

Shoppers are searching for what you're selling.



APAC's biggest shopping moments are coming — which means people are searching, researching, and re-researching for the best deals on their lists.



Consumers are anticipating seasonal big sale events.



Mega Sales Days — such as [9/9](#), [Singles Day \(11/11\)](#), [12/12](#), and [Black Friday](#) — are large-scale shopping events that have become increasingly popular in the region.



In SEA, 9/9 saw the biggest YoY increase in e-commerce searches.¹



Singles Day, or 11/11, has grown to become APAC's largest shopping festival, generating \$115 billion in sales for Chinese e-commerce giants Alibaba and JD.com in 2020.²

Shoppers are [waiting until Mega Sales Days](#) to purchase that big-ticket item they've always wanted and [considering new brands](#).

55%

of APAC shoppers will hold off on buying gift items until they are on sale.³

75%

of APAC shoppers are using newly discovered brands instead of familiar ones.⁴



Consumers are using Search to make decisions.

People come to Search to make sense of it all and feel empowered about their purchase decisions.

57%

of people say [they research before making a purchase to feel confident](#) in what they're purchasing.⁵



Google Search is the No. 1 touchpoint

used to look for relevant information across all categories* surveyed.⁶



Tips for Businesses | Be there before the search



Be the answer when people are looking

Shoppers don't always have a specific product in mind when they search. More people are buying from new brands and using Search to discover new categories.

[Responsive Search Ads \(RSA\)](#) can put your product in the spotlight with personalized ads that are relevant to the shopper.



Make your brand easily discoverable online

Customers expect to shop across multiple platforms that meet their needs, so making your business as visible as possible can help you show up when customers are searching.

Use [Image Extensions in Search](#) to upload rich, relevant images to enhance the message of your existing text ads. Advertisers are seeing up to 10% increase in click-through rate when image extensions appear with their Search ads.⁷



Reach the right users with automation

Every search query is unique. With automation, you can reach people who are searching for your products and stay ahead of dynamic changes.

Broaden your keyword match type to [Broad Match](#) with [Smart Bidding](#) to show up at the right moments when shoppers are researching. Advertisers who adopt RSA in tandem with Broad Match + Smart Bidding see +20% conversions.⁸

Sources:

1. Google Internal Data.
2. CNBC; Singles Day 2020, Accessed Nov. 2020.
3. Google commissioned Ipsos COVID-19 tracker, AR, AU, BE, BR, CA, CL, CN, CO, DE, DK, ES, FI, FR, JP, IN, IT, KR, MX, NL, NO, PE, RU, SE, U.S., U.K., ZA, ~n=300-750 online consumers 18+ per market who will shop for the holiday season, June 17-20, 2021.
4. Global Web Index Core, Sample Size by Country: All (n=3,919 internet users aged 16-64), ID (n=656), MY (n=651), PH (n=655), SG (n=650), TH (n=656), VN (n=651), April 2021.
5. Google commissioned Kantar/Quantum Report: Emotional Value of Search 2021, P6 Why is it important to research before making a purchase? Base: Those who have purchased from the vertical in the past 18 months, ID IN, MY, TH, PH, PK, VN, All verticals n=5006.
6. Google commissioned Kantar/Quantum Report: Emotional Value of Search 2021, SC4 Touchpoints used, Base: Those who have purchased from the vertical in the past 18 months ID IN, MY, TH, PH, PK, VN, All verticals n=5006, *categories include: Electronics, Auto, Wellness, Finance, Telco.
7. Google Internal Data.
8. Google Internal Data, April 2021.