Agenda for today

1. What makes a great insight?

2. Our Fab Four planning tools

Data tools…

I have no idea what I'm doing

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What makes a good insight?

To unlock new opportunities, **true insights must be**

✓ novel

✓ credible

✓ actionable

Why use Google tools?

3.5 billion	400 hours	50,000 posts
Searches every day	of videos uploaded to YouTube every minute	to Blogger every hour

The world's largest library of intent

The Fab Four!



Google Trends

Consumer Barometer

Google

Google Surveys

Google Trends
trends.google.com

Google

Google Trends

- What do **consumers searches** say about their interests?

- Are there **seasonality** nuances around my business?

- Is **my brand more popular** than the competitor?

- What else are consumers **interested in that is related** to my brand?

- How does interest differ by **geography and over time**?
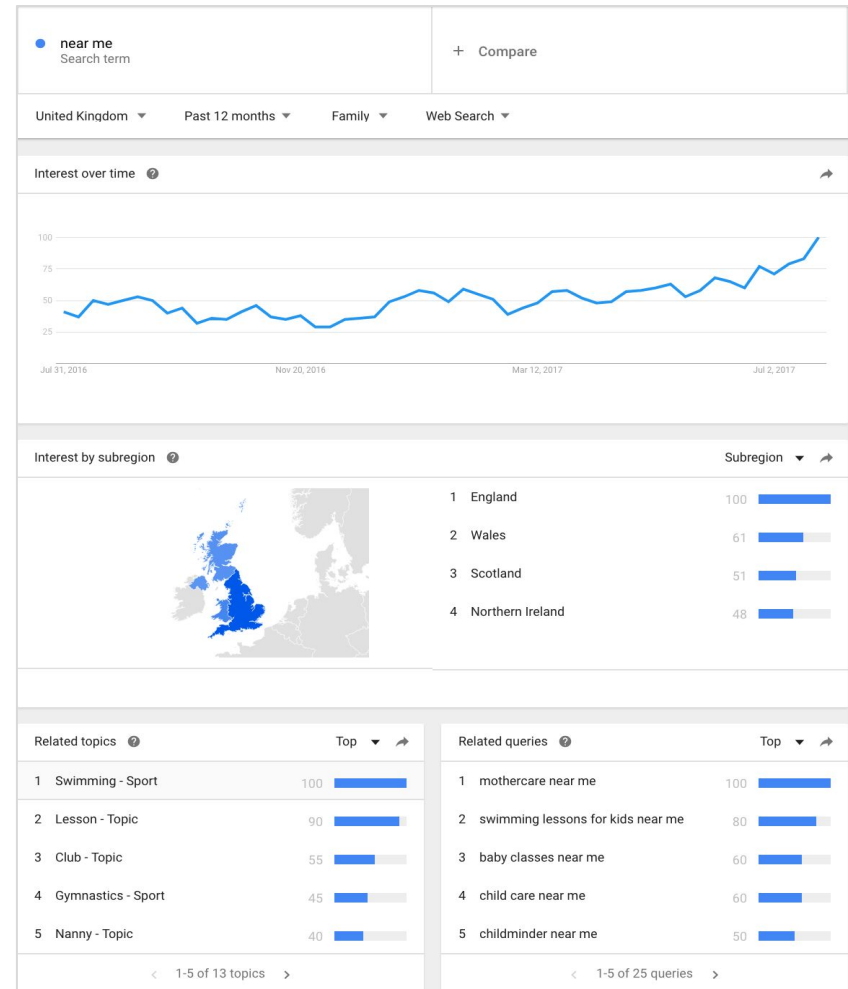
Top trending - historical

Google Trends   🔍   Explore topics

📈 See what was trending in 2018 -
United Kingdom ⇕

Searches

1 World Cup
2 Meghan Markle
3 Royal Wedding
4 Black Panther
5 Roxanne Pallett

＋ SHOW 5 MORE

How to...?

1 How to watch Fury vs. Wilder?
2 How to floss dance?

What is...?

1 What is bitcoin?
2 What is GDPR?
3 What is an ibex?
4 What is a nerve agent?
5 What is the Commonwealth?

＋ SHOW 5 MORE

Losses

1 Avicii
2 Alfie Evans

News Events

1 Royal wedding
2 Royal baby
3 GDPR
4 Jeremy Thorpe
5 Spice Girls

＋ SHOW 5 MORE

Movies

1 Black Panther
2 A Star Is Born
3 Avengers: Infinity War

Google

Top trending - now

Competitor trends

Use Categories (and remove keywords) to broaden the scope!

Add a search term

United Kingdom ▼   Past 12 months ▼   Family ▼   Web Search ▼

Search topics ⑦		Top ▼ ↗
1	Infant - Topic	100
2	Pregnancy - Topic	70
3	Name - Topic	35
4	Child - Topic	25
5	Baby transport - Topic	20

Search queries ⑦		Top ▼ ↗
1	baby	100
2	pregnancy	40
3	names	30
4	babies	15
5	mothercare	15
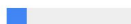
Combine Category with contextual keywords

christmas
Search term

+ Compare

United Kingdom ▾ Past 12 months ▾ Family ▾ Web Search ▾

Related queries ⑦   Rising ▾ ⬇ ⟨⟩ ⬈

1	christmas names	Breakout
2	christmas presents	Breakout
3	child benefit payments	Breakout
4	christmas maternity	Breakout
5	christmas babies	Breakout

‹ Showing 1-5 of 19 queries ›

School
School category

+ Compare

United Kingdom ▾ Past 12 months ▾ Family ▾ Web Search ▾

Related queries ⑦   Rising ▾ ⬇ ⟨⟩ ⬈

1	after school club	Breakout
2	the school of life	Breakout
3	school of life	Breakout
4	after school	+250%

Related queries can reveal broader trends...

near me
Search term

⋮   + Compare

United Kingdom ▾   2004 - present ▾   All categories ▾   Web Search ▾

Interest over time ⊘   ⬇ <> ⬂

100
75
50
25

Jan 1, 2004   Sep 1, 2008   Note   May 1, 2013   Note   Jan 1, 2018

Google
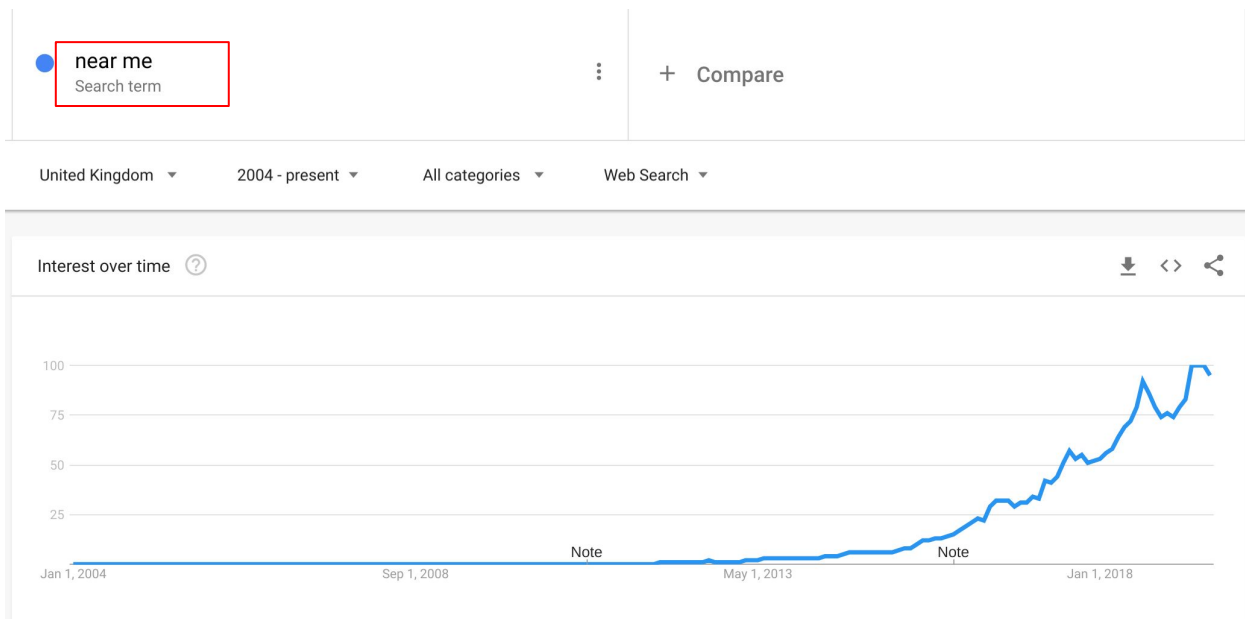
Related queries ⊘   Top ▾ ⬇ <> ⬂

1	shops near me	100	
2	shop near me	97	
3	restaurants near me	95	
4	jobs near me	71	
5	food near me	59	

Related topics ⊘   Top ▾ ⬇ <> ⬂

1	Restaurant - Topic	100	
2	Take-out - Cuisine	35	
3	Chinese cuisine - Cuisine	31	
4	Indian cuisine - Cuisine	18	
5	Filling station - Topic	18	

...or specific moments
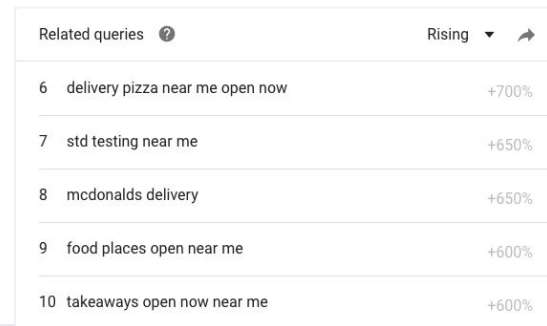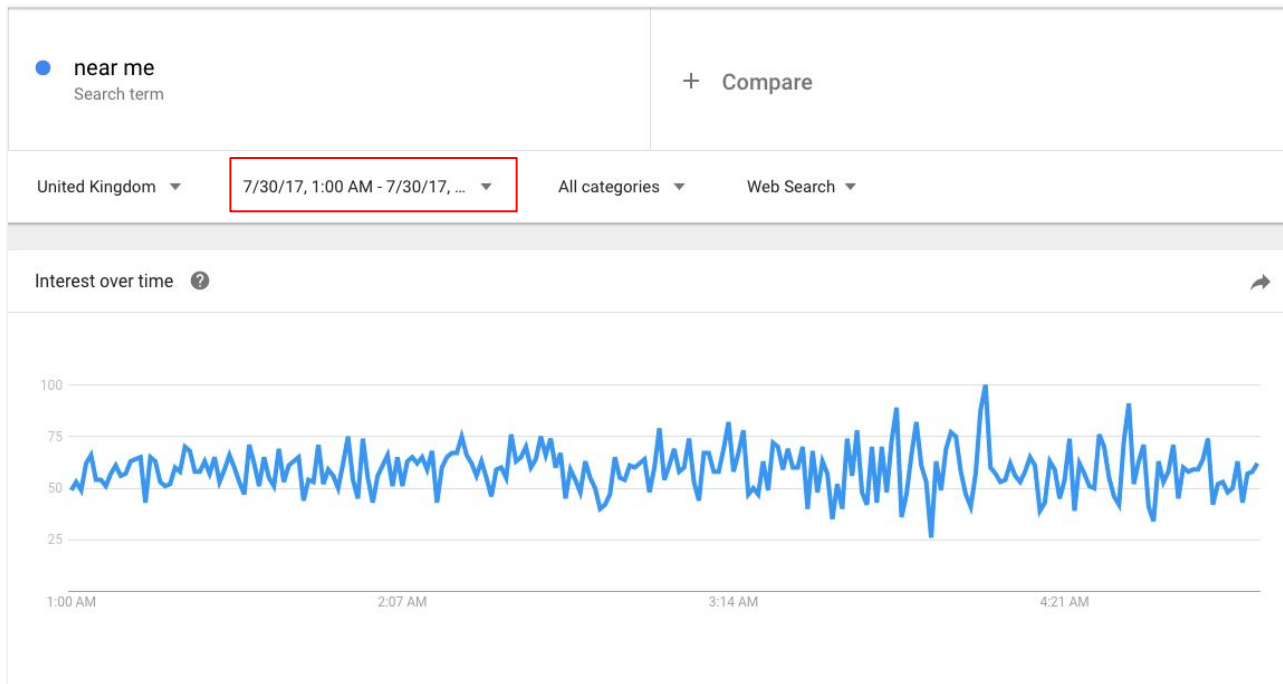
Consumer Barometer
consumerbarometer.com

Google

Discover what makes your audience tick and click

- Explore **Trended Data** to see how internet access and device usage have evolved over time

- Read **Audience Stories** for deeper insights into key demographic groups.

- Use the **Graph Builder** to build custom charts to explore preferences and purchase decisions across 20 product categories in over 56 countries.

The Online & Multiscreen World

| Internet Usage | ⌄ |
Internet User Segmentation	⌄
Device usage	⌄
TV & Connected Devices	⌄

The Smart Shopper

First Awareness	⌄
Research Behavior	⌄
Purchase Behavior	⌄
Searching for Local Information	⌄
International Purchases	⌄

The Smart Viewer

| General Online Video Viewing | ⌄ |
| Most Recent Online Video Session | ⌄ |

UK ✕

How many connected devices do people use?

0 — 12%
1 — 11%
2 — 13%
3 — 16%
4 — 18%
5 or more — 30%
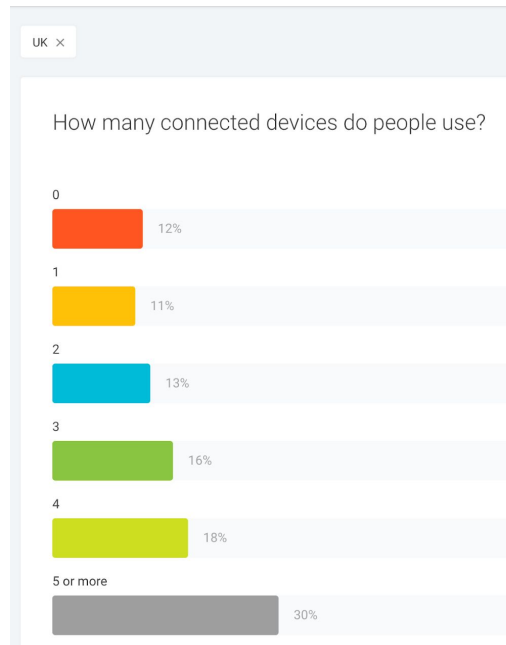
Add product category filters to better understand purchase behavior

QUESTIONS | FILTERS | The Smart Shopper - 10 of 49

Smart Shopper: Product Purchased

UK ✕   Car Insurance ✕

Most Recent Product Purchased

Avg ⎯○⎯ Compare

Select all

- ✓ Car Insurance
- ☐ Cinema Tickets
- ☐ Clothing & Footwear
- ☐ Do It Yourself (DIY)
- ☐ Flights (Leisure)
- ☐ Groceries
- ☐ Ground Travel (Long-Distance)
- ☐ Hair Care
- ☐ Home Appliances
- ☐ Home Furnishings
- ☐ Hotels (Leisure)
- ☐ Laptop

What online sources did people use to make a purchase decision?

Online research: on brand websites — Hide
27%

Online research: on retailer websites — Hide
6%

Search engine — Hide
59%

Social networks — Hide
1%

Online video sites — Hide
1%

Google

Demographic filters give further insight

The Online & Multiscreen World

Internet Usage

Internet User Segmentation

Device usage

TV & Connected Devices

The Smart Shopper

First Awareness

First Awareness of Product Purchased
First Awareness - Discussions with Other People
First Awareness - Pre-Purchase Research
First Awareness - Advertising

Research Behavior

Purchase Behavior

Searching for Local Information

International Purchases

The Smart Viewer

General Online Video Viewing

| UK ✕ | Under 18 in Household ✕ | No Under 18 in Household ✕ |

How did people first learn of the product they purchased during product research?

Online via website or app   Hide

Under 18 in Household

66%

No Under 18 in Household

72%

In a store, shop, showroom   Hide

Under 18 in Household

30%

No Under 18 in Household

23%

Over the phone (text, phone call)   Hide

Under 18 in Household

2%

No Under 18 in Household

1%

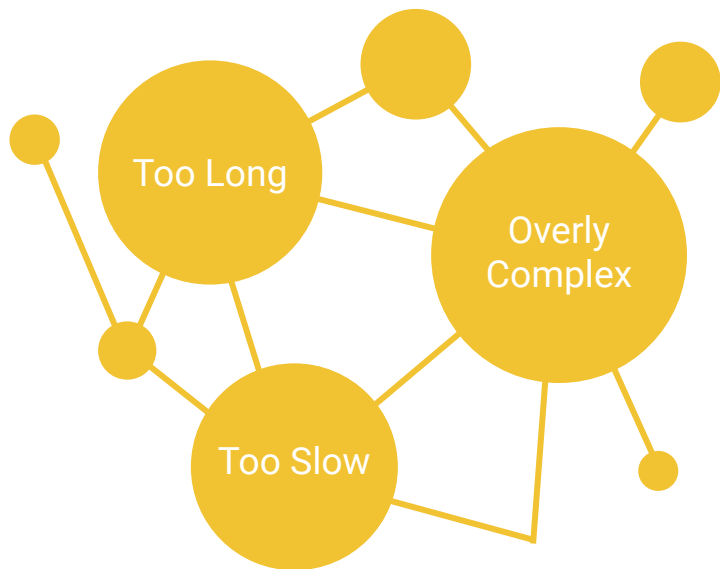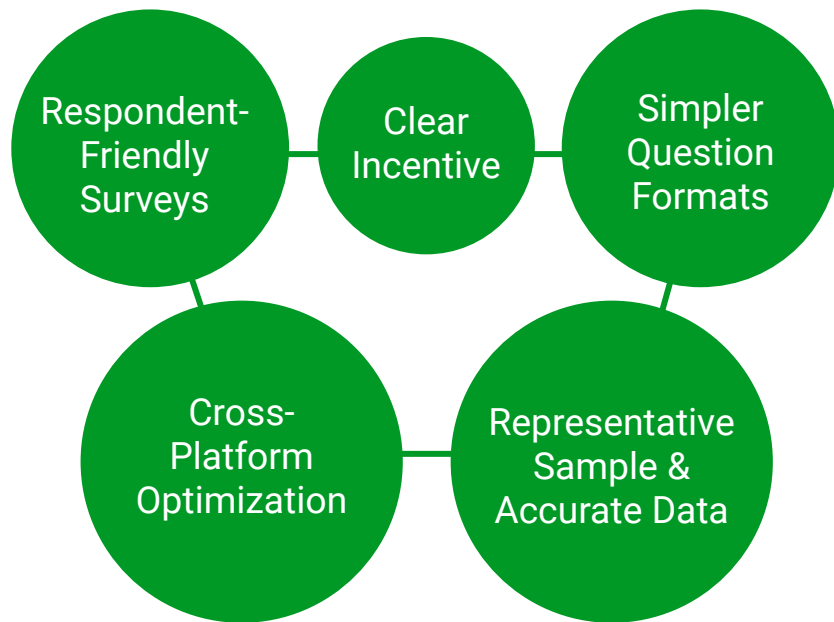# Triggers and motivation questions
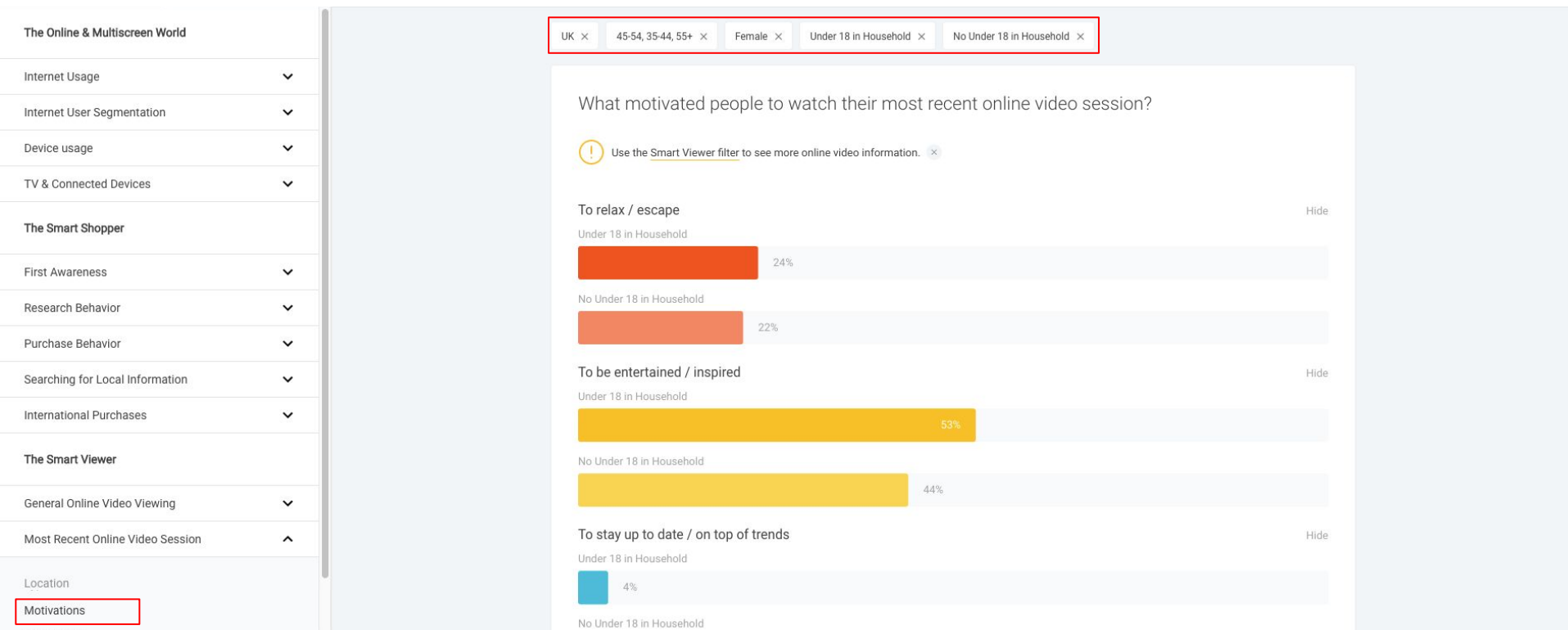
Google Surveys
surveys.google.com

Google

Google Surveys

Outdated research methods contribute to **reduced data quality** and **poor respondent experience**

Our approach to research includes:

Too Long

Overly Complex

Too Slow

Respondent-Friendly Surveys

Clear Incentive

Simpler Question Formats

Cross-Platform Optimization

Representative Sample & Accurate Data

Google

Cost efficient at scale

✔️ Surveys

Write questions   **Pick audience**   Confirm survey

Pick an audience for your survey "7/2/19" Edit

Audience	Sampling options	Pricing
⦿ General population ⓘ	⇕ United Kingdom	**£0.08** to **£1.10** per complete.
◯ Android smartphone users ⓘ	⇕ Entire country	Surveys with screening questions may cost more.
◯ Remarketing audiences ⓘ	⇕ English ⓘ	Learn more
	⇕ All ages	
	⇕ Women and men	

BACK   **CONFIRM**

Google

Multiple question formats

Left panel

Select a question format

- Single answer
- Two choices with image
- Multiple answers
- Multiple answers with image
- Rating scale
- Rating scale with text
- Rating scale with image
- Open ended
- Open ended with image
- Side-by-side images
- Menu with image
- Large image choice
- Video *(Android only)*

Single answer

A user can select one answer from seven options.

Which diaper bag feature is most important?

- Machine washable
- Removable changing mat
- Water bottle pockets
- Customizable color/fabric
- Stroller straps

When using Single Answer as a screening question, it's best to avoid having binary answers such as "Yes" and "No."

For this question type, answer options can be randomized or in a fixed order.

This question type can be used to screen respondents.

CANCEL   ADD QUESTION

Right panel

Select a question format

- Single answer
- Two choices with image
- Multiple answers
- Multiple answers with image
- Rating scale
- Rating scale with text
- Rating scale with image
- Open ended
- Open ended with image
- Side-by-side images
- Menu with image
- Large image choice
- Video *(Android only)*

Large image choice

Displays up to 5 thumbnail images that can be enlarged and allows the respondent to pick one.

Which of these vegetables do you most associate with summertime grilling?

↑
mouse over image above to preview

Accepts GIF, JPEG, and PNG formats. Images larger than 300x250 pixels will be shrunk to that size. Animated GIFs are not allowed.

CANCEL   ADD QUESTION

Screening questions

Screen 1:
Question 1 of 3 or fewer:

Do you use hair gel or styling clay?

○ No

○ Yes, infrequently

○ Yes, occassionally

○ Yes, regularly

NEXT

OR

Skip survey

Google   INFO PRIVACY

Screen 2:
Question 2 of 3 or fewer:

Where did you last purchase a hair gel or styling clay?

○ Salon / Barber

○ Supermarket (e.g. Sainsburys)

○ Online

○ Chemist (e.g. Boots)

○ Other

NEXT

OR

Skip survey

Google   INFO PRIVACY

Screen 3:
Question 3 of 3:

Why did you choose that particular product?

○ Always use that product

○ Liked the packaging

○ Recommended by a friend

○ Recommended by hair dresser / barber

○ Saw advertising

○ Other (please specify)

NEXT

OR

Google   INFO PRIVACY

Google

Confidential & Proprietary

Comprehensive reporting

Comparisons ∧

◯ Transpose

◉ Off

◯ Another question...

◯ Gender

◯ Age

Demographic filters ∧

☑ Male   ☐ Female

☑ 18-24   ☐ 25-34
☐ 35-44   ☐ 45-54
☐ 55-64   ☐ 65+

Hair Gel / Clay
Where did you last purchase a hair gel or styling clay?

97 respondents ⓘ

Category	Value
Supermarket (e.g.	56.5%
Chemist (	23.1%
Salon / Barber	9.5%
Online	5.5%
Other	5.4%

0   20   40   60%
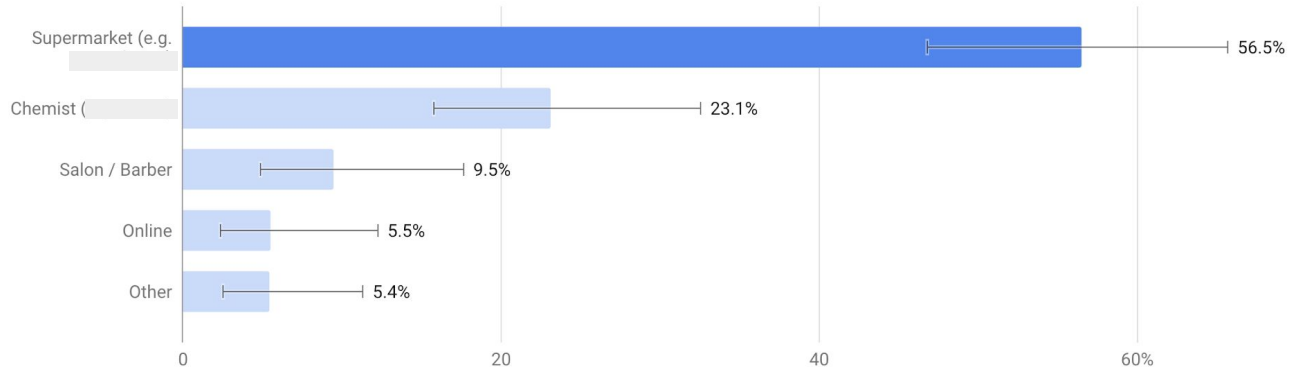
Google

Google

Use the search engine itself!

- Find clues and explore

- Learning about any topic

- Tap into real thoughts, wishes, fears and desires

Google   how to get a good night sleep

People also ask

How can I sleep instantly?

How can I fall asleep in 30 seconds?

Will your body eventually fall asleep?

How can I stay asleep all night?

How do you fall asleep in 30 seconds?

How do you get the best sleep?

Feedback

17 Proven Tips to Sleep Better at Night - Healthline
https://www.healthline.com/nutrition/17-tips-to-sleep-better ▼
Nov 2, 2018 - Here are 17 evidence-based tips to **sleep better** at **night**. Increase Bright Light Exposure During The Day. Reduce Blue Light Exposure in the Evening. Don't Consume Caffeine Late in the Day. Reduce Irregular or Long Daytime Naps. Try to **Sleep** and Wake at Consistent Times. Take a Melatonin Supplement.
10 Tips to Get Your Kids to Sleep · Melatonin supplements

How to Sleep Better - HelpGuide.org
https://www.helpguide.org/articles/sleep/getting-better-sleep.htm ▼
Jun 21, 2019 - Yet many of us regularly toss and turn at night, struggling to get the sleep we need. **Getting a good night's sleep** may seem like an impossible ...
Sleep Disorders and Problems · Circadian rhythms, sleep ...

Google

rietary

Tap into what people are searching for

Google

is my|
is my **car taxed**
is my **phone unlocked**
is my **esta still valid**
is my **internet working**
is my **phone hacked**
is my **toe broken**
is my **dog depressed**
is my **car taxed ireland**
is my **car insured**
is my **iphone unlocked**

Google Search   I'm Feeling Lucky

Report inappropriate predictions
Learn more

Google

is london
is london **safe**
is london **a county**
is london **expensive**
is london **a city**
is london **dangerous**
is london **safe to visit**
is london **a country**
is london**derry in derry**
is london**derry a county**
is london **bigger than paris**

Google Search   I'm Feeling Lucky

Report inappropriate predictions
Learn more

Look out for featured snippets and 'people also ask'

The Fab Four!

Google Trends

Consumer Barometer

Google

Google Surveys

thinkwithgoogle.com

Think with Google

English - United Kingdom ∨

YouTube   Advertising Channels ∨   Insights ∨   Tools & Products ∨

Insights you want.
Data you need.

Stay on top of the latest and greatest

SUBSCRIBE

GREAT
WORK
LIVES
HERE.
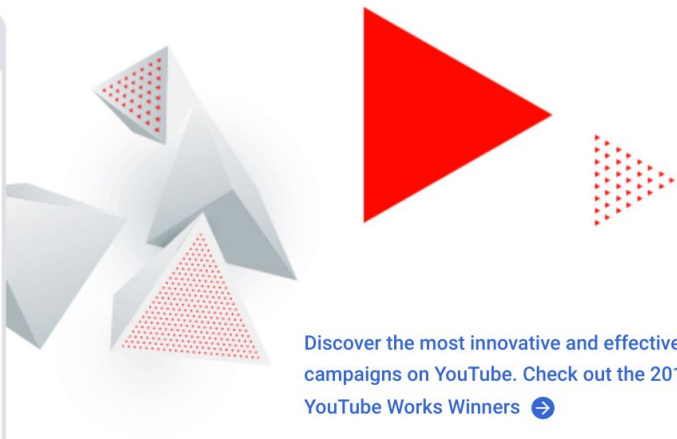
Discover the most innovative and effective campaigns on YouTube. Check out the 2019 YouTube Works Winners ➔

Google

thinkwithgoogle.com
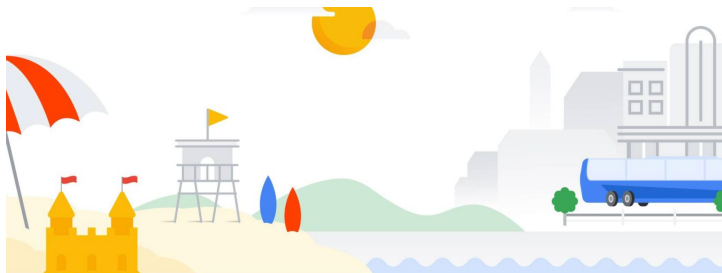
Summer holiday trends: Travellers go back to nature – and back in time

Zarina de Ruiter / June 2019 / Search, Travel, Research & Data

Share

How minding your language can help your business expand abroad

April 2019 / Search, Research & Data, Retail

Share

Babybel drives store sales among its target growth audience
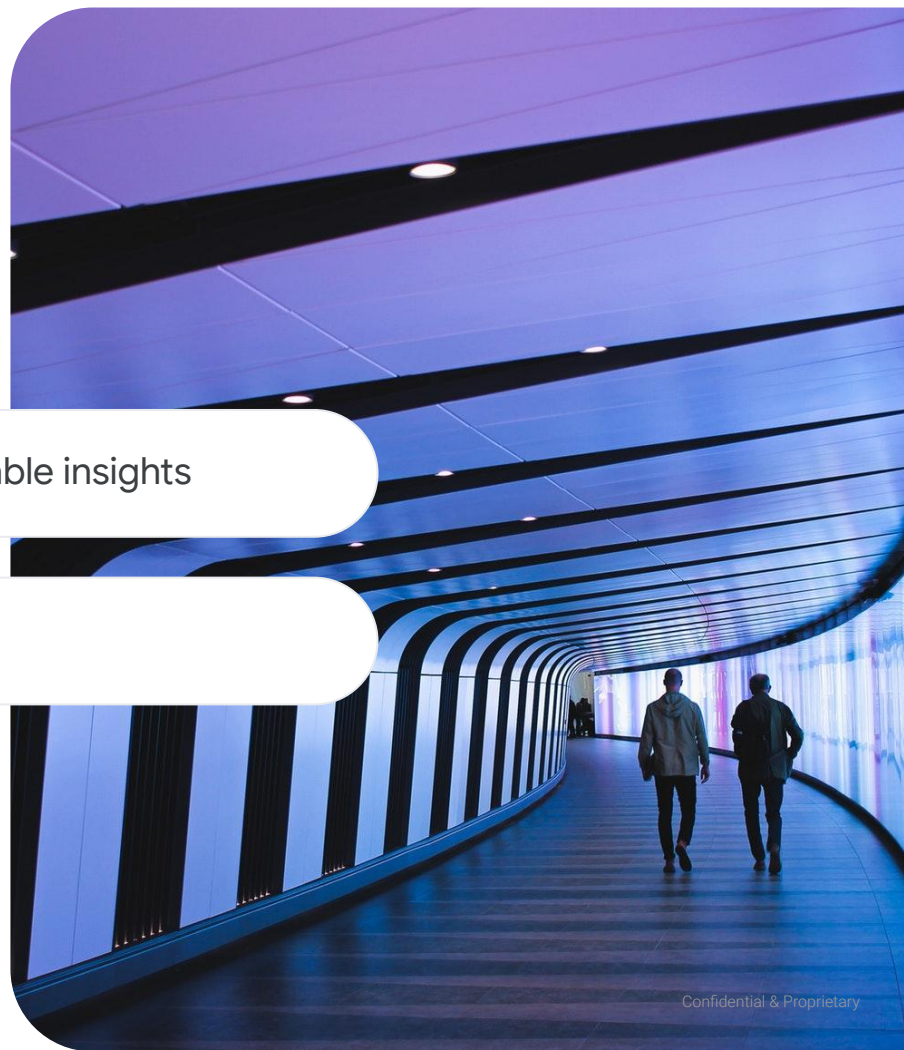
🇬🇧 United Kingdom

💼 Case Study - March 2019

Google

Key Takeaways

- ✅ Mine Google's wealth of data to uncover actionable insights

- ✅ Use our Fab Four tools - for free!

Google