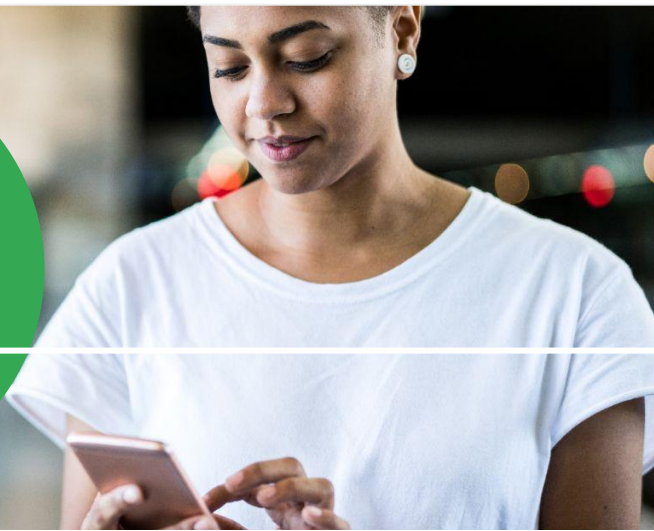


Introducing the Insights Briefing

Enjoy access to first-party data exclusive to Google



As part of the Google Partners program, we're excited to offer you access to the Insights Briefing from Think with Google. Informed by Google data, it showcases changing consumer behaviors from around the globe – including what consumers are searching for and watching online, and what businesses are doing and thinking.

This benefit gives you data exclusive to Google, helping you and your clients stay on top of industry trends, adjust your campaigns accordingly, and prepare for what's next.

How to use the briefing

Each month, you'll receive the latest Insights Briefing as a downloadable PDF and slides to share with clients as you see fit. Leverage both assets in a variety of ways to:



Stay one step ahead

Adjust your clients' campaigns or update tone and messaging based on what's included in the report.



Strengthen client partnership

Share the latest insights with your clients on a regular basis to become a reliable source of current trends and add value as a strategic partner.



Position yourself as a thought leader

Repurpose this report with your own analysis on your company blog or social channels to start a conversation and deliver valuable content for your clients.

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This resource is the latest addition to the [benefits](#) you have access to as part of the Google Partners program. We'll continue to invest in new ways to support you as partners moving forward.