

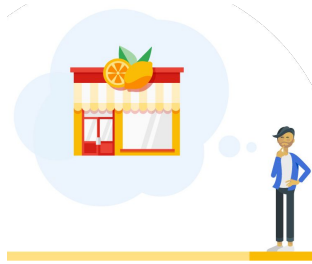


International Growth program

# Expanding into new Markets



# 1 Plan



Prioritise where opportunities lie

“Identify and enter new Markets”

# 2 Build



Prepare operations

“Global Business Solutions”

# 3 Scale



Launch, measure and build your brand

“Grow existing Markets”

Webinar title

# Agenda

1

Getting started on Expansion

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2

A deep dive into Market Explorer

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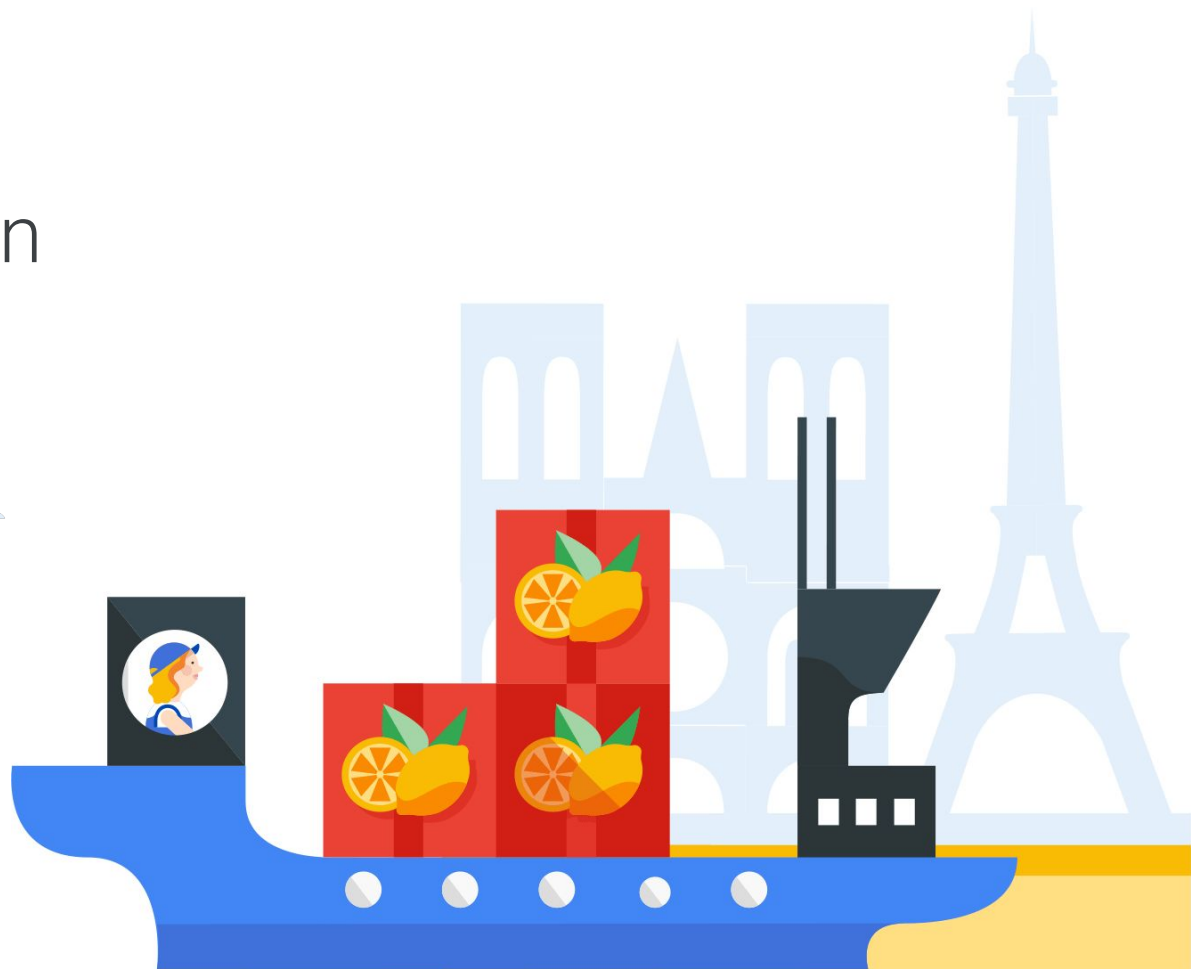
3

Prepare Campaigns for new Markets

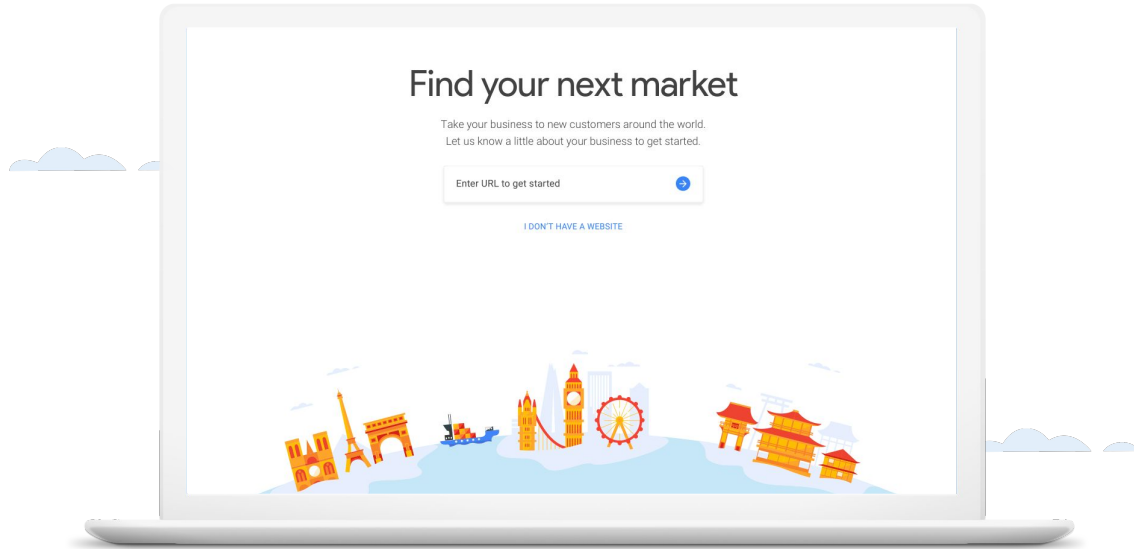
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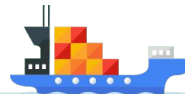
# Getting started on Expansion



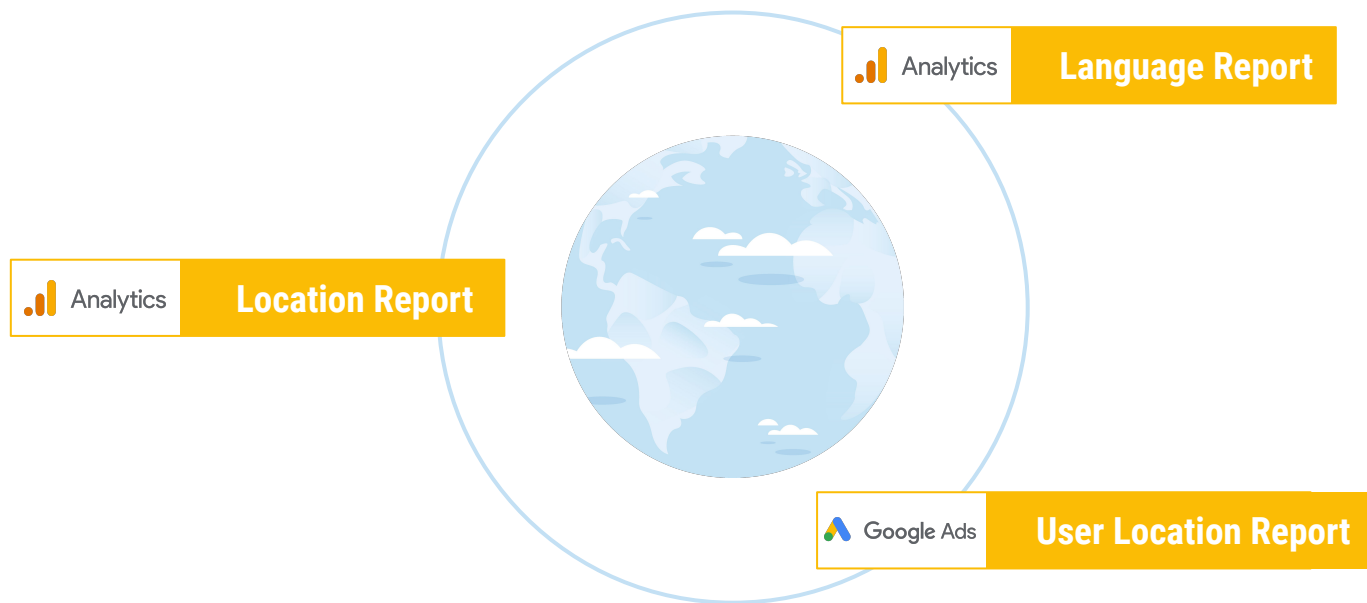
# Get a first idea where your opportunities are with **Market Finder**



[g.co/marketfinder](https://g.co/marketfinder)



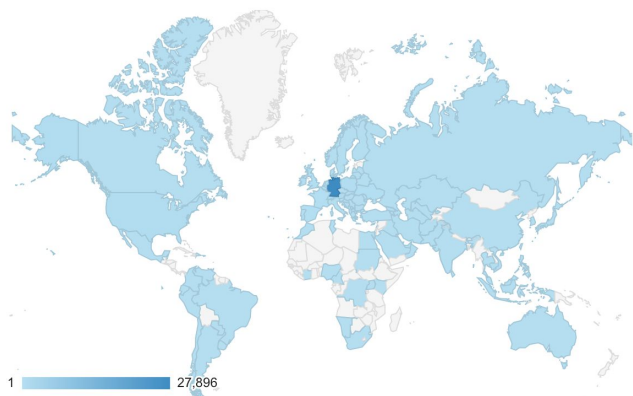
But always check your clients' internal data for international traffic first



# The Analytics Location Report shows where traffic is coming from

## Analytics Location Report

Path: Analytics - Audience - Geo - Location



Country	Acquisition			Behavior			Conversions <span>eCommerce</span>		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	32,045 <small>% of Total: 100.00% (32,045)</small>	71.47% <small>Avg for View: 71.45% (0.03%)</small>	22,903 <small>% of Total: 100.03% (22,895)</small>	64.29% <small>Avg for View: 64.29% (0.00%)</small>	3.09 <small>Avg for View: 3.09 (0.00%)</small>	00:01:54 <small>Avg for View: 00:01:54 (0.00%)</small>	1,768 <small>% of Total: 100.00% (1,768)</small>	€60,963.05 <small>% of Total: 100.00% (€60,963.05)</small>	5.52% <small>Avg for View: 5.52% (0.00%)</small>
1.  Germany	27,896 (87.05%)	70.57%	19,686 (85.95%)	62.99%	3.26	00:02:01	1,726 (97.62%)	€59,388.35 (97.42%)	6.19%
2.  Switzerland	801 (2.50%)	72.28%	579 (2.53%)	59.93%	2.30	00:01:37	8 (0.45%)	€423.08 (0.69%)	1.00%
3.  Austria	771 (2.41%)	83.27%	642 (2.80%)	72.63%	1.68	00:00:48	2 (0.11%)	€73.66 (0.12%)	0.26%
4.  United States	480 (1.50%)	95.21%	457 (2.00%)	90.42%	1.34	00:00:30	15 (0.85%)	€417.94 (0.69%)	3.12%
5.  Poland	264 (0.82%)	69.32%	183 (0.80%)	81.82%	1.78	00:00:35	1 (0.06%)	€37.78 (0.06%)	0.38%
6.  United Kingdom	117 (0.37%)	71.79%	84 (0.37%)	58.97%	2.82	00:01:41	5 (0.28%)	€260.85 (0.43%)	4.27%
7.  Ukraine	113 (0.35%)	73.45%	83 (0.36%)	88.50%	1.33	00:00:27	1 (0.06%)	€36.89 (0.06%)	0.88%
8.  Netherlands	107 (0.33%)	69.16%	74 (0.32%)	69.16%	2.49	00:00:59	1 (0.06%)	€48.45 (0.08%)	0.93%
9.  Spain	98 (0.31%)	76.53%	75 (0.33%)	60.20%	2.59	00:01:06	0 (0.00%)	€0.00 (0.00%)	0.00%
10.  France	98 (0.31%)	73.47%	72 (0.31%)	62.24%	2.77	00:01:41	1 (0.06%)	€19.99 (0.03%)	1.02%

# A Deep Dive into Market Explorer





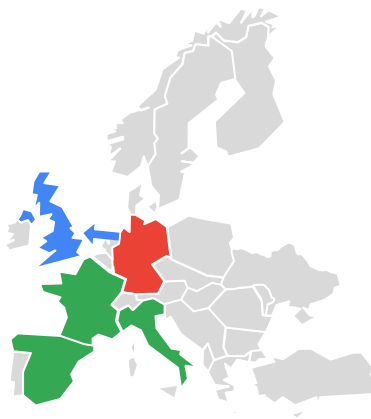
# Market Explorer helps to spot & prioritise international opportunities

**For clients who are not restricted to any country**



Spot potential opportunities

**For clients who have a list of potential countries**



Identify which market to enter first

**For clients who want to increase market share in international markets**



Prioritise existing markets

# Discover insights tailored to your clients' success metrics

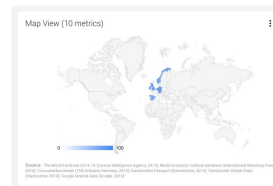
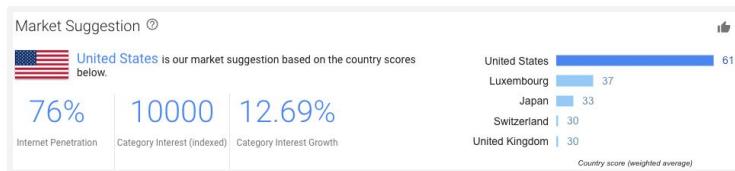
**Demand.**  
Category Interest

**Trends.**  
Category Growth

**Competition.**  
Category Cost, Coverage

**Consumers.**  
Demographics, Languages,  
Purchasing Channels etc.

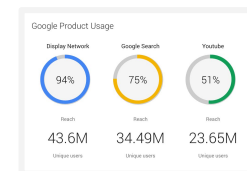
## Market Explorer



Country Scores

Points Viewing Options

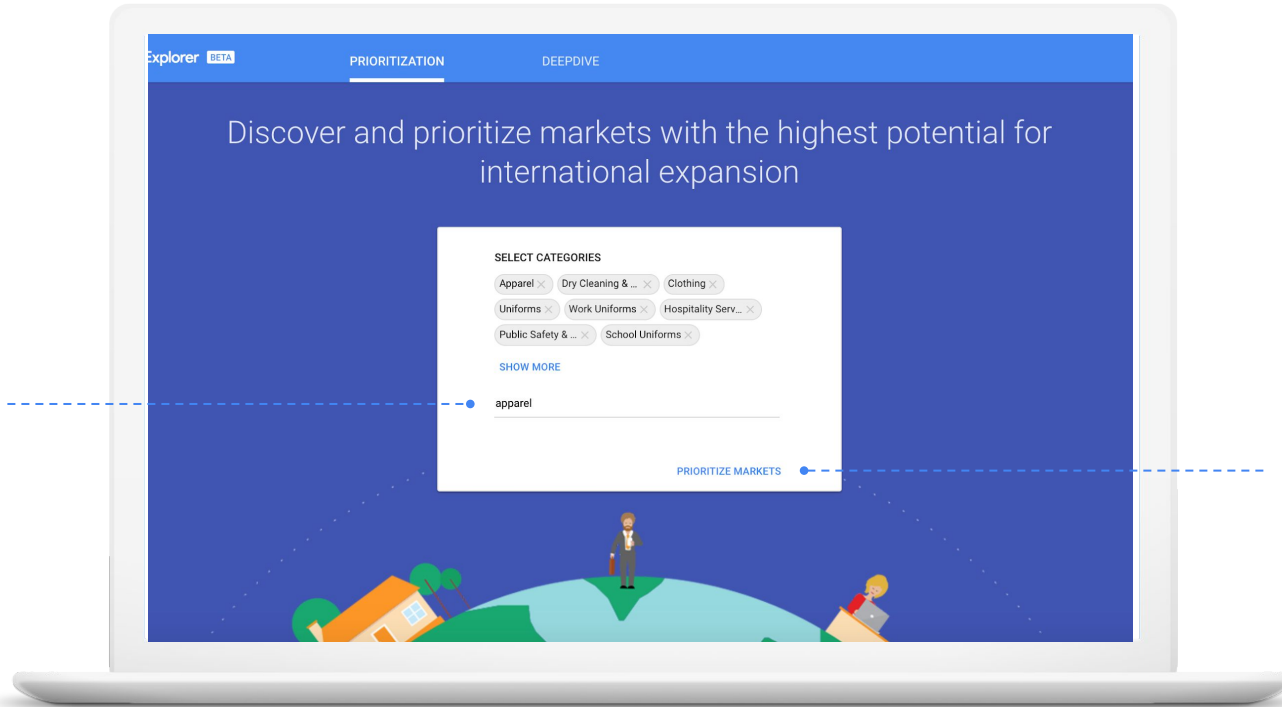
Metrics	Weight	United States	Luxembourg	Japan	Switzerland	United Kingdom	Australia	Germany	Norway	Singapore	Ireland
Category Interest Growth	●○○○	8pts	16pts	7pts	6pts	3pts	8pts	3pts	6pts	27pts	10pts
GDP Per Capita	●●●●	57pts	100pts	38pts	79pts	39pts	49pts	41pts	70pts	52pts	63pts
Category Interest	●●●●	100pts	0pts	35pts	2pts	25pts	8pts	21pts	1pts	2pts	1pts
Category Interest Per Capita	●○○○	81pts	67pts	72pts	73pts	100pts	93pts	69pts	64pts	93pts	60pts
Category Cost	●○○○	9pts	18pts	29pts	8pts	13pts	12pts	13pts	8pts	16pts	18pts
Google Query Coverage	●○○○	5pts	10pts	6pts	6pts	5pts	6pts	5pts	7pts	6pts	7pts
Country Score		61pts	37pts	33pts	30pts	30pts	27pts	27pts	27pts	27pts	26pts



# How to Start?

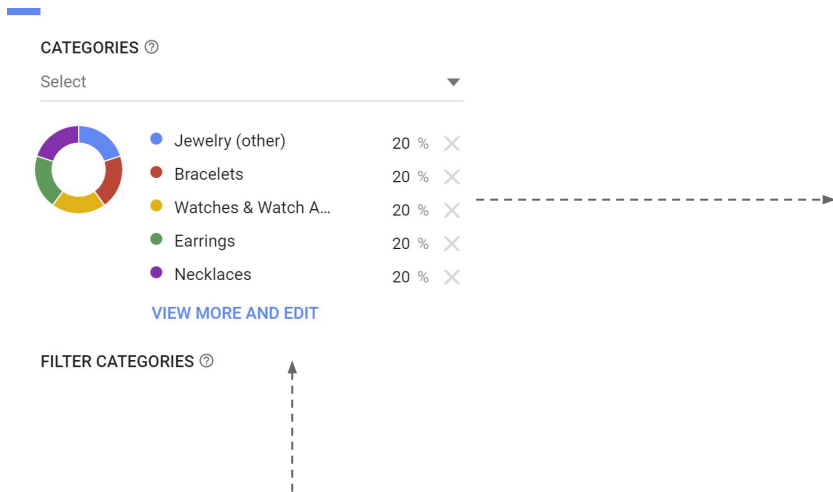
[ads.google.com/marketexplorer](https://ads.google.com/marketexplorer)

Type the category you are looking for



Then click on *prioritize markets* and start your journey

# Adapt the Categories



**Categories**

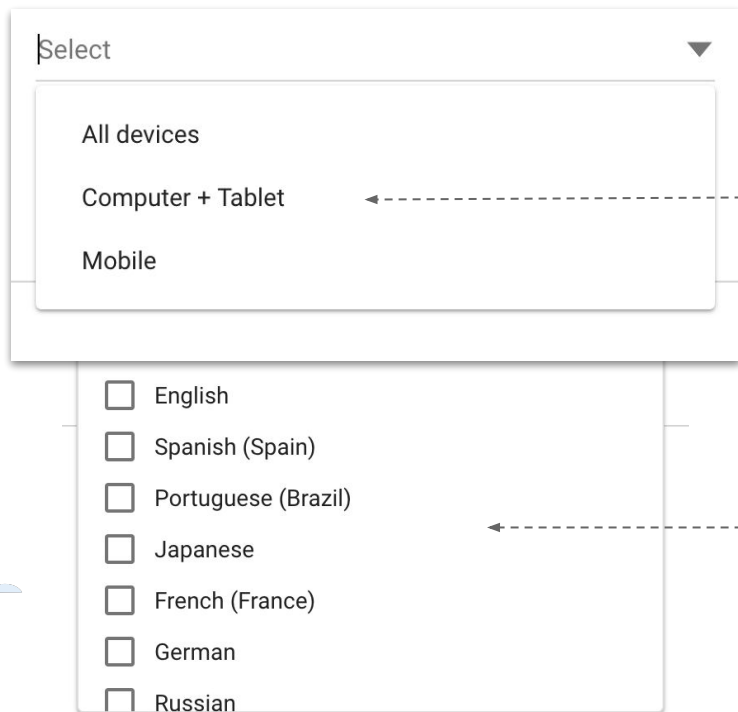
Select

CATEGORY	WEIGHT	ⓘ
Jewelry (other)	150	(12%) ×
Bracelets	50	(4%) ×
Watches & Watch Accessories	850	(68%) ×
Earrings	100	(8%) ×
Necklaces	100	(8%) ×

[CLEAR ALL](#) [CANCEL](#) [OK](#)

Adapt the category weighting to fit your advertiser's portfolio

# Select the devices & languages



The image shows a user interface for selecting devices and languages. At the top, there is a dropdown menu labeled "Select" with a downward arrow. Below it, a list of device options is displayed: "All devices", "Computer + Tablet", and "Mobile". A dashed arrow points from the text "You are able to select the type of device for your analysis" to the "Computer + Tablet" option. Below the device list, there is a list of language options, each with an unchecked checkbox: "English", "Spanish (Spain)", "Portuguese (Brazil)", "Japanese", "French (France)", "German", and "Russian". A dashed arrow points from the text "You will also be able to choose the language. This is a useful feature if, for example, you are looking for data related to English search only" to the "Japanese" option.

You are able to select the type of device for your analysis

You will also be able to choose the language. This is a useful feature if, for example, you are looking for data related to English search only

# Select the metrics you want to analyse

## METRICS ?

Select

ADD CUSTOM METRIC

- >  Demographics
- >  Economy
- >  Internet
- >  Mobile
- >  Google Reach
- >  Industry Specific

Click  
the arrow  
to further  
select  
specific  
metrics

- ▼  Industry Specific
  - Category Interest
  - Category Interest Growth
  - Category Cost
  - Category Interest Per Capita
  - Google Query Coverage

You will later be able to give different weights to the metrics you selected for a custom prioritisation analysis

# Select the Geo

## COUNTRIES / TERRITORIES ?

Select ▼

Albania ✕

Armenia ✕

Azerbaijan ✕

Belarus ✕

Bosnia & Herzegovina ✕

## COUNTRIES / TERRITORIES ?

Select ▼

### ALL COUNTRIES

- >  JAPAC
- >  EMEA
- >  LATAM
- >  NA&C

The tool will automatically select the top 5 countries based on the default analysis, but you can manually exclude & add new markets

You can even select specific regions

# Prioritization Tab





# Market Suggestion

Based on the previous selected metrics and markets the tool will indicate the top priority market.



## Market Suggestion ⓘ



**United States** is our market suggestion based on the country scores below.

76%

Internet Penetration

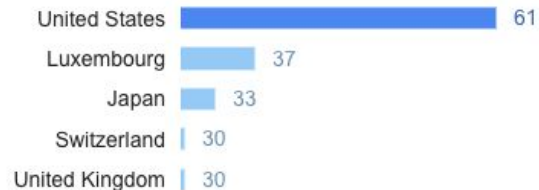
10000

Category Interest (indexed)

12.69%

Category Interest Growth

Each market will be attributed points based on the selected metrics and their weight. The weight can be selected in the following feature: Country Scores



Country score (weighted average)

**Disclaimer:** Figures /estimates are based on historical information and do not guarantee future performance

# Country Scores

Country Scores ⓘ

Metrics	Weight	United States	Luxembourg	Japan	Switzerland	United Kingdom	Australia	Germany	Norway	Singapore	Ireland
Category Interest Growth	● ○ ○ ○	8pts	16pts	7pts	6pts	3pts	8pts	3pts	6pts	27pts	10pts
GDP Per Capita	● ● ● ○	57pts	100pts	38pts	79pts	39pts	49pts	41pts	70pts	52pts	63pts
Category Interest	● ● ● ●	100pts	0pts	35pts	2pts	25pts	8pts	21pts	1pts	2pts	1pts
Category Interest Per Capita	● ○ ○ ○	81pts	67pts	72pts	73pts	100pts	93pts	69pts	64pts	93pts	60pts
Category Cost	● ○ ○ ○	9pts	18pts	29pts	8pts	13pts	12pts	13pts	8pts	16pts	18pts
Google Query Coverage	● ○ ○ ○	5pts	10pts	6pts	6pts	5pts	6pts	5pts	7pts	6pts	7pts
Country Score		61pts	37pts	33pts	30pts	30pts	27pts	27pts	27pts	27pts	26pts

Points ▼

CSV

Viewing Options ▼

The Country Scores table compares the previously selected metrics across the selected markets, and calculates an overall score per market

You can download all data in a csv file if you want to customise it for your presentation

You will need to adjust the weights of each metric in this card.

Once you adjust the weights, Market suggestion will also change accordingly

# The weightings depend on the client's goals and industry



## Highly competitive industry

Metrics	Weight
Category Interest	●●●○
Category Interest Growth	●●●○
Category Interest Per Capita	●●○○
Google Query Coverage	●●●●
Category Cost	●●●●
Country Score	



## Branding focus

Metrics	Weight
Category Interest	●●○○
YouTube Reach	●●●●
Category Interest Growth	●●○○
YouTube Unique Users	●○○○
GDN Reach	●●●○
GDN Unique Users	●○○○
Category Interest Per Capita	●●●●
Country Score	

## Luxury goods industry

Metrics	Weight
Category Interest	●○○○
Category Interest Growth	●●●○
Category Interest Per Capita	●●●○
GDP PPP	●○○○
GDP Growth	●●●○
GDP Per Capita	●●●○
Category Cost	●○○○
Country Score	

Keep in mind: Less is more!

Preselect countries that make sense!

# Correlation bubble chart

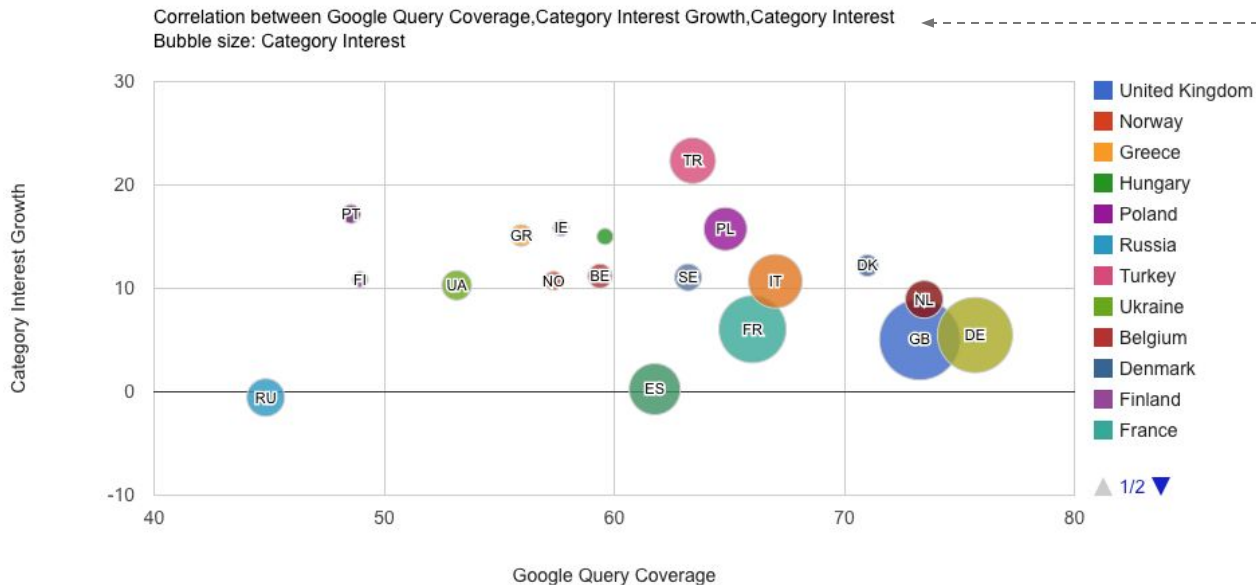


Chart representation of metrics and markets.  
Select the metrics to represent X and Y axis and the size of the bubble in chart

**Suggestion:** Add the core market for benchmark

SOURCE: The World Bank (2016), The World Bank (2017); StatCounter Global Stats (Statcounter, Q1 2017); Media Metrix (Desktop only) (comScore, Jan-Mar 2016); Google internal data (Google, last four closed quarters)

# International opportunities prioritised in one chart



X-axis Category Cost ▼ Y-axis Category Interest Growth ▼ Size Category Interest ▼

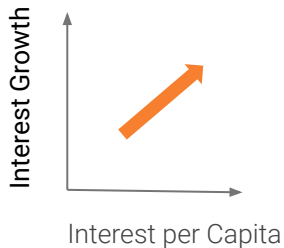
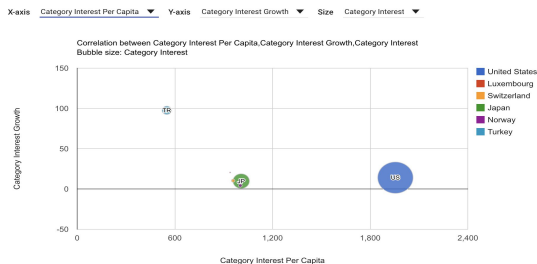


SOURCE: The World Bank (2016), The World Bank (2017); StatCounter Global Stats (Statcounter, Q1 2017); Media Metrix (Desktop only) (comScore, Jan-Mar 2016); Google internal data (Google, last four closed quarters)

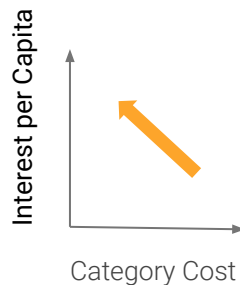
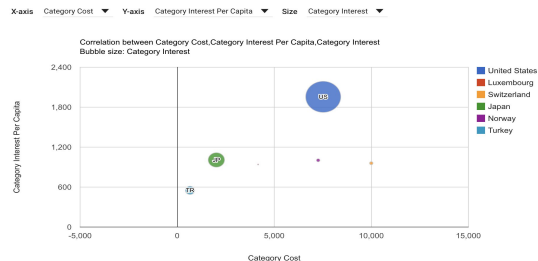


# Adapt the Bubble Chart according to your Need

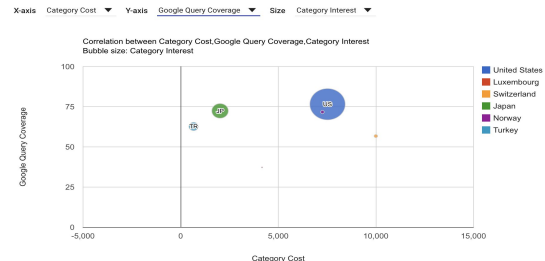
## High Demand



## Low Hanging fruits



## Low competition



# Deep Dive Tab



# Country Demographics & Languages



COUNTRY ⓘ

United Kingdom (market suggestion)

## Country Demographics ⓘ

#22

World rank

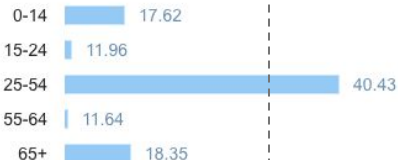
0.71%

Population growth

65.6M

Population

Age distribution (%)



Source: The World Bank (2016)

## Languages ⓘ

Query share (%)



[VIEW ALL](#)

Source: Internal Google data, last closed quarter

By default the tool will select the first priority suggestion market, but you can select other markets.

Through our Google Internal data you can see the language search volume breakdown for the selected categories in that market.

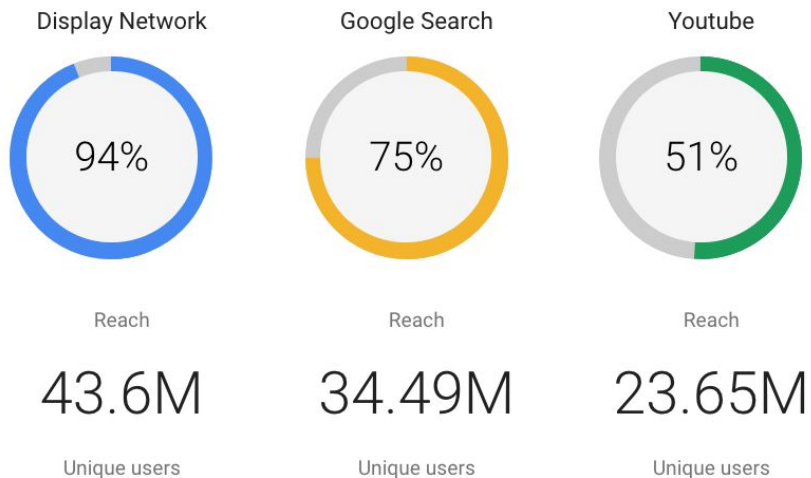
Country Demographics are provided from the World Bank, providing an understanding of the market's population size

**Suggestion:** Use the language feature to define the Google ads language targeting strategy



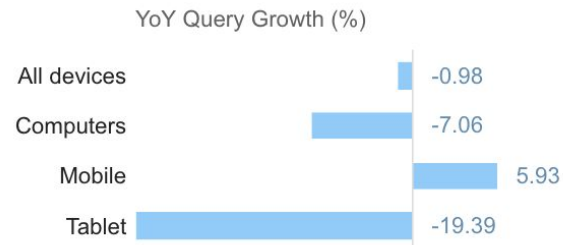
# Google Reach & Vertical trends per device

## Google Product Usage <sup>?</sup>



Source: Media Metrix (Desktop only) (comScore, Jan-Mar 2016)

## Vertical Trends for your Categories <sup>?</sup>

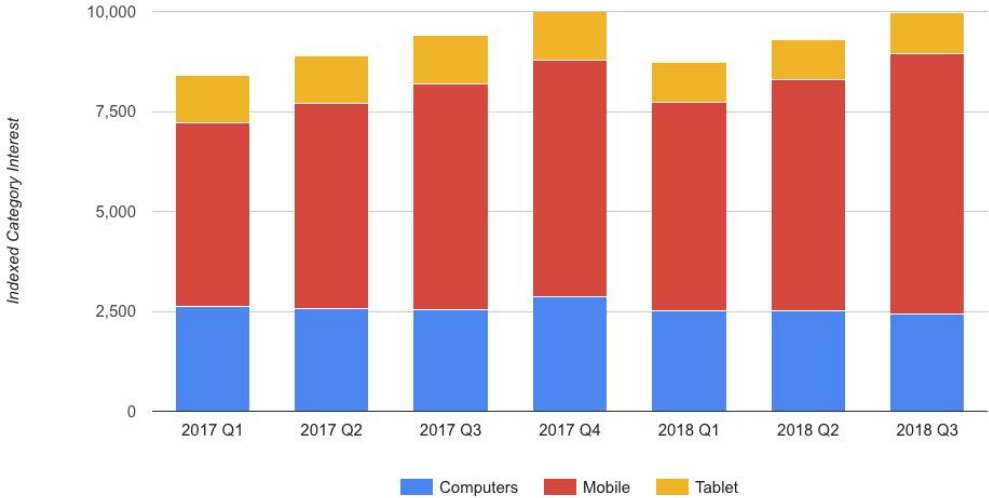


Source: Internal Google data, last closed quarter

**Suggestion:** Use the device insight feature to check your client's current performance and challenge current settings.  
ie. improvement of mobile website

# Search trends by device per quarter

Search Trends by Device ©

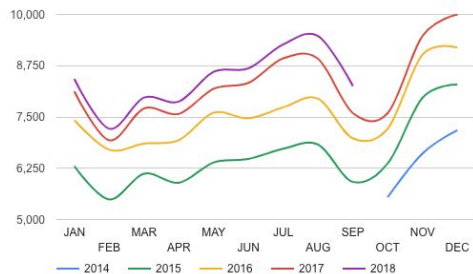


Learn more about your categories seasonality and device usage

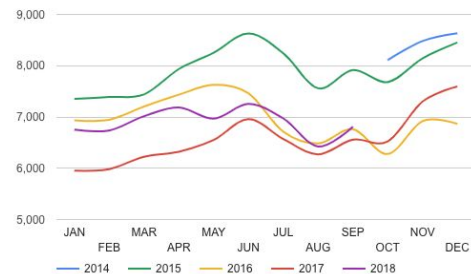
# Auction Metrics Insights YoY

Auction Metrics – All Devices ©

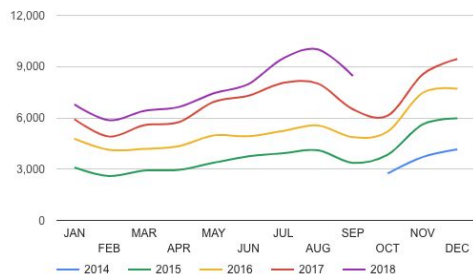
Category Interest



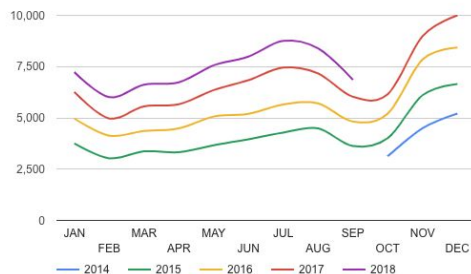
Category Cost



Category Impressions



Category Clicks

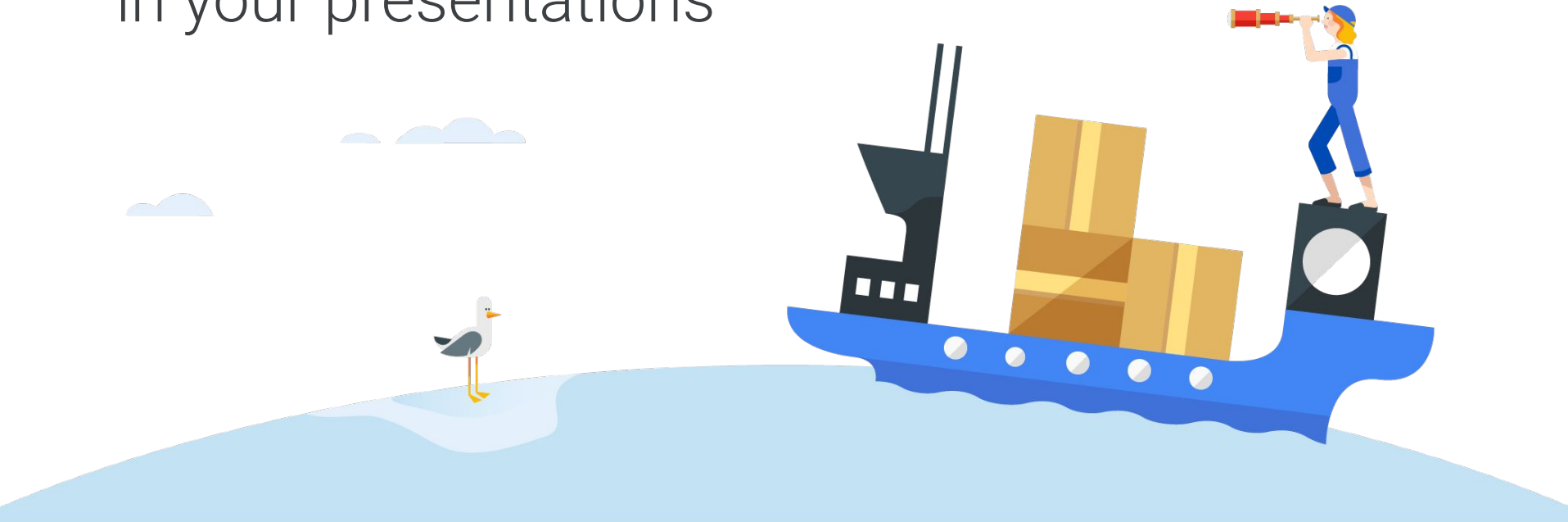


Monthly auction metrics performance for the past 4 years.

## Highlights to watch out for:

- 1 Low hanging fruits:** Months with exceptionally high interest but average/low cost
- 2 Growth:** positive YoY development for interest
- 2** Negative YoY development for cost
- 3 Seasonality:** (un)expected peaks in clicks and interest

# Using Market Explorer in your presentations



# You can use Market Explorer in your presentations

**You can use screenshots, charts, or data from Market Explorer and add it to your presentation for your client**

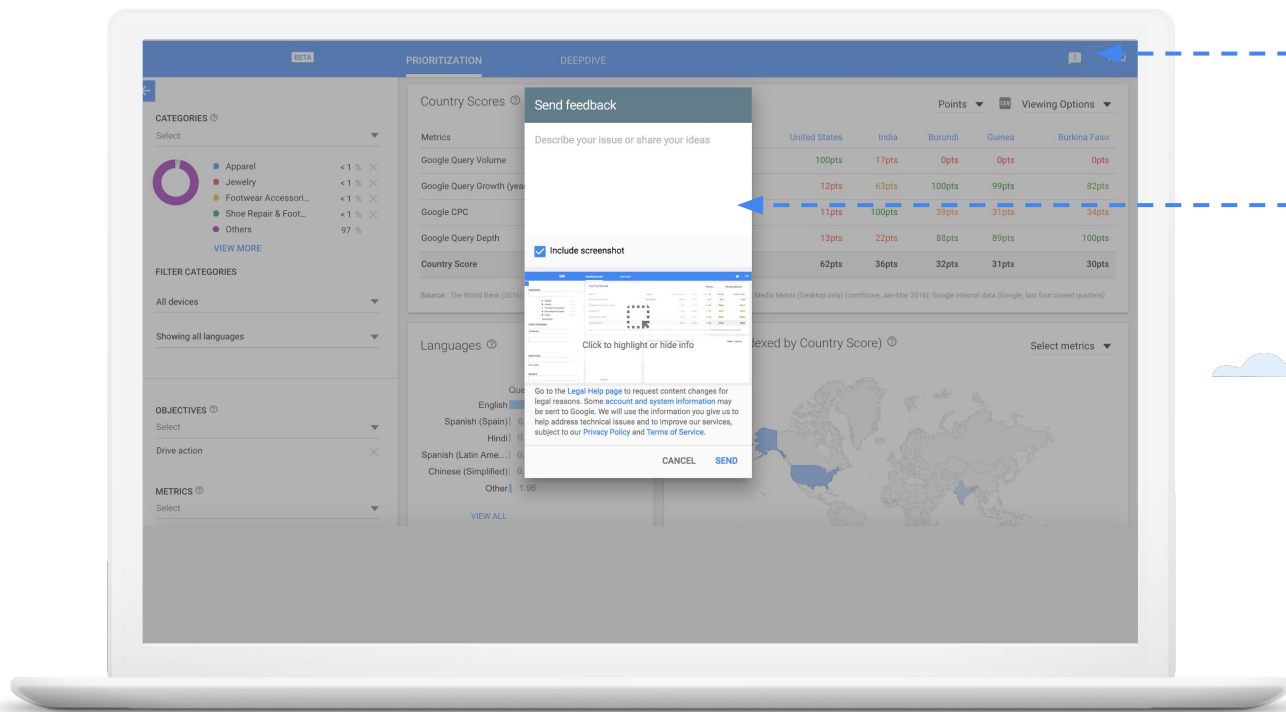
If you include screenshots, charts, or data in any form in your presentations, please be careful to use the same citations you'll find in the tool. For example, if you see "Source: The World Bank (2016); Google internal data (Google, last four closed quarters)" please cite the data using the same text.



# How to provide feedback



# Provide feedback using the feedback form tool, or directly with your Google PoC



Click on the “Send feedback” icon

Write your feedback and add a screenshot if needed




A stylized illustration of a grey container with a crane hook and ropes above it, and a seagull on the right. The container has a grid of vertical bars on its front and back. The text is centered on the front panel. The background features a white sky with blue clouds, a yellow ground, and blue water at the bottom.

Prepare campaigns for  
new Markets






Campaign Translator is a Google internal tool that provides professional translations of Google Ads campaigns at scale, at no cost to you\*.

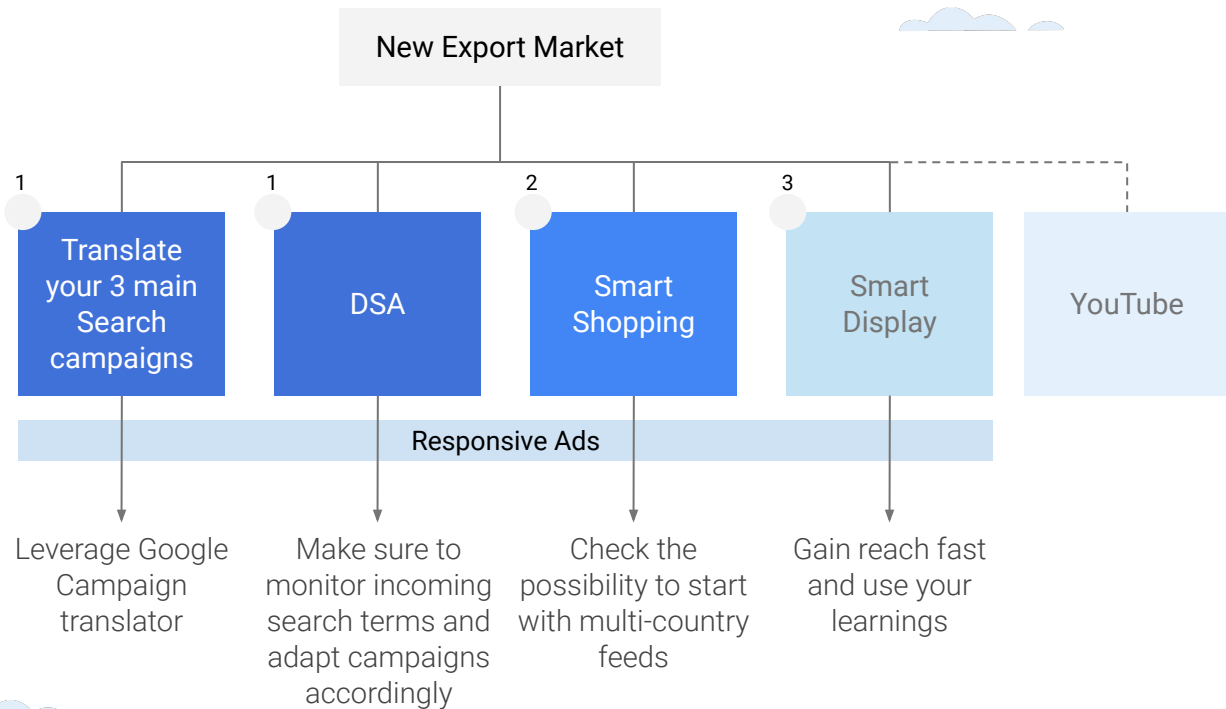
## Benefits

-  Professional translations at scale, at no cost to your advertiser
-  State-of-the-art technology + quality review by 2 professional translators
-  + 200 language pairs & source campaign doesn't have to be in English

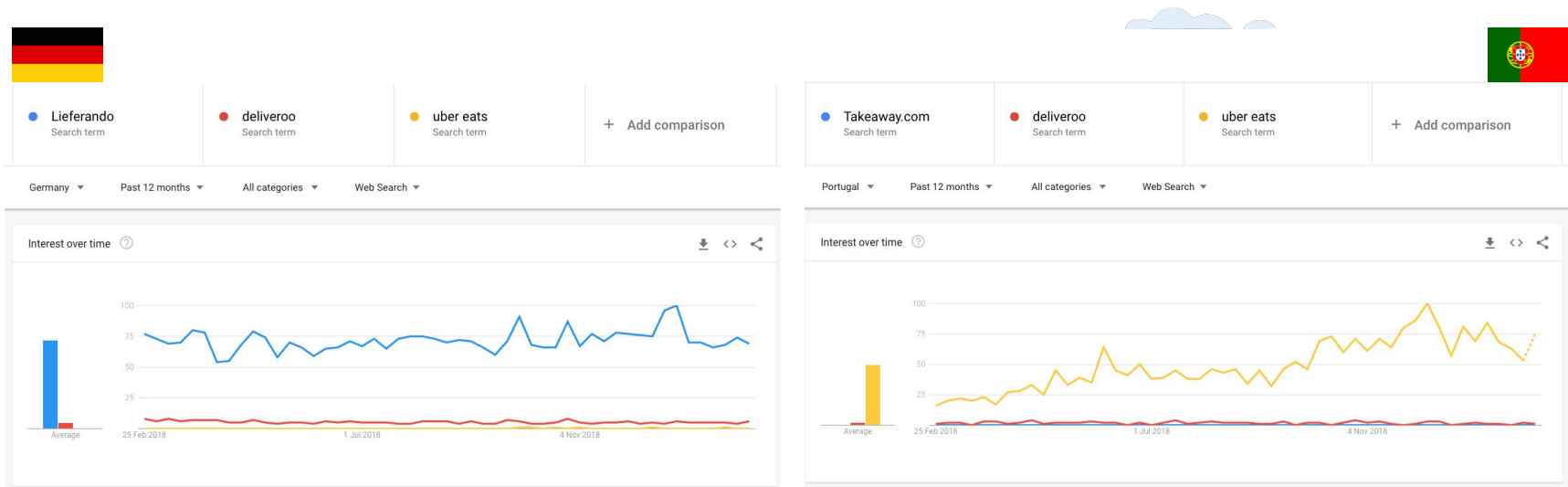
## Process

-  Label most important campaigns and ad groups that need translation
-  4 days avg. turnaround time
-  Submit Search, Display & Universal App Campaigns

# The ideal campaign set-up for new markets spans across products



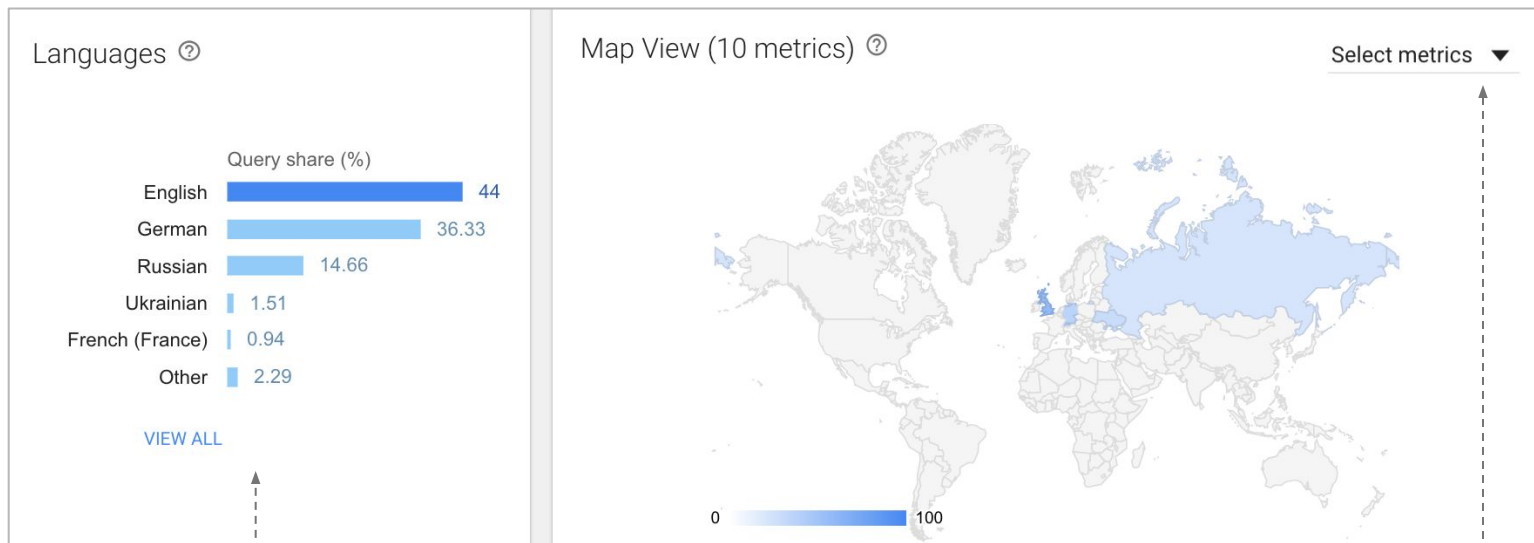
# To determine upper funnel activities check your client's brand in international markets



- Sense check consumer behaviour and client perspective on brand strength
- Identify competitors and relative popularity
- Some data on growing search terms and geographic popularity



# Language & Map View



Language query share breakdown for the selected categories and geos

Previously selected metrics and markets represented in a world map. You can select all metrics or specific metrics

A stylized illustration featuring a seagull standing on the right edge of a grey rectangular platform. Above the platform, a black T-shaped structure is suspended by a thin vertical line, resembling a scale or a balance. The background includes light blue clouds and a yellow-orange band at the bottom, suggesting a sunset or sunrise over water.

Prepare campaigns for new Markets

Campaign Translator is an Google internal tool that provides professional translations of Google Ads campaigns at scale, at no cost to you\*.

## Benefits



Professional translations at scale, at no cost to your advertiser



State-of-the-art technology + quality review by 2 professional translators



+ 200 language pairs & source campaign doesn't have to be in English

## Process



Label most important campaigns and ad groups that need translation



4 days avg. turnaround time



Submit Search, Display & Universal App Campaigns

\* Contact your Google POC for minimum Budget requirements

# How to Start?: [ads.google.com/marketexplorer](https://ads.google.com/marketexplorer)

The screenshot shows the Google Market Explorer interface. At the top, there is a blue navigation bar with the text "Google Market Explorer BETA" on the left, "PRIORITIZATION" in the center, and "DEEPLIVE" on the right. In the top right corner of the navigation bar, there are icons for a help menu and "FAQ". Below the navigation bar, the main content area has a dark blue background with the text "Discover and prioritize markets with the highest potential for international expansion". In the center, there is a white "SELECT CATEGORIES" dialog box. This dialog box contains several category tags: "Apparel", "Dry Cleaning & ...", "Clothing", "Uniforms", "Work Uniforms", "Hospitality Serv...", "Public Safety & ...", and "School Uniforms". Below these tags is a "SHOW MORE" link. At the bottom of the dialog box, there is a search input field containing the text "apparel" and a "PRIORITIZE MARKETS" button. A red dashed arrow points from the text "Type the category you are looking for" to the search input field. Another red dashed arrow points from the text "Then click on *prioritize markets* and start your journey" to the "PRIORITIZE MARKETS" button. At the bottom of the page, there is an illustration of a globe with a person in a suit standing on it, a house, and a person with a laptop.

Type the category you are looking for

Then click on *prioritize markets* and start your journey



# Provide feedback using the tool, feedback form or directly with your Google POC

The screenshot shows the Google Ads interface with a 'Send feedback' modal open. The modal contains a text input field for describing the issue, a checked 'Include screenshot' checkbox, and a 'SEND' button. A red dashed arrow points from the 'SEND' button in the modal to the 'SEND' button in the top right of the interface. Another red dashed arrow points from the text input field in the modal to the 'Country Scores' table.

Country Scores	Points	CSV	Viewing Options						
United States	100pts	India	17pts	Burundi	0pts	Guinea	0pts	Burkina Faso	0pts
	12pts		63pts		100pts		99pts		82pts
	11pts		100pts		39pts		31pts		34pts
	13pts		22pts		88pts		89pts		100pts
	62pts		36pts		32pts		31pts		30pts

Click on the send feedback icon

Write your feedback and add screenshot if needed



# Prioritization Tab



# Deepdive Tab



# Using Market Explorer in your presentations

# How to provide feedback