



International Growth Program

Introduction to Export



Vivian Pucher

International Growth Specialist

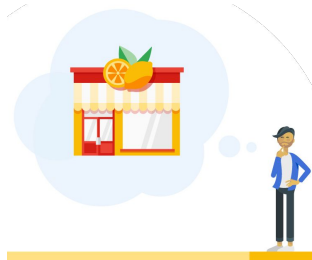
As part of the International Growth Team Vivian supports German speaking agency partners to grow their clientbase beyond borders.

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

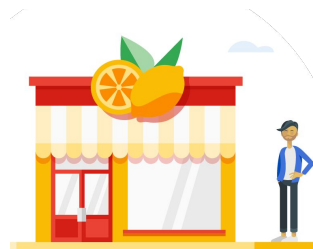
1 Plan



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

Why should Export be on our Agenda

2

How to identify High Potential Clients

3

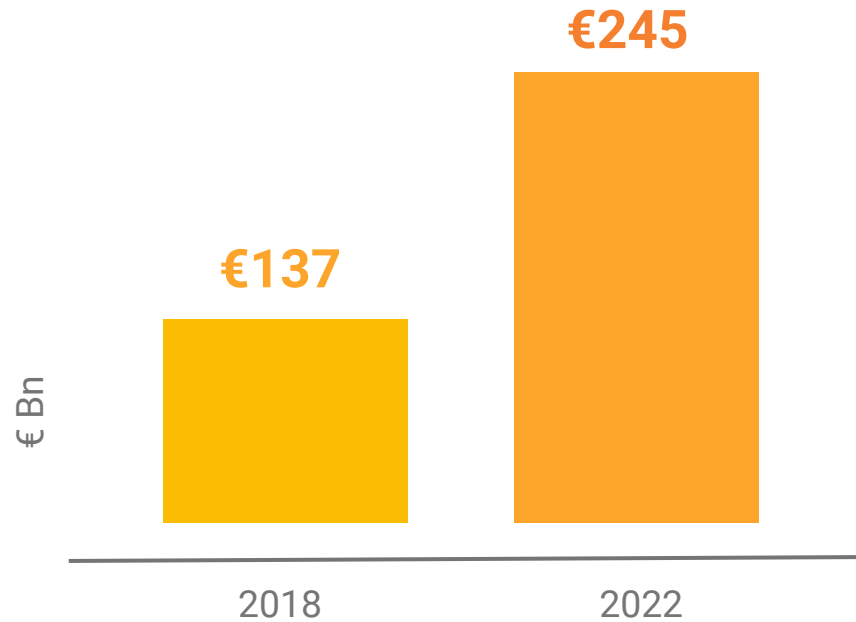
Get started with the Google's Tools & Services



Why should Export be on our Agenda

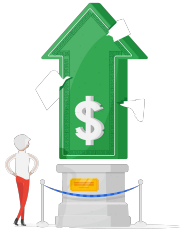


X-Border E-Commerce in EU-16 is likely to double by 2022



Growing your clients internationally creates win-win situations

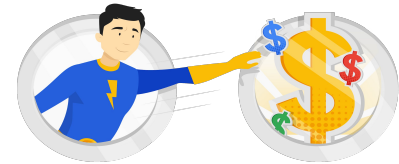
Incremental revenue



Be a True Client Partner



Future-proofing



How to Identify High-Potential Clients and get started



Our highest potential clients are already exporting

Transformational

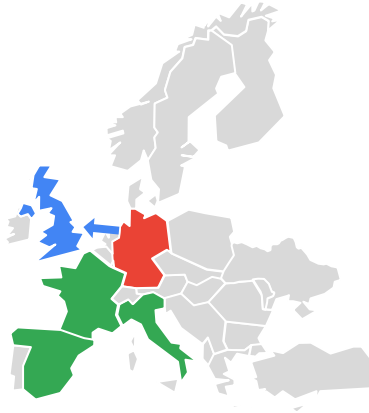
Incremental

New to Internationalisation



Make the first steps in the internationalisation journey

Footprint expansion



Identify and successfully enter new intl. markets

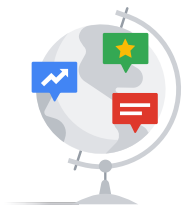
Incremental growth



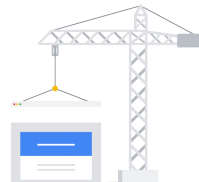
Increase growth within current international markets

Look out for key indicators on how to spot opportunities

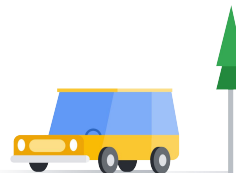
Overarching relevant factors to identify valuable IG clients (other than **client relationship** and **business plans**) are **IG revenue size, IG Revenue YoY, IG Revenue Share** (vs Domestic), **IG Growth Contribution**



Strong international footprint



Pure online players

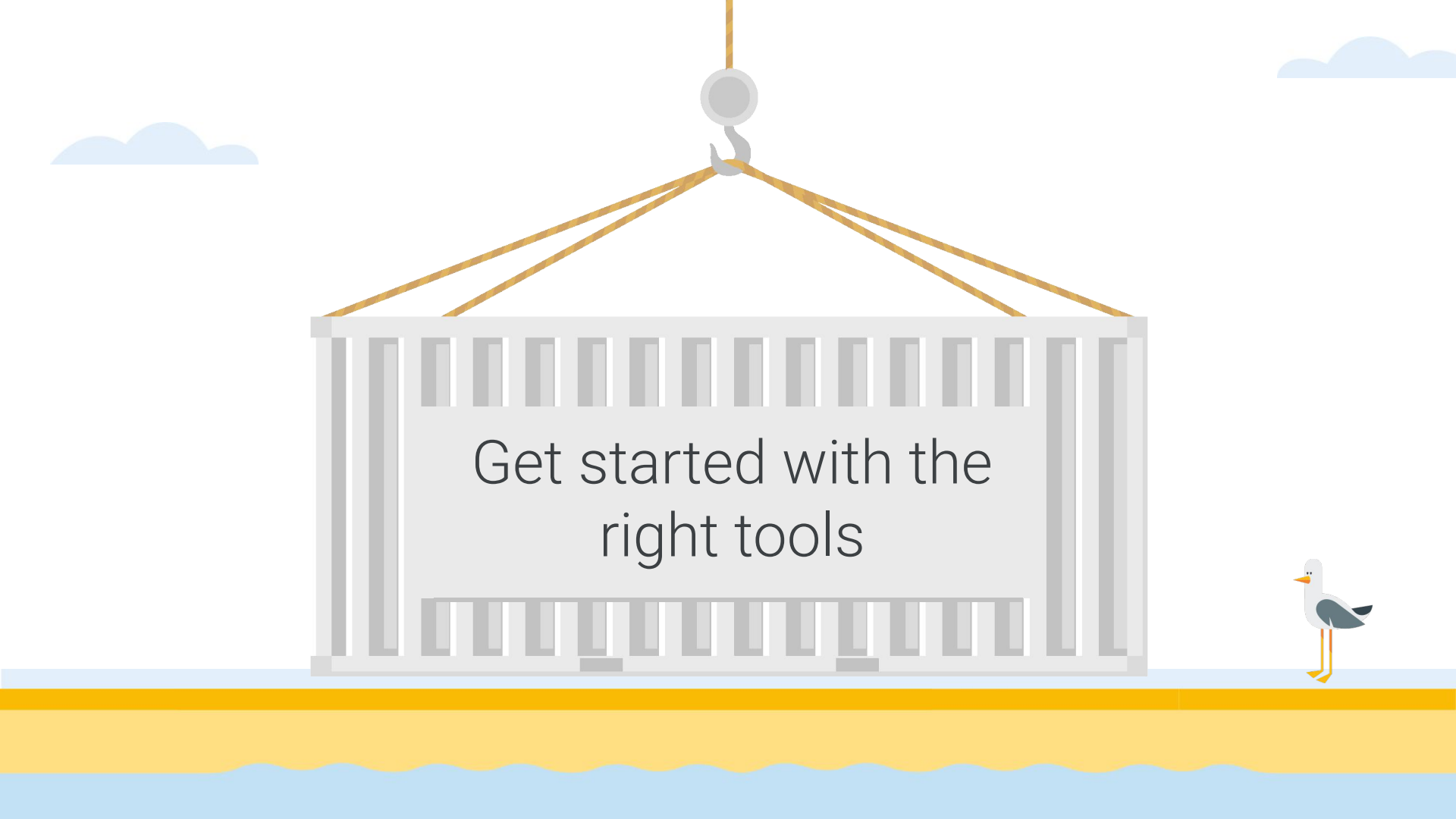


Vertical affinity to internationalisation

- 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)

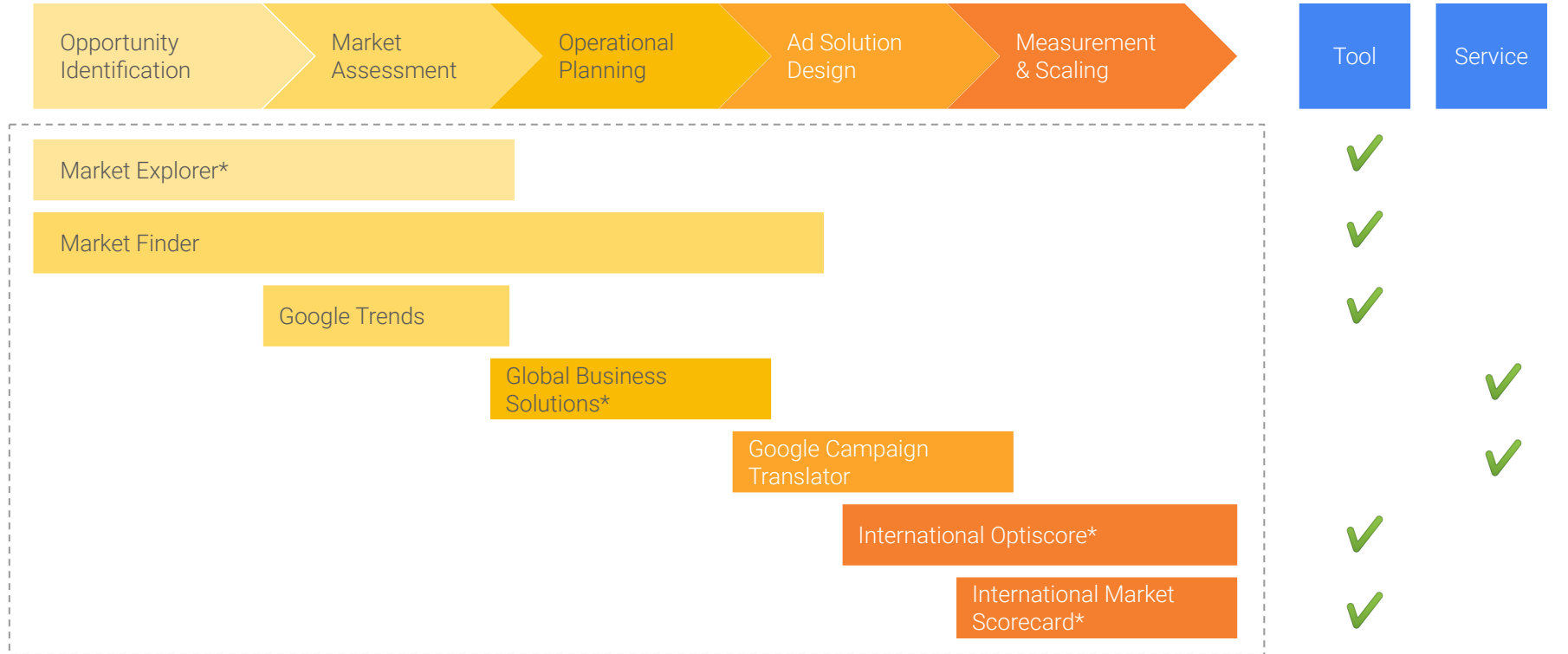
Ask the right questions to uncover potential





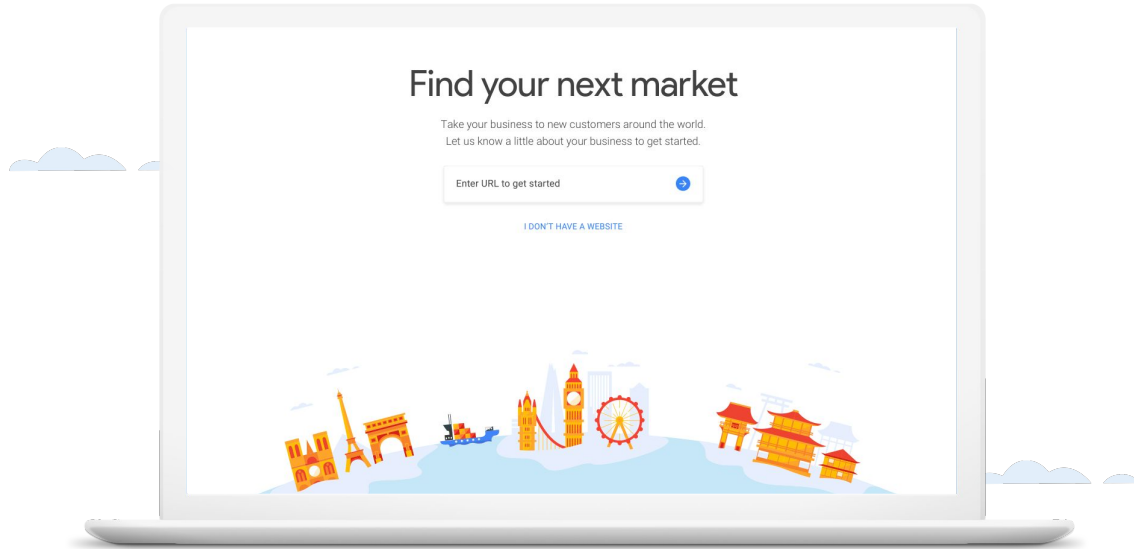
Get started with the
right tools

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**



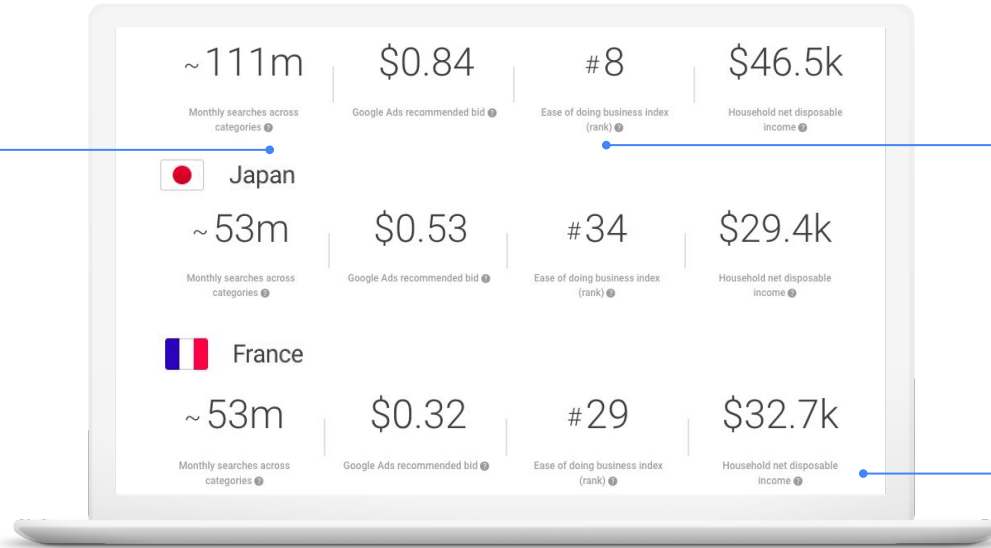
g.co/marketfinder



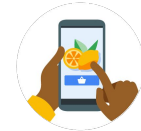
Get an overview of relevant markets



Demand assessment
Monthly searches
across categories



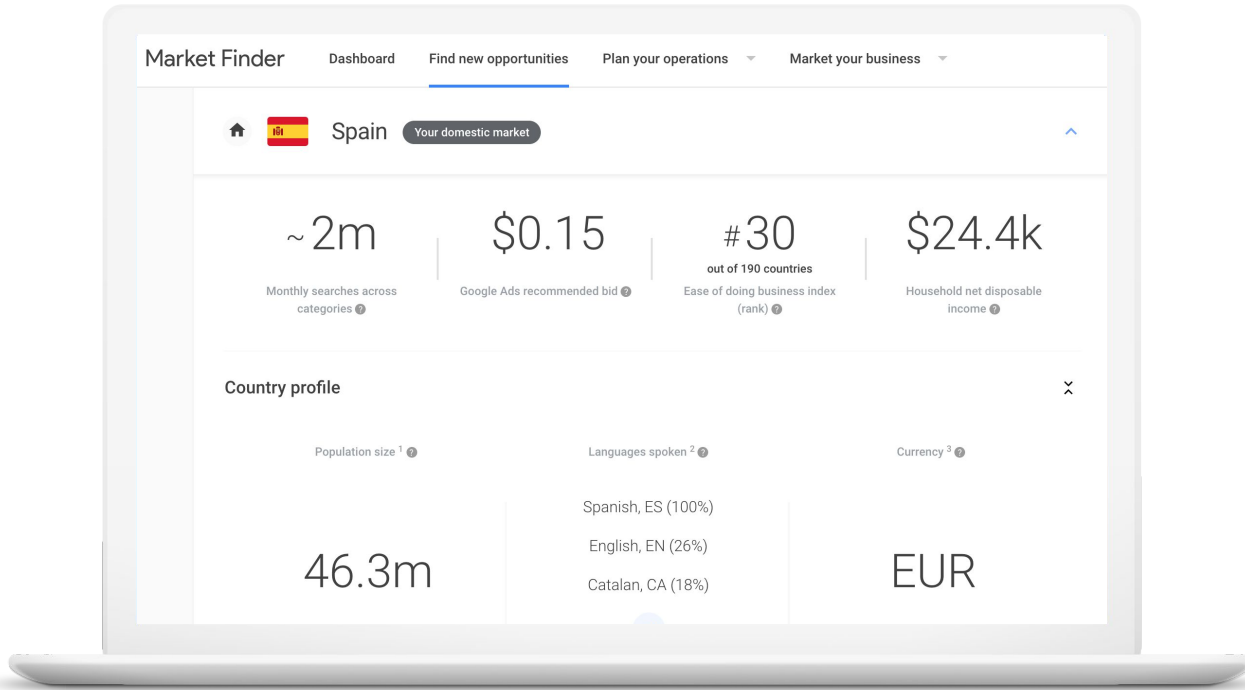
Macroeconomic data
Ease of doing business
index (rank)



Economic profile
Household net
disposable income



...and deep dive into



Online profile

Purchase behaviour

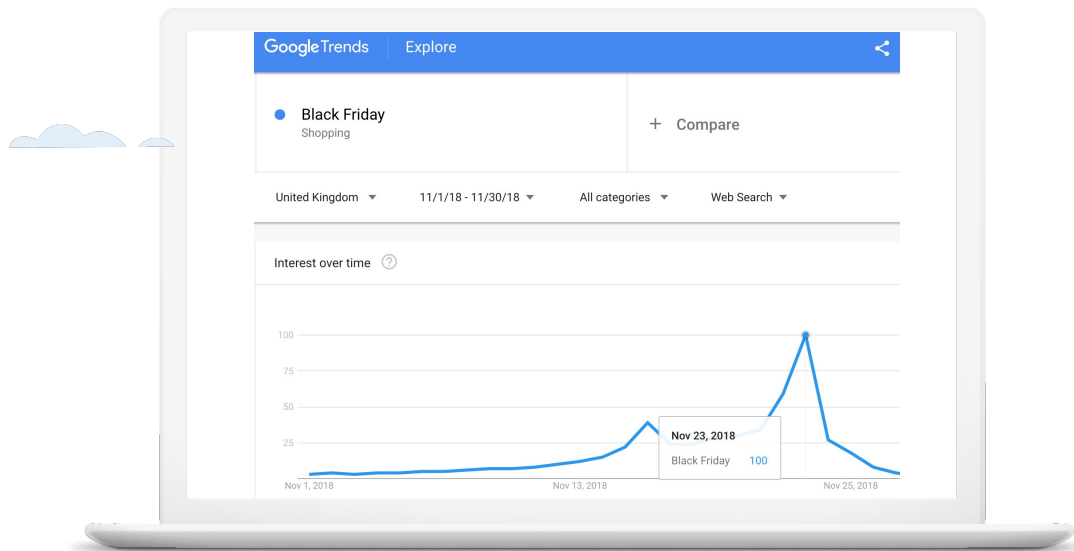
Country profile

Economic profile

Search and advertising



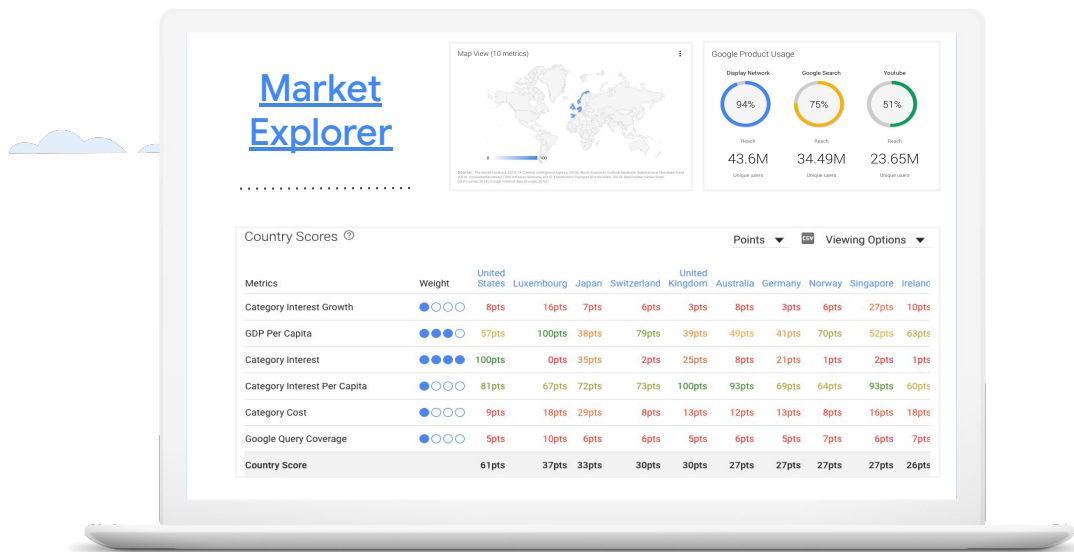
Google Trends to go deeper on user search patterns



trends.google.com



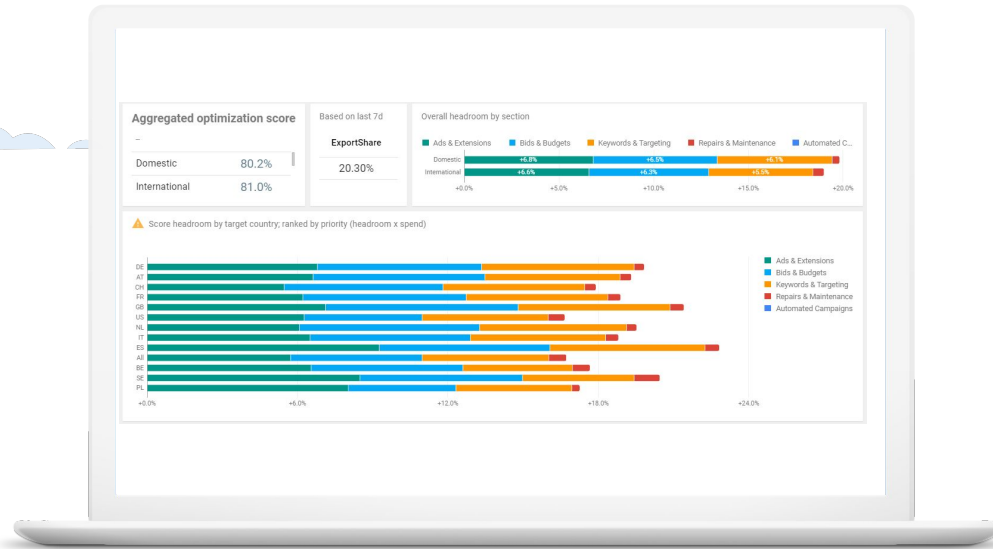
Market Explorer helps you spot opportunities based on your clients' goals



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



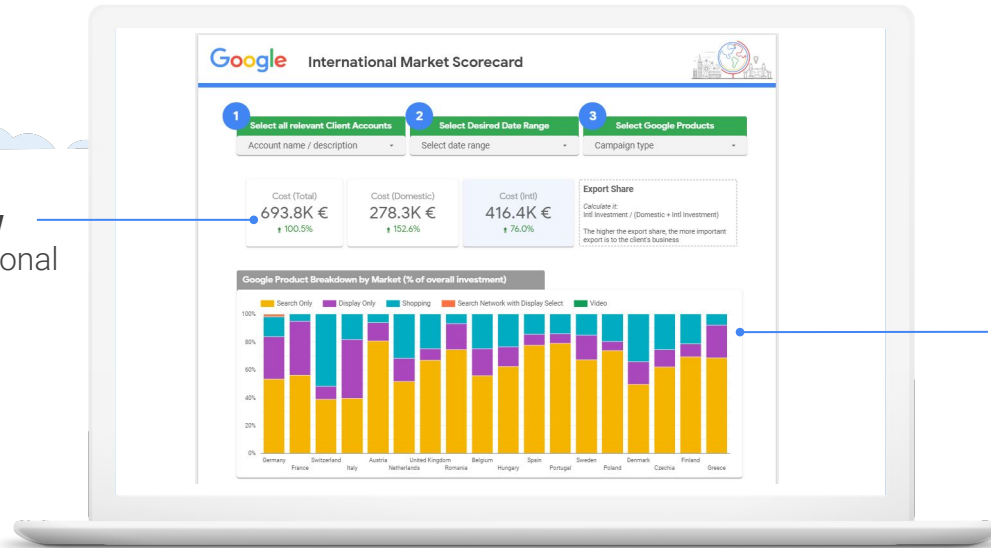
Get individual campaign recommendations through **International Optiscore**



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

Investment Overview

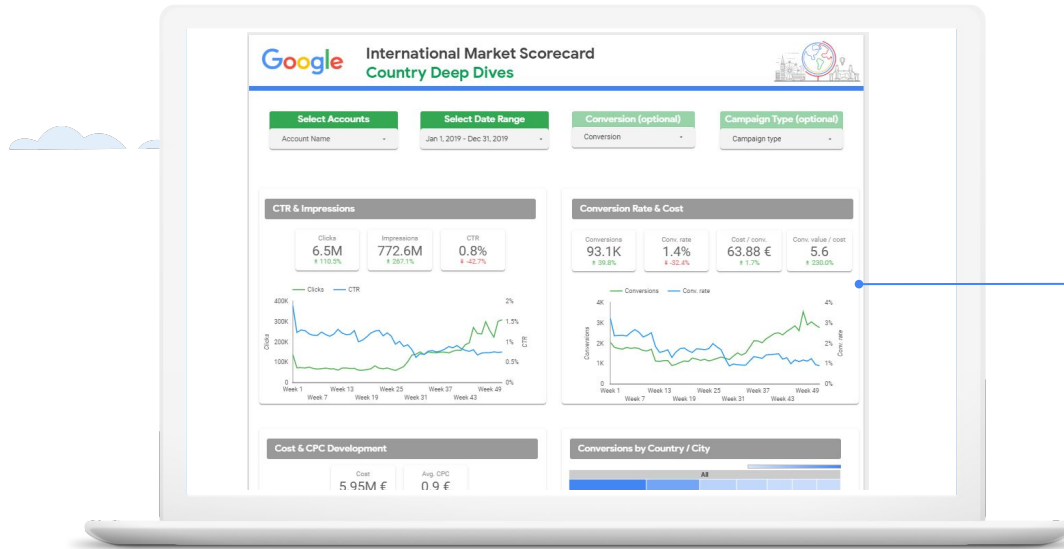
Domestic vs International development



Google Product Breakdown By country



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



KPI development
By country



Let's make the most
out of our journey!



Appendix

Materials you can use



How can morefire benefit from International Growth?



Unlock New Budgets



Be a Client Partner



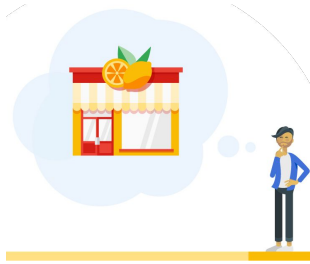
Future-proofing



Add another skill to your client pitches

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Webinar title

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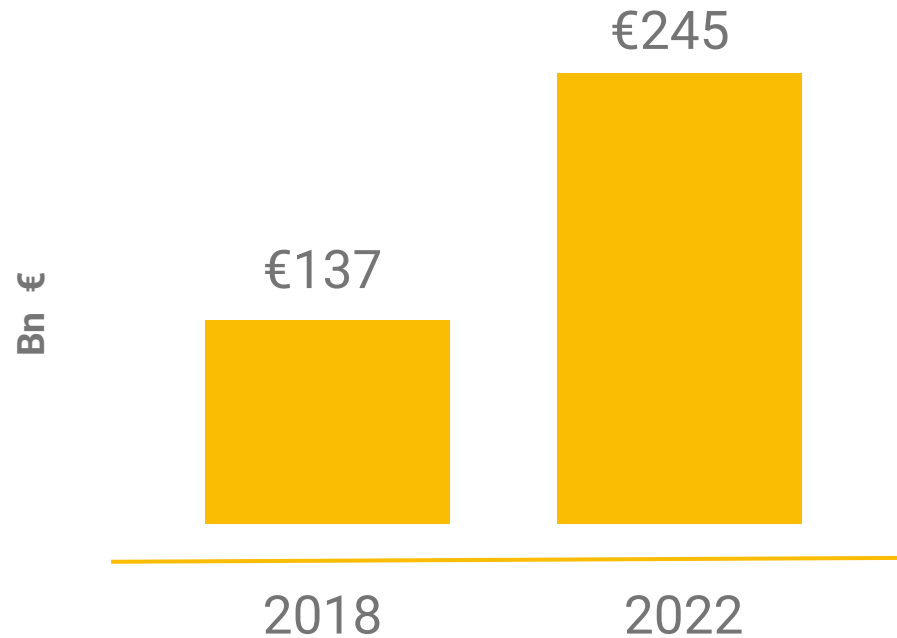
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How to Identify High-Potential Clients and get started

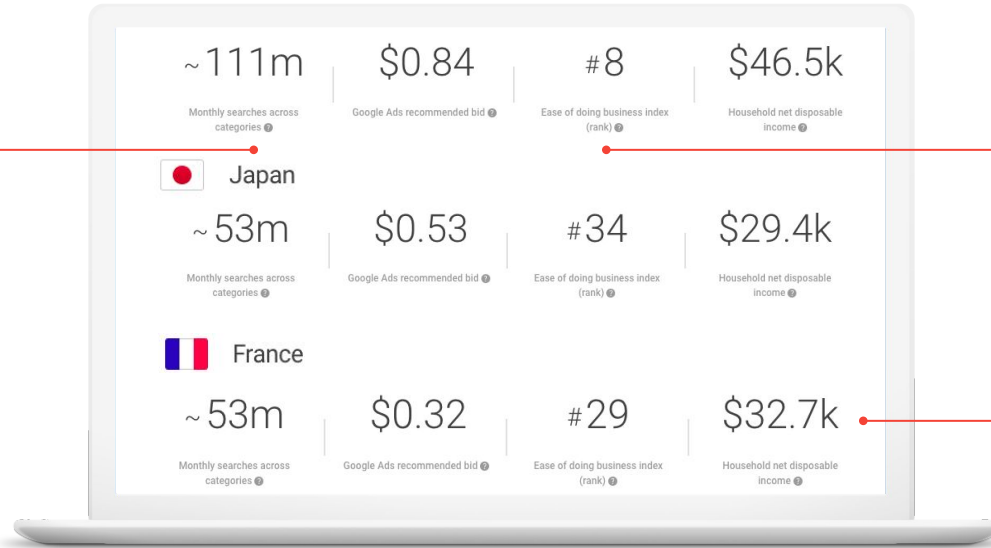


Get an overview of relevant markets



Demand assessment

Monthly searches across categories



Macroeconomic data

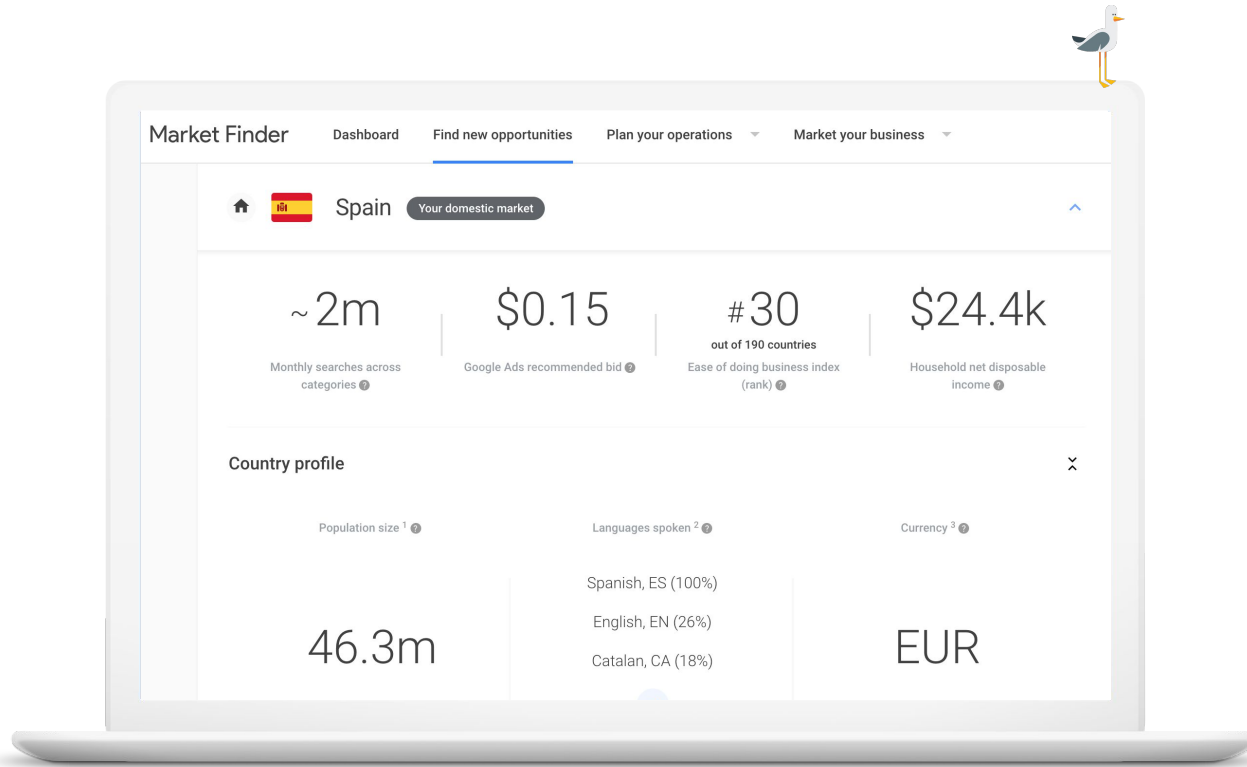
Ease of doing business index (rank)



Economic profile

Household net disposable income



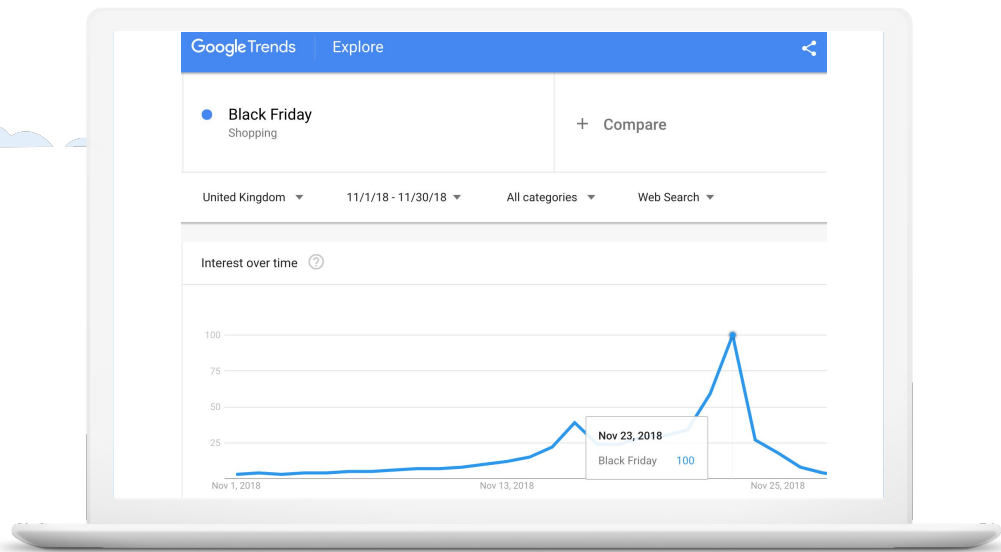


...and dive deep into:

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



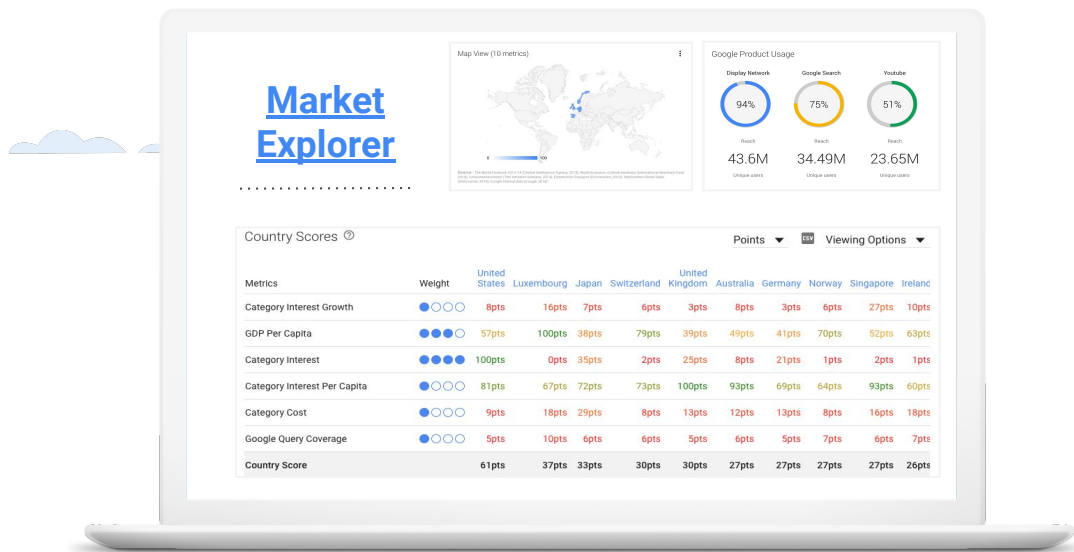
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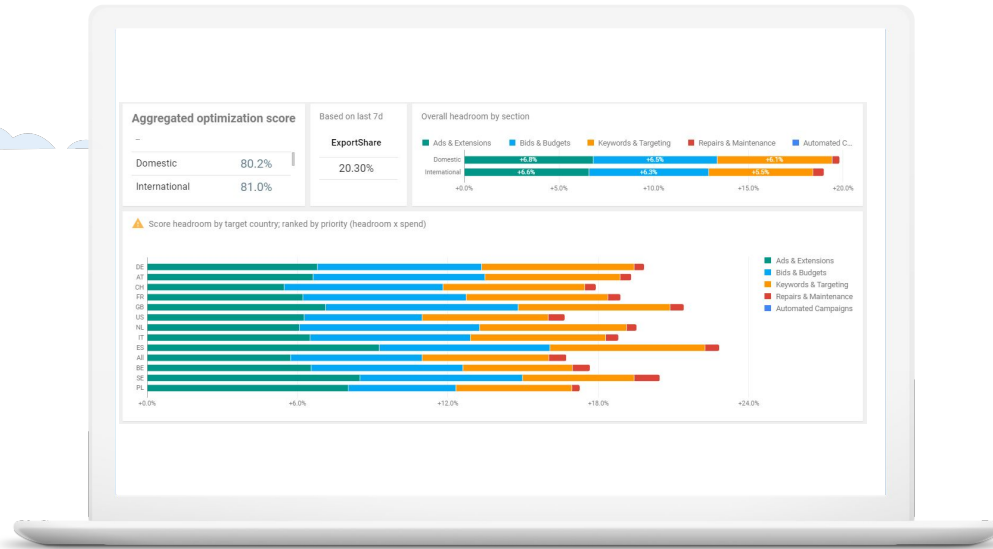
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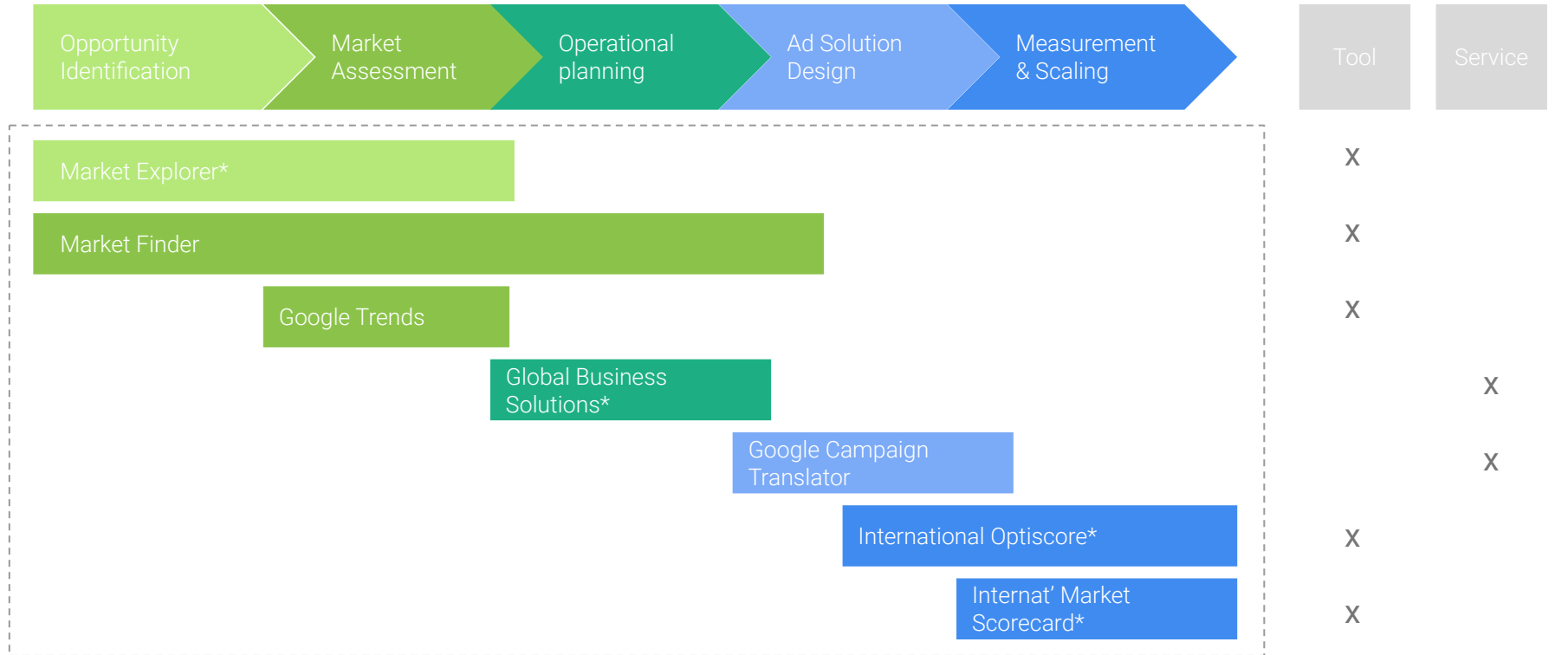
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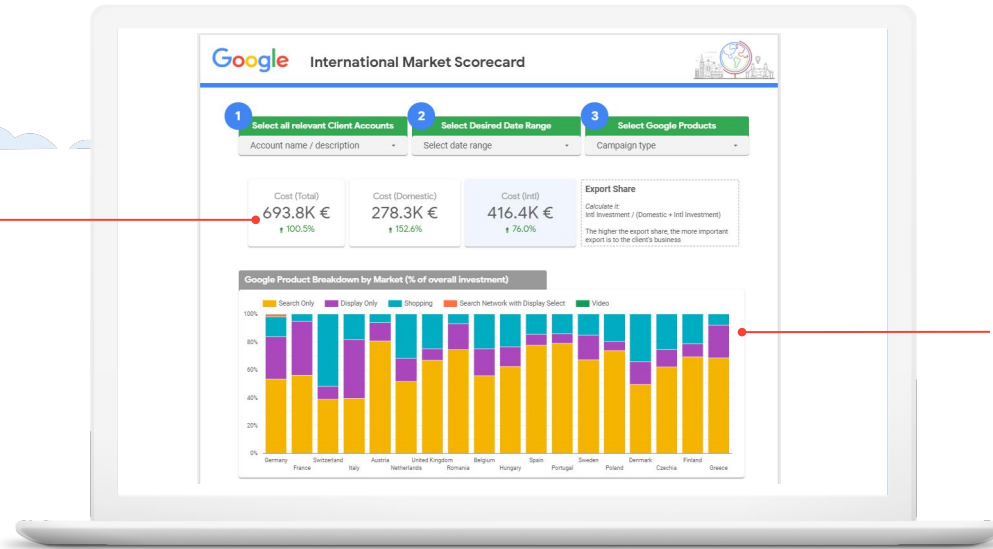


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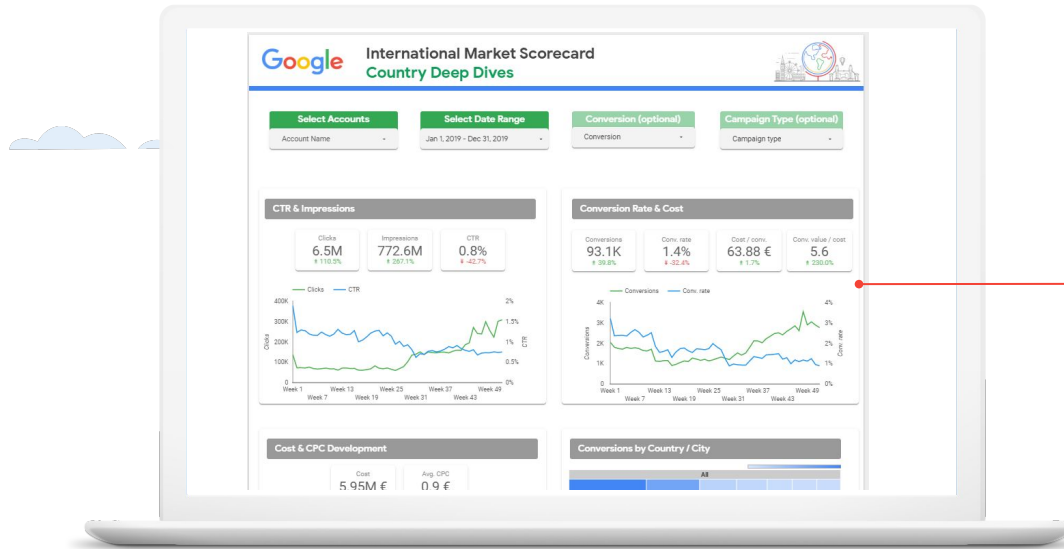
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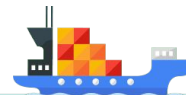
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