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.

The online shopping journey has multiple touchpoints that can influence what people buy and who they buy it from.

For marketers, the challenge is how to show up at all of these moments, while delivering the personalised, relevant experiences that 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.

31% of items shopped for in Poland are prompted by something the shoppers said they saw on a Google product (search, Maps, YouTube).[1]

75%

of surveyed global shoppers say they have used a Google product (Search, Maps, YouTube) in the past week to help with their shopping.[2]

93% of Polish shoppers who visited a store in the last week said they used online search prior to going in-store.[3]
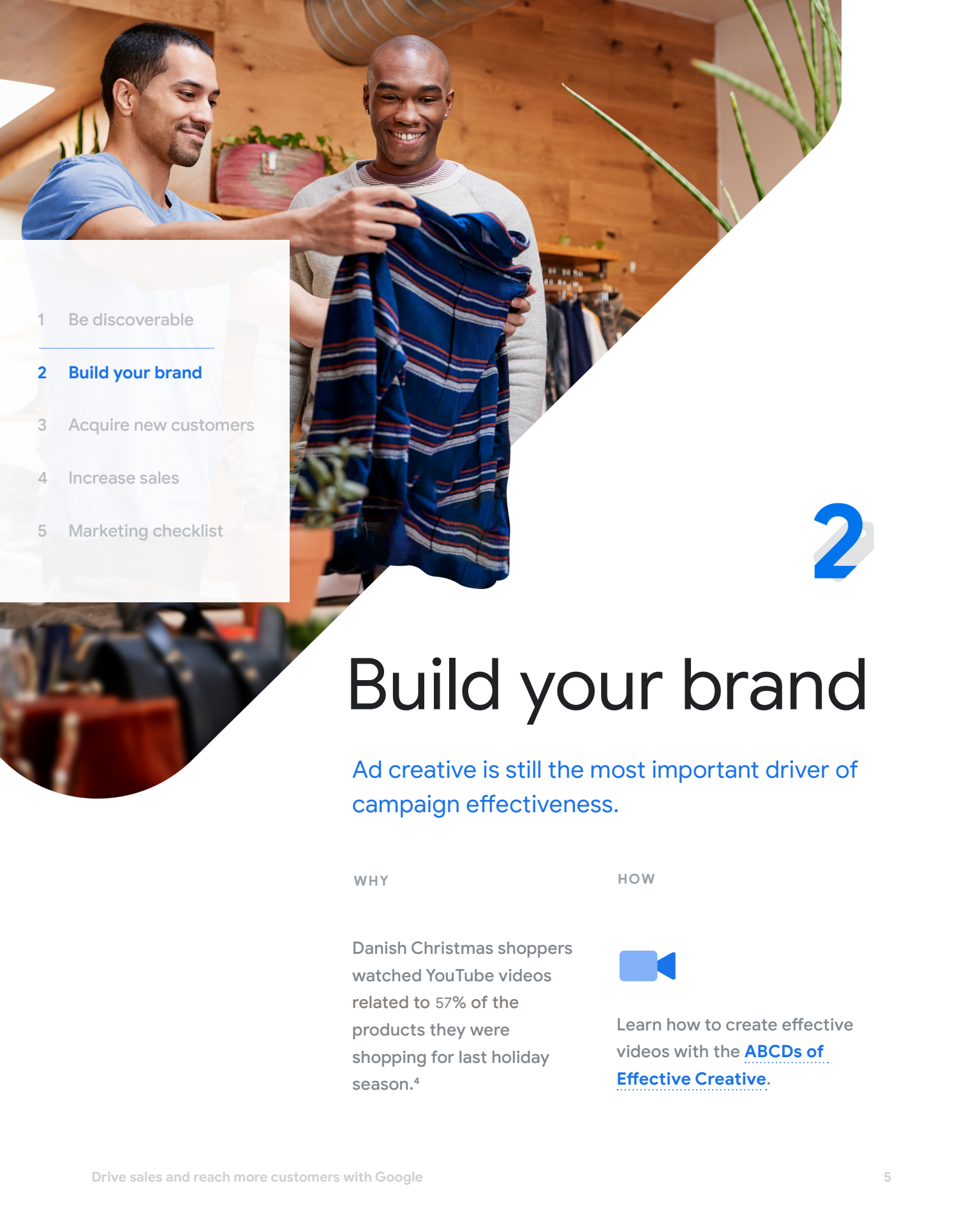
> Every one of these moments is a window into what your customers care about – which is why no one understands them better than Google.

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.

🔧 Take a look at our **best practices** to learn more

2

Build your brand

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

WHY

Danish Christmas shoppers watched YouTube videos related to 57% of the products they were shopping for last holiday season.[4]

HOW

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

Tell your brand story

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.

51%

of surveyed global shoppers use Google to discover or find a new brand.[5]

Connect and inspire with video

In a world of limited attention spans, it's important to create video ads that engage consumers. 90% people say they discover new brands or products on YouTube[6], 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

Sarson, along with digital agency Reprise, taught a new generation to pickle with **YouTube** and saw **20% YoY increase in sales**.
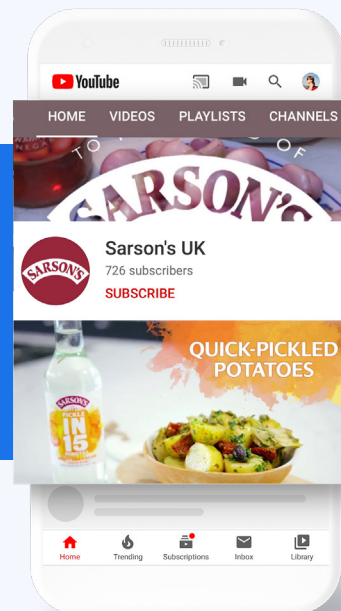
Be the answer when they search

Use **responsive search ads** to answer those searches with flexible and personalised ads.

SUCCESS STORY

Dell tested responsive search ads in its gaming account and drove **25% more clicks and conversions.**

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 **customise your search ads with extensions**

Measure brand metrics

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

Then measure success by monitoring the right metrics:

✔ **Impressions**
How many customers actually saw your ad? You can prioritise 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.

WHY

47%

Nearly half of Global shoppers say they use Google before buying something new.[7]

HOW

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 that they use Google before buying something new.[8]

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 optimise for your goals with **Smart Bidding**.

SUCCESS STORY

STATSports®

With **TrueView for Action**, STATSports was able to drive both a 3**0% lift in consideration and a 36% lift in awareness**. This resulted in a **2,578% lift in brand interest** driving a **20% increase in new users to their site.**

statsports.com

Your Watch: Apex Pro Series
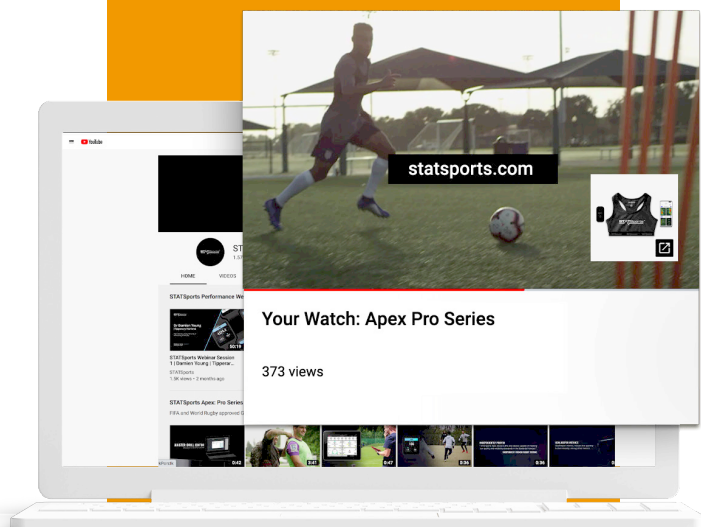
373 views

Engage new customers across feeds on Google

Discovery ads can help you drive action with up to 2.6 billion consumers within the feeds on YouTube, Discover and Gmail.[9]

SUCCESS STORY

MandMDIRECT

Discovery ads is a great new customer acquisition channel for MandM Direct, bringing in more qualified leads than social campaigns. Visitors from Discovery ads spent 2.6X longer on the brand's website with a significantly lower bounce rate, and had a 42% higher average order value than via Social.

🔧 Learn more about **optimising 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,[10] many of whom are deciding where to buy when they search for general terms like 'backpacks' or 'furniture'.
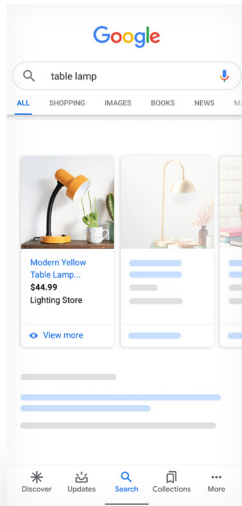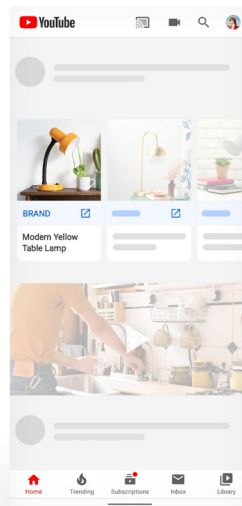

SUCCESS STORY

MADE.COM

Made.com conducted numerous tests of different Showcase Shopping ads to improve performance, which more than paid off. Shopping Showcase ads produced a **1.52% click-through rate** (compared to 1.18% for their Product Shopping ads) and **1.85% engagement rate**.
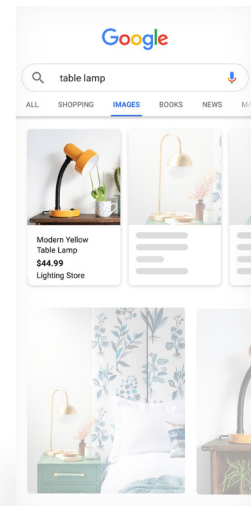
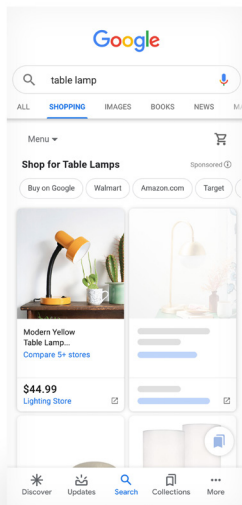# Here are some of the places your Shopping ads will appear to shoppers across Google:

Search
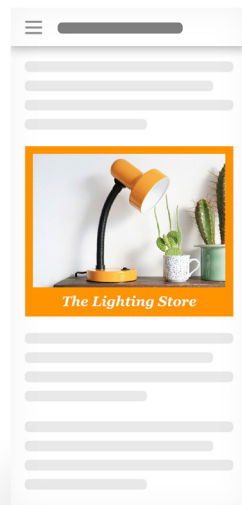

YouTube
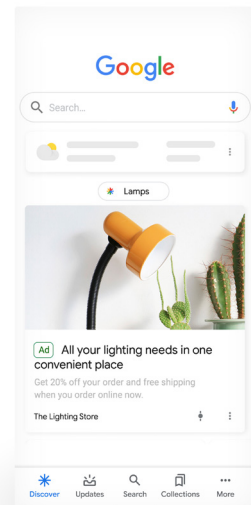

Images

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**
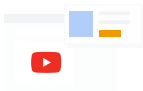
Video remarketing

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:

- ✓ **Discover rising product trends** to see what's gaining momentum this season.

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

- ✓ **Find my audience** helps you understand who your most valuable customers are on YouTube so you can reach similar audiences with relevant messages.

- ✓ **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
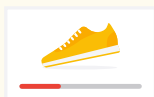
Build pre-launch interest
Leverage immersive storytelling with video to build excitement and drive new leads. Start building remarketing lists to drive sales post-launch.
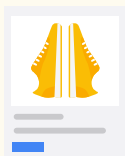
Advertise your launch moment
Focus on driving action with video, text ads and formats that showcase your products.
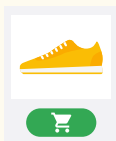
Drive continued sales
Continue to share your message and turn intent into action.

Shopper and product insights

Use our product insights to help with your new product strategy.
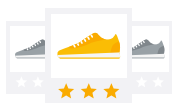
Add popular products to your feed

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.
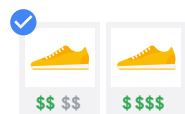
Push popular products when you're price-competitive
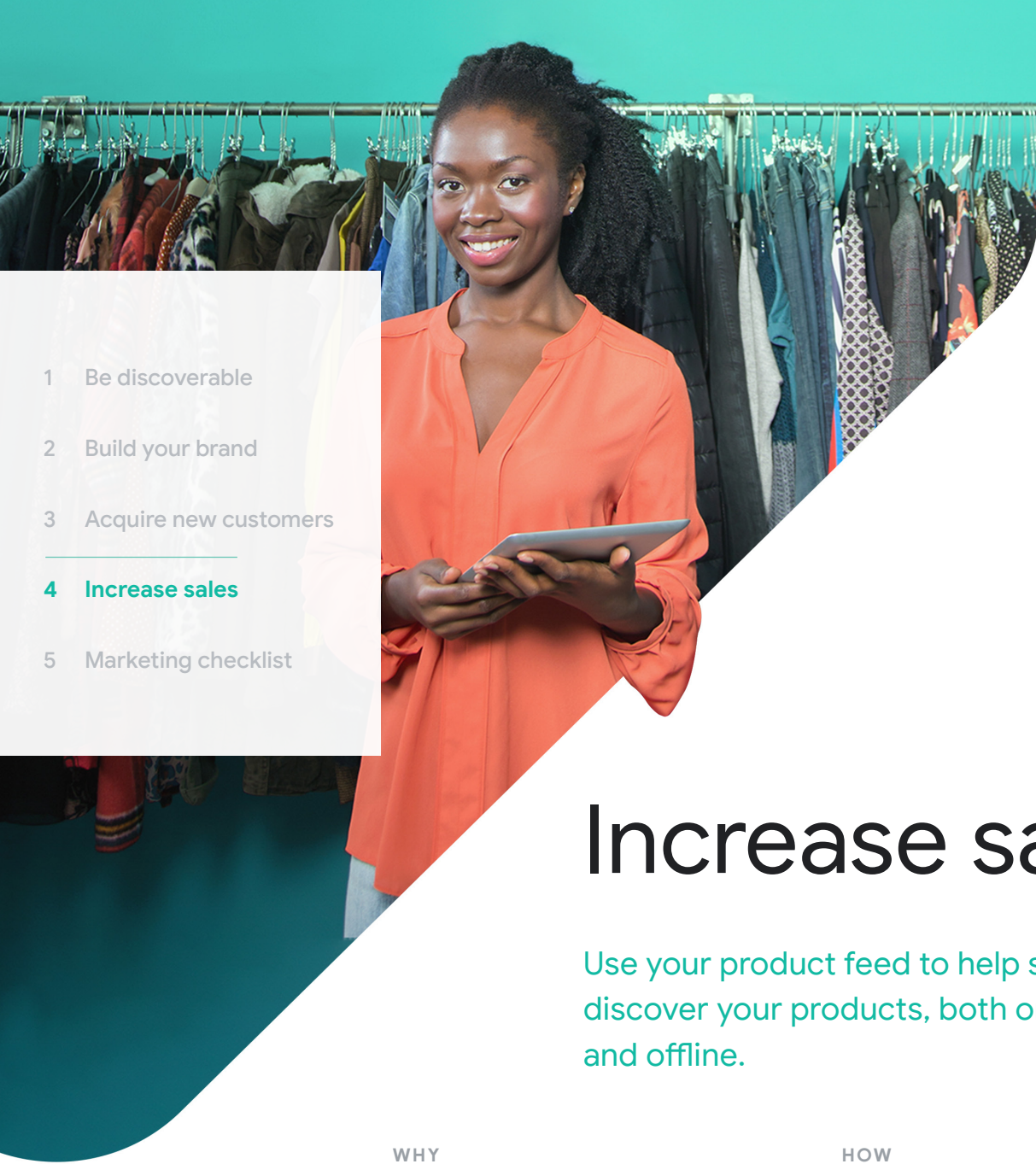
The **price competitiveness report** shows you the price point at which shoppers are clicking on ads to inform your pricing and assortment strategy.
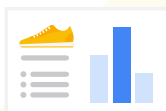
Learn what shoppers want

Use our **Shopping Insights tool** to create a personalised weekly email about the product and category trends that matter to you.

Increase sales

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

WHY

84%

of Spanish Christmas shoppers used 3+ channels to do their Christmas shopping.[11]

HOW

Upload your online and in-store products to **Merchant Center** and activate **Smart Shopping campaigns***

*In Europe, Smart Shopping campaigns can be used with any Comparison Shopping Service (CSS) you work with. The ads will show on general search results pages and on any other surfaces the CSS has opted in to.

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, German Christmas shoppers that shop across five or more channels reported spending 1.2x more and purchasing 2.2x more than people who shop across one to two channels.[12]

90%

of surveyed global shoppers who visited a shop in the last week said that they searched online first.[13]

Create a frictionless shopping experience online

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

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

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 "near me" has grown

10x

in the past 5 years.[14]

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. Advertisers see more than a 30% increase in conversion value on average when using Smart Shopping campaigns.[15] **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
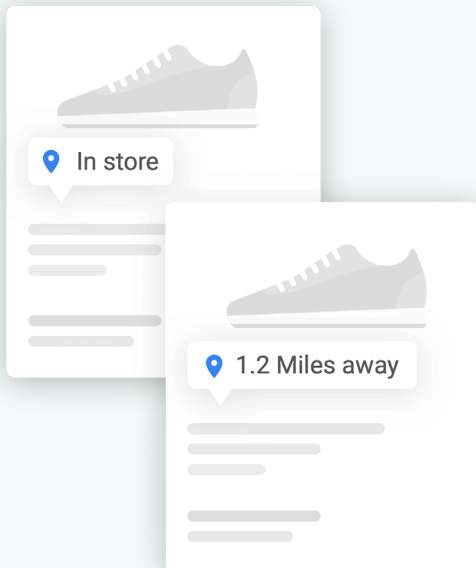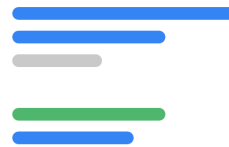
Promote your in-store items with Local inventory ads

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

In store

1.2 Miles away

4   Increase sales

Drive more shoppers to your shops with Local campaigns

They use best-in-class machine learning and local formats to drive shoppers to all of your shop locations. They can also be used to support specific shops and events.
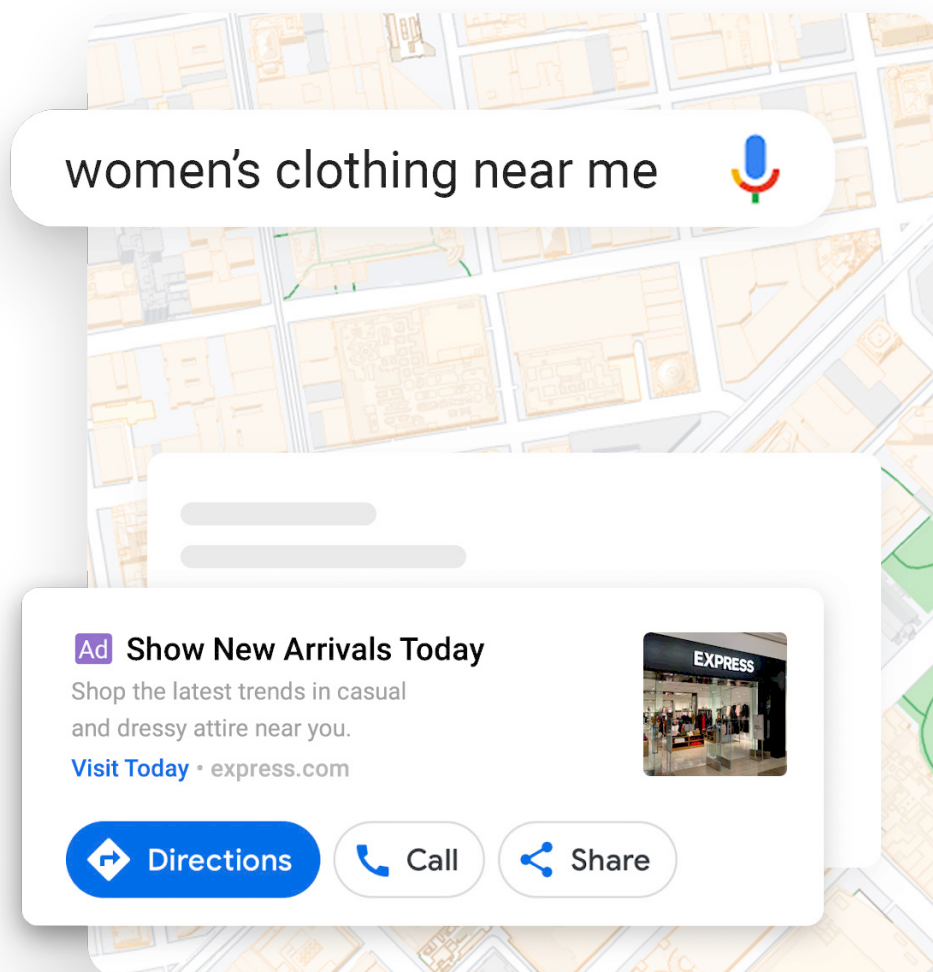
4 Increase sales

Measure omnichannel performance

As part of your measurement strategy, remember to account for the conversions that happen **both online and offline**. Use **conversion basket reporting** to measure online transactions, revenue and profit, and include **shop visits** and **shop sales** to identify the campaigns, keywords and devices that drive the most offline value for your business. To maximise total omnichannel value, add shop visits into your **Smart Bidding** campaigns for Search and include them in Target ROAS bidding for Shopping and Smart Shopping campaigns.

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 that 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 maximise your overall customer LTV.

Maximise promotional periods

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

WHY

Over the festive period, Italian shoppers make 72% of their purchases during Cyber Week.[16]

HOW

Follow these **best practices** to set up your campaigns for success over the festive period.

4 Increase sales

Drive sales during the festive period

Festive highlights from 2019

Last year, retail had its largest holiday season ever with global digital revenue growing 8% and totaling $723B in sales.[17] Even in shops, digital played a critical role.

🏷️ **57%** of British Christmas purchases were made online and **43%** were in-store.[18]

🏷️ Danish shoppers searched online ahead of **88%** of in store purchases.[19]

🏷️ **45%** of Dutch Christmas shoppers say they use their smartphone while in-store during the season.[20]

When consumers were looking online for help with their holiday shopping, they often turned to Google. Google had the largest number of daily shoppers in its history over the 2019 Black Friday and Cyber Monday holiday weekend. [21] Google properties (Search, YouTube or Maps) are used in **82%** of French Christmas shopping occasions.[22]

> 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 festive season.

✓ Festive-period shoppers are open to buying from new retailers

INSIGHTS

64%

of Russian purchases are with a retailer that shoppers have never purchased from.[23]

68%

of German Christmas shoppers agree they are open to buying from new retailers. 37% said they chose to purchase from a new retailer last year due to price/promotion.[24]

GET STARTED

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

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

✓ Festive-period shoppers are starting earlier and ending later

INSIGHTS

24%

of Norwegian gift shoppers start thinking about the gifts they need to buy 6 months before Christmas.[25]

30%

of Spanish Christmas shopping is completed after Black Friday/Cyber Monday week .[26]

24%

of Swedish Christmas shopping is completed during the week of, and the week after Christmas.[27]

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 festive-period traffic by setting adequate budgets and competitive targets for **Smart Shopping campaigns** or **Smart Bidding.**

Improve your **optimisation score** by regularly checking your account **recommendations** throughout the festive period.

4   Increase sales

✓ **Festive-period shoppers value price, convenience and availability**

INSIGHTS

Top factors for Finnish shoppers when purchasing from a retailer:[28]

49%
Price/promotion

25%
Convenience

26%
Product availability

GET STARTED

Highlight holiday offers with **Merchant Promotions** or **sale price annotations.**

Feature convenient delivery options, like **fast and free delivery** or **click and collect.**

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

✓ **Holiday shoppers shop across multiple channels**

INSIGHTS

71%
of British Christmas shoppers used 3+ channels to do their Christmas shopping.[29]

94%
of Italian in-store purchases were preceded by an online search.[30]

GET STARTED

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

Drive more shop visits by using **Smart Shopping campaigns** and **Local campaigns.**

4   Increase sales

✓ Holiday shoppers turn to mobile

INSIGHTS

Shoppers reported making

63%

of online Norwegian Christmas purchases are mobile (i.e. made on a smartphone).[31]

61%

of French Christmas shoppers used apps related to their shopping with **41%** downloading new apps last season.[32]

GET STARTED

Create a seamless festive period shopping experience on your website by **testing** your mobile speed.

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

Maximise 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 maximise 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 success over the festive period

4 Increase sales

Think beyond the festive season

Year-round consumer shopping

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

Make sure that you include all of these consumer moments in your marketing strategy, to maximise your sales.

Back to School
Mintel research puts a £915m price tag on the cost of sending children back to a new academic year, starting next week, with £436m spent on school uniform and shoes alone.[33]

Halloween
Halloween spending is expected to total £474 million in 2019. [34]

Drive sales through non-festive 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-festive promotions stand out

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

77%

of surveyed global shoppers say getting a special promotion is important to them when deciding which brand or retailer to buy from.[35]

4 Increase sales

2020 Global holiday calendar

JANUARY		FEBRUARY		MARCH		APRIL	
1	New Year's Day (Global)	2	Super Bowl Sunday (US)	14	White Day (JP, TW, VN, KO)	8-16	Passover (Global)
20	Martin Luther King Jr. Day (US)	14	Valentine's Day (Global)	17	St. Patrick's Day (Global)	10-12	Good Friday, Holy Saturday, Easter Sunday (Global)
25	Lunar New Year (TW, HK, VN, KO, JP)	17	President's Day (US)	9-10	Holi Festival (Global)	22	Earth Day (US)
		21-29	Carnival (BR)	20	Spring Equinox (JP)	23-30	Ramadan (Global)
				22	Mother's Day (UK) Back to School (AR, CL)		

MAY		JUNE		JULY		AUGUST	
1-23	Ramadan cont. (Global)	21	Father's Day (US)	1	Canada Day (CA)	11	Mountain Day (JP) Back to School (US)
1	May Day (Global)			4	Independence Day (US)		
2-6	Golden Week (JP)			14	Bastille Day (FR)		
5	Cinco de Mayo (US, MX)			20	Sea Day (JP) Back to School (CO, MX)		
10	Mother's Day (US)						
18	Victoria Day (CA)						
25-31	Hot Sale (AR, MX), Cyber Day (AR, MX)						
25	Memorial Day (US)						

SEPTEMBER		OCTOBER		NOVEMBER		DECEMBER	
7	Labor Day (US)	1-4	Oktoberfest cont. (DE)	3	Culture Day (JP)	10-18	Hanukkah (Global)
19-30	Oktoberfest (DE)	3	Day of German Unity (DE)	8	Remembrance Day (CA, AU, UK)	14	Green Monday (Global), Free Shipping Day (Global)
21	Respect for the Aged Day (JP)	12	Thanksgiving (CA), Health and Sports Day (JP)	11	Singles Day (TW, HK), Veterans Day (US), Armistice Day (FR)	21	December Solstice (JP)
22	Autumn Equinox (JP) Back to School (UK)	31	Halloween (Global)	14	Diwali (Global)	25	Christmas Day (Global)
				20-23	El Buen Fin (MX)	26	Boxing Day (Global)
				23	Labor Thanksgiving Day (JP)		
				26	Thanksgiving (US)		
				27	Black Friday (Global)		
				28	Small Business Saturday (US)		
				30	Cyber Monday (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

✓ Find new customers with **in-market and similar audiences**

✓ Discover new opportunities with our insights tools

- **Audience insights** help you find potential customers based on information about the people in your remarketing lists

- **Find my audience** reveals your most valuable customers on YouTube to help you discover new audiences and learn how to reach them with relevant messages

- **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 behaviours

✓ Set up **remarketing lists** to turn brand discovery into purchase intent

Choose the right message

✓ Tell your brand story with **compelling assets** across all types of ads

✓ Drive leads and conversions with **TrueView for action**

✓ Help people explore your products with **Showcase Shopping ads**

5   Marketing checklist

Drive omnichannel sales

✔ Create a frictionless shopping experience by **making your website or app your digital shop front**

✔ Drive product sales online and offline with **Smart Shopping Campaigns**

✔ Increase foot traffic to your shop with **Local campaigns**

✔ Set up your Search and Shopping campaigns for **success in the festive period**

Optimise and measure for success

✔ Measure and optimise for the right metrics for your campaigns

✔ Use both **online and offline data for bidding and reporting** to see the full value of your campaigns

✔ Use product insights to understand demand and pricing for your products

- Add popular products to your feed with the **best sellers report**

- Push popular products when you're price-competitive with the **price competitiveness report**

- Learn what shoppers want with our **Shopping Insights tool**

Sources

1. Google / Ipsos, Global Retail Study, Feb 2019. Base: Total sample (n=526) Poland 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

2. Google / Ipsos, Global Retail Study, Feb 2019. Base: Total sample (n=15134) Global online 18+ who shopped 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

3. Google / Ipsos, Global Retail Study, Feb 2019. Base: Total sample (n=526) Poland 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

4. Google/Ipsos, "Holiday Shopping Study", November 2019 – January 2020, Online survey, Denmark, online Danes 18+ n=1191 conducting activities across 5+ channels and n=908 conducting activities across 1-2 channels who shopped for Christmas in the past two days."

5. Google / Ipsos, Global Retail Study, Feb 2019.Base: Total sample (n=526) Great Britain (UK) 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

6. Source 2: Google/Magid Advisors, "The Role of Digital Video in People's Lives", Global (US, CA, BR, UK, DE, FR, JP, IN, KR, AU), August 2018, n=20,000, A18-64 general online population.

7. Google / Ipsos, Global Retail Study, Feb 2019. Base: Total sample (n=15134) Global online 18+ who shopped 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

8. Google / Ipsos, Global Retail Study, Feb 2019. Base: Total sample (n=15134) Global online 18+ who shopped 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

9. Internal Google Data, Jan. 2020.

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/Ipsos, "Holiday Shopping Study", November 2019 – January 2020, Online survey, Spain, n=3151 online Spanish 18+ who shopped for Christmas in the past two days.

12. "Google/Ipsos, "Holiday Shopping Study", November 2019 – January 2020, Online survey, Gremany, online Germans 18+ n=816 conducting activities across 5+ channels and n=369 conducting activities across 1-2 channels who shopped for Christmas in the past two days and made a purchase.

13. 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

14. Google Trends

15. 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. Google/Ipsos, "Holiday Shopping Study", November 2019 – January 2020, Online survey, Italy, online Italians 18+ n=1191 conducting activities across 5+ channels and n=908 conducting activities across 1-2 channels who shopped for Christmas in the past two days."

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

18. Google/Ipsos, "Holiday Shopping Study", November 2019 – January 2020, Online survey, United Kingdom, online Britons 18+ n=1191 conducting activities across 5+ channels and n=908 conducting activities across 1-2 channels who shopped for Christmas in the past two days."

19. Google/Ipsos, "Holiday Shopping Study", November 2019 – January 2020, Online survey, Belgium, online Belgians 18+ n=1191 conducting

activities across 5+ channels and n=908 conducting activities across 1-2 channels who shopped for Christmas in the past two days."

20. Google/Ipsos, "Holiday Shopping Study", November 2019 – January 2020, Online survey, Netherlands, online Dutch 18+ n=1191 conducting activities across 5+ channels and n=908 conducting activities across 1-2 channels who shopped for Christmas in the past two days."

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

22. Google/Ipsos, "Holiday Shopping Study", November 2019 – January 2020, Online survey, France, online French 18+ n=1191 conducting activities across 5+ channels and n=908 conducting activities across 1-2 channels who shopped for Christmas in the past two days."

23. Google/Ipsos, "Holiday Shopping Study", November 2019 – January 2020, Online survey, Russia, online Russians 18+ n=1191 conducting activities across 5+ channels and n=908 conducting activities across 1-2 channels who shopped for Christmas in the past two days

24. Google/Ipsos, "Holiday Shopping Study", November 2019 – January 2020, Online survey, Germany, online Germans 18+ n=1191 conducting activities across 5+ channels and n=908 conducting activities across 1-2 channels who shopped for Christmas in the past two day

25. Google/Ipsos, "Holiday Shopping Study", November 2019 – January 2020, Online survey, Norway, online Norwegians 18+ n=1191 conducting activities across 5+ channels and n=908 conducting activities across 1-2 channels who shopped for Christmas in the past two day.

26. Google/Ipsos, "Holiday Shopping Study", November 2019 – January 2020, Online survey, Spain, online Spanish 18+ n=1191 conducting activities across 5+ channels and n=908 conducting activities across 1-2 channels who shopped for Christmas in the past two day

27. Google/Ipsos, "Holiday Shopping Study", November 2019 – January 2020, Online survey, Sweden, online Swedish 18+ n=1191 conducting activities across 5+ channels and n=908 conducting activities across 1-2 channels who shopped for Christmas in the past two day

28. Google/Ipsos, "Holiday Shopping Study", November 2019 – January 2020, Online survey, Finland, online Finnish 18+ n=1191 conducting activities across 5+ channels and n=908 conducting activities across 1-2 channels who shopped for Christmas in the past two days."

29. Google/Ipsos, "Holiday Shopping Study", November 2019 – January 2020, Online survey, United Kingdom, online Britons 18+ n=1191 conducting activities across 5+ channels and n=908 conducting activities across 1-2 channels who shopped for Christmas in the past two day

30. Google/Ipsos, "Holiday Shopping Study", November 2019 – January 2020, Online survey, Italy, online Italians 18+ n=1191 conducting activities across 5+ channels and n=908 conducting activities across 1-2 channels who shopped for Christmas in the past two days."

31. Google/Ipsos, "Holiday Shopping Study", November 2019 – January 2020, Online survey, Norway, online Norwegians 18+ n=1191 conducting activities across 5+ channels and n=908 conducting activities across 1-2 channels who shopped for Christmas in the past two days."

32. Google/Ipsos, "Holiday Shopping Study", November 2019 – January 2020, Online survey, France, online French 18+ n=1191 conducting activities across 5+ channels and n=908 conducting activities across 1-2 channels who shopped for Christmas in the past two days."

33. https://internetretailing.net/industry/industry/back-to-school-now-third-largest-shopping-event-in-the-uk-study-18306

34. https://www.finder.com/uk/halloween-statistics-2019#:~:text=Halloween%20spending%20is%20expected%20to%20total%20%C2%A3474%20million%20in%202019.

35. 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.w