



Think with Google

Nurturing Your Omnichannel Ecosystem

A guide for retailers in 2021 | APAC

Introduction

Recent events have accelerated the need for digital transformation.

The global pandemic has accelerated the need for digital transformation. Between new challenges, rising standards, increasing demand and greater competition, the retail landscape is more complex than it's ever been.

For customers, when it comes to making decisions about who they can buy from and how they can buy, the choices seem endless. For retailers, the seismic shift in consumer behaviors has led to serious introspection into how to show up in more useful, more relevant and more interesting ways.

But while businesses now understand why evolution at every level of their organization is necessary, the question of how still remains.

With conversations turning to recovery, but little chance of a return to 'the way things were' – the need for retailers to rethink their strategies for the long term is crucial.

That's why this guide is here.

To help you build a flexible, resilient omnichannel ecosystem that's capable of weathering whatever may be around the corner.

One that can adapt to rapid shifts, enabling you to connect to more customers. One that gives you the chance to be there, for every shopping journey.

One thing is certain: transformation doesn't happen overnight. But **with the right resources and regular nurturing, you can develop a successful, sustainable ecosystem that can survive, thrive and reward you** many times over in the seasons to come.

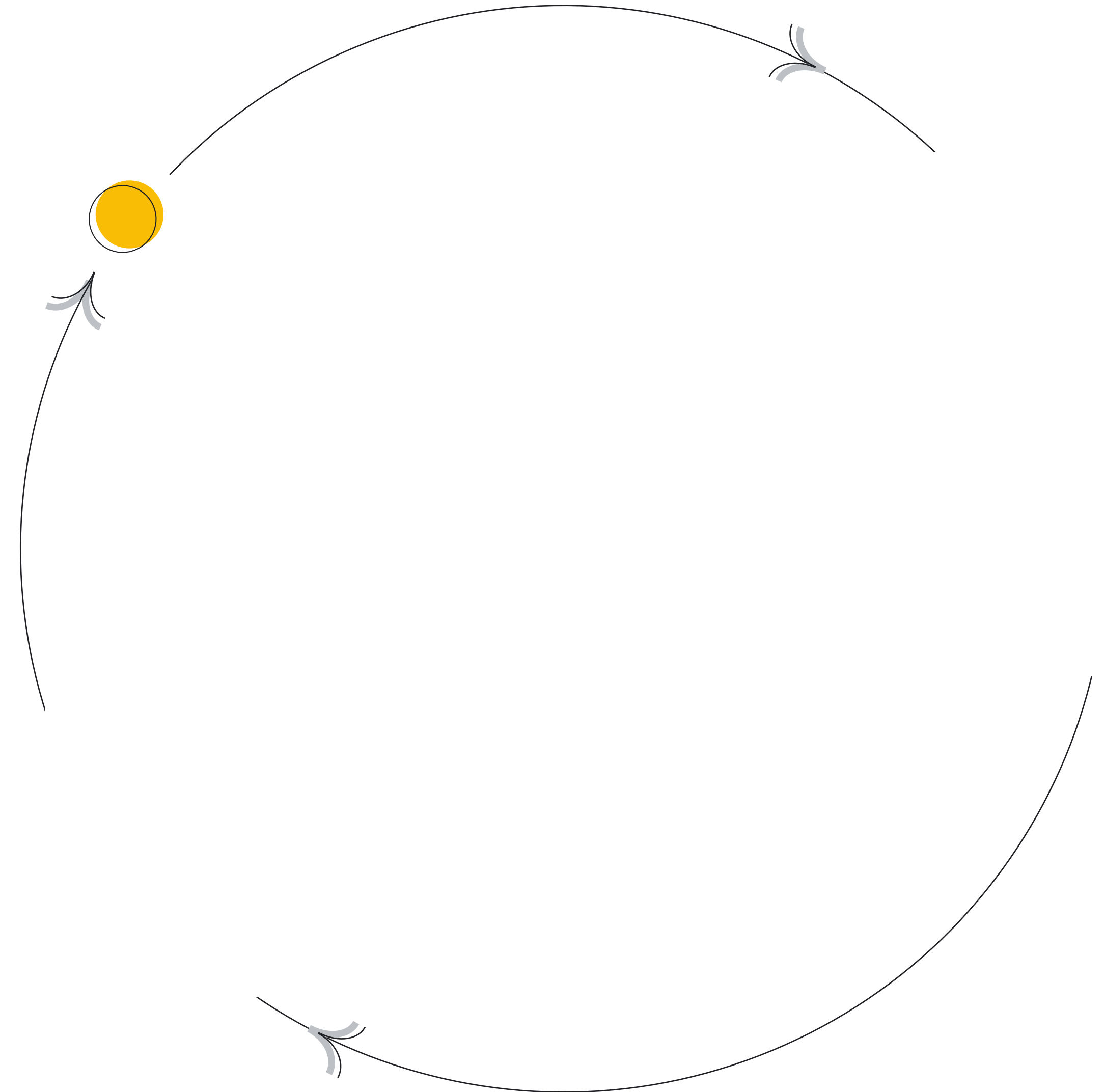
The 4 Pillars

Every successful ecosystem is made up of several different parts, with each one working at both an individual level and a collective one.

Alone, these elements can bring you some success. When brought together, they create a cycle of continual value and growth.

To help you find what's most useful to you, we've broken down our guide into four key pillars. Dig deeper into these and you'll find expertise, resources and tools that will help you establish, tend to, and get the most from your omnichannel ecosystem.

This evergreen guide can be used and reused anytime, wherever you are on your journey to omnichannel maturity.



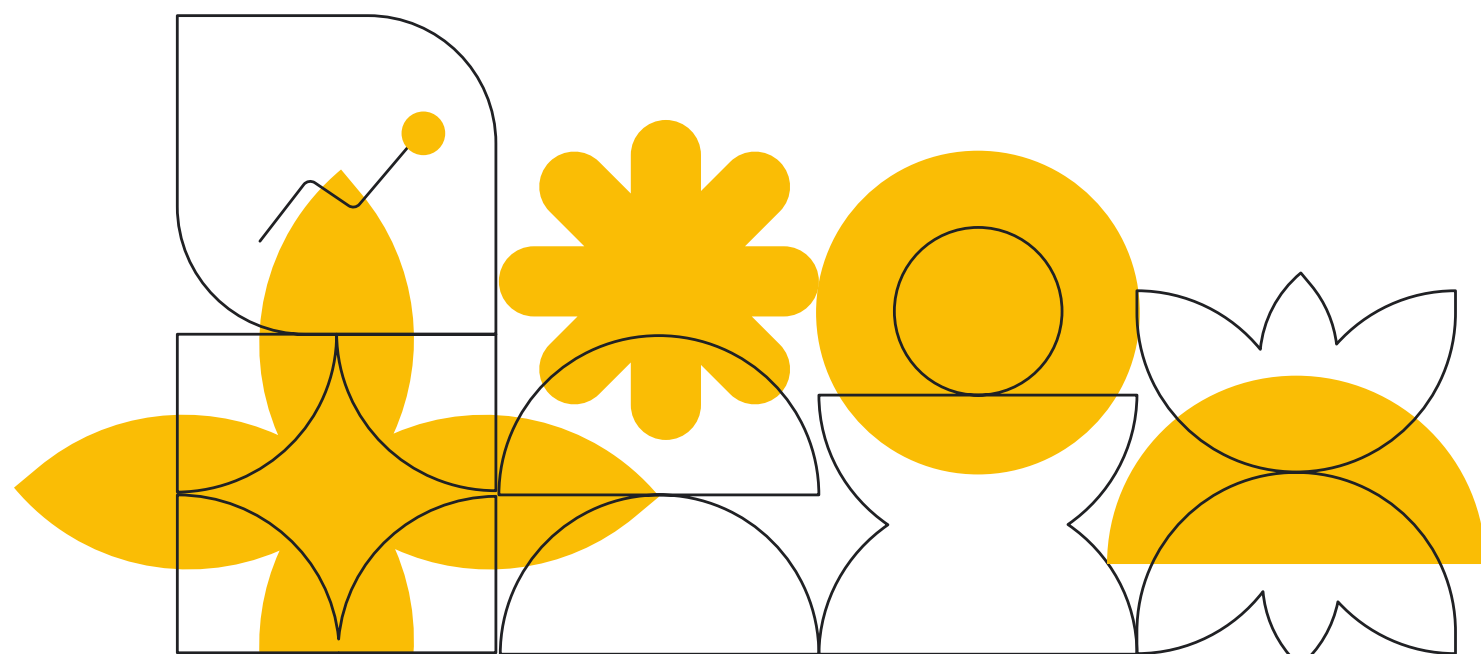
01

Lay The Groundwork

Success is rooted in strong foundations and keeping up with today's customers all comes down to agility. So, no matter what size a business is, growth will hinge on its ability to adapt quickly to changing behaviors.

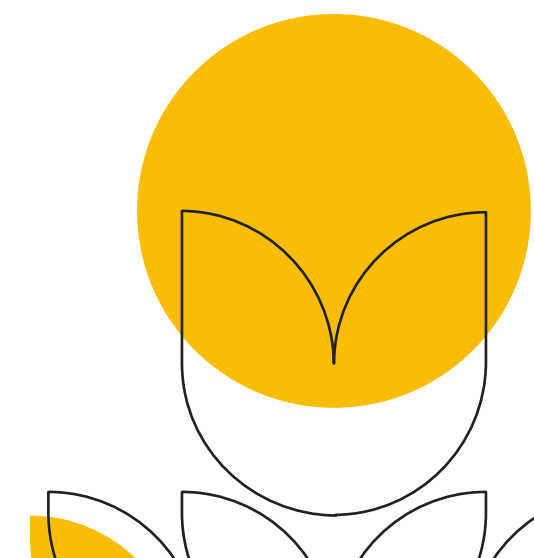
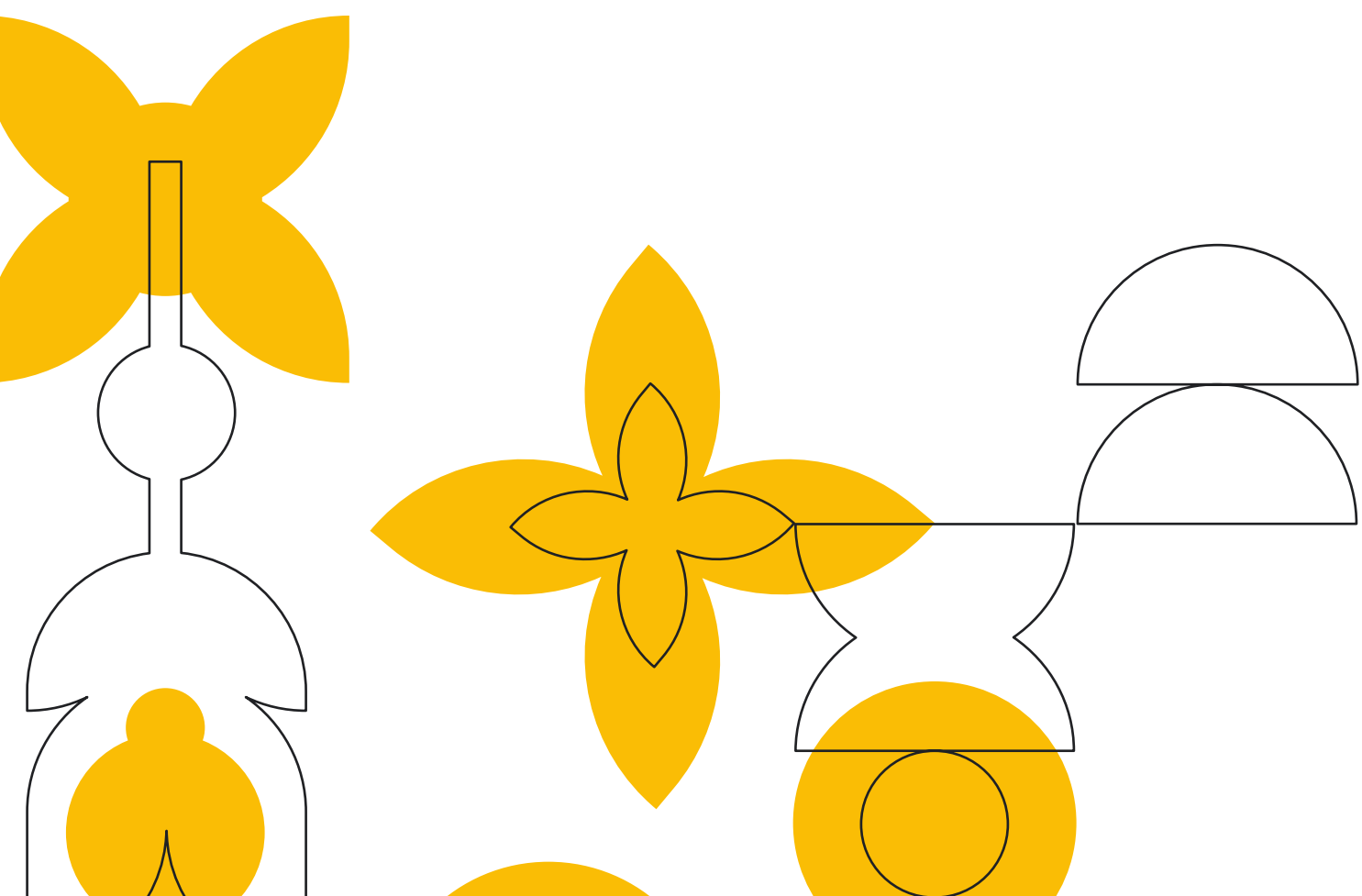
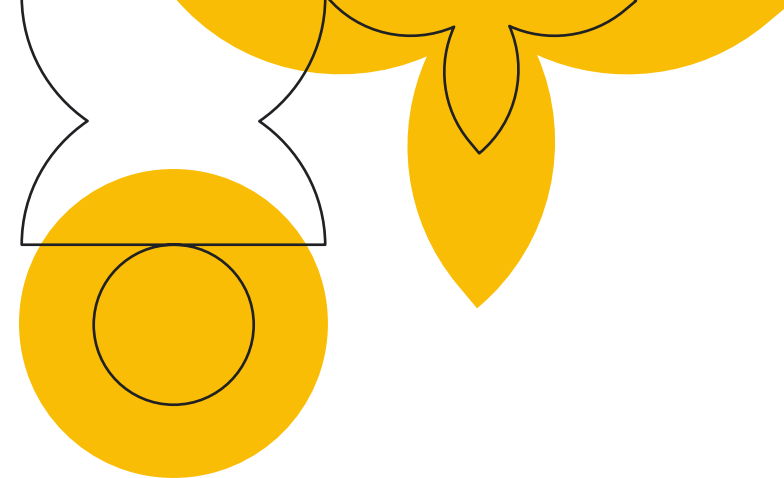
This starts at the ground level – whether it's using data to inform offerings in order to stay relevant, setting up technology systems that facilitate the flow of information or creating a climate where teams are empowered to make faster, smarter decisions.

Start by looking inward and be sure your products, people and technology are all working in sync, towards the same goals.



01

Lay The Groundwork



01

Lay The Groundwork

Merchandising

What are customers looking for?

Improve your ecosystem

Bring the offline & online together

Know what to show & when

Be ready to meet demand

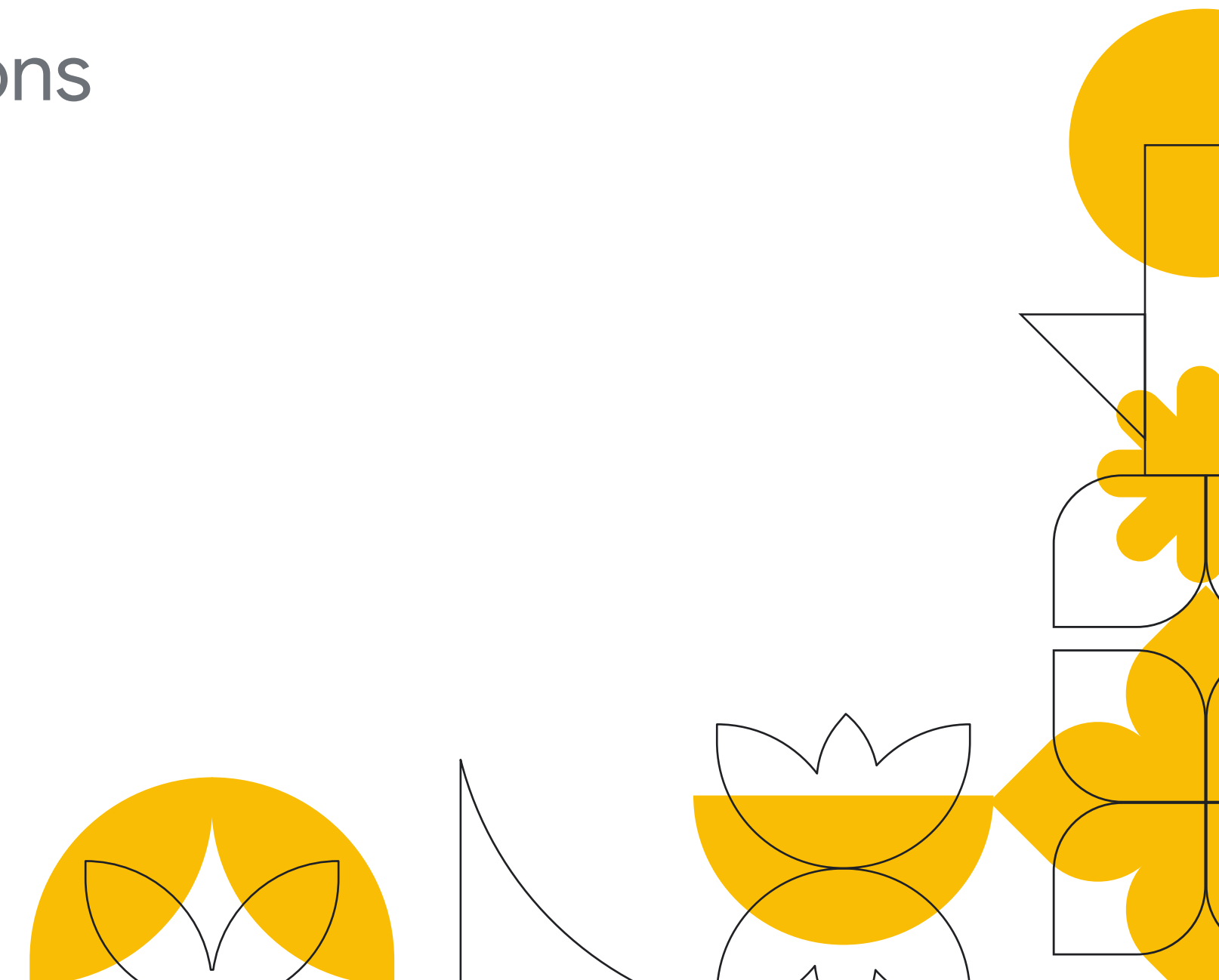
Technology

Organization

Merchandising

Whether it's creating an inviting shop window or prompting impulse purchases at the checkout, the art of getting items into baskets ultimately comes down to displaying the right products at the right time.

In-store and online, this means integrating relevant goods and personalized promotions into your customers' journey in fast and frictionless ways.



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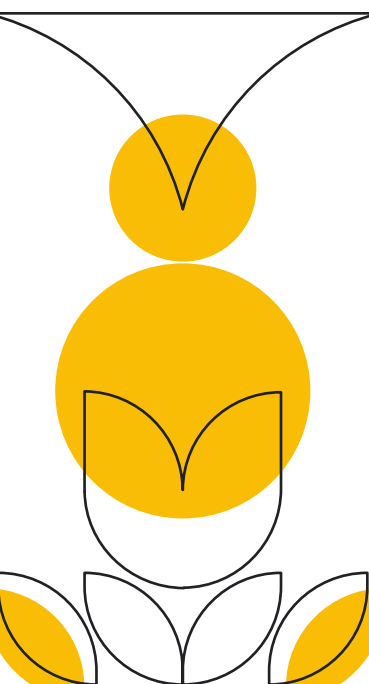
MERCHANDISING

What are customers looking for?

Today's customers expect to source the products they want quickly and, once found, need to be reassured that they're buying the right thing.



In APAC, 90% of consumers (in AU, JP, IN, CN, KR) expect retailers – big and small – to sell their products online.¹



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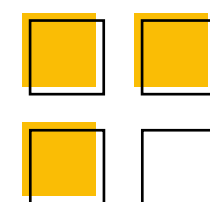
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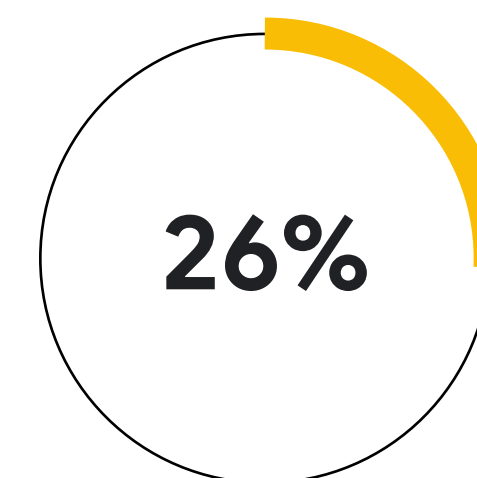
What are customers looking for?

With the vast majority of shoppers presuming this option will be readily available to them, it's never been more crucial to invest in your online presence and show up as an omnichannel player.



3 out of 4

On top of this, 3 out of 4 consumers (in AU, CN, IN, JP, KR) expect to find photos and reviews when shopping online, but many retailers are falling short of the standards they require to make a purchase.²



26% of consumers (in SG, TH, ID) cited that product info was not clear or detailed enough, which was a barrier to them making a purchase on brand.com.³



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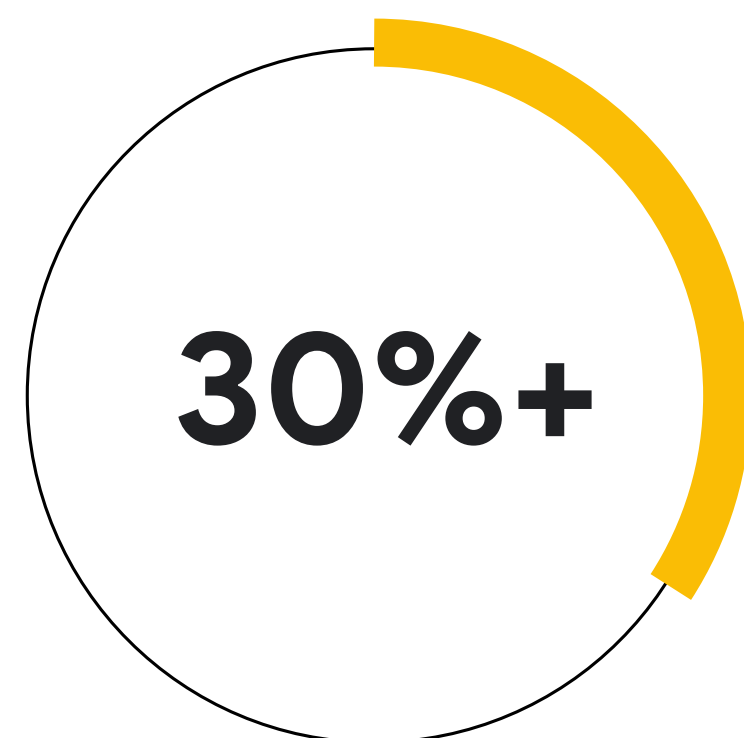
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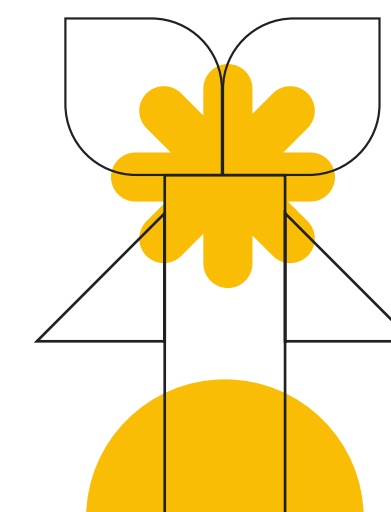
MERCHANDISING

Improve your ecosystem

Make it easy for shoppers to find what they need (and choose to buy from you) by going back to merchandising basics; display all your products alongside accurate prices, informative descriptions and clear imagery.



consumers (Australia, China, India) bought brands they don't normally buy from, due to the unavailability of their usual brand.⁴



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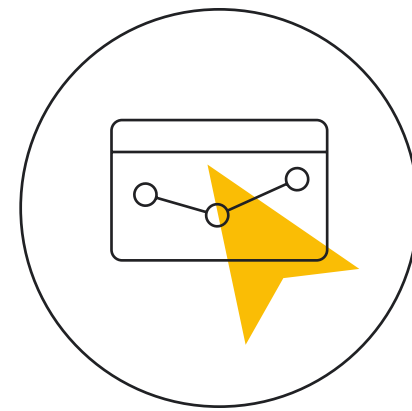
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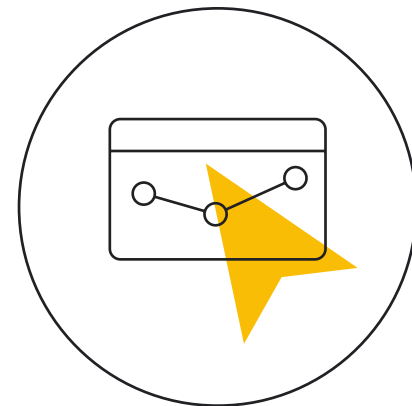
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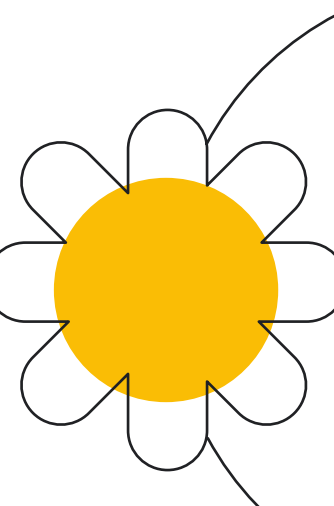
Improve your ecosystem



Use [Google Merchant Center](#) to get your product information on Google and make your inventory available to shoppers everywhere. Doing this can boost your presence (online and offline) and help you capture buyers from competitors who may have understocked.



Avoid spending time on manual stock updates using [automated feeds](#), so you'll be ready with the goods whenever people search for the things you sell. Finally, when signing up, take advantage of the [free listings option](#) so you can get your products shown in the Shopping tab on Google Search for free.



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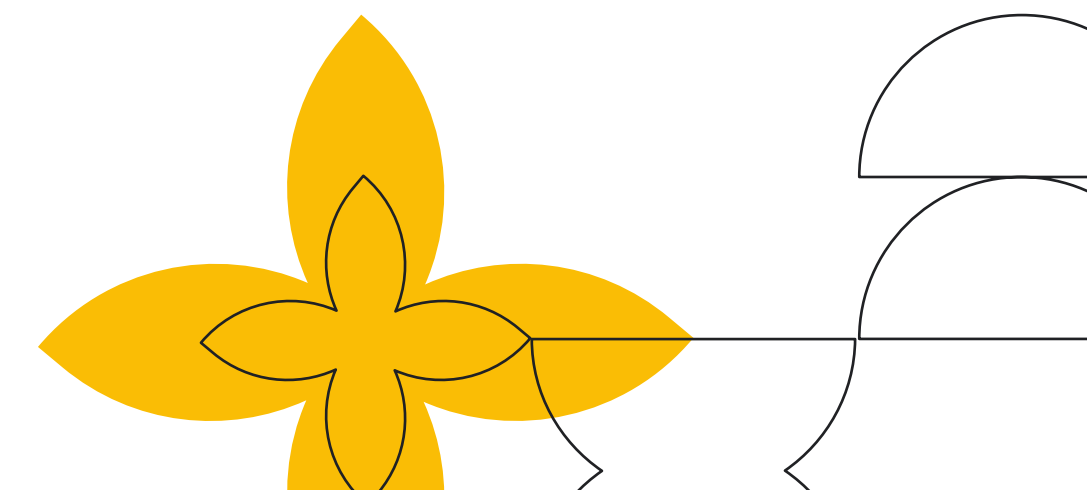
MERCHANDISING

Bring the offline and online together

The tried and tested methods of merchandising that work well in brick and mortar outlets can also be used to enhance your online experience, so start to [think of e-commerce as your storefront](#).

Consider where the prime pieces of real estate on your website are and decide which products should be showcased in these spaces. Treat your homepage, for example, like a window display and use new stock, attractive images or great offers to draw people further in.

Don't miss opportunities to upsell at the checkout stage, too. Inspire buyers by showing them top-selling items, or other available products related to those already in their basket.



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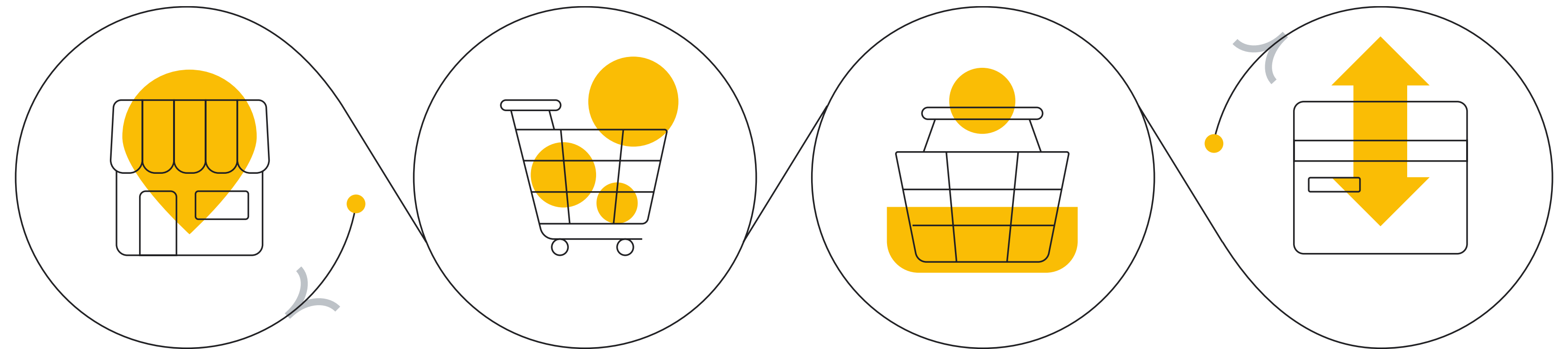
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Bring the offline and online together

Always think holistically – apply relevant learnings from one channel across all channels.



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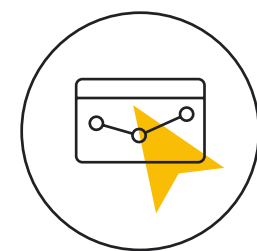
Organization

MERCHANDISING

Know what to show, and when

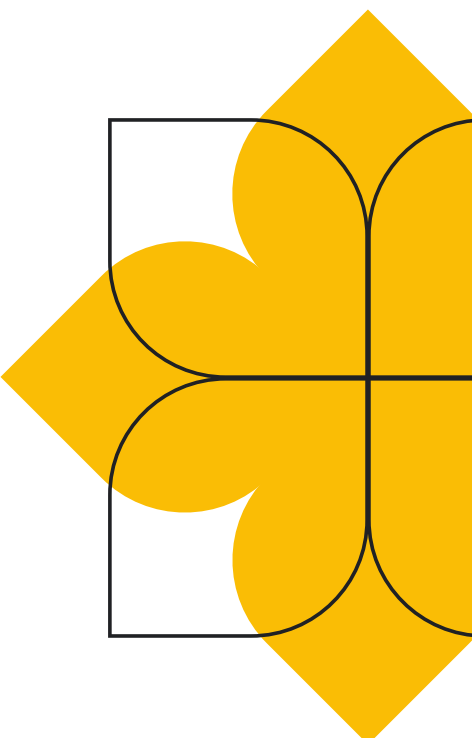
Relevancy is often key to unlocking conversions. With consumer trends shifting in more diverse and rapid ways than ever before, [data can be a powerful tool](#) in helping you make more informed and, ultimately, more profitable decisions about your merchandising.

Being aware of upcoming seasonal shifts, significant moments and growing cultural trends means you can identify opportunities and adapt your displays to capitalize on customer needs and wants, or inspire people to make an impulse purchase.



[Rising Retail Categories](#) and [Google Trends](#)

show you what the world is searching for at both a local and global level, helping you plan what products to put front and centre.



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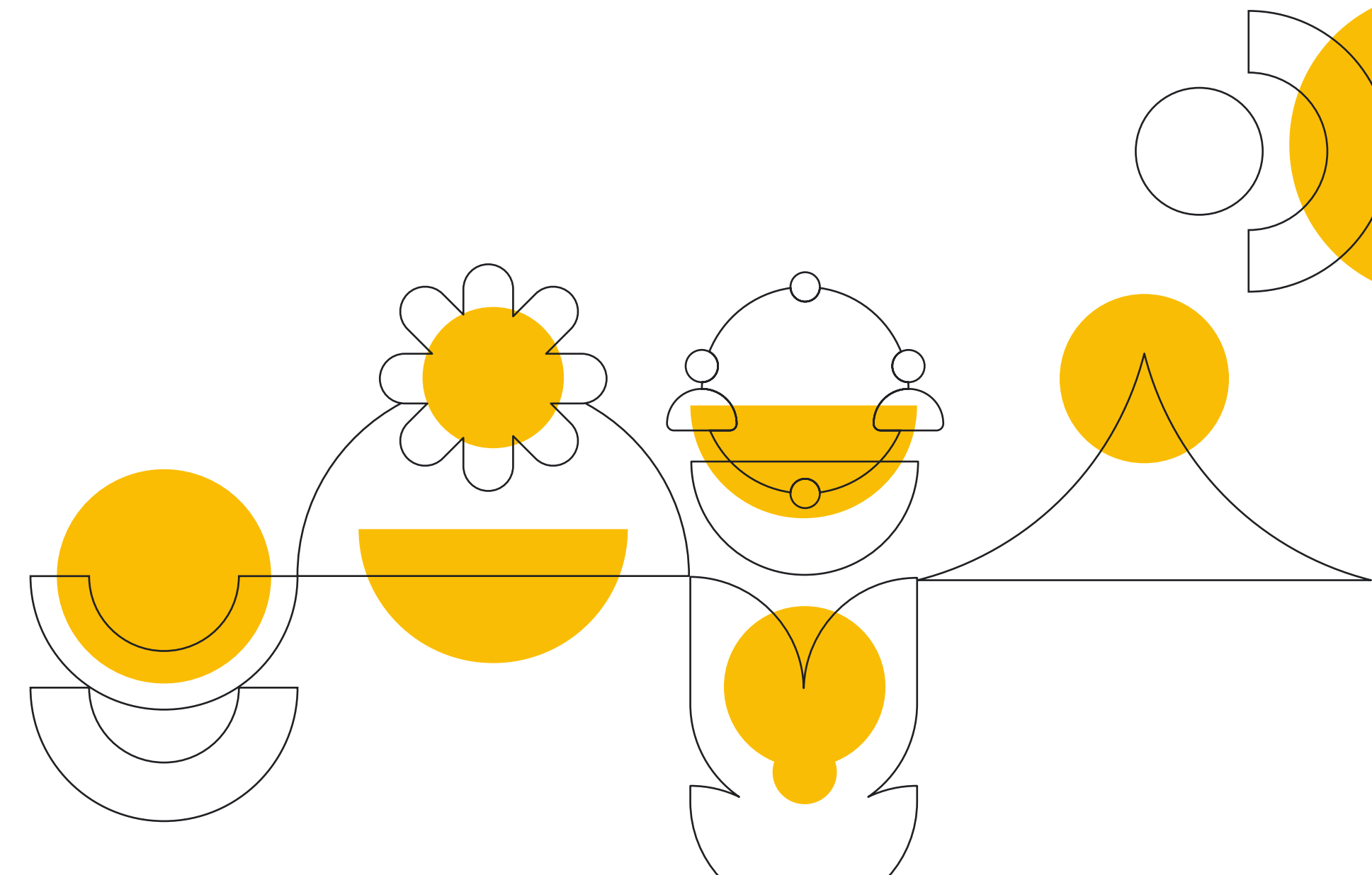
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MERCHANDISING

Be ready to meet demand

Product merchandising was once an art. Today, [it's a science](#). With the rise of more instantaneous and effortless shopping options on the table, retailers need to apply methodical, data-led approaches to their merchandising decisions in order to reach, and satisfy, always-on consumers.



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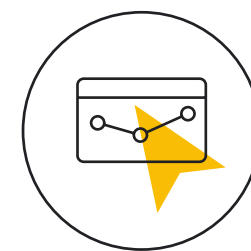
MERCHANDISING

Be ready to meet demand

800%

Searches for “in stock” have grown globally by over 800% YoY.⁵

(Nov 3, 2020 – Jan 1, 2021 vs Nov 3, 2019–Jan 1, 2020)



While reacting to trends is one thing, getting ahead of them is another – one that often requires more resources than may be readily available. But, with the flexibility of [Retail Demand Forecasting](#) models in BigQuery ML (via Google Cloud), many retailers are finding success. With these in place, you can optimize your inventory to account for consumer shifts, at scale, even in changing times.



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Merchandising

Technology

Weeding out issues,
unearthing opportunities

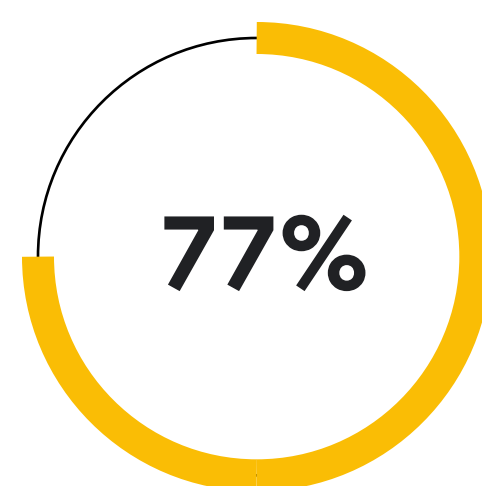
Improve your ecosystem

Organization

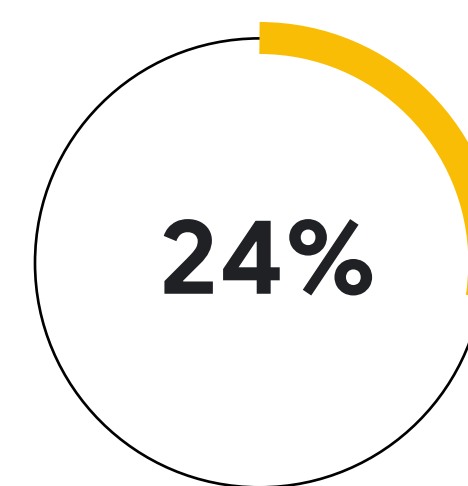
Technology

To improve sales, successful businesses are combining technology and talent to capture, analyze and quickly act on data.

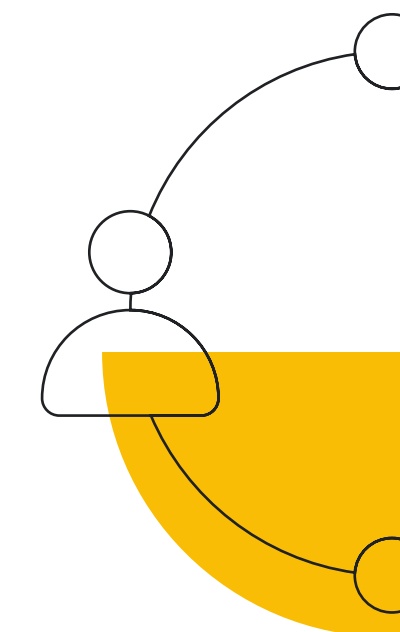
Putting a strong, secure technological infrastructure in place will empower your teams to work across functions, sharing insights that drive results.



of respondents believe that the ability to deploy proven analytic models across their enterprise and to create a collaborative modeling environment is important.



Only 24% believe that their companies are successful at it.⁶



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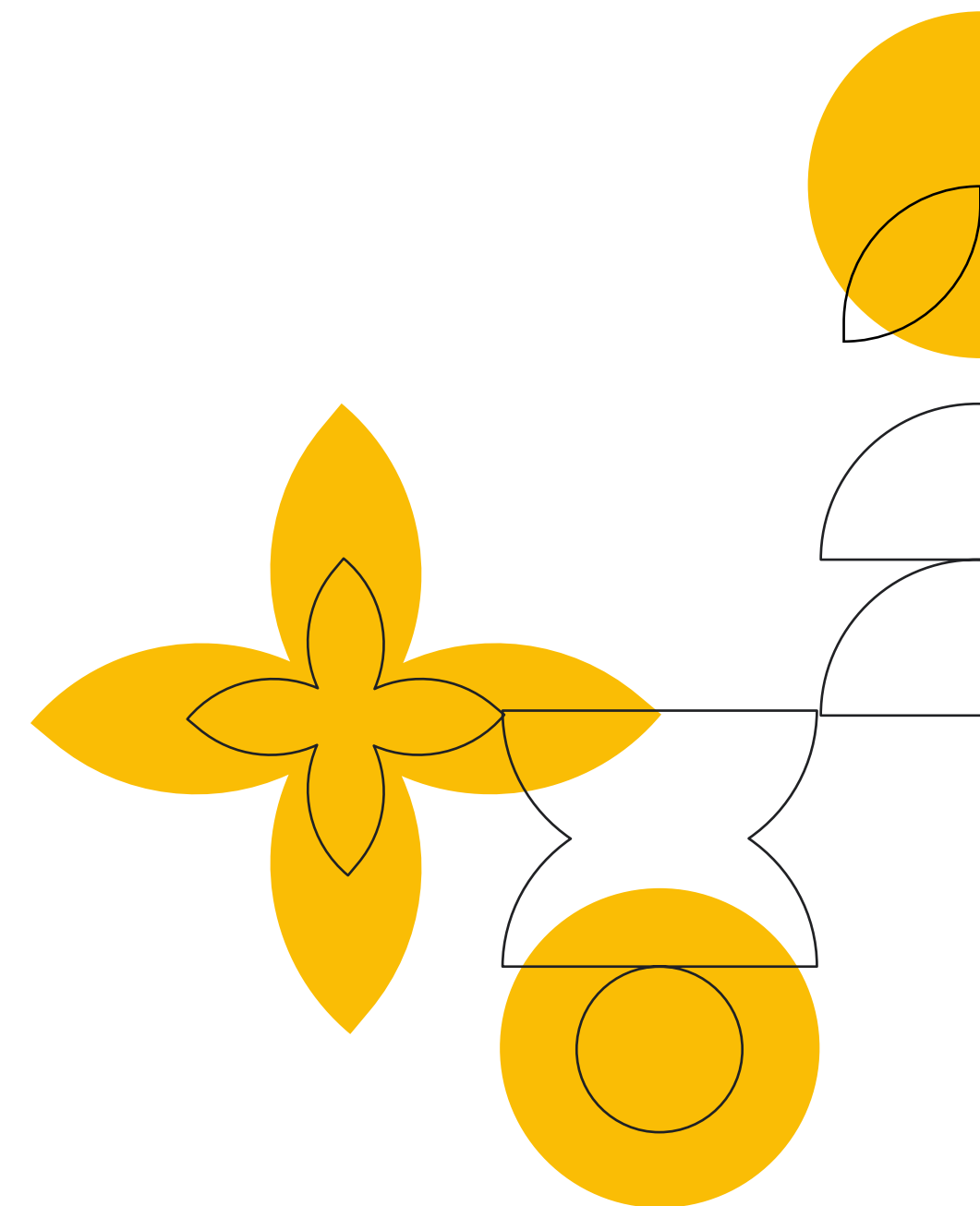
Improve your ecosystem

Organization

TECHNOLOGY

Weeding out issues, unearthing opportunities

The right technological set up will have a meaningful impact on many fronts. Internally, seamlessly **integrated systems** will help organizations **overcome efficiency issues**, (exacerbated by the pandemic) and **remain flexible** as the need (and demand) for robust remote working solutions increases – something that is likely to remain even after recovery.



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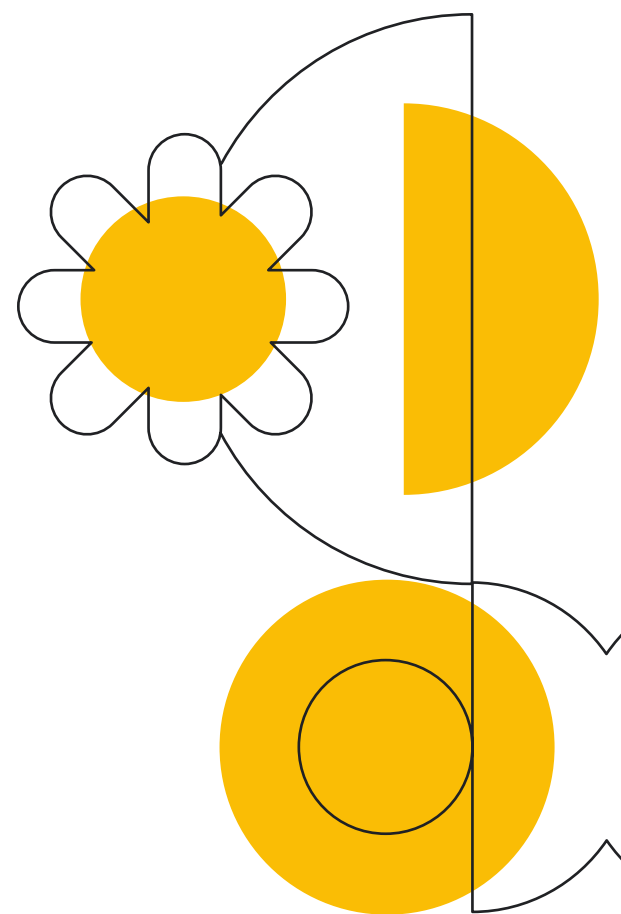
28%

As a result of working remotely, 28% of marketing leaders reported an increase of mundane tasks and status updates.

27%

27% felt an additional burden to report on team efforts, production or results.⁷

Additionally, companies that enable real-time customer experience (CX) performance data to be shared between teams are better able to leverage this to serve their customers better, leading to significant increases in customer loyalty. Simply put, the [importance of agility in today's retail landscape](#) cannot be overstated.



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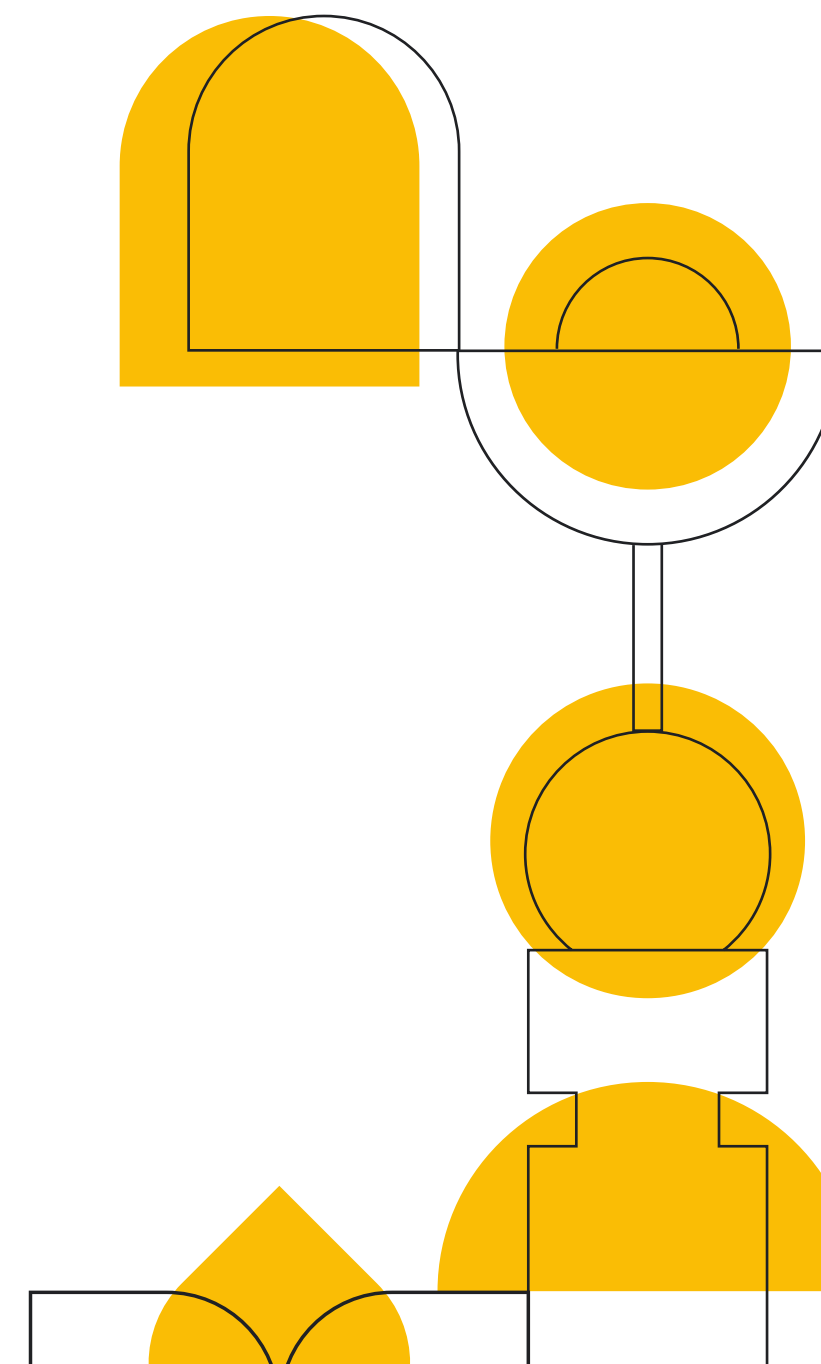
Organization

TECHNOLOGY

Improve your ecosystem

Every single business has its own needs and challenges, meaning every single one needs **a tailored set of technology solutions** for capturing omnichannel revenue. While building your foundation, it's vital to choose software and tools that are right for both you and your customers, **keeping privacy, security and experience front of mind.**

Once selected, these should be embedded effectively throughout your organization.



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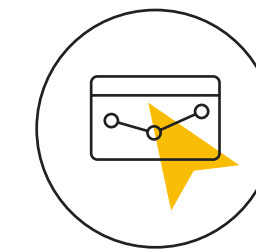
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Improve your ecosystem

1 Tip

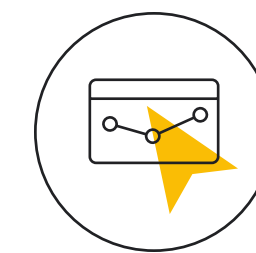
Enable smooth, cross-functional operations throughout your organization by linking up your systems (across legacy, cloud, mobile, IoT and other applications) and making sure any data you capture can be stored, cleaned and analyzed efficiently.



Explore [Google Cloud for Retail](#) to find intelligent, data-driven solutions for helping you transform store operations and deliver compelling, secure and future-proofed digital experiences across your organization.

2 Tip

Bring data sets together in a privacy safe way to improve your real-time understanding of customers. Find ways to close the gaps between insights and action, so you can act faster and make a bigger impact.



Explore [Ads Data Hub](#) which aggregates results over a group of users to respect user privacy and data security, to combine first-party data with Google event data and tailor your marketing measurement approach to your unique business needs.



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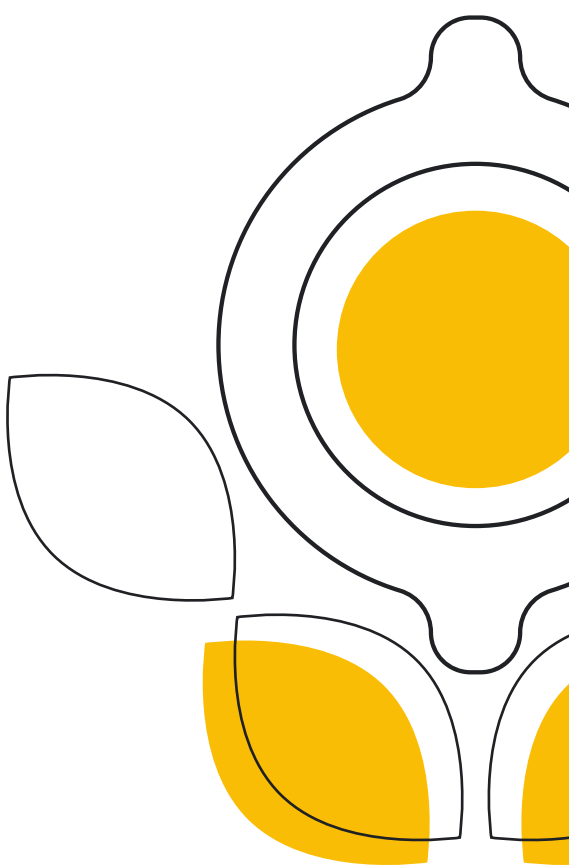
TECHNOLOGY

Improve your ecosystem



SurveyMonkey created its first holistic picture of what was happening across the business in real time by unifying an omnichannel data set (across 27 data sources). Ultimately, this allowed them to enhance the rollout of new products and custom solutions.

As COVID-19 shut down the physical events that SurveyMonkey relies on for lead generation, it was able to quickly create new products, such as pandemic-related employee feedback surveys, to serve new customer requirements that didn't exist a year earlier, keeping up with the pace of change.



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What's stunting your growth?

Improve your ecosystem

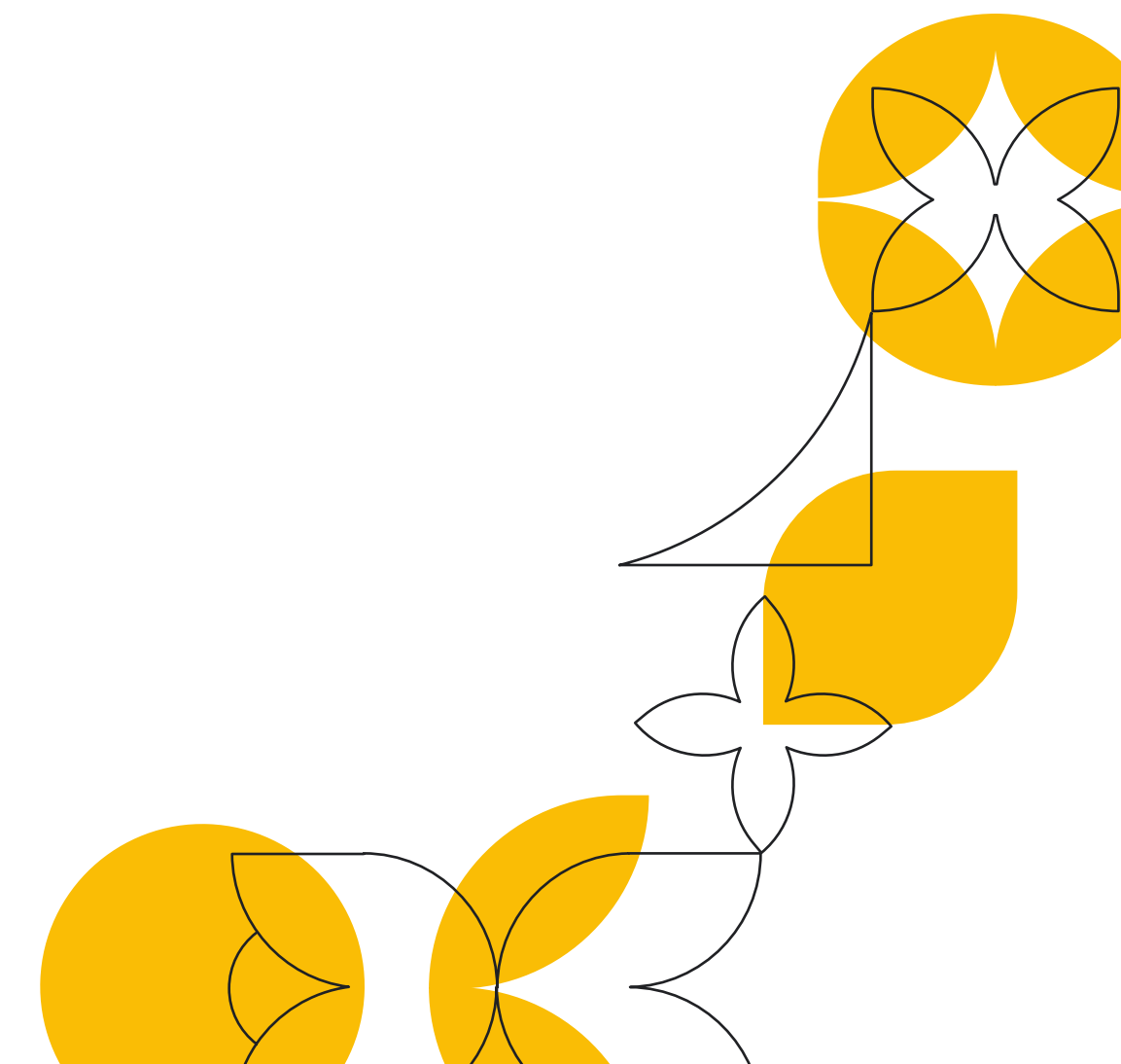
Break down silos at C-level

Set up sales teams for success

Organization

Organizational silos can be a blocker to the exchange of information and ideas that lead to growth.

Breaking these down, so teams can collaborate, coordinate and capitalize on opportunities more easily, is an essential step towards recovery and revenue gains.



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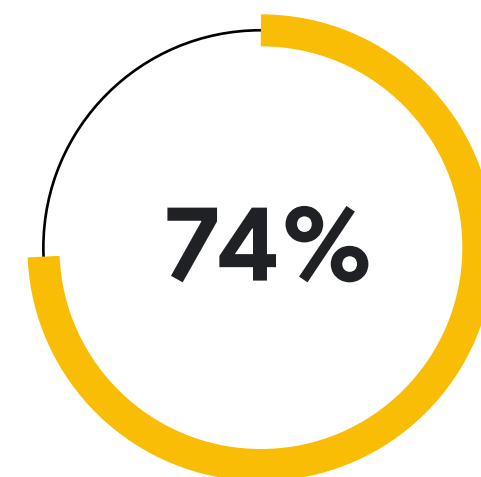
Set up sales teams for success

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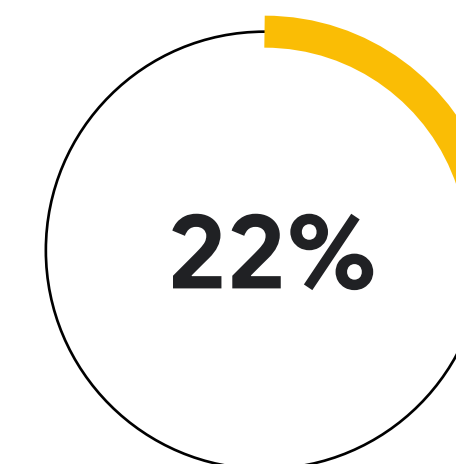
What's stunting growth?

The pandemic has created many new challenges for marketing teams. While the need for plans to constantly change or be reshaped quickly has increased, instability, visibility and remote working issues have hindered their ability to remain agile.

As markets and behaviors continue to fluctuate, collaboration and real-time transparency have never been more critical.



of managers have poor visibility into resource bandwidth and competing priorities.⁸



of marketing leaders cited an inability to effectively collaborate in real-time related to teams working remotely.⁹



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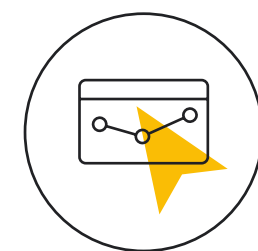
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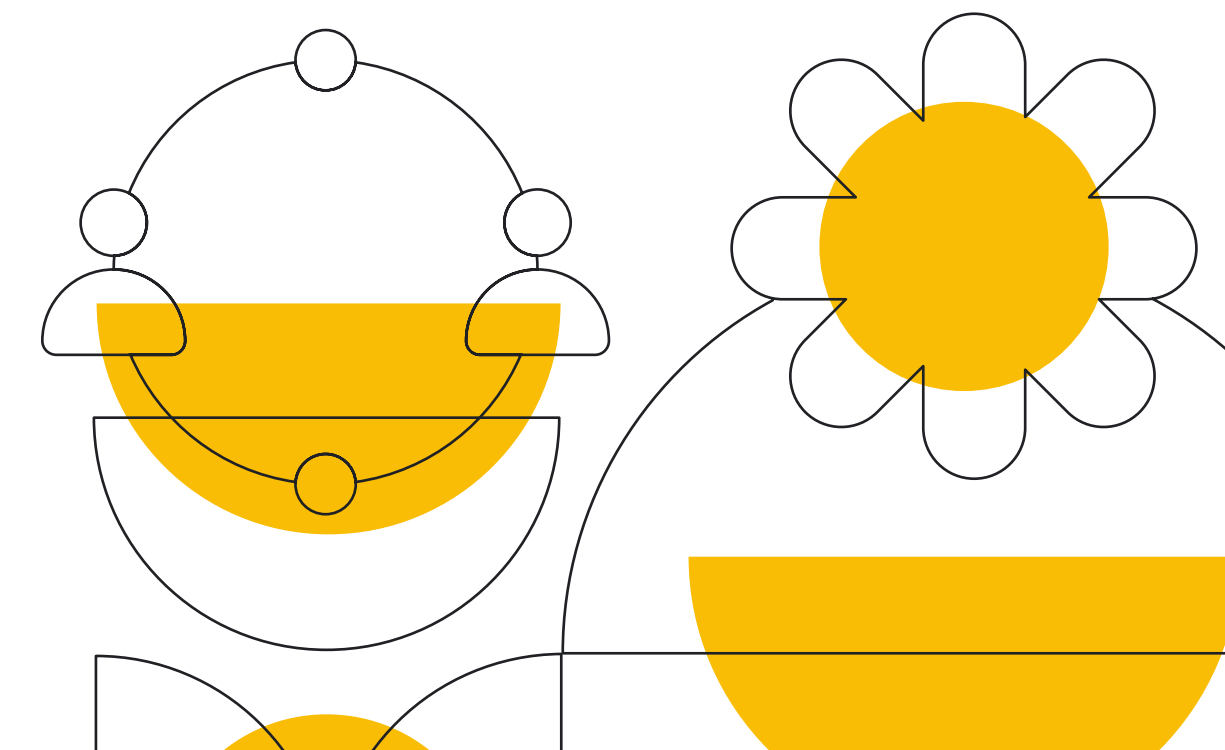
ORGANIZATION

Improve your ecosystem

To drive joined up thinking forward, you need to make it easy for key players to work together. Building an integrated workspace will facilitate the flow of information, streamline processes and boost productivity across your departments.



[Google Workspace](#) enables quick, cross functional collaboration by giving your teams the tools they need to work smarter, together, wherever they are and whatever devices they use – both online and offline.



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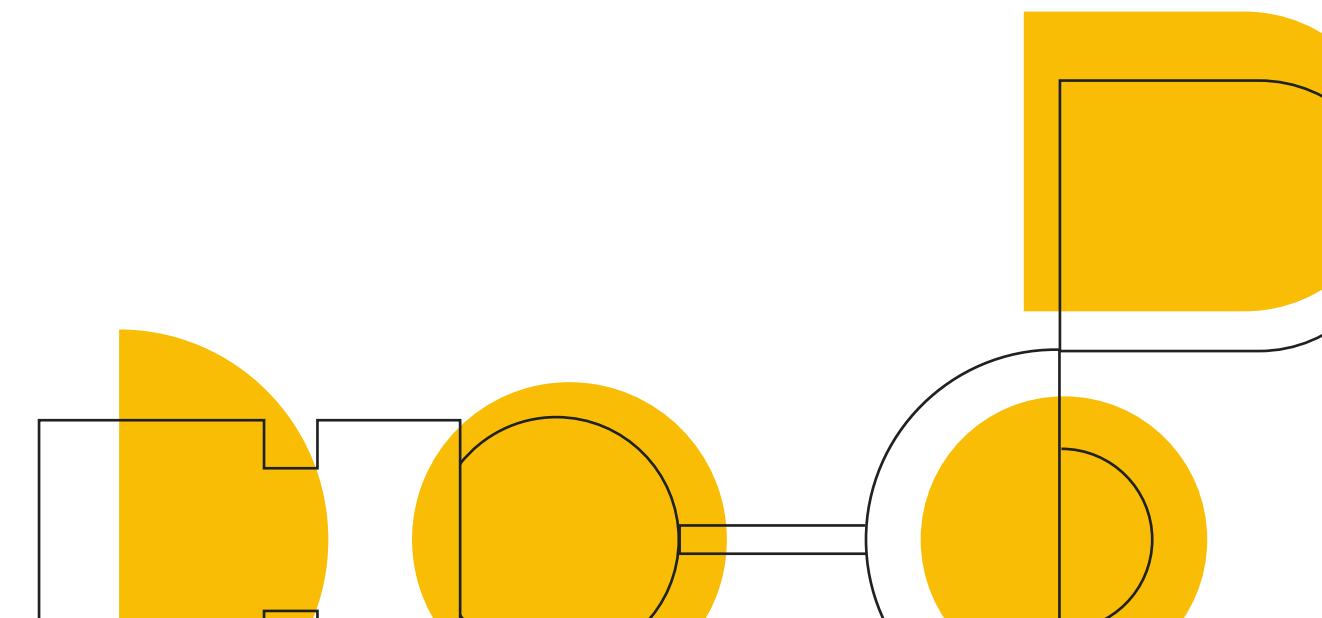
Silos can exist everywhere in your organization, even at the top. But for progress to take place, the alignment of goals at C-level is fundamental. As shopping journeys continue to diverge in ever more interesting ways, the case for [why the CFO should be part of your marketing team](#) has never been stronger.

Make sure your integrated workspace is set up to allow C-suite executives to start making bolder decisions with data. With strategies combined, budgets integrated and priorities agreed upon, transformation is made possible.



Tip

Use multi-channel attribution as the shared language between decision-makers.



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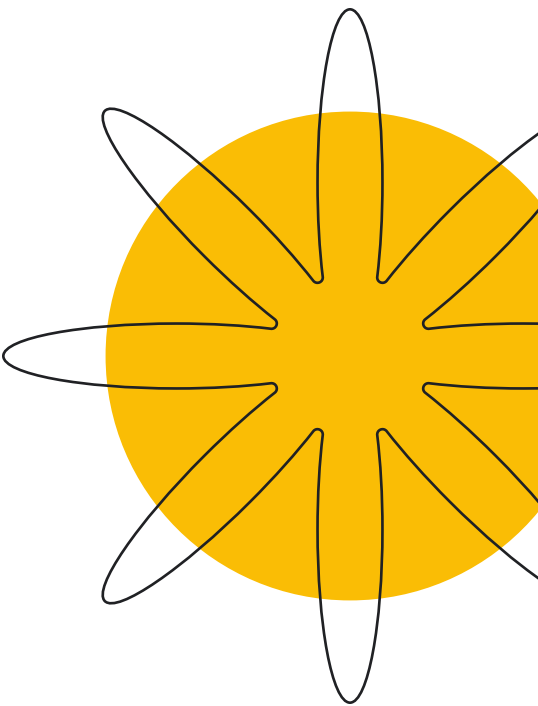
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With so much choice available to consumers, linear purchase journeys are now exceptions rather than the rule. This fact alone should leave little question as to why [there's no room for silos in omnichannel retail.](#)



1 Tip: Define business goals, not channel goals

When defining sales KPIs, aim to set and measure goals at an omnichannel level, so teams understand how their work contributes to the business' overall success. With all efforts rallied behind a single, clear objective, consideration of how one team's activities affect the others becomes greater. Eventually, the single channel view is replaced with a more holistic one.

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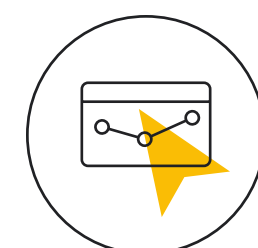
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With a focus trained on total sales, reporting is streamlined and valuable insights can be unlocked more easily. With your cross-channel set up enabling teams to readily access this data they become empowered to act on it quickly, driving more favourable returns.

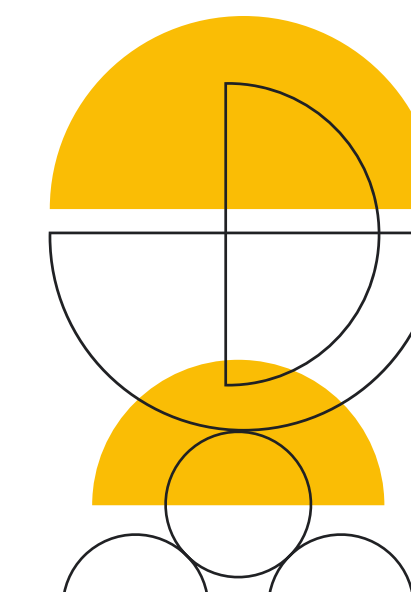


Data Studio

Unlock the power of your data with interactive dashboards and engaging reports that inspire smarter business decisions.



[View Pillar 1 Overview](#)



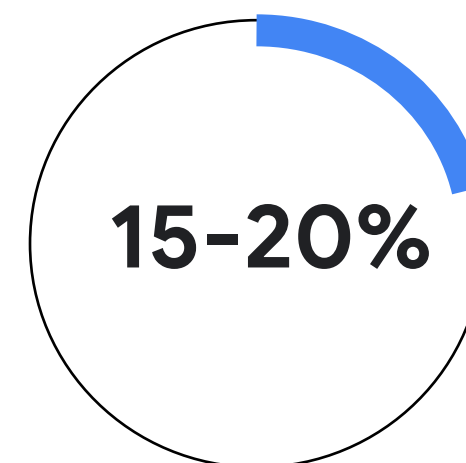
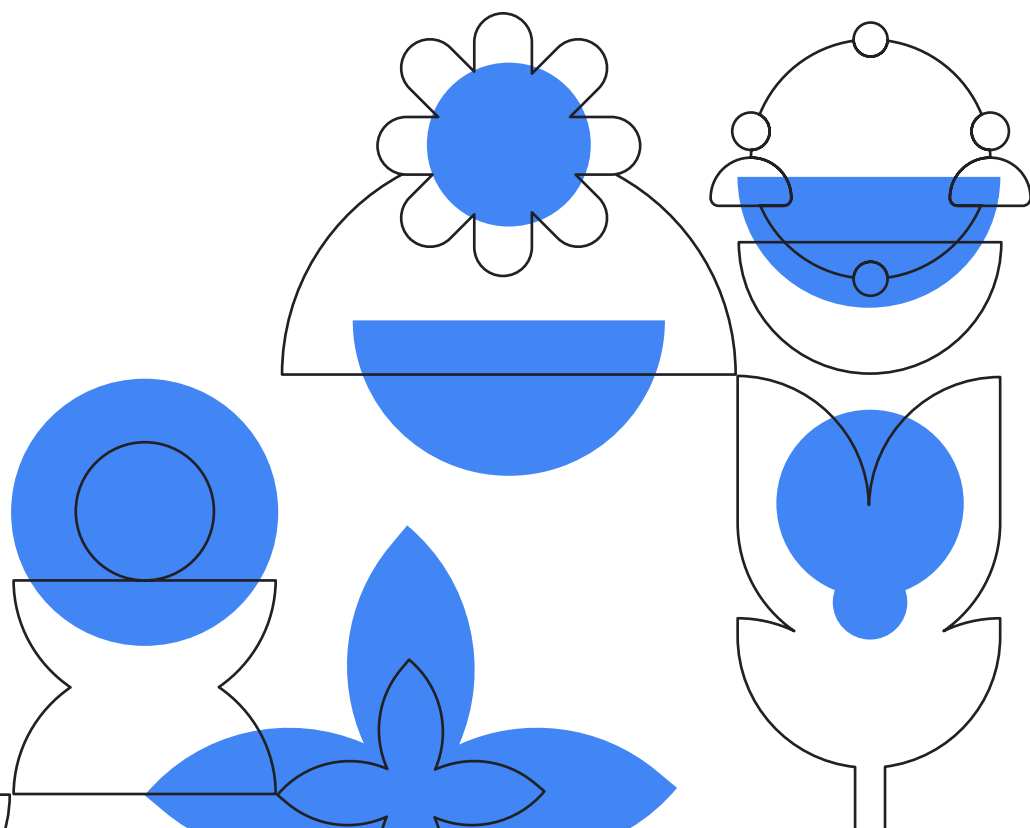
02

Embed Memorable Experiences

Where bridges between online and offline channels were once enough to satisfy, today's customers demand even more from brand experiences. Companies that are already delivering truly holistic journeys, that flow seamlessly from touchpoint to touchpoint, are being rewarded with positive results.

Technology too, is having an effect, with more shoppers actively seeking out **brands that can entertain** them in **diverse and interesting ways**.

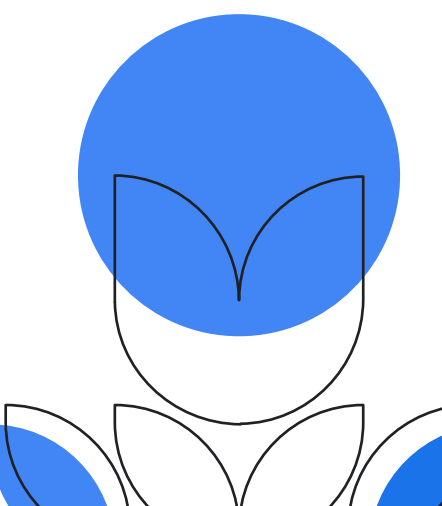
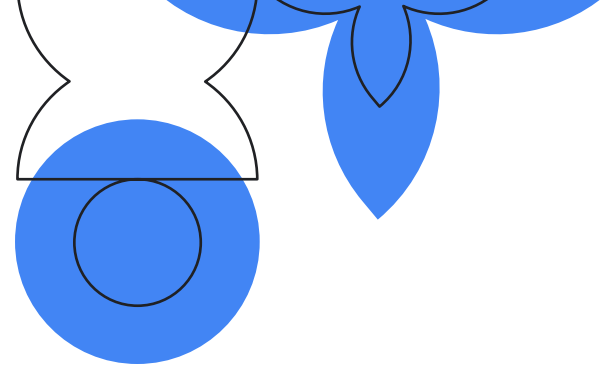
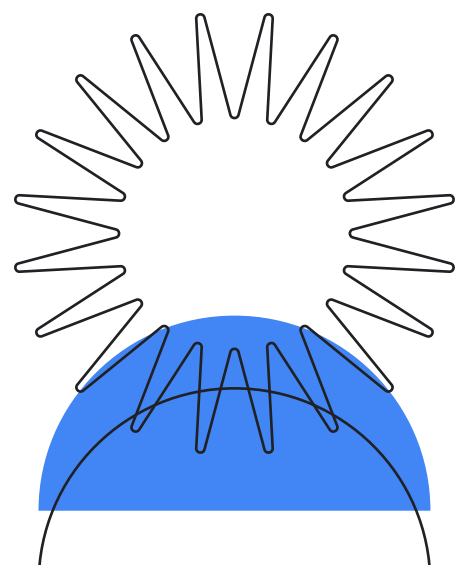
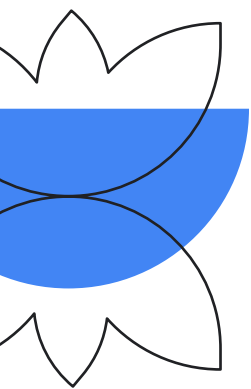
Between integration and engagement, retailers should seize the opportunity to create the kind of **meaningful interactions** that keep customers coming back again and again.



Successful CX enhancements have been proven to increase sales, facilitate cross-selling, and boost revenues by as much as 15-20%.¹⁰

02

Embed Memorable Experiences



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Seamless & personalized user experiences

What do customers want?

Improve your ecosystem

Don't forget about mobile!

Show up in the moments that matter

Use personalization to
drive differentiation

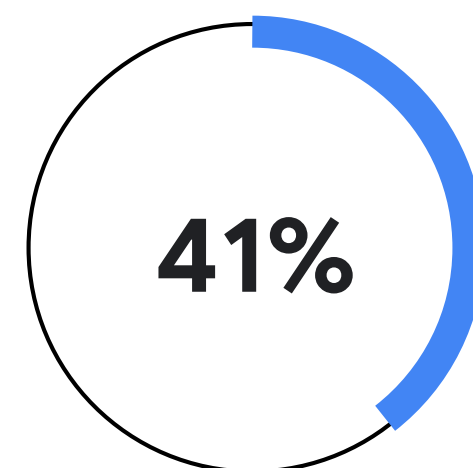
Customer lifetime value

Immersive & virtual experiences

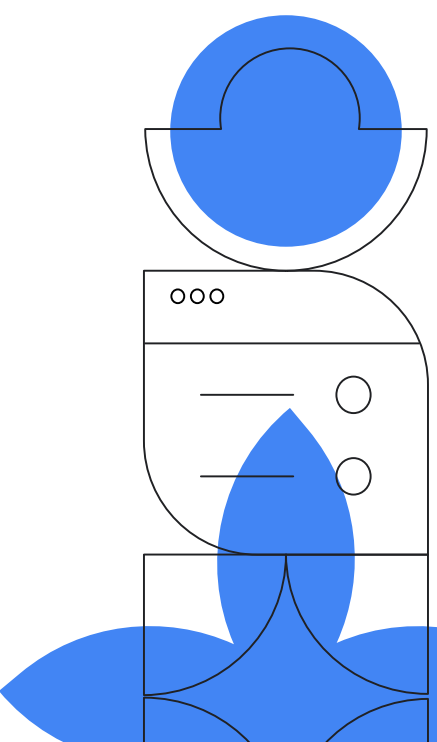
Seamless & personalized user experiences

The consequences of Covid-19 have introduced a new wave of offline shoppers to the online world – and they are here to stay. With this increased exposure and comfort with e-commerce (along with other [pandemic-era purchasing trends](#)), consumer expectations across the board have grown exponentially.

Be ready to deliver.



of consumers (in AU, CN, IN, JP and KR)
see no reason to go in store if the items they
want to purchase are available online.¹¹



02

Embed Memorable Experiences

Seamless & personalized user experiences

What do customers want?

Improve your ecosystem

Don't forget about mobile!

Show up in the moments that matter

Use personalization to
drive differentiation

Customer lifetime value

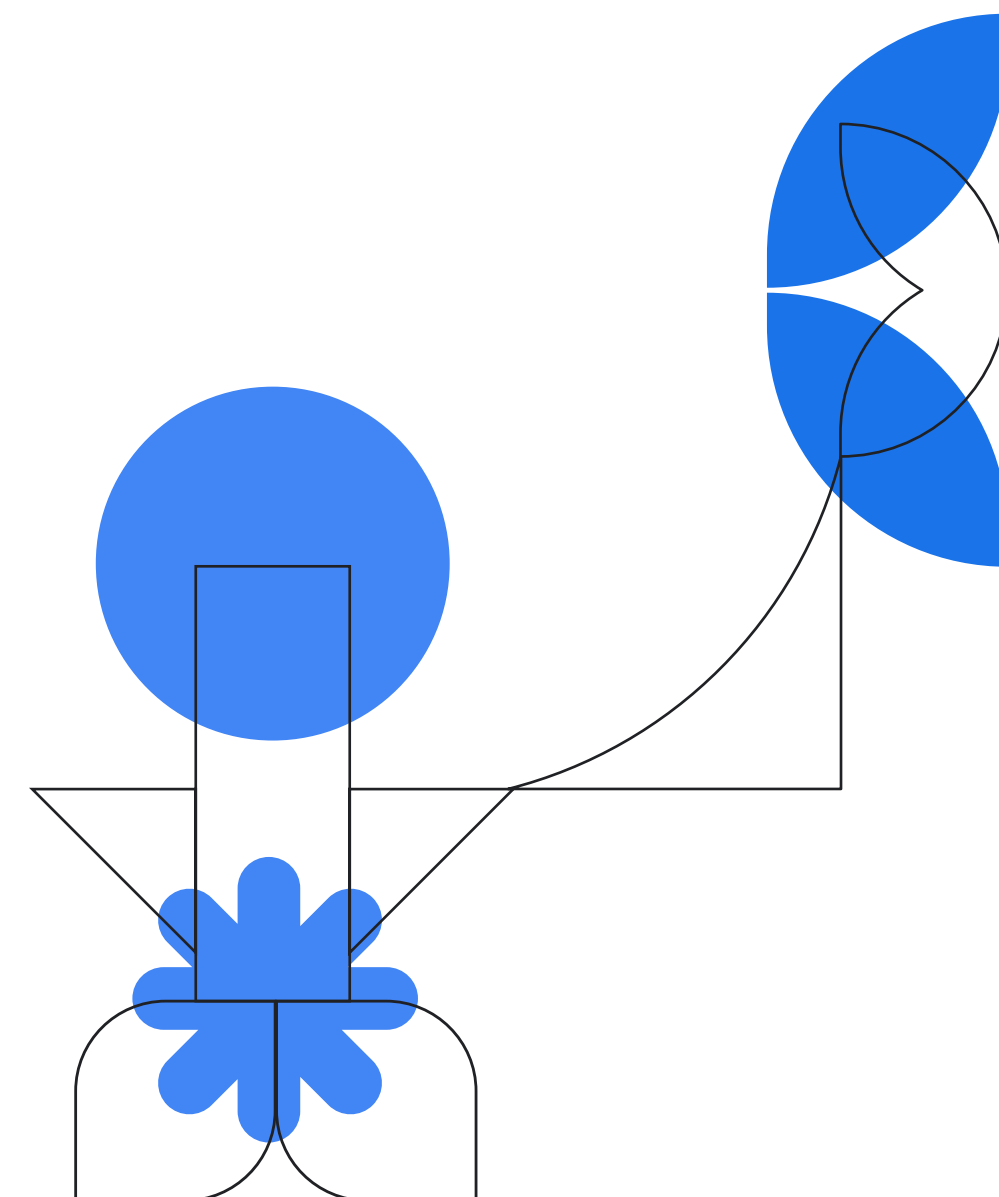
Immersive & virtual
experiences

SEAMLESS & PERSONALIZED USER EXPERIENCES

What do customers want?

Whether moving between in-store and online, from one device to another, or across owned and external channels, customers now expect brands to provide frictionless experiences that are ever-more tailored to their individual preferences.

Brands have the opportunity to capitalize on this by investing efforts into direct to consumer strategies – something that's already proving positive for bottom lines.



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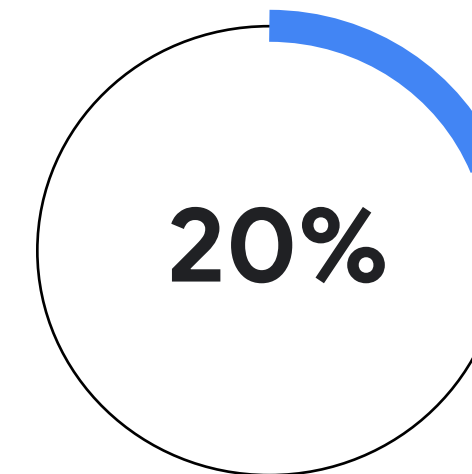
Immersive & virtual
experiences

SEAMLESS & PERSONALIZED USER EXPERIENCES

What do customers want?

↑
1.22x

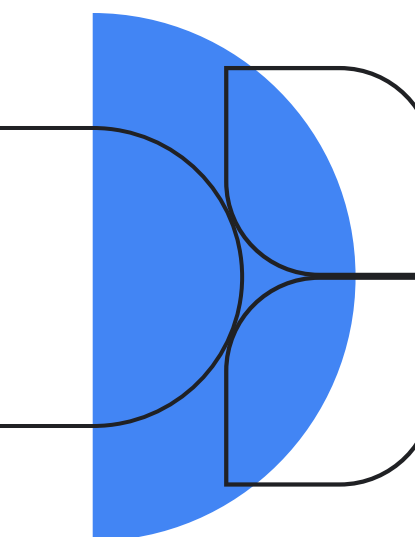
Among marketplace buyers (in SG, TH and ID), future intention to use brand.com as a conversion channel is 1.22x higher than survey average.



Brand.com has the ability to command a 20% higher spend premium from shoppers.¹²

With more control and capital concentrated on owned channels (brand.com, for example), building the bespoke, immersive experiences that hit the spot with consumers becomes achievable. Plus, it gives brands the ability to experiment and evolve their identity, helping them stand out even more.

Read up on more [insights that can help future-proof your online retail business.](#)



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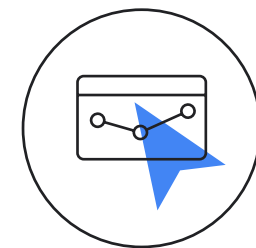
Use personalization to
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SEAMLESS & PERSONALIZED USER EXPERIENCES

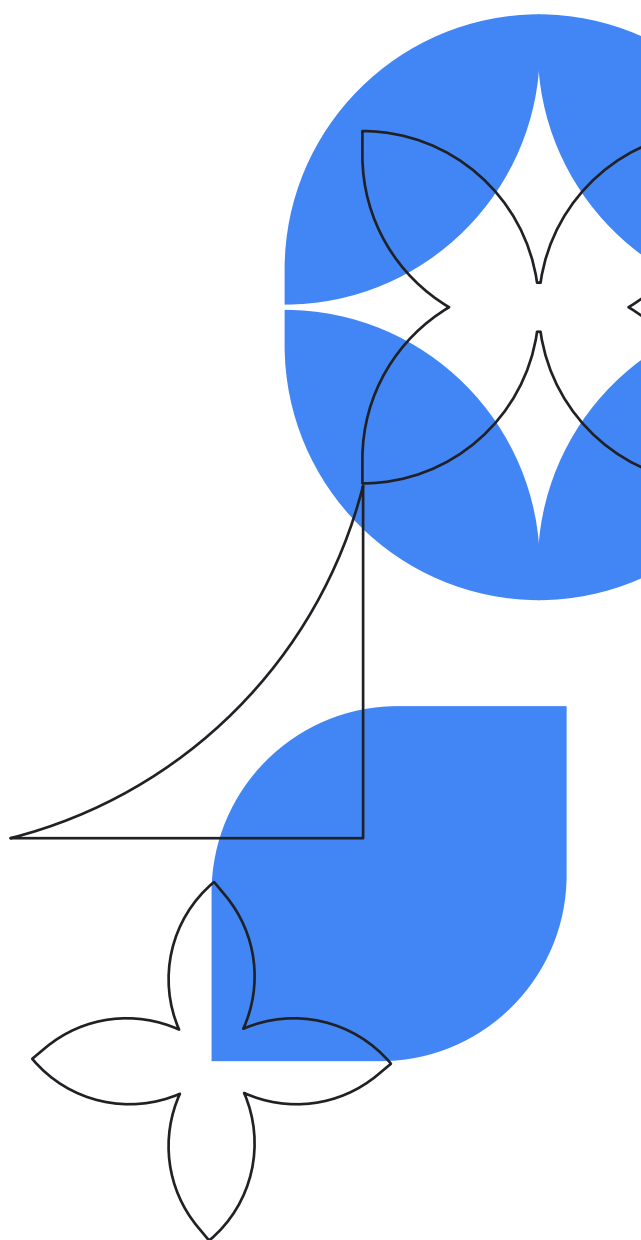
Improve your ecosystem



Walk through your customer journey to identify overlooked touchpoints, or any obstacles that might be affecting the overall experience. Use [Grow My Store](#) to get a full and free evaluation of your website and gain actionable insights that will help you enhance your CX.

The next step is to determine what works best for your customers, so you can refine your pages and keep visitors around for longer. Audit and test your site with [Google Optimize](#) and discover where opportunities to create more compelling experiences lie.

Discover more [tips for developing a relevant, frictionless retail website.](#)



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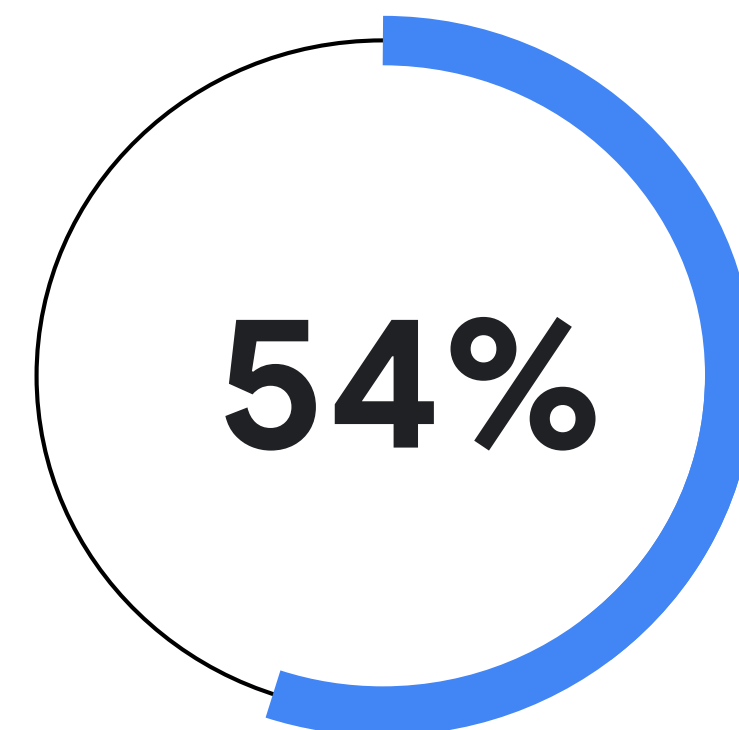
Customer lifetime value

Immersive & virtual
experiences

SEAMLESS & PERSONALIZED USER EXPERIENCES

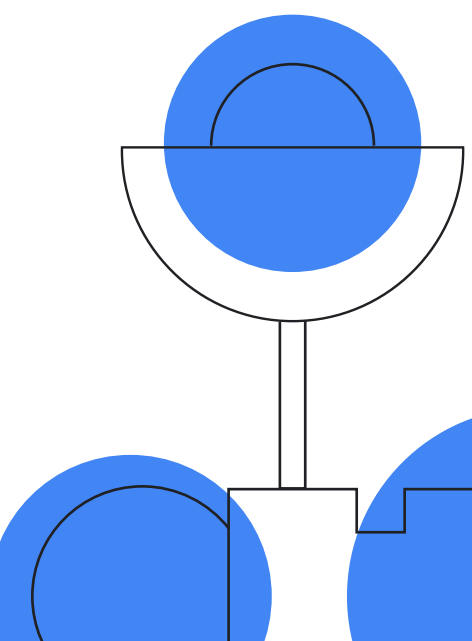
Don't forget about mobile!

APAC is mobile-first, so it's crucial to provide customers with a smooth, speedy service they will remember (for the right reasons).



of consumers said they will switch from a poorly designed mobile site to an alternative mobile site that makes purchasing easy.¹³

[Test My Site](#) shows you how the speed of your mobile site compares to best in class retailers and gives you tips for improving it.



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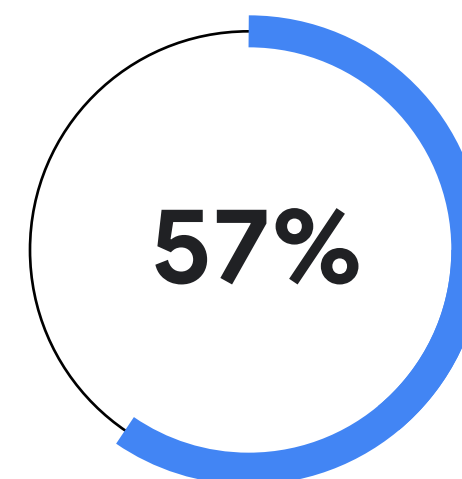
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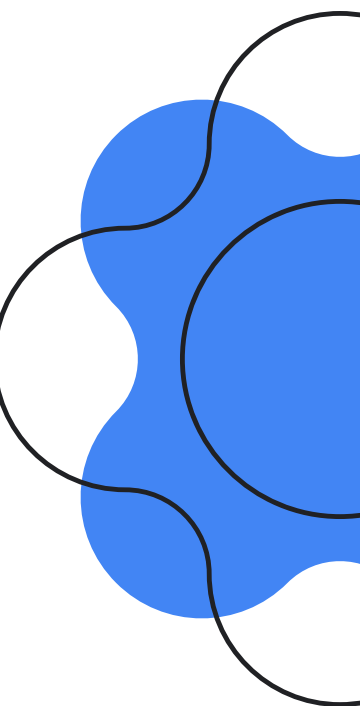
SEAMLESS & PERSONALIZED USER EXPERIENCES

Show up in the moments that matter

These days, the journey from first look to final sale is rarely linear. During decision-making, customers interact with such a broad range of retailers, across so many different touchpoints, that the phase has come to be known as the 'messy middle'.



When shopping online, 57% of consumers (in AU, CN, IN, JP, KR) visit multiple websites before settling on what to buy and who to buy it from.¹⁴



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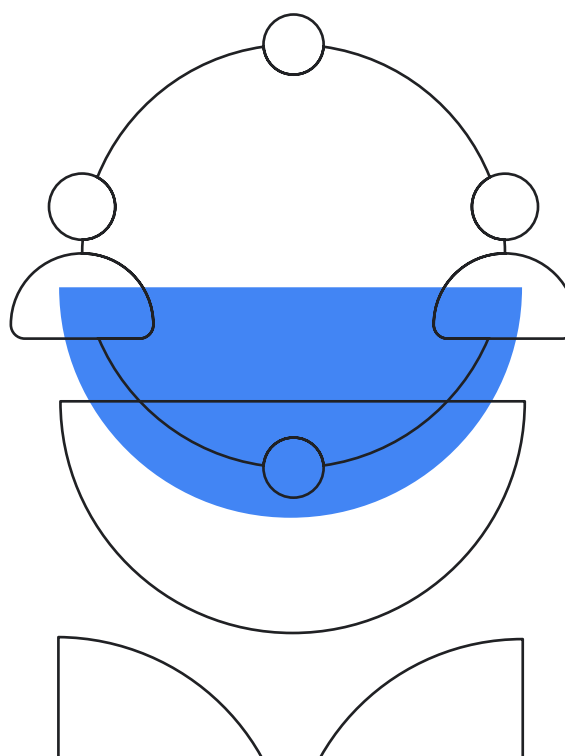
Immersive & virtual
experiences

SEAMLESS & PERSONALIZED USER EXPERIENCES

Show up in the moments that matter

Because shoppers are so spoiled for choice, it's important to deliver an experience that stands out and helps them decide that you and your product are 'the one'.

Hear helpful insights from researchers on [how to navigate the messy middle](#) and dive deeper into [the science that's helping shift brand preference](#) (or even completely disrupting it), leading to wins for challenger businesses.



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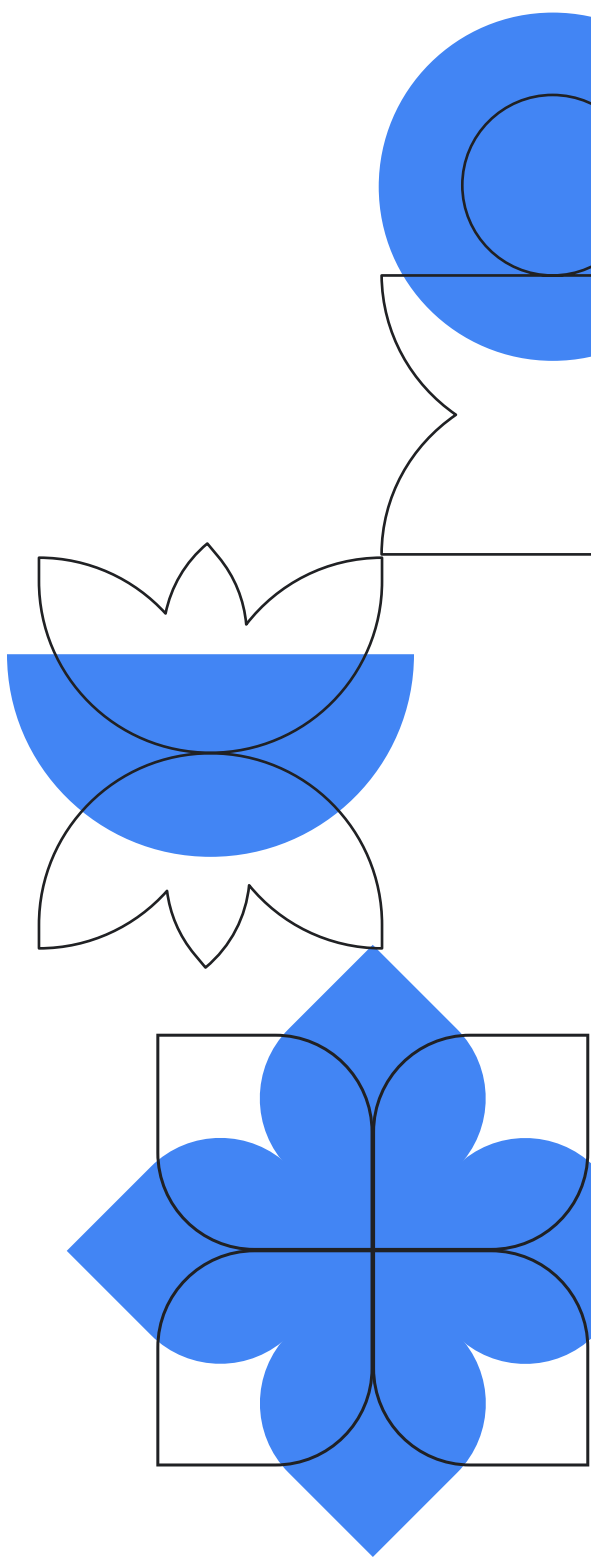
Immersive & virtual
experiences

SEAMLESS & PERSONALIZED USER EXPERIENCES

Use personalization to drive differentiation

There's much more to personalization than trying to win customers through one-size-fits-some targeting. Where broad categories and similar interests may have once been the norm, retailers should now be ready to capture attention using a more sophisticated approach.

Tailoring your customers' experience helps you establish a relationship that incentivizes them to choose (and stay) with you.



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Use personalization to drive differentiation

1 Tip

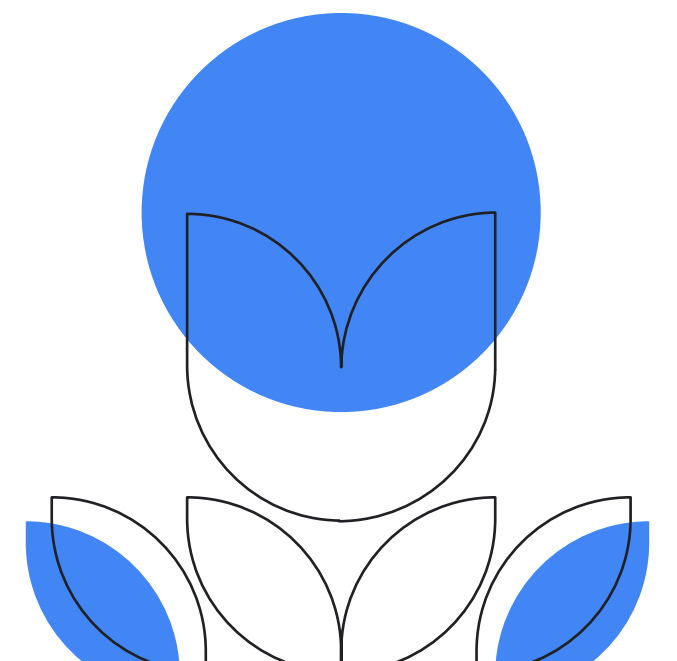
When it comes to creating personalized experiences, make it easy for customers to contribute their own ideas. Engage with them regularly to understand what is most valuable to them.

3 Tip

Help your customers navigate to what they need quickly by finding ways to serve up the things that are most relevant to them. You could, for example, send reminders of products that they were previously browsing, that are in stock. In this way, retailers can meet consumer's expectations of showing up for them with relevant and personalized experiences.

2 Tip

Provide offers that are targeted not just at customers 'like them', but recognize them as individuals with specific interests.



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Embed Memorable Experiences

Seamless & personalized
user experiences

Customer lifetime value

Sowing the seeds for loyalty

Improve your ecosystem

Keep up with customers

Predict CLV and keep the cycle going

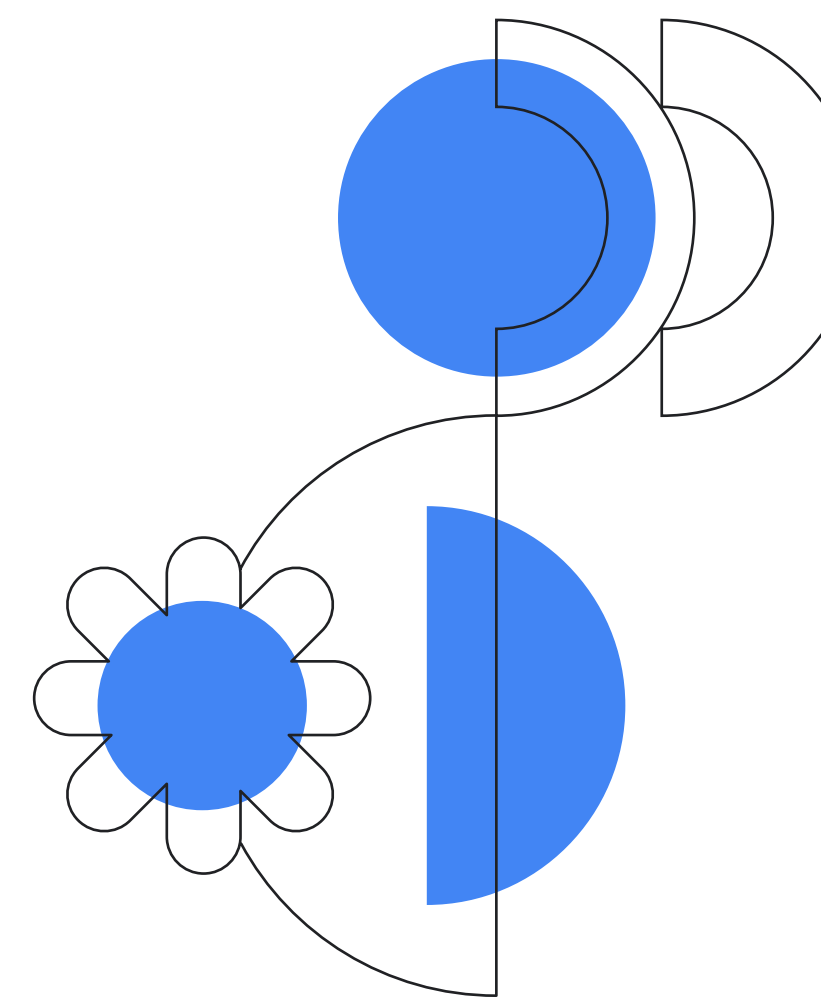
Immersive & virtual
experiences

Customer lifetime value

Opting to target one-time buyers in your marketing may lead to short term wins, but consistent growth lies in the long-term.

Understanding how Customer Lifetime Value (CLV) can be leveraged throughout your business, across the entire purchase journey and in conjunction with forecasting, can give you **a strong advantage over competitors.**

For Marketers and Customer Success teams especially, it provides **vital insights** into the effectiveness of an organization's customer experience efforts.



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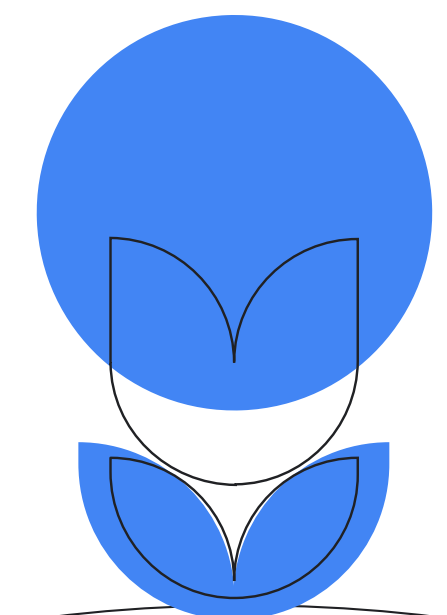
Immersive & virtual
experiences

CUSTOMER LIFETIME VALUE

Sowing the seeds for loyalty

With powerful insights into purchase behaviors, the opportunities for omnichannel retailers to design deeper, more robust relationship strategies focused on increasing CLV are ripe.

Measuring the value that a single customer contributes to your business allows you to identify and retain more of your most valuable customers, driving consistent growth. [CLV's direct tie to the bottom line](#) also makes it useful when assessing the efficacy of different customer experience (CX) efforts.



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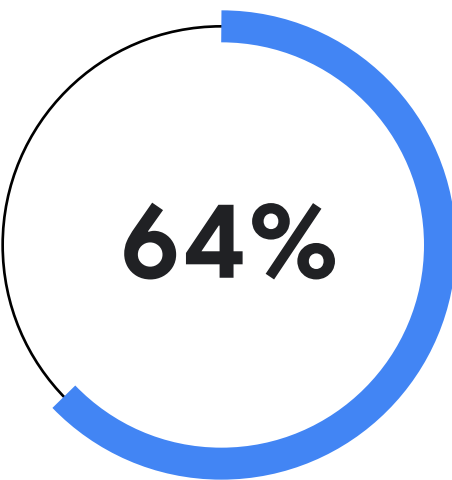
Immersive & virtual
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CUSTOMER LIFETIME VALUE

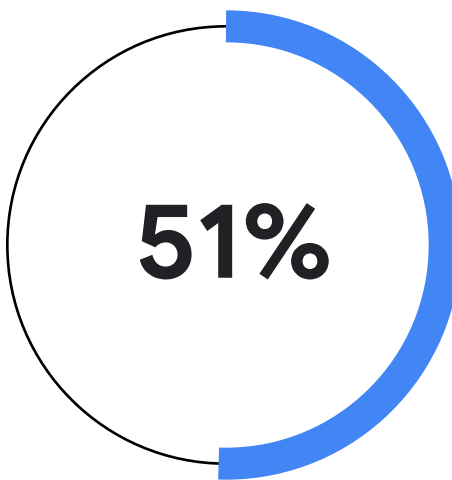
Sowing the seeds for loyalty

We already know that, for certain
verticals, experience plays a big part
in drawing customers back.

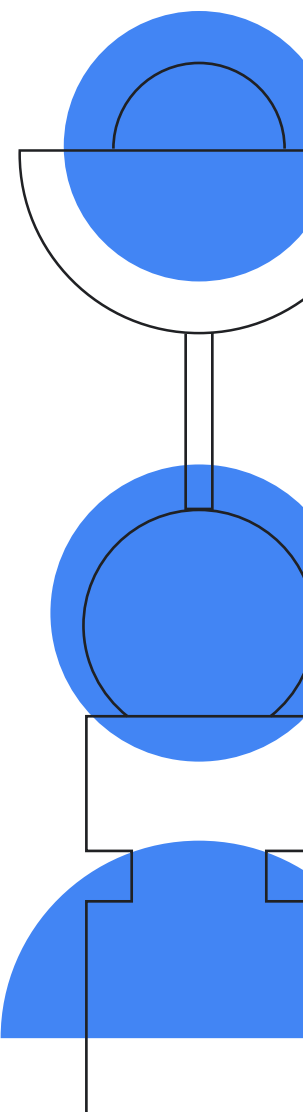
But, even for verticals where brand experience has not
been traditionally perceived as important, positive past
experiences are having an impact and are also inspiring
customers to return.



Of those who purchased from
their preferred brand, 64% of APAC
consumers who bought Beauty &
Personal care products cited past
experience as the reason they did so.



Of those who purchased from
their preferred brand, 51% of APAC
consumers who bought Home &
Garden products did so because
of past experience.¹⁵



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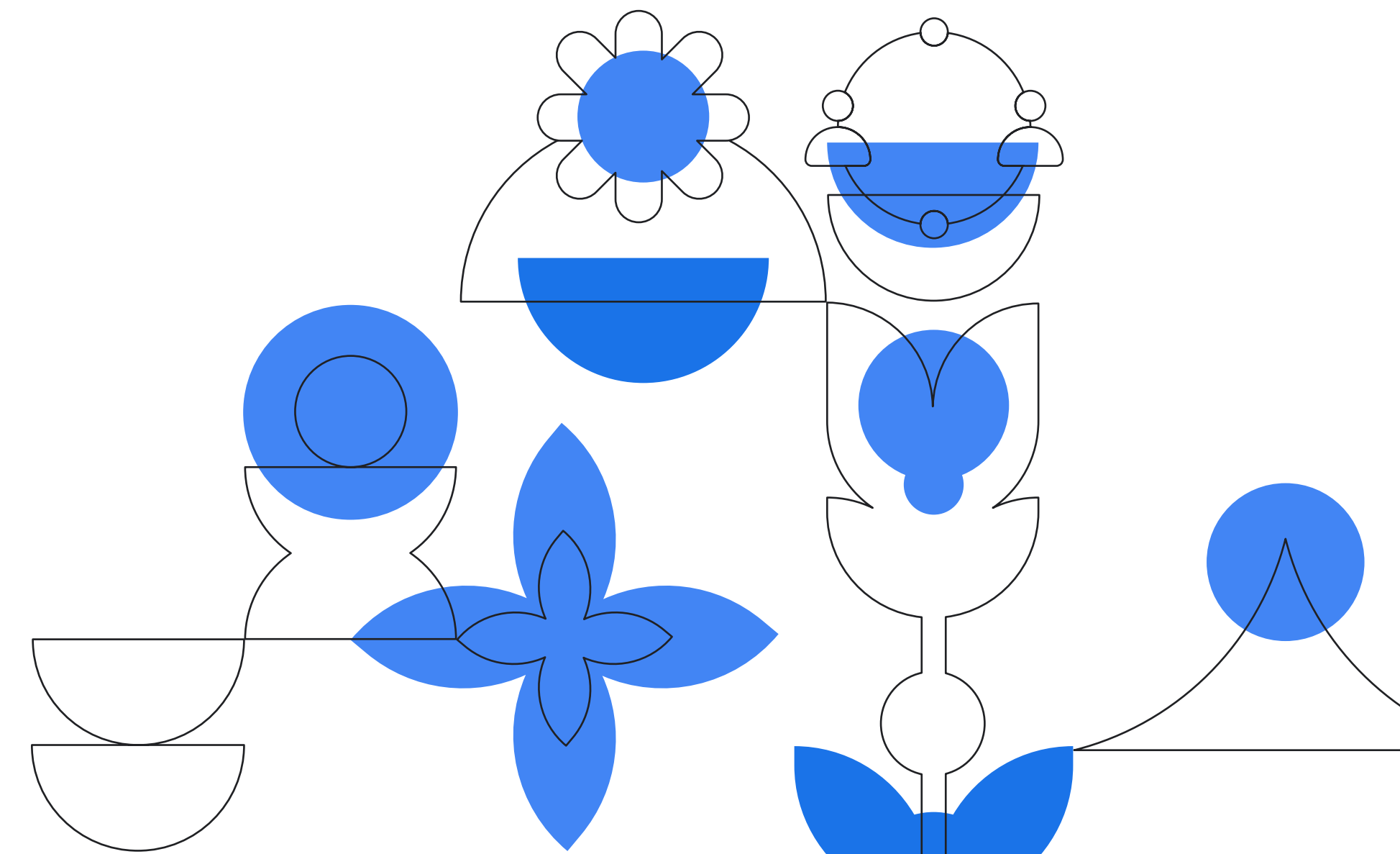
Predict CLV and keep the cycle going

Immersive & virtual
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CUSTOMER LIFETIME VALUE

Improve your ecosystem

Though there are many [lessons for embracing CLV](#), one thing remains clear. To find, nurture and retain your most valuable customers, you need to embed them at the heart of your strategy.



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1 Tip

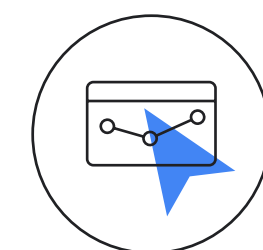
Run CLV models with both short- and long-term time horizons, so you acquire the long-haulers while still gaining quicker returns.

3 Tip

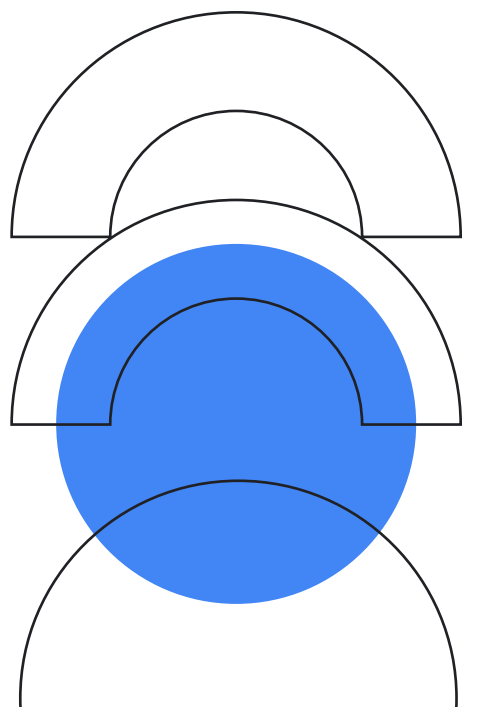
Always set aside a part of your budget to keep looking for new customers – a practice that will eventually lead to finding your best customers.

2 Tip

Use a mix of approaches. Alternate between machine learning and traditional CLV models for immediate (but less granular) predictions, and accumulate observations over time to measure success.



[Lifetime Value report in Google Analytics](#) helps you understand how valuable different customers—acquired through different channels and methods—are to your business based on lifetime performance.



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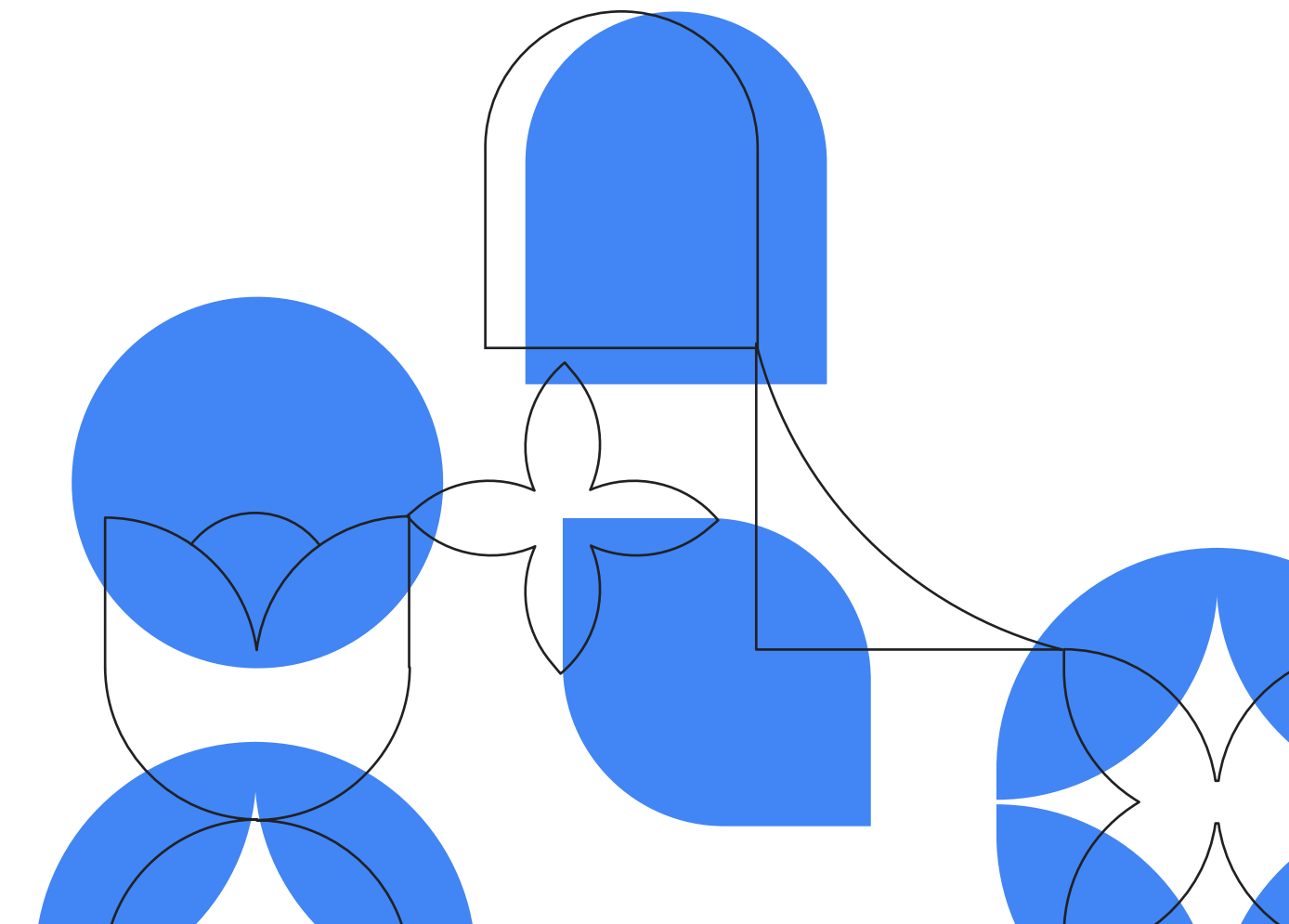
Predict CLV and keep the cycle going

Immersive & virtual
experiences

CUSTOMER LIFETIME VALUE

Keep up with customers

Customers' personal beliefs and preferences are increasingly driving their buying decisions. Gather insights (internally and externally) that show you what makes them tick and serve them with communications that show them how your principles align.



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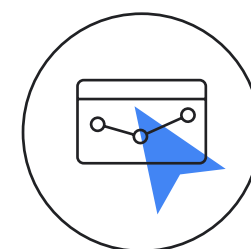
Immersive & virtual
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CUSTOMER LIFETIME VALUE

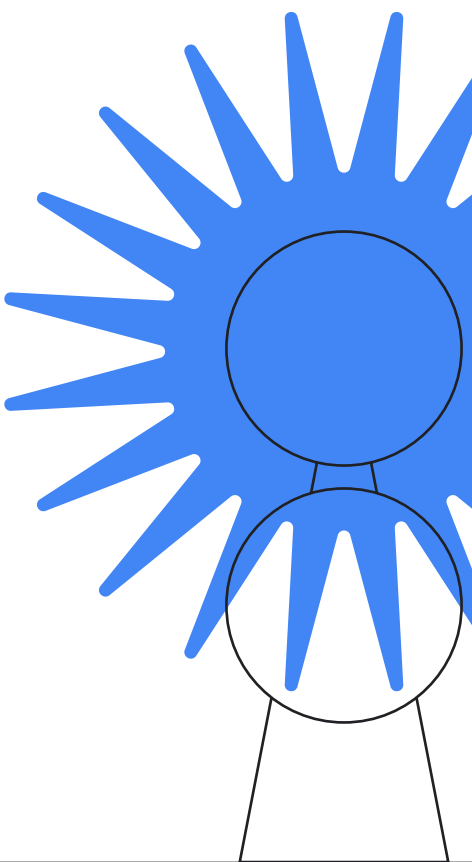
Keep up with customers

“More people are counting on brands to match up to their personal beliefs – almost half of consumers expect brands to be environmentally-friendly or socially responsible. The good news is, they’re also more likely to reward these brands with loyalty, particularly in the APAC region, which is also seeing increased use of reward programs.”

—Jason Mander, Global Web Index



With [Advanced Analysis in Google Analytics 360](#) you can gain deeper insights about how people interact with your site, helping you gain a clearer and more comprehensive picture of what they’re interested in. In turn, these can be used to deliver better experiences and achieve business goals.



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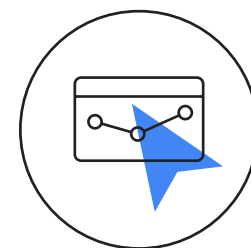
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CUSTOMER LIFETIME VALUE

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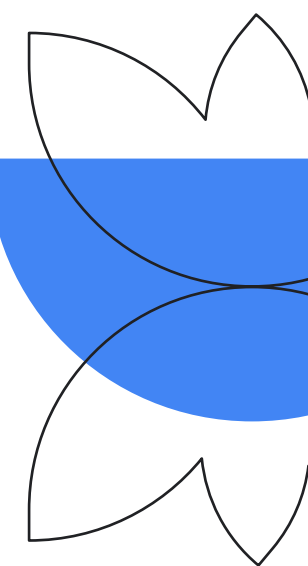
Better experiences are mutually beneficial. Not only will they keep your customers happy, they'll lead to strong, long-lasting relationships that could serve you well for years to come.



Understand more about CLV and how to predict it through [AI Platform](#) on Google Cloud.

“ [CLV] helps decision-makers see their customers through the prism of a long-term relationship, rather than a single transaction ”

—Leonie Brown, Experience Management Scientist, Qualtrics ([Forbes](#))



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Embed Memorable Experiences

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**Immersive & virtual
experiences**

The right climate for innovation

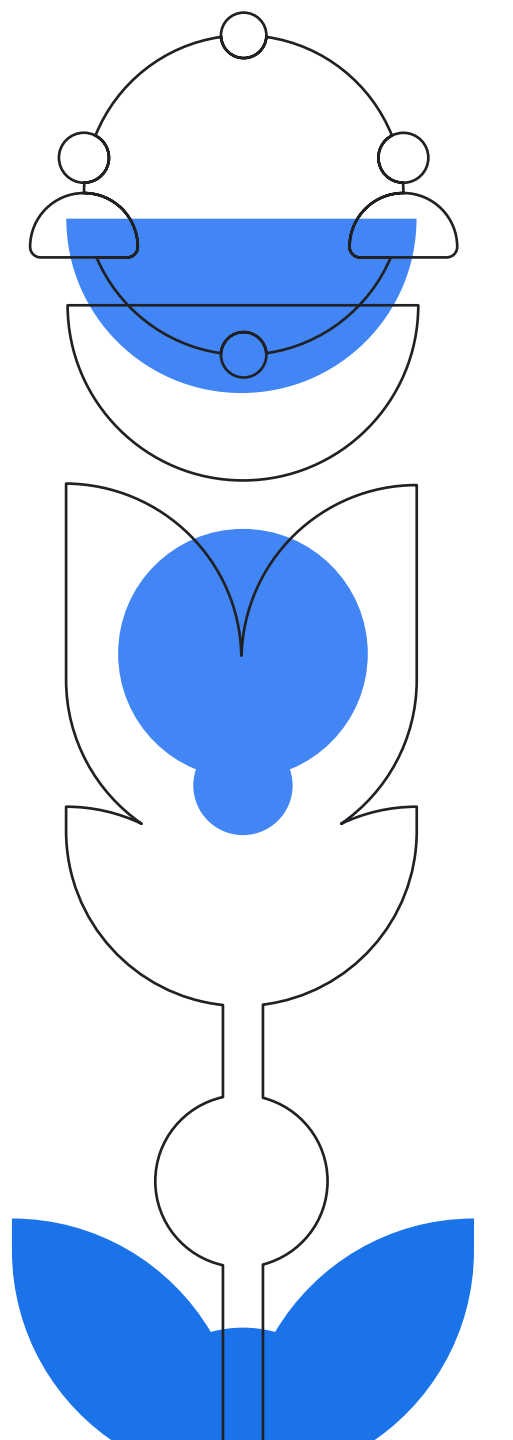
Improve your ecosystem

Immersive & Virtual Experiences

As leading brands continue to adopt technology, they're increasingly utilizing it to help them take their shopping experiences to the next level. And customers are embracing the change, with many now actively looking out for bigger, better or bolder paths to purchase.

Brands who have taken the time to explore, experiment and create more immersive journeys, both in-store and online, are starting to see excellent results – not just at the checkout, but in terms of consumer perception too.

The most successful are **finding ways to merge their digital and physical worlds together**, blending tried-and-tested techniques (e.g. QR codes, video) with envelope-pushing virtual experiences to excite, entertain and engage customers, wherever they encounter the brand.



02

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Seamless & personalized
user experiences

Customer lifetime value

**Immersive & virtual
experiences**

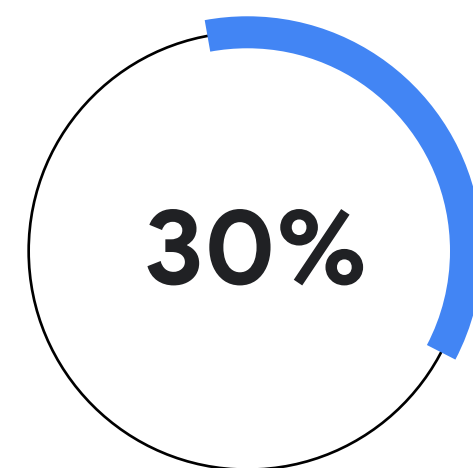
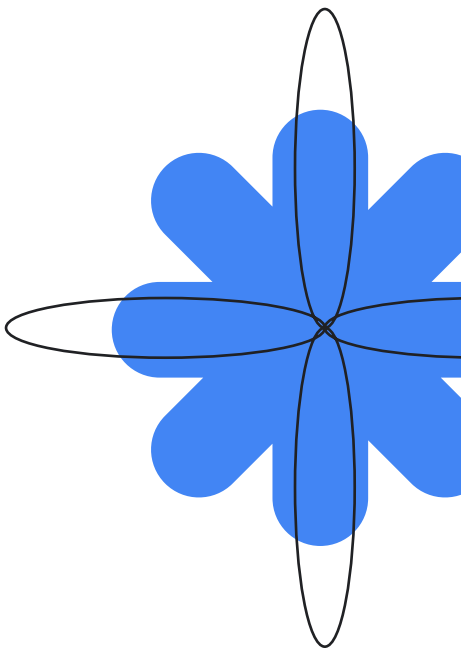
The right climate for innovation

Improve your ecosystem

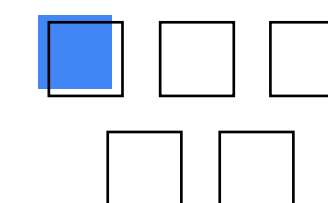
IMMERSIVE & VIRTUAL EXPERIENCES

The right climate for innovation

Customers are seeking out enhanced experiences, online and off. Those that give them the ability to make them feel like they're in-store, at home, and make their in-store path to purchase more informative, easy or entertaining through virtual assistance, are proving quite popular.



of consumers (AU, CN, IN, JP
and KR) want a digital way (e.g.
website, app) to easily find items
while in store.¹⁶



1 in 5

At least 1 in 5 consumers (CN, IN)
expect to be able to use digital 3D or
augmented reality to try on products
when shopping with a retailer online.¹⁷

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The right climate for innovation

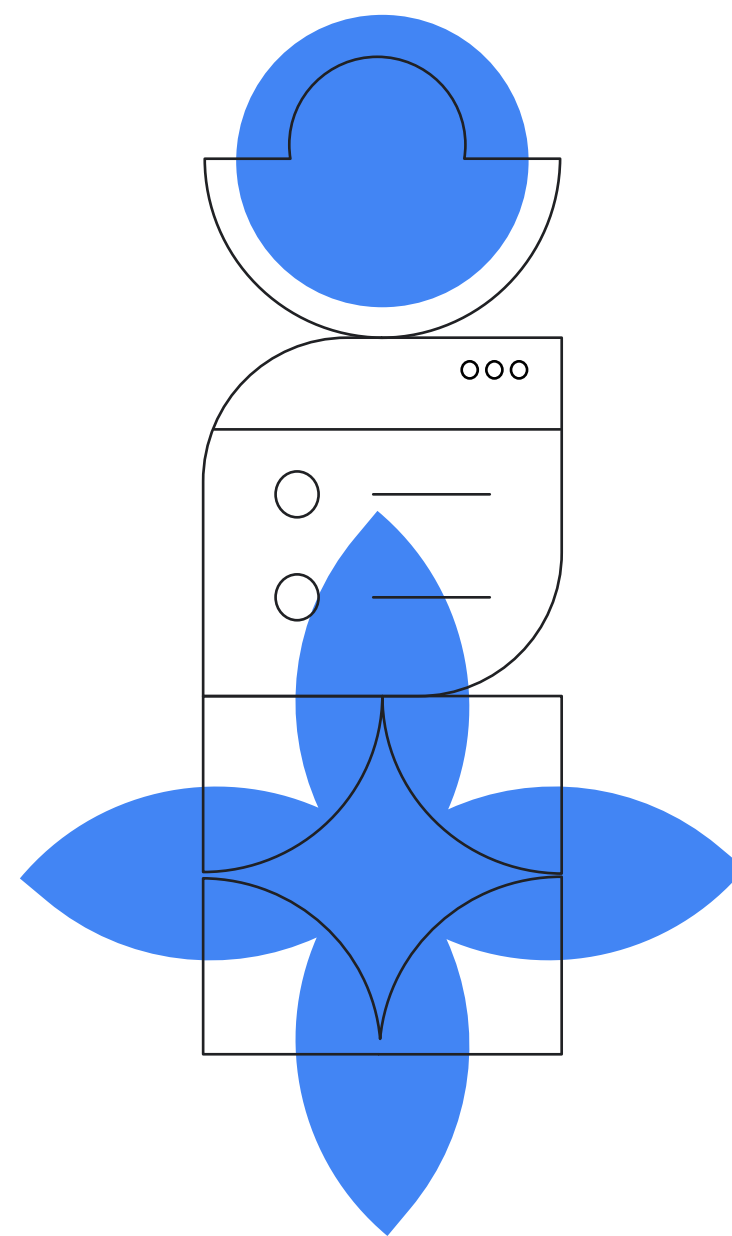
Improve your ecosystem

IMMERSIVE & VIRTUAL EXPERIENCES

Improve your ecosystem

By investing in and leveraging newer technologies such as VR and AR across multiple channels, you'll be able to create more immersive, helpful and enjoyable experiences that in turn, make you more memorable to consumers.

It goes without saying that whatever technology you adopt should remain relevant to your brand, products and customers. But looking at [how other retailers are blending their on and offline worlds](#) always helps inspire new thinking.



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Embed Memorable Experiences

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Improve your ecosystem



[View Pillar 2 Overview](#)

IMMERSIVE & VIRTUAL EXPERIENCES

Improve your ecosystem

1 Tip

As with merchandising, take a holistic view and consider how you can translate in-store experiences into virtual ones.



Online - Maybelline

By leveraging [YouTube's AR Beauty Try-On](#), Maybelline Thailand allowed shoppers an easy way to explore beauty products from the comfort of home – allowing viewers to virtually try on makeup, while watching video ads that provided even more detail.

[Read more](#)



In store - Chanel

Through a connected app, customer's wishlists were sent directly to sales associates in Chanel's physical boutiques, enabling them to have items already waiting in changing rooms when customers arrived. AR-operated mirrors then also showed stylist recommendations and complementary products, based on their choices.

[Read more](#)



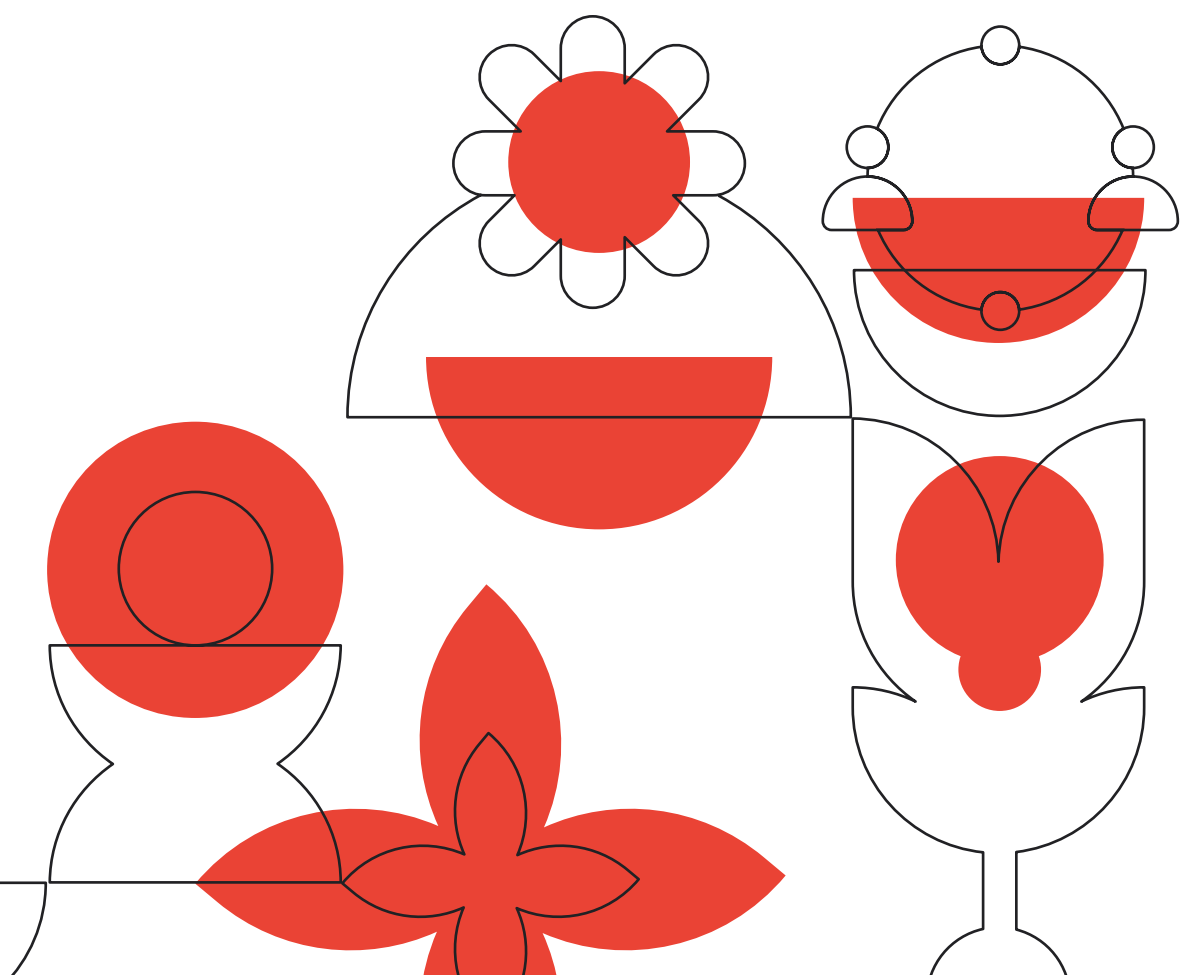
03

Learn From Marketing Life Cycles

The art of advertising ultimately comes down to a cycle of experimentation and optimization.

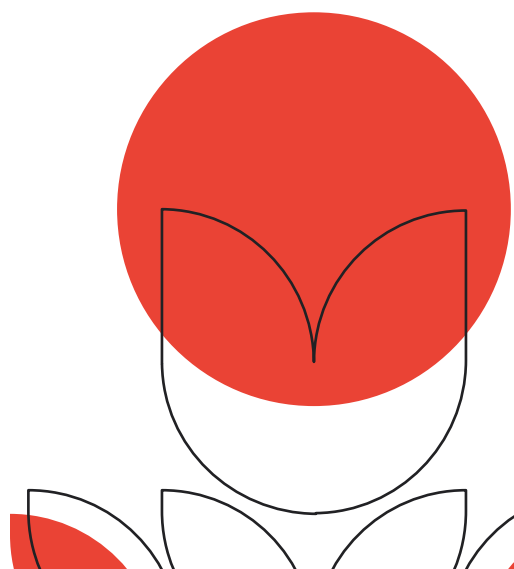
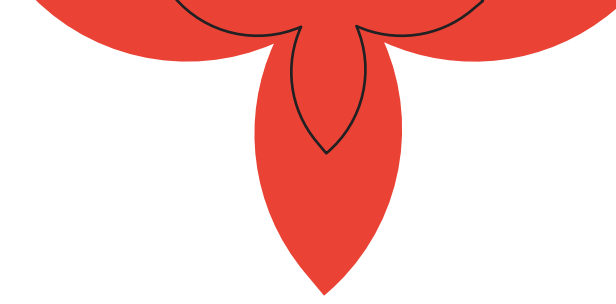
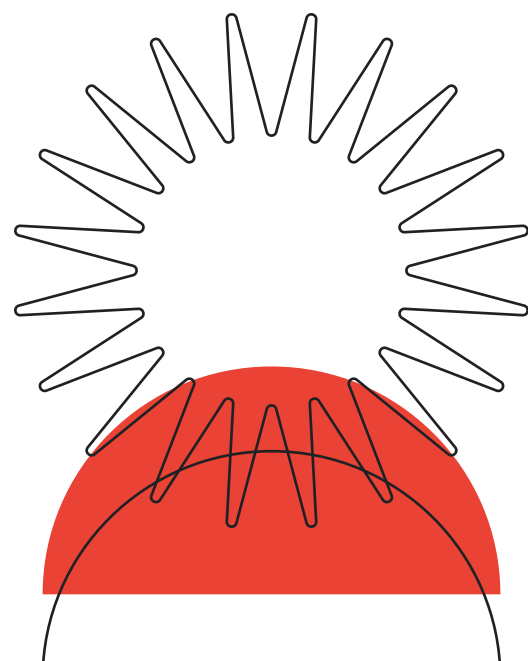
It's about showing up for your audience at the right time, in the right place, with messaging that is relevant to them at that particular point of their journey.

In this ever-changing consumer climate, being able to measure and analyze your learnings, so you can feed them back into the cycle effectively is integral to your business' evolution.



03

Learn From Marketing Life Cycles



03

Learn From Marketing Life Cycles

Advertising strategies

Navigating new terrain

Improve your ecosystem

Cultivate an experimental mindset

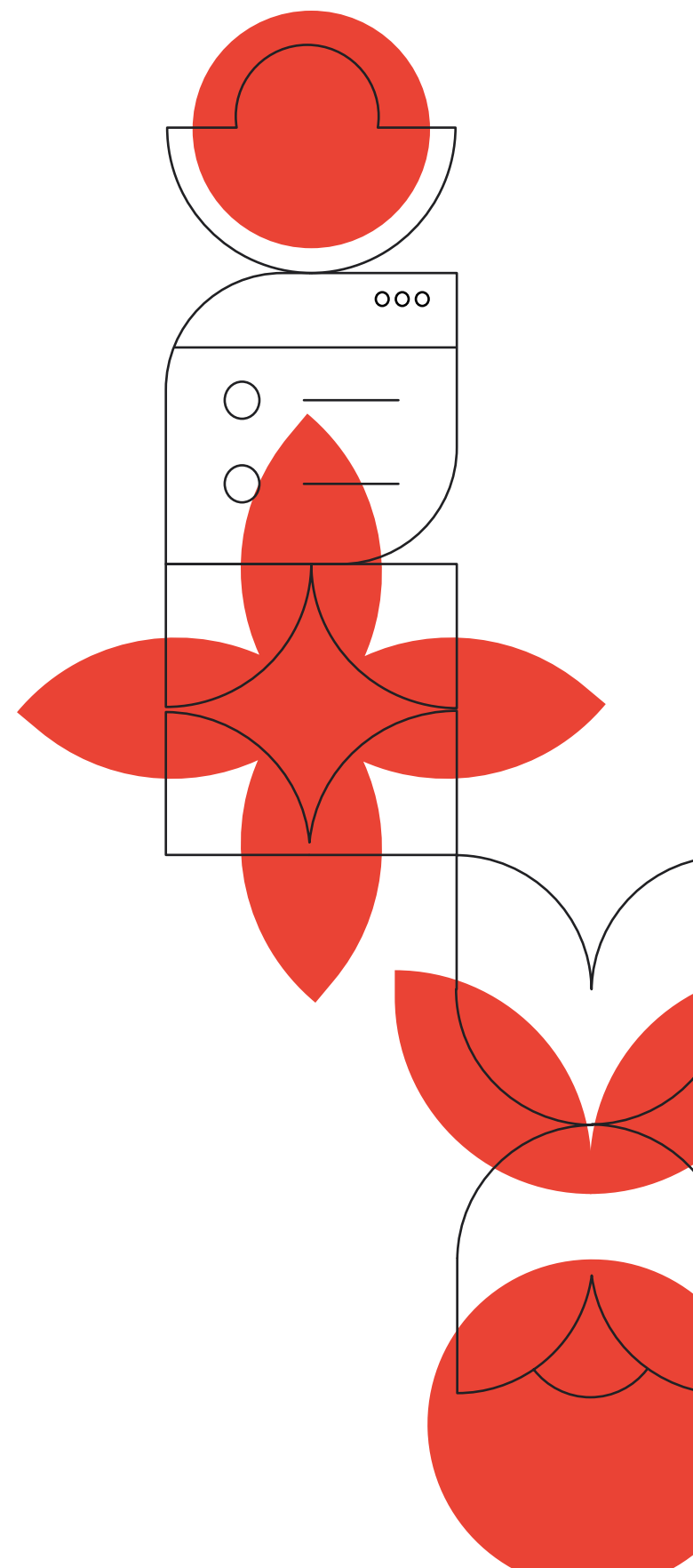
Cut through the clutter and
nourish customers' needs

Integrated measurement

Advertising strategies

Today's customers are constantly 'switching lanes' when it comes to the ways they interact with brands. To reach them, you'll need a holistic strategy that features a mix of assets, ad types and platforms.

With complete oversight of all your channels, you can experiment, measure success and refine your approach, so you can show up for customers at the best time, in the best way.



03

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Advertising strategies

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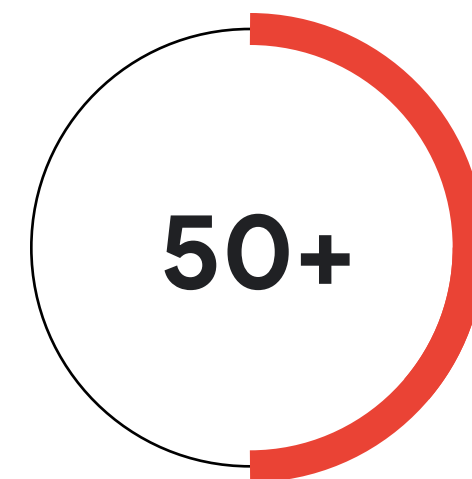
Cut through the clutter and nourish customers' needs

Integrated measurement

ADVERTISING STRATEGIES

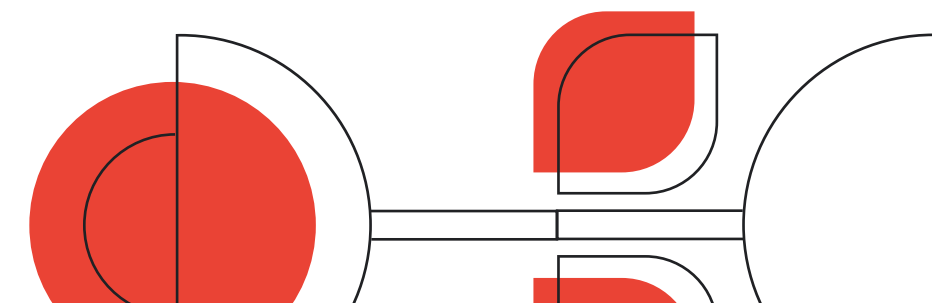
Navigating new terrain

We know that most paths to purchase are far from linear and the number of options in front of consumers continues to grow, faster and faster, day by day.



More than half of customers engage with 3-5 channels during each journey they take toward making a purchase or resolving a request.¹⁸

In this “messy middle”, it’s become more difficult to know if you’re reaching customers with the information they need, when they need it most. But difficult does not mean beyond capabilities.



03

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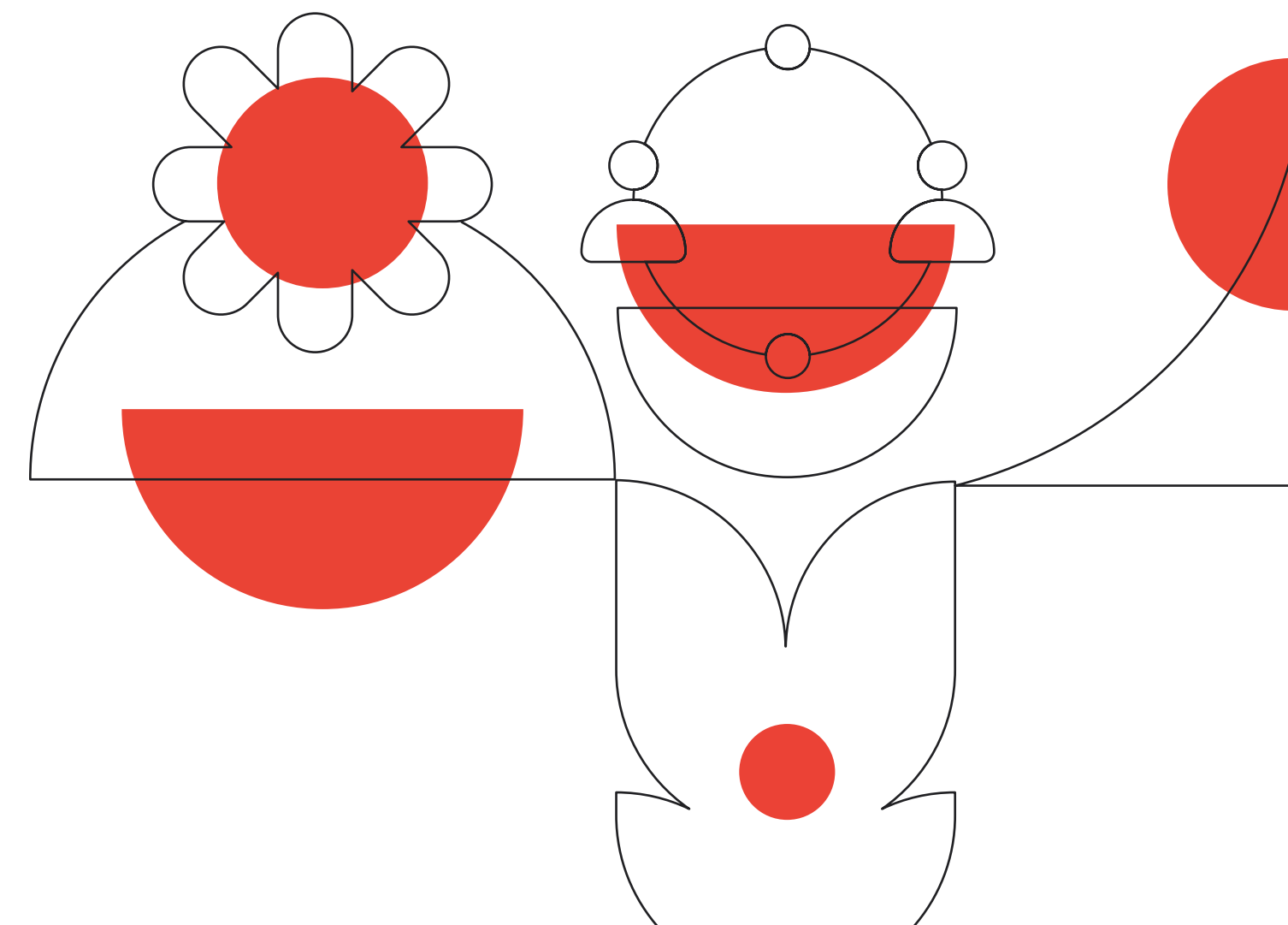
Cut through the clutter and
nourish customers' needs

Integrated measurement

ADVERTISING STRATEGIES

Improve your ecosystem

To connect with customers both online and offline, your digital advertising strategy needs to be right for every step of the shopping journey. Here are four key tips, and a few helpful resources, on how to meet them in the moments that matter from [our latest retail guide](#).



03

Learn From Marketing Life Cycles

Advertising strategies

- Navigating new terrain
- Improve your ecosystem
- Cultivate an experimental mindset
- Cut through the clutter and nourish customers' needs

Integrated measurement

ADVERTISING STRATEGIES

Improve your ecosystem

1 Tip: Reach customers as they browse

Customers are searching for ideas and inspiration online more than they have ever done before – get in front of them when they do.



Jeulia, China's leading DTC jewelry brand, leveraged [TrueView for action](#) and [Discovery ads](#) to complement Search ads by reaching prospective high intent audiences across more channels. This cross-product approach unlocked +20% conversions at competitive +16% blended CPA.

2 Tip: Engage customers as they research

Respond to shopper queries with personalized answers, and put your brand, product and services in the spotlight.



To create high quality, relevant messages on Search, Mojelim, a medical clinic in Korea, leveraged [Responsive Search Ads](#) to improve ads effectiveness, achieving a +31% click-through-rate and +78% conversions compared to using text-ads only.

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Tip: Convert customers looking to purchase

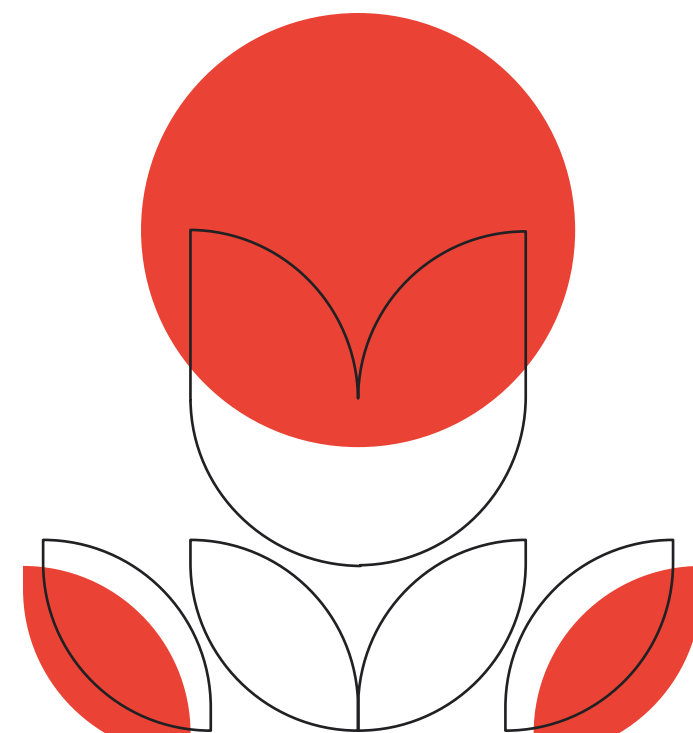
Provide a seamless shopping experience for consumers expecting to shop wherever and whenever meets their needs.



[Sephora](#) SEA used [Smart Shopping Campaigns](#) to reach potential customers with the right message at the right time, achieving +20% conversions and +15% revenue, compared to a Standard Shopping campaign.



Pepperfry, a leading e-commerce furniture brand in India, had the majority of transactions happening online but wanted to increase the number of store visits. By adopting an omnichannel strategy and leveraging an always-on [Local Campaign](#), Pepperfry drove 6x incremental ROAS and 12% incremental store visits.



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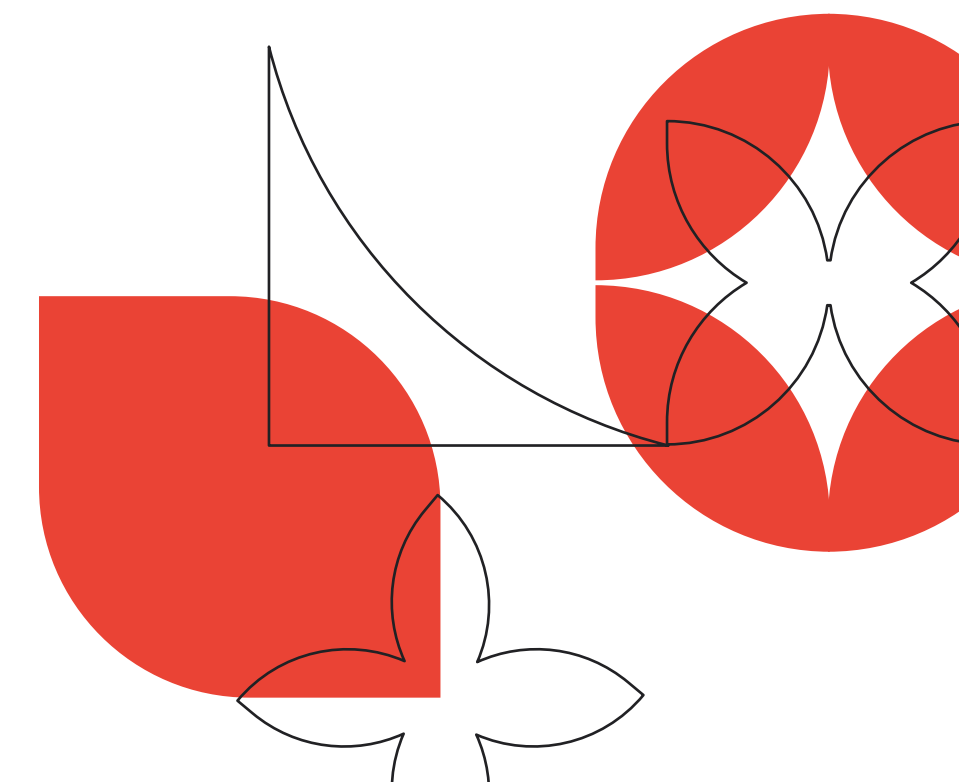
4 Tip: Maximize seasonal shopping moments

Anticipate customer needs by analyzing consumer trends and applying automation tools to be ready for a digital-first shopping season.



In 2020, retail had its biggest end-of-year holiday season ever, with global digital sales growing by 50% to \$1.1 trillion. Digital played a critical role in the shopping journey, even in stores, with more customers choosing to start their holiday shopping earlier in the season.

Read the full guide to discover further expertise, insights, tools and solutions so you can [be there for every shopping journey, with Google](#).



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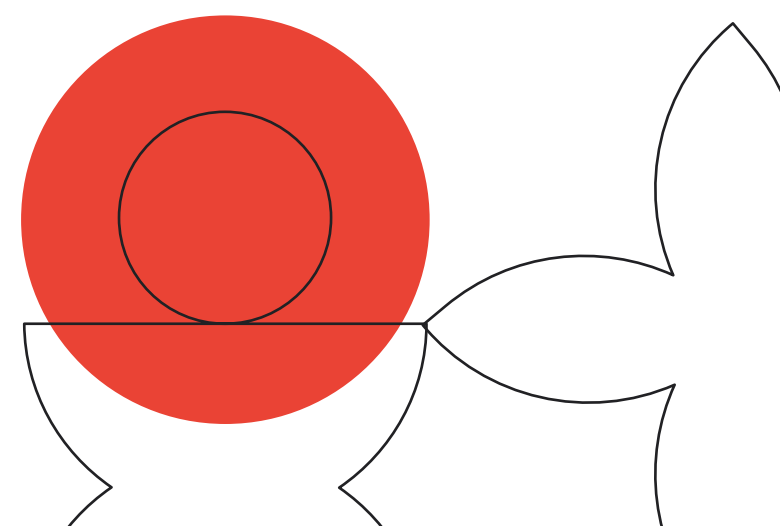
ADVERTISING STRATEGIES

Cultivate an experimental mindset

By adopting [a more experimental approach to marketing](#), you'll unearth opportunities that may be buried just beneath the surface. Brands that have turned to test-and-learn methodologies have been able to optimize more efficiently and are seeing benefits in both the short and long term.

“There's no marketing strategy that you can use forever, because you are always exposed to new challenges. If you do not evolve or adapt yourself, you will be left behind by your competitors.”

—Palson Yi, marketing director of Realme Indonesia



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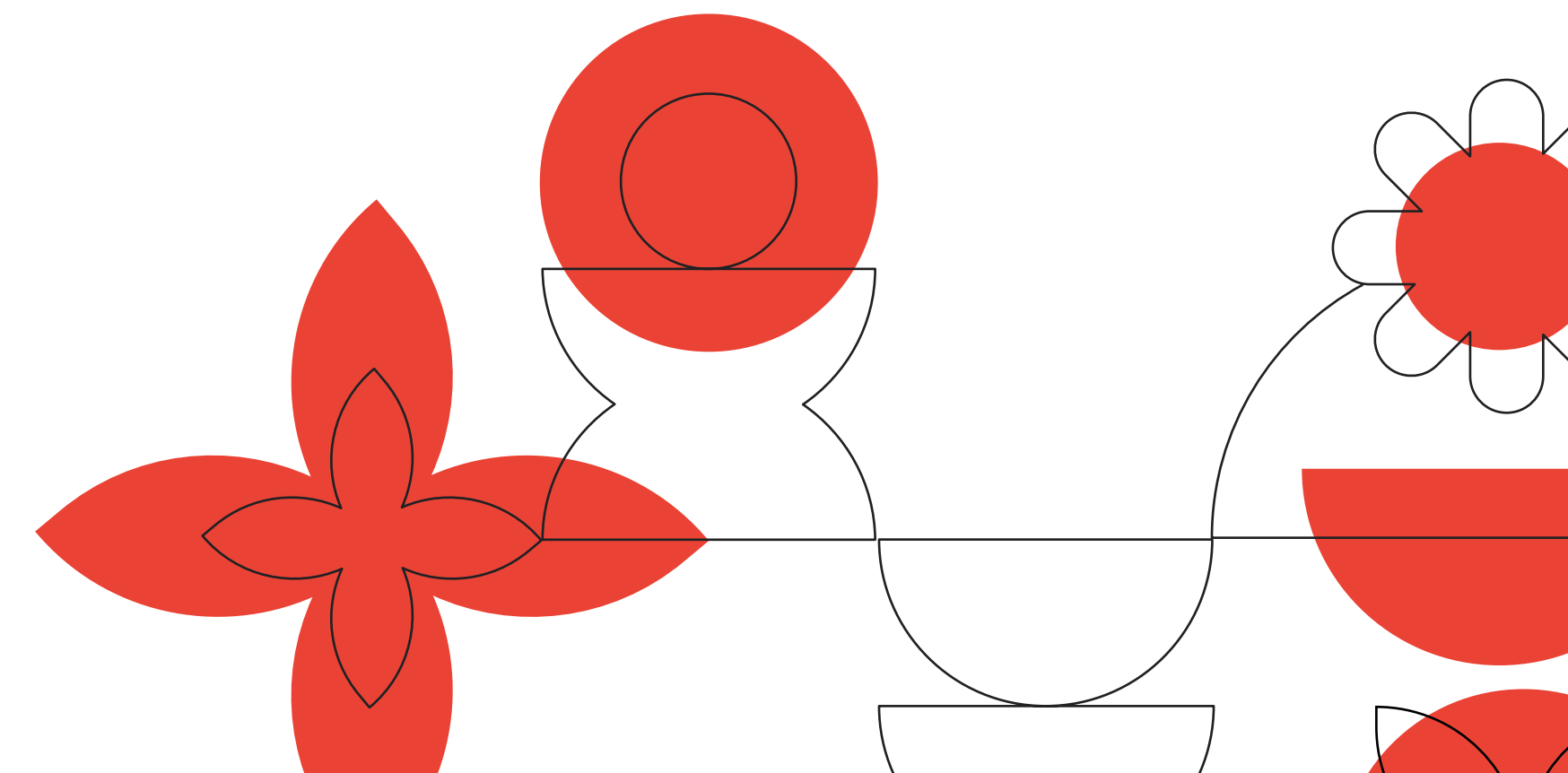
Cut through the clutter and
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Cut through the clutter and nourish customers' needs

To win customers over, and maintain their interest in your products and services, the content you put out must tick the boxes when it comes to both quality and relevance. This is the only way to guarantee you're heard above the noise created by competitors and other brands outside your category, who are also vying for attention.



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Tip 1

Keep track of your assets so you can more easily repurpose them – through edits or reformatting – rather than having to build from scratch every time.

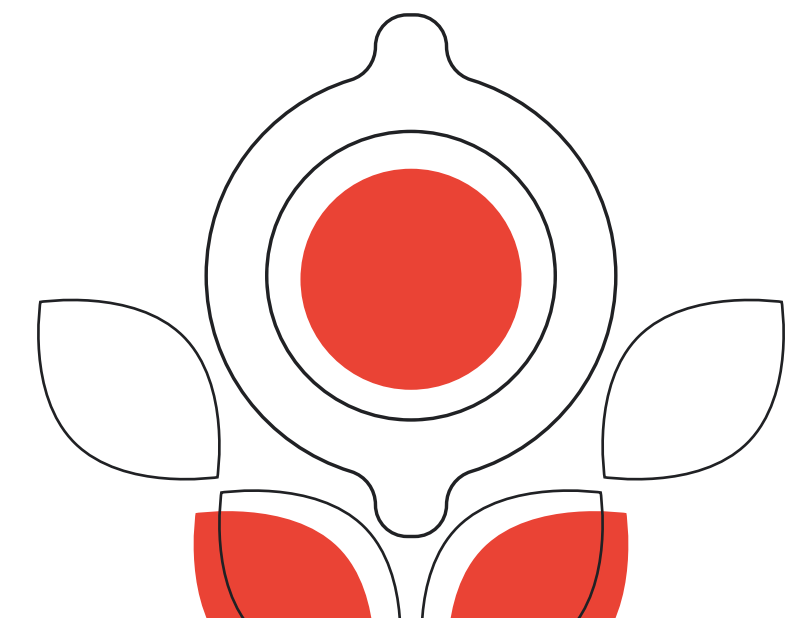
Currently, 69% of marketers don't have a single place for managing, discovering, and quickly repurposing content, meaning chances to capture interest in timely ways are being frequently missed.¹⁹

Tip 2

Experiment with different creative styles, formats, production methods and distribution strategies. And in doing so, explore platform-specific possibilities to maximize your engagement potential.

Tip 3

Leverage automated solutions to deliver personalized content, at scale.



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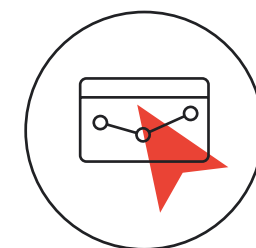
Integrated measurement

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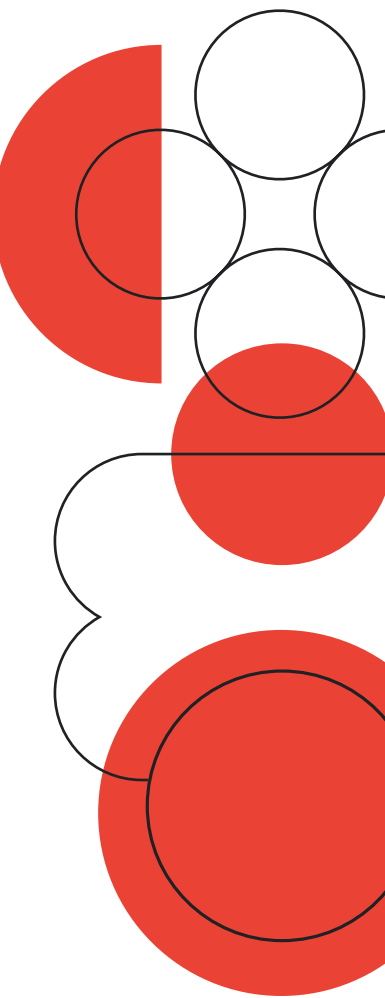
Cut through the clutter and nourish customers' needs

“Our Adidas teams work together in one environment where we can see audience insights, what creative we're running and where, how it's performing and make changes almost in real time.”

Chris Murphy, Head of Digital Experience, Adidas



Integrate your advertising and analytics using [Google Marketing Platform](#), so you can make quality customer connections, surface deeper insights and drive better results.



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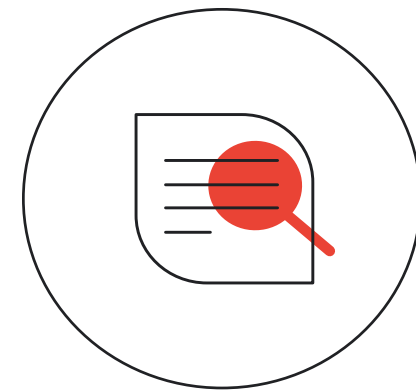
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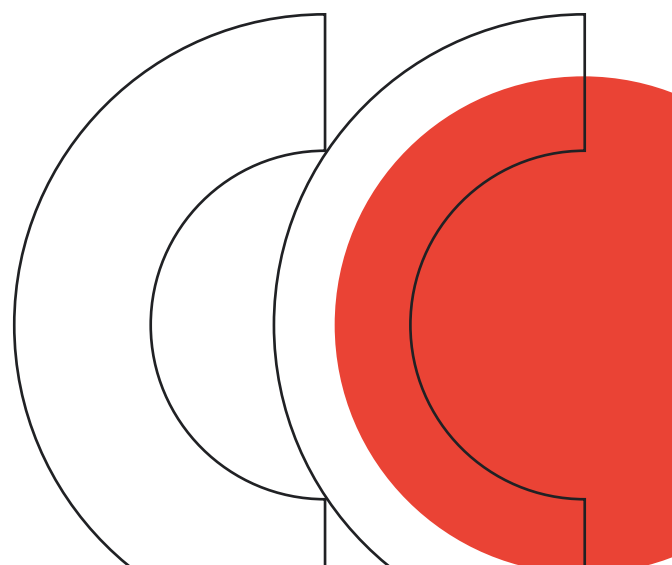
Cut through the clutter and nourish customers' needs



SK Telecom, the No.1 mobile carrier in South Korea, connected their Video Campaigns with [Google Merchant Center](#). By adding browsable product feeds to their video ads they unlocked +39% click-through rate and 32x purchase conversions.



[Decathlon](#) used [YouTube Director Mix](#), for making more than 110 customized videos featuring different sports and activities, serving them according to their audience's interests and intent. They boosted ROAS by +51% and ad recall by +72.7%.



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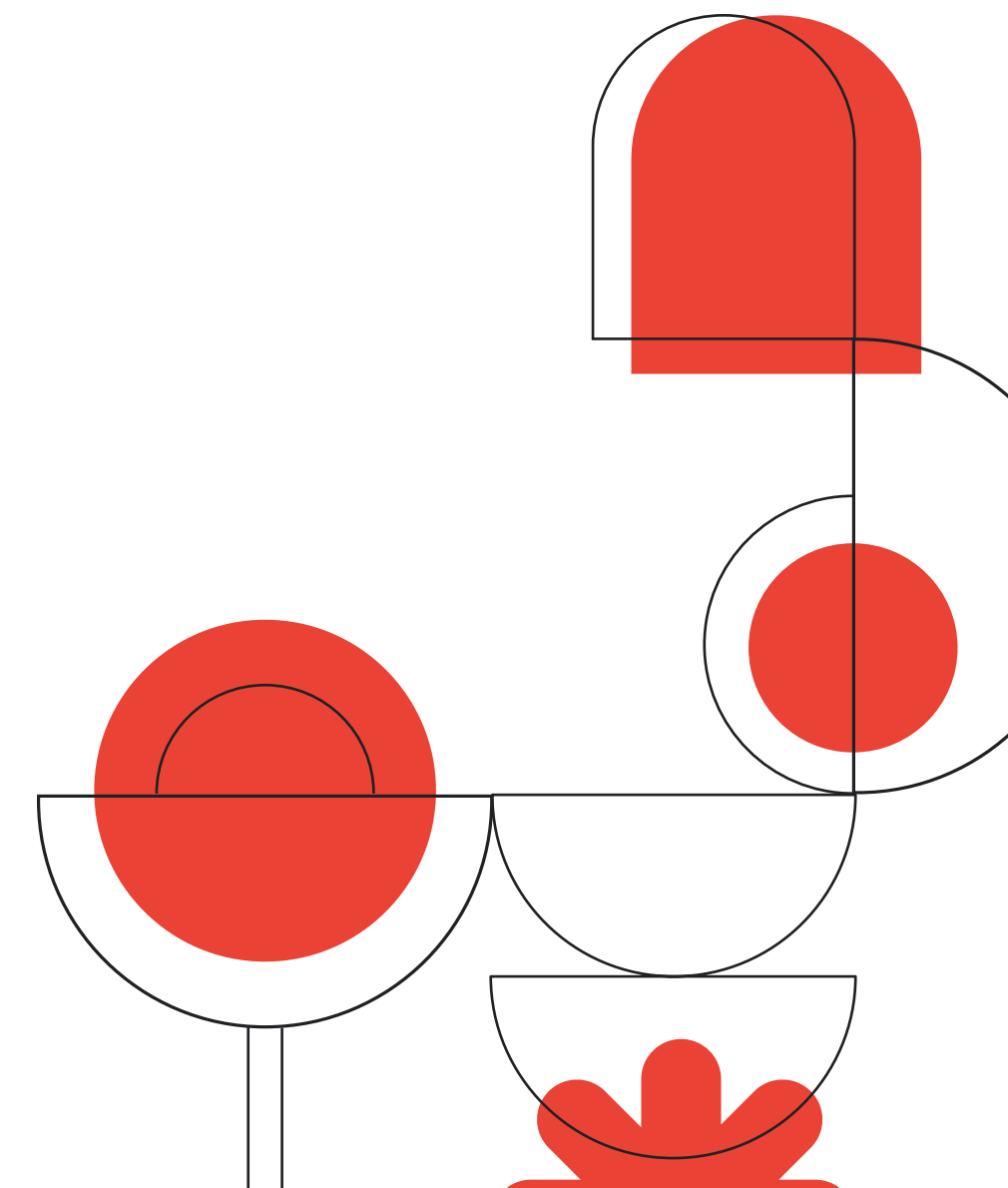
Get a complete look at your landscape

Balance business value with consumer privacy

Integrated measurement

To improve marketing initiatives in a consistent and profitable way, retailers must be able to accurately calculate ROI, online and offline. To do this, a channel and device-agnostic approach to measurement should be adopted.

When building your measurement toolkit, choose an attribution model that can clearly show you what each touchpoint is contributing to the sales funnel, so you can make decisions much quicker.



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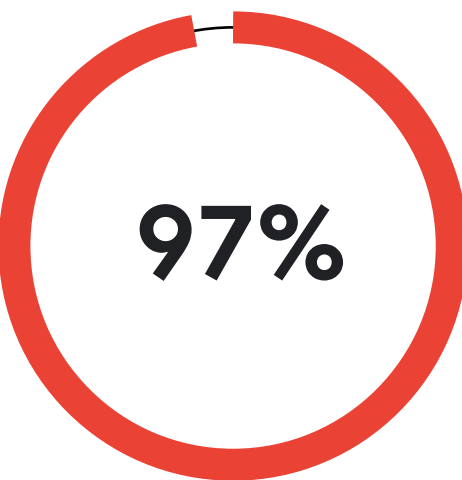
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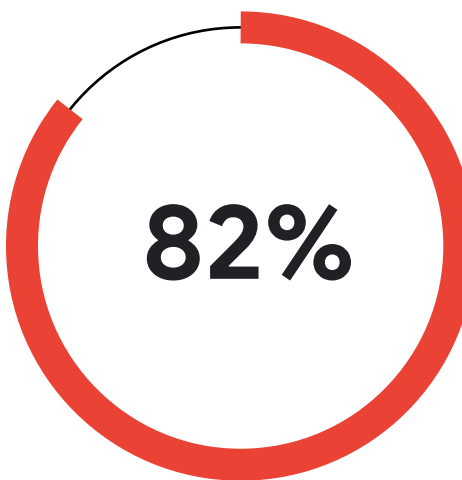
INTEGRATED MEASUREMENT

Surveying the landscape

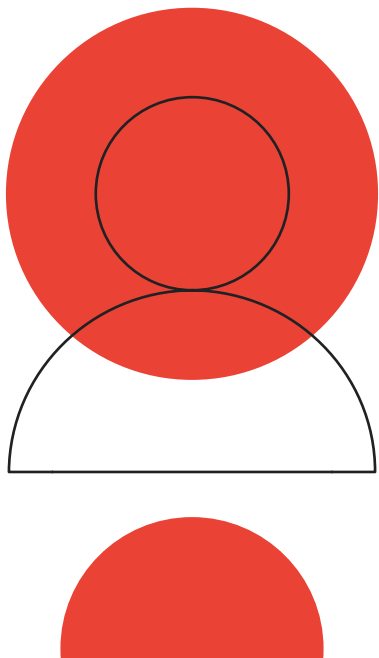
Marketers are facing increased challenges when it comes to accessing and analyzing results, making it hard to justify spending both internally and externally.



of marketers desire to demonstrate the business impact of marketing.



struggle to attribute campaigns to revenue.²⁰



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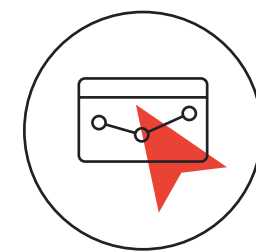
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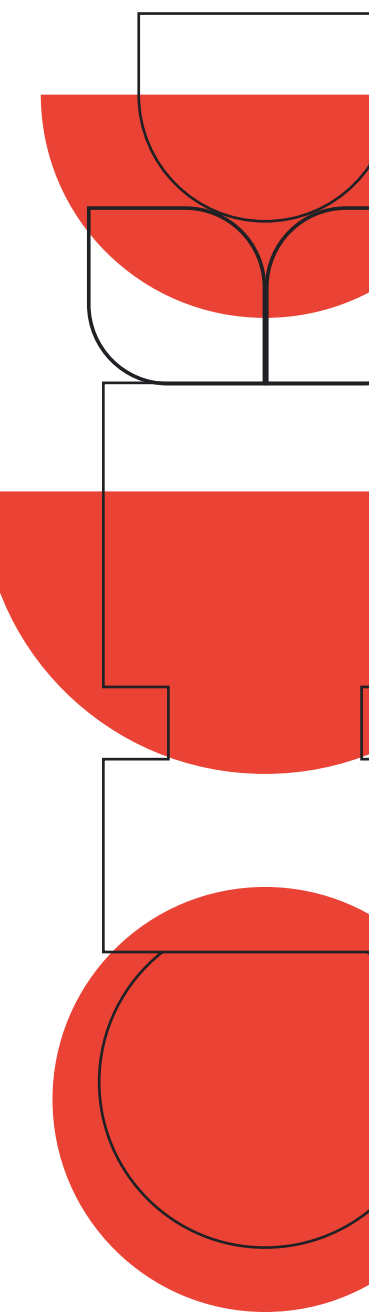
INTEGRATED MEASUREMENT

Improve your ecosystem

The pandemic has solidified the need for marketers to embed agility, so they can pivot rapidly to meet and get ahead of demand. The first step in achieving this is making the management of your ads easy.



Bringing data sources together in a centralized location, such as [Ads Data Hub](#), enables a holistic view across your channels and a more joined up assessment of what's working well. This tool also lets you tailor your measurement approach to your unique business needs, helping you unlock the insights that matter while maintaining end-user privacy.



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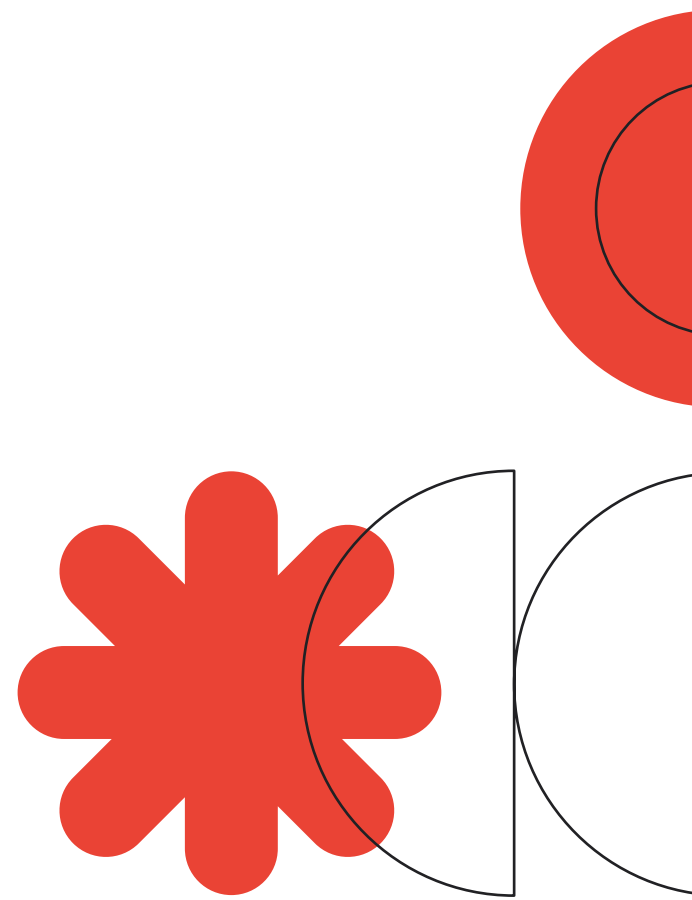
INTEGRATED MEASUREMENT

Design a toolkit that's made to measure

Evaluating today's online customer journeys is a complex task. But [the right mix of measurement tools](#) will help you determine what channels work best, at which points, and identify which approaches need to be fine-tuned.

By conducting controlled experiments you'll be better able to determine the **impact of your media**, **discover the drivers of conversion** and **validate your spending**. Findings that prove valuable can then be implemented for bigger wins.

If you're already comfortable using marketing mix modelling for long-term budget decisions, try exploring additional tools that can provide more granular insights in real time e.g. data-driven or multi-touch attribution. It's important to understand the benefits and drawbacks of each solution, so you can **plan a blended approach** that gets you **the insights you need** and **outcomes you want**.



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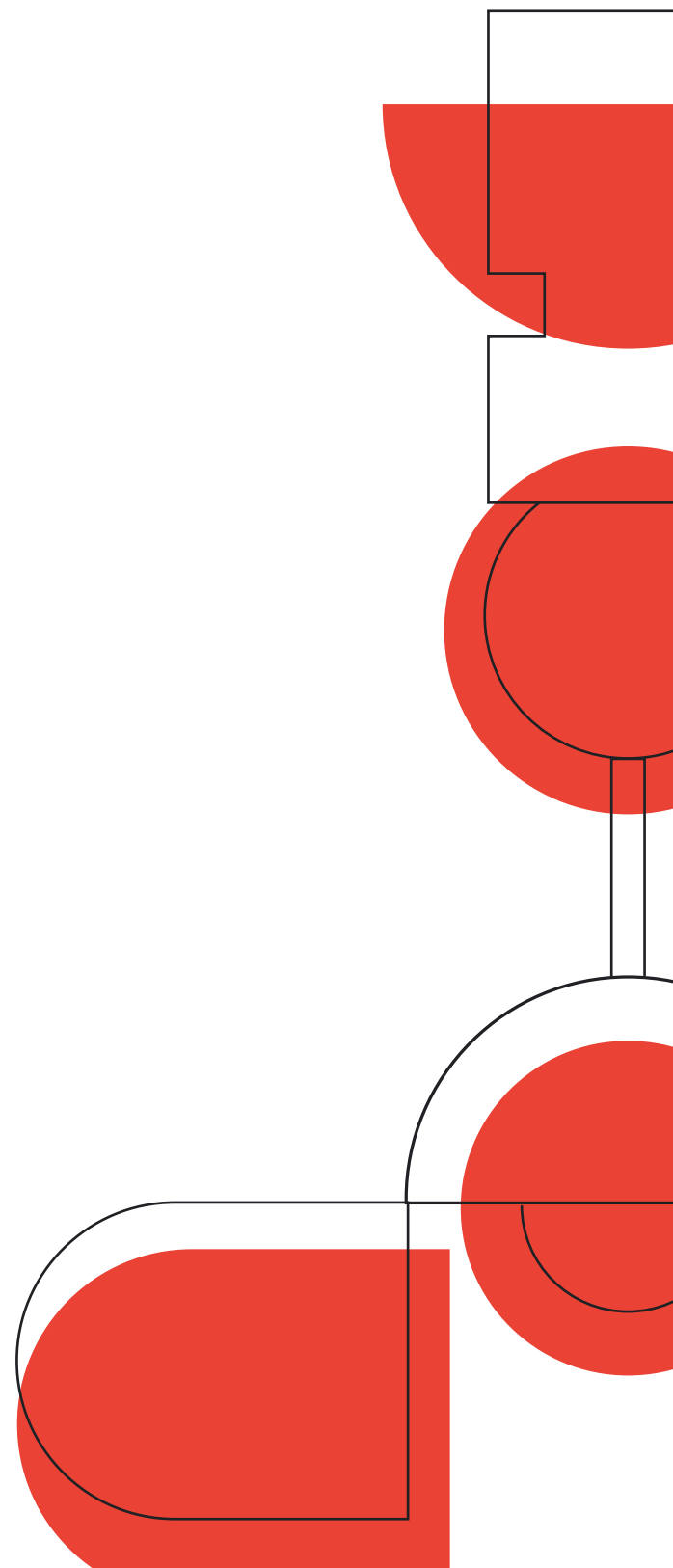
Balance business value
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INTEGRATED MEASUREMENT

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Consumers don't explore, or shop, exclusively online or offline. The two worlds continue to influence each other – be it through browsing behaviors, the ways people like to interact with products in-store or otherwise.

As the lines become even blurrier, and the number of innovative cross-channel retail experiences increase, getting a consolidated picture of how your customers move between touchpoints and make contact with your brand is essential.



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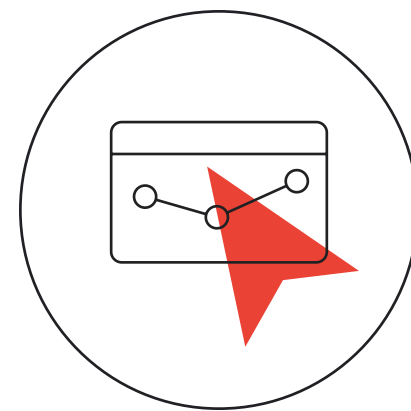
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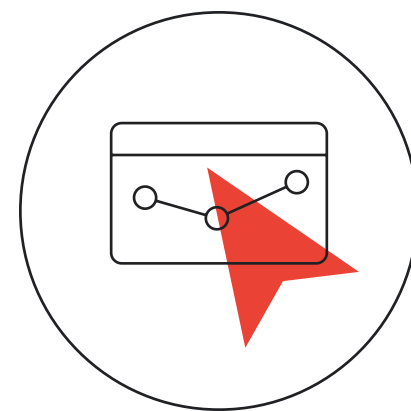
Balance business value with consumer privacy

INTEGRATED MEASUREMENT

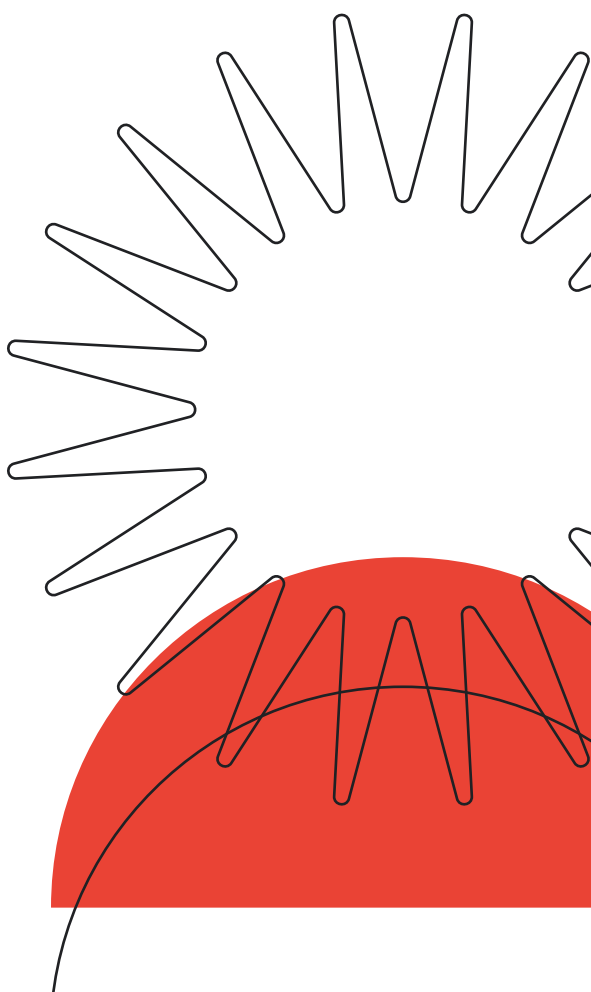
Get a complete look at your landscape



[Store Visits Reporting](#) helps you discover how your online presence is impacting visits to your physical locations and optimize your campaigns to bring more customers in.



[Store sales](#) measurement uses data from your business in a privacy safe way, to help you measure value and show you how your ads translate into offline purchases.



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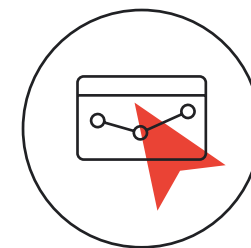
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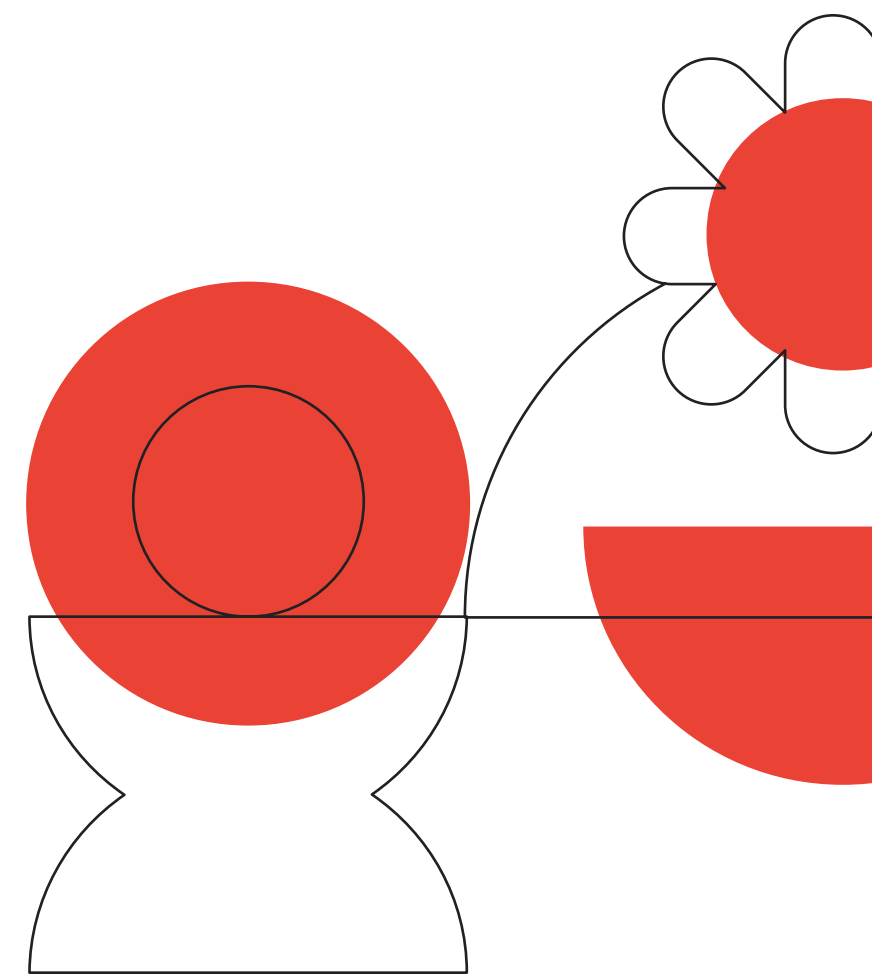
Beyond getting the most value from the data you're able to collect, it's imperative to work hard to uphold legislation and meet swelling consumer expectations around privacy and control.



Once integrated, [Google Tag Manager](#) can securely send accurate first-party data to multiple sources (e.g. Google Ads, Campaign Manager, Display & Video 360, Search Ads 360, or Google Analytics) to inform and optimize conversion.

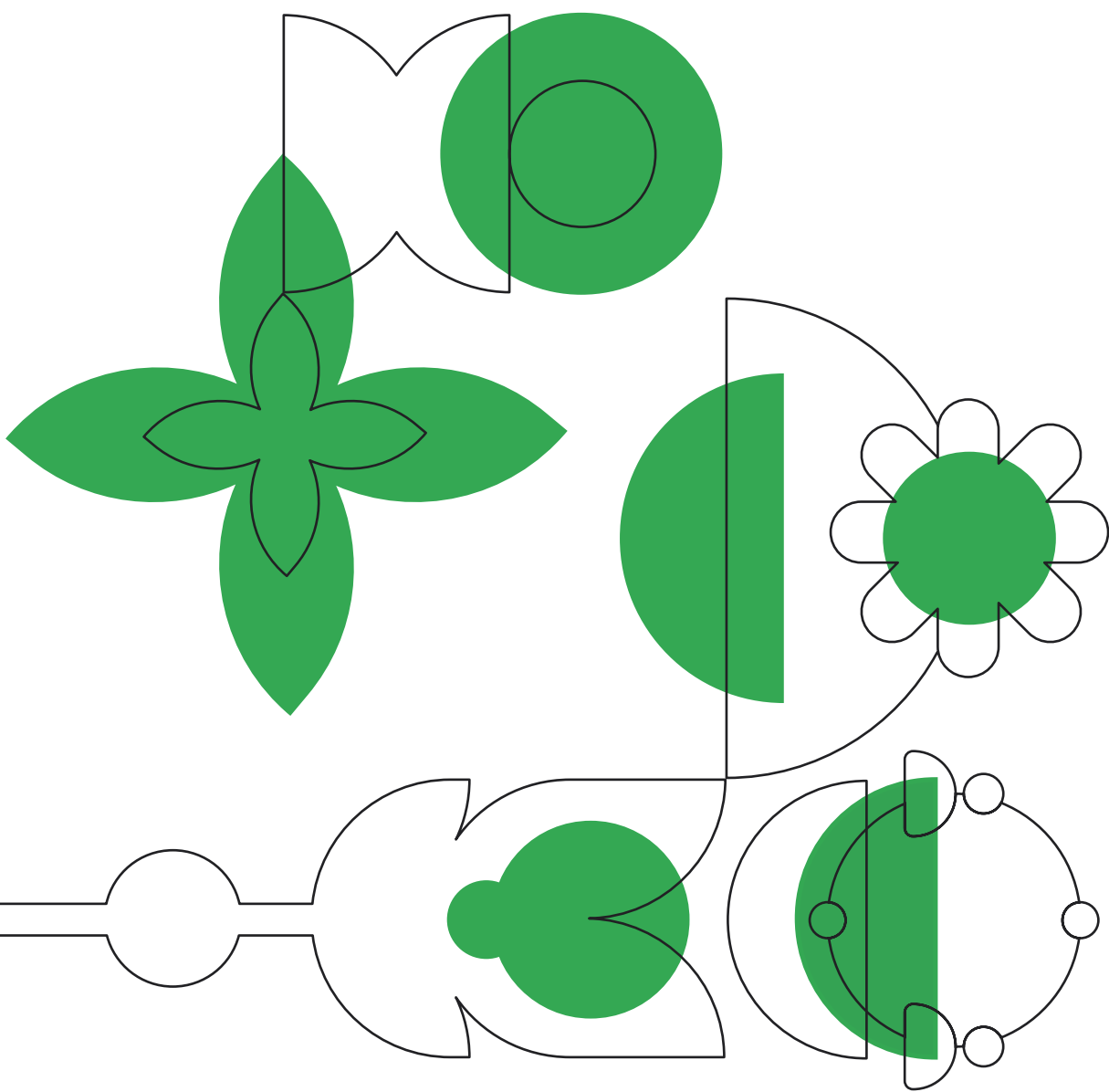


[View Pillar 3 Overview](#)



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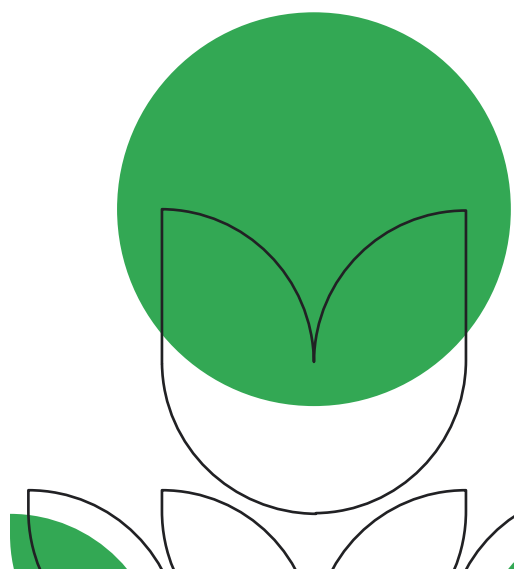
Fuel Growth



Following the pattern of today's retail journeys, **digital transformation is not a linear process**. While it's true that commitment and resources are needed, the component parts can start to be built into your business anytime, anywhere. As these come together, you'll find you're getting out even more than you put in.

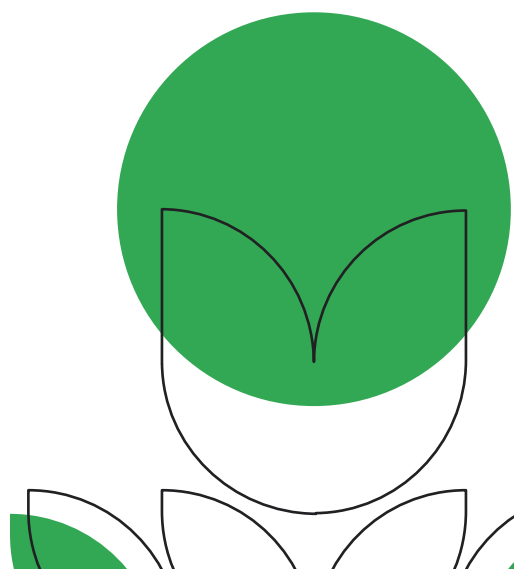
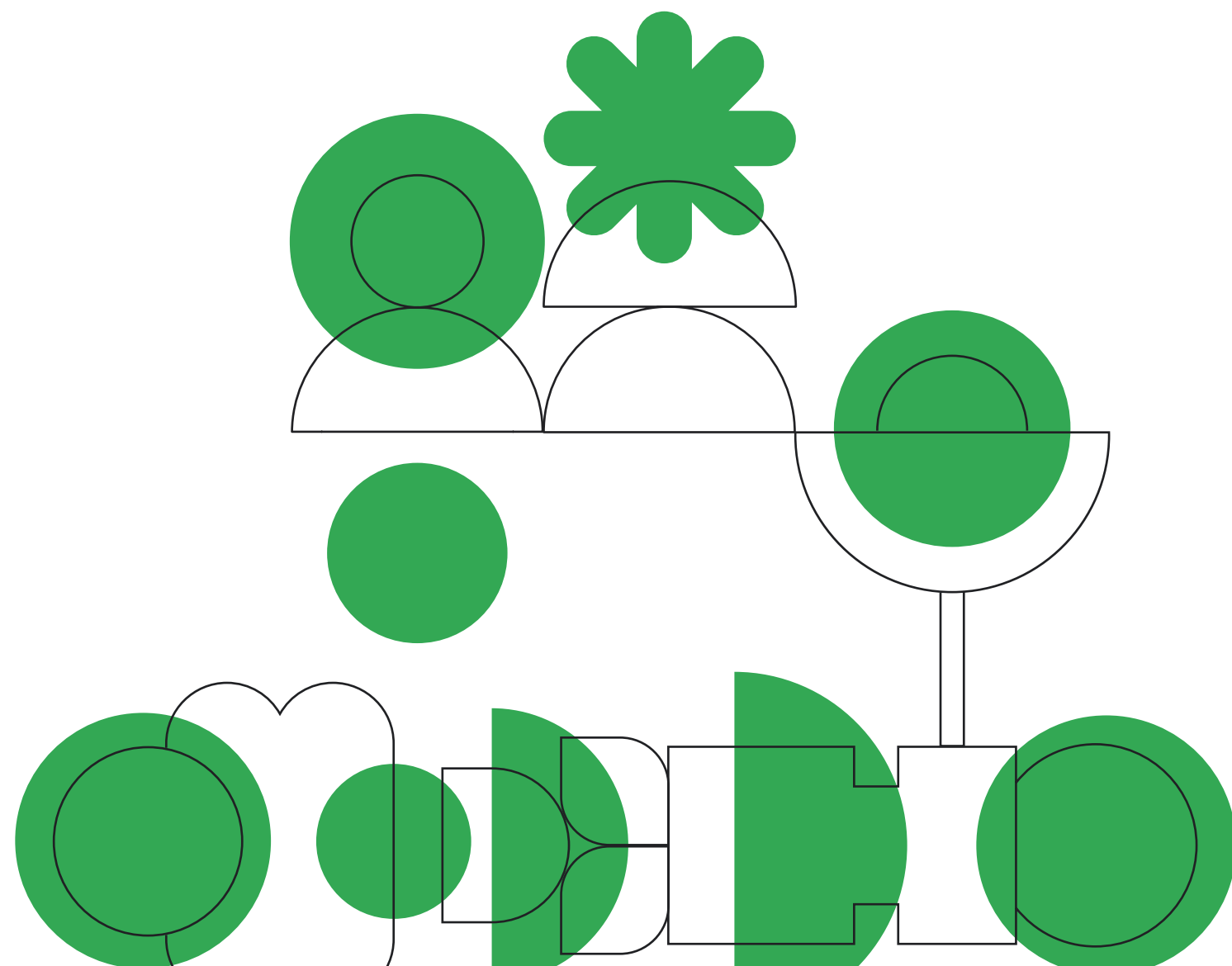
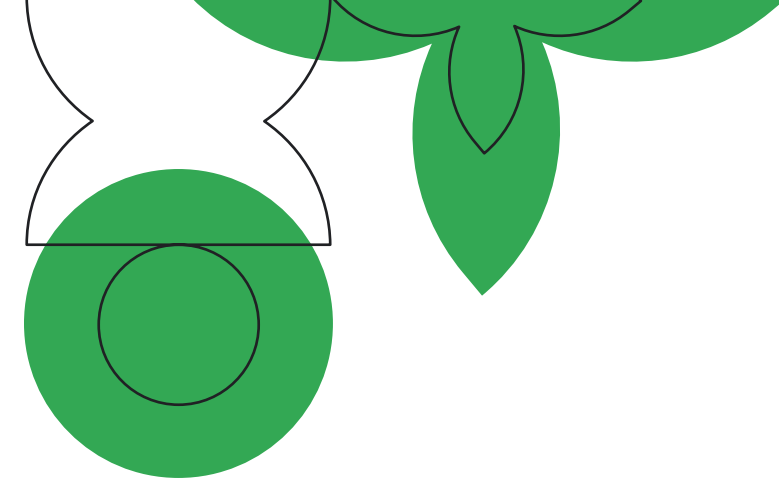
It is without question that, to achieve growth and scale successfully in today's environment, **your business needs to be data-led**.

By leveraging and learning from the first and third-party information available to you, you'll be able to feed your ecosystem and continually **develop better product, pricing and marketing strategies** that, in turn, **drive better profits**.



04

Fuel Growth



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Insights & data

Protect what's important

Improve your ecosystem

Use insights to create
deeper connections

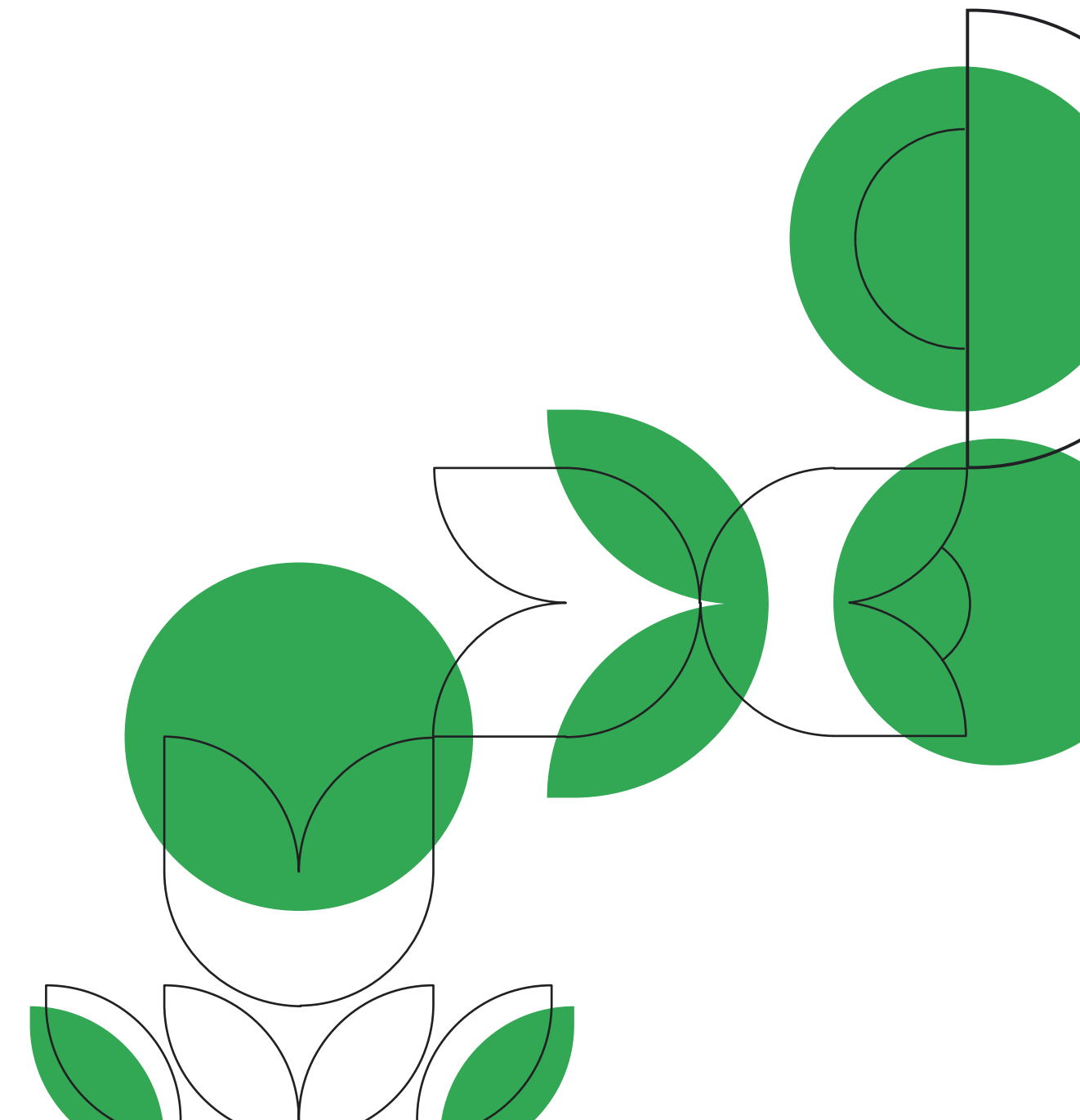
Automation

Profitability

Insights & data

Data (be it first or third-party) is the key to identifying trends and unlocking new opportunities in both your current and future customer-base.

When looking to leverage it, it's crucial to balance business objectives with customer-friendly privacy policies.



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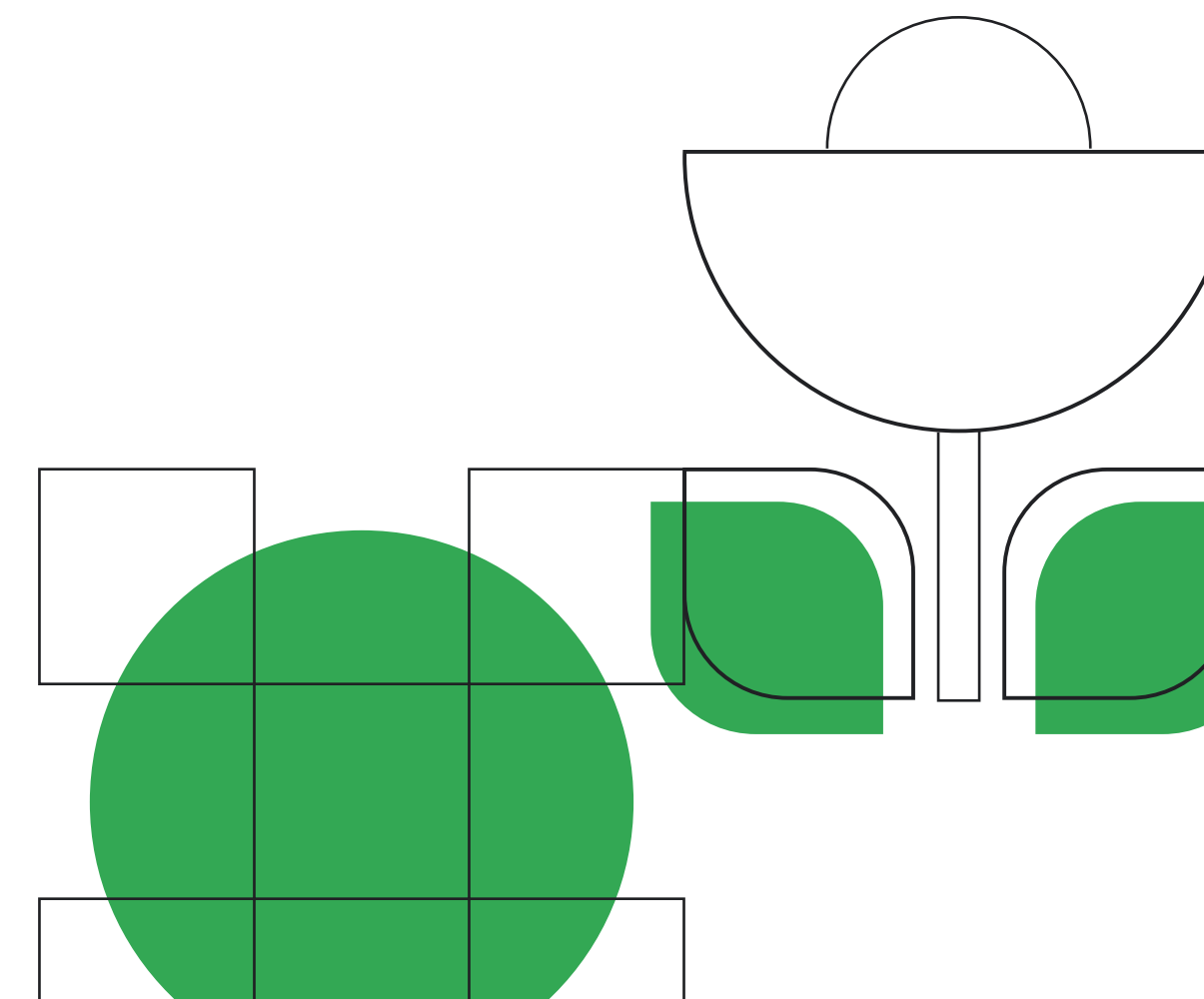
Profitability

INSIGHTS & DATA

Protect what's important

Data is undoubtedly beneficial to businesses. When analyzed and applied effectively, it leads to stronger strategies and even bigger successes.

With it, you'll have a better understanding of consumer behavior and an enhanced ability to anticipate needs or wants. In the best cases, it leads to an increase in customer lifetime value (CLV).



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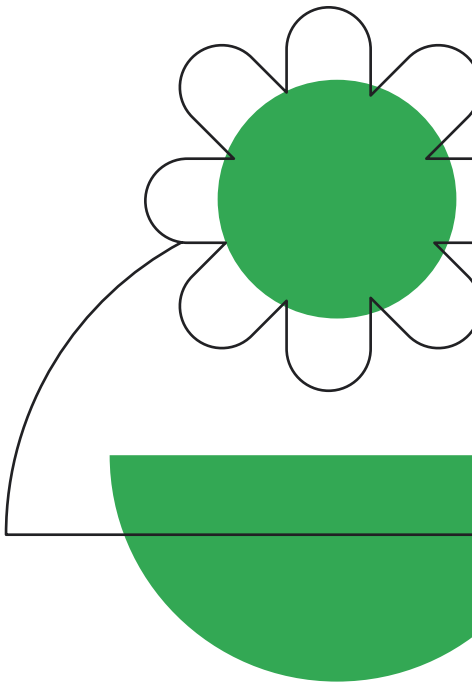
Automation

Profitability

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Protect what's important

Smart use of data also translates into big benefits for consumers. With a clearer picture of your customers, you can create more meaningful, personalized and engaging cross-channel communications for them. And when better experiences are facilitated, higher demands are met, time and effort is saved and choice becomes a whole lot easier.



2.9x


Positive business revenue uplift achieved by brands who deployed [recommended first-party data activations](#).²¹

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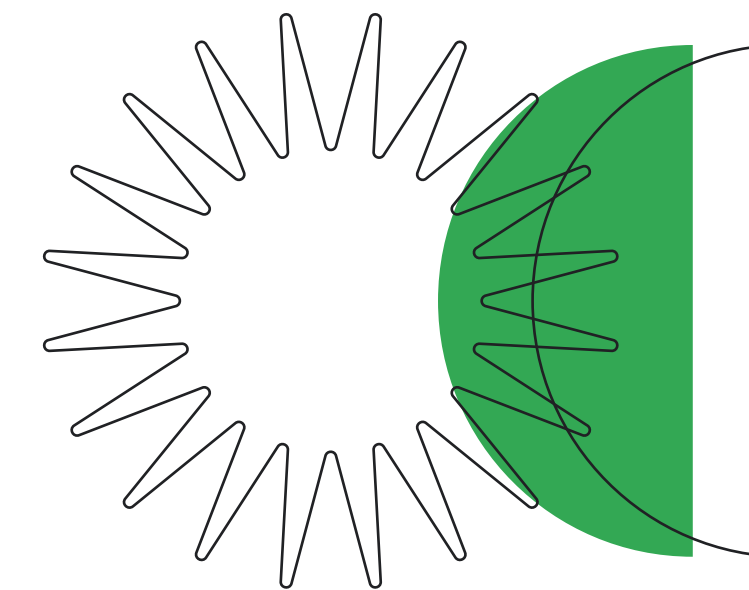
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Profitability

INSIGHTS & DATA

Protect what's important

However it's applied, transparency and security are vital to protecting the relationship. To future proof your business, customers need to know that their information will be kept safe and be empowered to control what, and if, they share. Where third-party data keeps your business informed in terms of the big picture, first-party data can provide [the solution to delivering privacy and performance](#).



The travel industry was one of the hardest hit during the pandemic. But in the midst of all the uncertainty, and as data regulations continued to evolve, Luxury Escapes looked to the future. By adopting a data-driven approach to Search, the brand connected Aussies to their dream holidays, even as the world was stuck at home.

[Read more](#)

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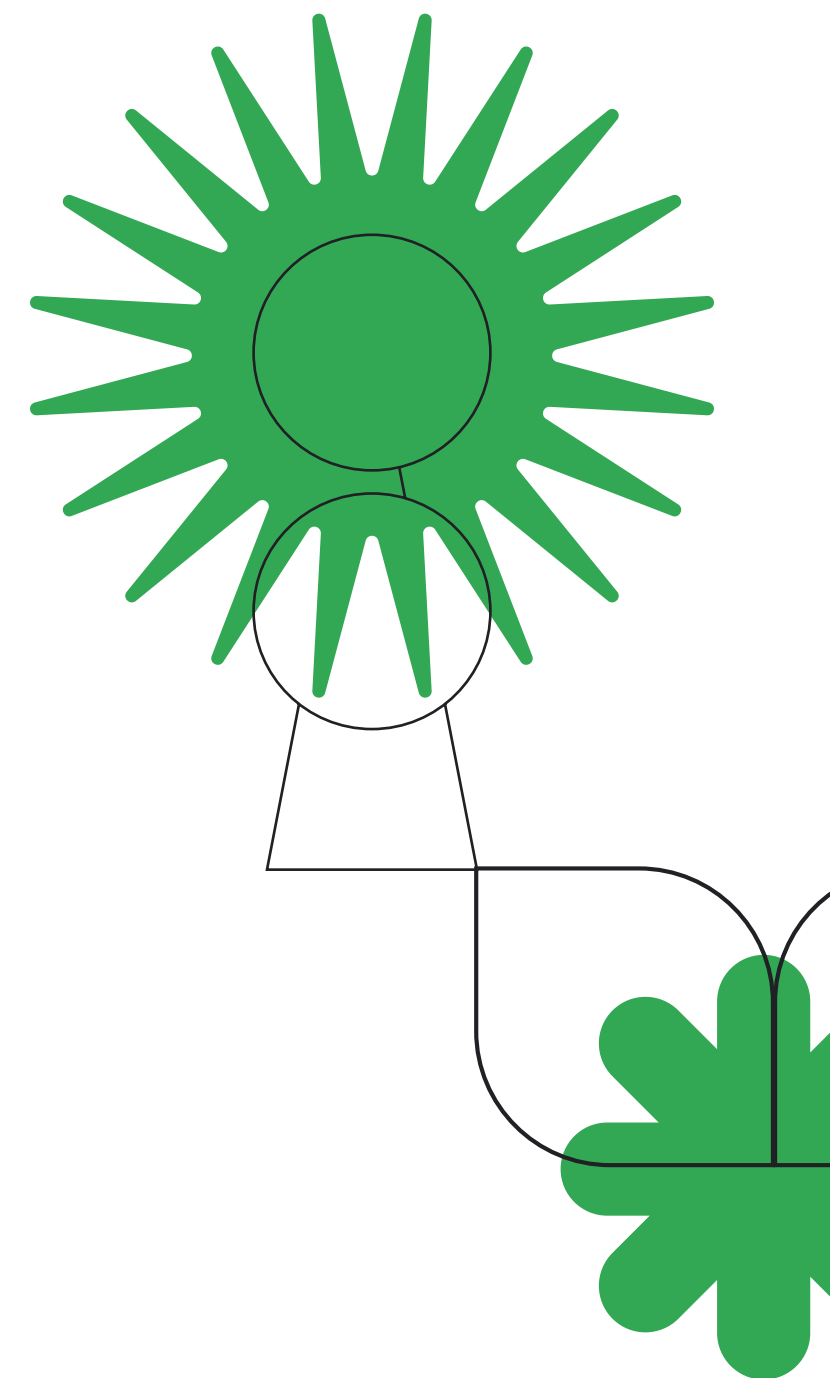
Improve your ecosystem

When implementing technology or tools that help you leverage data, both privacy and experience should remain top of mind. With these in place, you can continue to drive results while respecting and protecting consumer privacy.

Find ways to use first-party data to deliver the relevant, tailored interactions that APAC consumers prefer, without risking their trust. Discover how in the [First-party Data Playbook for Marketing](#).

Understand how you can provide a clear value exchange for users to share their data, and if you don't currently have one, partner with data providers that do.

Keep your finger on the pulse by gathering insights across your industry, and beyond it. Aim to continually feed your marketing and merchandising strategies with relevant third-party data partnerships. With this, you'll not only see your customers in new ways, you'll be able to get ahead of trends and get in front of them, at the right time.



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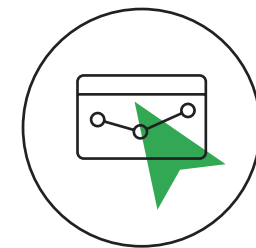
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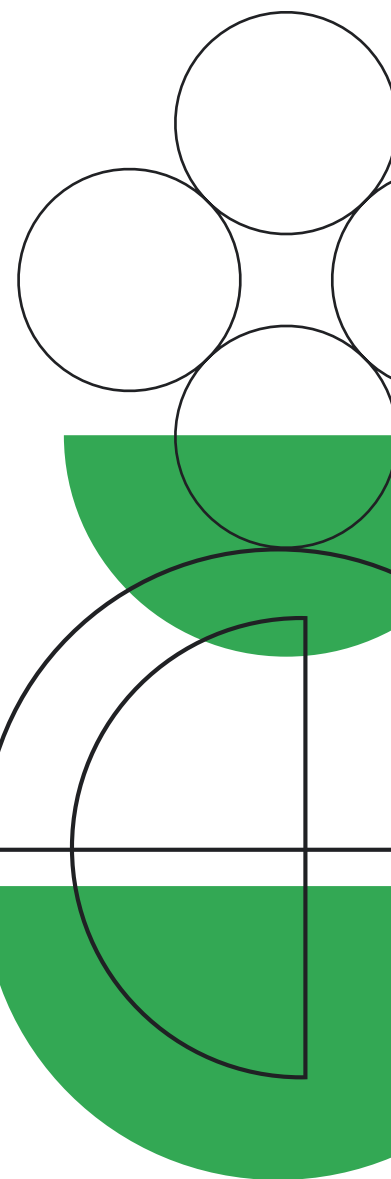
Improve your ecosystem



Get a holistic picture of what people are searching for across the globe with [Google Trends](#) and zone in on your region to see what's capturing attention close to home.

For specific insights into shopping behaviors, [Rising Retail Categories](#) can show you queries that are proving popular and shifts in consumer behaviors. [Retail Demand Forecasting](#) enhances your ability to predict what customers want and helps ensure your inventory is appropriately stocked.

If your focus is on unlocking new opportunities outside your region, [Market Finder](#) gives you access to global market data and provides expertise on taking your business further.



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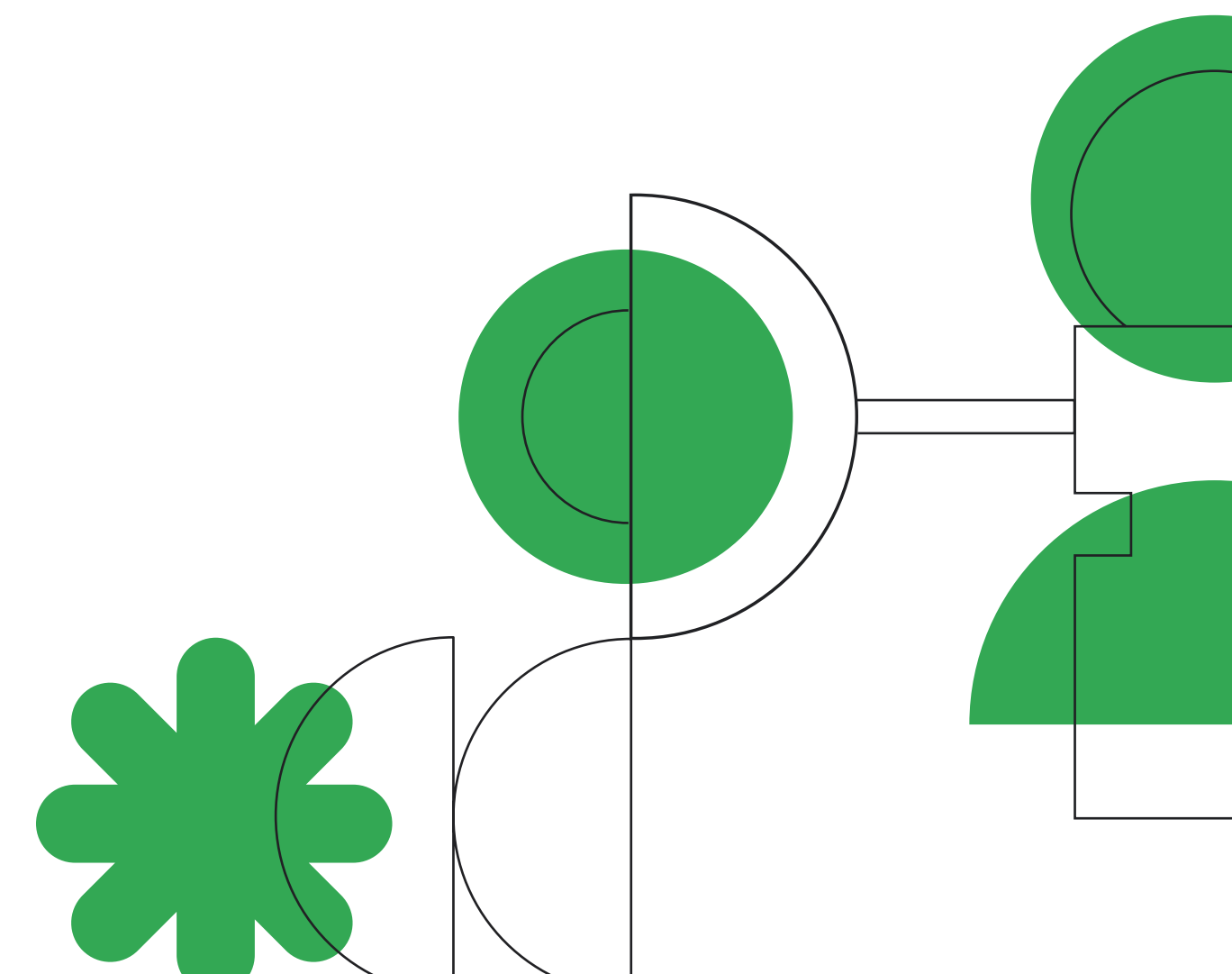
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Use insights to create deeper connections

To cut through, brands not only need to stay in step with consumers, but strive to understand their point of view. Shoppers now expect businesses to engage them in more meaningful ways, rather than simply for profit. Many specifically look to buy from those with beliefs that are similar to their own.



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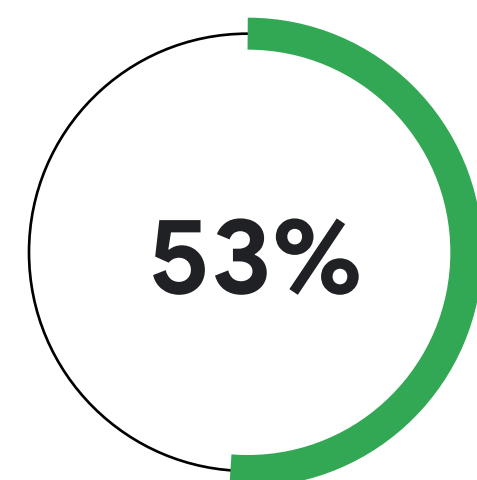
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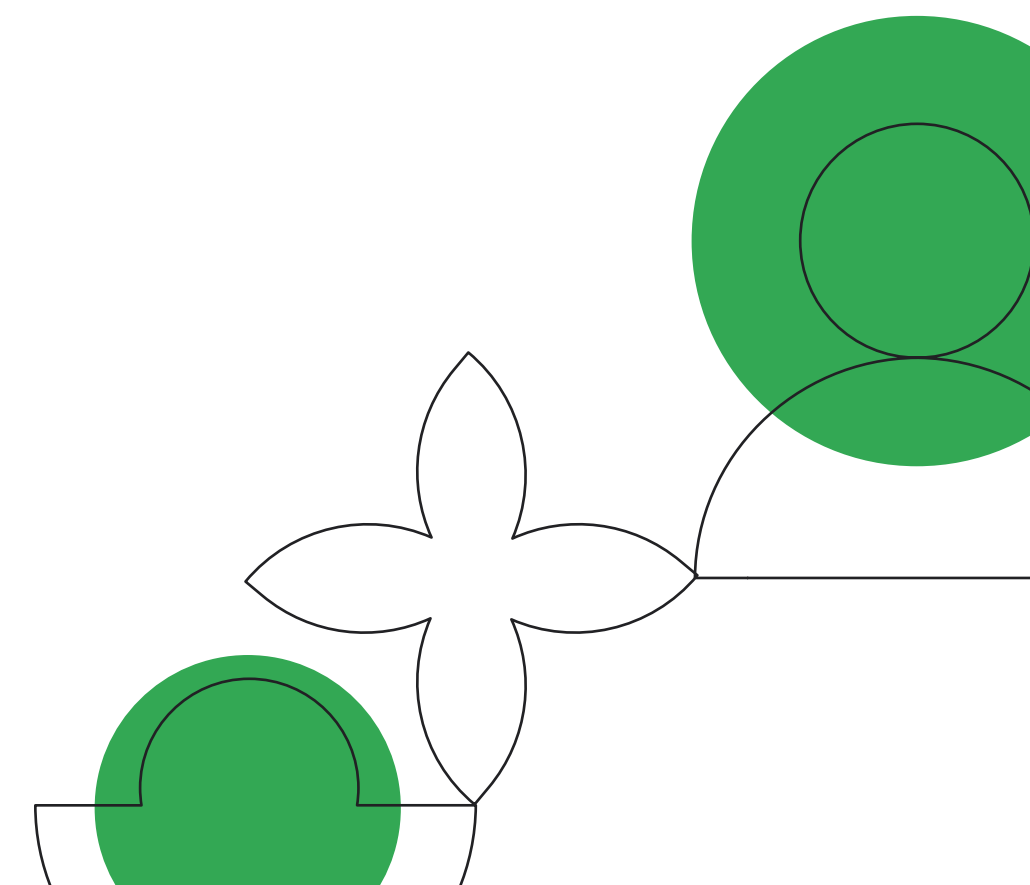
INSIGHTS & DATA

Use insights to create deeper connections

With greater awareness of these motivations, you can create marketing strategies that deliver on the inclusive and empathetic ideals customers are looking for – ensuring these are backed up with strong business initiatives (and are not simply lip service).



of consumers (AU, CN, IN, JP, KR) place importance in buying brands that align with their own personal values over the products themselves.



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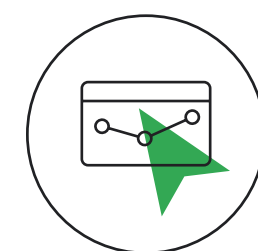
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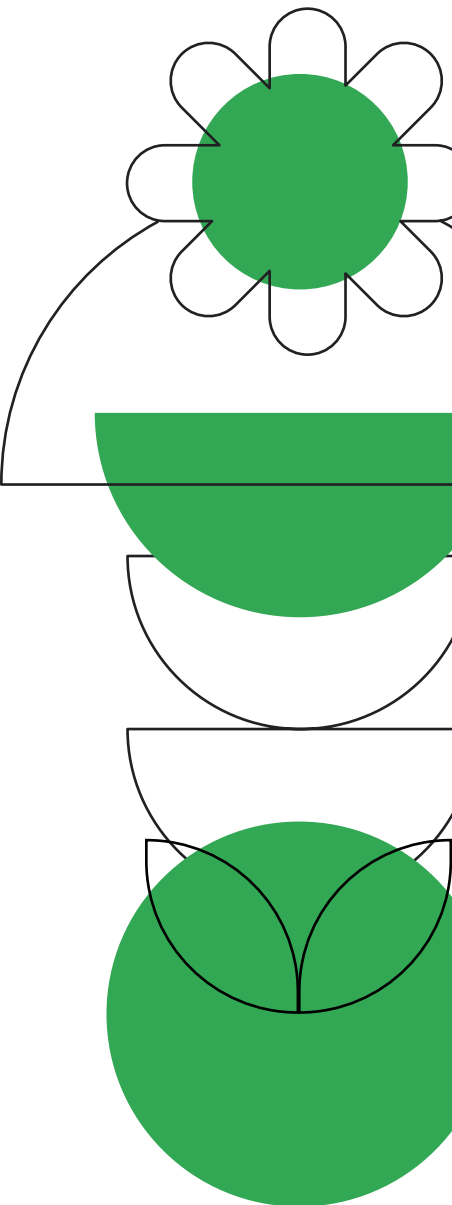
Use insights to create deeper connections

Investigating these avenues will help you uncover opportunities that allow your brand to surprise and delight in innovative ways. They could even lead to discoveries that challenge traditional industry models or make you rethink your business boundaries.



[Year in Search 2020](#)

Sometimes, looking back can help us move marketing forward. Google's annual report highlights the consumer online search trends and behavioral insights that have shaped the year, to help marketers take action.



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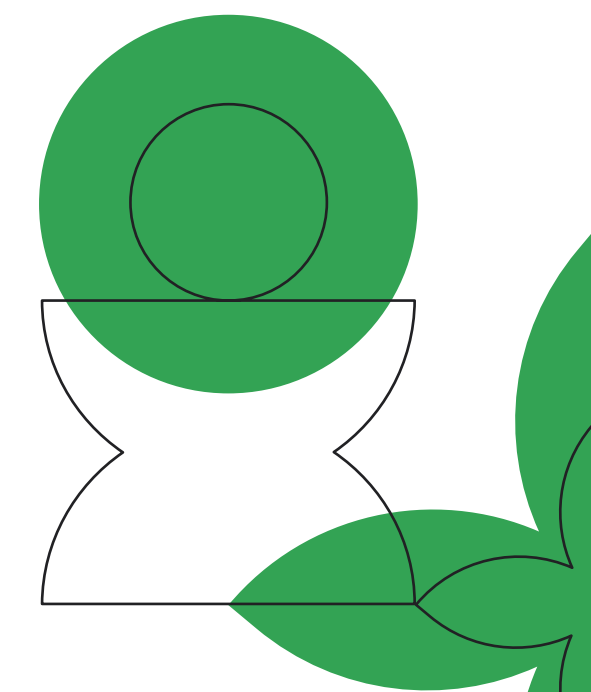


Mars: Sticky Searchutations.

To tap into Gen Y/Zers, Mars leveraged Google's solutions in a truly holistic way to serve up a smart, entertaining and impactful campaign aligned to their repositioned brand message.

Using Google Trends, they identified the top search queries from their target market and translated the insights into a set of bespoke ad creatives. These were then rolled out across Google's Search, Display and YouTube networks to ensure that audiences were served with a relevant, customized message, right at the moment it mattered.

[Watch case study](#)



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Accelerate your marketing

Streamline media buying

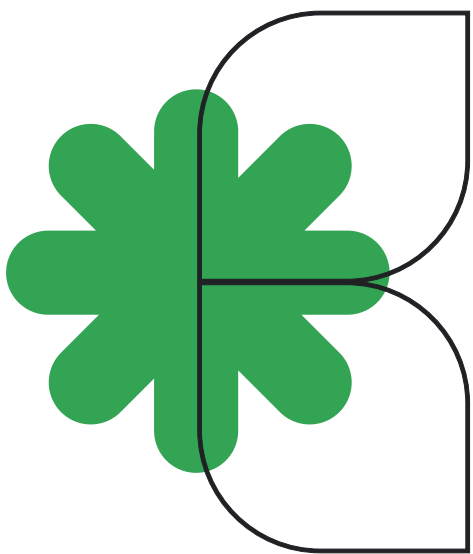
Unlock agility in a time of instability

Profitability

Automation

Automation goes hand in hand with transformation. When set up in the right way, it will drive efficiency and act as a catalyst for growth.

By reducing the effort spent on manual tasks, personnel are freed up to focus on more valuable activities. With time for strategic thinking being facilitated across your business, new ideas arise and opportunities present themselves.



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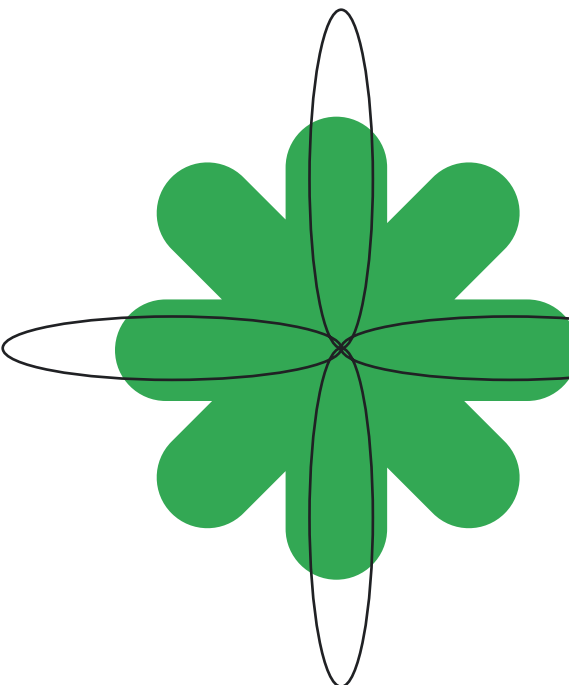
Profitability

AUTOMATION

Accelerate your marketing

Some of the same technological advances that empower today's impatient and demanding consumers can help marketers too. Though [rules for winning with automated marketing](#) are not set in stone, there are a few front-running strategies that some top performers are applying to drive success.

- 1 Optimize for growth instead of efficiency
- 2 Acquire customers with a higher lifetime value
- 3 Increase the lifetime value of your existing customers
- 4 Improve creative
- 5 Invest in better mobile experiences



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Accelerate your marketing

Streamline media buying

Unlock agility in a time of instability

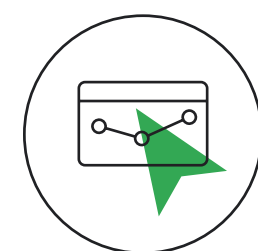
Profitability

AUTOMATION

Streamline media buying

While there are plentiful smart automation tools available to help you streamline your marketing efforts, the best place to start is with bidding.

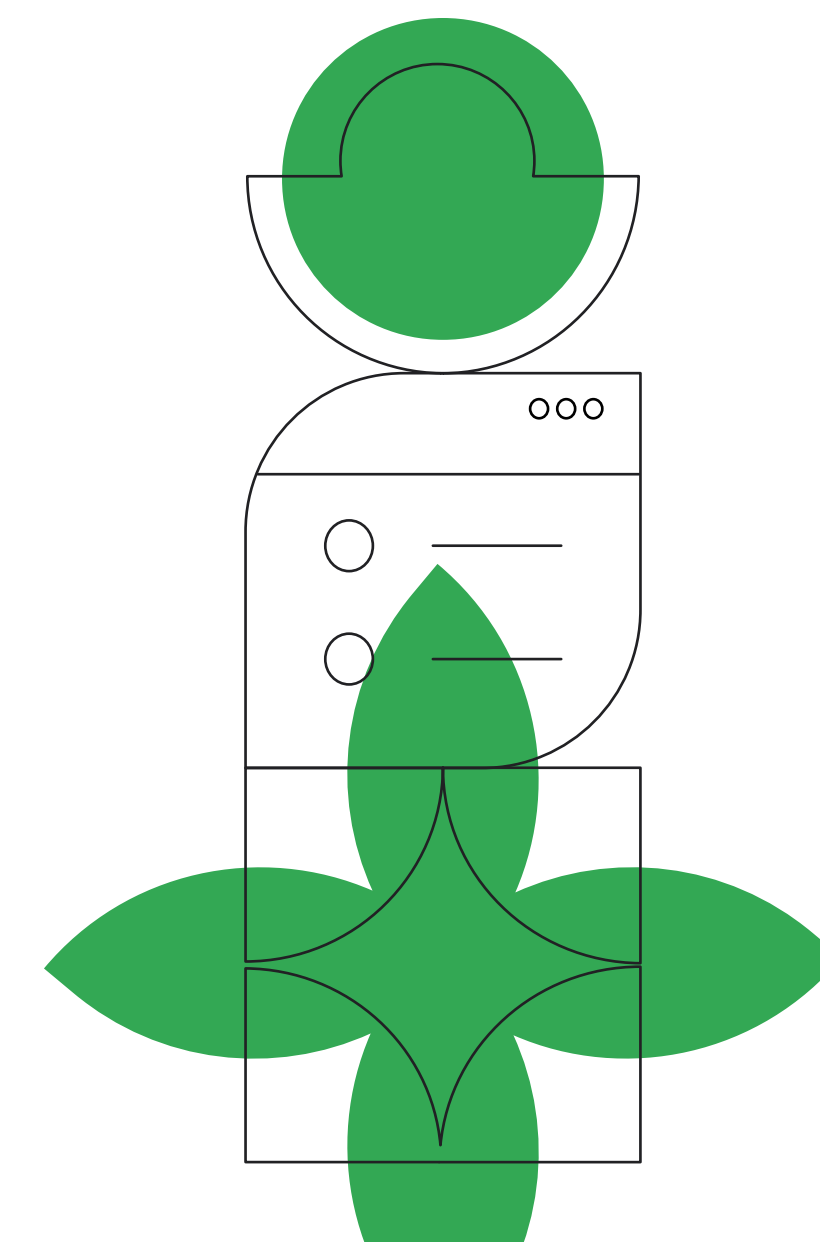
Taking the guesswork out of setting up bids will increase the likelihood of reaching your performance goals. Set a target and let machine learning do the heavy lifting. Then measure, evaluate and recalibrate for the best results.



With [Smart Bidding](#), you can explore conversion-based bid strategies that use advanced machine learning to help you tailor the right bid to each and every auction. To maximize returns from your campaigns, and successfully capture online and offline conversions, opt for an [Omnichannel bidding](#) strategy.

With the aid of automation tools, it becomes easier to be there for every shopping journey.

[Discover more in our 2020 Retail Guide](#)



04

Fuel Growth

Insights & data

Automation

Accelerate your marketing

Streamline media buying

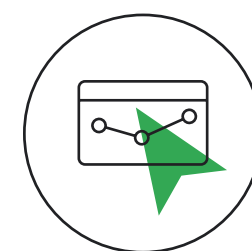
Unlock agility in a time of instability

Profitability

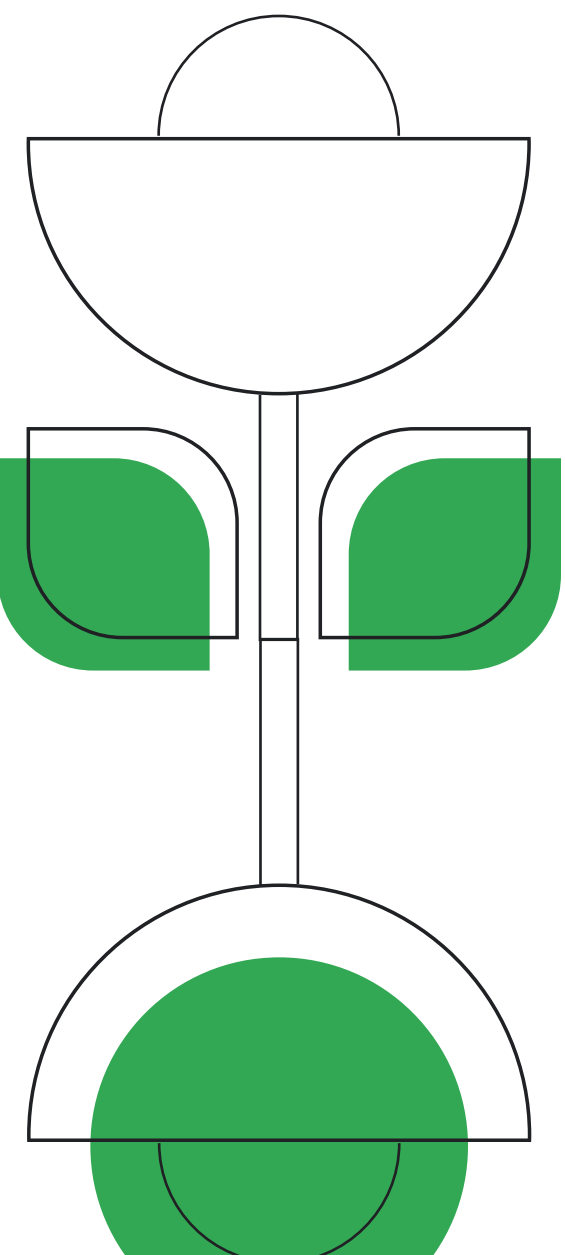
AUTOMATION

Unlock agility in a time of instability

COVID-19 has shaken up consumer behaviors and left many wondering how to navigate the change. Priorities often center on anticipating needs, driving merchandising decisions and improving supply chain agility.



Artificial intelligence (AI) and machine learning (ML) technologies in [Google Cloud](#) can help, with a number of scalable, customizable solutions for transforming your operations and automating experiences across your business. In short, it can help you [become a data-driven retailer](#). With these powerful tools supporting your teams, you can gather real-time, predictive insights that enrich efforts and intensify impact, instead of viewing them in a rear view mirror.



04

Fuel Growth

Insights & data

Automation

Profitability

Re-evaluate to evolve

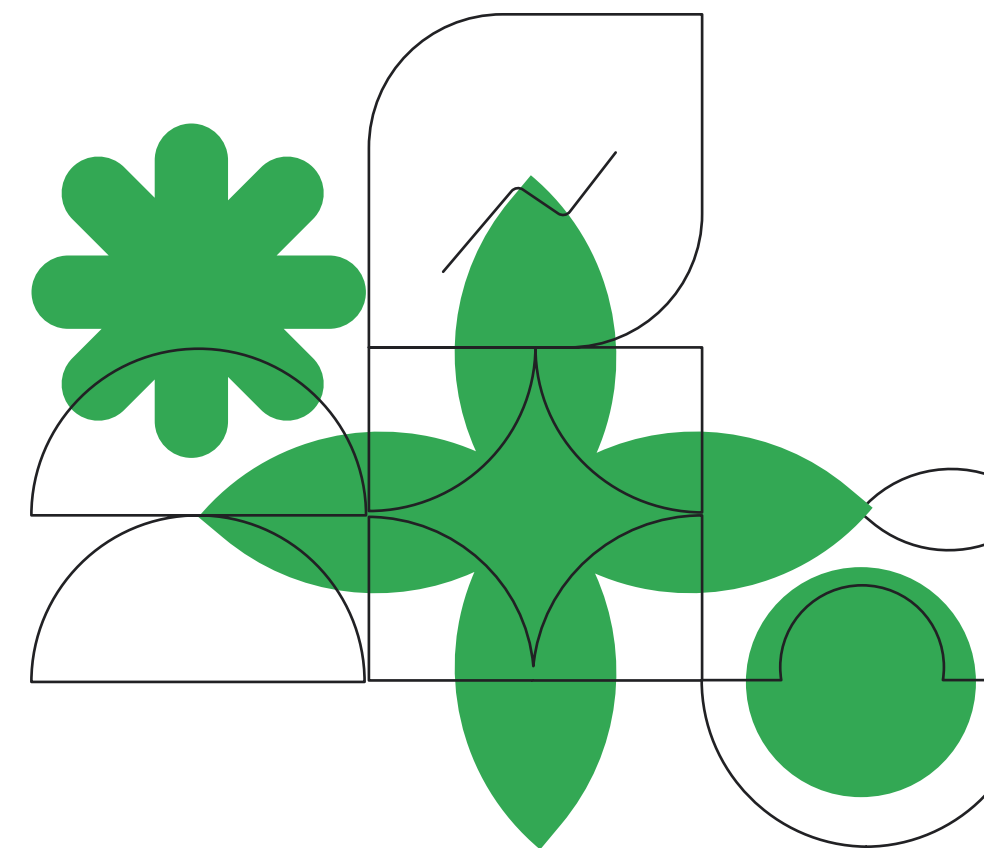
Improve your ecosystem

Evolve to survive, and thrive

Profitability

There's no doubt COVID-19's impact will be felt for a long time. The fact remains, however, that consumer behaviors have, and will always shift in line with social events, cultural moments and technological trends.

In dynamic landscapes, the most profitable brands are those who can adapt to meet changes as quickly as they arise. Today, this is not possible without digital transformation.



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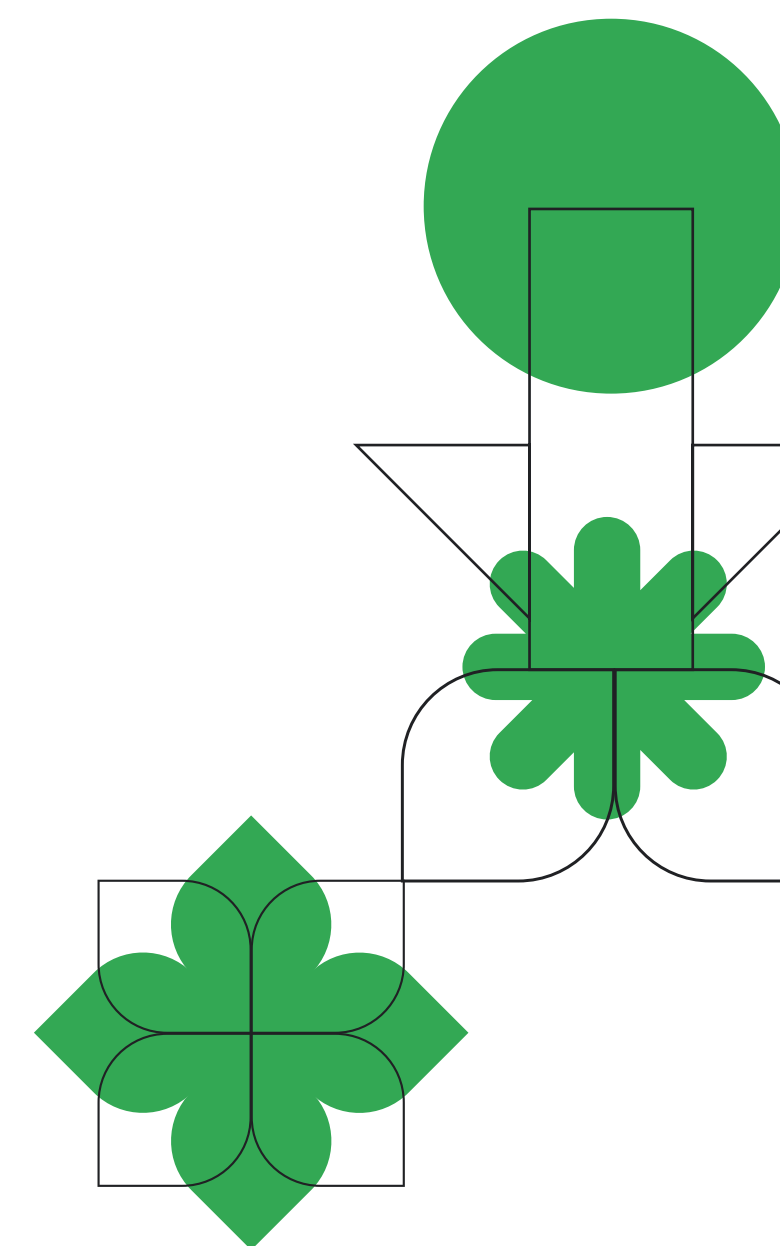
PROFITABILITY

Re-evaluate to evolve

The concept of transformation can be daunting. But if we break it down, we see it simply for what it is: a **value-generating cycle that pays for itself**, many times over. In the short term, it unlocks quick wins. In the long-term, it provides healthy, renewable returns.

Wherever your organizational ecosystem has been reshaped to enable nimbleness, profits will follow. The right mindset is key to moving forward. **Transformation cannot be viewed as linear**, but rather **modular and ongoing**. It's about understanding where the most powerful allies – in terms of tools, technology and talent – can be embedded and implementing them as you go.

With more readiness and resilience in place, **profitability is able to grow** in a more sustainable way and support your business as it **moves towards digital maturity**.



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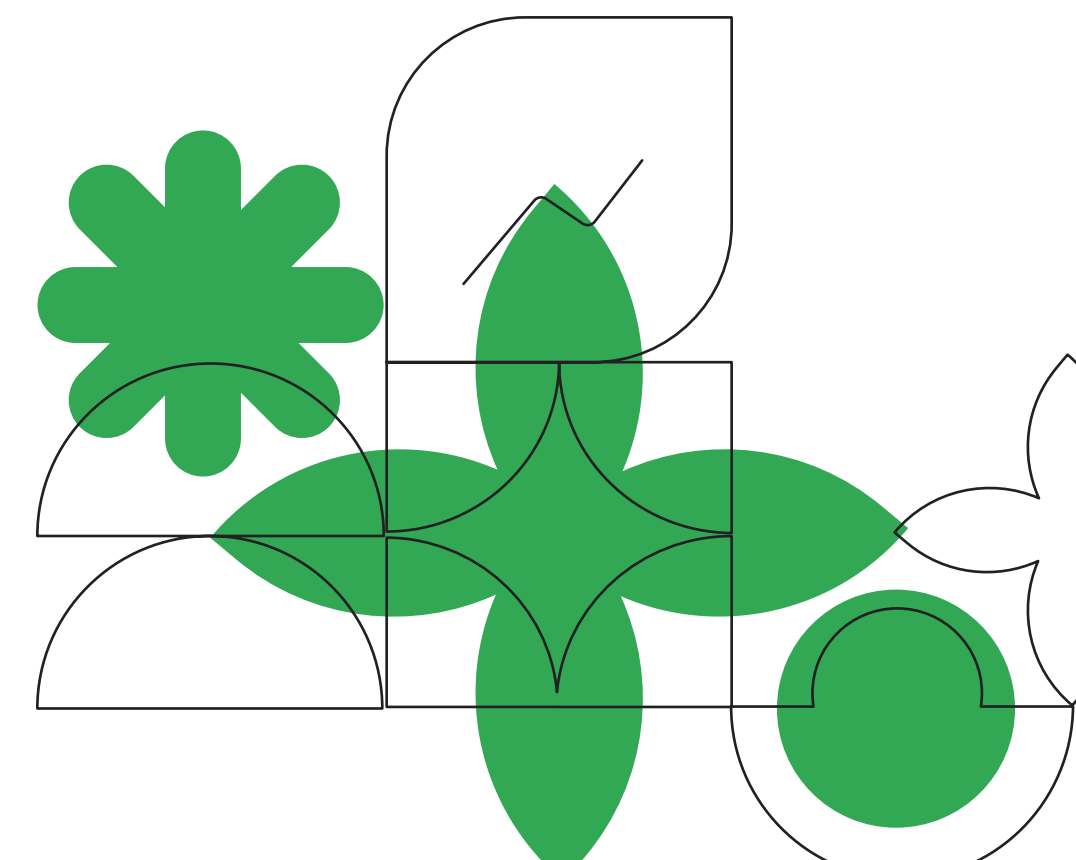
PROFITABILITY

Improve your ecosystem

This new juncture brings opportunities and unknowns for omnichannel retailers. And it's clear there will be plenty of big decisions to make as the world moves forward.

While general consensus for driving revenue still centers around working in faster, smarter and more connected ways, it's becoming even more apparent that a **holistic approach** is the only way to win big... and keep on doing SO.

More examples that prove this are emerging, every day, and listening to what these businesses have learned will only **help strengthen your actions** during recovery.



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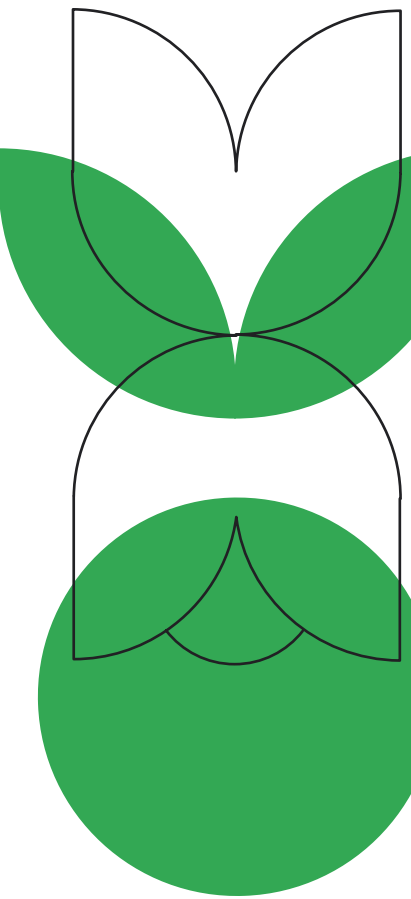
Evolve to survive, and thrive

PROFITABILITY

Improve your ecosystem

After pivoting their strategies rapidly during the pandemic, Eli Lilly has shared these tips for navigating organizational change and facilitating agility amidst periods of uncertainty.

- 1 Prove value through low-risk experiments
- 2 Re-evaluate your organizational model: which skills and processes to bring in-house and which to outsource to external partners
- 3 Treat data as though it's your intellectual property
- 4 Invest in the right people and tools: blend the not-so-disparate worlds of marketing and technology



Read: [How Eli Lilly's digital transformation led to a customer-first pandemic response](#)

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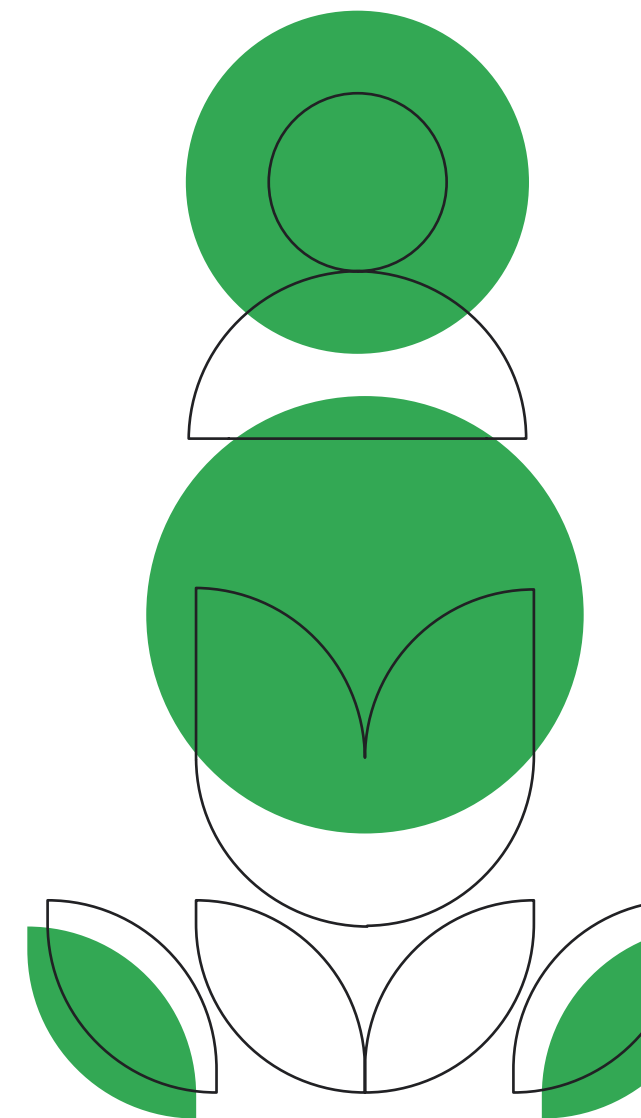
Evolve to survive, and thrive

PROFITABILITY

Evolve to survive, and thrive

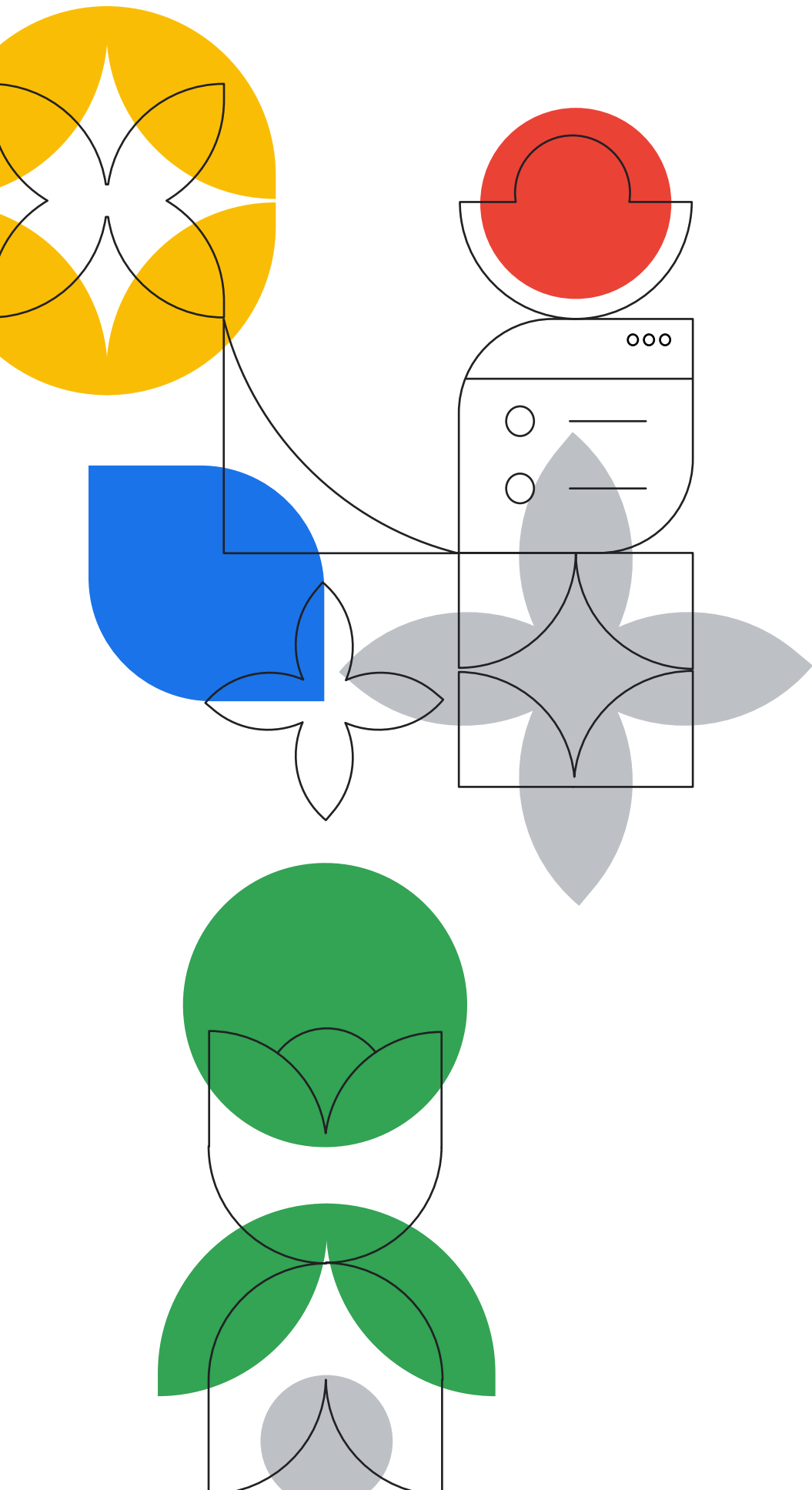
To stay on top, a transformative attitude must be adopted – not just to keep up, but to get out in front and perhaps even influence what people want to buy tomorrow. With that in mind, here are a few expert learnings to help anchor your approaches as we move into retail's next phase.

- 1 Customers do not view your brand by channel, so remove silos in your organization wherever you find them. Equip your teams with technology that allows them to work faster, together.
- 2 Show up where your customers are with seamless, relevant, engaging experiences and products that make them choose you, remember you and stay with you.
- 3 While measuring the results of your performance and using data to delight your customers, remember to make customer privacy a priority.



At the end of it all, dare to experiment, be authentic,
and show up for the moments that matter, with Google.

Sources



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3. Google x Ipsos x Sixth Factor - Brand.com and Marketplace in the evolving online path to purchase, Total sample size n=3600, SG = 1200, ID n=1200, TH n=1200 E2. What are the reasons why you did not purchase from ["Official Brand Website" OR "marketplace platform"] ... during this purchase occasion)

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6. Harvard Business Review Analytics Services Survey, December 2018 [\[Source\]](#)

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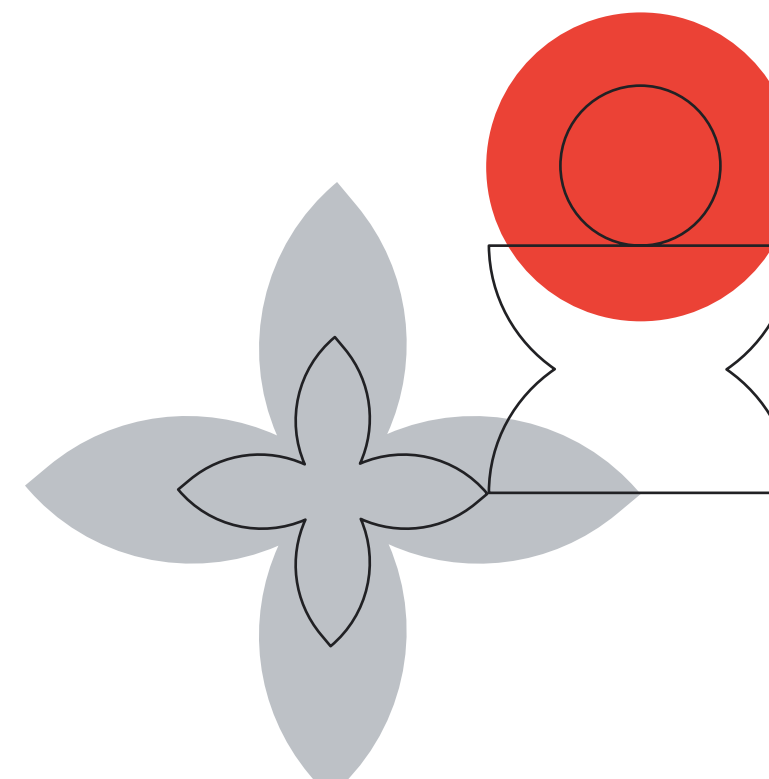
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12. Google x Ipsos x Sixth Factor - Brand.com and Marketplace in the evolving online path to purchase, (Total sample size n=3600, SG = 1200, ID n=1200, TH n=1200 Spend \$10. When you purchased item(s) from each of the categories, how much did you spend? For each purchase, please indicate how much money you spent.) Conversion channel E9. Thinking about your future purchases of [product], How likely are you to use each of these online channels in each stage of your purchase journey?

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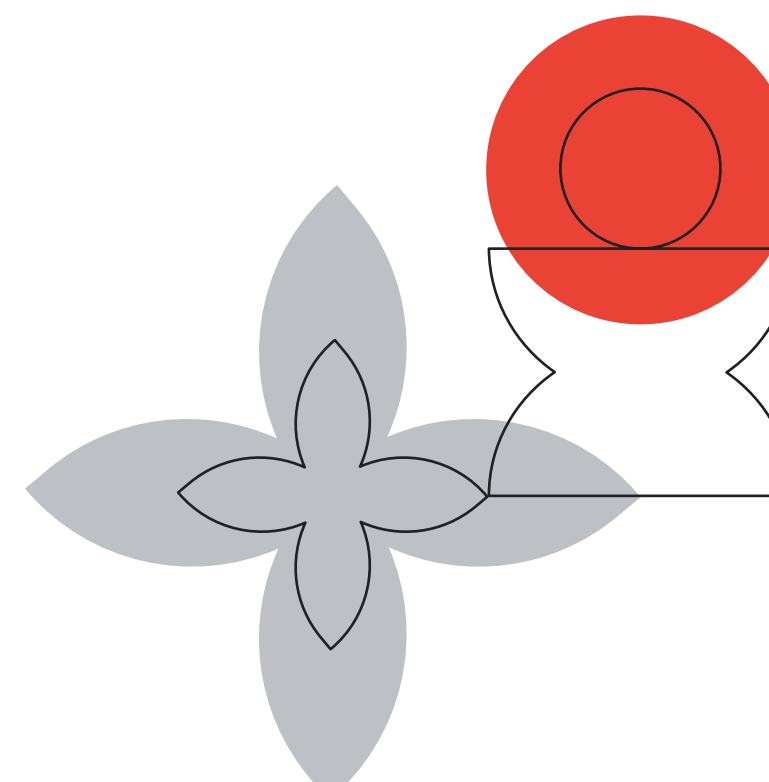
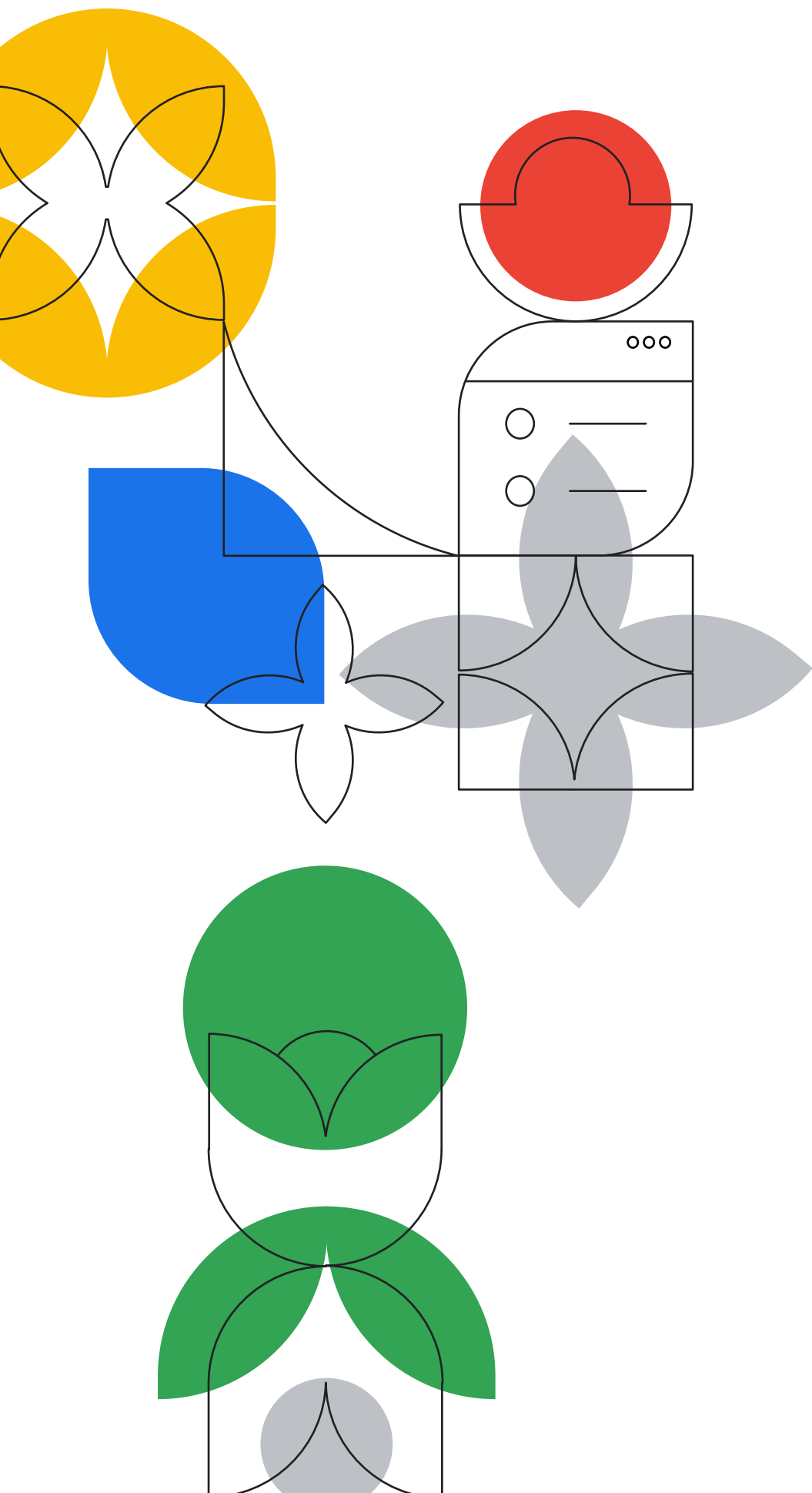
Beauty & Personal Care: Past category shoppers: n=1341, Purchased preferred brand: n=849

APAC results include a rollup of Australia, India, Japan, and South Korea. Market contributions are based on sample population and internet penetration.

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