**Google** Partners

# International Growth Program Introduction to Export



### Vivian Pucher International Growth Specialist

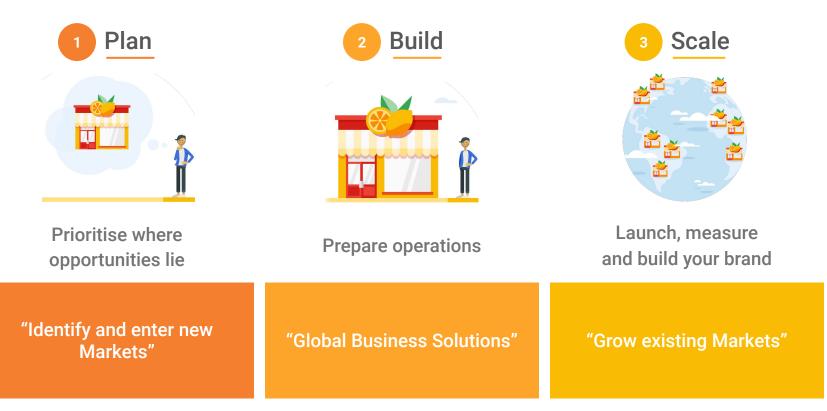
As part of the International Growth Team Vivian supports German speaking agency partners to grow their clientbase beyond borders.

From her 3+ years at Google, she brings the experience to support both sides relevant to the program: First Vivian worked closely with Germany's' fastest growing performance agencies and moved then into the International Growth Team supporting big leadgen and retail clients in their international expansion.



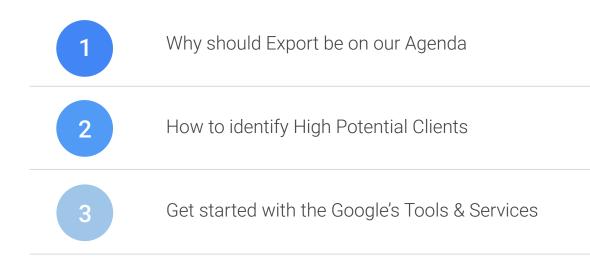


Three topics over the coming weeks will get you up to speed



**Google** Partners

## Agenda









### X-Border E-Commerce in EU-16 is likely to double by 2022



## Growing your clients internationally creates win-win situations

Incremental revenue



### Be a True Client Partner



### Future-proofing





## How to Identify High-Potential Clients and get started



### Our highest potential clients are already exporting

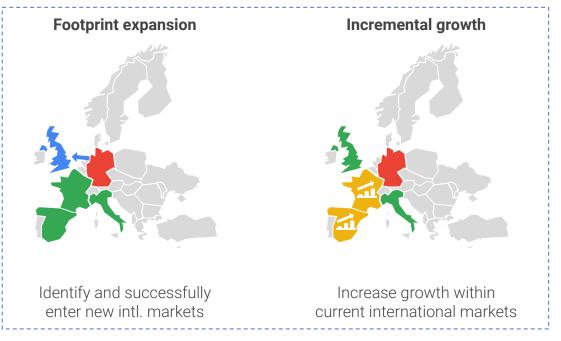
### Transformational

#### Incremental

#### New to Internationalisation

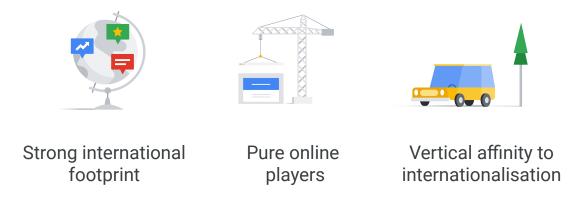


Make the first steps in the internationalisation journey



### Look out for key indicators on how to spot opportunities

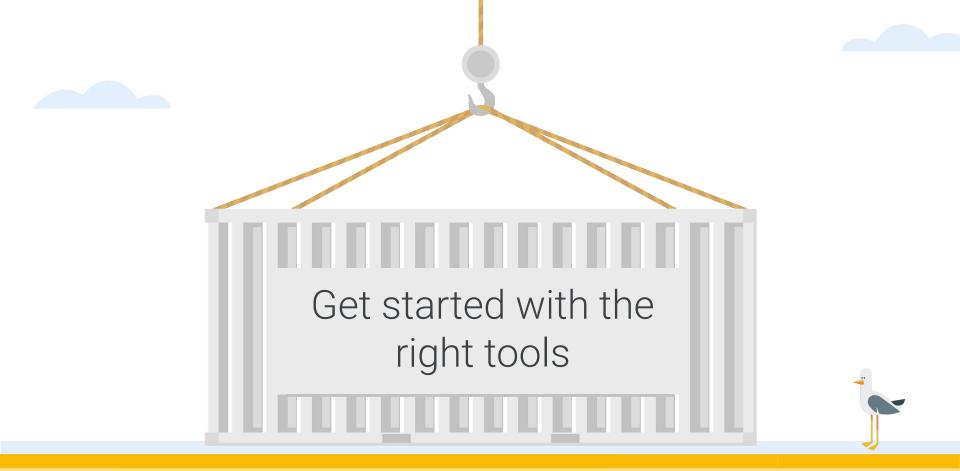
Overarching relevant factors to identify valuable IG clients (other than **client relationship** and **business plans**) are **IG revenue size**, **IG Revenue YoY**, **IG Revenue Share** (vs Domestic), **IG Growth Contribution** 



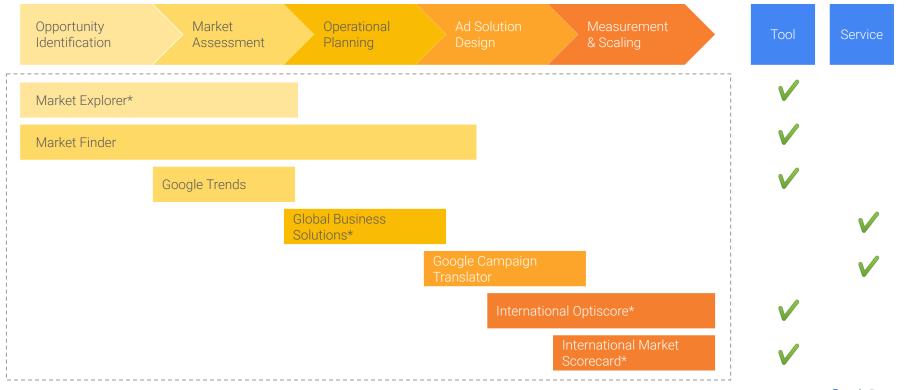
- Regulatory barriers (high barrier for e.g. online gambling)
- Cultural fit (low barrier for e.g. apparel)
- Language barriers (low barrier for e.g. B2B since English landing pages might be fine to start with)
- Ease of scaling product & operations (low barrier for e.g. game app developers)

### Ask the right questions to uncover potential



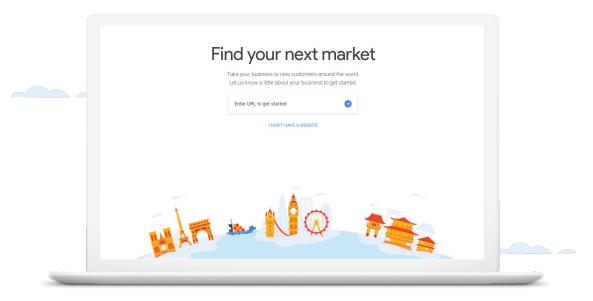


## Google's tools support you along the Export journey



\* Exclusive to agencies participating in the International Growth Program

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



g.co/marketfinder



### Get an overview of relevant markets





**Macroeconomic data** Ease of doing business index (rank)



**Economic profile** Household net disposable income



### ...and deep dive into

Spain Your domestic m	arket	^
	\$0.15 # 30 out of 190 countries Ease of doing business index (rank) @	\$24.4k Household net disposable income @
Country profile		×
Population size <sup>1</sup> 🕢	Languages spoken <sup>2</sup> 🔞	Currency <sup>3</sup>
46.3m	Spanish, ES (100%) English, EN (26%) Catalan, CA (18%)	EUR

Online profile Purchase behaviour Country profile Economic profile Search and advertising





Google Trends to go deeper on user search patterns

Black Friday     Shopping	+ Compare
United Kingdom 👻 11/1/18 - 11/30/18 👻	All categories 💌 Web Search 💌
Interest over time 🕜	
100	λ
50	
25	Nov 23, 2018 Black Friday 100

trends.google.com



Market Explorer helps you spot opportunities based on your clients' goals

<u>Market</u> Explorer				\$		stayted	94% 94% Reach 43.6	) ( M 3	75% Reach Reach Reach Reach Reach	515 000 000 000 000 000 000 000 000 000	5M	
Country Scores ®		United				United	Point	s 🔻	sv View	ng Optior	s 🔻	
Metrics	Weight	States	Luxembourg	Japan	Switzerland		Australia	Germany	Norway	Singapore	Ireland	
Category Interest Growth	•000	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	Opts	35pts	2pts	25pts	8pts	21pts	1pts	2pts	1pts	
Category Interest Per Capita	•000	81pts	67pts	72pts	73pts	100pts	93pts	69pts	64pts	93pts	60pts	
Category Cost	•000	9pts	18pts	29pts	8pts	13pts	12pts	13pts	8pts	16pts	18pts	
Google Query Coverage	•000	5pts	10pts	6pts	6pts	5pts	6pts	5pts	7pts	6pts	7pts	
Country Score		61pts	37pts	33pts	30pts	30pts	27pts	27pts	27pts	27pts	26pts	

(We will deep dive into Market Explorer in the "Identify and Enter new Markets" Webinar)

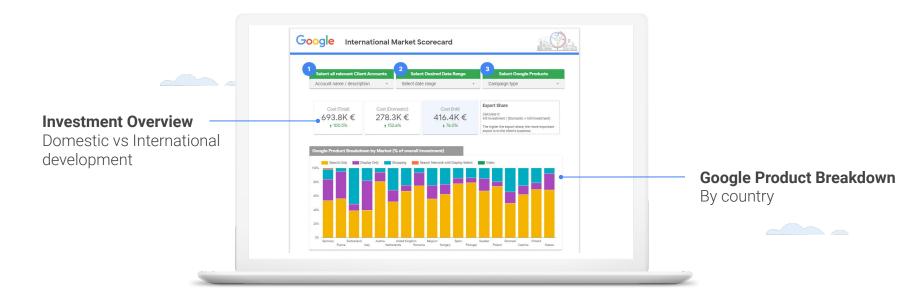


## Get individual campaign recommendations through International Optiscore





The International Market Scorecard gives an overview of your clients' status quo & development across countries





The **International Market Scorecard** gives an overview of your clients' status quo & development across countries





# Let's make the most out of our journey!

0

## Thank you





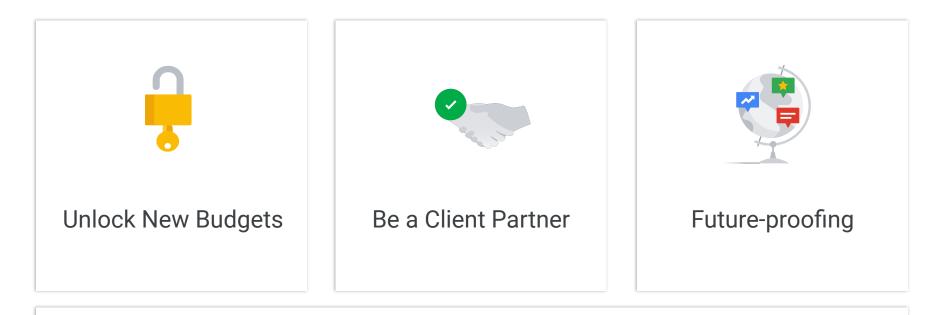
## Appendix

Materials you can use





## How can morefire benefit from International Growth?



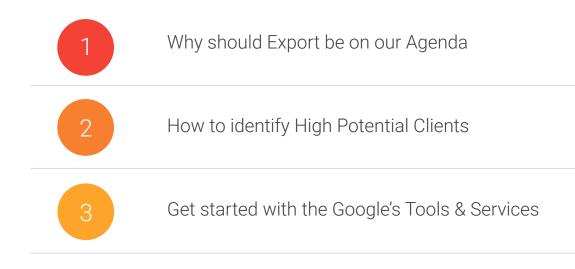


Three Webinars over the coming weeks will get you up to speed

1 Plan	2 Build	<sup>3</sup> Scale
Prioritize where opportunities lie	Prepare operations	Launch, measure and build your brand
"Identify and enter new Markets"	"Global Business Solutions"	"Grow existing Markets"

**Google** Partners

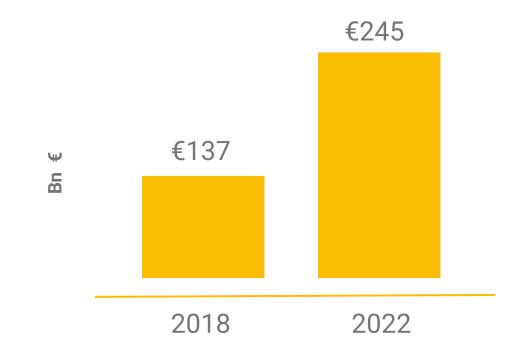
## Agenda



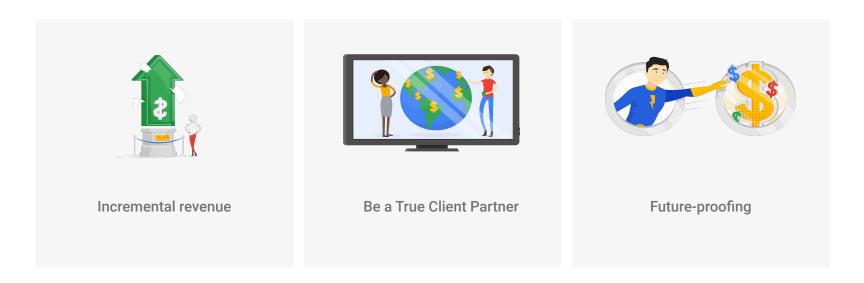




### X-Border E-Commerce in EU-16 is likely to double by 2022



# Growing your clients internationally creates win-win situations

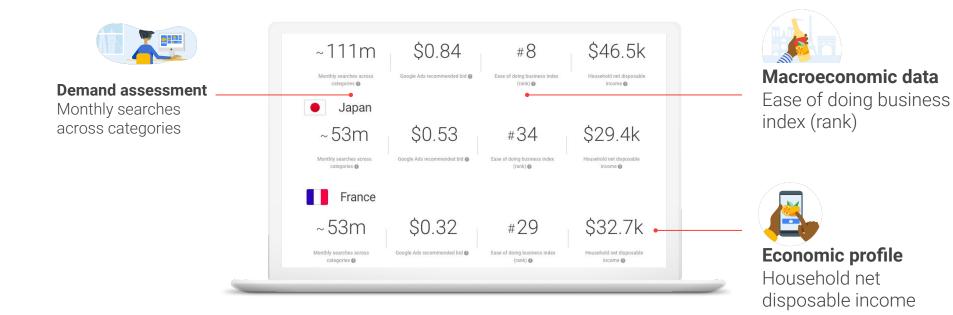




**Google** Partners



### Get an overview of relevant markets





		-	
Market Finder Dashboard Find new op	pportunities Plan your operations 👻 Marke	t your business 🛛 👻	
f 🖬 Spain Vour domestic n	harket	^	
	\$0.15 Ads recommended bid () Ads recommended bid () Ads recommended bid ()	\$24.4k Household net disposable income @	
Country profile		×	
Population size <sup>1</sup> @	Languages spoken <sup>2</sup> @	Currency <sup>3</sup> Ø	
46.3m	Spanish, ES (100%) English, EN (26%) Catalan, CA (18%)	EUR	

...and dive deep into:

Country profile | Economic profile | Search and advertising | Online profile | Purchase behaviour



Google Trends to go deeper on user search patterns

Black Friday     Shopping	+ Compare	
United Kingdom 🔻 11/1/18 - 11/30	1/18 ▼ All categories ▼ Web Search ▼	
Interest over time ⑦		
100		
75		
25	Nov 23, 2018	
Nov 1, 2018	Black Friday 100	

trends.google.com



# Market Explorer helps you spot opportunities based on your clients' goals

<u>Market</u> Explorer	Ма	p View (10 me	etrics)	-		I	Google Product		75%	Yout 51°	$\mathbf{D}$		
	Board 2014 (Base	B Construction of Accessed, 20 Construction (Text) Construction (Text) Construction (Text) Construction (Text)	3.5.11 Control Intelligence Agency 2 Interact Surrows, 2014, Environment of Add Sciences, 2019.			entary/fund.	43.6N		4.49M	23.6			
Country Scores @							Points	• I	sv Viev	ving Optio	is 🔻		
Metrics	Weight	United States	Luxembourg	Japan	Switzerland	United Kingdom	Australia	Sermany	Norway	Singapore	Ireland		
Category Interest Growth	•000	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	Opts	35pts	2pts	25pts	8pts	21pts	1pts	2pts	1pts		
Category Interest Per Capita	•000	81pts	67pts	72pts	73pts	100pts	93pts	69pts	64pts	93pts	60pts		
Category Cost	•000	9pts	18pts	29pts	8pts	13pts	12pts	13pts	8pts	16pts	18pts		
Google Query Coverage	0000	5pts	10pts	6pts	6pts	5pts	6pts	5pts	7pts	6pts	7pts		
Country Score		61pts	37pts	33pts	30pts	30pts	27pts	27pts	27pts	27pts	26pts		

(We will deep dive into Market Explore in the "Identify and Enter new Markets" Webinar)



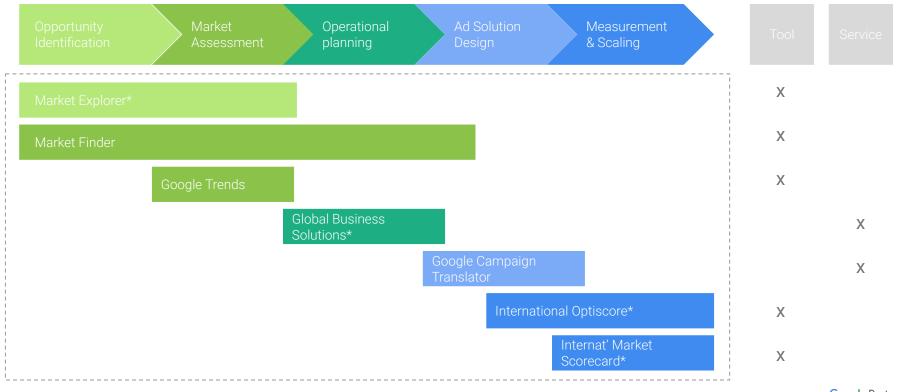
## Get individual campaign recommendations through Internat' Optiscore







### Google's tools support you along the Export journey

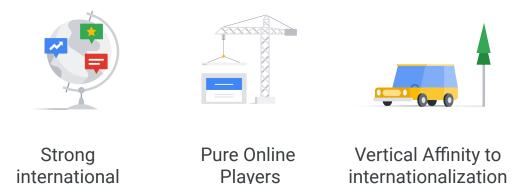


\* exclusive to agencies participating in the International Growth Program

#### **Google** Partners

Look out for key indicators on how to spot opportunities

Overarching relevant factors to identify valuable IG clients (other than **client relationship** and **business plans**) are **IG revenue size**, **IG Revenue YoY**, **IG Revenue Share** (vs Domestic), **IG Growth Contribution** 



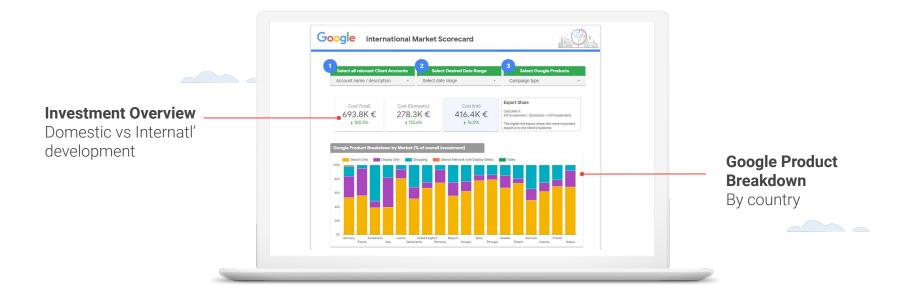
**Google** Partners

> Regulatory barriers (high barrier for e.g. online gambling)

- > Cultural fit (low barrier for e.g. apparel)
- > Language barriers (low barrier for e.g. B2B since English landing pages might be fine to start with)
- > Ease of scaling product & operations (low barrier for e.g. game app developers)

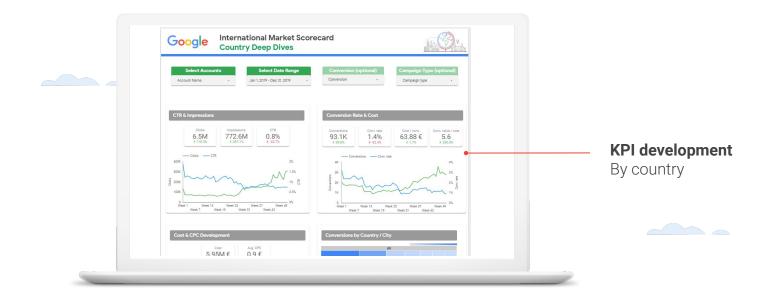
footprint

The **International Marketscorecard** gives an overview of your clients' status quo & development across countries





The **International Marketscorecard** gives an overview of your clients' status quo & development across countries





# Let's make the most out of our journey!

## Thank you





## Appendix

Materials you can use





## How can morefire benefit from International Growth?

