

Just Google It!

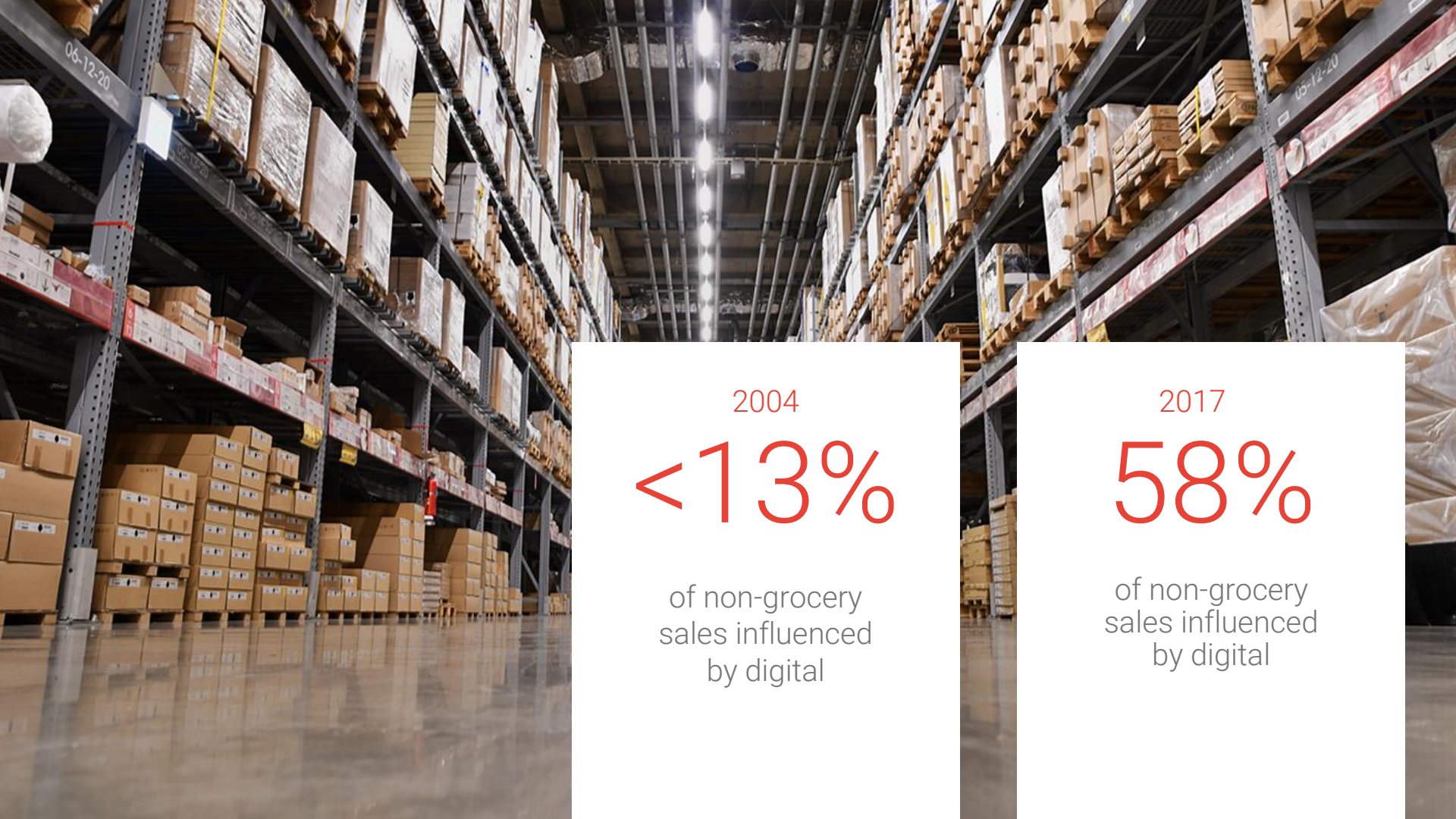
Google®





Matthew Pritchard
Site Lead, Google Atlanta
Head of Industry, Retail Partnerships





2004

<13%

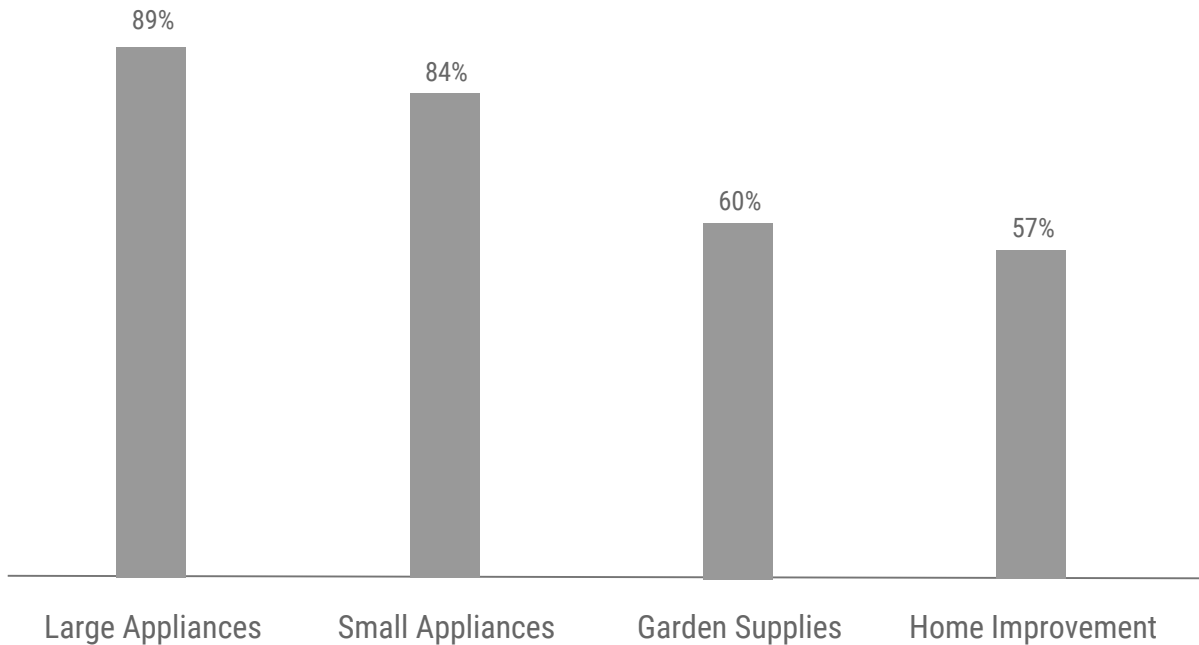
of non-grocery
sales influenced
by digital

2017

58%

of non-grocery
sales influenced
by digital

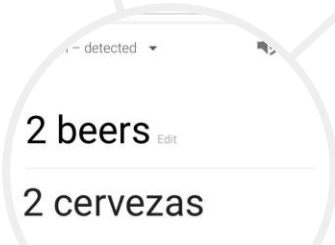
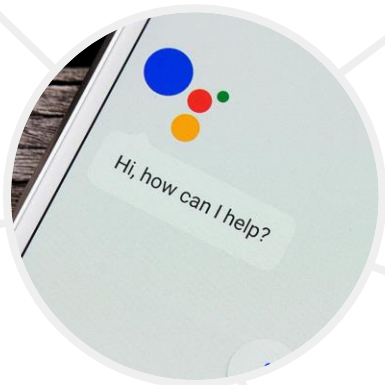
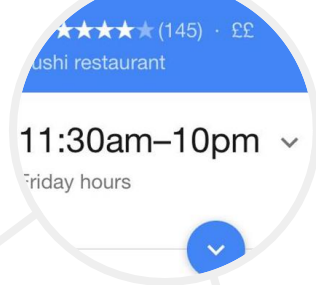
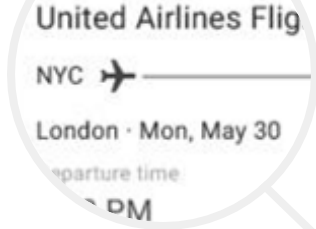
...and digital plays an even bigger impact on Home products

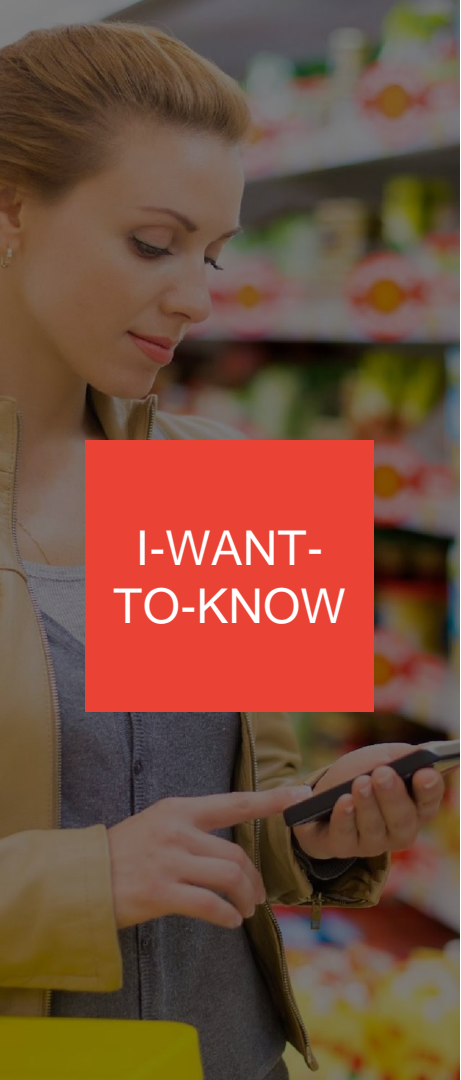




BILLION+ USERS EACH

Age of Assistance

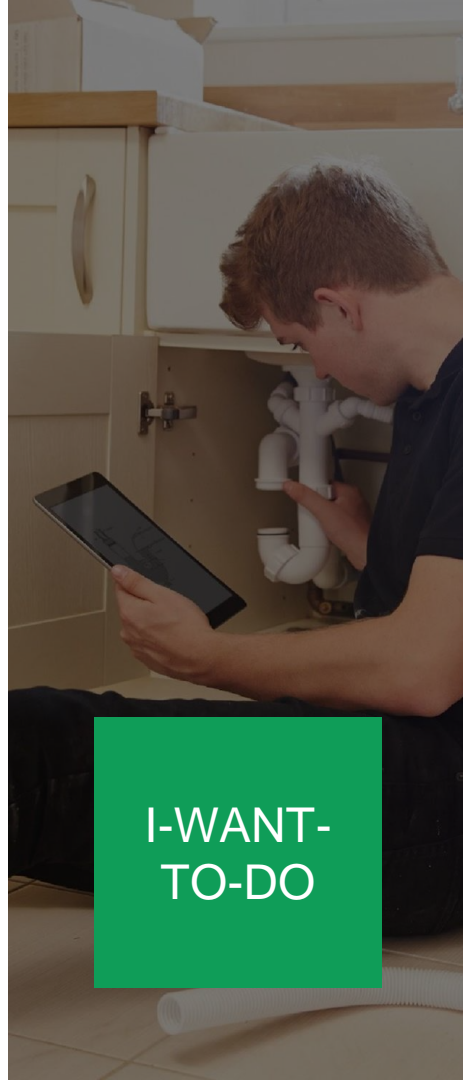




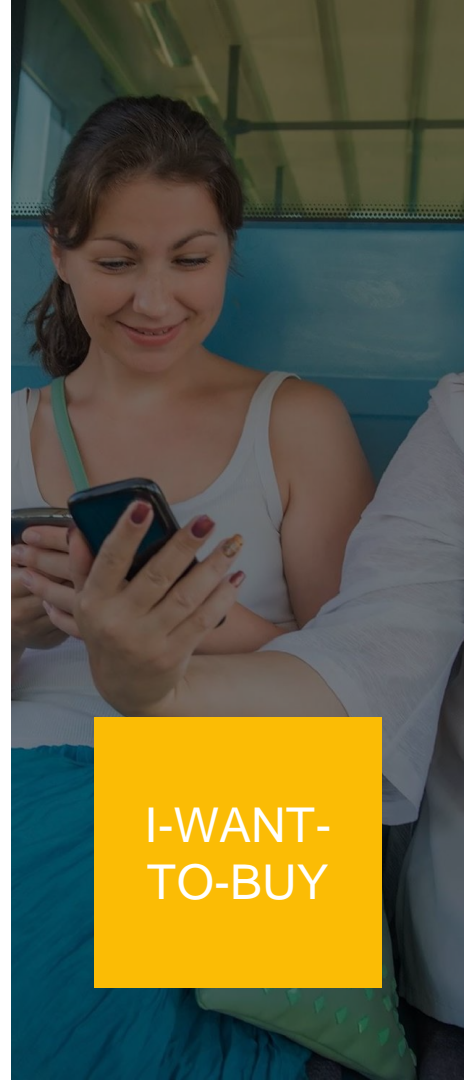
I-WANT-
TO-KNOW



I-WANT-
TO-GO

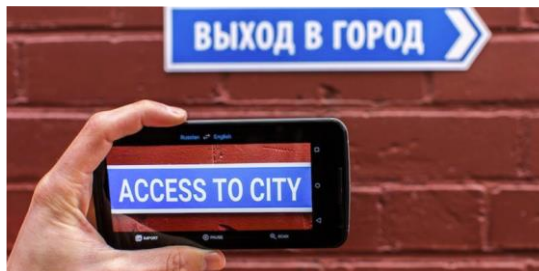
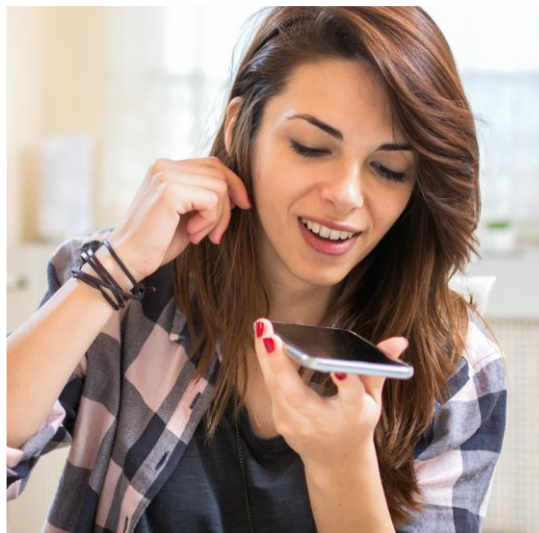


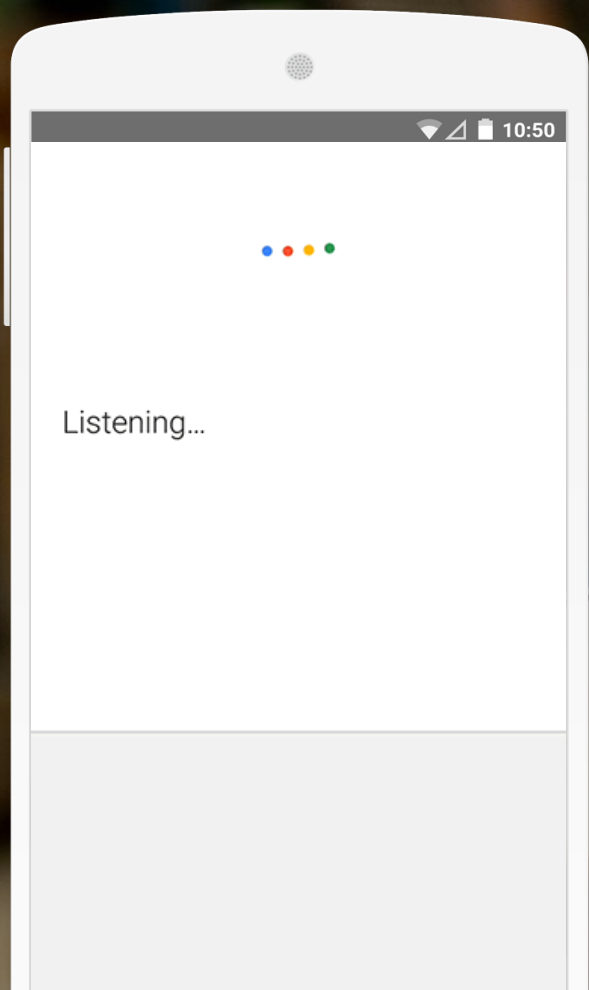
I-WANT-
TO-DO



I-WANT-
TO-BUY







Curious



Demanding

Impatient

Curious



Demanding



Impatient





best olive oil



+110%



best travel pillow



+300%



best toothbrushes



+100%



best umbrellas



+150%



best shower curtains

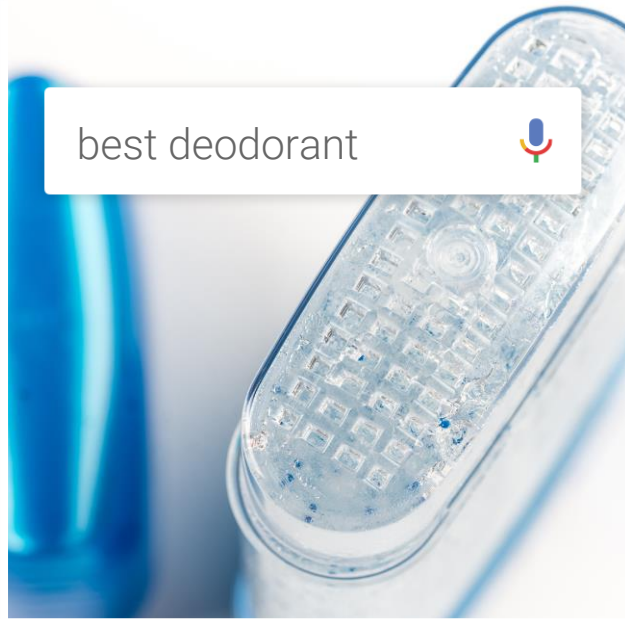


+100%

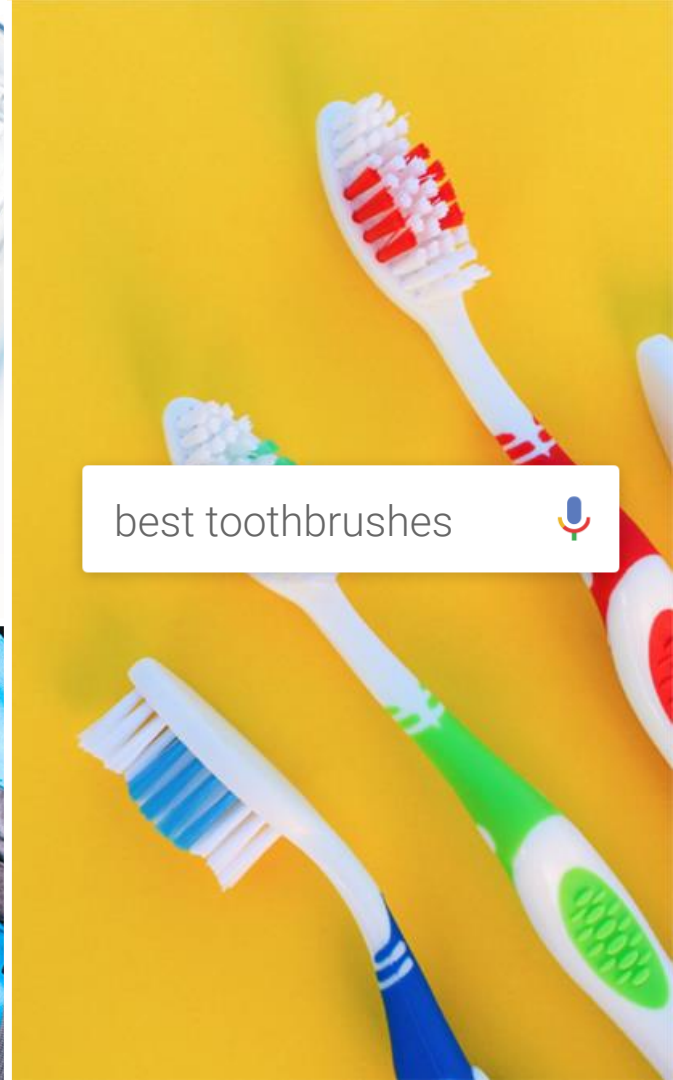
best umbrellas



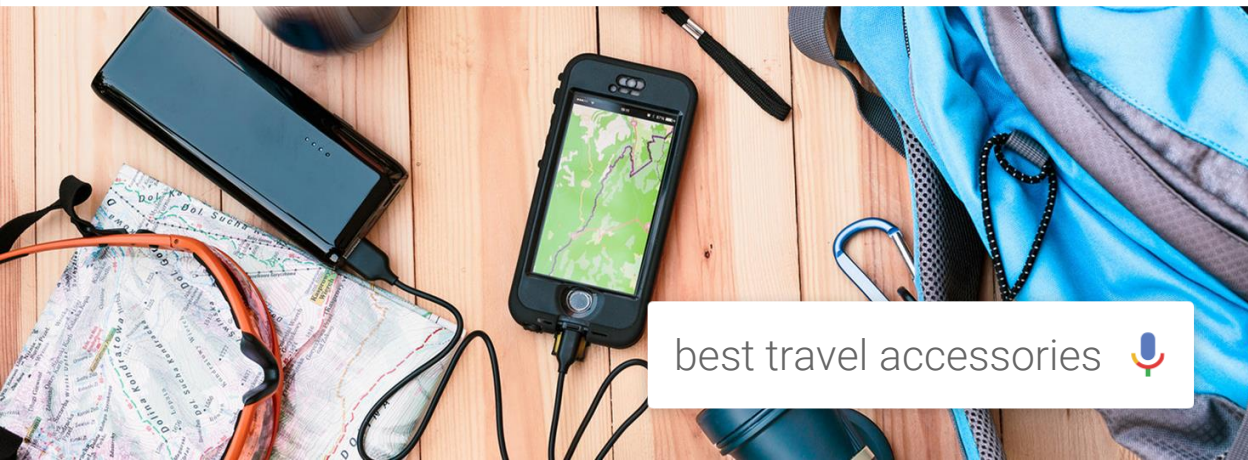
best deodorant



best toothbrushes



best travel accessories

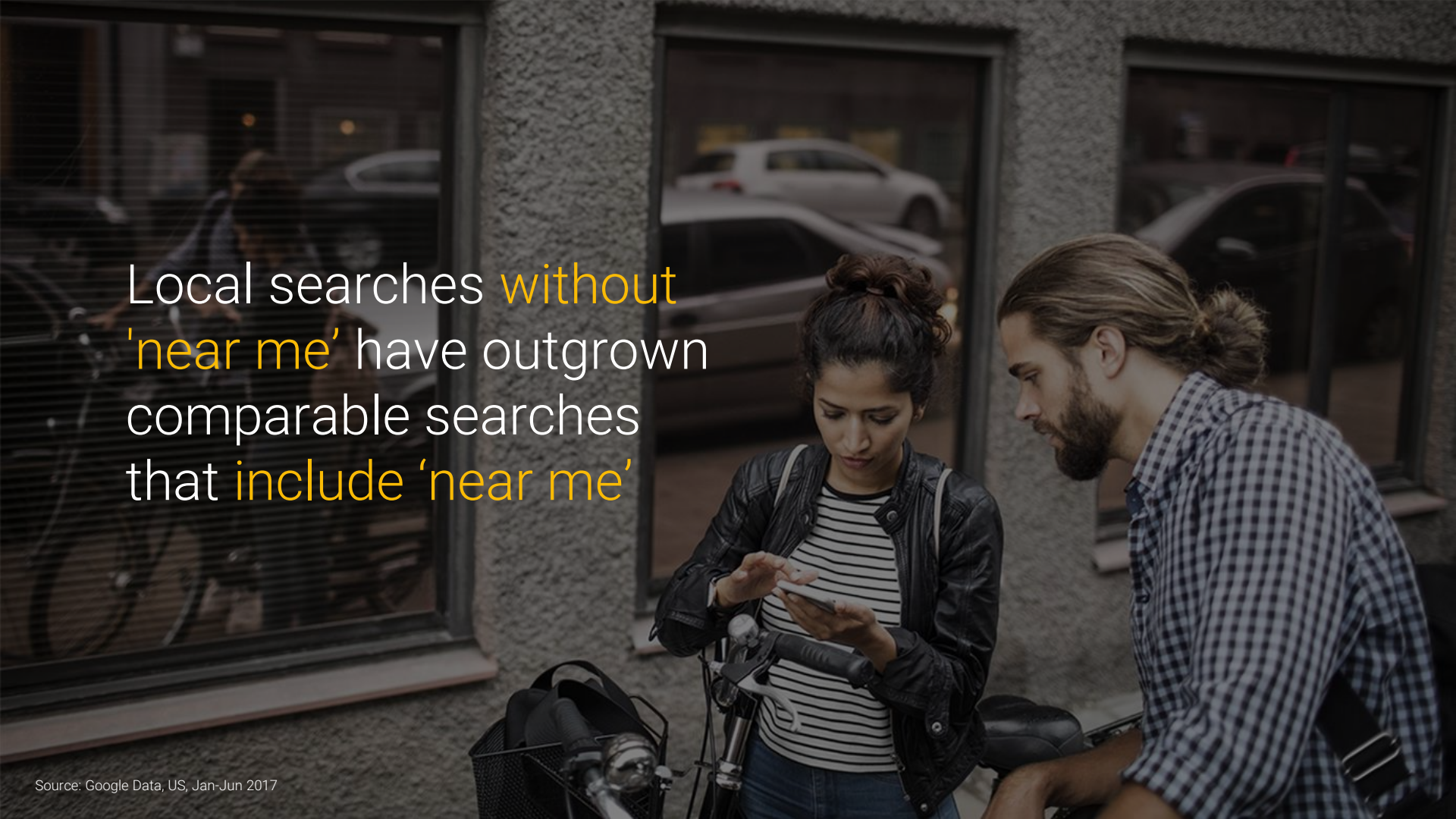


Curious



Demanding

Impatient

A man and a woman are standing next to their bicycles in front of a building with large windows. The woman, on the left, is wearing a black leather jacket over a striped shirt and is looking down at a smartphone she is holding. The man, on the right, is wearing a blue and white checkered shirt and is looking at the phone with her. The background shows a blurred street scene with a white car and a person walking. The text is overlaid on the left side of the image.

Local searches **without**
'near me' have outgrown
comparable searches
that **include 'near me'**

A person with long hair is sitting at a desk, writing in a notebook. On the desk, there is a white smart speaker with a grey base, a white desk lamp, and a glass of water. The background is slightly blurred, showing a bookshelf.

More than

85%

increase in mobile searches for “where to buy (product)”

Curious



Demanding

Impatient



2x

increase in
same day shipping
searches

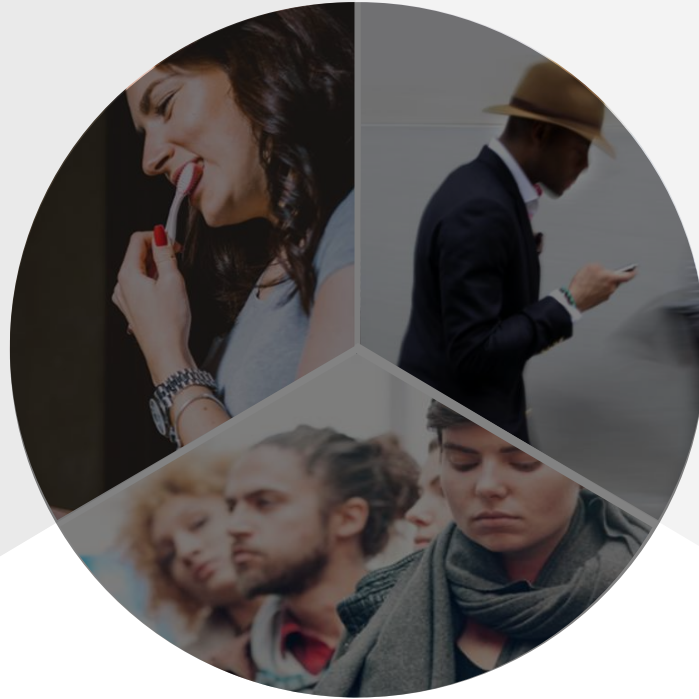
150%

increase in
travel searches for
'today' and 'tonight'

3x

increase in
'open now' searches

Curious

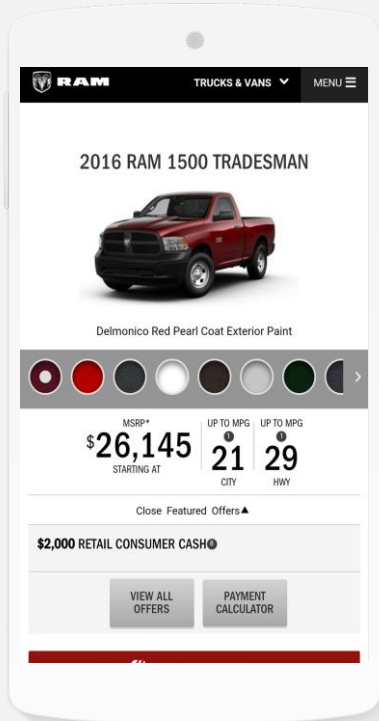


Demanding

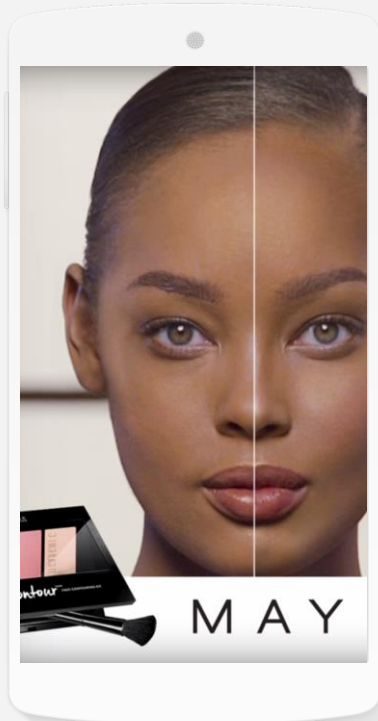
Impatient

A woman with long dark hair, wearing a dark quilted jacket, is looking down at her smartphone. She is outdoors, with a building and a window visible in the background. The scene is brightly lit, suggesting daytime. The text is overlaid on the left side of the image.

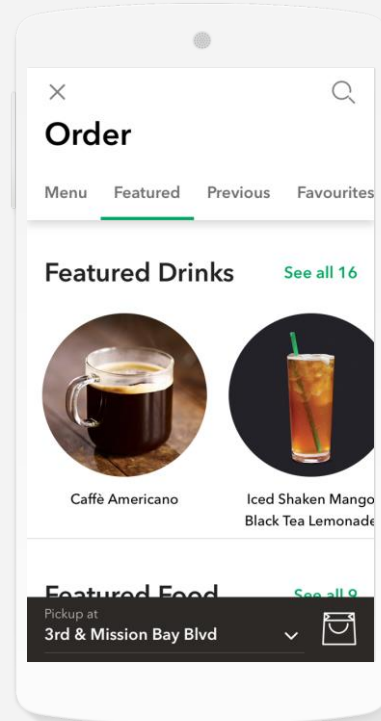
ASSISTANCE
is the new
BATTLEGROUND
FOR GROWTH



RAM Trucks



Maybelline



Starbucks





Intent



Identity



Context



ASSIST

SHOW UP

WISE UP

SPEED UP



Show Up



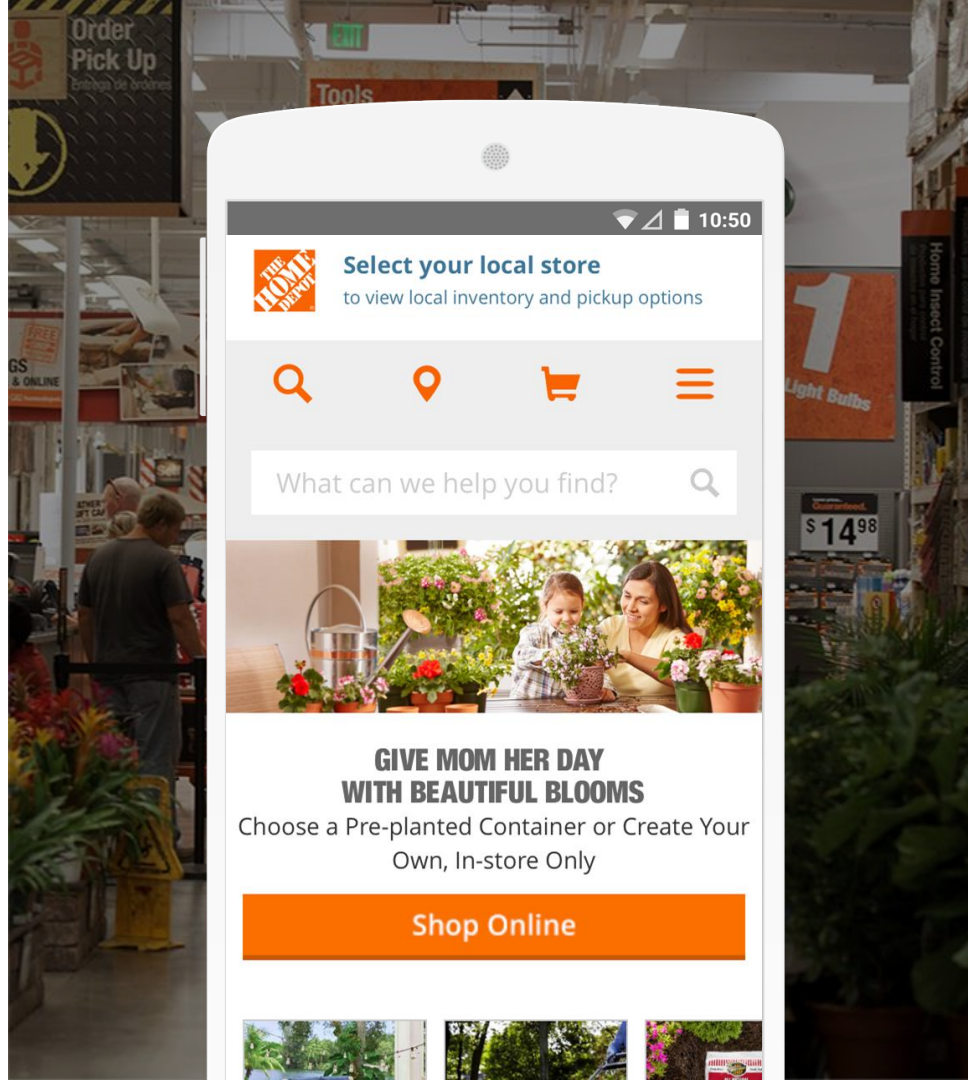
Home Depot bridged the gap between online and offline by using **location extensions for display ads** to reach consumers in their intent-rich moments—when they were looking for outdoor garden products—and brought them into nearby stores. They accurately measured their online efforts to offline sales.

8x

ROI from mobile display ads

94%

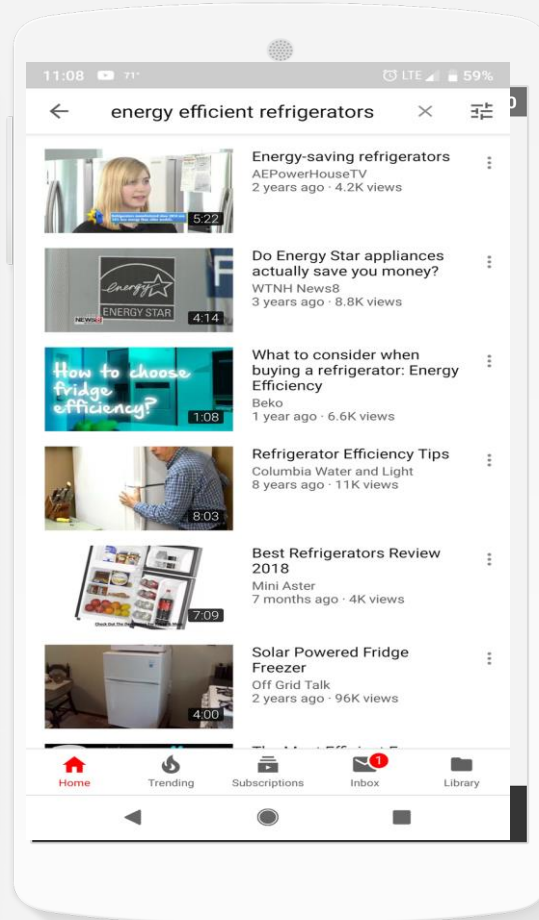
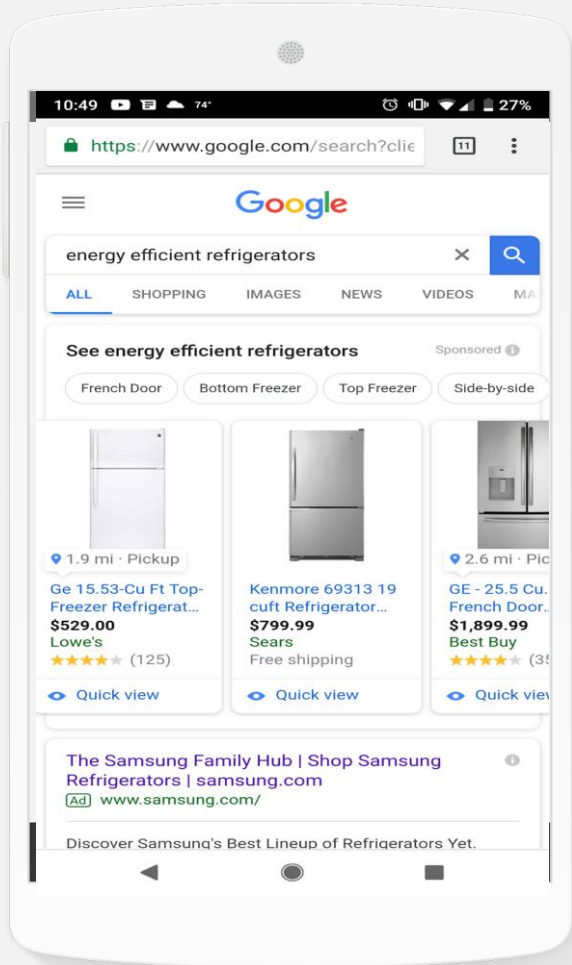
of the sales created by the ads happened in-store





Home Depot recognized their customers were starting with mobile. They reorganized their marketing teams from two separate online and store teams to one cross-channel team aligned by category to better serve their customers.







Wise Up




RED LOBSTER
FRESH FISH • LIVE LOBSTER

FRESH FISH LIVE LOBSTER SHRIMP
RED LOBSTER

NO PARKING



Increased investment in mobile advertising during prime dinner moments to engage valuable return customers using Store Visits as a proxy for sales.

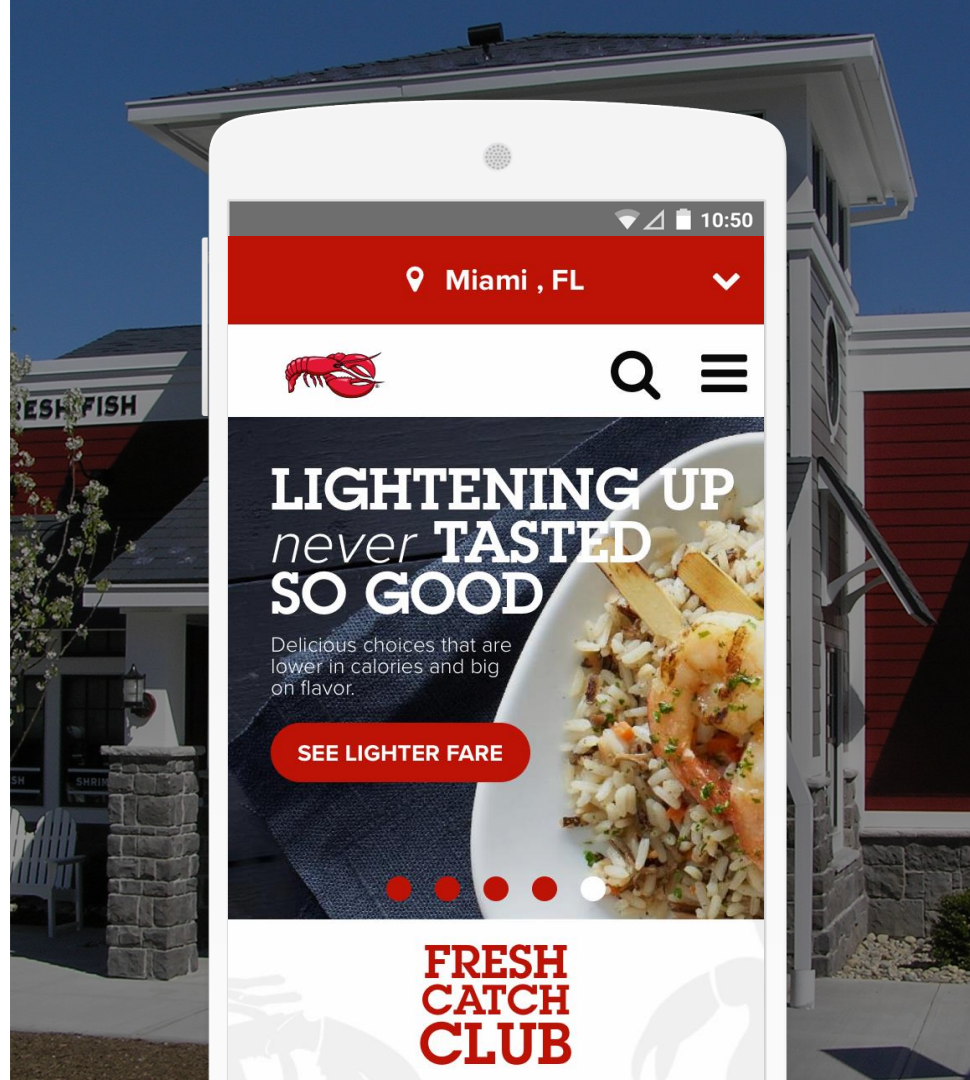
31%

increase in visits from their valuable customers for same day searches

17%

increase in next day visits

Google

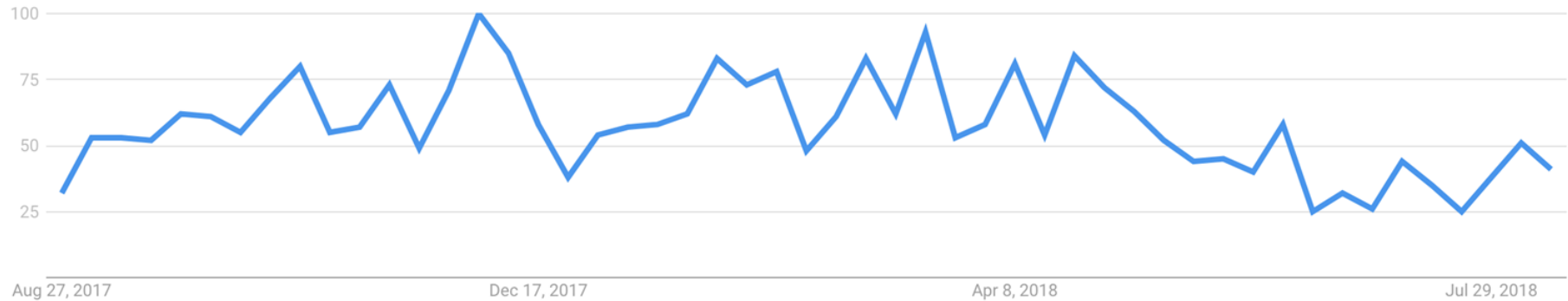


● energy efficient light
Search term

United States ▼

Past 12 months ▼

Interest over time ?



● energy efficient light
Search term

● energy efficient appliances
Search term

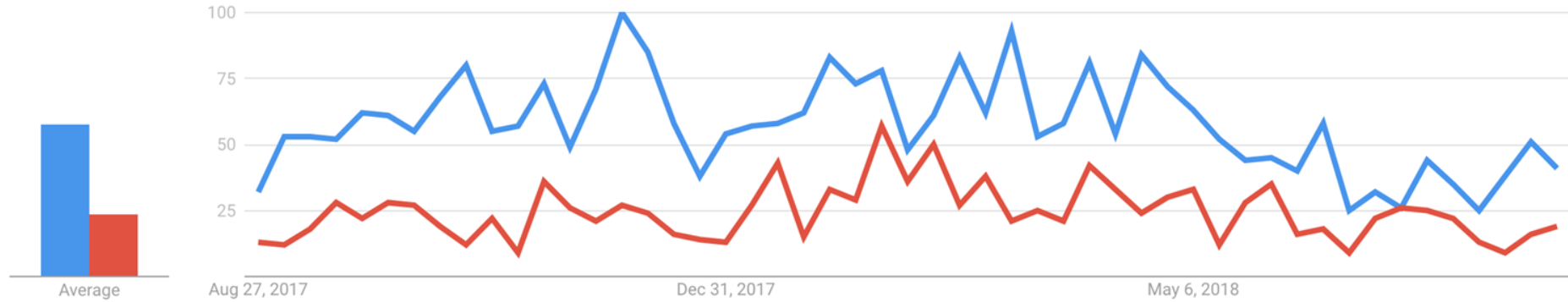
United States ▾

Past 12 months ▾

All categories ▾

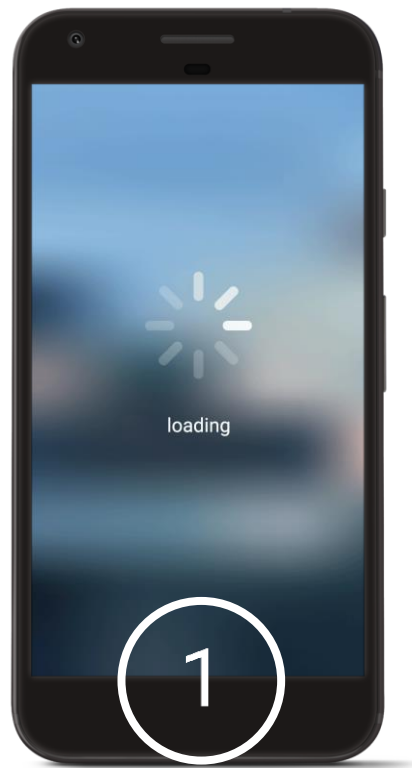
Web Search ▾

Interest over time ?



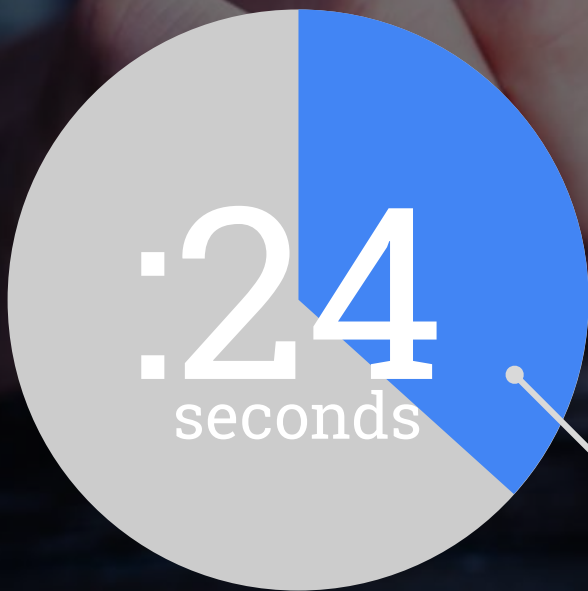


Speed Up

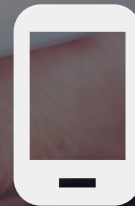


53%

abandon a mobile website
if it takes 3+ seconds to load



The average time
it takes to fully load
a mobile page





Domino's®

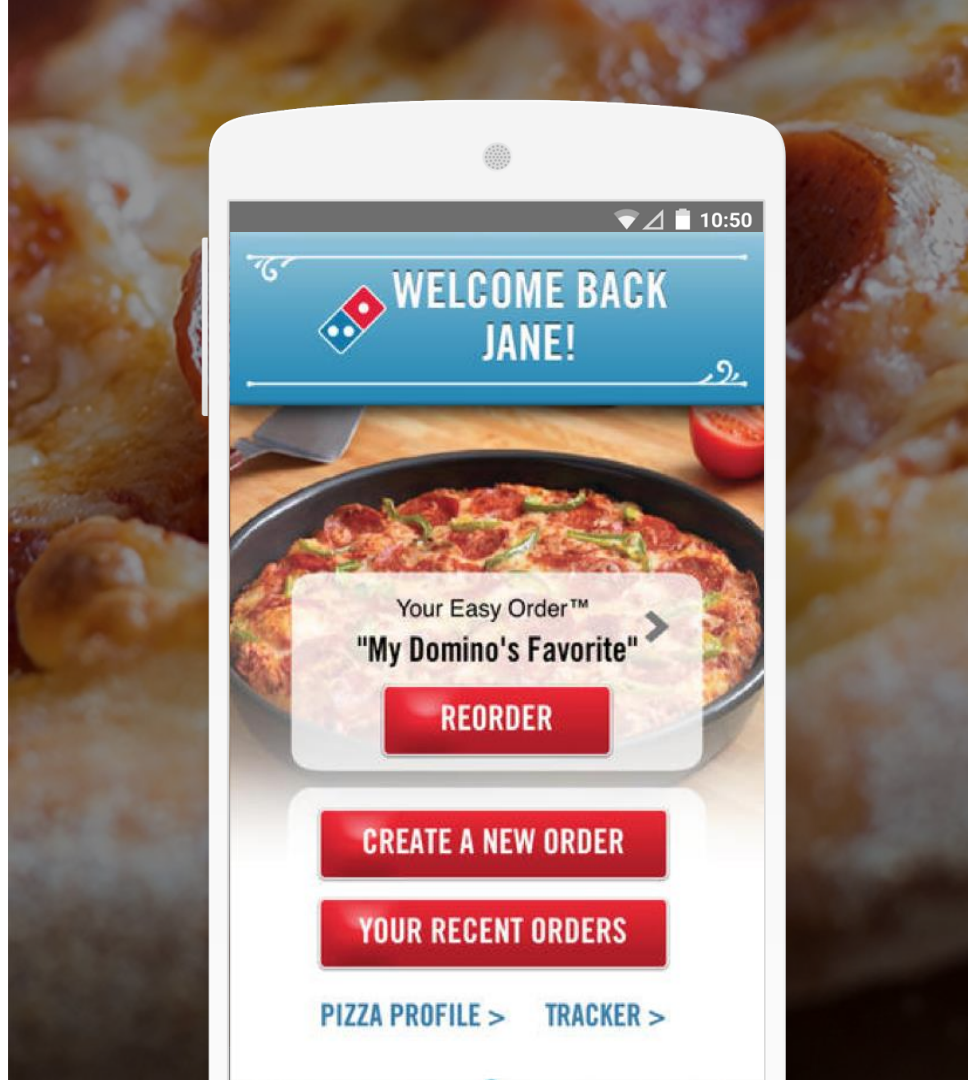


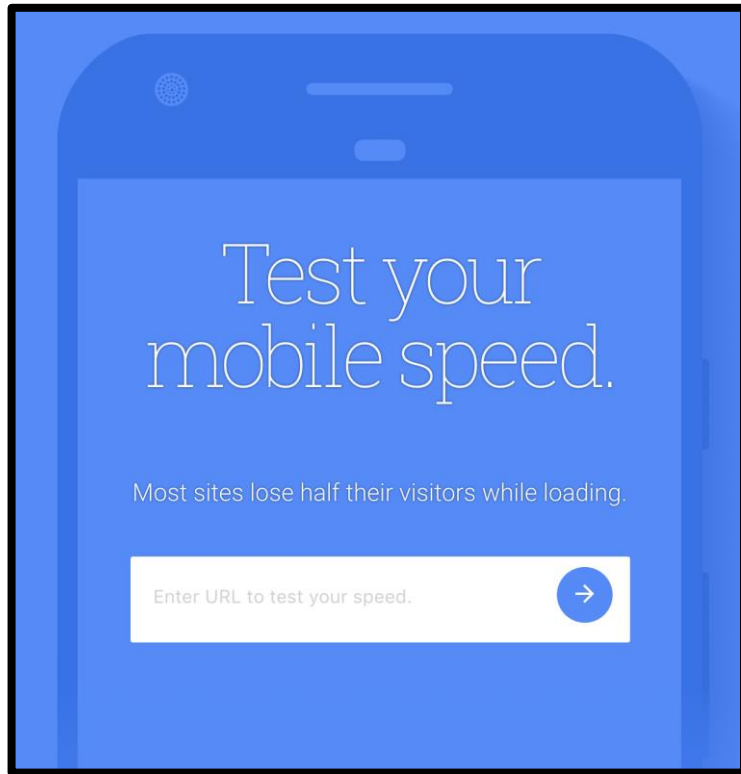
15+

ways to order a Domino's pizza

60%

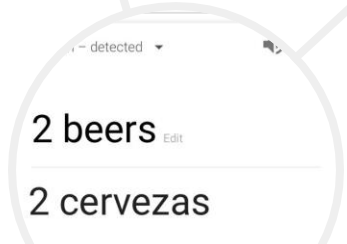
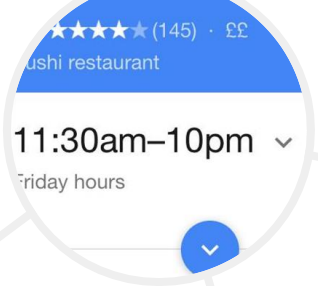
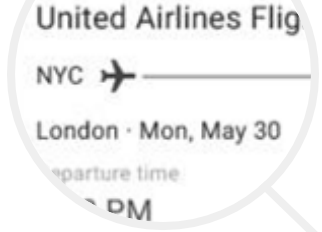
of orders are online,
more than half from mobile





testmysite.withgoogle.com

Age of Assistance





Thank You