



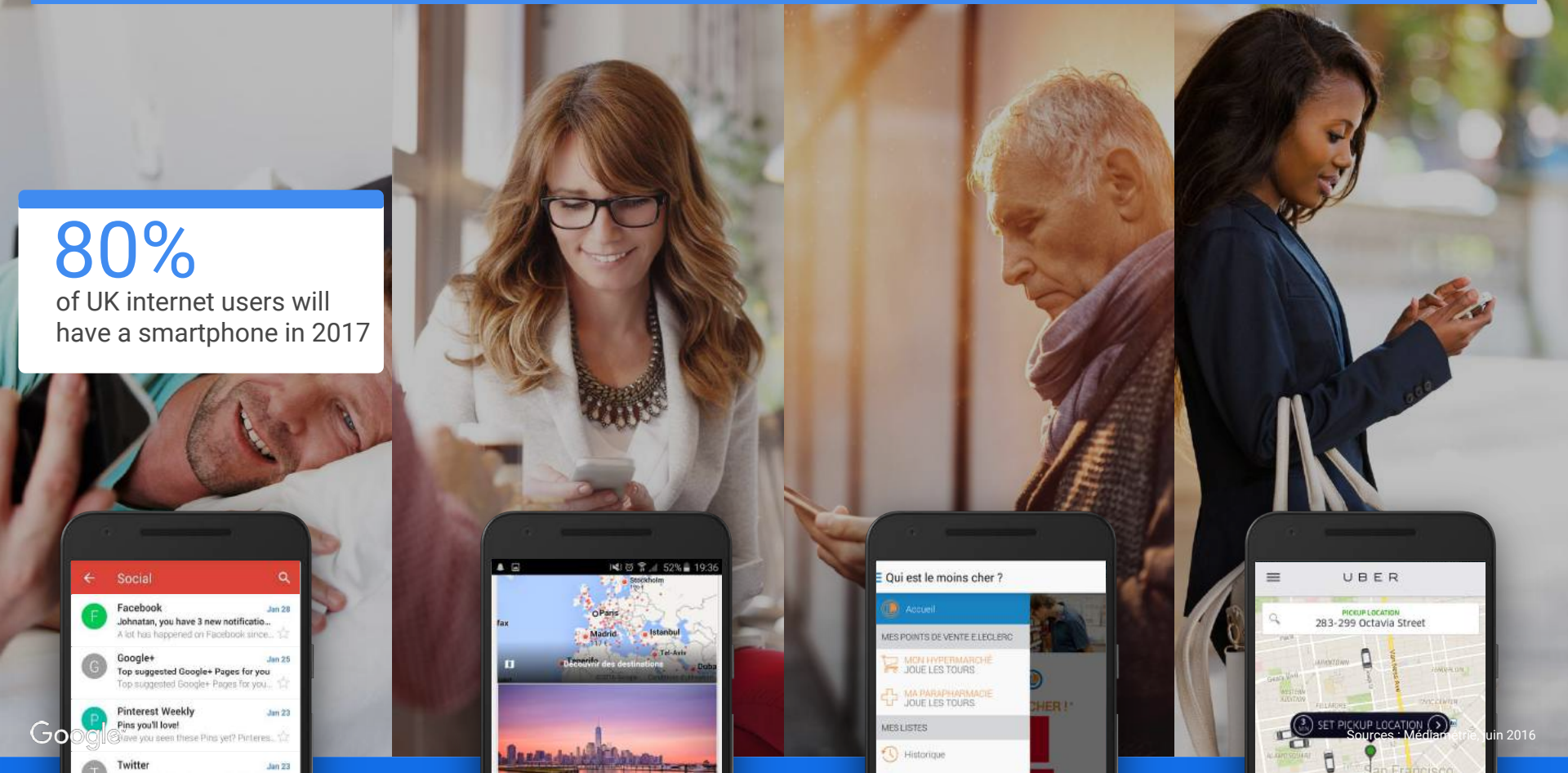
A revolution for the
retail



We don't go online, we live online

80%

of UK internet users will
have a smartphone in 2017



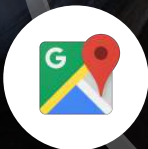
Micro-moments occur throughout the consumer journey

9:00 pm
I watch



9:00am
I read my emails

7:00pm
I look around

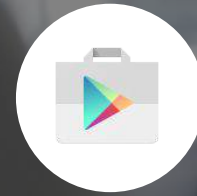
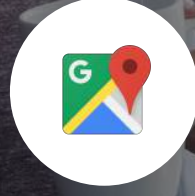


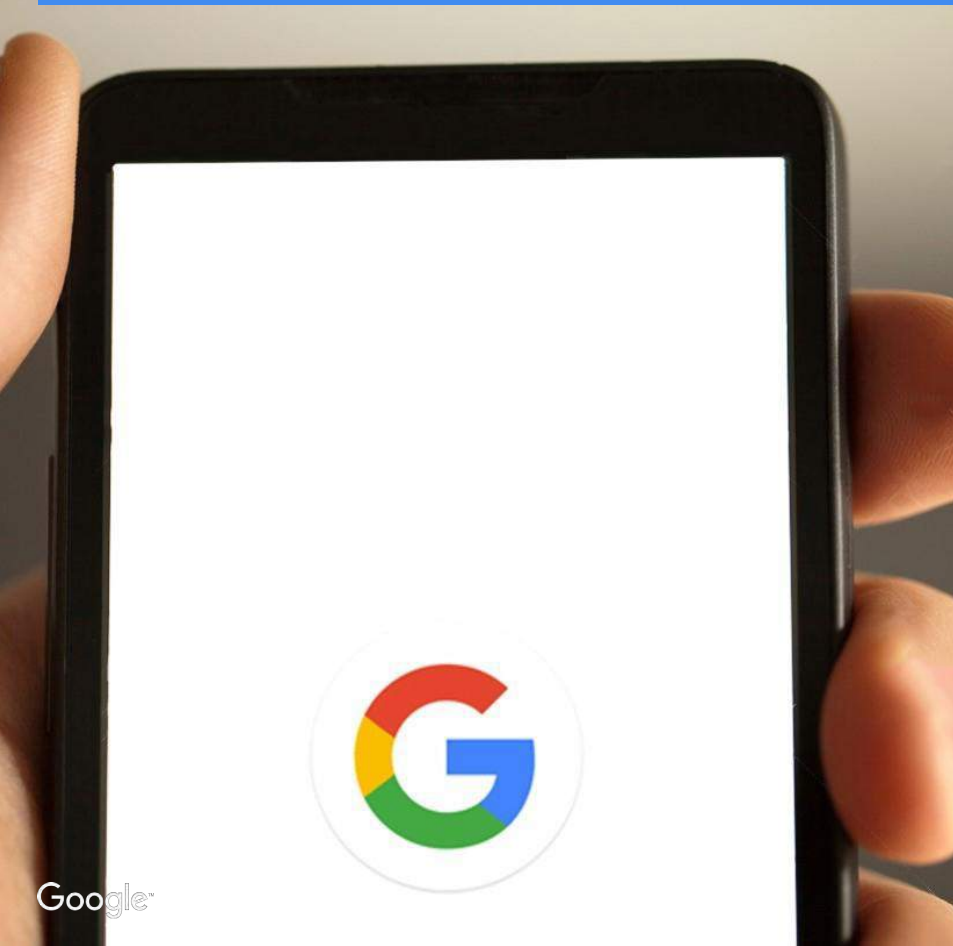
12:00pm
I search



5:00pm
I buy

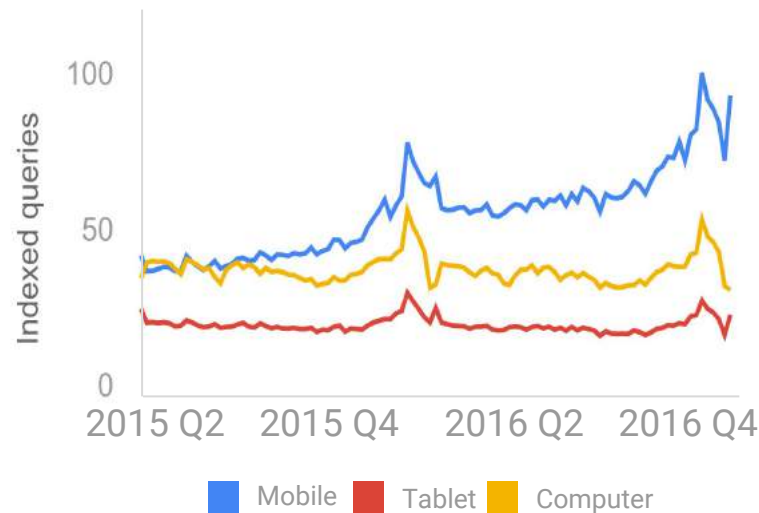
7 properties with +1B users





57%

of apparel searches on
smartphone in UK

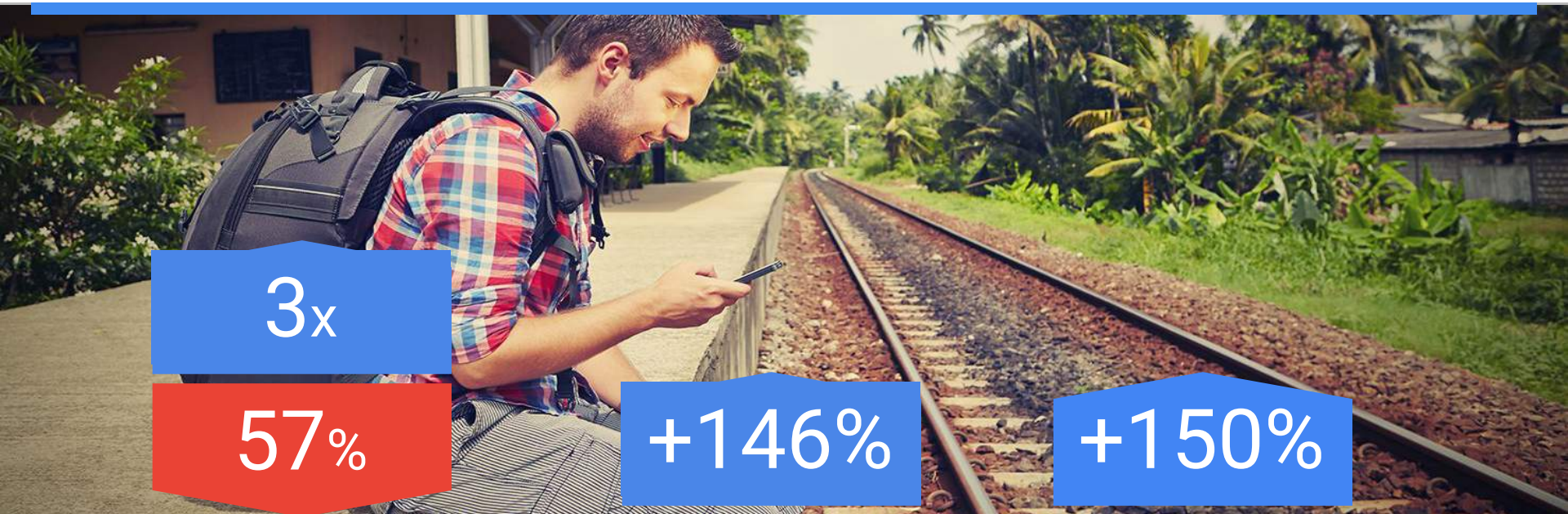


UK Retail mobile queries are booming



YoY query growth by device in Q416 vs Q415 in the Apparel category in UK

The rise of online sales and the Online to store



3x

57%

+146%

+150%

In the past five years, foot traffic in retail stores has declined by 57%, but the **value** of every visit has nearly tripled

Y/Y increase in Google 'near me' searches or searches with local intent

more Shopping ads reaching mobile shoppers vs last year

Black Friday 2016: breaking record!



BLACK
FRIDAY
WEEKEND

BLACK
FRIDAY
WEEKEND

BLACK
FRIDAY
WEEKEND

1.1 B£

spent online

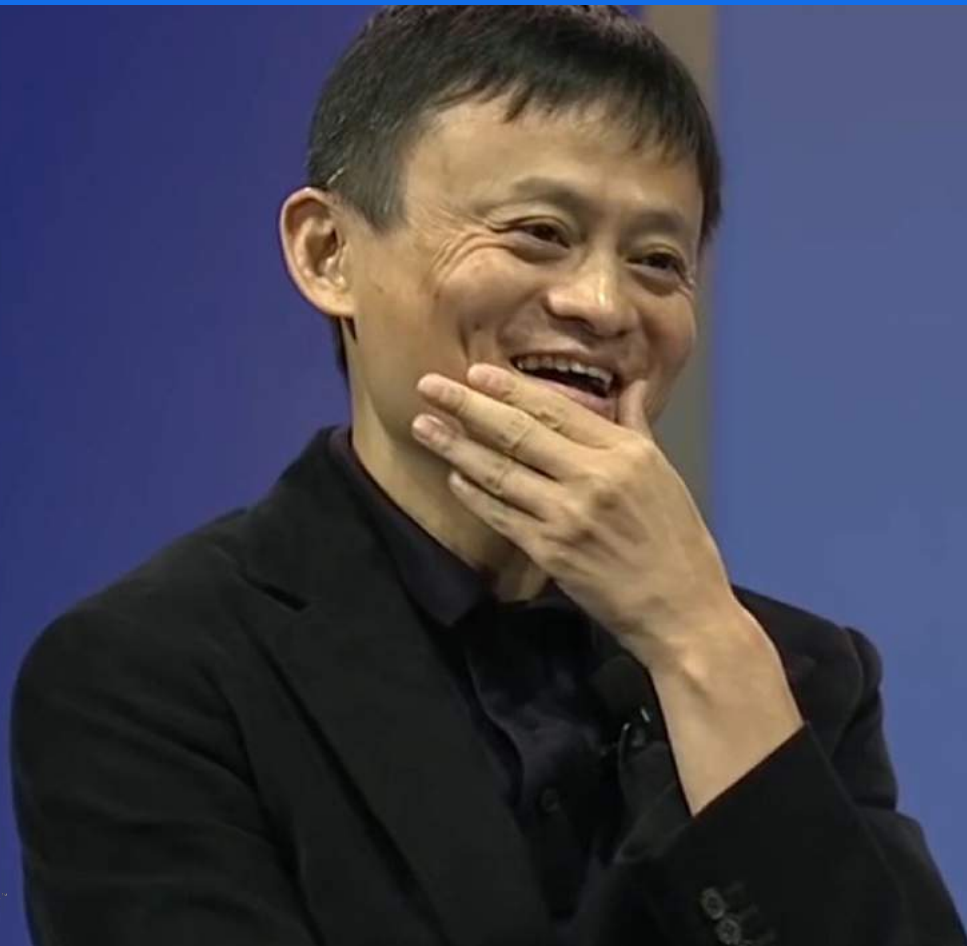
2.3K

visits per second

+36%

YoY

Source: Toluna

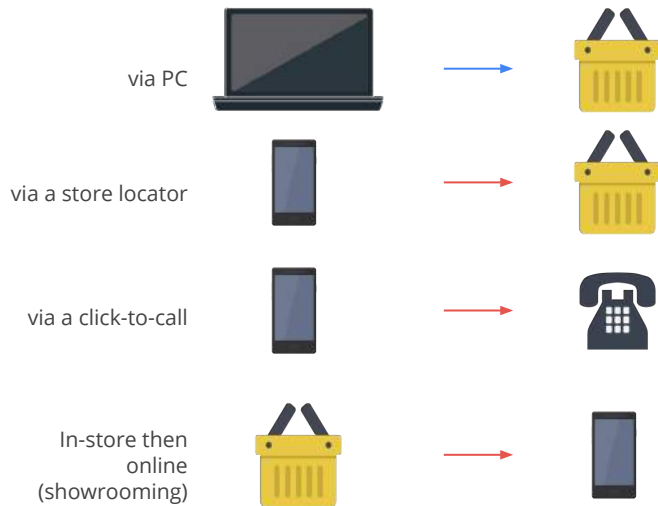


70%

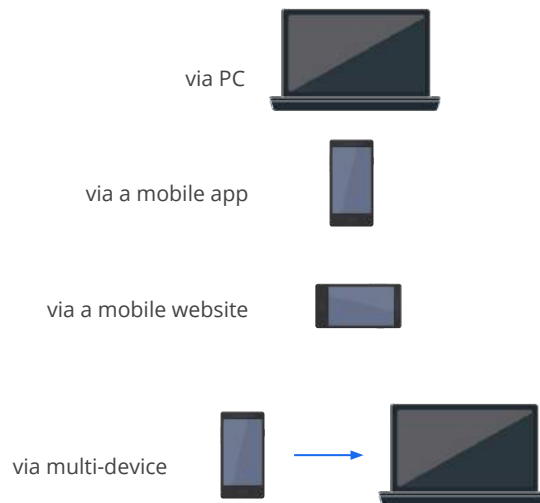
of sales on Alibaba
during the “Single Day” made
on Mobile devices



ONLINE TO OFFLINE SALES



ONLINE SALES



Retailers need to quickly adapt their strategy to purchasing experience more and more complex and mobile first

How to respond to these micro-moments?



I-want-to-know



Meet consumers no matter where they are with a relevant information
Capture demand
Drive awareness & visibility

I-want-to-go

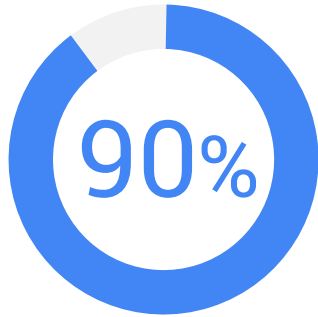


Give the power to consumers to engage with your brand in the physical world
Drive online to store (O2S)

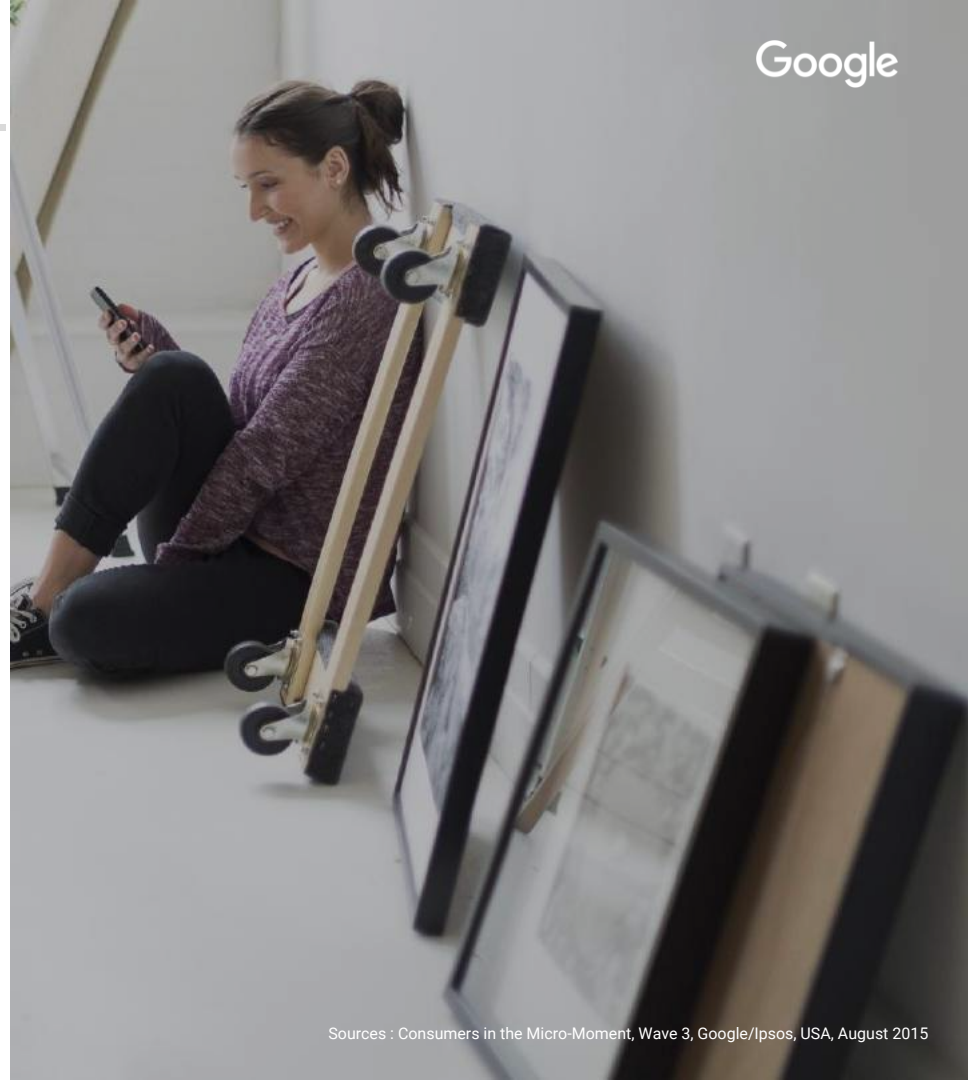
I-want-to-buy



Make the last action of the purchasing funnel easy for an omnichannel consumer
Drive direct response online

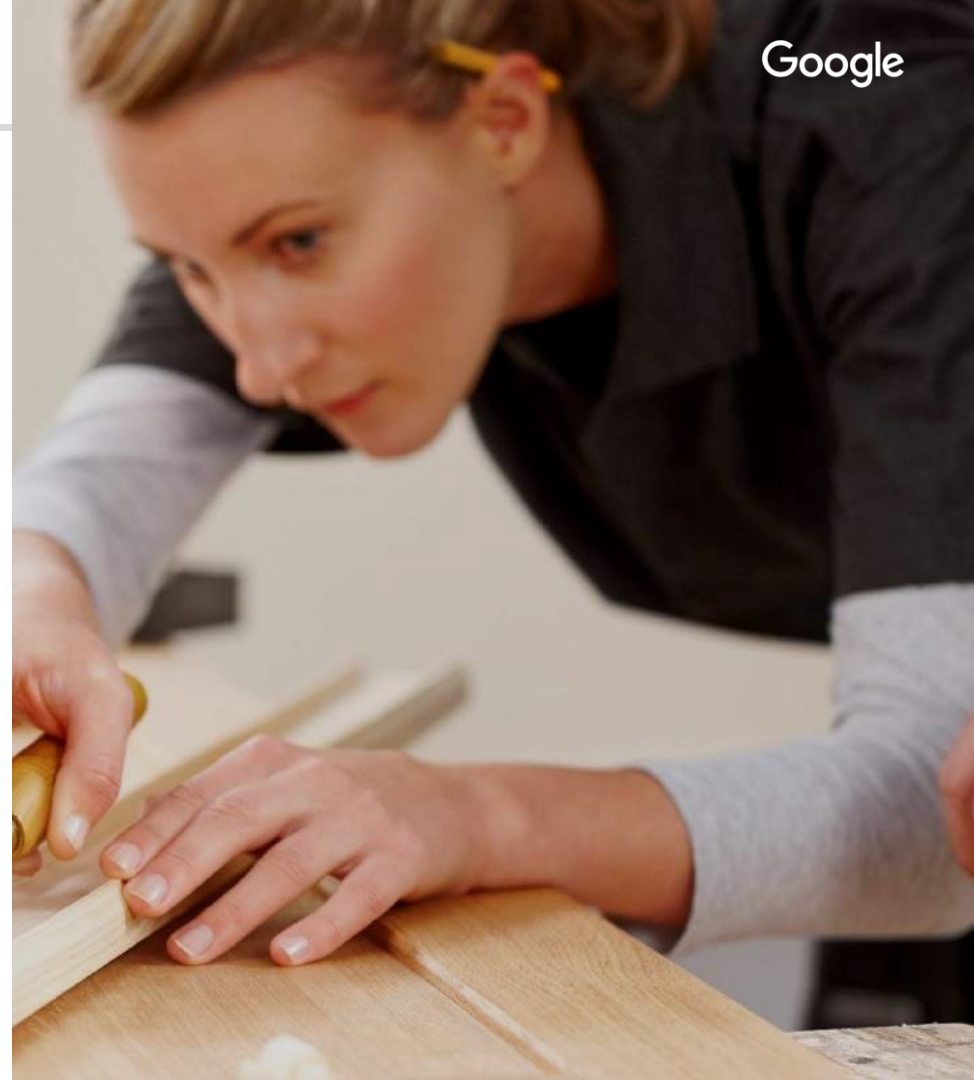
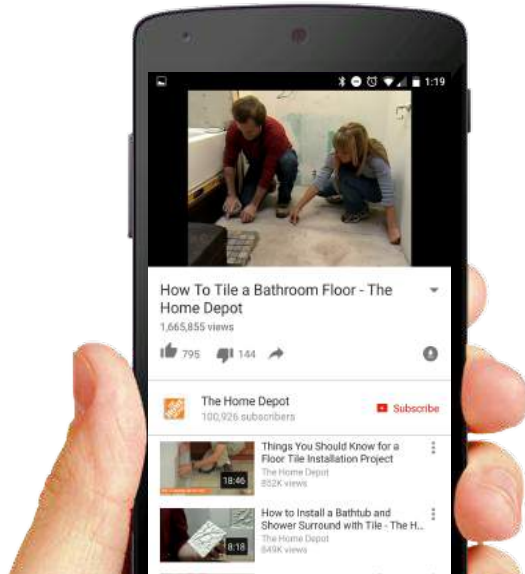


of smartphone users say they
aren't absolutely sure of the
specific brand that they want to buy
when they begin shopping



I-want-to-know

Home Depot created a series of videos tutorial on YouTube about outfitting a home to reach their customers when they were looking for ideas and inspiration



Google

Overview

Skippable ads give your audience choice.
You're only charged when a user has seen 30 seconds, or the end of the video (whichever comes first)

Placement

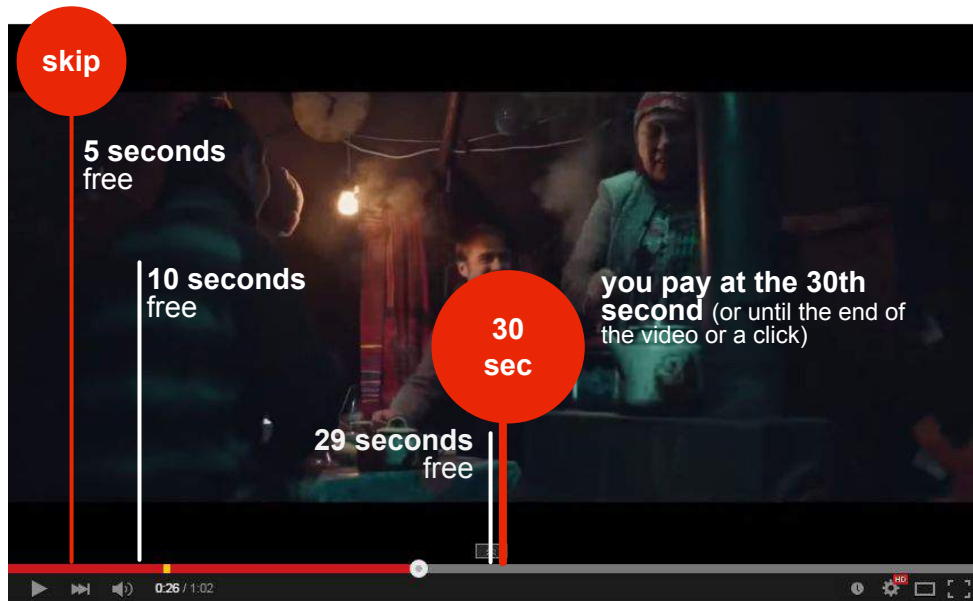
YouTube Watch Page, multi-screen

Pricing

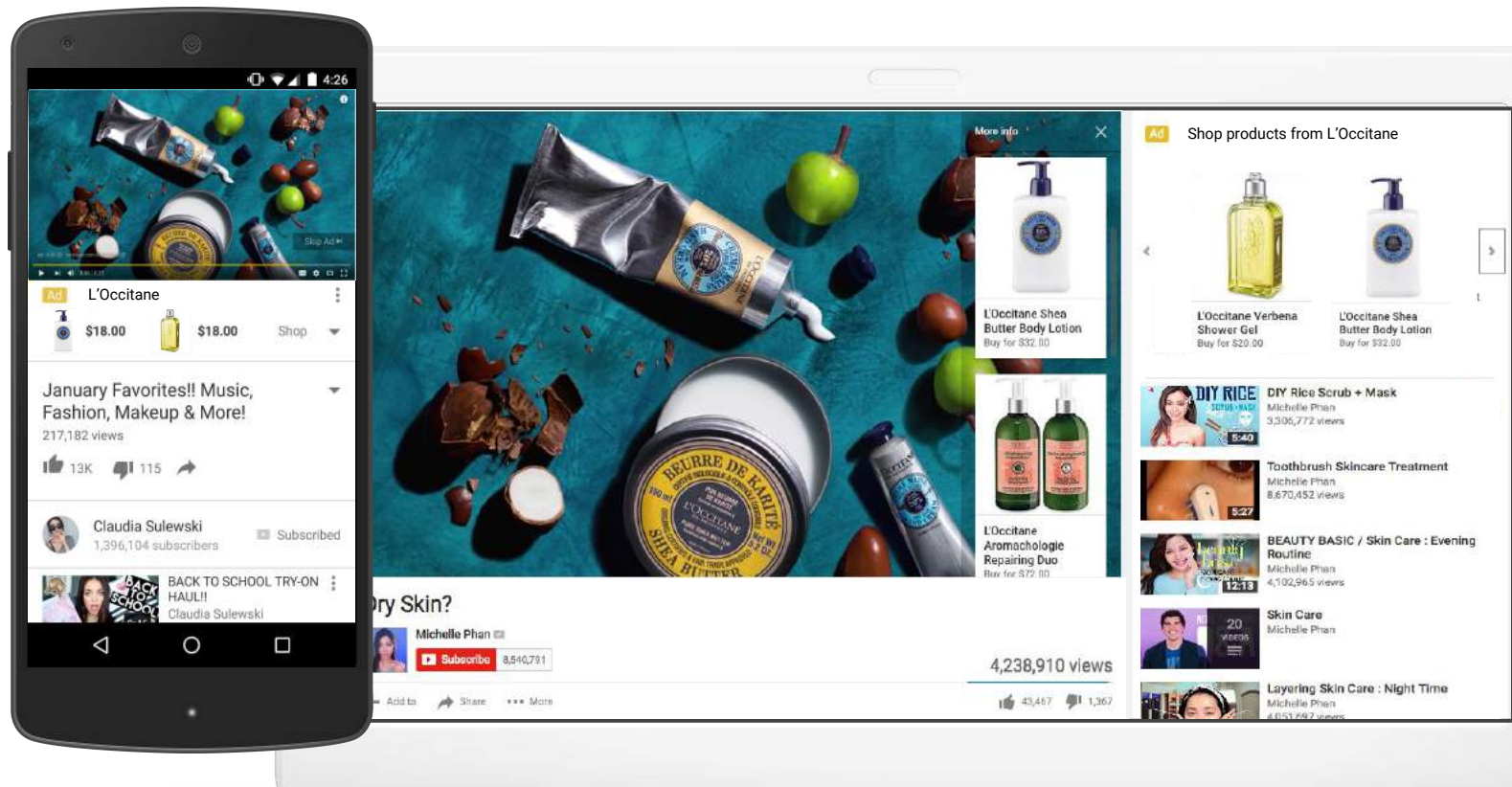
Auction, CPV (0,03 - 0,06 GBP)

Targeting

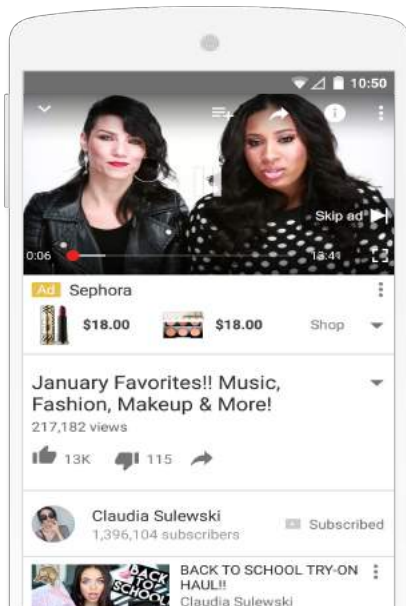
Audience and Content



Combine video and shopping inventory with Trueview for Shopping

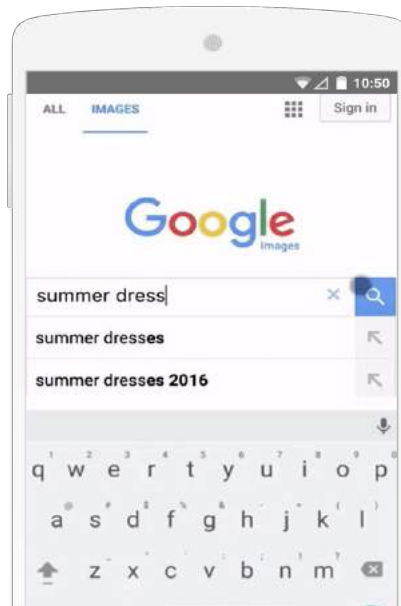


Get your consumers inspired



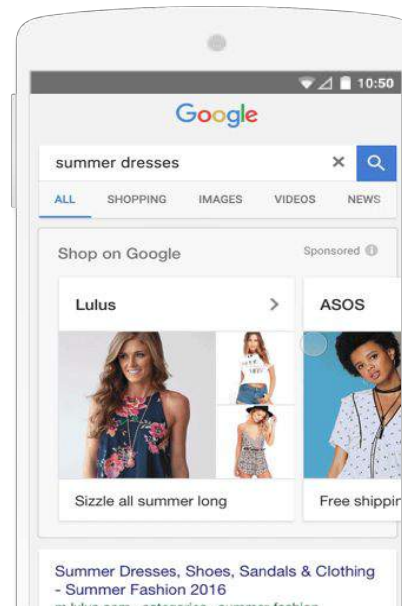
TrueView for shopping

YouTube is the **#1 video site** for influencing purchase decisions



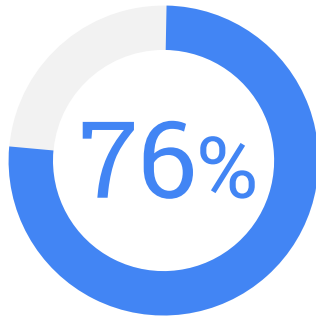
Shopping ads on image search

87% of shoppers who research images for clothing and footwear use image search

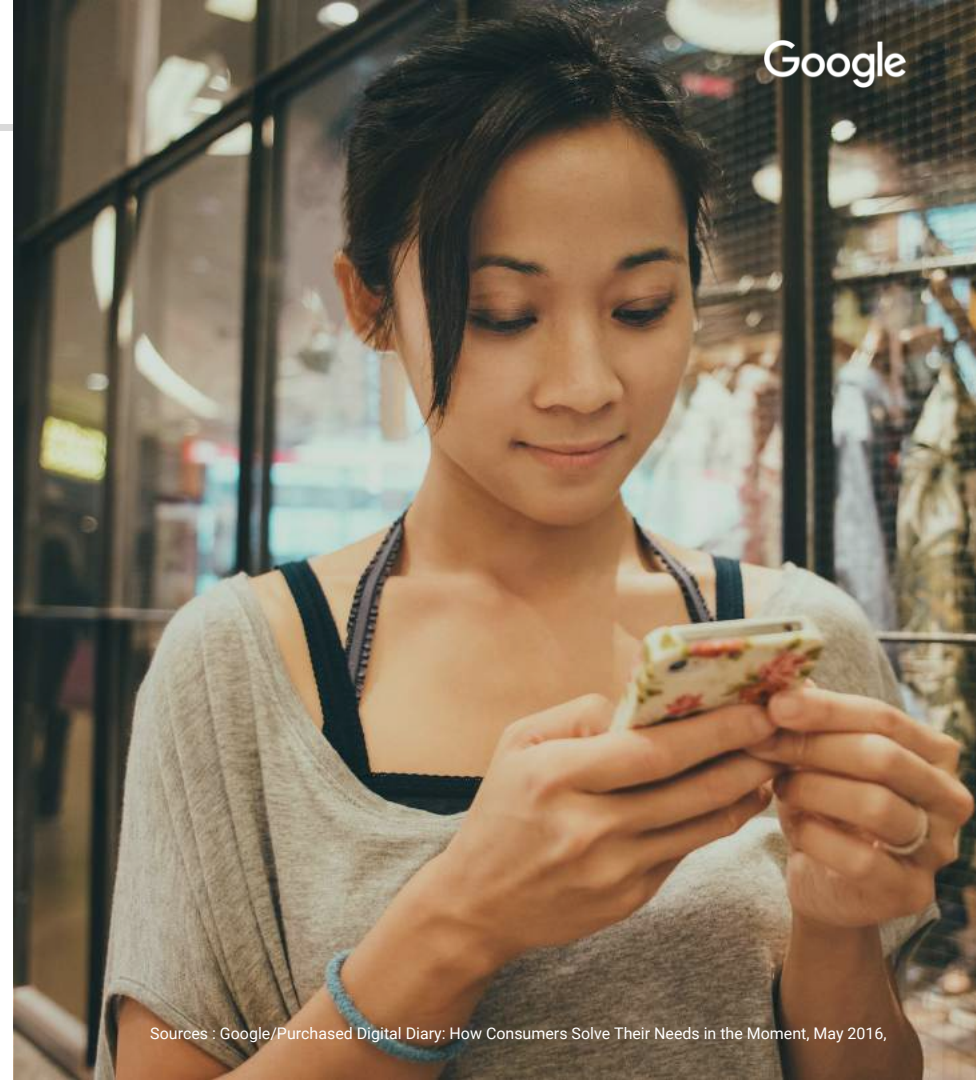


Showcase Shopping ads

40% of all shopping queries show broad intent

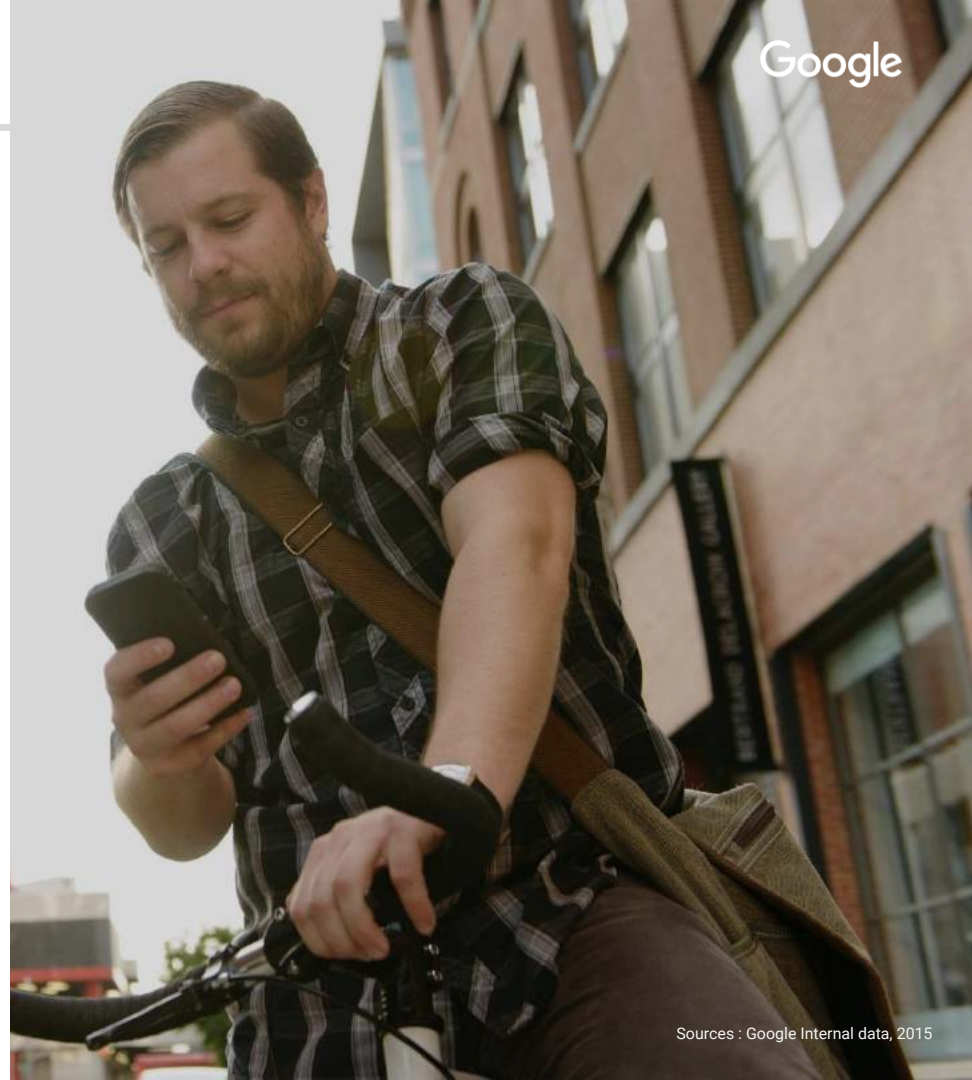
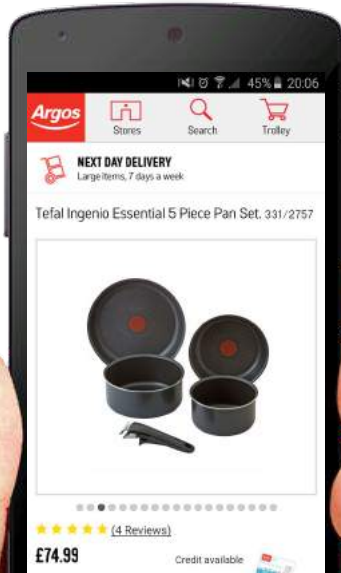


of people who conduct
a local search on their
smartphone visit a
physical place within
24 hours



Argos increased sales from mobile by surfacing local availability

Now, 46% of all sales come from online shoppers



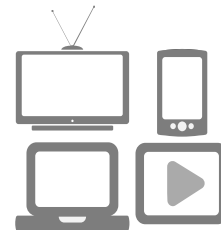
Surface local information whenever people are looking for it



Local oriented keywords
(pizza delivery Manchester)



Geolocation
(catchment area)



Devices
(mobile focus)

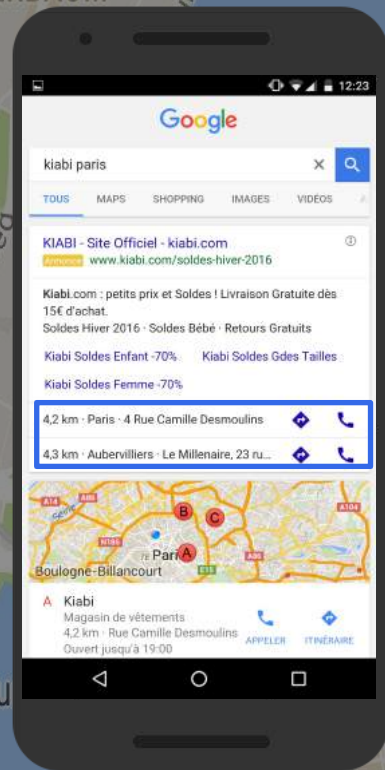
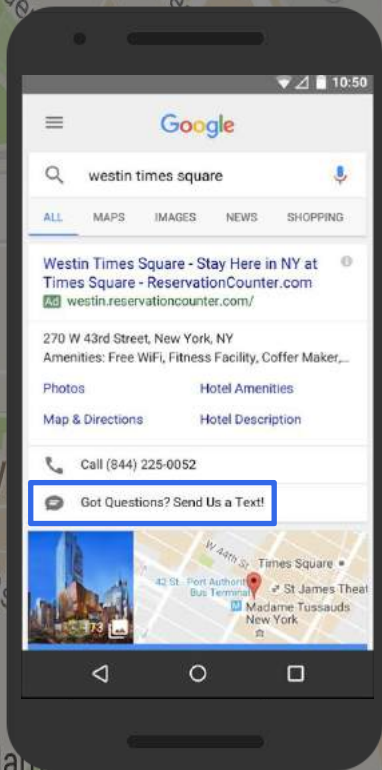
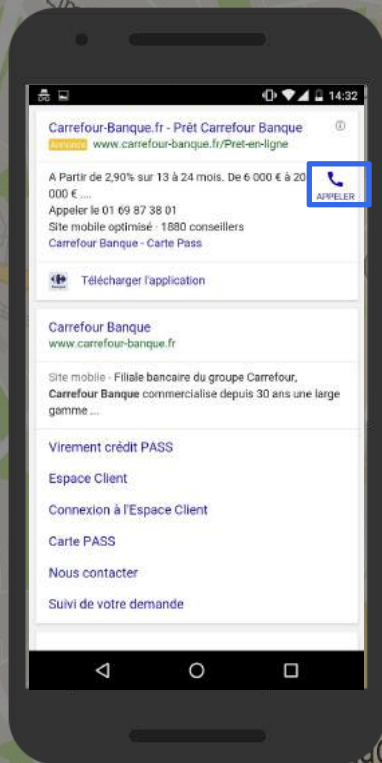


Hours
(Football match)

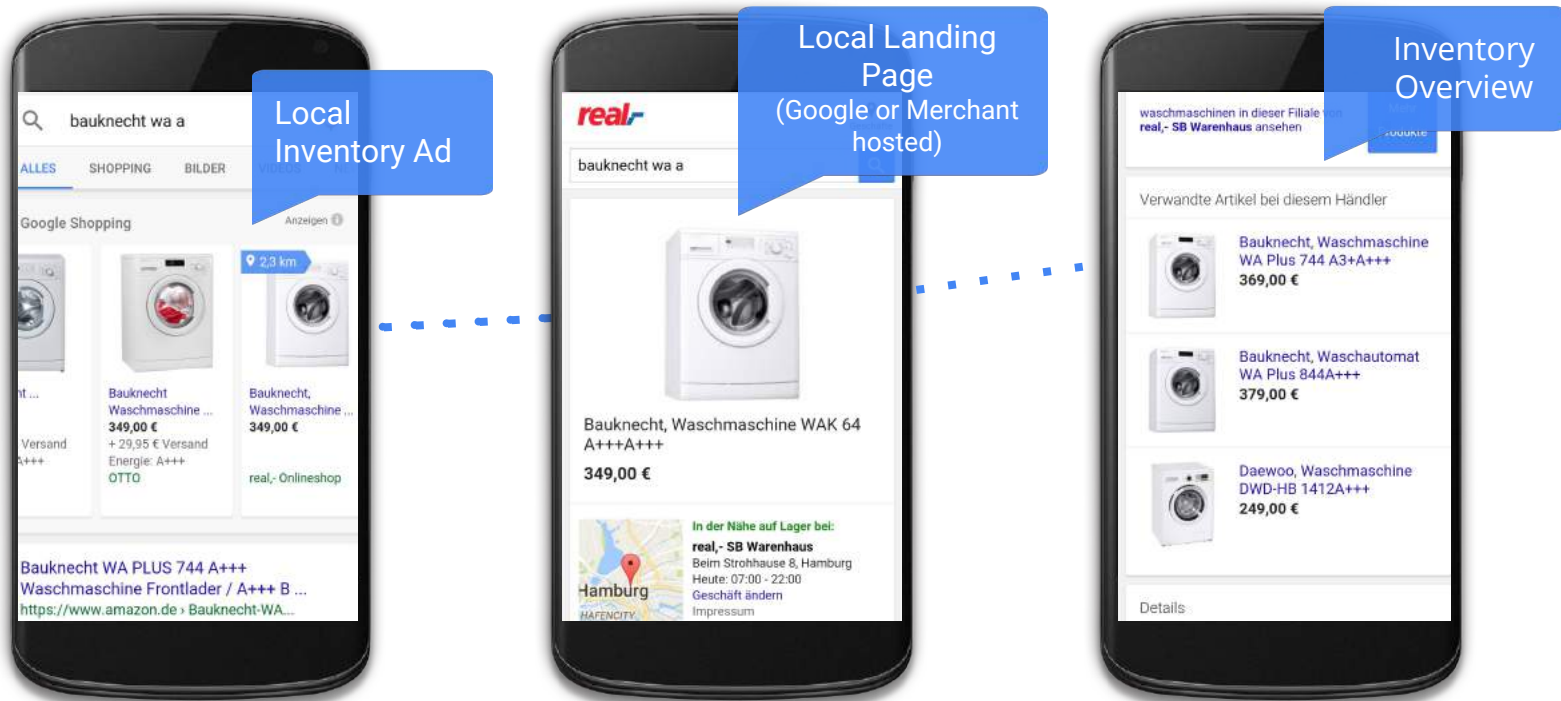


Languages
(FR, EN, SP)

Maximize your foot traffic and generate calls (and messages)



Let Shoppers know you have the item they want in your local store with Local Inventory Ads



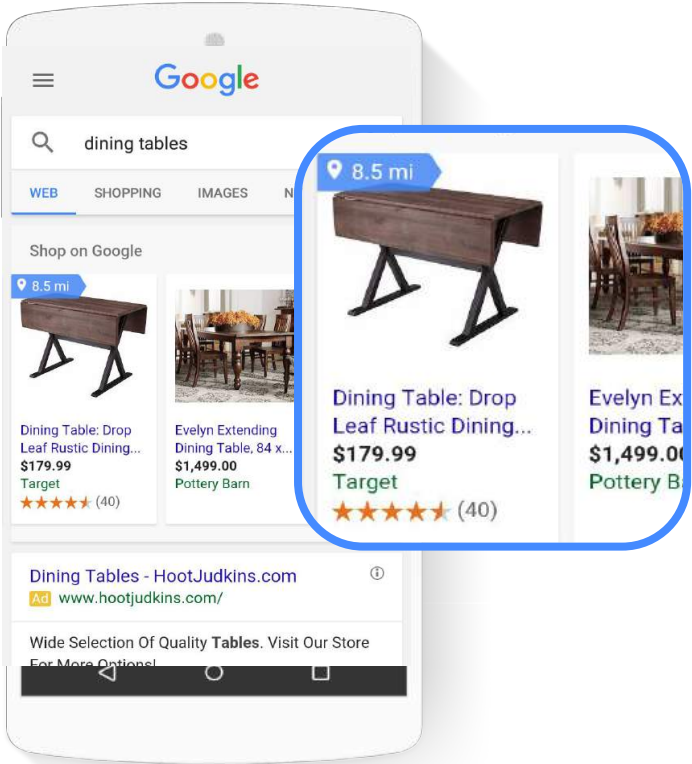
Let Shoppers know you have the item they want in your local store with Local Inventory Ads



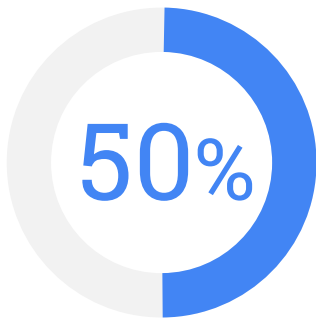
Blue Banner shows “In Store” annotation or distance to your closest store

Local Inventory Ads also works for local only merchants that don’t have an ecommerce shop

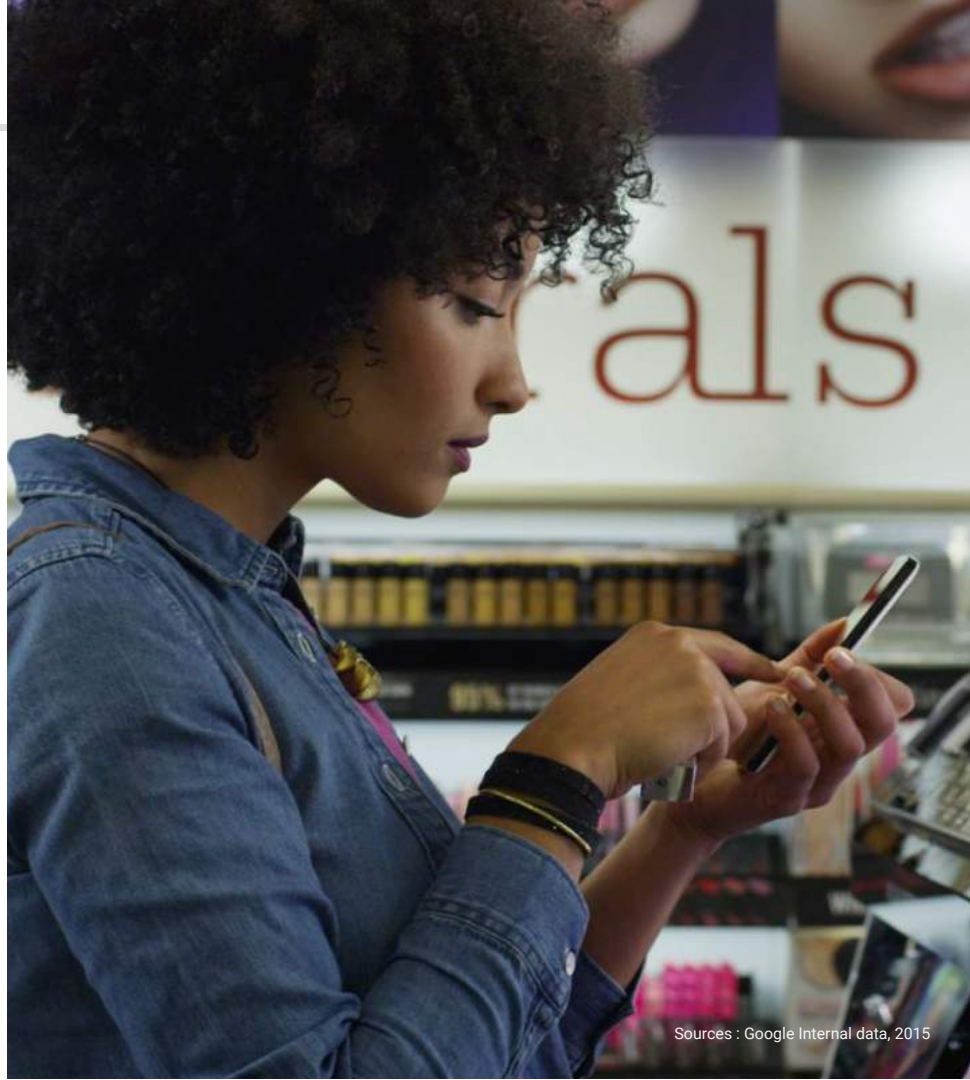
Local Inventory Ads can account for regional pricing



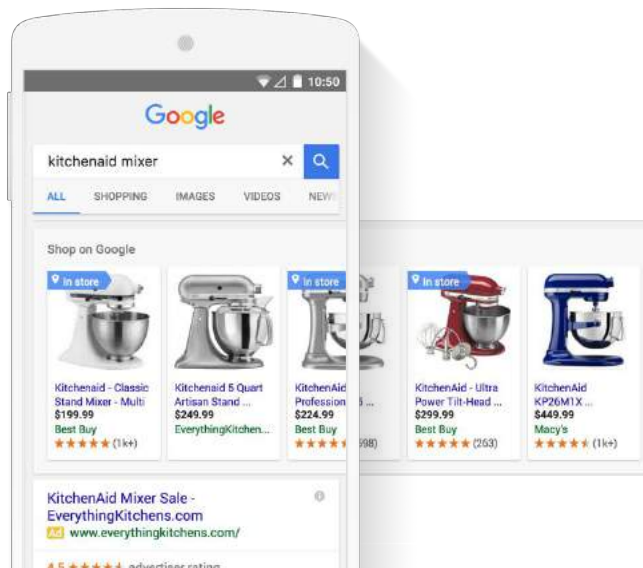




of incremental traffic
generated thanks to
Google Shopping
campaigns



Consumers are encouraged to interact with the Shopping carousel by swiping through products in an engaging mobile-first experience (3x higher CTRs)



Shop for kitchenaid blender on Google



KitchenAid
KSB1575 Arc...
\$129.99
Macy's
Special offer



KitchenAid
5-Speed Clas...
\$99.99
Bed Bath & Be...
★★★★★ (45)



KitchenAid
RKSB650ER...
\$29.99
Fry's Electronics
In store

Sponsored ⓘ



Kitchenaid
5-Speed Blen...
\$79.99
Bloomingdale's
In store



Kitchenaid 5
Speed Blende...
\$149.99



56-Oz Onyx
Black 5-Spee...
\$119.00

Macy's

**Additional 10% off select architect
at checkout**

Expires in 1 day • Discount is automatically
applied at checkout

No code required

Shop



Higher quality clicks

The customer is **better informed** when he clicks on the ad, thanks to the description, image, price, availability, ...



Better Performance

Higher buying intention, which can lead to higher Click-through-rates, higher Conversion-rates, better CPA's



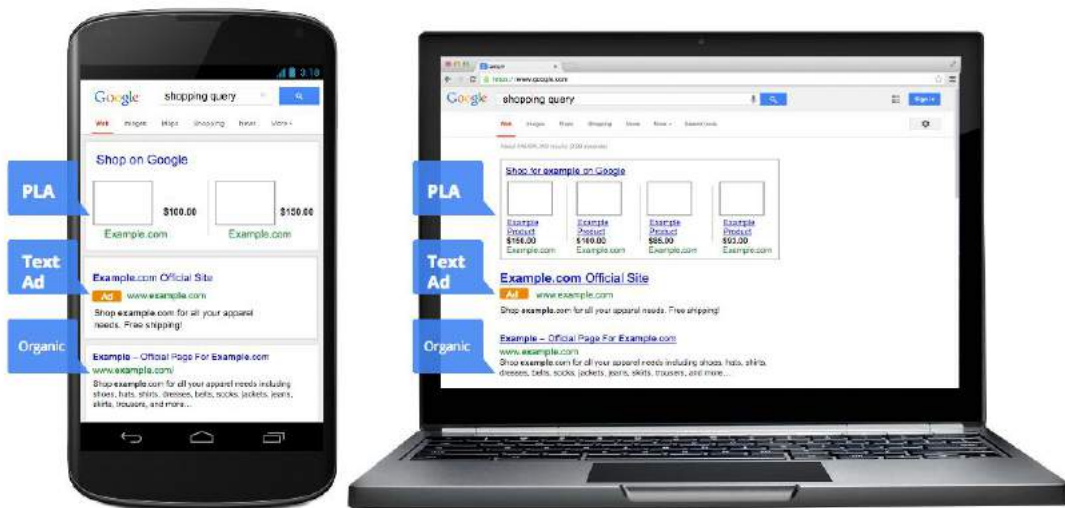
Extra visibility

Images can say more than a thousand words. Possibility to show up in combination with search ads

Maximize your visibility in the search results



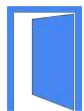
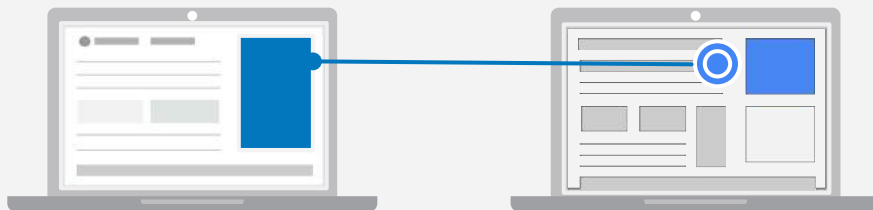
A customer who sees both a **text ad** and a **Shopping ad** is more likely to..



Bring back visitors to your website via Dynamic Remarketing



In the pursuit of conversions, one visit is typically not enough



96 %

*Leave a website
without converting*



70 %

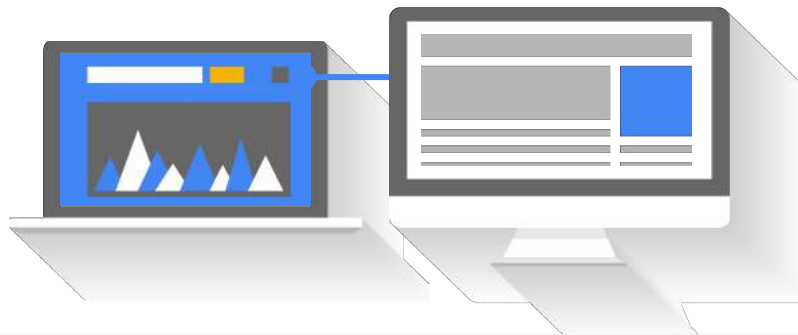
*Abandon shopping carts
without purchasing*



49 %

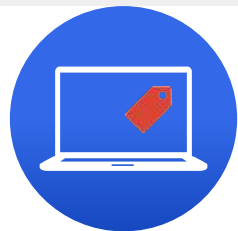
*Typically visit 2–4 sites
before purchasing*

Remarketing - “under the hood”



By adding a piece of code across your website, you can create user lists of people who are visiting your site.

You can later connect with these potential customers while they search on Google or browse other websites.



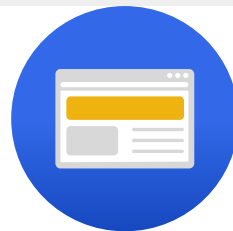
Visitor Comes
to Your Site



Visitor Added
to List



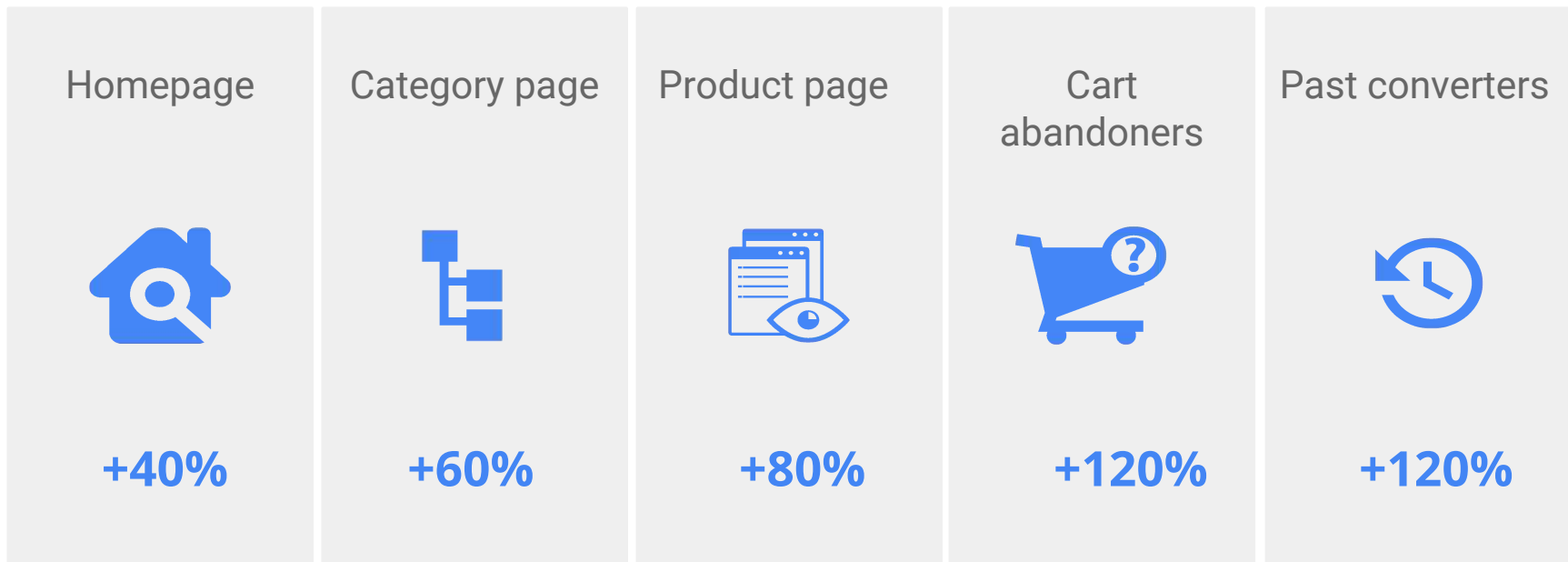
Visitor
Leaves



Your Ad (text or image) on
YouTube / GDN



Visitor Returns to Your Site
More Sales!



Adapt your bidding strategy based on the value of each visitor

Micro Moments

I-want-to-know



I-want-to-go



I-want-to-buy



Solutions

- ❖ YouTube
- ❖ Generic Search

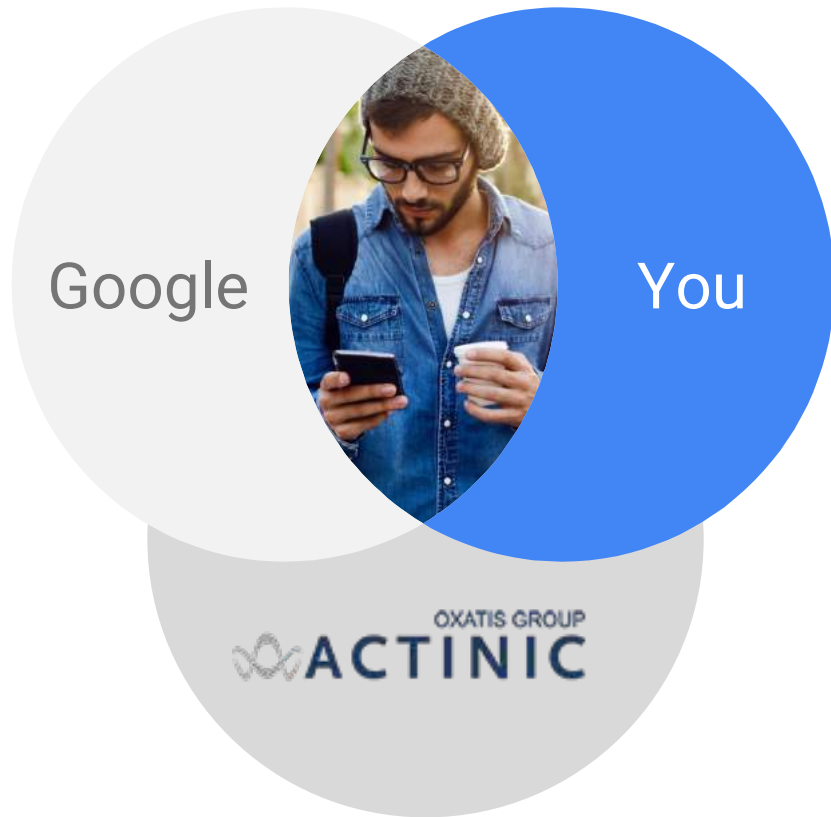


- ❖ Mobile Search (ad extensions)
- ❖ Local Inventory Ads



- ❖ Google Shopping
- ❖ Brand Search
- ❖ Remarketing





Magic
= Consumer
Moments



THANK YOU