



Drive sales and reach more customers with Google



Google for Retail



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 path to purchase is no longer linear.¹ People switch back and forth between search, video, and conversations with friends as they narrow down to the perfect product and brand that meets their specific needs.

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.

75%

of global shoppers used a Google product (Search, Maps, YouTube) in the past week to help with shopping²

Digital is a growing influence through the consumer's purchase journey. **82% of internet users across Asia Pacific** have searched online for a product or service they want to buy in the past month.³

1 Be discoverable

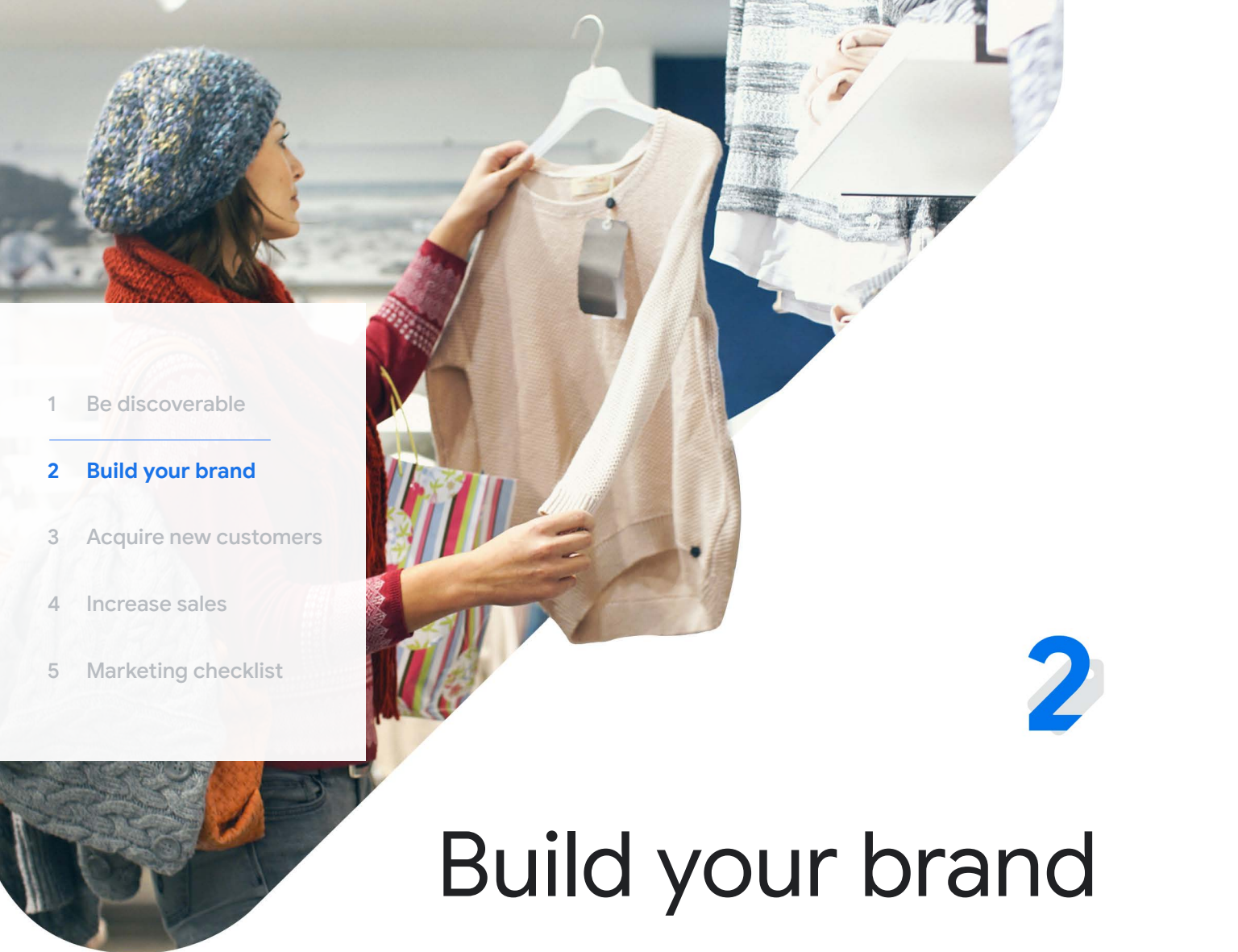
Every one of these moments is a window into what your customers care about — which is why no one understands them better than Google.



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](#)

- 
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2

Build your brand

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

WHY

Over
50%

of APAC online consumers use YouTube to find out more about specific brands, products, or categories⁴

HOW



Learn how to reach a broad audience and drive brand awareness with video using this [checklist](#)



Tell your brand story

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 brands⁵

2 Build your brand

Connect and inspire with video

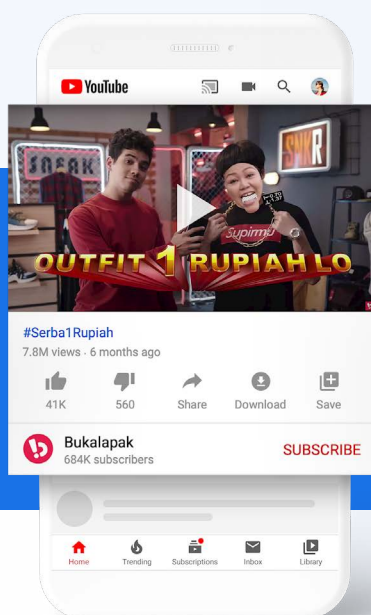
In a world of limited attention spans, it's important to create video ads that engage consumers. More than 50% of consumers use YouTube to find out more about specific brands, products, or categories,⁶ whether it's through how-to videos, unboxing videos, or

influencer content. Excellent creative, combined with robust demographic and affinity targeting, can help you [drive brand awareness with video](#). Learn how to create effective videos with the [ABCDs of Effective Creative](#).

WOWOW

SUCCESS STORY

Wowow, a premium satellite TV broadcaster in Japan, leveraged YouTube to achieve incremental reach on top of their usual TV buy, unlocking **+21.1% brand search lift**, **+21.9% brand awareness**, and **+8.2% purchase intent**.

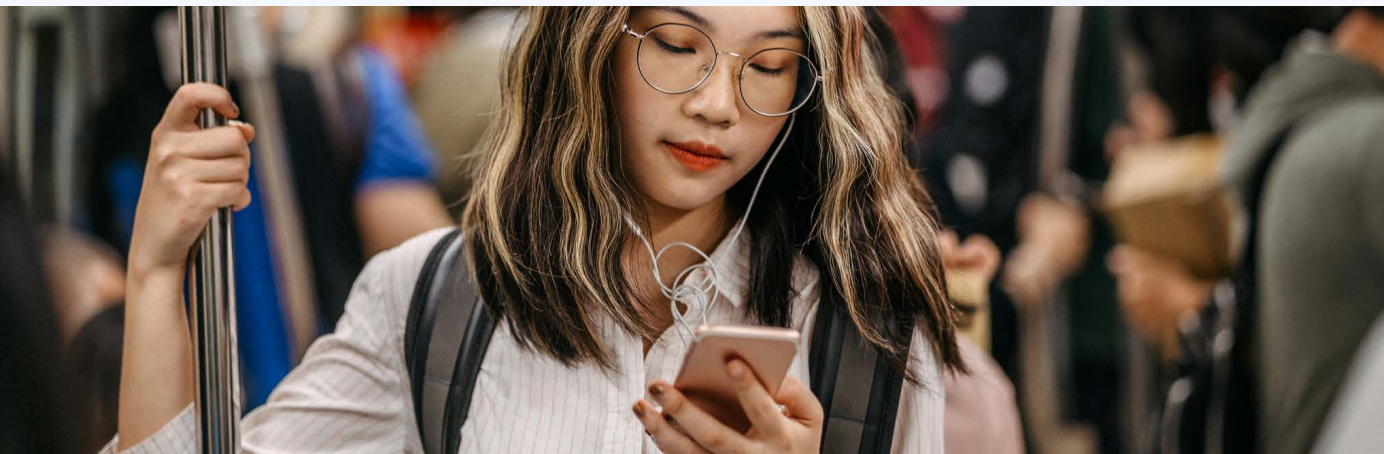


Bukalapak

SUCCESS STORY

Bukalapak, one of the largest marketplaces in Indonesia, wanted to communicate their promotional campaign through video ads to their key audience. The optimized video creative unlocked **2x higher uplift on ad recall** and **1.2x view-through rate**.

2 Build your brand



Be the answer when they search

Target your users at the right moment, with the right ads and content using [Dynamic Search Ads](#). DSA will automate your search for new customers, allowing you to find more customers that are more likely to click at a lower cost.



mobile

SUCCESS STORY

U Mobile, a key mobile service provider in Malaysia, tested if automated Search solutions could reach out to the most relevant audience in a cost-efficient, sustainable way. The **Dynamic Search Ads campaign achieved +31% impressions and +24% traffic.**



SUCCESS STORY

PatPat, based in China, showcased how Smarter Search helped grow brand awareness among moms with greater operational efficiency. They used **Dynamic Search Ads to expand their reach, driving +73% conversions and +92% return on investment.**

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.

Insights and tools

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 new ⁷

HOW



Turn inspiration into action with Google's actionable brand formats: [TrueView for action](#), [Discovery ads](#), and [Showcase Shopping 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.⁸

Make your videos actionable for shoppers

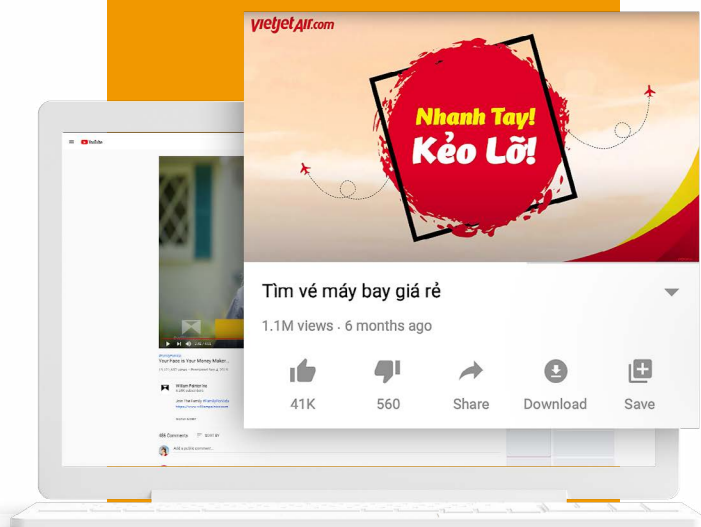
TrueView for action drives leads and conversions by adding prominent calls-to-action, headline text overlays, and an end screen to your video ads. Add compelling product imagery to make your ads shoppable, and optimize for your goals with

Smart Bidding.

SUCCESS STORY

vietjet
Air.com

For Vietjet Air, the leading privately-owned airlines in Vietnam, Search has been a key platform contributing to their online sales revenue. Looking to grow their domestic flights business further, they added **TrueView for action** to complement Search ads, driving **+150% conversions** (flight bookings) at a -54% overall blended cost (per flight booking).



3 Acquire new customers

Engage new customers across feeds on Google

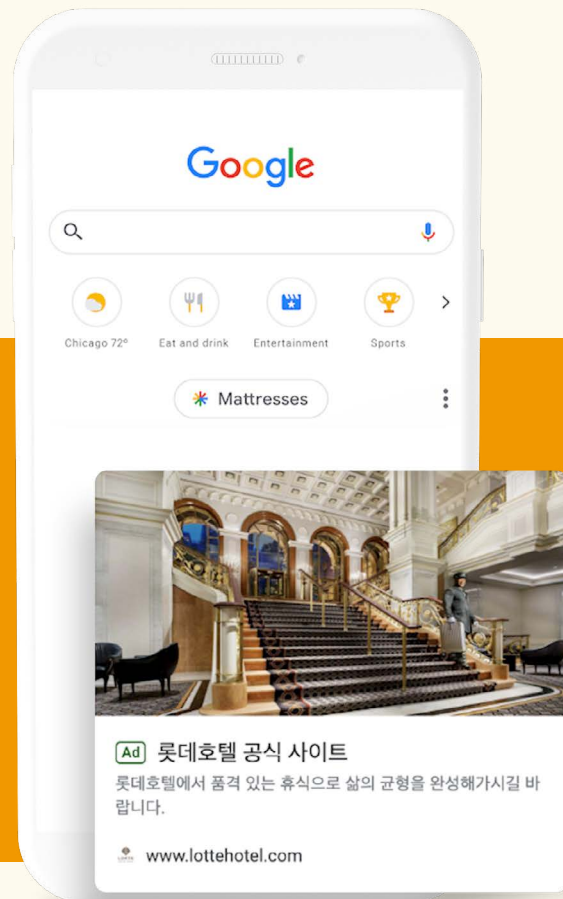
Consumers are on the lookout for new brands and products that make their lives easier, and increasingly, they're looking while scrolling through their favorite personalized feeds.

Discovery ads can help you drive action with up to 2.6 billion consumers within the feeds on YouTube, Discover, and Gmail.⁹

SUCCESS STORY



Through **Discovery ads**, Lotte Hotel & Resorts in Korea was able to gain potential customers by expanding MOT with their target audience and improved brand awareness. They saw **+25% conversions with +370% website traffic**



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,¹⁰ many of whom are deciding where to buy when they search for general terms like “backpacks” or “furniture.”

Use **Smart Shopping campaigns** for automated bidding and ad placement to promote your products and optimize toward new acquisitions. Advertisers see more than a 30% increase in conversion value on average when using Smart Shopping campaigns.¹¹



SUCCESS STORY



S E P H O R A

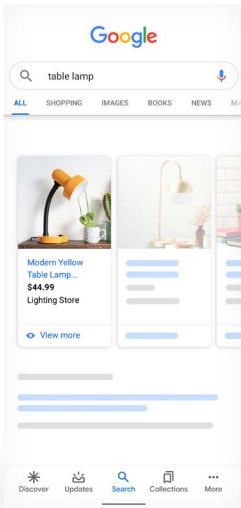
Sephora Australia used **Smart Shopping campaigns** to maximise sales, driving an incremental +20% conversions and +15% revenue, compared to legacy shopping and dynamic remarketing combined.

To get started on Showcase Shopping and Smart Shopping Campaigns:

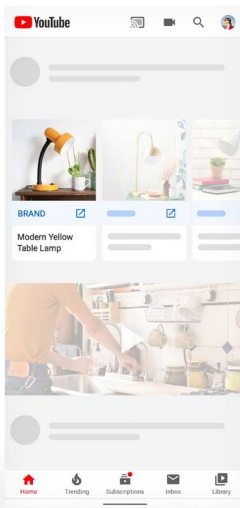
Upload your products to **Merchant Center**. Make sure to link your **Google My Business account** with your Merchant Center account to display your store information across Google services.

3 Acquire new customers

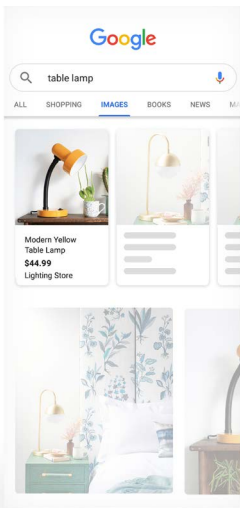
Here are some of the places your Shopping ads will appear to shoppers across Google:



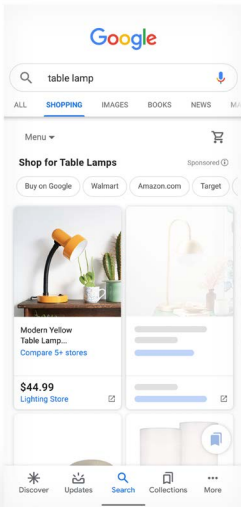

Search



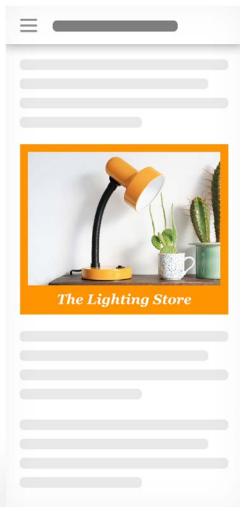

YouTube



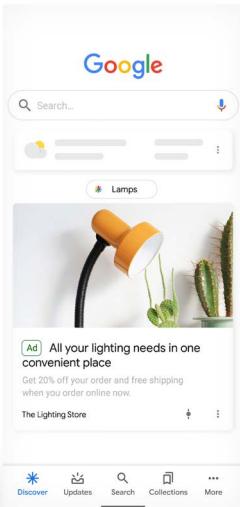

Images




Shopping




Display




Discover

3 Acquire new customers

Improve campaign performance with responsive ads

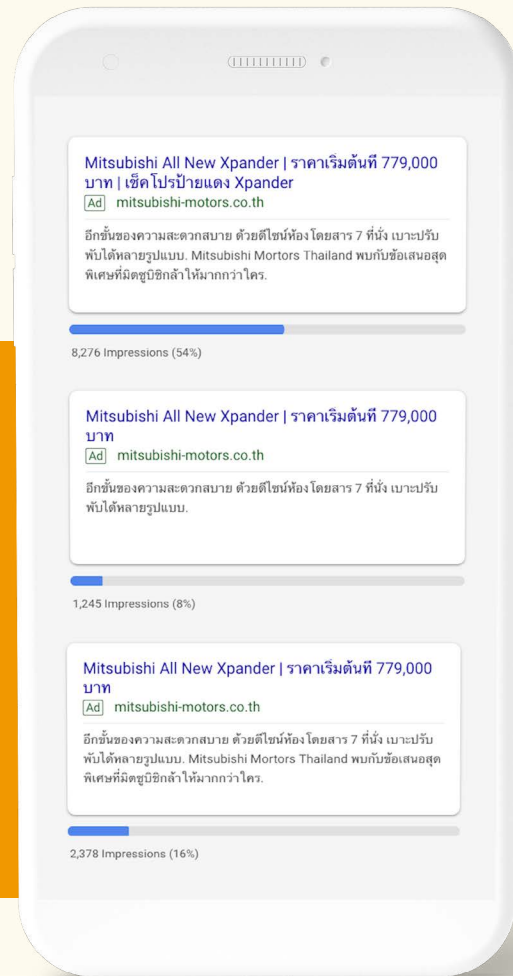
1 in 2 APAC shoppers discover new brands and products through Search.¹²

Use **responsive search ads** to answer those searches with flexible and personalized ads.



SUCCESS STORY

For Mitsubishi Motors, a leading vehicle manufacturer in Thailand, Search is an effective lead generation driver and they wanted to test if automated solutions would help improve relevance of ad messaging. Their **Responsive Search Ads unlocked +150% conversions** and **x2.4 conversion rate**.



Make more visible and useful ads:

Learn how to customize your **search ads with extensions**

3 Acquire new customers



Find valuable app users with App Campaigns

If you have an app for your business, use Google [App Campaigns](#) to get your App out there and hit your metrics throughout your product's life cycle. Use [App Campaigns for Install](#) with the right bidding strategy to find users likely to take a desired action (e.g. install app, register, transact).

75% of smartphone users have downloaded an app and forgotten it was on their phone.¹³ To re-engage your existing app users across Google's largest properties, use [App Campaigns for Engagement](#) to improve user retention and generate incremental sales.

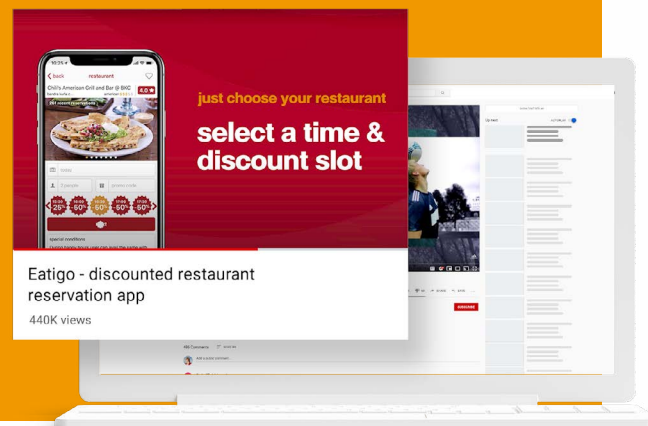
[Feeds](#) in App Campaigns is an opportunity to link your product feed to your App Campaigns (install/engagement) in order to reach more users and serve customized dynamic ads with your in-app content.



SUCCESS STORY



Eatigo, Singapore's leading restaurant reservation platform, leveraged App Campaigns to acquire new users and also re-engage existing lapsed app users. App Campaigns for Engagement effectively reactivated lapsed users at a **+43% higher conversion rate** (restaurant booking rate).



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 leverage 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.

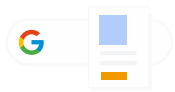
[Learn more](#)



Dynamic remarketing

Show ads that include products or services that people viewed on your website or app.

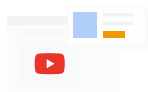
[Learn more](#)



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](#)



Remarketing lists of app users

Show ads to your valuable users, some of whom may have lapsed. [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.



3 Acquire new customers



Measure new customer acquisition

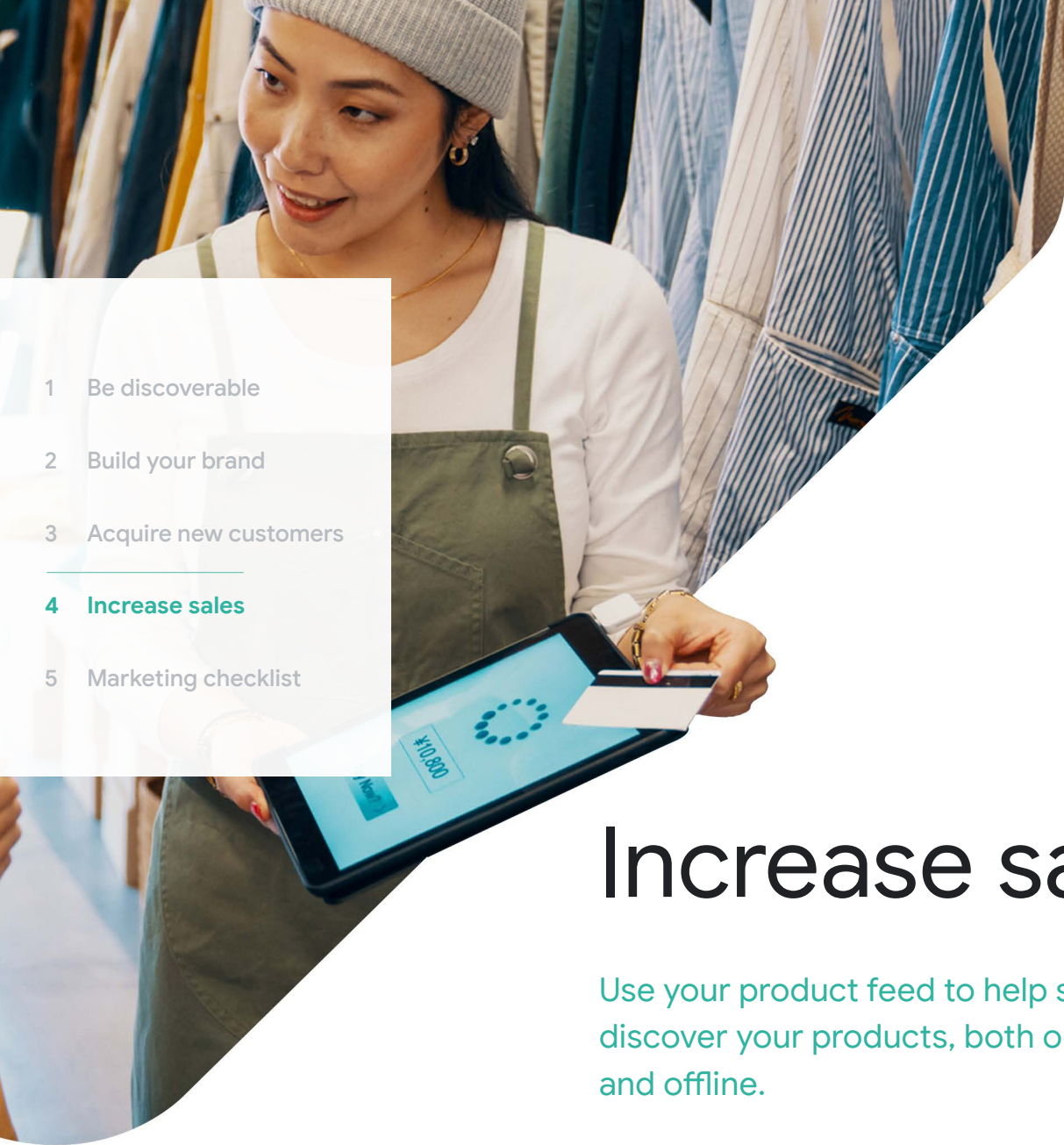
To measure new customer acquisition, along with revenue and profit generated by your Shopping Ads, set up **conversion tracking** with global site tag.

Insights and tools

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

- ✓ **Audience Insights** can help you find new customers by revealing valuable insights about the people in your remarketing lists.
- ✓ **Audience reports** in Google Analytics can give you a deep-dive into who has visited your website, including their interests and behaviors.
- ✓ **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.
- ✓ **Price competitiveness report** shows you the price point at which shoppers are clicking on ads to inform your pricing and assortment strategy.



- 
- A woman wearing a grey beanie and a green apron over a white shirt is smiling while holding a tablet. The tablet screen shows a payment interface with a circular loading icon and the amount ¥10,800. She is also holding a white credit card. In the background, there are racks of various shirts.
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Increase sales

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

WHY

82%

of APAC shoppers research online before buying a product¹⁴

HOW



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

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. Traditional retailers have started to think about creating seamless online-to-offline experiences — focusing on driving footfall to local stores and measuring the incrementality of digital media.

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.

79%

of APAC mobile-first shoppers look for information online as they shop in physical stores. That means brands that don't have online stores still have a lot to gain by engaging shoppers on digital.¹⁵ But you'll lose more than half your audience if your page doesn't load within 3 seconds.



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

Maximize in-app actions

Use App Campaigns with [target ROAS bidding](#) to find new users who may complete a selected in-app event and aim for a certain return on ad spent (ROAS), getting one step closer to your revenue and profit goals. tROAS is one of the exclusive features when bidding on Google Analytics for Firebase.

SUCCESS STORY



Zlongame, a fast growing mobile game company in China, has been using App Campaigns with tCPA bidding to reach new high potential users. They decided to expand and tested App Campaign with tROAS bidding, driving **+60% Return on Ad Spend (ROAS)** with x1.5 average revenue per paying user.

Double down on users that you know are high value. Target your most valuable spenders who have lapsed, with App Campaigns for Engagement.

4 Increase sales

Meet shoppers where they are – online and off

You can make a shopper's experience frictionless as they engage with your brand on Google, too. Just tell us about your available products, both online and offline, and we'll showcase them for potential shoppers across the web.

Mobile drives local action.

“Near me”

searches have grown 4.5x since
2016 across APAC's top five
English-speaking countries¹⁶



4 Increase sales



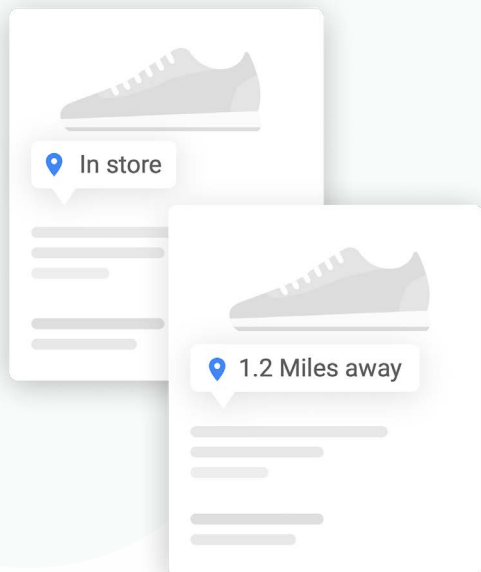
Guide for driving omnichannel sales

Upload your products to the [Merchant Center](#) and create Shopping Ads

[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. Use [Smart Shopping campaigns](#) with [O2O bidding](#) for automated bidding and ad placement to promote your products.

running shoes



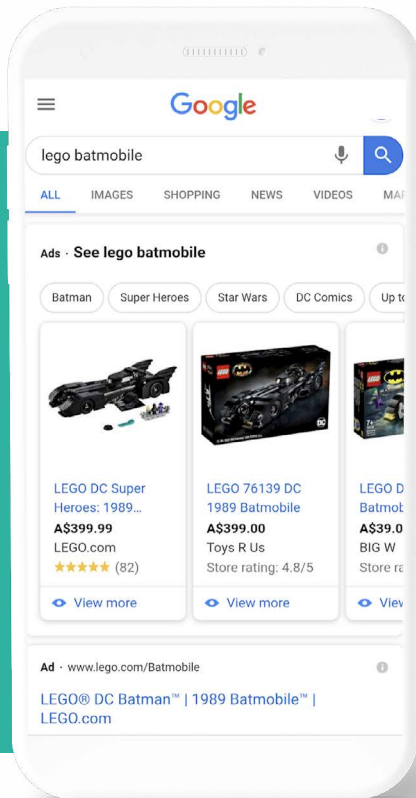
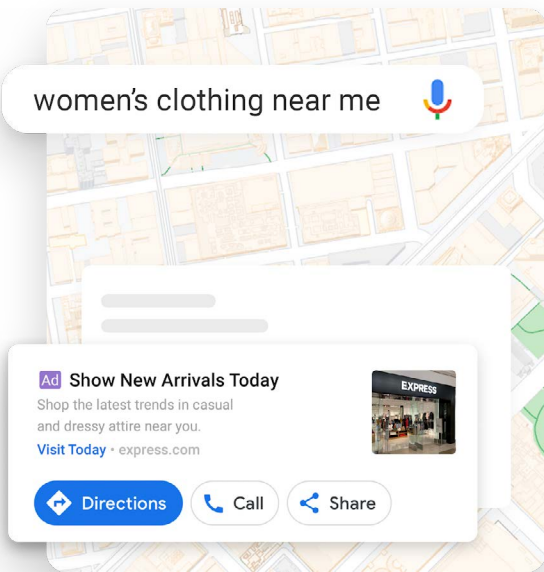
Promote your in-store items with [Local inventory ads](#)

They allow shoppers to know what products you have in stock and bring your store information online. Feature convenient delivery options like [store pickup](#).

4 Increase sales

Drive your offline goals and bring 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



LEGO Australia used Smart Shopping campaigns to test new approaches for increasing e-commerce sales in Australia whilst also leveraging greater automation. The Smart Shopping campaign achieved +55% return on ad spend, +15% conversions (online sales), and +14% sales revenue.

4 Increase sales

Measure omnichannel performance

As part of your measurement strategy, remember to account for the conversions that happen [both online and offline](#).

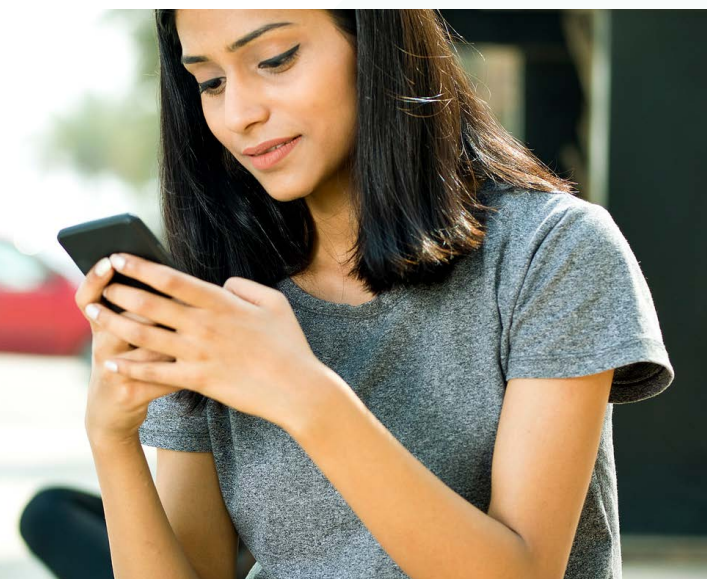
Use [conversion cart reporting](#) to measure online transactions, revenue, and profit, and include [store visits](#) and [store sales](#) to identify the campaigns, keywords, and devices that drive the most offline value for your business.

To maximize total omnichannel value, add store visits into your [Smart Bidding](#) campaigns for Search, and include them in Target ROAS bidding for Shopping and Smart Shopping campaigns.

SUCCESS STORY



Lenskart, India's fastest growing eyewear company, used Local Inventory Ads to drive omnichannel revenue, achieving 35% higher omni ROAS and ~6% incremental omni transactions, at just 3% incremental investment.



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.

4 Increase sales



Adapt sales strategy during dynamic and promotional periods

Plan your marketing strategy around timely promotional periods and adjust based on market environment changes.

WHY

77%

of surveyed global shoppers say getting a special promotion is important to them when deciding which brand or retailer to buy from¹⁷

HOW



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

4 Increase sales



Meet seasonal shoppers in an omnichannel world

Today's retail landscape is filled with seasonal events of all kinds, from public holidays to brand-specific promotions to unexpected marketing environment changes. Be sure to include all of these consumer moments in your marketing strategy and learn to be adaptive.

We are collectively learning how to reassess and adjust plans in a dynamic environment. As marketers, it's important to embrace agility, even for key moments like Ramadan - traditionally a time of gathering and the biggest ad season of the year. Check out this [Ramadan article](#) for an example of how to adapt key campaigns in times of uncertainty.

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



4 Increase sales



Drive sales with timely 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. Considering 1 in 5 online shoppers in APAC discover new brands through store displays and promotions,¹⁸ you can grow your audience by offering timely sales.

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

4 Increase sales

Key shopping trends during promotional periods

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 promotional season.



Seasonal shoppers are open to buying from new retailers

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](#)



Seasonal shoppers are starting earlier and ending later

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

4 Increase sales



Seasonal shoppers value price, convenience, and 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](#)

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.



Seasonal shoppers shop across multiple channels

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](#)

JANUARY		FEBRUARY		MARCH		APRIL	
1	New Year's Day (Global)	11	National Foundation Day (JP)	9	Labour Day VIC (AU)	10-12	Good Friday, Holy Saturday, Easter Sunday (Global)
13	Coming of Age Day (JP)	11	Emperor's Birthday (JP)	9-10	Holi Festival (Global)	13-14	Sinhala and Tamil New Year (LK)
25	Lunar New Year (CN, TW, HK, VN, KR, JP)	14	Valentine's Day (Global)	14	White Day (JP, TW, VN, KR)	14	Bengali New Year (BD)
26	Australia Day (AU)	14-1	Mardis Gras (AU)	20	Vernal Equinox (JP)	22	Earth Day (Global)
27	Provincial Anniversary Day - AUK (NZ)			23	Pakistan Resolution Day (PK)	25	ANZAC Day (AUNZ)
				26	Independence Day of Bangladesh (BD)	29	Shōwa Day (JP)
						23-30	Ramadan (Global)
						30	Sukka Tansin II (Buddah Day) (KR)
MAY		JUNE		JULY		AUGUST	
1-23	Ramadan cont. (Global)	1-28	Great Singapore Sale (SG)	4	Independence Day (US)	9	National Day Sale (SG)
1	May Day (Global)			20	Sea Day (JP)	11	Mountain Day (JP)
5	Children's Day (JP, KR)	1	Queen's Birthday (NZ)			14	Pakistan Independence Day (PK)
8	Parent's Day (KR)	6	Memorial Day (KR)			15	Independence Day (KR, IN)
10	Mother's Day (US, AUNZ, PK, MY)	8	Queen's Birthday (AU)			31	Malaysia Independence Day (MY)
26	Vesak Holiday (LK)	21	Father's Day (US, PK, MY)				
29-30	Great Singapore Sale (SG)						
SEPTEMBER		OCTOBER		NOVEMBER		DECEMBER	
6	Father's Day (AUNZ)	5	Labour Day (NSW) (AU)	3	Culture Day (JP)	10-18	Hanukkah (Global)
16	Malaysia Day (MY)	9	Hangeul Day (KR)	3	Melbourne Cup Day VIC (AU)	14	Green Monday (Global)
21	Respect for the Aged Day (JP)	12	Health and Sports Day (JP)	4	Deepavali (LK)	25	Christmas Day (Global)
22	Autumn Equinox (JP)	25	Dussehra (IN) / Durga Puja (BD)	8	Remembrance Day (AU)		
25	AFL Grand Finale Parade (VIC only) (AU)	31	Halloween (Global)	11	Singles Day (CN, TW, HK, PK, MY, BD, SG)		
30-2	Chuseok (Thanksgiving) (KR)			14	Diwali (Global)		
				26	Thanksgiving (US)		
				27	Black Friday (Global)		
				30	Cyber Monday (Global)		

5

Your marketing checklist

Here is a summary of 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. 18](#)
- ✓ Discover new opportunities with our insights tools [pg. 19](#)
 - [Audience insights](#) help you find potential customers based on information about the people in your remarketing lists
 - [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
- ✓ Use [App Campaigns](#) to acquire new customers and re-engage your existing app users. [pg. 16](#)
- ✓ Set up [remarketing lists](#) to turn brand discovery into purchase intent [pg. 17](#)

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. 22](#)
- ✓ Drive product sales online and offline with [Smart Shopping Campaigns](#) [pg. 24](#)
- ✓ Increase foot traffic to your store with [Local campaigns](#) [pg. 25](#)
- ✓ 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. 26](#)
- ✓ Set up [conversion tracking](#) with global site tag to measure new customer acquisition. [pg. 19](#)
- ✓ Use both online and offline data for [bidding and reporting](#) to see the full value of your campaigns [pg. 26](#)
- ✓ Use product insights to understand demand and pricing for your products [pg. 19](#)
 - Add popular products to your feed with the [best sellers report](#)
 - Push popular products when you're price-competitive with the [price competitiveness report](#)

Sources

1. Think with Google, May 2019
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3. Global Web Index, Asia Pacific Internet Users, Wave Q1 2019
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5. Google/Ipsos, Global (excl. China), Global Retail Study, n=14,206, online 18+ who shopped in the last week, Feb. 2019. Countries included: AR, AU, BR, CA, CZ, FR, DE, IN, ID, IT, JP, KR, MX, NL, PL, PT, RU, SA, ZA, ES, SE, TR, UA, GB, US, AE, VN.
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11. Google Data, based on aggregated results of A/B traffic split for 690 advertisers using Smart Shopping Campaigns and 142 campaigns using Target ROAS Smart Bidding for Shopping campaigns; seasonal event conversion value increase is based on Black Friday weekend in 2018, Jan. 2018–May 2019.
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