Drive sales and reach more customers with Google
Be discoverable

Every day, hundreds of millions of people turn to Google to find, discover, and shop for what they care about.
1 Be discoverable

The path to purchase is no longer linear. People switch back and forth between search, video, and conversations with friends as they narrow down to the perfect product and brand that meets their specific needs.

For marketers, the challenge is how to show up at all of these moments, while delivering the personalized, relevant experiences shoppers have come to expect.

That’s where Google can help. Every day, hundreds of millions of people turn to Google to find, discover, and shop for what they care about. And not just Google Search — people also look for inspiration when they’re browsing their Google news feeds, watching YouTube videos, or checking their Gmail.

75% of global shoppers used a Google product (Search, Maps, YouTube) in the past week to help with shopping.

Digital is a growing influence through the consumer’s purchase journey. 82% of internet users across Asia Pacific have searched online for a product or service they want to buy in the past month.
In this guide you’ll learn how to meet your customers every step of the way, from the beginning of their journeys to driving discovery, influencing purchase decisions, and ultimately, increasing your overall sales.
Be discoverable
Build your brand
Acquire new customers
Increase sales
Marketing checklist

2 Build your brand

Ad creative is still the most important driver of campaign effectiveness.

WHY

Over 50% of APAC online consumers use YouTube to find out more about specific brands, products, or categories.

HOW

Learn how to reach a broad audience and drive brand awareness with video using this checklist.
Build your brand

It’s important for brands to not only appear in those searches, but to create real value that is meaningful and distinct. Immersive creative on video and Search can help build awareness and differentiate your brand with shoppers across Google.

Tell your brand story

It’s important for brands to not only appear in those searches, but to create real value that is meaningful and distinct. Immersive creative on video and Search can help build awareness and differentiate your brand with shoppers across Google.

51% of surveyed global shoppers use Google to discover or find new brands.
2  Build your brand

Connect and inspire with video

In a world of limited attention spans, it’s important to create video ads that engage consumers. More than 50% of consumers use YouTube to find out more about specific brands, products, or categories, whether it’s through how-to videos, unboxing videos, or influencer content. Excellent creative, combined with robust demographic and affinity targeting, can help you drive brand awareness with video. Learn how to create effective videos with the ABCDs of Effective Creative.

SUCCESS STORY

Wowow, a premium satellite TV broadcaster in Japan, leveraged YouTube to achieve incremental reach on top of their usual TV buy, unlocking +21.1% brand search lift, +21.9% brand awareness, and +8.2% purchase intent.

SUCCESS STORY

Bukalapak, one of the largest marketplaces in Indonesia, wanted to communicate their promotional campaign through video ads to their key audience. The optimized video creative unlocked 2x higher uplift on ad recall and 1.2x view-through rate.
2 Build your brand

Be the answer when they search

Target your users at the right moment, with the right ads and content using **Dynamic Search Ads**. DSA will automate your search for new customers, allowing you to find more customers that are more likely to click at a lower cost.

**SUCCESS STORY**

**U Mobile**

U Mobile, a key mobile service provider in Malaysia, tested if automated Search solutions could reach out to the most relevant audience in a cost-efficient, sustainable way. The **Dynamic Search Ads** campaign achieved +31% impressions and +24% traffic.

**SUCCESS STORY**

**PatPat**

PatPat, based in China, showcased how Smarter Search helped grow brand awareness among moms with greater operational efficiency. They used **Dynamic Search Ads** to expand their reach, driving +73% conversions and +92% return on investment.
2 Build your brand

Measure brand metrics

To raise awareness and visibility, create a Google Ads campaign using the brand awareness & reach goal.

Then measure success by monitoring the right metrics:

- **Impressions**
  How many customers actually saw your ad? You can prioritize impressions with a cost-per-thousand impressions campaign.

- **Reach and frequency**
  "Reach" is the number of visitors exposed to an ad in a display or video campaign. "Frequency" is the average number of times a visitor was exposed to an ad over a period of time.

- **Brand lift**
  Brand lift studies use surveys to measure a viewer’s reaction to the content, message, or product in your video ads.

Insights and tools

If TV is a part of your strategy, you can extend your TV campaigns online with affinity targeting and connected TV. Reach Planner, which uses Nielsen TV data, can help you find and reach audiences while moving away from traditional TV.
Acquire new customers

Reach new potential customers who are in the market for products like yours.

WHY

47%

of surveyed global shoppers say they use Google before buying something new.

HOW

Turn inspiration into action with Google’s actionable brand formats: TrueView for action, Discovery ads, and Showcase Shopping ads.
3 Acquire new customers

Turn discovery into purchase intent

Engaging ad formats can help you reach the 47% of surveyed global shoppers who say they use Google before buying something new.  

Make your videos actionable for shoppers

TrueView for action drives leads and conversions by adding prominent calls-to-action, headline text overlays, and an end screen to your video ads. Add compelling product imagery to make your ads shoppable, and optimize for your goals with Smart Bidding.

SUCCESS STORY

For Vietjet Air, the leading privately-owned airlines in Vietnam, Search has been a key platform contributing to their online sales revenue. Looking to grow their domestic flights business further, they added TrueView for action to complement Search ads, driving +150% conversions (flight bookings) at a -54% overall blended cost (per flight booking).
Consumers are on the lookout for new brands and products that make their lives easier, and increasingly, they’re looking while scrolling through their favorite personalized feeds.

Discovery ads can help you drive action with up to 2.6 billion consumers within the feeds on YouTube, Discover, and Gmail.

**Engage new customers across feeds on Google**

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**SUCCESS STORY**

**LOTTE HOTELS & RESORTS**

Through **Discovery ads**, Lotte Hotel & Resorts in Korea was able to gain potential customers by expanding MOT with their target audience and improved brand awareness. They saw +25% conversions with +370% website traffic.

Learn more about optimizing Discovery campaigns
Help people discover and explore your brand and products

Showcase Shopping ads let you group a selection of related products and present them to introduce your brand or business. 85% of traffic from Showcase Shopping ads to retailers’ sites is new visitors, many of whom are deciding where to buy when they search for general terms like “backpacks” or “furniture.”

Use Smart Shopping campaigns for automated bidding and ad placement to promote your products and optimize toward new acquisitions. Advertisers see more than a 30% increase in conversion value on average when using Smart Shopping campaigns.

To get started on Showcase Shopping and Smart Shopping Campaigns:

Upload your products to Merchant Center. Make sure to link your Google My Business account with your Merchant Center account to display your store information across Google services.

SUCCESS STORY

Sephora Australia used Smart Shopping campaigns to maximise sales, driving an incremental +20% conversions and +15% revenue, compared to legacy shopping and dynamic remarketing combined.
3 Acquire new customers

Here are some of the places your Shopping ads will appear to shoppers across Google:
1 in 2 APAC shoppers discover new brands and products through Search. Use responsive search ads to answer those searches with flexible and personalized ads.

For Mitsubishi Motors, a leading vehicle manufacturer in Thailand, Search is an effective lead generation driver and they wanted to test if automated solutions would help improve relevance of ad messaging. Their Responsive Search Ads unlocked +150% conversions and x2.4 conversion rate.

SUCCESS STORY

Make more visible and useful ads: Learn how to customize your search ads with extensions.
3  Acquire new customers

Find valuable app users with App Campaigns

If you have an app for your business, use Google App Campaigns to get your App out there and hit your metrics throughout your product’s life cycle. Use App Campaigns for Install with the right bidding strategy to find users likely to take a desired action (e.g. install app, register, transact).

75% of smartphone users have downloaded an app and forgotten it was on their phone. To re-engage your existing app users across Google’s largest properties, use App Campaigns for Engagement to improve user retention and generate incremental sales.

Feeds in App Campaigns is an opportunity to link your product feed to your App Campaigns (install/engagement) in order to reach more users and serve customized dynamic ads with your in-app content.

SUCCESS STORY

Eatigo, Singapore’s leading restaurant reservation platform, leveraged App Campaigns to acquire new users and also re-engage existing lapsed app users. App Campaigns for Engagement effectively reactivated lapsed users at a +43% higher conversion rate (restaurant booking rate).
3 Acquire new customers

Remarketing across all of Google

Now that potential customers are connecting with your brand campaigns, it’s time to build customer remarketing lists to re-engage shoppers and convert that brand discovery into purchase intent. Get started by tagging your site for remarketing.

You can also leverage your first-party data to connect with these shoppers across Google:

- **Standard remarketing**: Show ads to your past visitors as they browse sites and apps on the Display Network. [Learn more]
- **Dynamic remarketing**: Show ads that include products or services that people viewed on your website or app. [Learn more]
- **Remarketing lists for search ads**: Show ads to your past visitors as they do follow-up searches for what they need on Google. [Learn more]
- **Video remarketing**: Show ads to people who have interacted with your videos or YouTube channel. [Learn more]
- **Customer Match**: Show ads to your customers across Google, using information that your customers have shared with you. [Learn more]
- **Remarketing lists of app users**: Show ads to your valuable users, some of whom may have lapsed. [Learn more]
Reach new, in-market shoppers

To reach new shoppers with purchase intent, you can select audiences who are in the market for products like yours across your Display, Search, and Video campaigns:

- Use **in-market audiences** to show ads to people who have been searching for products and services like yours but have not interacted with your business.
- Use **similar audiences** to reach new customers with interests related to the users in your audience lists.
3 Acquire new customers

Measure new customer acquisition

To measure new customer acquisition, along with revenue and profit generated by your Shopping Ads, set up conversion tracking with global site tag.

Insights and tools
Use our insights tools to find new opportunities to reach potential customers:

- **Audience Insights** can help you find new customers by revealing valuable insights about the people in your remarketing lists.

- **Audience reports** in Google Analytics can give you a deep-dive into who has visited your website, including their interests and behaviors.

- **Best sellers report** to see the most popular brands and products across Shopping ads and find out if they’re in your feed and in stock.

- **Price competitiveness report** shows you the price point at which shoppers are clicking on ads to inform your pricing and assortment strategy.
Increase sales

Use your product feed to help shoppers discover your products, both online and offline.

WHY

82% of APAC shoppers research online before buying a product

HOW

Upload your online and in-store products to Merchant Center and use Smart Shopping campaigns.
Drive omnichannel sales

Today’s consumers are living — and shopping — in a channel-less world, making an omnichannel strategy more important than ever. Traditional retailers have started to think about creating seamless online-to-offline experiences — focusing on driving footfall to local stores and measuring the incrementality of digital media.
Create a frictionless shopping experience online

A frictionless shopping experience for omnichannel shoppers maximizes sales. Your website or app is your digital storefront.

Use the Test My Site tool to test your mobile website speed

Maximize in-app actions

Use App Campaigns with target ROAS bidding to find new users who may complete a selected in-app event and aim for a certain return on ad spent (ROAS), getting one step closer to your revenue and profit goals. tROAS is one of the exclusive features when bidding on Google Analytics for Firebase.

SUCCESS STORY

Zlongame, a fast growing mobile game company in China, has been using App Campaigns with tCPA bidding to reach new high potential users. They decided to expand and tested App Campaign with tROAS bidding, driving +60% Return on Ad Spend (ROAS) with x1.5 average revenue per paying user.

Double down on users that you know are high value. Target your most valuable spenders who have lapsed, with App Campaigns for Engagement.
Meet shoppers where they are – online and off

You can make a shopper’s experience frictionless as they engage with your brand on Google, too. Just tell us about your available products, both online and offline, and we’ll showcase them for potential shoppers across the web.

Mobile drives local action.

“Near me” searches have grown 4.5x since 2016 across APAC’s top five English-speaking countries.
Guide for driving omnichannel sales

Upload your products to the Merchant Center and create Shopping Ads

Shopping ads use product data, not keywords. They promote your online inventory, boost traffic to your website, and can help you find better-qualified leads. Use Smart Shopping campaigns with O2O bidding for automated bidding and ad placement to promote your products.

Promote your in-store items with Local inventory ads

They allow shoppers to know what products you have in stock and bring your store information online. Feature convenient delivery options like store pickup.
4  Increase sales

Drive your offline goals and bring more shoppers to your stores with Local campaigns

They use best-in-class machine learning and local formats to drive shoppers to all of your store locations. They can also be used to support specific stores and events.

SUCCESS STORY

LEGO Australia used Smart Shopping campaigns to test new approaches for increasing e-commerce sales in Australia whilst also leveraging greater automation. The Smart Shopping campaign achieved +55% return on ad spend, +15% conversions (online sales), and +14% sales revenue.
As part of your measurement strategy, remember to account for the conversions that happen both online and offline.

Use conversion cart reporting to measure online transactions, revenue, and profit, and include store visits and store sales to identify the campaigns, keywords, and devices that drive the most offline value for your business.

To maximize total omnichannel value, add store visits into your Smart Bidding campaigns for Search, and include them in Target ROAS bidding for Shopping and Smart Shopping campaigns.

SUCCESS STORY

Lenskart, India’s fastest growing eyewear company, used Local Inventory Ads to drive omnichannel revenue, achieving 35% higher omni ROAS and ~6% incremental omni transactions, at just 3% incremental investment.

Increase customer lifetime value

Use the Lifetime Value report to understand how valuable different customers are to your business. You can also compare the lifetime value (LTV) of the customers you’ve acquired through different channels.

For example, you can compare customers acquired through organic search to those from social to see which method brings the higher-value users. This can help inform your channel strategy and achieve the right marketing mix to maximize your overall customer LTV.
Adapt sales strategy during dynamic and promotional periods

Plan your marketing strategy around timely promotional periods and adjust based on market environment changes.

**WHY**

77% of surveyed global shoppers say getting a special promotion is important to them when deciding which brand or retailer to buy from.17

**HOW**

Follow these [best practices](#) to set up your campaigns for holiday success.
Meet seasonal shoppers in an omnichannel world

Today’s retail landscape is filled with seasonal events of all kinds, from public holidays to brand-specific promotions to unexpected marketing environment changes. Be sure to include all of these consumer moments in your marketing strategy and learn to be adaptive.

We are collectively learning how to reassess and adjust plans in a dynamic environment. As marketers, it’s important to embrace agility, even for key moments like Ramadan - traditionally a time of gathering and the biggest ad season of the year. Check out this Ramadan article for an example of how to adapt key campaigns in times of uncertainty.

When consumers were looking online for help with their seasonal shopping, they often turned to Google.
Sales give customers the urgency and desire to purchase. Outside of the holidays, you can create promotions to increase how often people shop with your brand. Considering 1 in 5 online shoppers in APAC discover new brands through store displays and promotions, you can grow your audience by offering timely sales.

Maximize promotional periods

Create awareness
Build momentum around your promotions and capture shoppers’ initial interest so you can alert them on the day of your actual sale.

Capture demand
To maximize performance when your promotion arrives:
- Put your promotional products into their own campaign
- Set adequate budgets to capture increased traffic
- Use Smart Shopping campaigns or Smart Bidding with lower targets to set more competitive bids based on real-time signals
4 Increase sales

Key shopping trends during promotional periods

Shoppers want to discover new items, find what they need, and purchase products with the least amount of friction. Consider these five shopping trends to lay the digital groundwork for a successful promotional season.

1. **Seasonal shoppers are open to buying from new retailers**

   **GET STARTED**

   Connect with new customers through engaging video content, like store tours, product reviews, and seasonal gift recommendations.

   Find new audience segments and re-engage them during the peak holiday season by creating audience lists.

2. **Seasonal shoppers are starting earlier and ending later**

   **GET STARTED**

   Offer compelling gift guides in visual formats, like TrueView for action, Showcase Shopping ads, and Discovery ads.

   Forecast and allocate enough budget for the entire season using Performance Planner.

   Capture early and late holiday traffic by setting adequate budgets and competitive targets for Smart Shopping campaigns or Smart Bidding.

   Improve your optimization score by regularly checking your account recommendations throughout the holidays.
4 Increase sales

Seasonal shoppers value price, convenience, and availability

**GET STARTED**

Highlight holiday offers with Merchant Promotions or sale price annotations.

Feature convenient delivery options, like fast and free shipping or store pickup.

Make your products discoverable across Google by uploading and optimizing your online and in-store inventory in Merchant Center.

Customize your ads with sales countdowns. You can display dynamic ad copy, such as an hourly countdown, for a sale you’d like to promote.

Seasonal shoppers shop across multiple channels

**GET STARTED**

Promote seasonal events or special services like gift wrapping by creating a Google My Business post.

Drive more store visits by using Smart Shopping campaigns and Local campaigns.
## 2020 APAC Holiday Calendar

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
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<td>National Foundation Day (JP)</td>
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<td>Coming of Age Day (JP)</td>
<td>11</td>
<td>Labour Day VIC (AU)</td>
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<td>Australia Day (AU)</td>
<td>Valentine's Day (Global)</td>
<td>Vernal Equinox (JP)</td>
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<td>Provincial Anniversary Day - AUK (NZ)</td>
<td>Mardis Gras (AU)</td>
<td>Pakistan Resolution Day (PK)</td>
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<td>1-23</td>
<td>Ramadan cont. (Global)</td>
<td>Great Singapore Sale (SG)</td>
<td>Independence Day (US)</td>
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<td>May Day (Global)</td>
<td>Queen's Birthday (NZ)</td>
<td>Sea Day (JP)</td>
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<td>Father's Day (US, PK, MY)</td>
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<td>Great Singapore Sale (SG)</td>
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<th>NOVEMBER</th>
<th>DECEMBER</th>
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<td>Labour Day (NSW (AU), Hangeul Day (KR))</td>
<td>Culture Day (JP)</td>
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<td>16</td>
<td>Malaysia Day (MY)</td>
<td>Health and Sports Day (JP)</td>
<td>Melbourne Cup Day VIC (AU)</td>
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<td>Dussehra (IN) / Durga Puja (BD)</td>
<td>Deepavali (LK)</td>
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<td>Autumn Equinox (JP)</td>
<td>Remembrance Day (AU)</td>
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<td>25</td>
<td>AFL Grand Finale Parade (VIC only) (AU)</td>
<td>Singles Day (CN, TW, HK, PK, MY, BD, SG)</td>
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<td>Chuseok (Thanksgiving) (KR)</td>
<td>Halloween (Global)</td>
<td>Diwali (Global)</td>
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<th>NOVEMBER</th>
<th>DECEMBER</th>
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<td>3</td>
<td>Culture Day (JP)</td>
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<td>26</td>
<td>Thanksgiving (US)</td>
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<tr>
<td>27</td>
<td>Black Friday (Global)</td>
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<tr>
<td>30</td>
<td>Cyber Monday (Global)</td>
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</table>
Your marketing checklist

Here is a summary of our recommendations to help you build a successful strategy with Google Ads.

1. Be discoverable
2. Build your brand
3. Acquire new customers
4. Increase sales
5. Marketing checklist
5 Marketing checklist

Find the right customers

- Find new customers with in-market and similar audiences pg. 18
- Discover new opportunities with our insights tools pg. 19
  - **Audience insights** help you find potential customers based on information about the people in your remarketing lists
  - **Audience reports** in Google Analytics can tell you more about who has visited your website, allowing you to dig into details such as interests and behaviors
- Use **App Campaigns** to acquire new customers and re-engage your existing app users pg. 16
- Set up **remarketing lists** to turn brand discovery into purchase intent pg. 17

Choose the right message

- Tell your brand story with **compelling assets** across all types of ads pg. 7
- Drive leads and conversions with **TrueView for action** pg. 11
- Help people explore your products with **Showcase Shopping ads** pg. 13
5  Marketing checklist

Drive omnichannel sales

✔ Create a frictionless shopping experience by making your website or app your digital storefront  
  (pg. 22)

✔ Drive product sales online and offline with Smart Shopping Campaigns (pg. 24)

✔ Increase foot traffic to your store with Local campaigns (pg. 25)

✔ Set up your Search and Shopping campaigns for holiday success (pg. 29)

Optimize and measure for success

✔ Measure and optimize for the right metrics for your campaigns (pg. 26)

✔ Set up conversion tracking with global site tag to measure new customer acquisition. (pg. 19)

✔ Use both online and offline data for bidding and reporting to see the full value of your campaigns (pg. 26)

✔ Use product insights to understand demand and pricing for your products (pg. 19)
  - Add popular products to your feed with the best sellers report
  - Push popular products when you’re price-competitive with the price competitiveness report
Sources

1. Think with Google, May 2019


3. Global Web Index, Asia Pacific Internet Users, Wave Q1 2019


8. Ibid.


10. Google Data, Global, analysis across 25 advertisers that had >100 clicks on each format in a given time period, new visitor defined as user not on “Site visitors” list, March 2019.

11. Google Data, based on aggregated results of A/B traffic split for 690 advertisers using Smart Shopping Campaigns and 142 campaigns using Target ROAS Smart Bidding for Shopping campaigns; seasonal event conversion value increase is based on Black Friday weekend in 2018, Jan. 2018–May 2019.


16. “Brexit Hits the High Street, but Ecommerce Proves Resilient” Jul 7, 2019


18. Global Web Index Wave, Q1 2019, APAC, Internet Users.