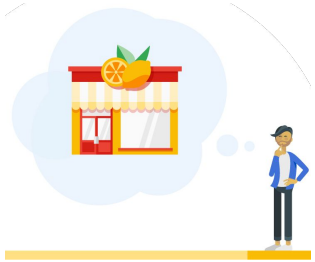
Google Partners

International Growth program

Expanding into new Markets

Webinar title

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

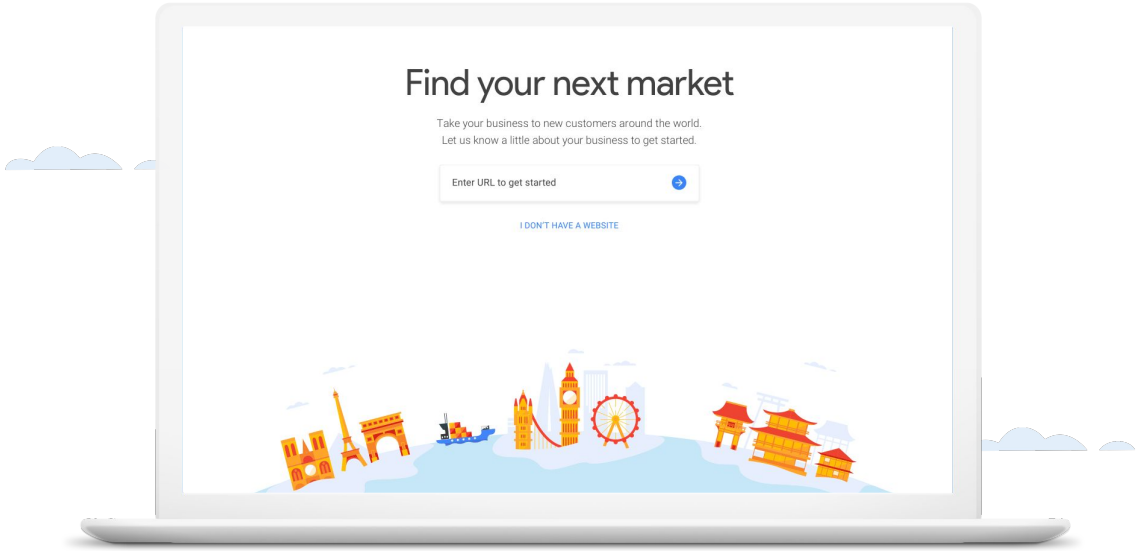
"Grow existing Markets"

Agenda

1. Getting started on Expansion
2. A deep dive into Market Explorer
3. Prepare Campaigns for new Markets

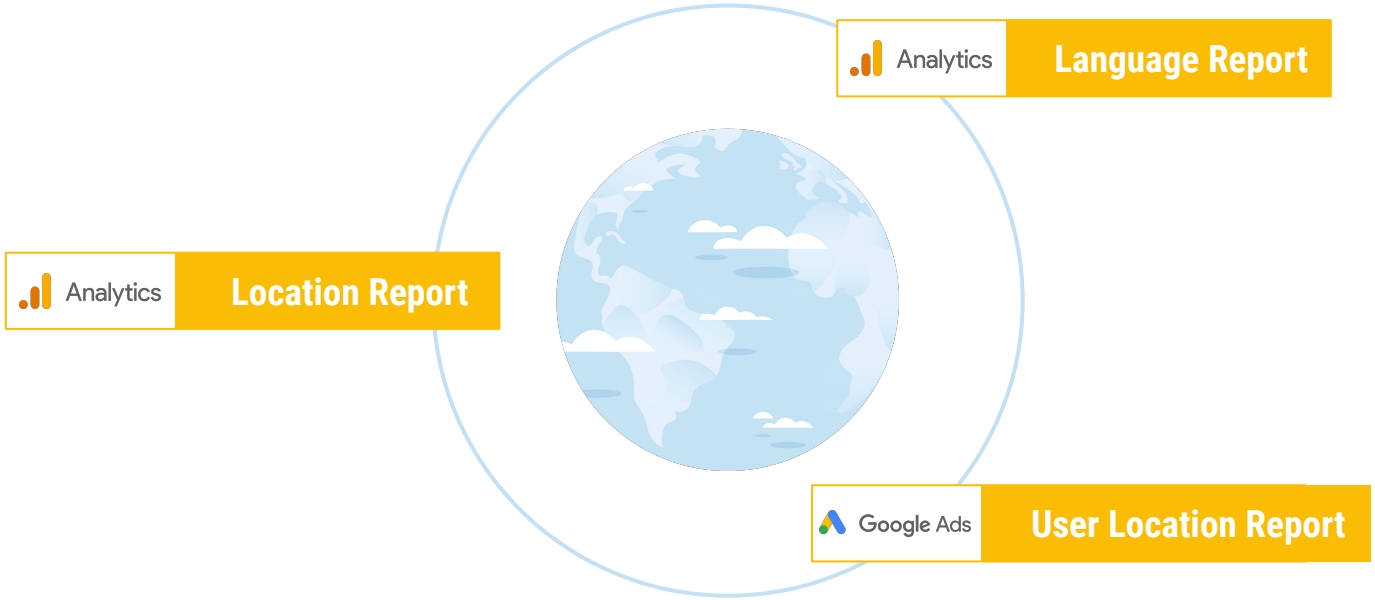
Getting started on Expansion

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



g.co/marketfinder

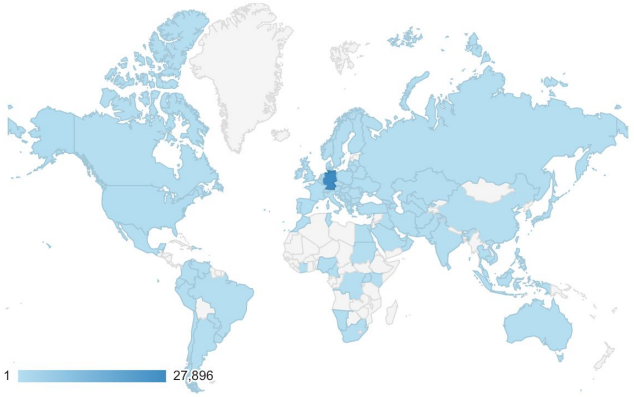
But always check your clients' internal data for international traffic first



The Analytics Location Report shows where traffic is coming from

Analytics Location Report

Path: Analytics - Audience - Geo - Location



Country	Acquisition			Behavior			Conversions (eCommerce)		
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	32,045 % of Total: 100.00% (32,045)	71.47% Avg for View: 71.45% (0.03%)	22,903 % of Total: 100.03% (22,895)	64.29% Avg for View: 64.29% (0.00%)	3.09 Avg for View: 3.09 (0.00%)	00:01:54 Avg for View: 00:01:54 (0.00%)	1,768 % of Total: 100.00% (1,768)	€60,963.05 % of Total: 100.00% (€60,963.05)	5.52% Avg for View: 5.52% (0.00%)
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%

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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

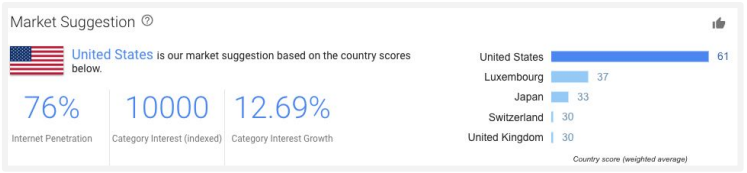
Demand.
Category Interest

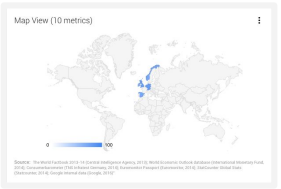
Trends.
Category Growth

Competition.
Category Cost, Coverage

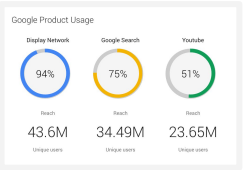
Consumers.
Demographics, Languages, Purchasing Channels etc.

Market Explorer



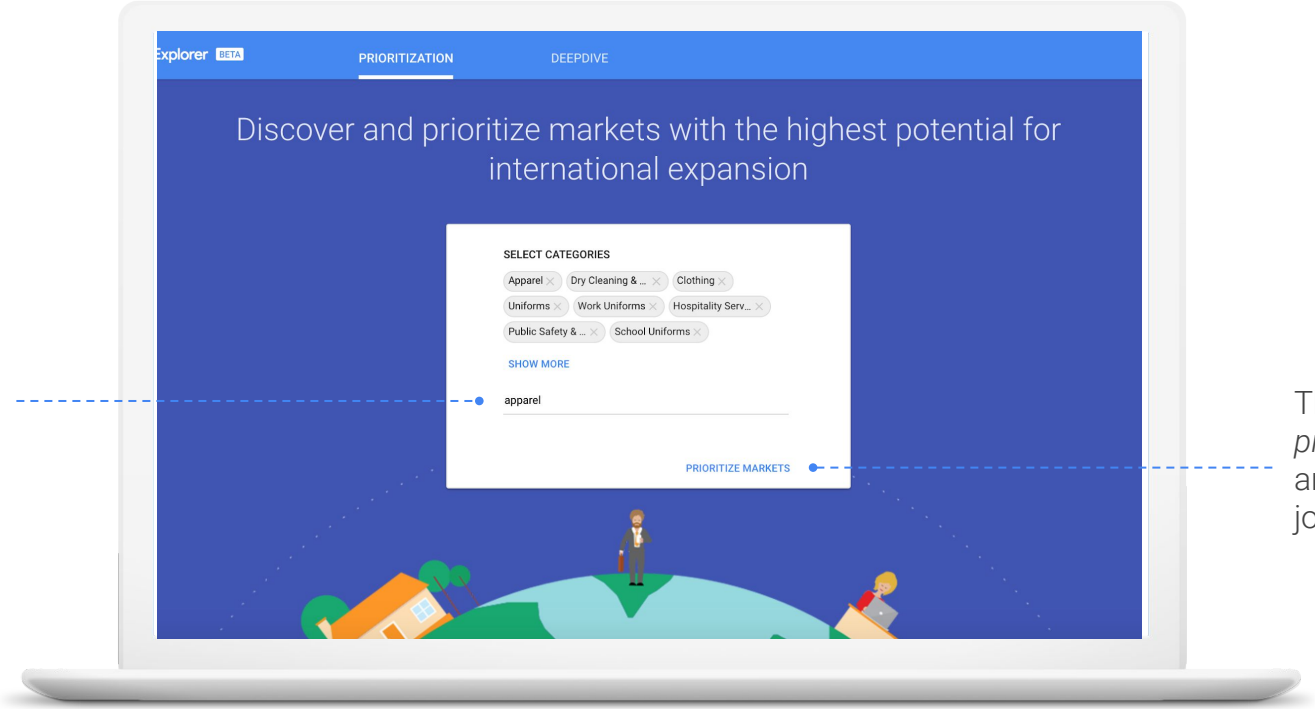


Metrics	Weight	United States	Luxembourg	Japan	Switzerland	United Kingdom	Australia	Germany	Norway	Singapore	Ireland
Category Interest Growth	●○○○	8pts	16pts	7pts	6pts	3pts	8pts	3pts	6pts	27pts	10pts
GDP Per Capita	●●●○	57pts	100pts	38pts	79pts	39pts	49pts	41pts	70pts	52pts	63pts
Category Interest	●●●●	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**



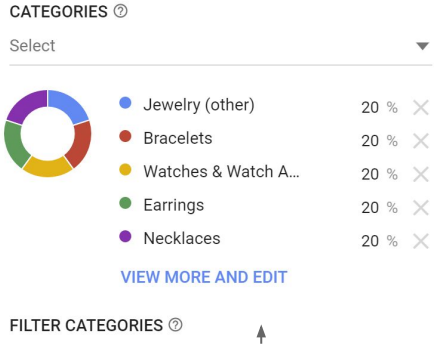
How to Start?
ads.google.com/marketexplorer

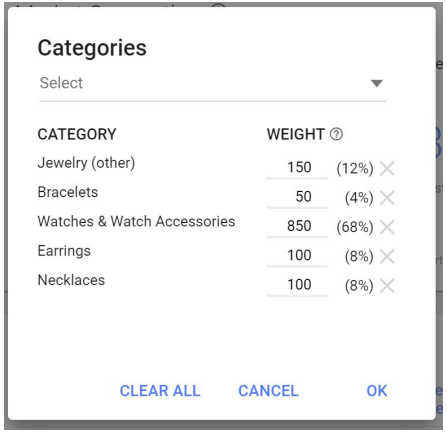
Type the category you are looking for



Then click on *prioritize markets* and start your journey

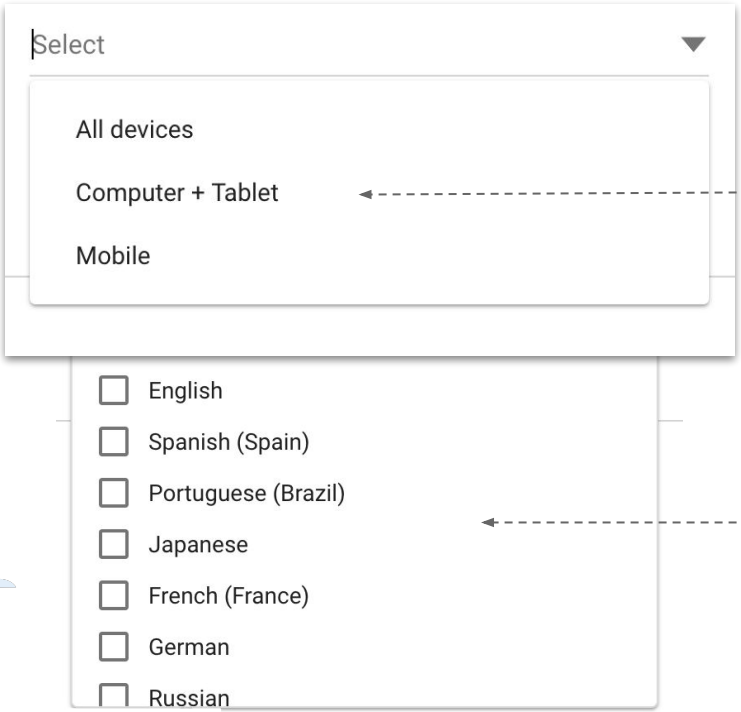
Adapt the Categories





Adapt the category weighting to fit your advertiser's portfolio

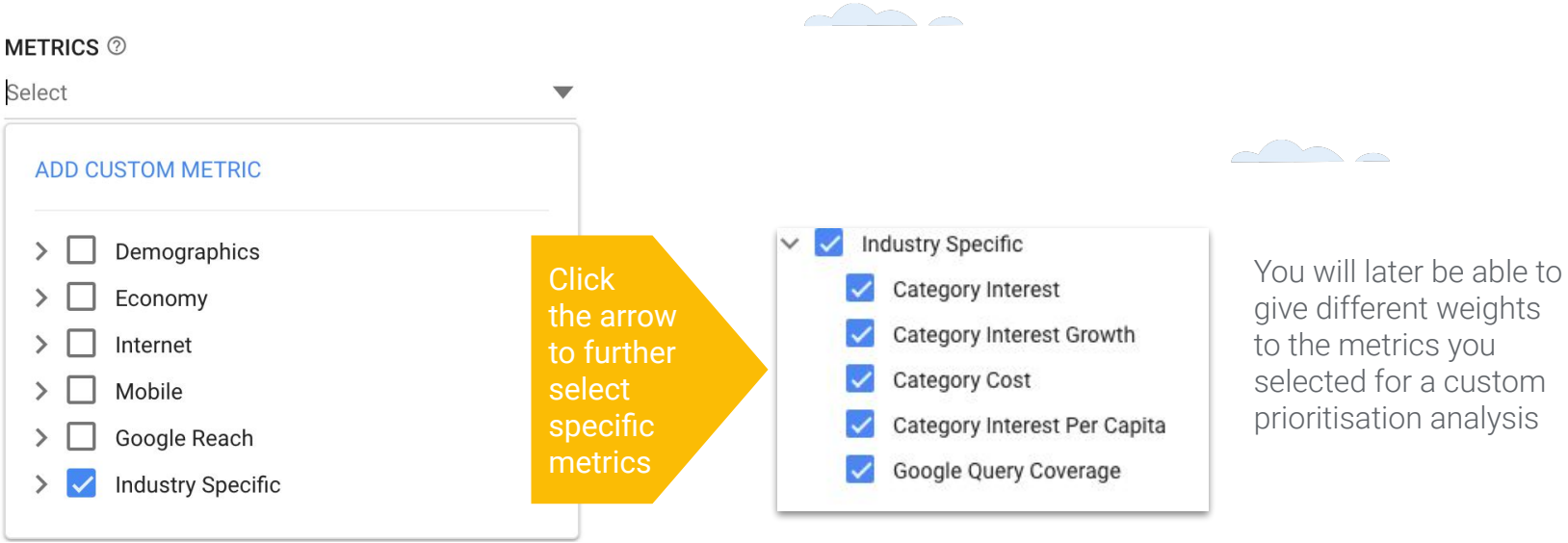
Select the devices & languages



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

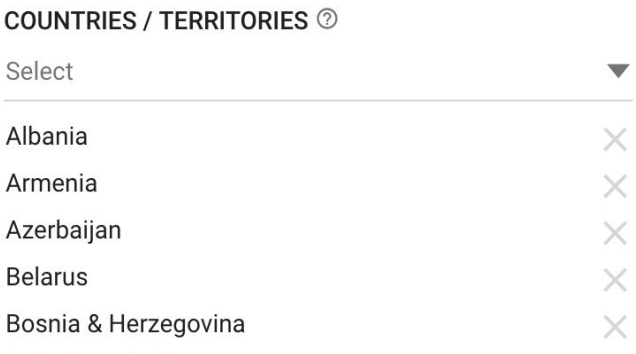
You will also be able to choose the language. This is a useful feature if, for example, you are looking for data related to English search only

Select the metrics you want to analyse

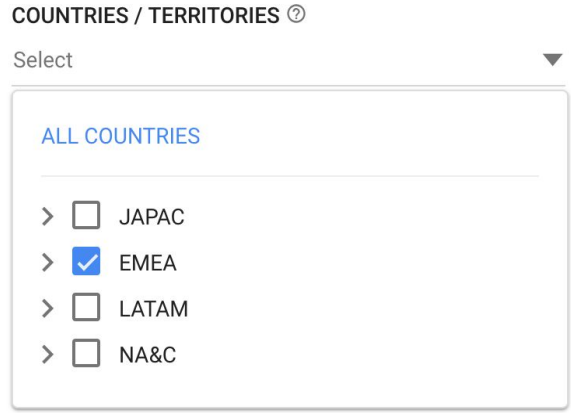


You will later be able to give different weights to the metrics you selected for a custom prioritisation analysis

Select the Geo



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

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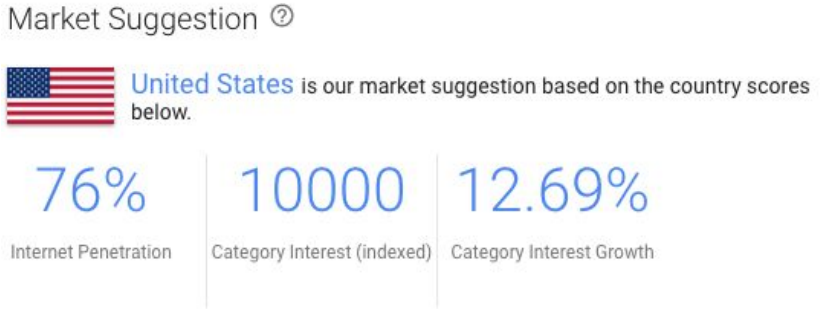
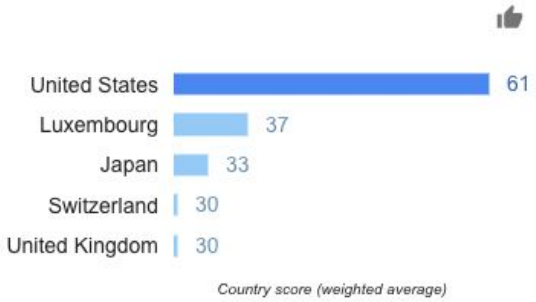
Prioritization Tab

Market Suggestion

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

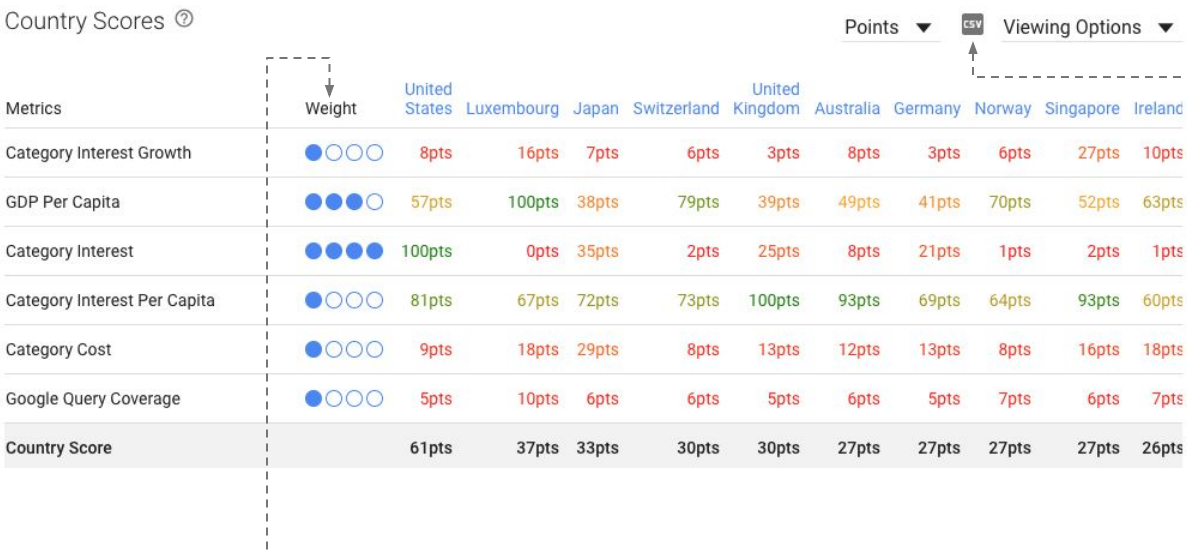
Each market will be attributed points based on the selected metrics and their weight. The weight can be selected in the following feature: Country Scores





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

Country Scores



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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**

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	

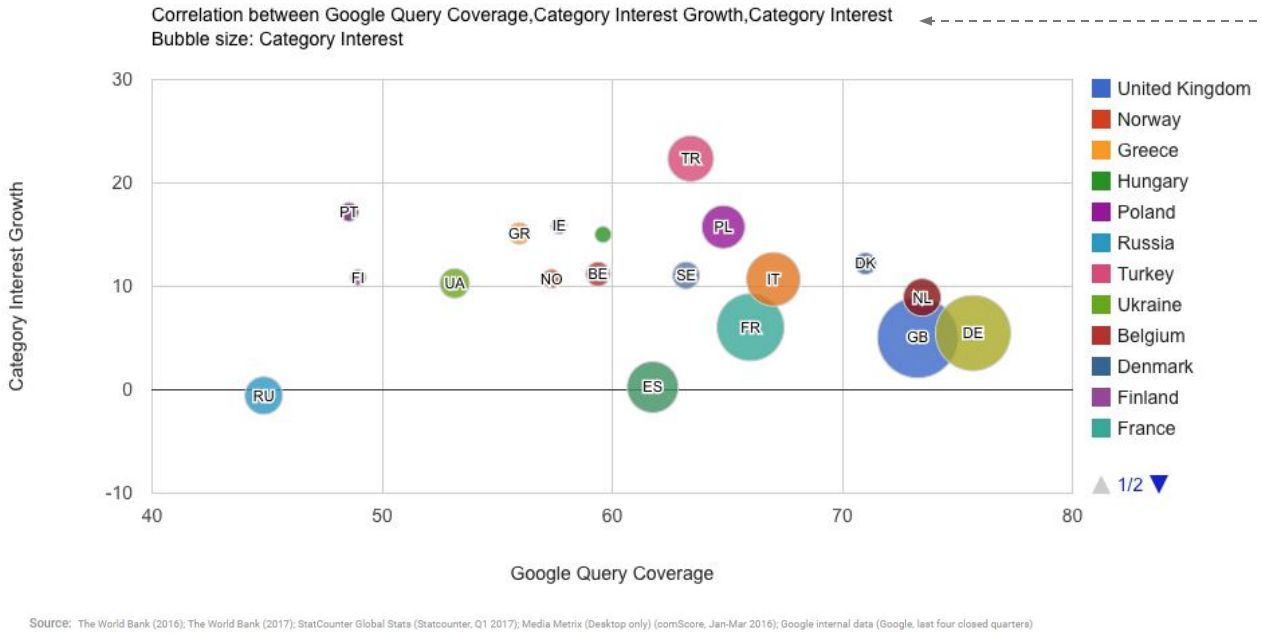
Luxury goods industry

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



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)

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

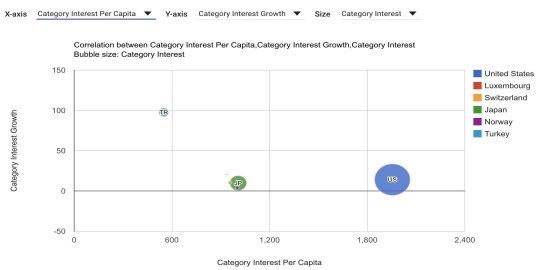
Suggestion: Add the core market for benchmark

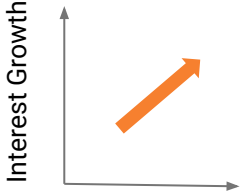
International opportunities prioritised in one chart

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)

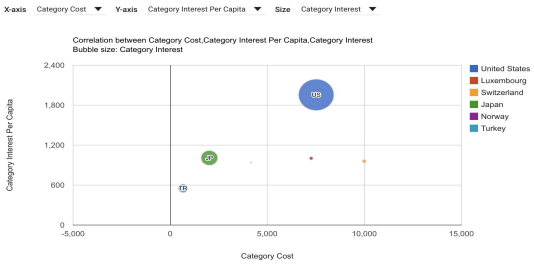
Adapt the Bubble Chart according to your Need

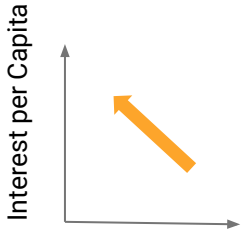
High Demand



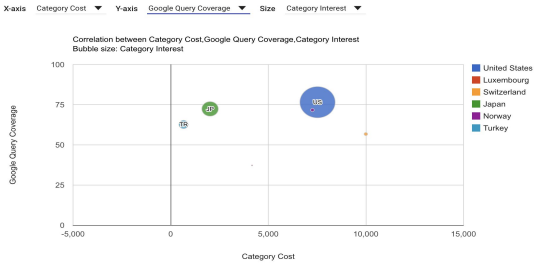


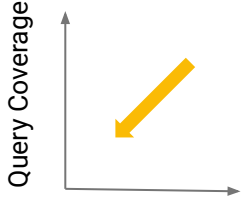
Low Hanging fruits





Low competition





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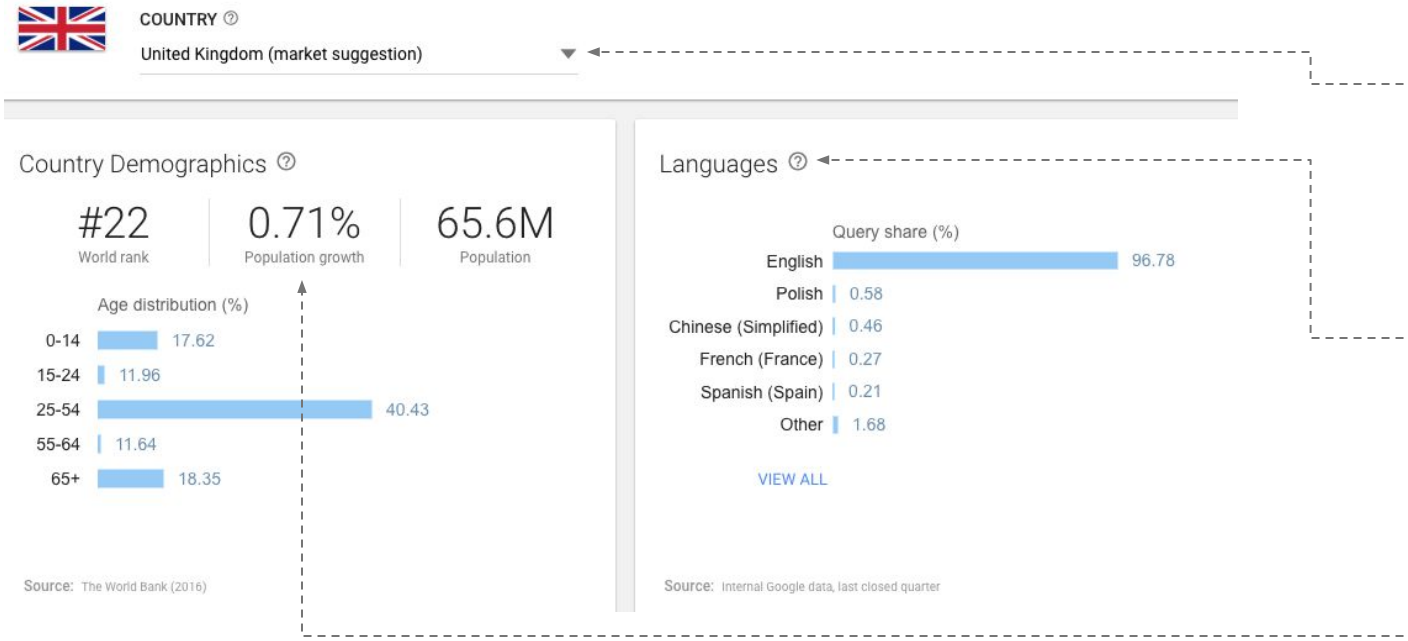
Deep Dive Tab

Country Demographics & Languages



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

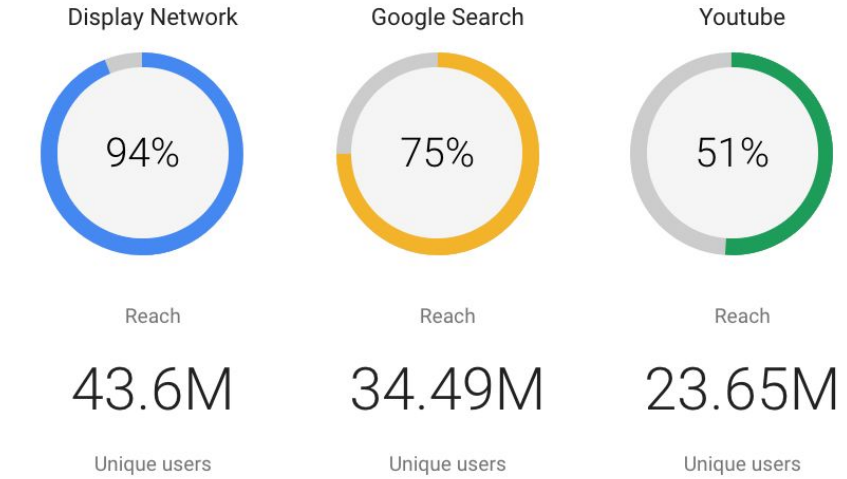
Through our Google Internal data you can see the language search volume breakdown for the selected categories in that market.

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

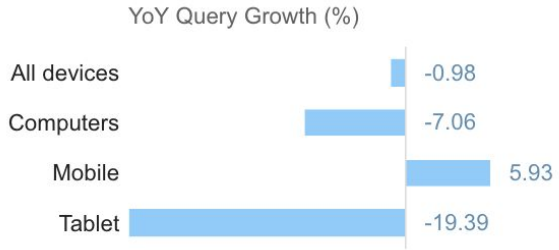
Google Reach & Vertical trends per device

Google Product Usage



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

Vertical Trends for your Categories

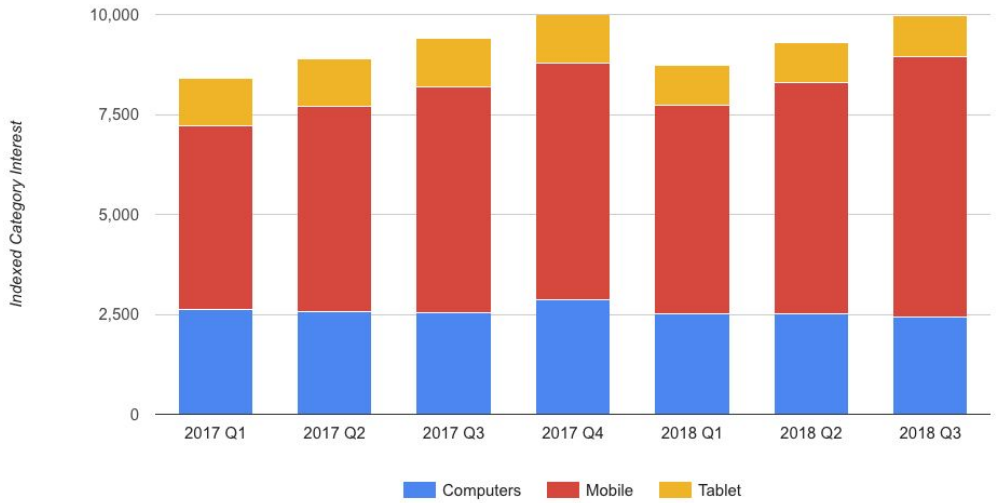


Source: Internal Google data, last closed quarter

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

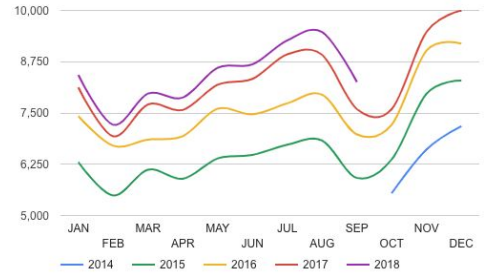


Learn more about your categories seasonality and device usage

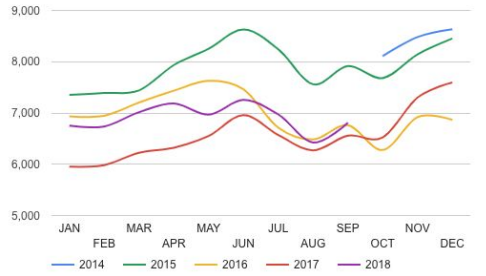
Auction Metrics Insights YoY

Auction Metrics – All Devices

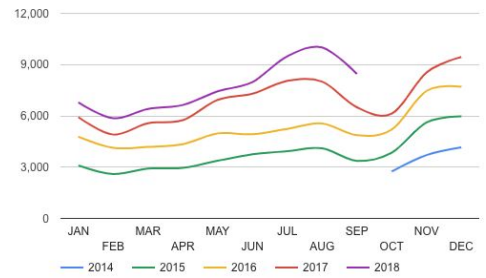
Category Interest



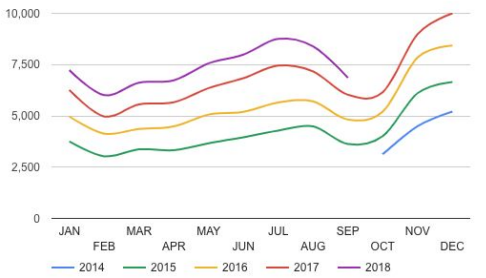
Category Cost



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

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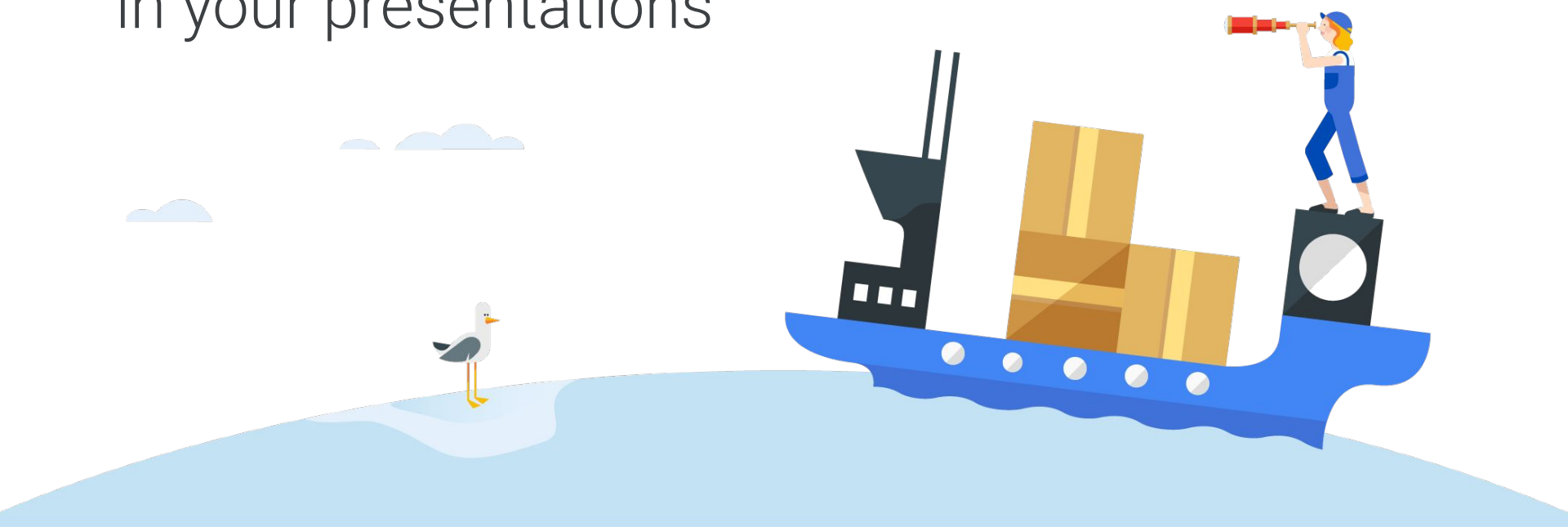
Using Market Explorer in your presentations



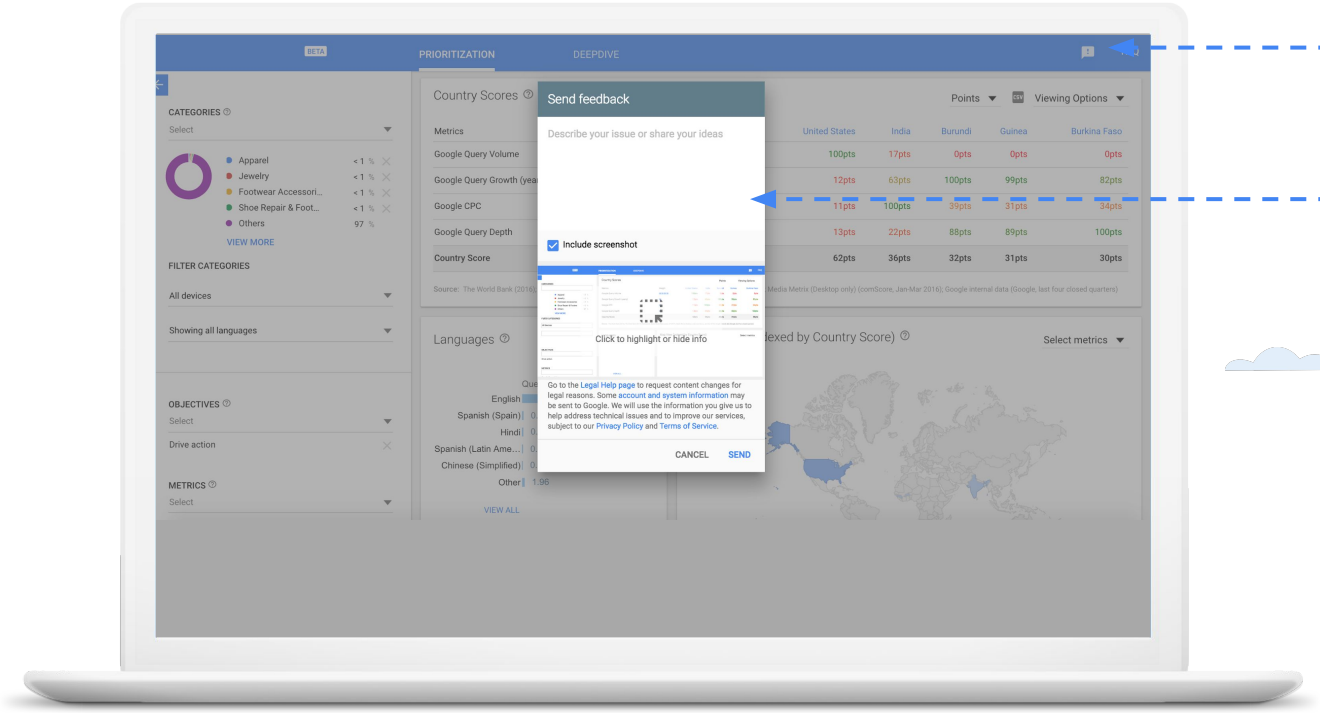
You can use Market Explorer in your presentations

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

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

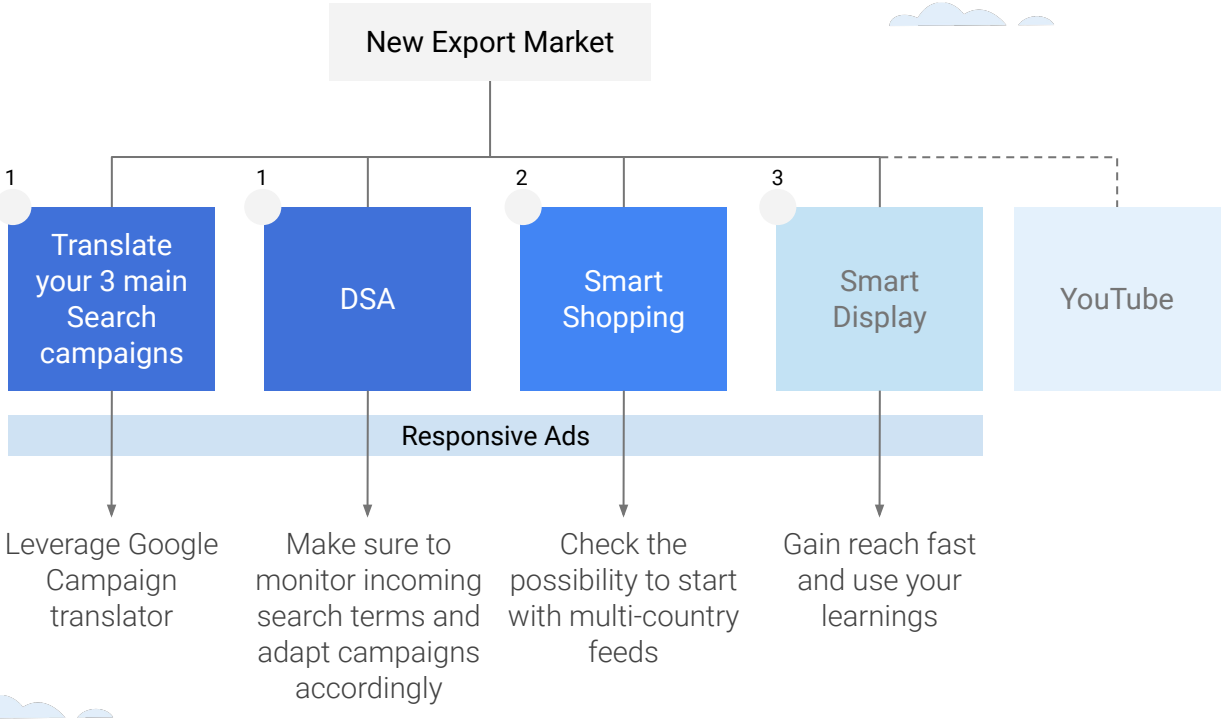
- Professional translations at scale, at no cost to your advertiser
- State-of-the-art technology + quality review by 2 professional translators
- + 200 language pairs & source campaign doesn't have to be in English

Process

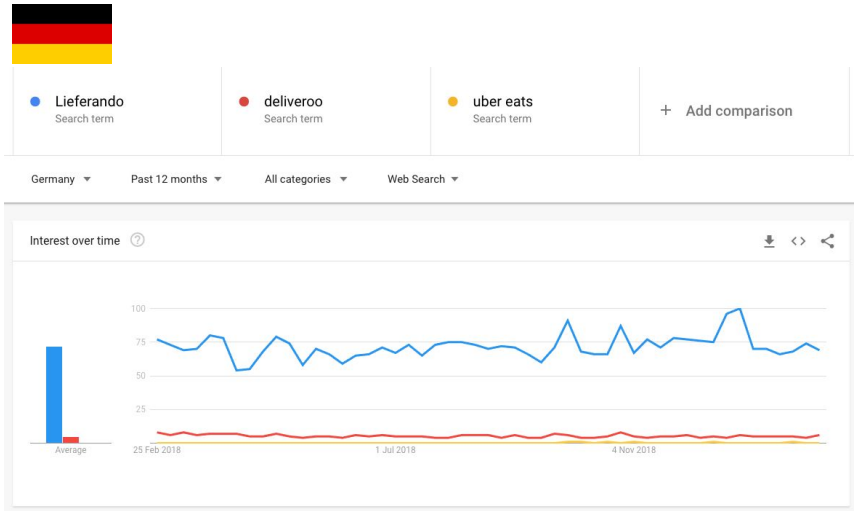
- Label most important campaigns and ad groups that need translation
- 4 days avg. turnaround time
- Submit Search, Display & Universal App Campaigns

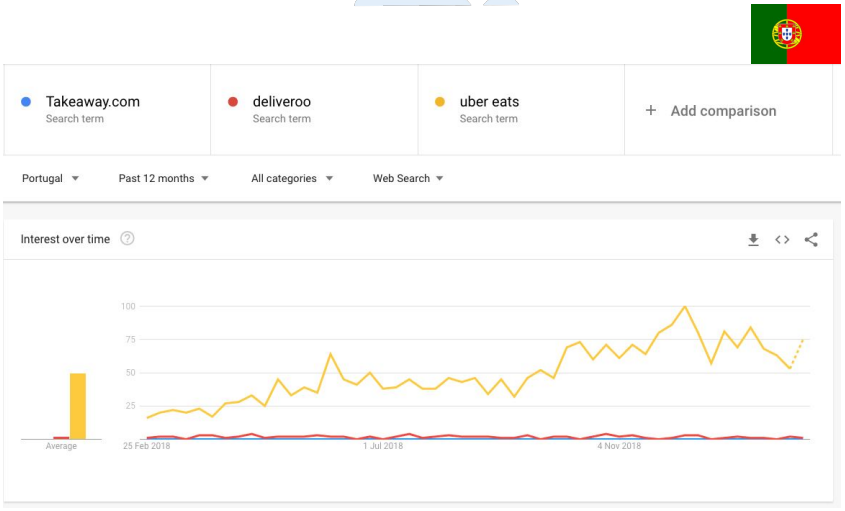
* Contact your Google PoC for minimum Budget requirements

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



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



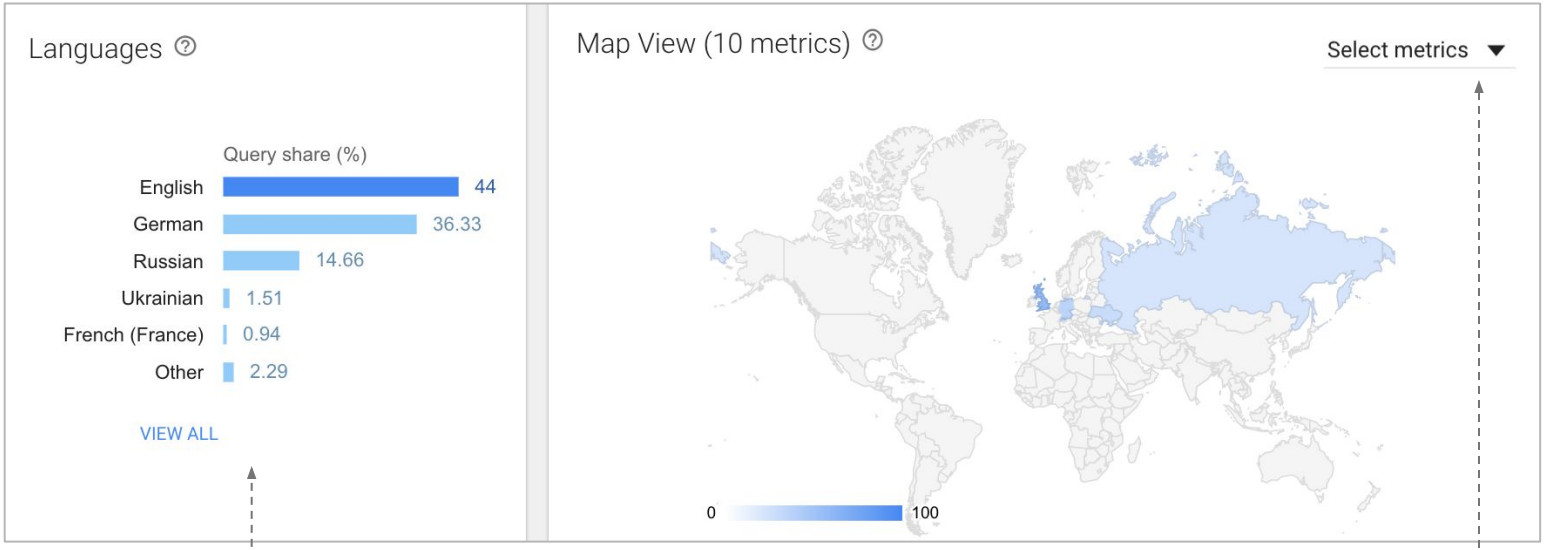


- Sense check consumer behaviour and client perspective on brand strength
- Identify competitors and relative popularity
- Some data on growing search terms and geographic popularity

Source: Google Trends, 2019.

Thank you

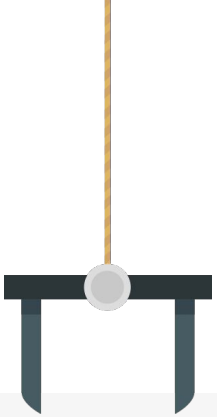
Language & Map View



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

Google Partners



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

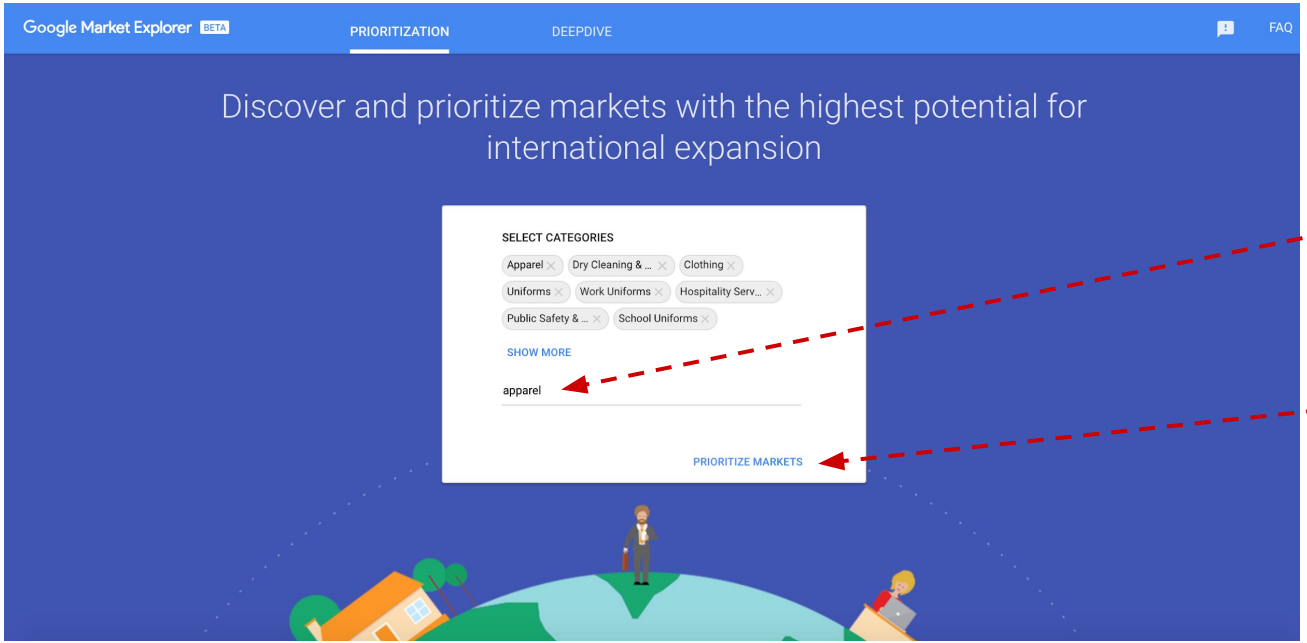
- Professional translations at scale, at no cost to your advertiser
- State-of-the-art technology + quality review by 2 professional translators
- + 200 language pairs & source campaign doesn't have to be in English

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

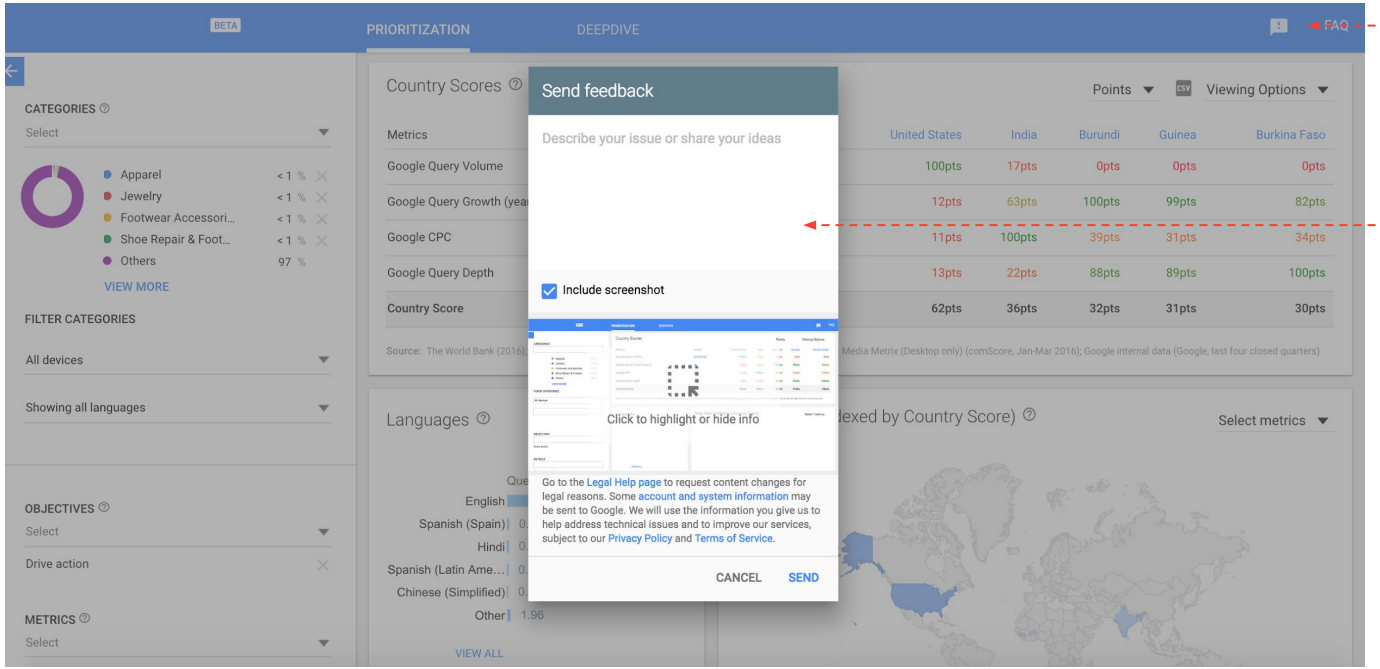
How to Start?: ads.google.com/marketexplorer



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



Click on the send feedback icon

Write your feedback and add screenshot if needed

Proprietary + Confidential

Prioritization Tab

Proprietary + Confidential

Deepdive Tab

Proprietary + Confidential

Using Market Explorer in your presentations

Proprietary + Confidential

How to provide feedback