviews and look up their order histories, while the Sephora Virtual Artist feature allows shoppers to virtually try on thousands of makeup shades.

4 Increase sales

Measure omnichannel performance

As part of your measurement strategy, remember to account for the conversions that happen **both online and offline**. Use **conversion cart reporting** to measure online transactions, revenue, and profit, and include **store visits** and **store sales** to identify the campaigns, keywords, and devices that drive the most offline value for your business. To maximize total omnichannel value, add store visits or store sales into your **Smart Bidding** campaigns for Search, and include them in Target ROAS bidding for Shopping and Smart Shopping campaigns.*

SUCCESS STORY

Saks Fifth Avenue

Saks Fifth Avenue used Local campaigns to drive value from their stores during the holiday season. They saw **\$460K in incremental in-store sales** compared to control markets where Local campaigns weren't running.



Increase customer lifetime value

Use the **Lifetime Value report** to understand how valuable different customers are to your business. You can also compare the **lifetime value** (LTV) of the customers you've acquired through different channels. For example, you can compare customers acquired through organic search to those from social to see which method brings the higher-value users. This can help inform your channel strategy and achieve the right marketing mix to maximize your overall customer LTV.

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4 Increase sales



Maximize promotional periods

Plan your marketing strategy for before, during, and after your promotion or holiday to drive as many sales as possible.

WHY



Holiday shoppers make the most purchases and store visits during Cyber Week, right before Christmas, and after the holidays²¹

HOW



Follow these [best practices](#) to set up your campaigns for holiday success

4 Increase sales

Drive sales during the holidays

Holiday highlights from 2019

Last year, retail had its largest holiday season ever with global digital revenue reaching \$723B at 8% growth.²² Even in stores, digital played a critical role.

- 58% of holiday purchases happened online, compared to 42% in-store²³
- Holiday shoppers searched online before making 88% of in-store purchases²⁴
- 44% of holiday shoppers used their smartphones to shop or research while in stores²⁵

When consumers were looking online for help with their holiday shopping, they often turned to Google. Over the 2019 Black Friday and Cyber Monday holiday weekend, Google saw its largest number of daily shoppers in history. And 77% of



holiday shoppers said that Google (Search, YouTube, or Maps) continued to be their most used shopping resource throughout the holidays, especially during the post-holiday period.²⁷

When consumers were looking online for help with their holiday shopping, they often turned to Google.

4 Increase sales

Shoppers want to discover new items, find what they need, and purchase products with the least amount of friction. Consider these five shopping trends to lay the digital groundwork for a successful holiday season.



Holiday shoppers are open to buying from new retailers

INSIGHTS

70%

of shoppers said they were open to buying from new retailers²⁸

50%

of shoppers purchased from new retailers last year²⁹

GET STARTED

Connect with new customers through engaging [video content](#), like store tours, product reviews, and seasonal gift recommendations

Find new audience segments and re-engage them during the peak holiday season by creating [audience lists](#)



Holiday shoppers are starting earlier and ending later

INSIGHTS

23%

of shoppers start looking for gift ideas three to six months prior to the holidays³⁰

54%

of holiday shopping remains to be completed after Black Friday/Cyber Monday week³¹

21%

of holiday shopping is completed during the week of Christmas and the week after Christmas³²

GET STARTED

Offer compelling gift guides in visual formats, like [TrueView for action](#), [Showcase Shopping ads](#), and [Discovery ads](#)

Forecast and allocate enough budget for the entire season using [Performance Planner](#)

Capture early and late holiday traffic by setting adequate budgets and competitive targets for [Smart Shopping campaigns*](#) or [Smart Bidding](#)

Improve your [optimization score](#) by regularly checking your account [recommendations](#) throughout the holidays

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4 Increase sales



Holiday shoppers value price, convenience, and availability

INSIGHTS

Top factors for purchasing from a retailer:³³

39%

Price/promotion

32%

Convenience

27%

Product availability

GET STARTED

Highlight holiday offers with [Merchant Promotions](#) or [sale price annotations](#)

Feature convenient delivery options, like [fast and free shipping](#) or [store pickup](#)

Make your products discoverable across Google by uploading and optimizing your online and in-store inventory in [Merchant Center](#)



Holiday shoppers shop across multiple channels

INSIGHTS

78%

of shoppers used more than three channels to shop within a two-day period³⁴

88%

of in-store purchases were preceded by an online search³⁵

GET STARTED

Promote seasonal events or special services like gift wrapping by creating a [Google My Business post](#)

Drive more store visits by using [Smart Shopping campaigns*](#) and [Local campaigns](#)

*In Europe, Smart Shopping campaigns can be used with any Comparison Shopping Service (CSS) you work with. The ads will show on general search results pages and on any other surfaces the CSS has opted in to.

4 Increase sales



Holiday shoppers turn to mobile

INSIGHTS

Shoppers reported making

51%

of their online holiday purchases on mobile³⁶

60%

of holiday shoppers used shopping apps³⁷

GET STARTED

[Create](#) a seamless holiday shopping experience on your website by [testing](#) your mobile speed

Promote your app across Google with

[App campaigns](#)

Maximize promotional periods



Create awareness

Build momentum around your promotions and capture shoppers' initial interest so you can alert them on the day of your actual sale



Capture demand

To maximize performance when your promotion arrives:

- Put your promotional products into their own campaign
- Set adequate budgets to capture increased traffic
- Use Smart Shopping campaigns* or Smart Bidding with lower targets to set more competitive bids based on real-time signals



Follow these [best practices](#) to set up your campaigns for holiday success

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4 Increase sales

Think beyond the holiday season

Year-round consumer shopping

Today's retail landscape is filled with events of all kinds, from public holidays to sales and promotions.

Be sure to include all of these consumer moments in your marketing strategy, to maximize your sales.



Independence Day

\$6.8B total spend, \$73 average per person. Searches for gifts rise at the end of June and peak in the first week of July.³⁸



Back to School

\$27.8B total spend, \$519 average per child. 56% of budget is spent in-store, 29% online, and 15% undecided.³⁹



Halloween

\$8.8B total spend, \$86 average per person. Online search is the top source of Halloween inspiration.⁴⁰

Drive sales through non-holiday promotions

Sales give customers the urgency and desire to purchase. Outside of the holidays, you can create promotions to increase how often people shop with your brand.

Make your non-holiday promotions stand out

Customize your ads with [sales countdowns](#). You can display dynamic ad copy, such as an hourly countdown, for a sale you'd like to promote.

77%

of surveyed global shoppers say getting a special promotion is important to them when deciding which brand or retailer to buy from⁴¹

4 Increase sales

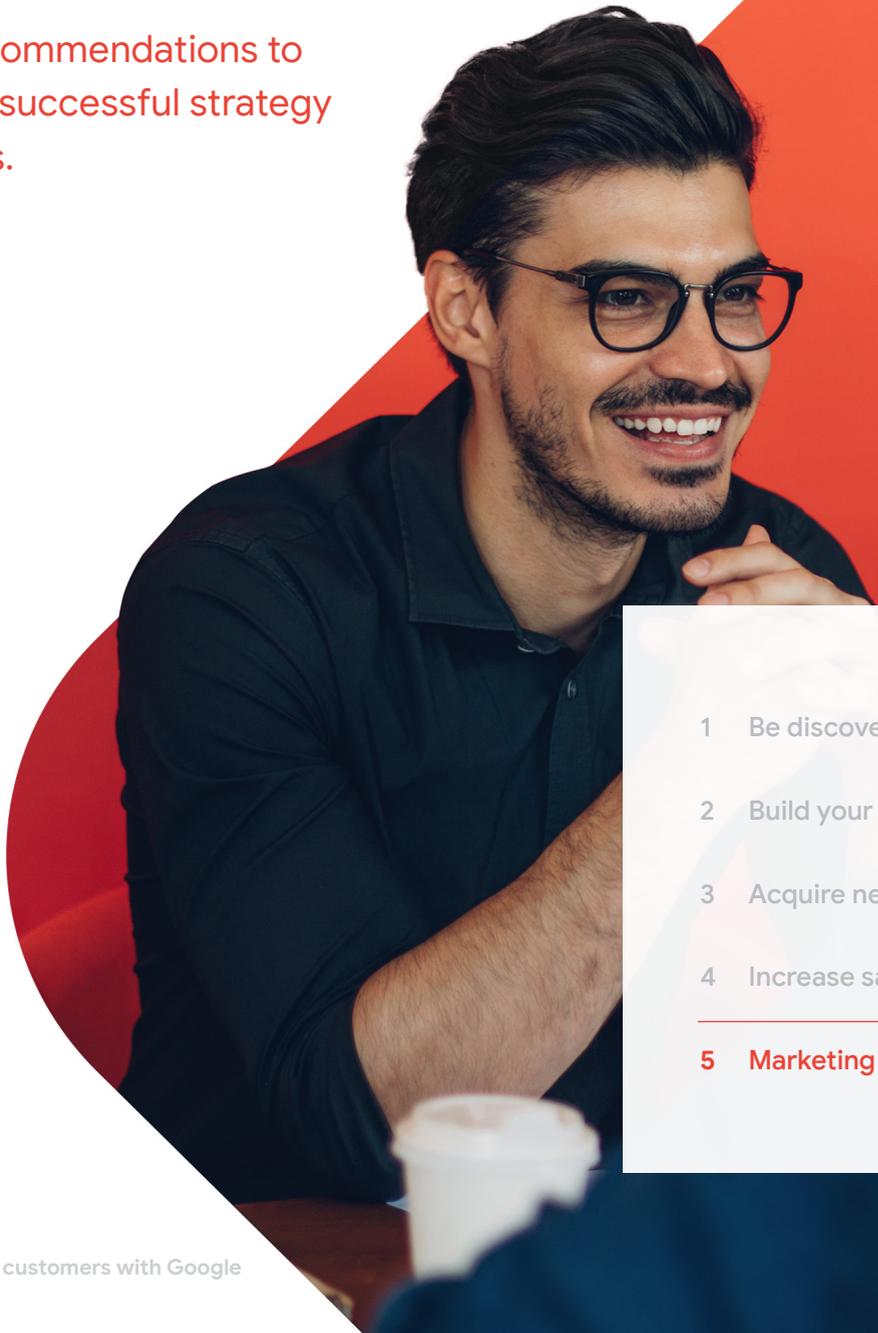
2020 Global holiday calendar

JANUARY		FEBRUARY		MARCH		APRIL	
1	New Year's Day (Global)	2	Super Bowl Sunday (US)	14	White Day (JP, TW, VN, KO)	8-16	Passover (Global)
20	Martin Luther King Jr. Day (US)	14	Valentine's Day (Global)	17	St. Patrick's Day (Global)	10-12	Good Friday, Holy Saturday, Easter Sunday (Global)
25	Lunar New Year (TW, HK, VN, KO, JP)	21-29	Carnival (BR)	9-10	Holi Festival (Global)	22	Earth Day (US)
				20	Spring Equinox (JP)	23-30	Ramadan (Global)
				22	Mother's Day (UK) Back to School (AR, CL)		
MAY		JUNE		JULY		AUGUST	
1-23	Ramadan cont. (Global)	21	Father's Day (US)	1	Canada Day (CA)	11	Mountain Day (JP)
1	May Day (Global)			4	Independence Day (US)		Back to School (US)
2-6	Golden Week (JP)			14	Bastille Day (FR)		
5	Cinco de Mayo (US, MX)			20	Sea Day (JP)		
10	Mother's Day (US)				Back to School (CO, MX)		
18	Victoria Day (CA)						
25-31	Hot Sale (AR, MX), Cyber Day (AR, MX)						
25	Memorial Day (US)						
SEPTEMBER		OCTOBER		NOVEMBER		DECEMBER	
7	Labor Day (US)	1-4	Oktoberfest cont. (DE)	3	Culture Day (JP)	10-18	Hanukkah (Global)
19-30	Oktoberfest (DE)	3	Day of German Unity (DE)	8	Remembrance Day (CA, AU, UK)	14	Green Monday (Global), Free Shipping Day (Global)
21	Respect for the Aged Day (JP)	12	Thanksgiving (CA), Health and Sports Day (JP)	11	Singles Day (TW, HK), Veterans Day (US), Armistice Day (FR)	21	December Solstice (JP)
22	Autumn Equinox (JP) Back to School (UK)	31	Halloween (Global)	14	Diwali (Global)	25	Christmas Day (Global)
				20-23	El Buen Fin (MX)	26	Boxing Day (Global)
				23	Labor Thanksgiving Day (JP)		
				26	Thanksgiving (US)		
				27	Black Friday (Global)		
				28	Small Business Saturday (US)		
				30	Cyber Monday (Global)		

5

Your marketing checklist

Here are our recommendations to help you build a successful strategy with Google Ads.



- 1 Be discoverable
- 2 Build your brand
- 3 Acquire new customers
- 4 Increase sales

- 5 **Marketing checklist**

5 Marketing checklist

Find the right customers

- ✔ Find new customers with [in-market and similar audiences](#) pg. 16
- ✔ Discover new opportunities with our insights tools pg. 16
 - [Audience insights](#) help you find potential customers based on information about the people in your remarketing lists
 - [Find my audience](#) reveals your most valuable customers on YouTube to help you discover new audiences and learn how to reach them with relevant messages
 - [Audience reports](#) in Google Analytics can tell you more about who has visited your website, allowing you to dig into details such as interests and behaviors
- ✔ Set up [remarketing lists](#) to turn brand discovery into purchase intent pg. 15

Choose the right message

- ✔ Tell your brand story with [compelling assets](#) across all types of ads pg. 7
- ✔ Drive leads and conversions with [TrueView for action](#) pg. 11
- ✔ Help people explore your products with [Showcase Shopping ads](#) pg. 13

5 Marketing checklist

Drive omnichannel sales

- ✔ Create a frictionless shopping experience by [making your website or app your digital storefront](#) [pg. 21](#)
- ✔ Drive product sales online and offline with [Smart Shopping Campaigns*](#) [pg. 22](#)
- ✔ Increase foot traffic to your store with [Local campaigns](#) [pg. 23](#)
- ✔ Set up your Search and Shopping campaigns for [holiday success](#) [pg. 29](#)

Optimize and measure for success

- ✔ Measure and optimize for the right metrics for your campaigns [pg. 24](#)
- ✔ Use both [online and offline data for bidding and reporting](#) to see the full value of your campaigns [pg. 24](#)
- ✔ Use product insights to understand demand and pricing for your products [pg. 18](#)
 - Add popular products to your feed with the [best sellers report](#)
 - Push popular products when you're price-competitive with the [price competitiveness report](#)
 - Learn what shoppers want with our [Shopping Insights tool](#)

*In Europe, Smart Shopping campaigns can be used with any Comparison Shopping Service (CSS) you work with. The ads will show on general search results pages and on any other surfaces the CSS has opted in to.

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