Drive sales and reach more customers with Google

2020

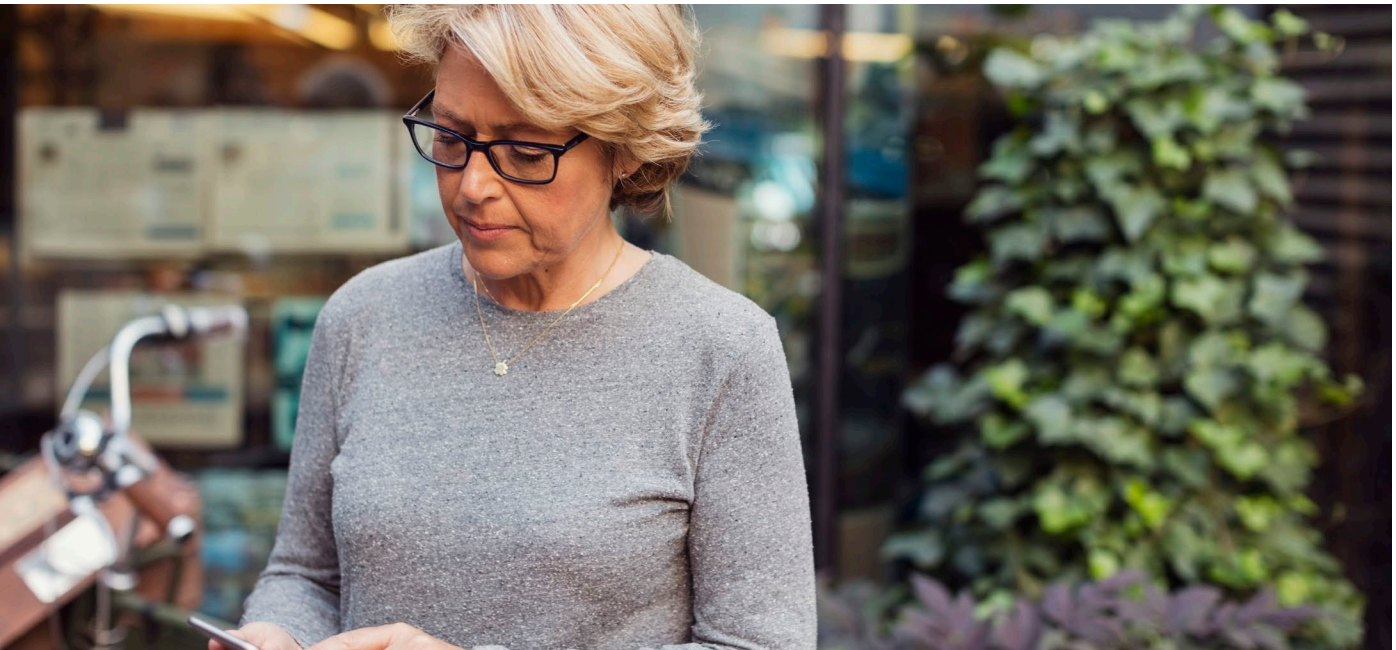# Be discoverable

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

The average online shopping journey has over 140 touchpoints that can influence what people buy and who they buy it from.[1]

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.

In fact, Canadian shoppers say they go to Google first more than any other source to discover or find a new brand.[2]

75%

of global shoppers used a Google product (Search, Maps, YouTube) in the past week to help with shopping[3]

Even when they want to shop in-store, people research online before making a decision. This past holiday period, global shoppers searched online prior to 90% of in-store holiday purchases.[4]
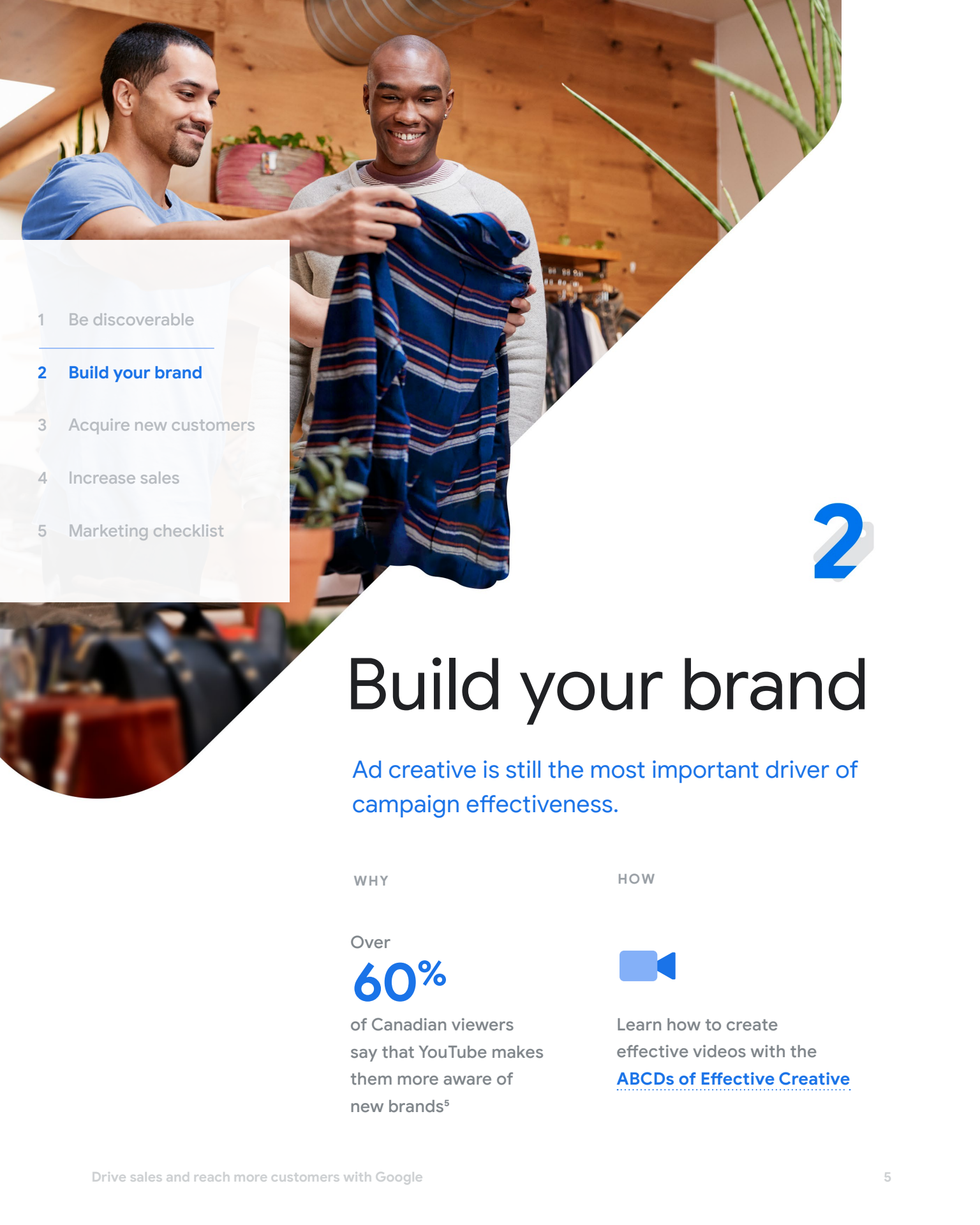
> Every one of these moments is a window into what your customers care about — which is why no one understands them better than Google.

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.

🔧 Check out our **best practices** to learn more

2

Build your brand

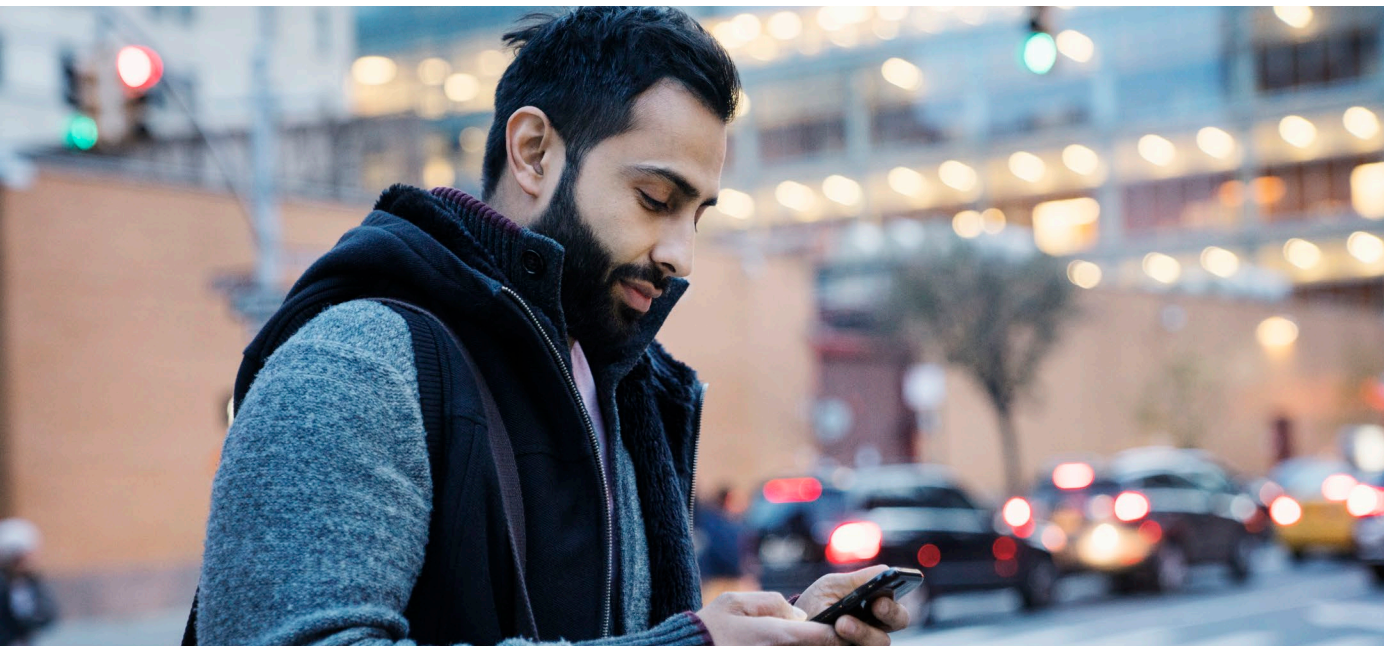Ad creative is still the most important driver of campaign effectiveness.

WHY

Over

60%

of Canadian viewers say that YouTube makes them more aware of new brands[5]

HOW

Learn how to create effective videos with the **ABCDs of Effective Creative**

Tell your brand story

53% of Canadian shoppers are looking to make sure the products are relevant to them and their lifestyle before purchasing a new brand.[6] That's why 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.

55%

of surveyed Canadian shoppers say they use Google to discover or find a new brand[7]
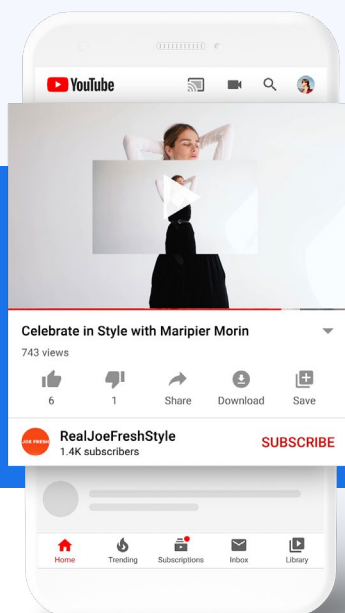
Connect and inspire with video

In a world of limited attention spans, it's important to create video ads that engage consumers. Over 60% of Canadian viewers say that YouTube makes them more aware of new brands,[8] 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**.

SUCCESS STORY

Calvin Klein **leveraged creators** to spark a movement and drove brand awareness with **2.2M unique viewers**

▶ YouTube

#MYCALVINS #MYTRUTH
I'm 23 AND NEVER HAD A BOYFRIEND
Shalom Blac
1M views

41K   560   Share   Download   Save

SHALOM BLAC
1.43M subscribers   SUBSCRIBE

Home   Trending   Subscriptions   Inbox   Library

▶ YouTube

Celebrate in Style with Maripier Morin
743 views

6   1   Share   Download   Save

RealJoeFreshStyle
1.4K subscribers   SUBSCRIBE
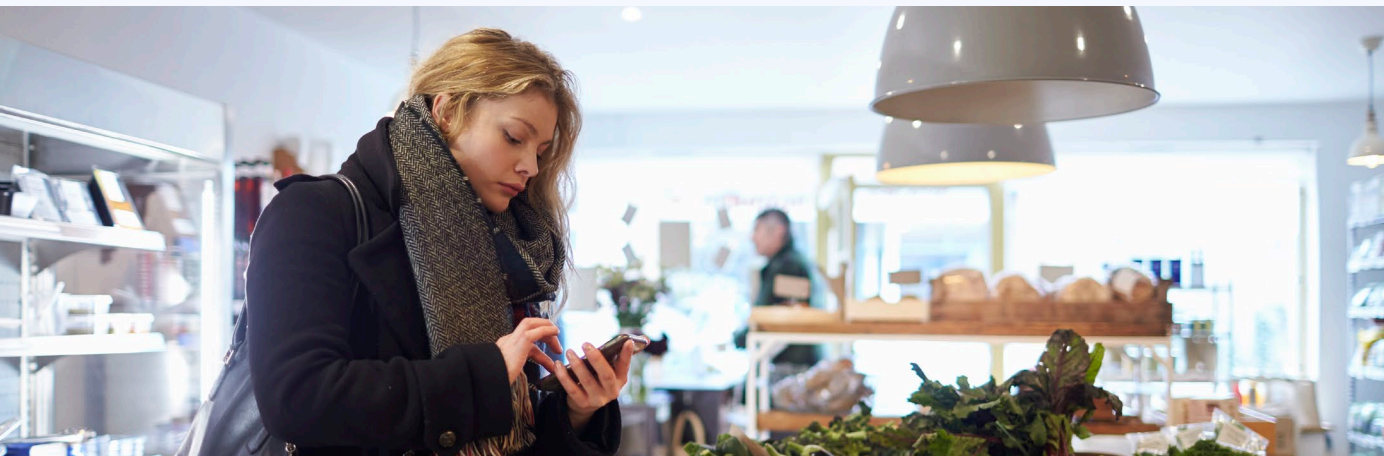
Home   Trending   Subscriptions   Inbox   Library

SUCCESS STORY

Joe Fresh **reached new Black Friday, Cyber Monday customers** with the help of YouTube influencers, and increased store visits by 10X.

Be the answer when they search

Mobile searches containing "popular" and "brands" have grown by more than 80% in the past two years in the U.S.[9] Use **responsive search ads** to answer those searches with flexible and personalized ads.

SUCCESS STORY

Dell tested responsive search ads and drove **25% more clicks and conversions**

G popular clothing brands

popular clothing brands **2020**
popular clothing brands **near me**
popular clothing brands **for women**
popular clothing brands **for men**
popular clothing brands **in the '80s**
popular clothing brands **stores**
popular clothing brands **shopping**

Make more visible and useful ads:

Learn how to **customize your search ads with extensions**

🏷️

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.

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.

3

Acquire new customers

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

47%

of surveyed global shoppers say they use Google before buying something new[10]

Turn inspiration into action with Google's actionable brand formats: **TrueView for action**, **Showcase Shopping ads**, and **Discovery ads**

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

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.[11]

## 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

As a relatively unknown brand, William Painter found it difficult to sell their sunglasses online because shoppers couldn't try them on. To build their brand story and drive sales, they **used TrueView for action** — and within a day, they **increased revenue 4x**.

WILLIAMPAINTER.COM
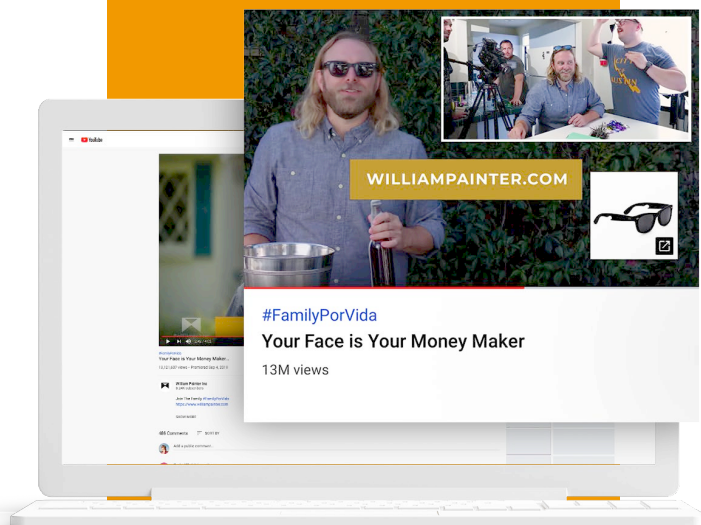
#FamilyPorVida
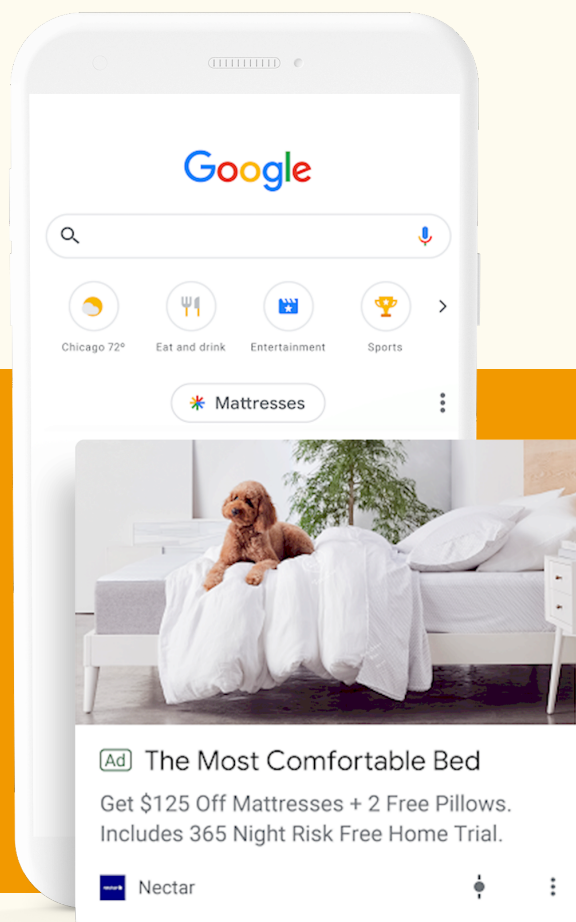Your Face is Your Money Maker
13M views

Engage new customers across feeds on Google

42% of Canadians agree they look for brands and products that make their lives easier,[12] and increasingly, they're looking while scrolling through their favourite personalized feeds. Discovery ads can help you drive action with up to 2.6 billion consumers within the feeds on YouTube, Discover, and Gmail.[13]

SUCCESS STORY

nectar

During its first six months using Discovery ads, Nectar by Resident saw an overall **8% sales increase** at the same CPA compared to its Google Search campaigns, and a **70% lower CPA** compared to its paid social campaigns.

Google

Chicago 72°   Eat and drink   Entertainment   Sports

✳ Mattresses

Ad The Most Comfortable Bed

Get $125 Off Mattresses + 2 Free Pillows. Includes 365 Night Risk Free Home Trial.

Nectar

🔧 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,[14] many of whom are deciding where to buy when they search for general terms like "backpacks" or "furniture."
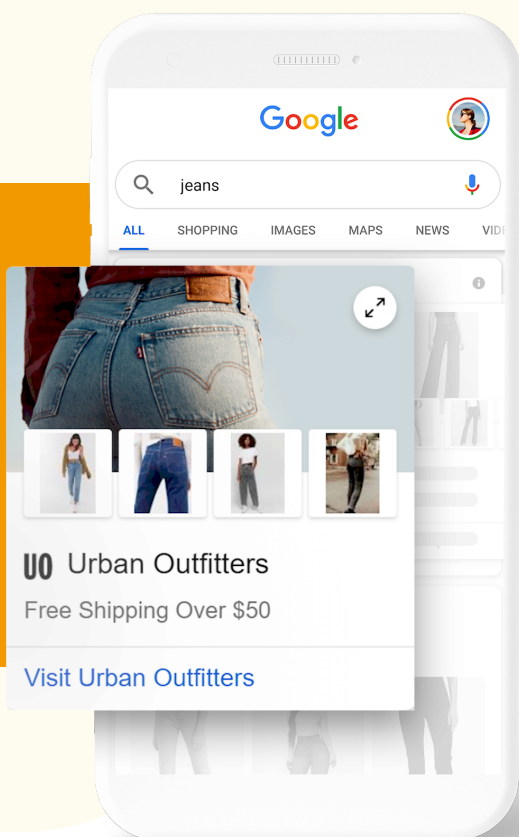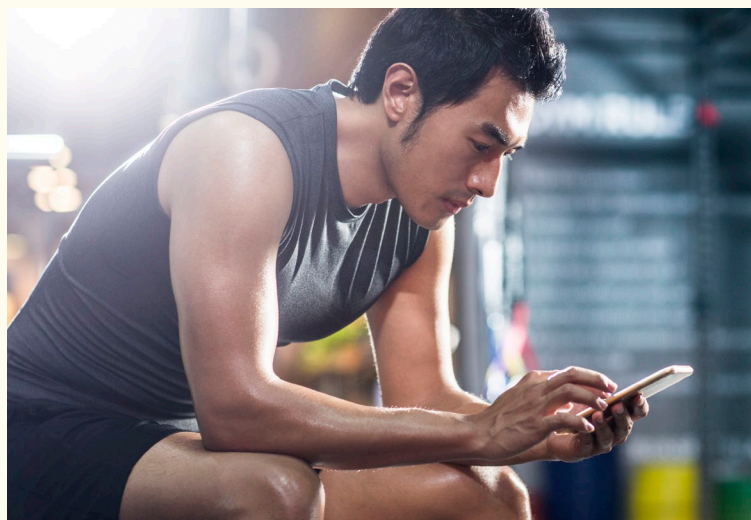
SUCCESS STORY

UO

Urban Outfitters expanded Showcase Shopping ads to 50 key categories in Apparel, Home decor, and Beauty. **52% of purchasers were new** and drove a **186% increase in sales** (compared to returning customers).

Google

jeans

ALL   SHOPPING   IMAGES   MAPS   NEWS   VID

UO Urban Outfitters
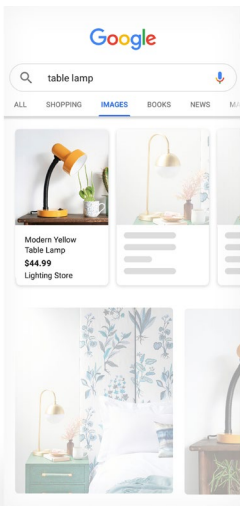Free Shipping Over $50

Visit Urban Outfitters

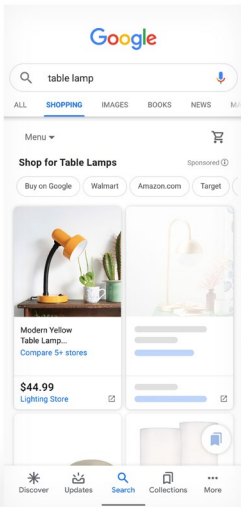# Here are some of the places your Shopping ads will appear to shoppers across Google:
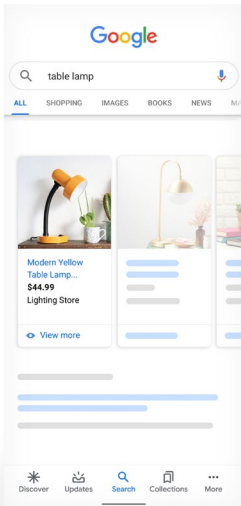
Search
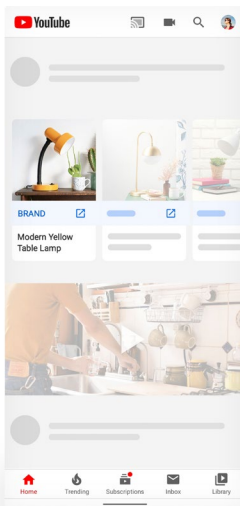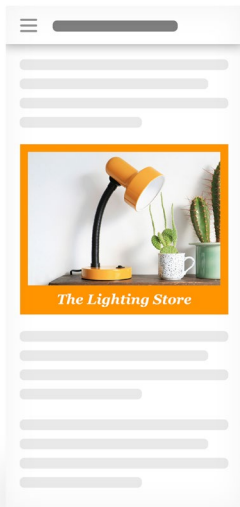

YouTube
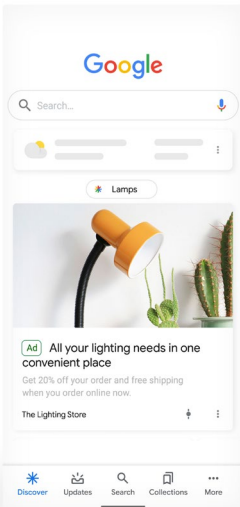

Images

Shopping

Display

Discover

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 upload 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**
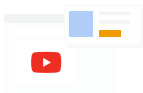
Dynamic remarketing

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**

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.

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 behaviours.

- ✓ **Market Finder** helps you take your business to new markets and start selling around the world.
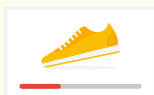
Launch a new product

New products build your brand and can be a way to find new customers. To successfully launch a new product, you need to start by building consumer interest, then drive continued sales post-launch.
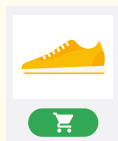
Product launch guide

Build pre-launch interest
Leverage immersive storytelling with video to build excitement and drive new leads. Start building remarketing lists to drive sales post-launch.
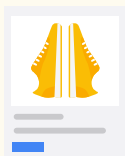
Advertise your launch moment
Focus on driving action with video, text ads, and formats that showcase your products.

Drive continued sales
Continue to share your message and turn intent into action.

SUCCESS STORY

To launch their Nemeziz soccer shoe, Adidas created multiple sequential video paths for viewers who watched or skipped their product-focused ad. Viewers who engaged with their message were served an ad that took a deeper look at the product, leading to a **33% lift in brand awareness** and a **317% lift in product interest.**
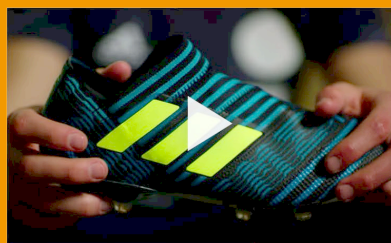
Born to Create: Hakan Çalhanoğlu, Kasper Dolberg, Jack Harrison
13M views
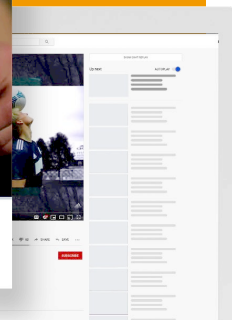
Shopper and product insights

Use our product insights to help with your new product strategy.
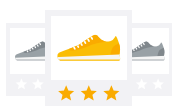
Add popular products to your feed
Use the **best sellers report** to see the most popular brands and products across Shopping ads and find out if they're in your feed and in stock.
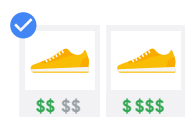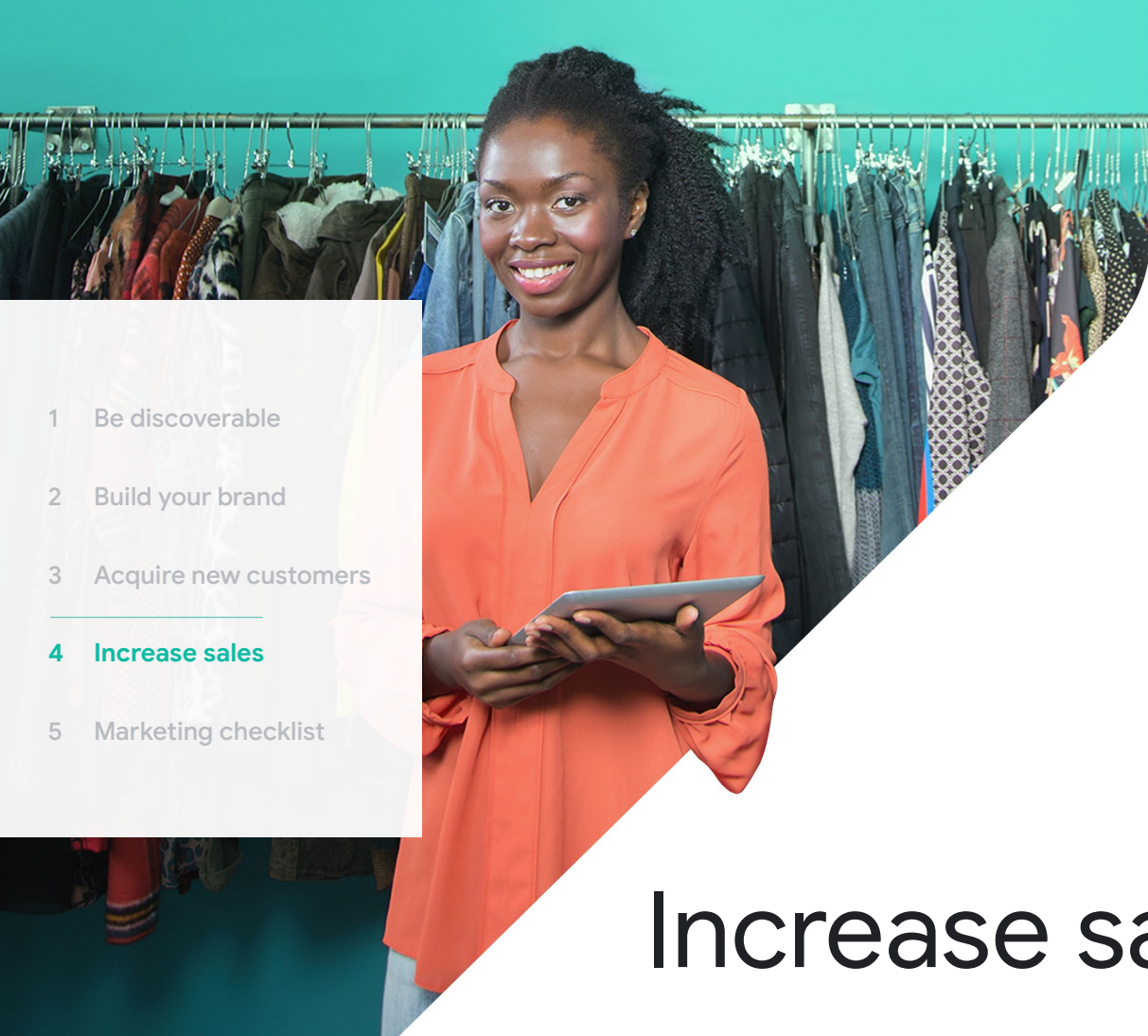
Push popular products when you're price-competitive
The **price competitiveness report** shows you the price point at which shoppers are clicking on ads to inform your pricing and assortment strategy.

Increase sales

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

WHY

80%

of Canadian shoppers used more than three channels to shop within a two day period[15]

HOW

Upload your online and in-store products to **Merchant Center** and activate **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. In fact, Canadians who shop across five or more channels reported spending **almost 2x more** than people who shop across only one or two channels.[16]

90%

of surveyed global shoppers who visited a store in the last week said they searched online first[17]

Create a frictionless shopping experience online

A frictionless shopping experience for omnichannel shoppers maximizes sales. Your website or app is your digital storefront, so put your best foot forward online with a quick and easy evaluation on **Grow My Store**.

71%

of Canadian smartphone users are more likely to purchase from companies whose mobile sites or apps allow them to make purchases quickly[18]

<div>

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

</div>

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.

Search interest in "local" and "near me" has grown

350x

in the past 10 years in the U.S. [19]

4   Increase sales

Upload your products to Merchant Center to get started

Use **Smart Shopping campaigns** for automated bidding and ad placement to promote your products. U.S. Advertisers see more than a 30% increase in conversion value on average when using Smart Shopping campaigns.[20] **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.

running shoes
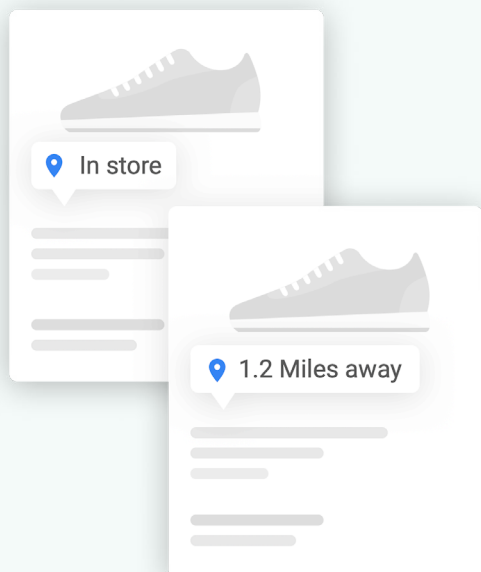
Promote your in-store items with Local inventory ads

Local inventory ads highlight your products and store information to nearby shoppers searching with Google. Make sure to link your **Google My Business** account with your Merchant Center account to display your store information across Google services.

In store

1.2 Miles away

Drive 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.

women's clothing near me

Ad Show New Arrivals Today
Shop the latest trends in casual and dressy attire near you.
Visit Today • express.com

EXPRESS

Directions   Call   Share

LOOKS

WINGED LINER & RED LIP
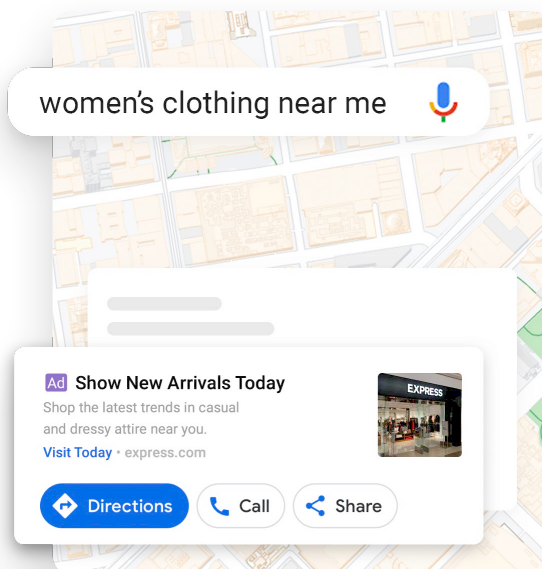
SUCCESS STORY

SEPHORA

Sephora invests in digital shopping assistants that combine the best of offline and online. Their mobile app allows shoppers to scan barcodes for product reviews and look up their order histories, while the Sephora Virtual Artist feature allows shoppers to virtually try on thousands of makeup shades.

4   Increase sales

Measure omnichannel performance

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

INDOCHINO

Omnichannel retailer Indochino maximized measurability and campaign optimization last holiday season, by **launching key digital campaigns** launching key digital campaigns early and reaching our customers during the discovery phase.

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.

Maximize promotional periods

Plan your marketing strategy for before, during, and after your promotion or holiday to drive as many sales as possible.

WHY

Last year, Canadian consumers shopped more before the holidays, with the highest percentage increase in the week leading up to Cyber Week, and the largest rise in in-store visits the week before Christmas[21]

HOW

Follow these **best practices** to set up your campaigns for holiday success

Drive sales during the holidays

Holiday highlights from 2019

Last year, retail had its largest holiday season ever with global digital revenue reaching $723B at 8% growth.[22] Even in stores, digital played a critical role.

🏷 **49%** of purchases in Canada happen online, compared to **51%** in-store[23]

🏷 Canadian holiday shoppers searched online before **83%** of in-store reported purchases[24]

🏷 **38%** of Canadian holiday shoppers used their smartphones to shop or research while in stores[25]

When consumers were looking online for help with their holiday shopping, they often turned to Google. Over the 2019 Black Friday and Cyber Monday holiday weekend, Google saw its largest number of daily shoppers in history.[26] And 78% of Canadian

Holiday shoppers used Google properties (Search, YouTube or Maps) related to their shopping in the past two days.[27]

> When consumers were looking online for help with their holiday shopping, they often turned to Google.

4   Increase sales

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 holiday season.

Holiday shoppers are open to buying from new retailers

INSIGHTS

70%
of Canadian shoppers said they were open to buying from new retailers[28]

46%
of Canadian holiday shoppers bought from at least one retailer this season that they haven't bought from before[29]

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**

Holiday shoppers are starting earlier and ending later

INSIGHTS

23%
of Canadian shoppers start looking for gift ideas 3 to 6 months prior to the holidays[30]

47%
of holiday shopping is completed after Black Friday/Cyber Monday week in Canada[31]

20%
of holiday shopping in Canada is completed during the week of Christmas and the week after Christmas[32]

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

✅ **Holiday shoppers value price, convenience, and availability**

Top factors in Canada for purchasing from a retailer, both online and in-store:[33]

40%
Price/promotion

31%
Convenience

28%
Product availability

Highlight holiday offers with **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**

✅ **Holiday shoppers shop across multiple channels**

80%
of Canadian holiday shoppers used more than three channels to do their holiday shopping in a two-day period[34]

83%
of in-store purchases in Canada were preceded by an online search[35]

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**

4 Increase sales

✓ Holiday shoppers turn to mobile

INSIGHTS

Canadian shoppers reported making

46%

of their online holiday purchases on mobile[36]

55%

of Canadian holiday shoppers used apps for shopping[37]

GET STARTED

Create a seamless holiday shopping experience on your website by **testing** your mobile speed

Promote your app across Google with **App campaigns**

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

🔧 Follow these **best practices** to set up your campaigns for holiday success

Think beyond the holiday season

Drive sales through non-holiday promotions

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.

Make your non-holiday promotions stand out

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.

78%

of surveyed Canadian shoppers say getting a special promotion is important to them when deciding which brand or retailer to buy from[38]

2020 Global holiday calendar

Year-round consumer shopping

Today's retail landscape is filled with events of all kinds, from public holidays to sales and promotions.

Be sure to include all of these consumer moments in your marketing strategy, to maximize your sales.

JANUARY		FEBRUARY		MARCH		APRIL	
1	New Year's Day (Global)	14	Valentine's Day (Global)	17	St. Patrick's Day (Global)	8-16	Passover (Global)
25	Lunar New Year (TW, HK, VN, KO, JP)	17	Family Day	9-10	Holi Festival (Global)	10-12	Good Friday, Holy Saturday, Easter Sunday (Global)
						22	Earth Day
						23-30	Ramadan (Global)

MAY		JUNE		JULY		AUGUST	
1-23	Ramadan cont. (Global)	21	Father's Day	1	Canada Day	3	Civic Holiday
1	May Day (Global)	24	National Holiday of Quebec				
10	Mother's Day						
18	Victoria Day						

SEPTEMBER		OCTOBER		NOVEMBER		DECEMBER	
	Back to School	12	Thanksgiving	11	Remembrance Day	10-18	Hanukkah (Global)
7	Labour Day	31	Halloween (Global)	14	Diwali (Global)	14	Green Monday (Global), Free Shipping Day (Global)
				27	Black Friday (Global)	25	Christmas Day (Global)
				30	Cyber Monday (Global)	26	Boxing Day (Global)

5

Your marketing checklist

Here are 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

Find the right customers

Choose the right message

5 Marketing checklist

Drive omnichannel sales

Optimize and measure for success

Sources

1. Verto Analytics's Smart Cross-Device Audience Measurement Panel, n=1,302, A18+ census-balanced panelists, 2018.

2. Google / Ipsos, Global Retail Study, Feb 2019. Base: Total sample (n=505) Canada online 18+ who shopped in the last week. Countries included: AR, AU, BR, CA, CN, CZ, FR, DE, IN, ID, IT, JP, KR, MX, NL, PL, PT, RU, SA, ZA, ES, SE, TR, UA, GB, US, AE, VN.

3. Google/Ipsos, Global (excl. China), Global Retail Study, n=14,206, online 18+ who shopped in the last week, Feb. 2019. Countries included: AR, AU, BR, CA, CZ, FR, DE, IN, ID, IT, JP, KR, MX, NL, PL, PT, RU, SA, ZA, ES, SE, TR, UA, UK, US, AE, VN.

4. Google / Ipsos, Global Retail Study, Feb 2019. Base: Past Week In-store Shoppers (n=8430) Global (excl. China) online 18+ who searched before visitng a store in the last week. Countries included: AR, AU, BR, CA, CZ, FR, DE, IN, ID, IT, JP, KR, MX, NL, PL, PT, RU, SA, ZA, ES, SE, TR, UA, UK, US, AE, VN. (Row 22)

5. Google/Talkshoppe, CA, whyVideo study, n=1953 A18-64 Genpop video users, March 2020.

6. Google/Ipsos, Shopping Tracker, Q1 2020, n=3005 Canadian A18+ who shoppped in the last 2 days.

7. Google / Ipsos, Global Retail Study, Feb 2019. Base: Total sample (n=505) Canada online 18+ who shopped in the last week. Countries included: AR, AU, BR, CA, CN, CZ, FR, DE, IN, ID, IT, JP, KR, MX, NL, PL, PT, RU, SA, ZA, ES, SE, TR, UA, GB, US, AE, VN. (Row 28)

8. Google/Talkshoppe, CA, whyVideo study, n=1953 A18-64 Genpop video users, March 2020.

9. Google Data, U.S., April 2016–March 2017 vs. April 2018–March 2019.

10. Google/Ipsos, Global (excl. China), Global Retail Study, n=15,134, online 18+ who shopped in the last week, Feb. 2019. Countries included: AR, AU, BR, CA, CZ, FR, DE, IN, ID, IT, JP, KR, MX, NL, PL, PT, RU, SA, ZA, ES, SE, TR, UA, UK, US, AE, VN.

11. Ibid.

12. Google/Ipsos, Shopping Tracker, Q1 2020, n=3005 Canadian A18+ who shoppped in the last 2 days.

13. Internal Google Data, Jan. 2020.

14. 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.

15. Google/Ipsos, "Holiday Shopping Study", November 2019 – January 2020, Online survey, Canada, n=3152 online Canadians 18+ who shopped for the holidays in the past two days.

16. Google/Ipsos, "Holiday Shopping Study", November 2019 – January 2020, Online survey, Canada, online Canadians 18+ n=882 conducting activities across 5+ channels and n=222 conducting activities across 1-2 channels who shopped for the holidays in the past two days and made a purchase. Google/Ipsos, "Holiday Shopping Study", November 2019 – January 2020, Online survey, Canada, online Canadians 18+ n=1627 conducting activities across 5+ channels and n=624 conducting activities across 1-2 channels who shopped for the holidays in the past two days..

17. Google/Ipsos, Global (excl. China), Global Retail Study, n=8,430, past week in-store shoppers, online 18+ who searched before visiting a store in the last week, Feb. 2019. Countries included: AR, AU, BR, CA, CZ, FR, DE, IN, ID, IT, JP, KR, MX, NL, PL, PT, RU, SA, ZA, ES, SE, TR, UA, UK, US, AE, VN.

18. Google / Ipsos, Jan. 2020, Playbook Omnibus 2020, n=1,533 CA online smartphone users, A18+.

19. Google Trends Data, 2010 vs. 2019.

20. 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.

21. Google/Ipsos, "Holiday Shopping Study", November 2019 – January 2020, Online survey, Canada, n=3152 online Canadians 18+ who shopped for the holidays in the past two days.

22. Salesforce, All Wrapped Up 2019: The End of the Decade that Changed Retail Forever, accessed 2020.

23. Google/Ipsos, "Holiday Shopping Study", November 2019 – January 2020, Online survey, Canada, n=3152 online Canadians 18+ who shopped for the holidays in the past two days.

24. Google/Ipsos, "Omnichannel Holiday Study", November 2019 – January 2020, Online survey, Canada,Holiday In-store Purchases, n=1192 online Canadian 18+ who shopped for the holidays in the past two days.

25. Google/Ipsos, "Holiday Shopping Study", November 2019 – January 2020, Online survey, Canada, n=2896 online Canadians 18+ who shopped for the holidays in the past two days (excl. Don't remember).

26. Google Data, "daily shoppers" is a count of daily active users on Google.com and shopping properties with shopping intent, Nov. 2019.

27. Google Data, "daily shoppers" is a count of daily active users on Google.com and shopping properties with shopping intent, Nov. 2019.

28. Google/Ipsos, "Holiday Shopping Study", November 2019 – January 2020, Online survey, Canada, n=3152 online Canadians 18+ who shopped for the holidays in the past two days..

29. Ibid.

30. Ibid.

31. Ibid.

32. Google/Ipsos, "Holiday Shopping Study", November 2019 – January 2020, Online survey, Canada, n=624 online Canadians 18+ who shopped for the holidays in the past two days between Dec 19 - Jan 1.

33. Google/Ipsos, "Omnichannel Holiday Study", November 2019 – January 2020, Online survey, Canadian, Online Canadians 18+ who shopped for the holidays in the past two days. Base Holiday Purchases: n=3755.

34. Google/Ipsos, "Holiday Shopping Study", November 2019 – January 2020, Online survey, Canada, n=3152 online Canadians 18+ who shopped for the holidays in the past two days.

35. Google/Ipsos, "Omnichannel Holiday Study", November 2019 – January 2020, Online survey, Canada, Holiday In-store Purchases (n=1192) (Online Canadian 18+ who shopped for the holidays in the past two days).

36. Google/Ipsos, "Holiday Shopping Study", November 2019 – January 2020, Online survey, Canada, n=1791 Holiday online purchases (Online Canadians 18+ who shopped for the holidays in the past two days).

37. Google/Ipsos, "Holiday Shopping Study", November 2019 – January 2020, Online survey, Canada, n=3152 online Canadians 18+ who shopped for the holidays in the past two days.

38. Google / Ipsos, Global Retail Study, Feb 2019. Base: Total sample (n=505) Canada online 18+ who shopped in the last week. Countries included: AR, AU, BR, CA, CN, CZ, FR, DE, IN, ID, IT, JP, KR, MX, NL, PL, PT, RU, SA, ZA, ES, SE, TR, UA, GB, US, AE, VN.