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 the 9/9 Singles Day (9/11), 11/11, 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.

- 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 2020.¹

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.

75% of APAC shoppers are using newly discovered brands instead of familiar ones.³

**Consumers are using Search to make decisions.**

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

- 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 for all categories* surveyed.

**Shoppers are searching for relevant information across all categories**

6 of 10 consumers are anticipating seasonal big sale events.

9/9 saw the biggest YoY increase in e-commerce searches.

Google Search is the No. 1 touchpoint used to look for relevant information across all categories* surveyed.¹

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.

**Tips for Businesses | Be there before the search**

1. **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...

- Shopping for new brands
- Researching new categories
- Searching for new products

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

- Advertisers are seeing up to 10% increase in click-through rate when image extensions appear with their Search ads.

2. **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.

3. **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:**

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, 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.