

Think with **Google**

# Be there for every shopping journey, with Google

A guide for retailers and brands in 2021 | Australia and New Zealand



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Every day, hundreds of millions of people turn to Google to find, discover, and shop for what they care about. Find out how to be there when they do.

2

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Reach new potential customers who are in the market for products like yours, and learn how to better connect with them in moments of evaluation.

3

## Convert customers looking to purchase

Drive more sales by providing a seamless shopping experience wherever they prefer to shop — online or in-store.

4

## Maximise seasonal shopping moments

The retail landscape is filled with seasonal, festive, or holiday moments of all kinds. Be ready for a digital-first shopping season.

In 2020, disruptions to the retail industry caused a seismic shift in consumer shopping behaviour, which we predict will continue this year. **In the months leading up to Christmas, retail searches grew at a rate over 2X higher than the same time last year**, signifying a major shift to digital. Rapidly changing societal norms are also making the path to purchase increasingly complex, as customers combine online and in-store shopping experiences in new ways.

In this guide, you'll learn how Google can help retailers and brands connect with customers throughout these new journeys to drive more sales. We've collected the most useful tools, product recommendations, and consumer insights to help you achieve your business and marketing objectives. Whether you're looking to optimise your existing marketing mix or making a game plan for the holiday season, this guide has you covered.

**Wherever the journey takes your customer, meet them there with Google.**



**Renee Gamble**  
Director,  
Commerce



## Section 1

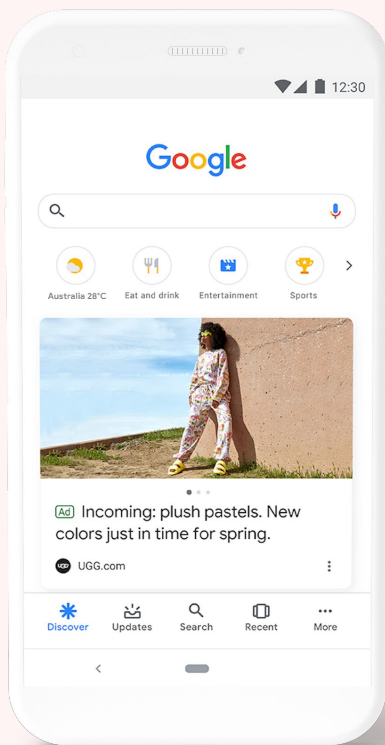
# Reach customers as they browse

## 1 Reach customers as they browse

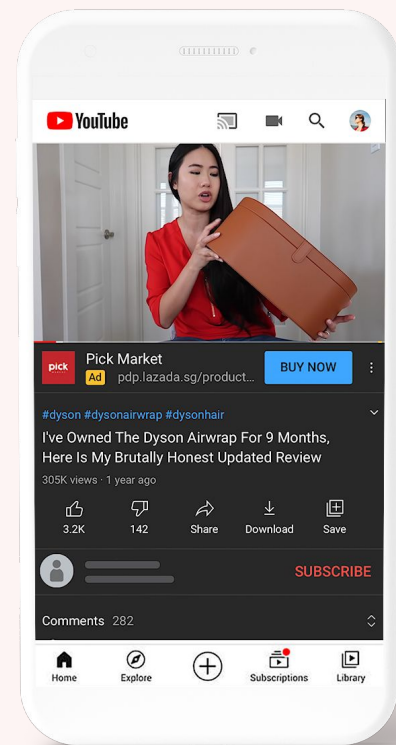
As customers browse  
they pick up brand and  
product information



Whether it's scrolling through  
interesting topics on Discover...



...or watching product  
reviews on YouTube.



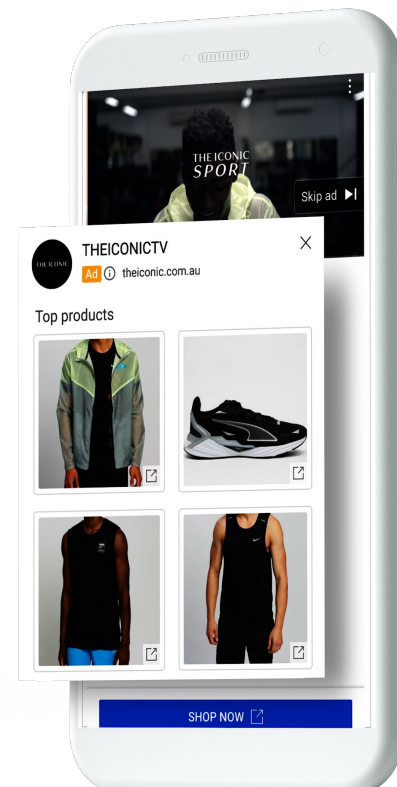
**81% of consumers in surveyed countries  
across the globe say they've discovered  
new brands online during COVID-19.<sup>1</sup>**

# Connect with potential customers and inspire action with video

YouTube has evolved from a singular entertainment destination to a place where people come to learn, stream, and inspire their next purchase. When watching videos, customers can shift from passive browsing to active shopping when they come across a product that interests them and motivates them to learn more.

YouTube is a great tool to **build awareness** and inspire people to **take the action** that matters to your business.

You can even transform your video ad into a digital storefront by complementing your **Video action campaigns** with a browseable product feed that encourages clicks and conversions.



## Success story - YouTube campaigns

**LES MILLS**

Les Mills, a New Zealand-based fitness brand, turned to TrueView for action to boost sign-ups for its on-demand platform and app. By rolling out its campaign across multiple high-propensity audiences, the brand drove **+570% increase in sign-up volume year over year (YOY)** and **+31% lift in conversion**.



## 1 Reach customers as they browse

As customers are browsing seamlessly between YouTube and Discover, you can also consider complementing your Video action campaigns with [Discovery ads](#).



In fact, more than 60% of advertisers who combine Video action campaigns with Discovery ads see incremental conversions at or below their original CPA.<sup>2</sup>



### Success story - YouTube campaigns

#### THE ICONIC

The Iconic, an Aussie online retailer, enabled shoppers to buy products directly from its ads by using TrueView for action with a Google Merchant Center product feed. This actionable approach unlocked **+104% click rate uplift** and **+97% ad recall** compared to ads without the product feed.

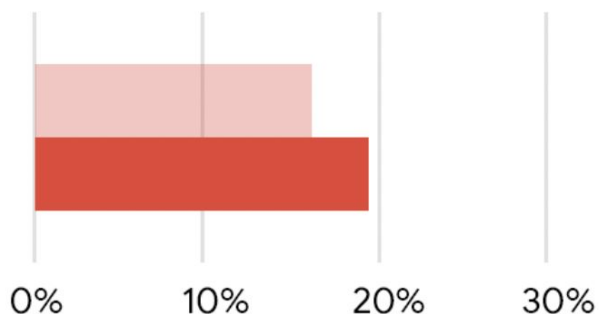
# Measure the right metrics and optimise for success

Google tools can help you deliver a more seamless mobile ad experience, measure the right goals, and uncover insights to continually optimise your campaigns.

To provide a seamless user experience between your ads and in-app content, [App Deep Linking](#) can help you measure conversions on both mobile website & app, and improve ROI.

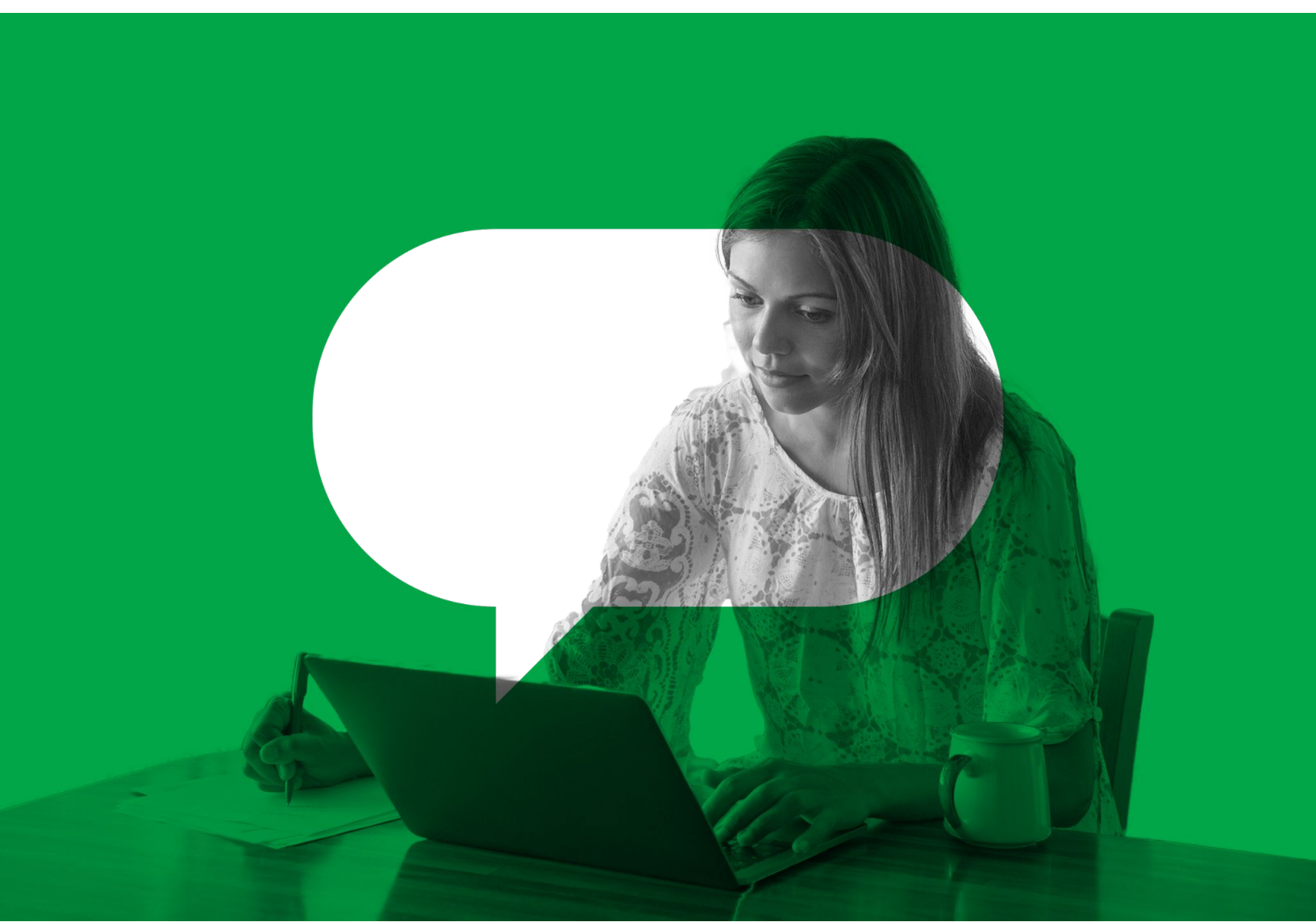


Overall brand ad recall lift



After launch, [Brand Lift](#) can show you how your campaign influenced people's feelings about your product with ad recall, brand awareness, and consideration metrics.

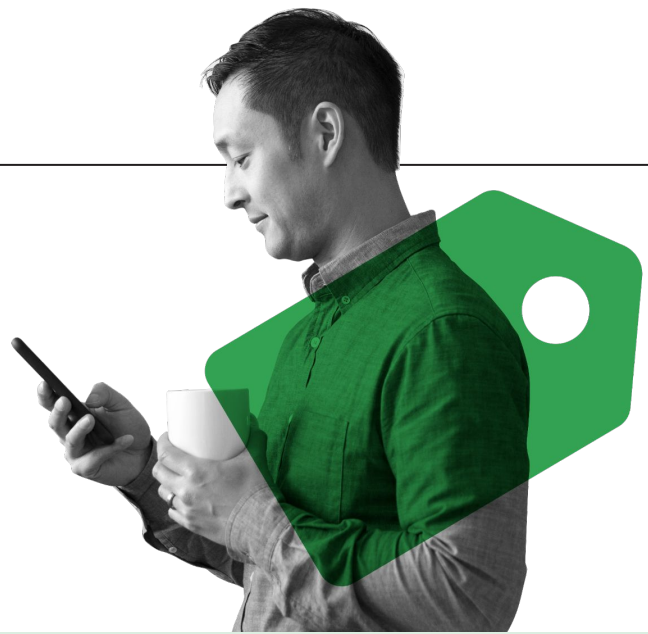




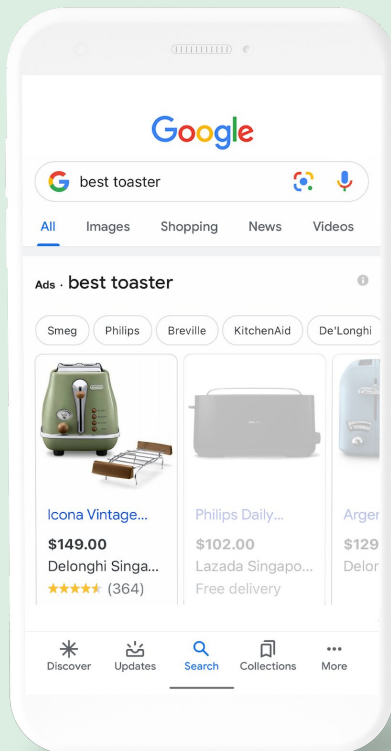
## Section 2

# Engage customers as they research

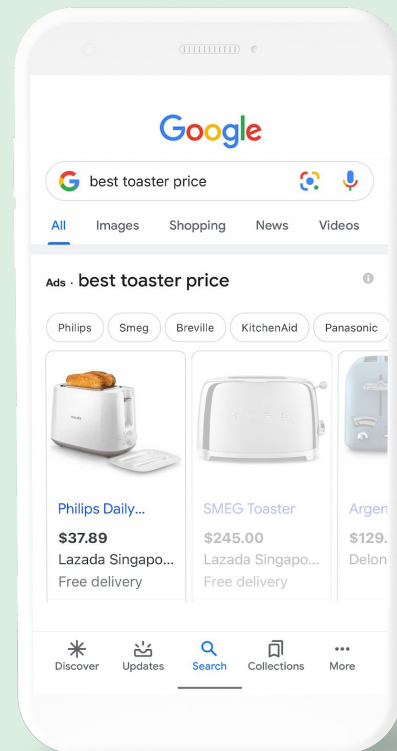
# Customers research products on Google before buying



Shoppers turn to Google to find out which product is best in its category...



...compare prices, look for sales, and check out the latest reviews.



39% of shoppers used Google Search to help with their purchase decision.<sup>3</sup>



Over 65% of Retail shoppers rate Search & YouTube as highly useful, with Search as the most commonly used pre-purchase touch point.<sup>4</sup>

# Be the answer when they search

Shoppers don't always have a specific product in mind when they search the category they're interested in.

**For example, mobile searches for “best affordable” have grown 60% globally YOY.<sup>5</sup>**

When that happens, [responsive search ads](#) can put your product in the spotlight with a flexible and personalised ad that's relevant to the shopper.

Broaden your keyword match type to [Broad Match](#) with Fully Automated Conversion-Based Bidding to show up at the right moments when shoppers are researching.



popular children's toys

popular children's toys **2020**

popular children's toys **near me**

popular children's toys **for girls**

popular children's toys **for boys**

popular children's toys **in the '80s**

popular children's toys **stores**

popular children's toys **shopping**

## Success story - Responsive Search Ad



LUXURYESCAPES

To connect with Aussies looking for local getaways during COVID-19, travel brand Luxury Escapes rolled out Dynamic Search Ads. By highlighting its relevant offers online, the brand drove as much revenue as it did before the lockdown and saw a **12:1 return on ad spend (ROAS)**.

# Drive demand with “window shoppers” on Google’s feeds

Engage these shoppers as they explore content on [Discover](#), watch videos on YouTube, or look for seasonal deals in Gmail.

[Discovery ads](#) help you reach up to 3 billion people on feeds across Google and YouTube with a single campaign.

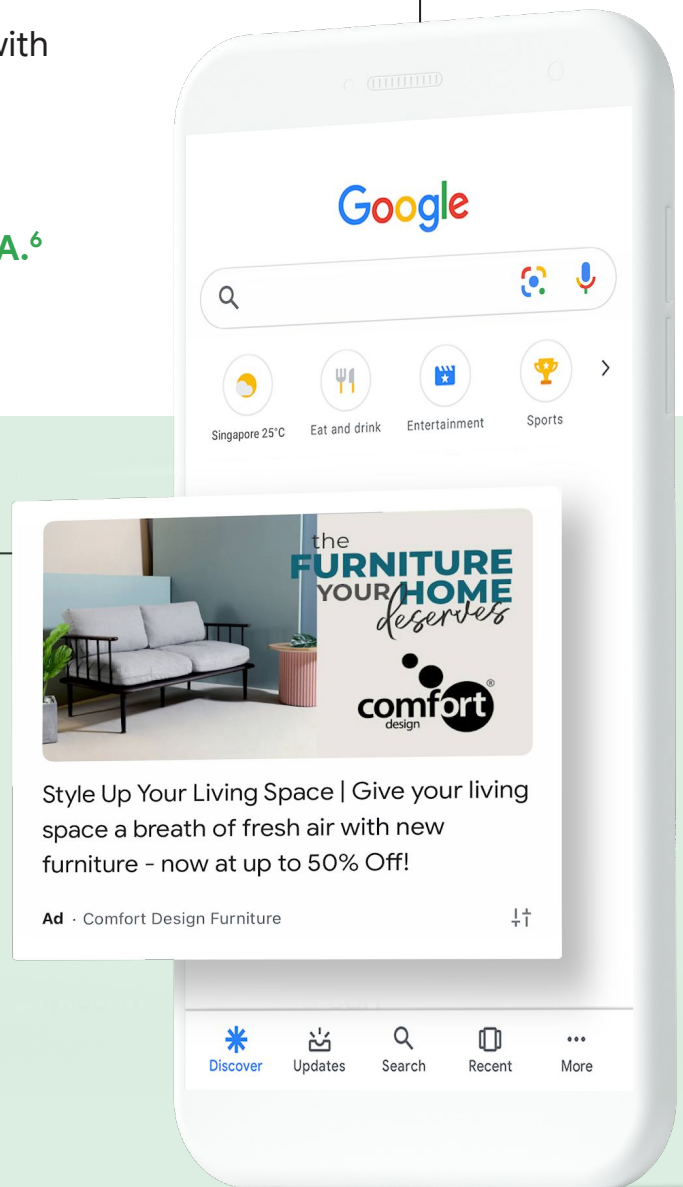
**Search advertisers who add Discovery ads see 5% more conversions at their target CPA.<sup>6</sup>**



## Best practices

**Keep it simple:** Images without overlaid text drive 9% more click-throughs on average.<sup>7</sup>

**Keep it personal:** Images with a person drive 4% more click-throughs on average.<sup>8</sup>



# Find customers looking for products like yours

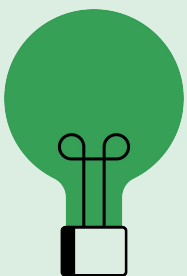
To reach new customers, choose the right [audience solution](#) for your ad campaigns.

To create awareness from potential new customers, use **Affinity audiences**. This helps you reach people based on their interests, passions, and habits.

To build consideration from people with demonstrated intent, use **In-market audiences**. This helps you show ads to people who have been searching for products and services like yours.



To drive action from existing and new customers, use a combination of **Customer Match** and **Similar audiences**. Customer Match lets you upload your first-party data, like loyalty information, to engage with your existing customers across the web. Similar audiences then helps you find new customers with similar interests to people in these existing audience lists.



## Tip

Customer Match can help you cross-sell or reactivate existing customers with special offers and messaging. Learn more with our [best practice guide](#).



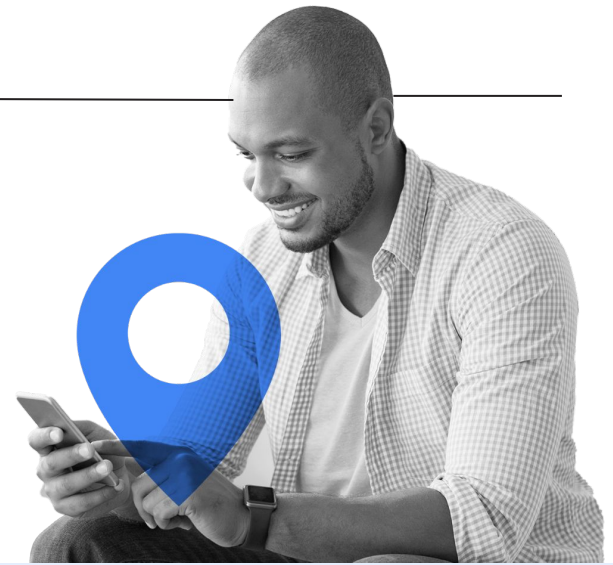
## Section 3

# Convert customers looking to purchase

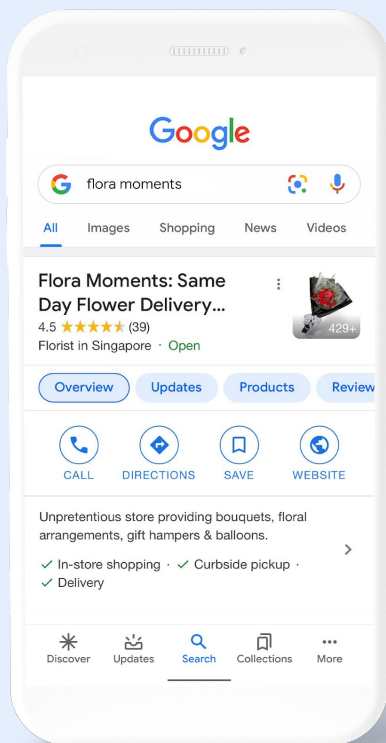


### 3 Convert customers looking to purchase

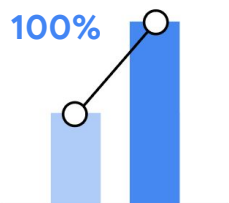
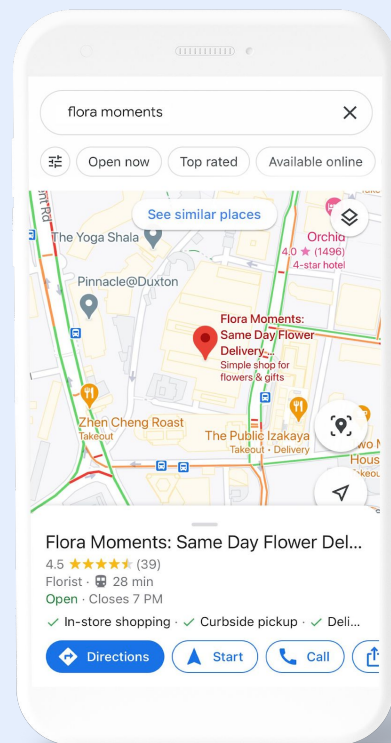
# Customers expect to be able to shop wherever meets their needs



They want to be able to buy a product online as soon as they find it...



...or see if a local store has stock available for curbside pickup today.



In fact, searches for “available near me” have grown globally by over 100% in the last year.<sup>9</sup>



The trend of “shop less, buy more” is growing, as 59% of surveyed APAC shoppers are consolidating their shopping trips.<sup>10</sup>

# Create a frictionless online shopping experience

Your website is your digital storefront, so it's important to deliver a fast, seamless, and personal experience to your customers. Every second counts — in fact, for every second of delay in mobile page load time, there is a 20% drop in conversions.<sup>11</sup>

Use [Grow My Store](#) for a quick and free evaluation of your entire retail site, including:

1

## Site benchmarking:

See how your site stacks up against retailers in your sector. For developer-friendly tips on boosting site speed, use [Test My Site](#).

2

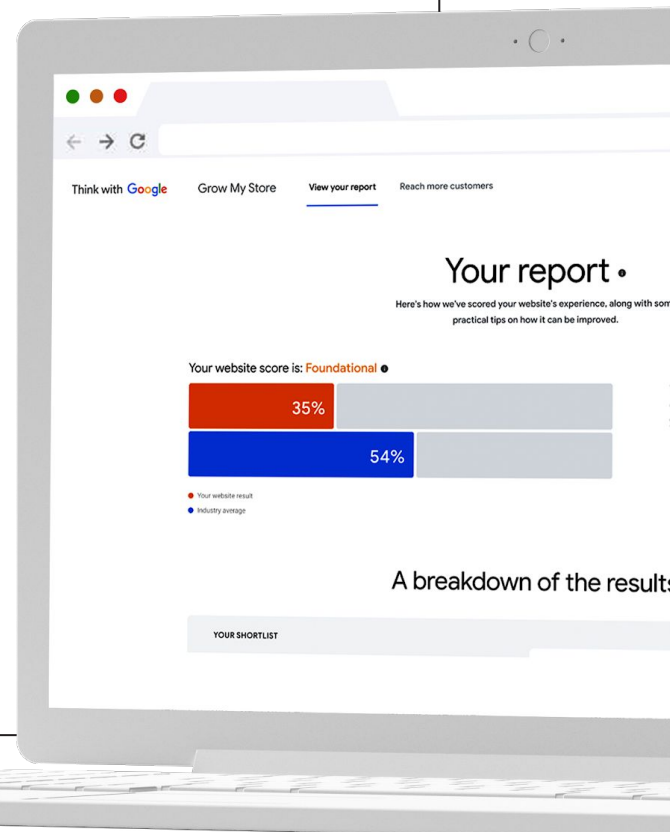
## Recommendations:

Learn how to upgrade your website experience to keep customers coming back.

3

## Tailored insights:

Access personalised market and consumer trends to reach new customers.



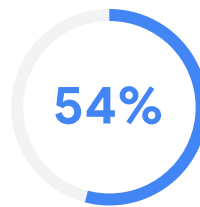
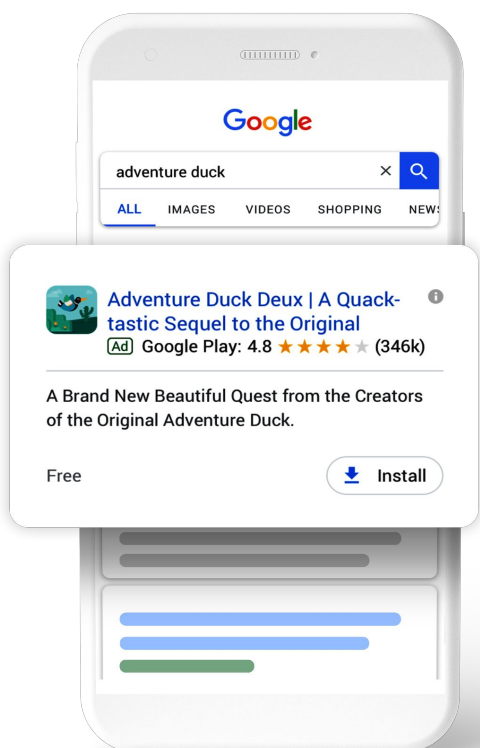
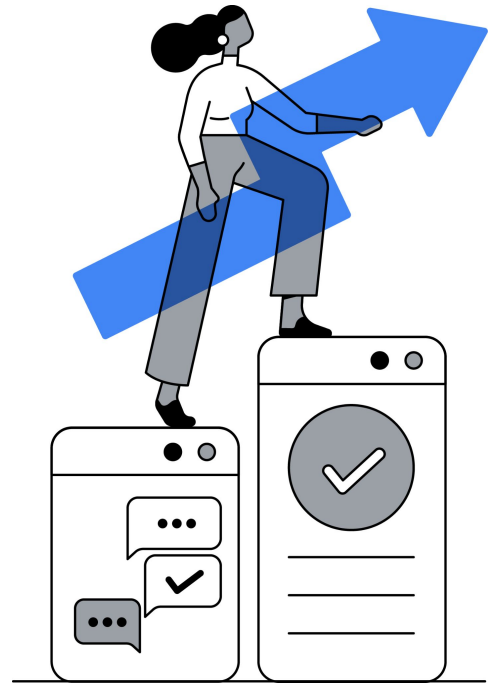
## Engage mobile shoppers

Today, more people than ever are turning towards mobile to fulfill their needs.

Reach these shoppers with [App Campaigns](#) and encourage them to make a mobile purchase, or take another action like installing your app.

To maximise sales, you can optimise your ads to drive [in-app value](#) and measure return on ad spend.

Once you have acquired customers, keep them engaged continuously with your app through [App Campaigns for Engagement](#), which allows you to target lapsed users, or nudge existing users to take a specific action in your app. Use [feeds](#) to enhance your targeting by product level.



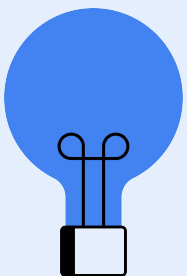
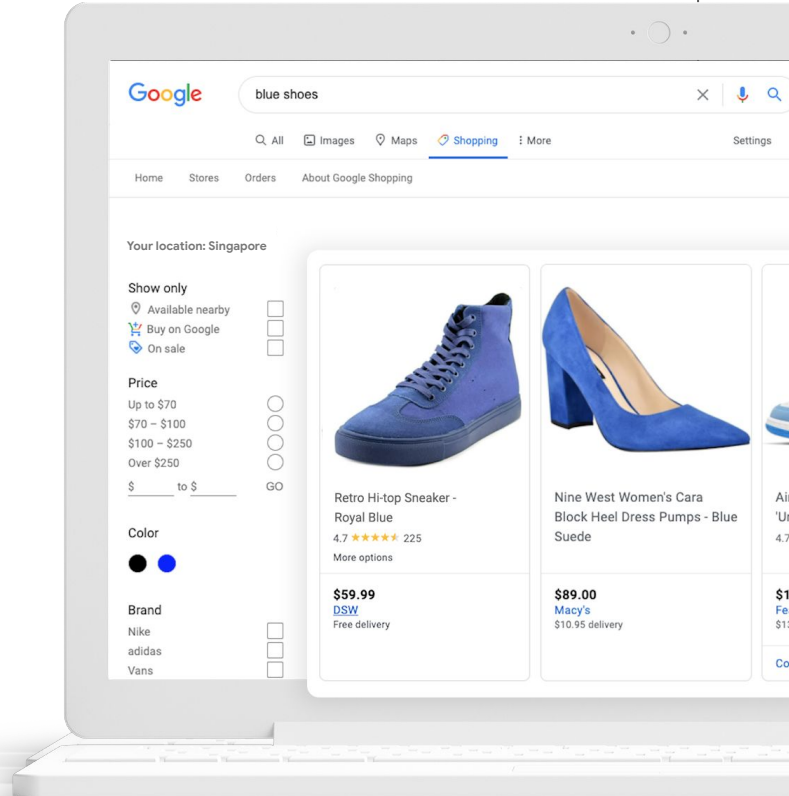
**In fact, 54% of shoppers expect to be able to make a purchase on their smartphone from any brand or company with a site or app.<sup>12</sup>**

# Showcase your products for free on Google

Every day, hundreds of millions of people come to Google for their shopping needs, and now you can [list your products](#) in the Shopping tab on Search for free.

If you already use Google ads, these listings are a great way to boost your exposure for free. And if you're new to Google, syncing your product feed from sites like [Shopify](#) to Merchant Center will make it easier for your products to [appear in relevant search results](#).

You'll also be able to compare [performance reporting](#) across your ads and free listings in Merchant Center.



## Tip

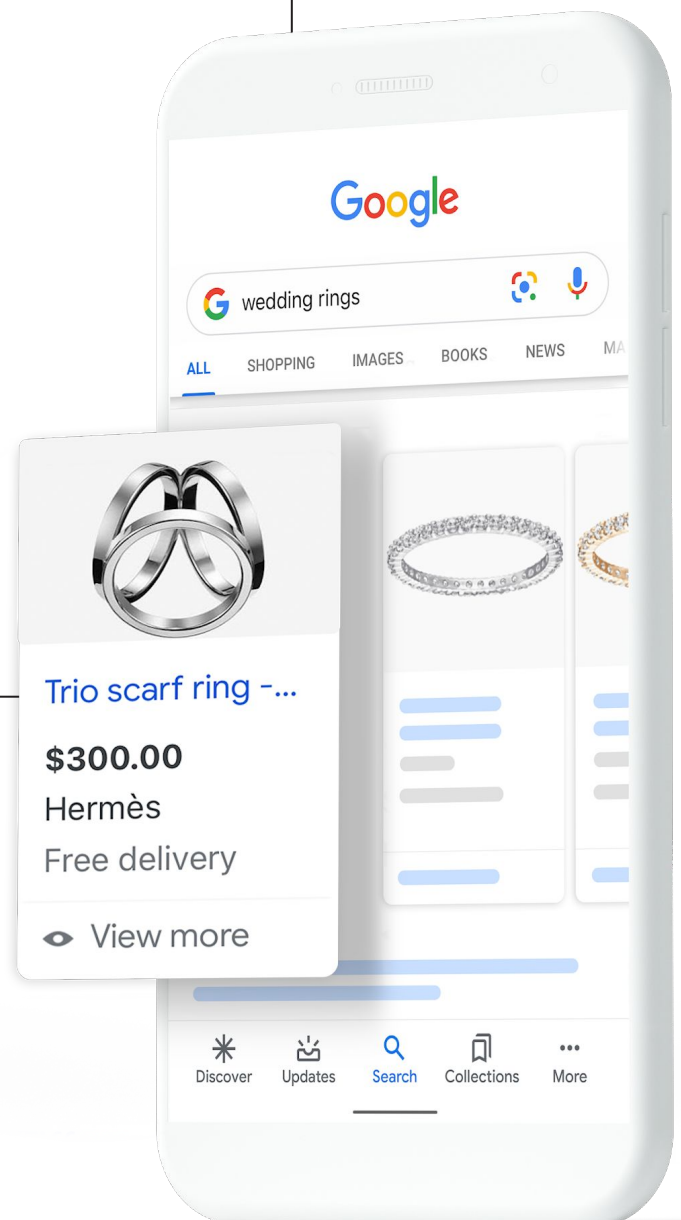
When uploading a product, make sure to include its **Global Trade Item Number (GTIN)**. This helps us make your ad or unpaid listing richer and easier for users to find.

# Reach new customers and deal-seekers across the web

People shop across multiple Google surfaces, like Search, YouTube, Gmail, and the Shopping tab. [Smart Shopping campaigns](#) provide access to all of this inventory through automated bidding and placements, enabling you to promote your products to the right customer at the right time.

Adding [promotions](#) to your free listings or ads in Merchant Center can also help boost click-through rates and increase conversions.

On average, **advertisers see more than a 30% increase in conversion value** when using Smart Shopping campaigns.<sup>13</sup>



### 3 Convert customers looking to purchase



## Success stories - Smart Shopping Campaigns

SEPHORA

Sephora SEA used Smart Shopping Campaigns to reach potential customers with the right message at the right time, achieving **+20% conversions** and **+15% revenue**, compared to Standard Shopping campaigns.



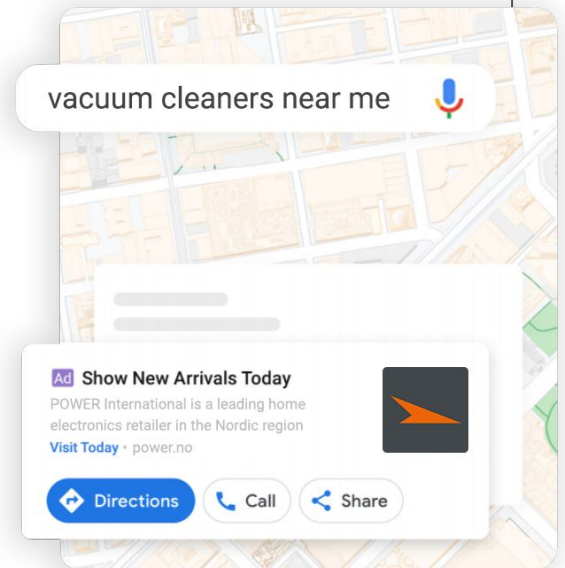
# Increase store visits by promoting in-store items

While online is growing, in-store shopping remains an important touchpoint as shoppers enjoy the excitement of physical touch with products.

Shoppers often use Google to check product and business information online before going into the store, so it's important to keep your [Google My Business profile](#) updated. Let customers know if you offer delivery, curbside pickup, or in-store shopping.

To showcase your in-store products to nearby shoppers on Google, you can use [Local inventory ads](#)\*. You can also promote products available for in-store or curbside pickup.

[Local campaigns](#) are another way to bring people to your stores by promoting your locations to shoppers searching on Maps, Search, Display, and YouTube. You can highlight special promotions and important business changes on a store-by-store basis.



*\*available in Australia, Japan, New Zealand, India*

## Success story - Local campaign



Auto brand Nissan Australia wanted to encourage more drivers to visit dealerships, so it tested Local campaigns in New South Wales and the Australian Capital Territory. After seeing **3.4X incremental dealership visits** in these test regions, the brand launched more Local campaigns across Australia.

# Optimise campaigns with insights and measure omnichannel performance

Set up your campaigns for success by uncovering the right insights and optimising for the right marketing objective.

[Performance planner](#) can help you forecast your Search and Shopping campaigns to optimise for seasonal opportunities.

To get a better view of total revenue and ROAS, make sure you're measuring in-store sales by assigning a value to store visits in Google Ads. To maximise online sales and in-store visits from your digital ads, use [Smart bidding for store visits](#).



With more brands and retailers partnering together to deliver personalised experiences for customers, you can unlock vendor-funded media via [Shopping Campaigns with partners](#) to promote products while increasing traffic to a retailer's site. It provides brands with access to customer databases and real-time insights on reporting & performance.



## Best practice

Before you start, check the [best sellers report](#) for the most popular brands and products across Shopping ads. The [price competitiveness report](#) can also help you inform your pricing strategy by revealing the price point at which shoppers click on ads.



## Section 4

# Maximise seasonal shopping moments

## Seasonal highlights from 2020

**The retail landscape is filled with seasonal events of all kinds throughout the year**, from cultural moments to end-of-year holiday season and maybe even your brand-specific promotions.

**In 2020, retail had its biggest end-of-year holiday season ever, with global digital sales growing by 50% to \$1.1 trillion.**<sup>16</sup> Digital played a critical role in the shopping journey, even in stores, with more customers choosing to start their holiday shopping earlier in the season.

1

51% of surveyed holiday shoppers in AU, JP, IN, CN, and KR said they have purchased more online this past holiday season than in previous years.<sup>17</sup>

2

Retailers offering curbside and other pickup options grew almost twice as fast as those that didn't.<sup>18</sup>

3

More than half of surveyed consumers in AU, JP, IN, CN, and KR said they would shop earlier this season to avoid crowds and items being out of stock.<sup>19</sup>



# 2021

## Tips to unlock key shopping moments

1

### Be visible

Show up throughout the purchase journey with clear information about products, availability, and offers.

2

### Take a stand

Give shoppers a reason to support you by making your stance on sustainability, local ties, or key issues clear — and find authentic ways to follow through.

3

### Start early

Upload your products and seasonal deals sooner, as people begin their shopping earlier in the season to stock-up or avoid out-of-stocks.

4

### Be flexible

Offer a range of delivery or collection options to make the purchasing experience as convenient as possible.

5

### Embrace change

Prepare for rapid, short-term shifts in demand with automated tools, while adapting to longer-term changes in the consumer landscape by considering your overall digital strategy.

## Sources

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2. Google Data, Global, Feb-Mar 2021. Data from 350 Video action and Discovery campaigns adhering to budget best practices with a minimum of 20 conversions. Incremental conversions are defined as conversions earned at or below the marginal cost for a conversion.
3. KANTAR/Google Shopper Pulse, Dec 2020, n=1100 Australians.
4. The Journey Reshaped: COVID-19's impact on the path to purchase; Groceries; APAC // Q.C6 // Did you use any of the following search engines to inform or influence your decision to purchase?
5. Google Data, Global English, Mar 25, 2020 - May 23, 2020 vs Mar 25, 2019 - May 23, 2019.
6. Google Internal Data based on median performance, June 2018-2020
7. Google Internal Data: An Unskippable Labs analysis of 27K images, 22K headlines and 27K descriptions used by Auto, CPG and Retail advertisers from January 2019 - September 2020)
8. Google Internal Data: An Unskippable Labs analysis of 27K images, 22K headlines and 27K descriptions used by Auto, CPG and Retail advertisers from January 2019 - September 2020)
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16. <https://www.salesforce.com/news/press-releases/2021/01/12/all-wrapped-up/>
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18. <https://www.salesforce.com/news/press-releases/2021/01/12/all-wrapped-up/>
19. Google commissioned Ipsos COVID-19 tracker, US, CA, UK, FR, DE, IT, AU, JP, RU, IN, CN, BR, MX, ES, ZA, KR ~n=400-700 online consumers 18+ per market who will shop for the holiday season. Dec 3-6