



# Global Business Solutions

Go-to-market support beyond-ads



## Costanza Giagnoni Sales Program Manager

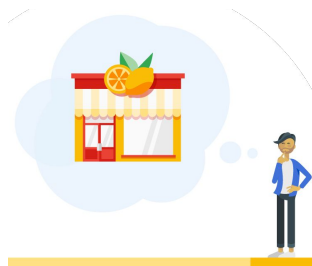
As Sales Program Manager for the Global Business Solutions team, Costanza is responsible for building self-help solutions and programs that enable broader reach, deliver a one Google experience and an end-to-end internationalisation service to help customers address their operational challenges.

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With the next three webinars we will cover the 'Build' phase

1 Plan



**Prioritise where opportunities lie**

2 Build



**Prepare operations**

3 Scale



**Launch, measure and build your brand**

**Webinar title**

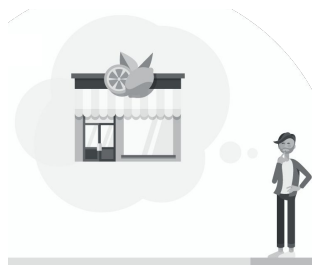
**"Identify and enter new Markets"**

**"Global Business Solutions"**

**"Grow existing Markets"**

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# GBS Webinars Modules Overview

1

## What is Global Business Solutions

Why this is important

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2

## Our service offering

An overview of the operational areas

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3

## How to identify an opportunity

The consultation process

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# Agenda



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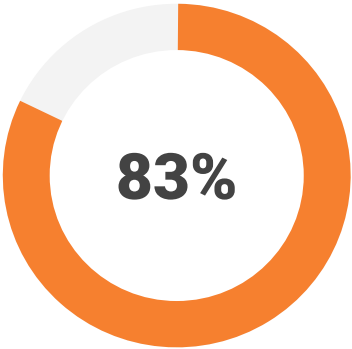


# Global Business Solutions by International Growth team

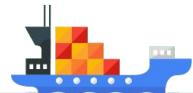
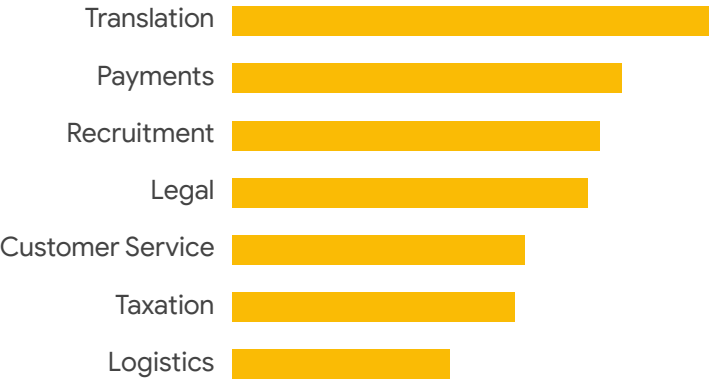
Provide strategic insights, thought leadership and solutions to help businesses grow and thrive in a global economy



# Introducing GBS

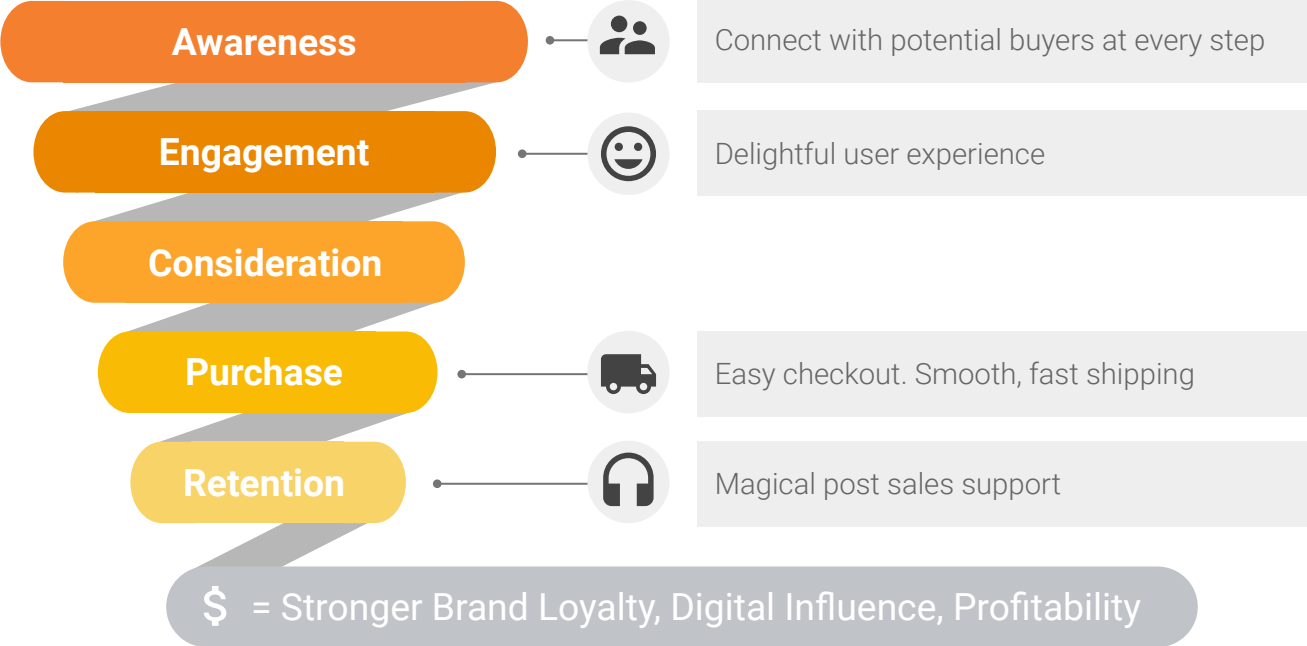


of exporting customers face **at least one** serious operational issue<sup>1</sup>

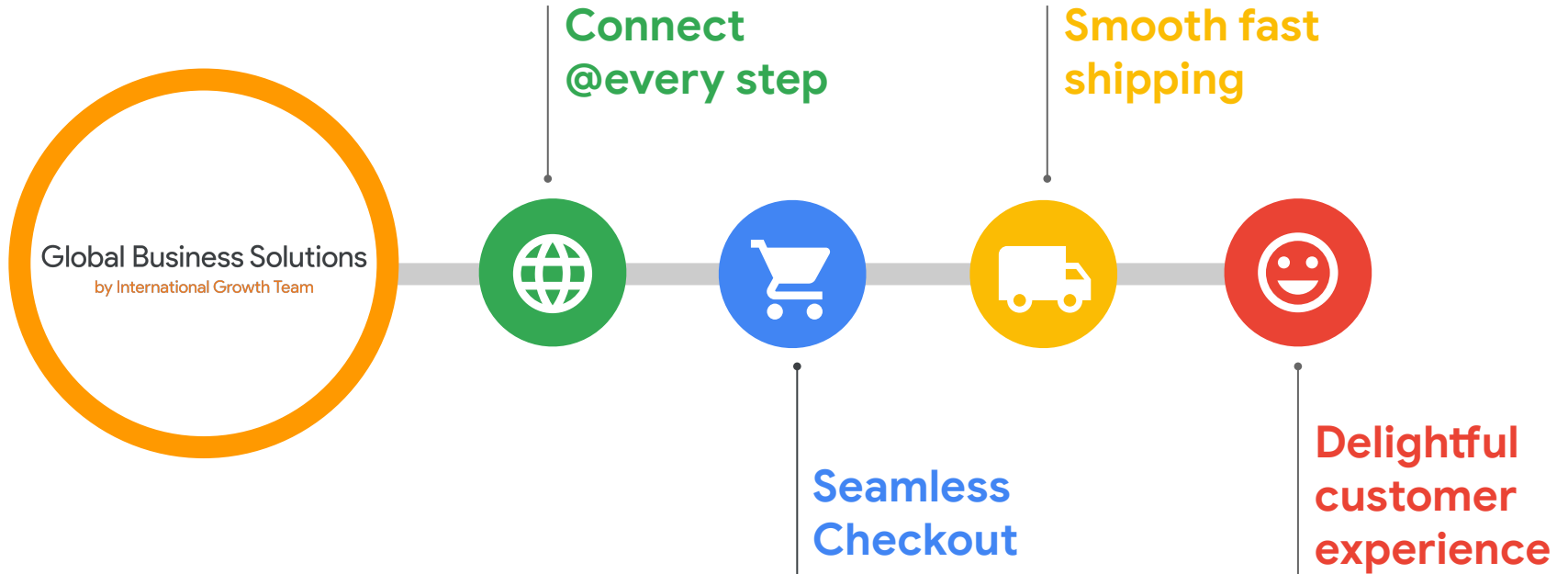




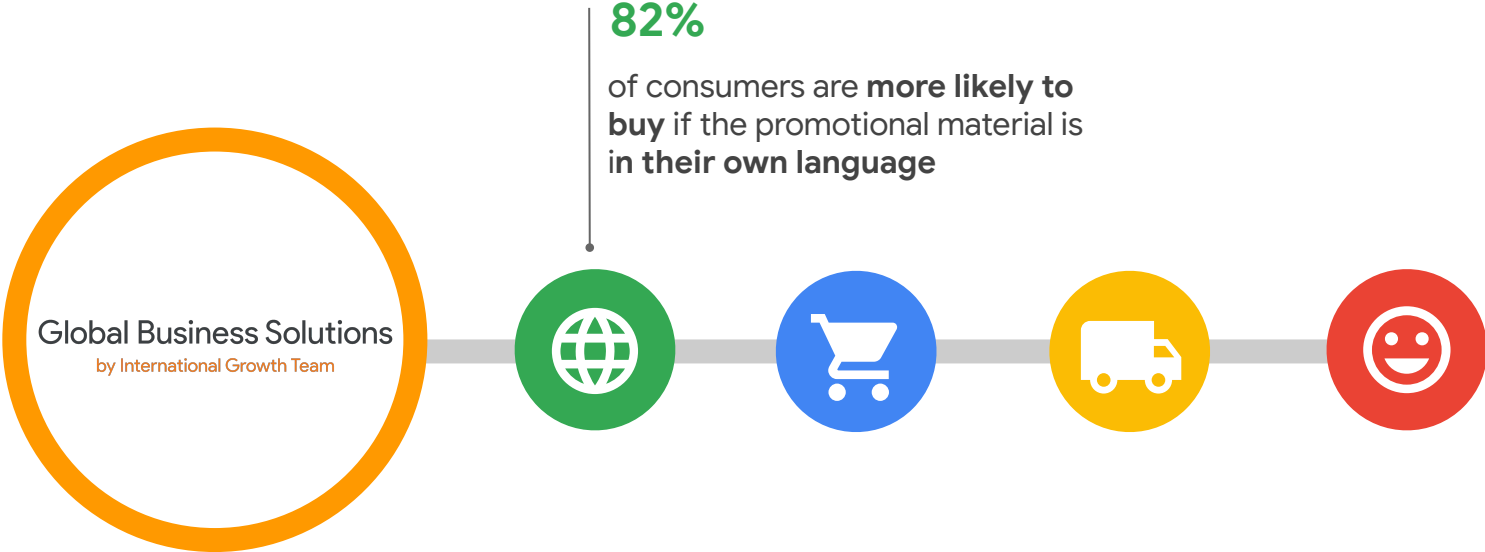
# Our service offering is designed to help companies unlock revenue opportunities along the entire funnel



We offer strategic insights and thought leadership on Localisation, Payments, Logistics and Customer Experience



# Connect at every step

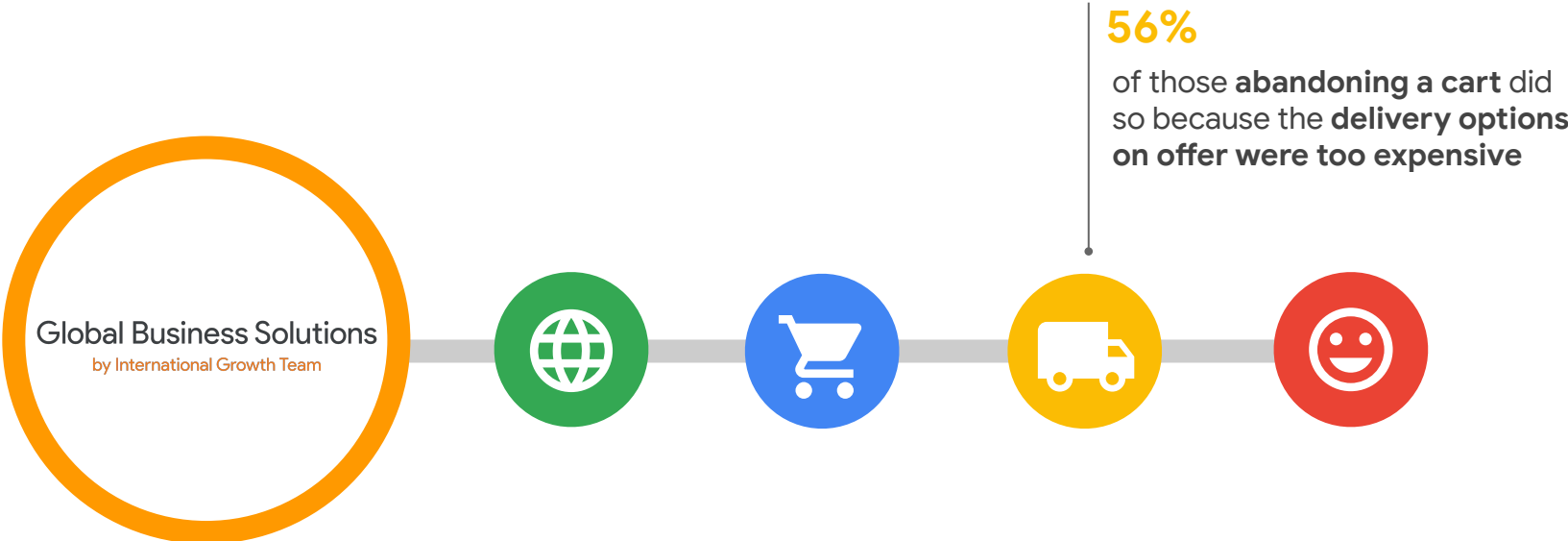


# Seamless checkout



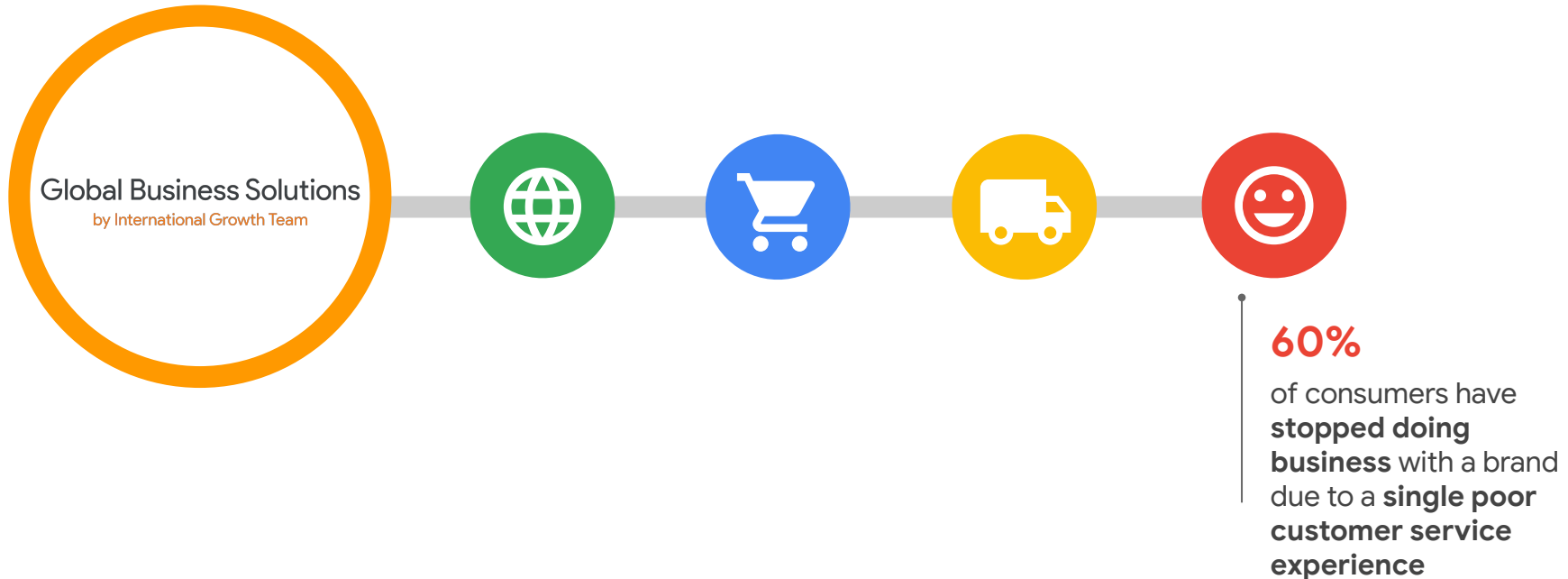
Source: Google internal survey with advertisers

# Smooth fast shipping



Sources: Source: Metapack - State of eCommerce Delivery 2017

# Delightful customer experience



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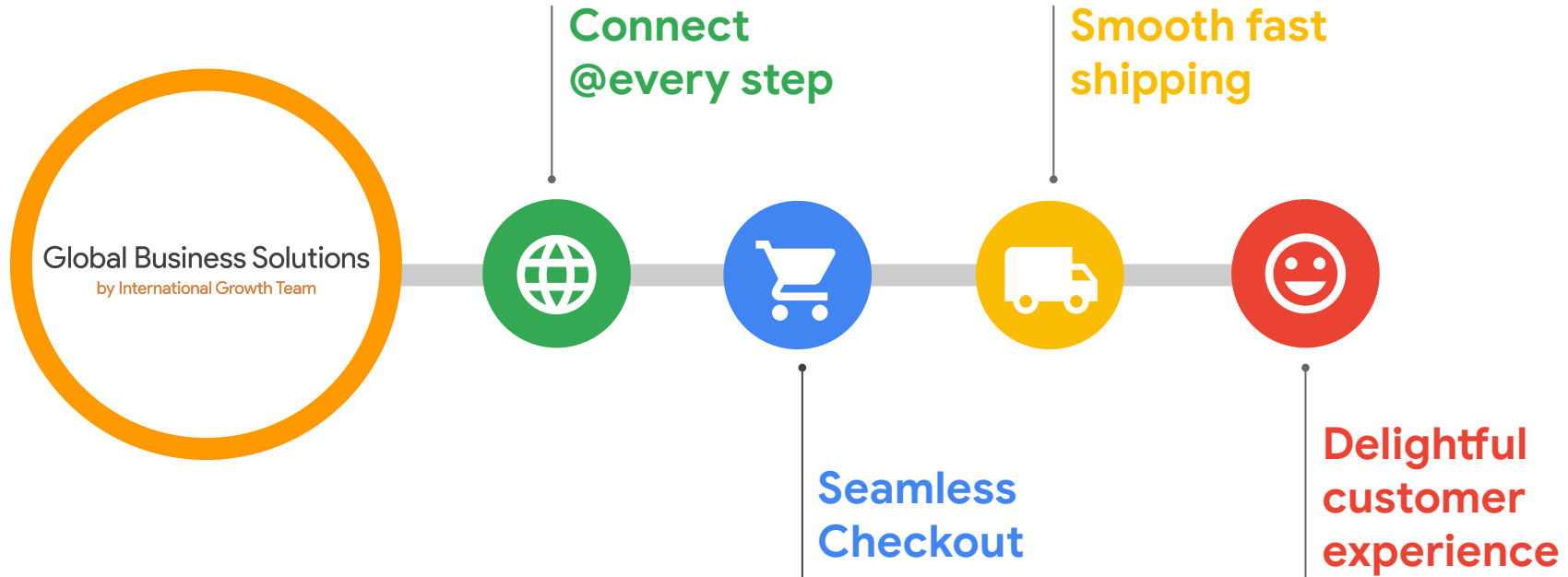




Archive



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82%

of consumers are **more likely to buy** if the promotional material is in **their own language<sup>2</sup>**



# Seamless checkout experience



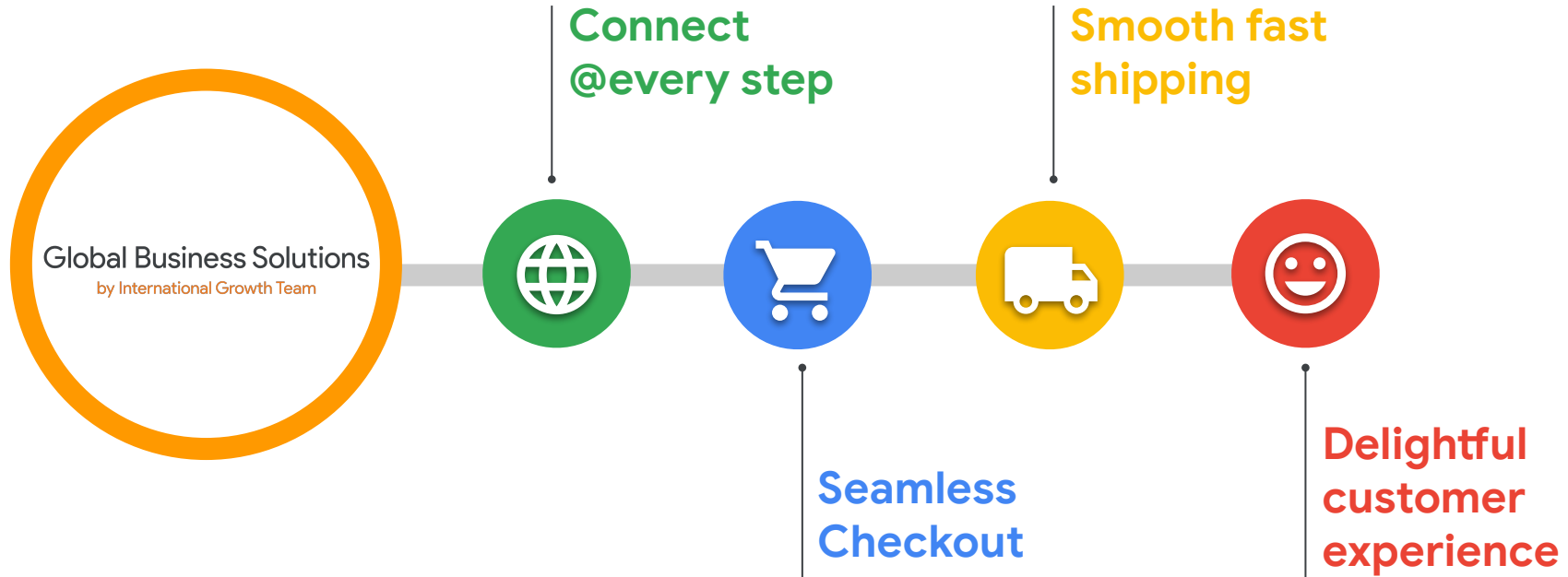
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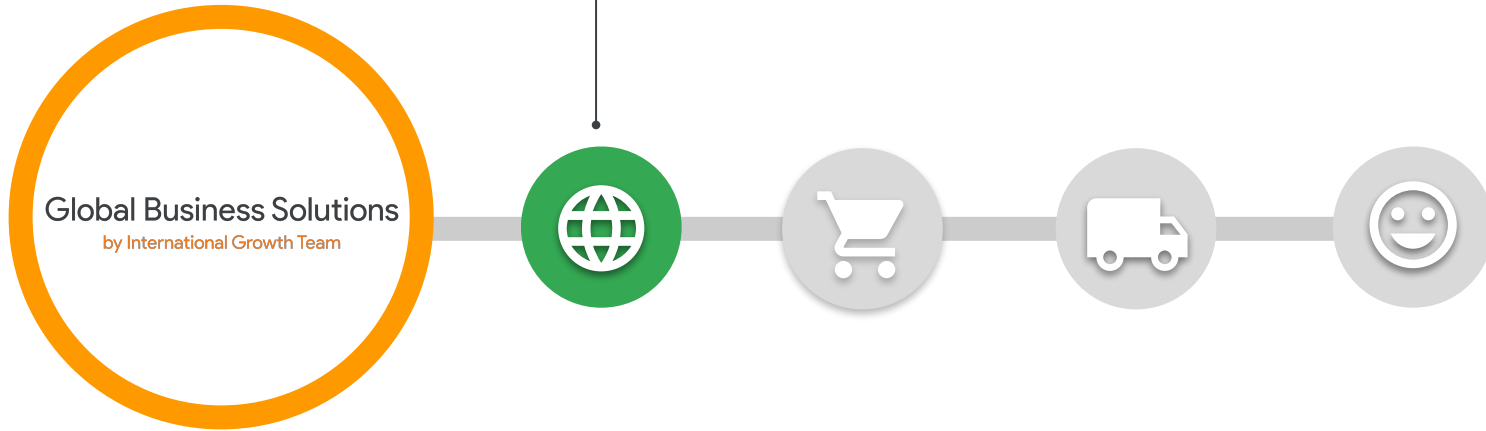
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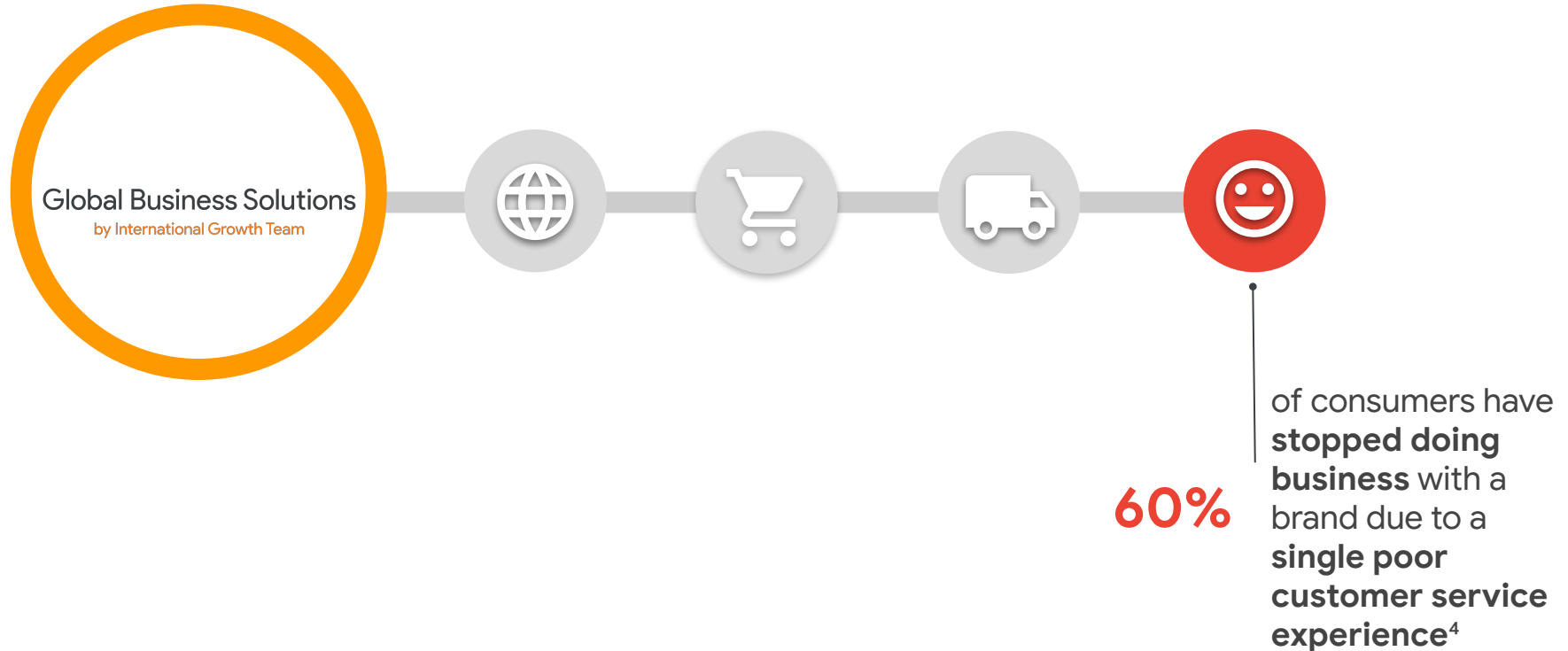
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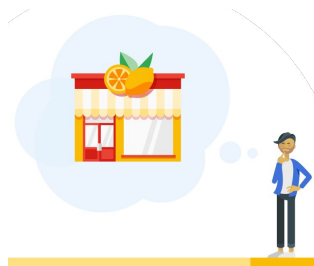
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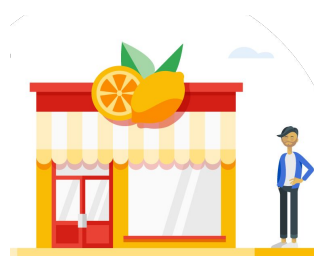
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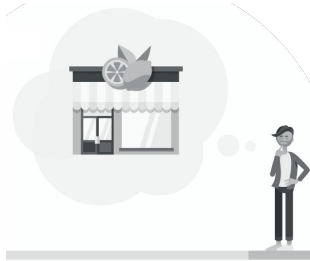


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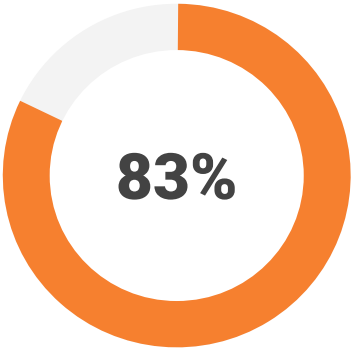
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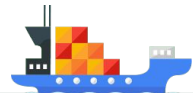
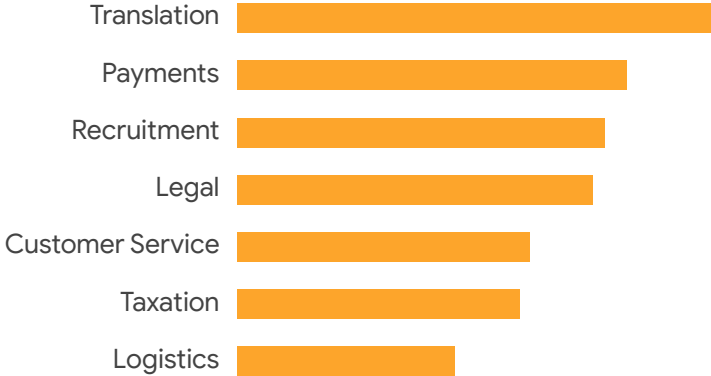
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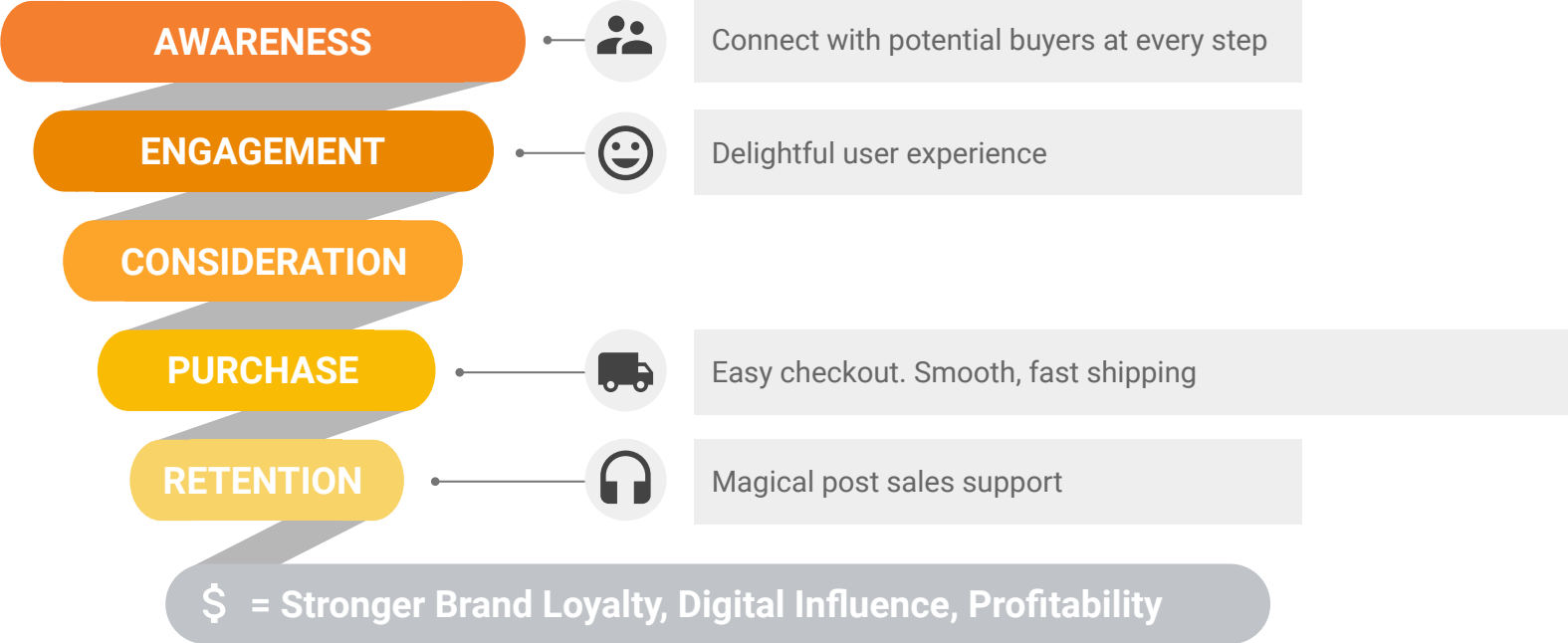
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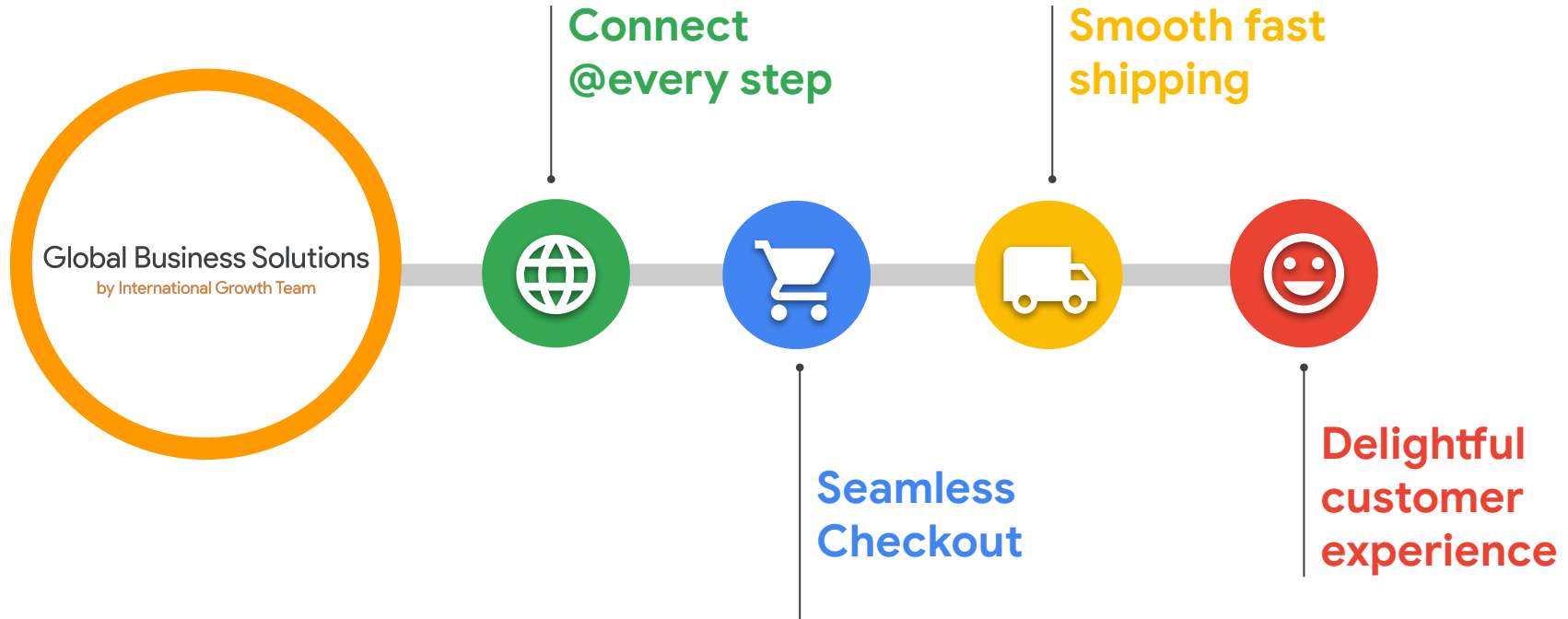
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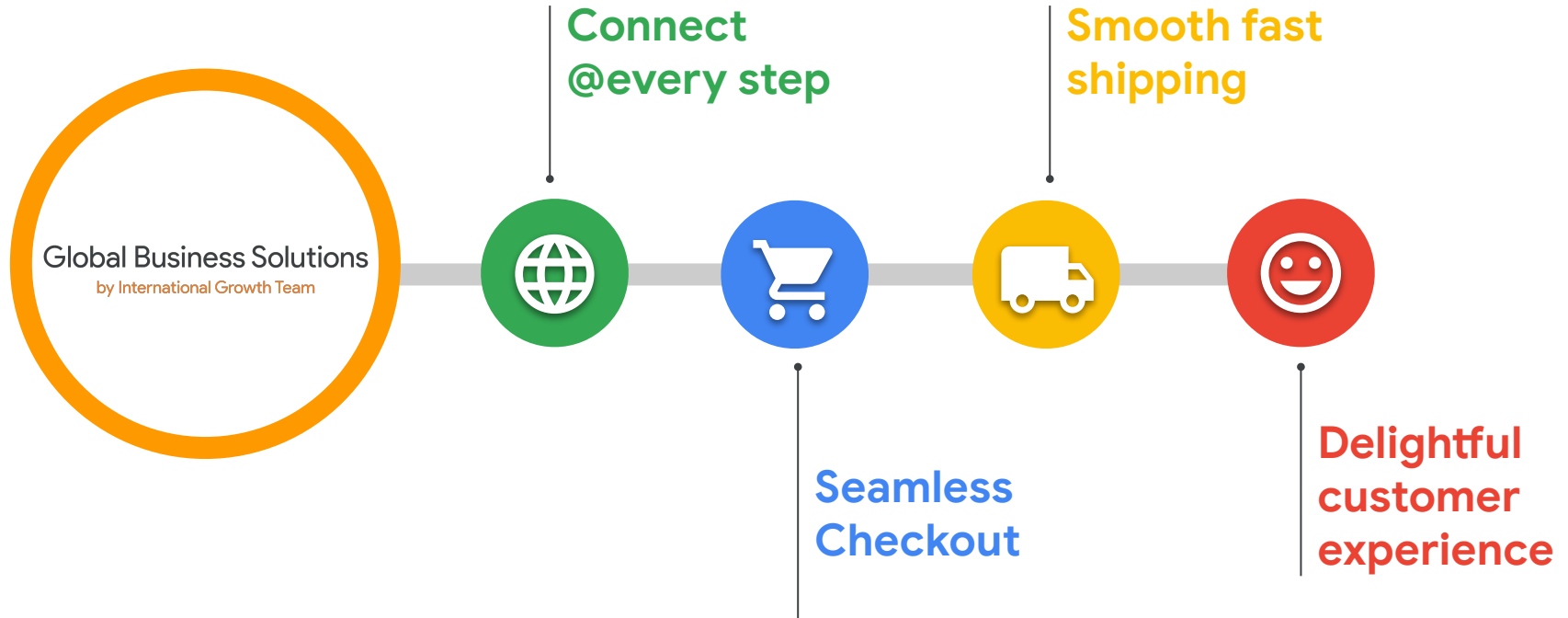
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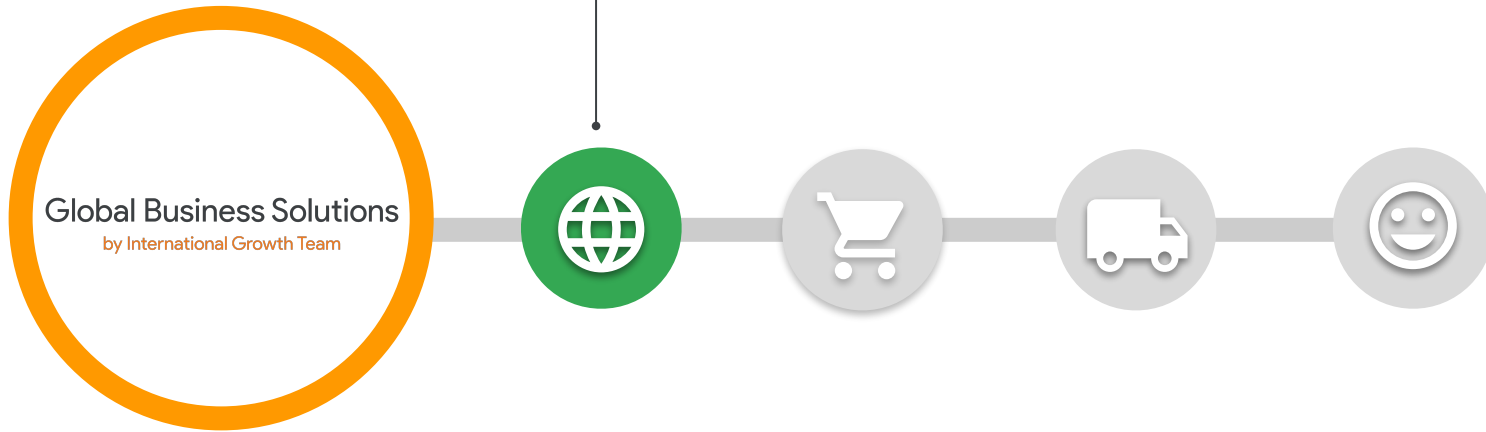
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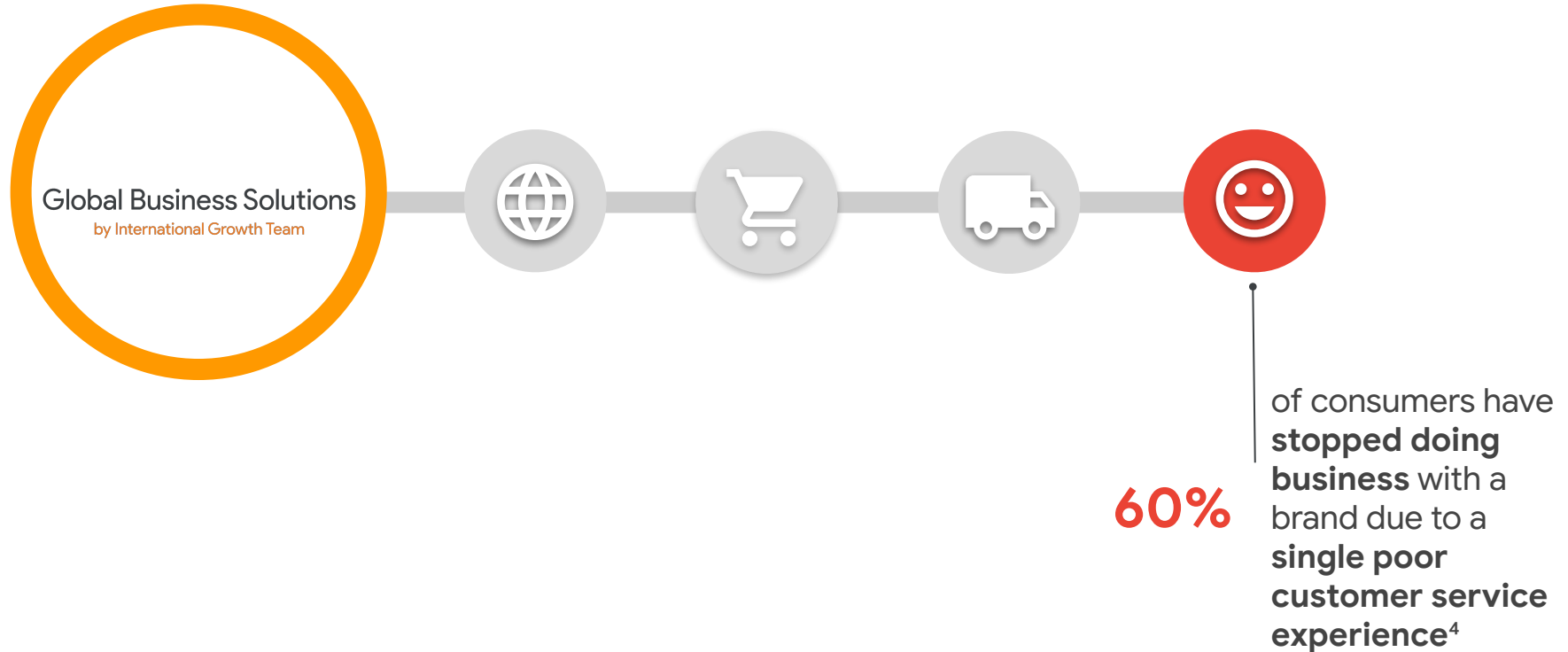




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Thank you!

