

VERTICAL 1



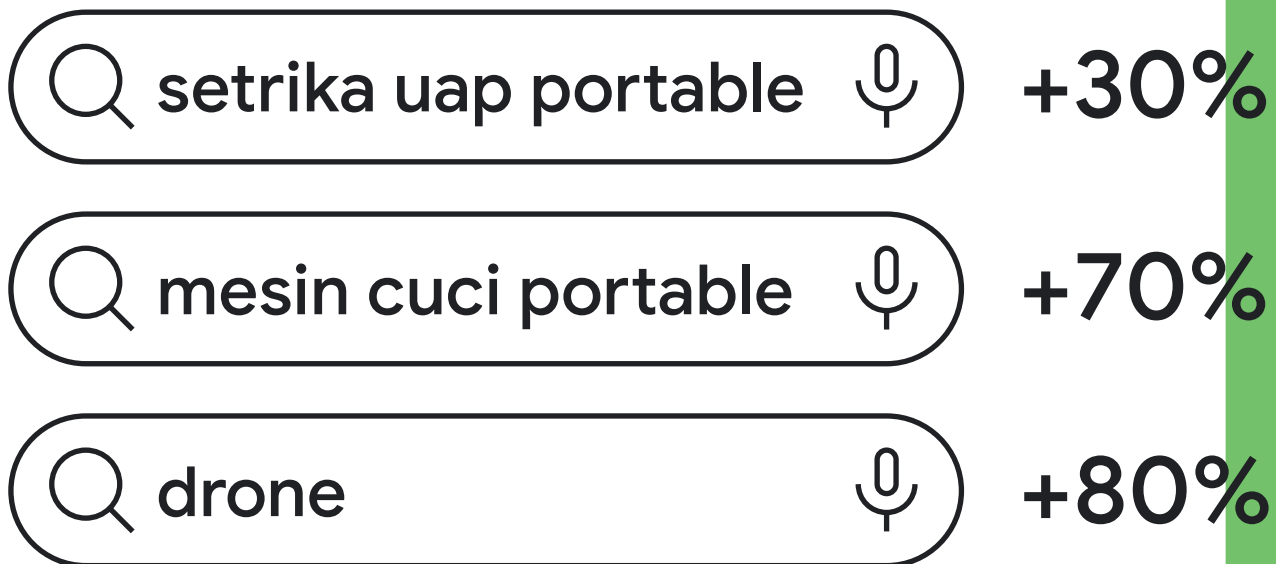
Technology

Habits adopted in recent times continue to linger.

The pandemic accelerated the adoption of digital platforms and tech products in Indonesia, and consumers' engagement with them continues to solidify as mobility rebounds and travel resumes.

With restrictions relaxed, on-the-move Indonesians are seeking out electronic products that meet their evolving needs.

Rise in search interest in travel-related amenities:



on YouTube search



Rise in search interest
in beauty tools:

🔍 nano spray 🎤 **+450%**

🔍 hair dryer 🎤 **+70%**

🔍 catok rambut 🎤 **+100%**

on YouTube search

At the same time, tech-savvy consumers are turning to online touchpoints, like Search and YouTube, as sources for reviews and information on consumer electronics.

 kulkas  +110%

 freezer  +100%

on YouTube search

 smart TV  +50%

Similarly, kitchen appliances such as **blender** and **mixer** saw an uptick of +30% and +100% respectively on YouTube Search.



+30% +100%

Search interest around Smartphones continues to rise:

🔍 HP lipat 🎙️ **+210%**

on YouTube search

🔍 daftar imei 🎙️ **+170%**

🔍 upgrade 3G 🎙️ **+50%**

🔍 HP 5G 🎙️ **+30%**



Marketing implications

01

Broaden your keywords to understand dynamic demand for tech products

To keep pace with what consumers are searching for online, utilize automated tools to stay abreast with the latest technology trends, even those remotely related to your product, and capture cross-selling opportunities.

Product Highlight

Ensure your tech products are discoverable when consumers are looking for you. Expand reach by **combining smart bidding with broad match keywords** to ensure your brand shows up in new and high-performing queries.

Extending your campaign to **AFS (AdSense for Search)** and **SNDS (Search Network with Display Select)** also lets you showcase your tech products on YouTube and Google's Display Network, as people navigate various touchpoints in search of information.

Brand Example

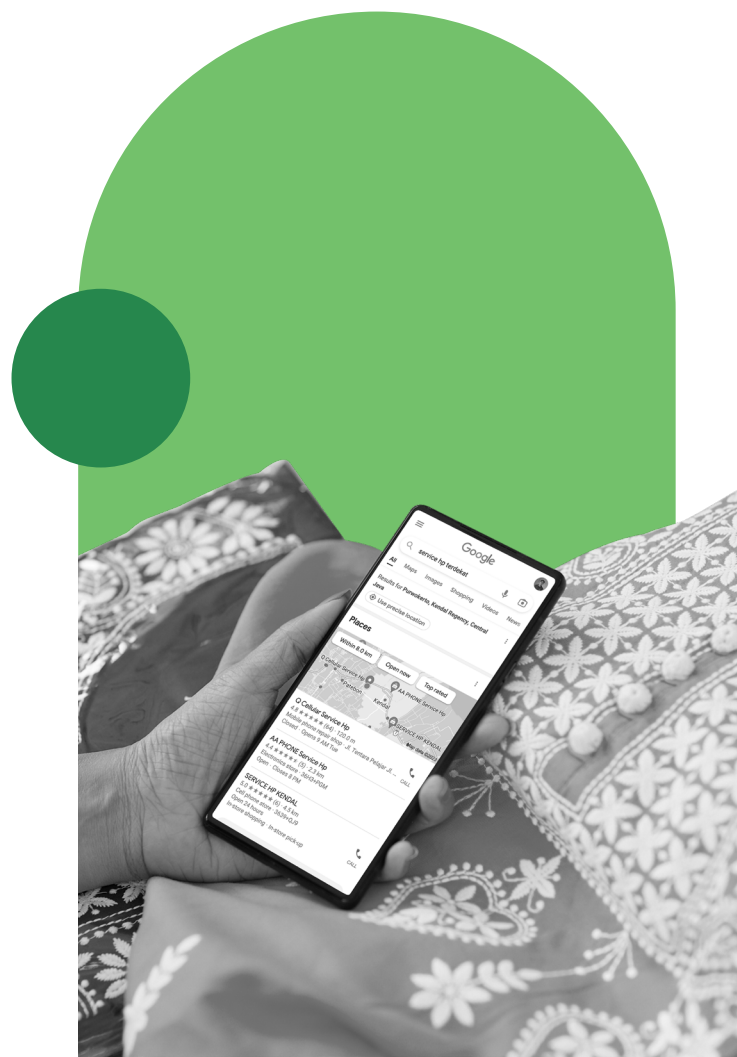
Samsung Indonesia was looking to improve customer retention in a competitive smartphone market, drive sales and maintain a profitable return on ad spend (ROAS). In collaboration with its performance marketing partner, MINDSHARE, it adopted image extensions to increase engagement with its Search ads. It led to a **+35% CVR** on overall mobile traffic and **-37% CPA** on mobile traffic.



Indonesians continue to live - and shop - in a channel-less world. They are making purchases online, while also using digital touchpoints to find offline stores.

Search interest in **toko elektronik terdekat** grew by +20%.

While search interest in **service HP terdekat** and **toko TV terdekat** grew by +30% and +20% respectively.



Marketing implications

02

Create an integrated online-to-offline shopping experience

To meet customers where they are in their purchase journey, brands need to rethink their online and offline boundaries. A frictionless omnichannel strategy is more important now, as more people go online to discover tech products and for research. It can improve your brand's online presence, and drive traffic to both online and offline stores.

Product Highlight

Leverage machine learning technology to provide personalized and relevant information to technology enthusiasts researching online, and drive purchase decisions. Brands using **broad match keywords** and **smart bidding strategies** together have seen up to 25% increase in conversions. Businesses with a physical storefront can also use **location extension** to drive traffic from Google Search to your offline store.

As the Indonesian government migrates to digital broadcasts through the analog switch off (ASO) program, people are curious about digital TV services...



Search interest in **analog switch off/ASO** grew by +80%.

While search interest in **TV digital** climbed by +200%.

...and the tech products needed to watch digital broadcasts on analog TVs.



Marketing implications

03

Apply the NCA goal to acquire new customers looking for digital TV solutions.

Marketers can play a key role in influencing them, especially those who are on the path to a first-time purchase. Acquiring new customers can also help brands future-proof their business and grow revenue, reach, and market share in a competitive tech industry. With the new customer acquisition (NCA) goal, brands now have the option of optimizing to reach customers looking for digital TV solutions and maximize sales.