



# World Cup Tactics

The World Cup always offers retailers an engaged audience of millions of football fans worldwide. This year it also presents a unique opportunity to score big, with the 2022 matches set to air during the peak holiday season

## Review your budget and bidding strategy

Worldwide shifts this year have created a climate of economic uncertainty ahead of peak season. Ensure you're maximising your investment by reviewing last year's holiday budgets and this year's seasonal demand. Leverage [Performance Planner](#) to see how changes in ad spend affect campaign performance.

[Review budgets and bidding](#) ➔

## All the action, across different screens

The modern football fan is happy to jump across devices to meet their needs. But with more people watching sports online, it's perhaps no surprise that campaigns combining TV and YouTube can yield the best results for advertisers. Google's Reach Planner tool shows that even a 9:1 mix of TV and YouTube can yield 33% more reach compared with just TV alone\*.

[Learn more about Google Reach Planner](#) ➔

\*Source: Google's Reach Planner tool, November 2022

## Grow sales with an omnichannel strategy

Any football fan knows the importance of goals. To reach yours, it helps to optimize campaigns for maximum return from online and offline conversions. This makes the most of your marketing investment, growing revenue whether customers purchase online or in-store.

[Optimize for total sales](#) ➔



# World Cup scouting report

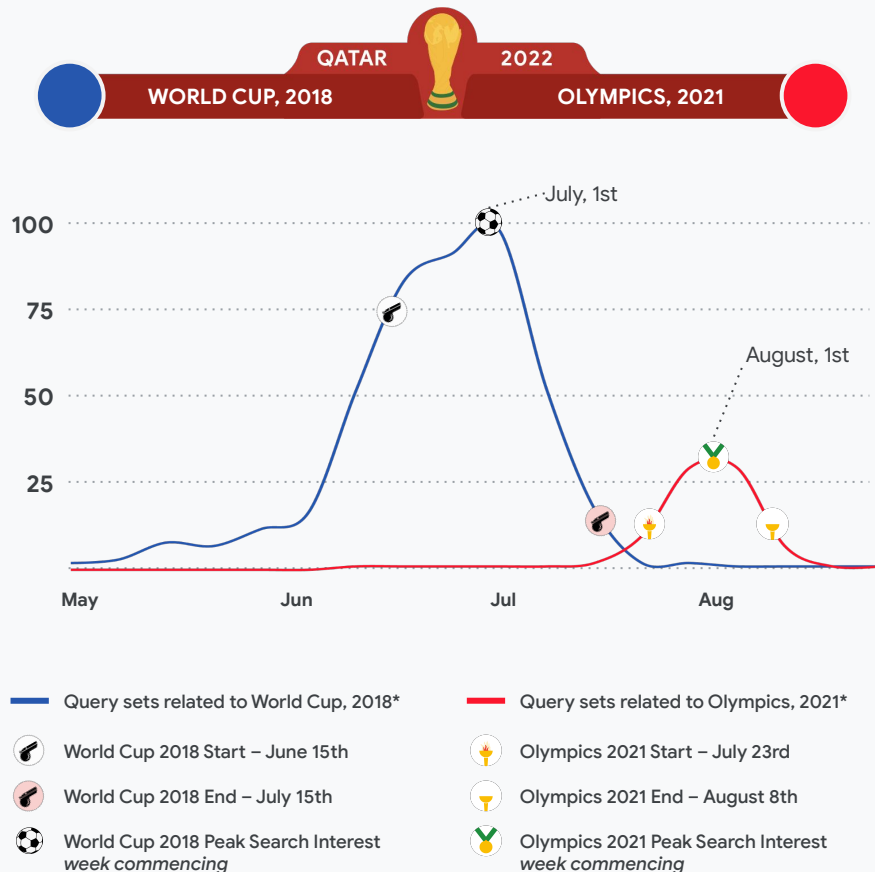
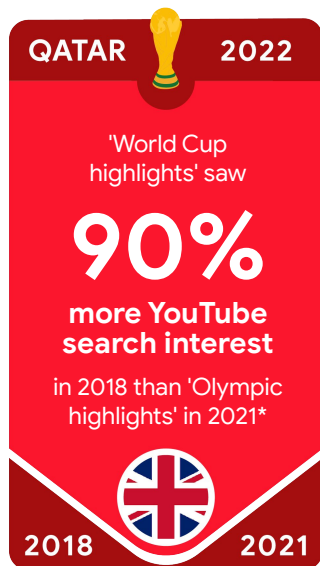


Every four years, the FIFA World Cup offers retailers an engaged audience of millions of football fans worldwide. This year it presents a unique opportunity to score big, as the tournament airs during the peak holiday season. We've highlighted **year-on-year changes to searches related to 'Football'** and compared them to the previous year\*. In almost every featured market, there's an increased level of interest.



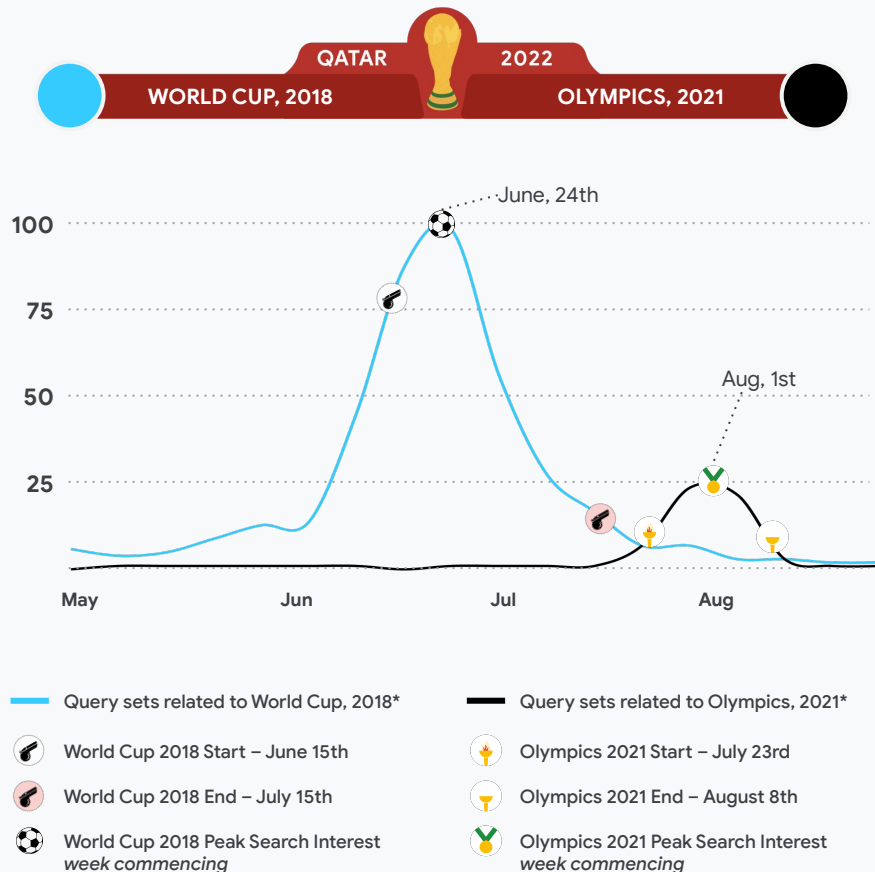
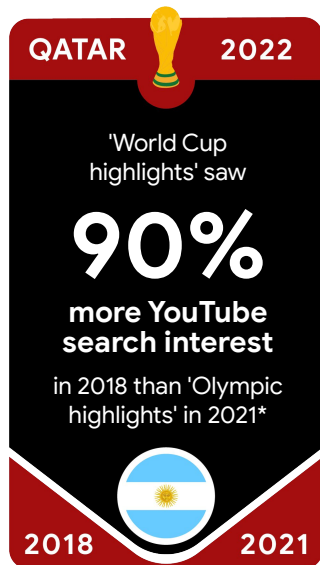
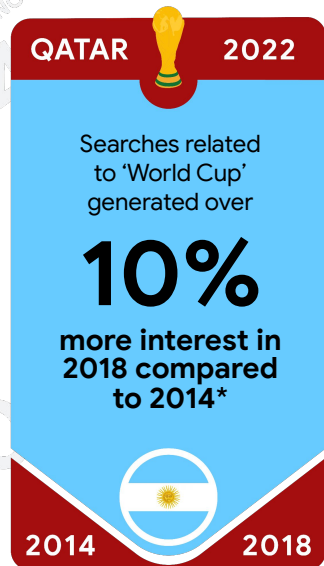


# UK





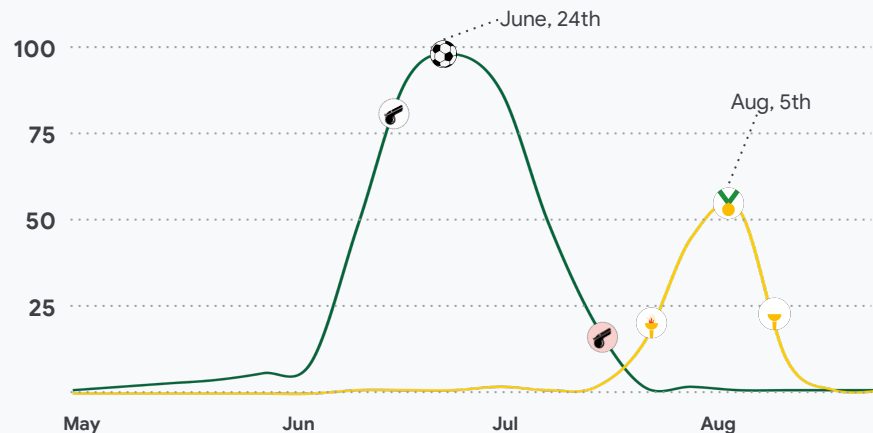
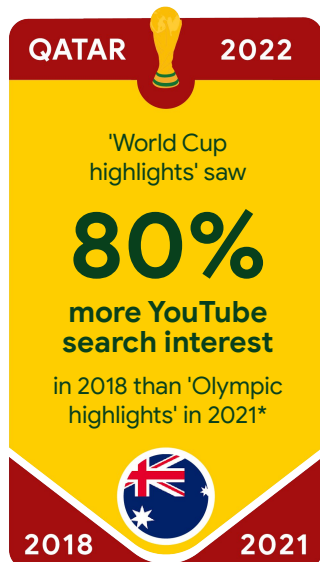
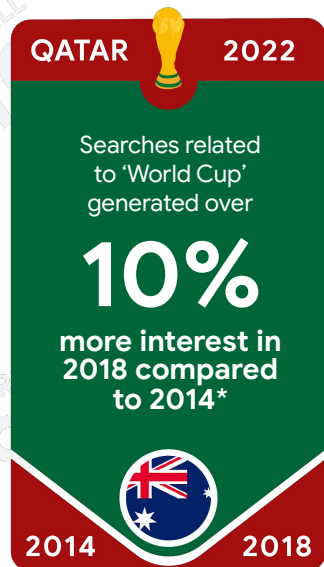
# Argentina







# Australia



Query sets related to World Cup, 2018\*

World Cup 2018 Start – June 15th

World Cup 2018 End – July 15th

World Cup 2018 Peak Search Interest week commencing

Query sets related to Olympics, 2021\*

Olympics 2021 Start – July 23rd

Olympics 2021 End – August 8th

Olympics 2021 Peak Search Interest week commencing



# Belgium

HAZARD  
10

VAN HIMST  
10

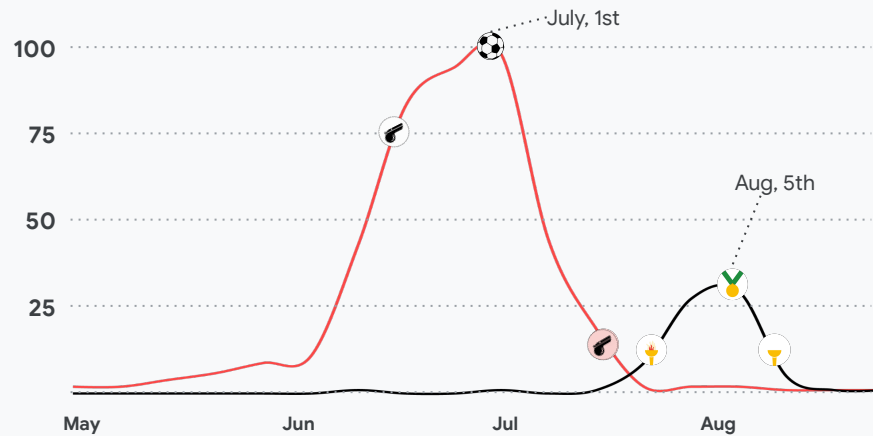
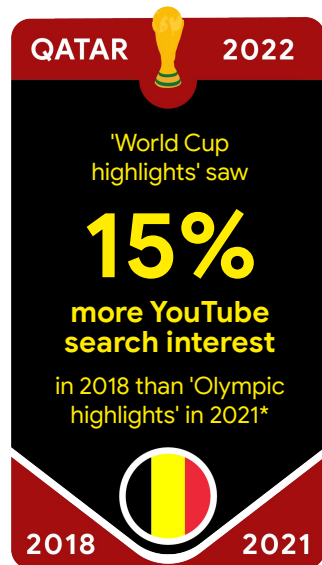
KOMPANY  
4

LUKAKU  
9

CEULEMANS  
11

DE BRUYNE  
7

PFATT  
1



— Query sets related to World Cup, 2018\*

— Query sets related to Olympics, 2021\*

🏏 World Cup 2018 Start – June 15th

🏆 Olympics 2021 Start – July 23rd

🏏 World Cup 2018 End – July 15th

🏆 Olympics 2021 End – August 8th

⚽ World Cup 2018 Peak Search Interest week commencing

🏆 Olympics 2021 Peak Search Interest week commencing



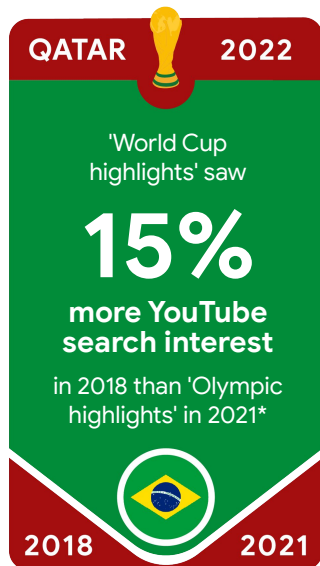
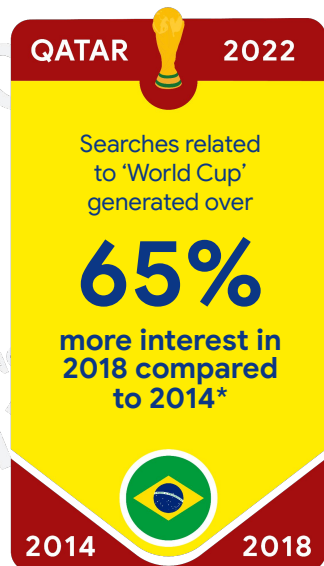
# Brazil

SOCRATES

8

PELE

10



CAFU

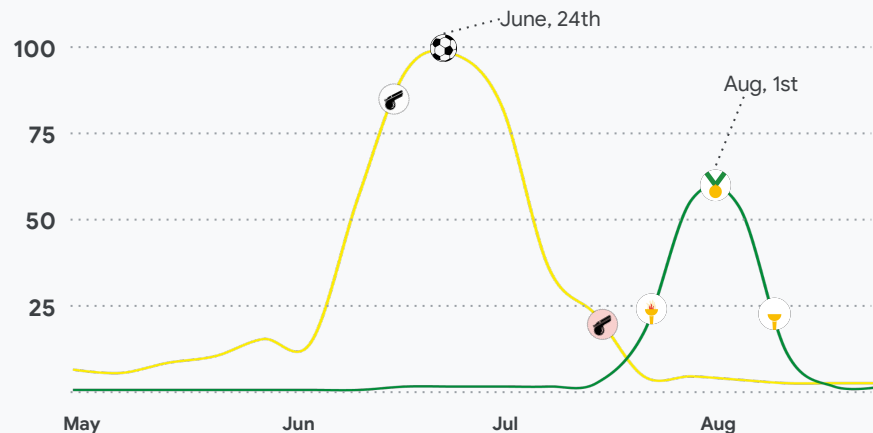
2

RONALDO

9

DIDI

6



Query sets related to World Cup, 2018\*

Query sets related to Olympics, 2021\*



World Cup 2018 Start – June 15th



Olympics 2021 Start – July 23rd



World Cup 2018 End – July 15th



Olympics 2021 End – August 8th



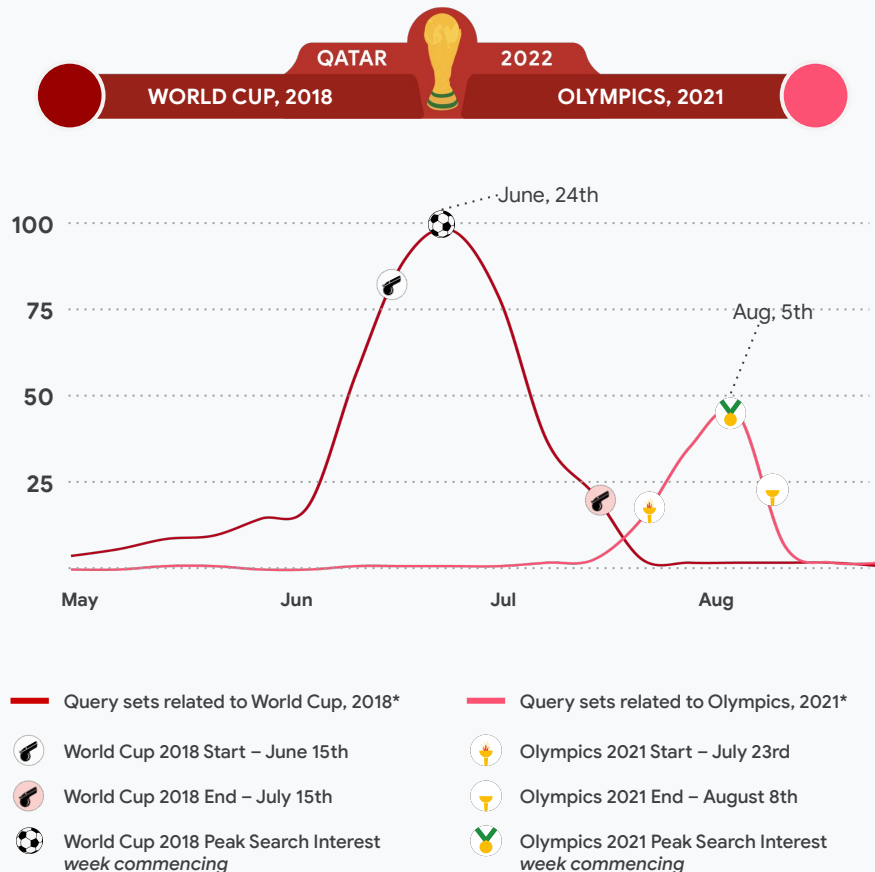
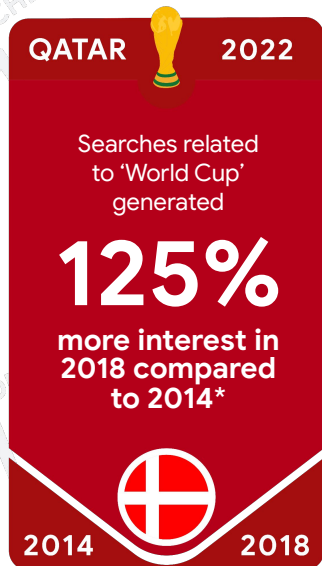
World Cup 2018 Peak Search Interest week commencing



Olympics 2021 Peak Search Interest week commencing

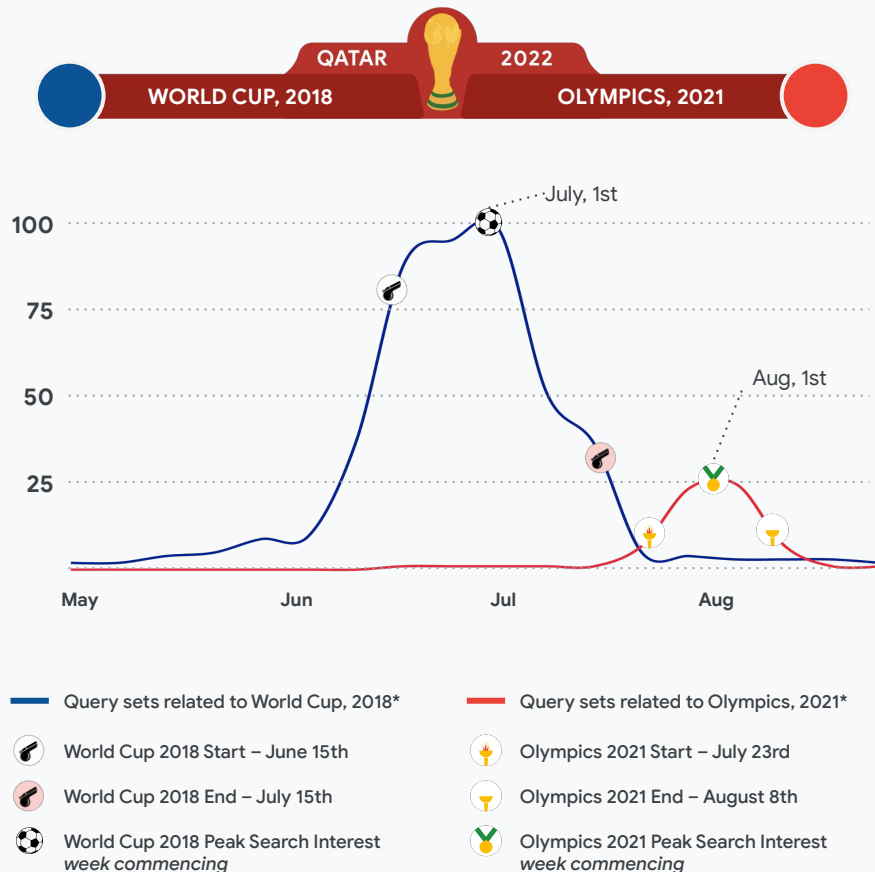
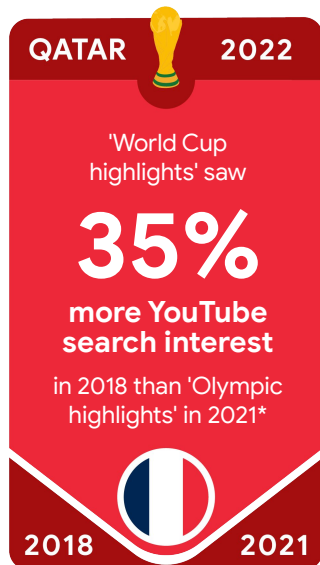
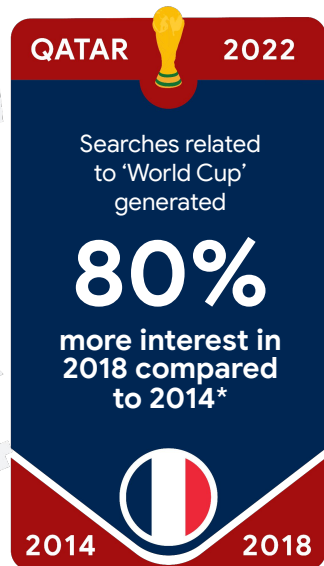


# Denmark



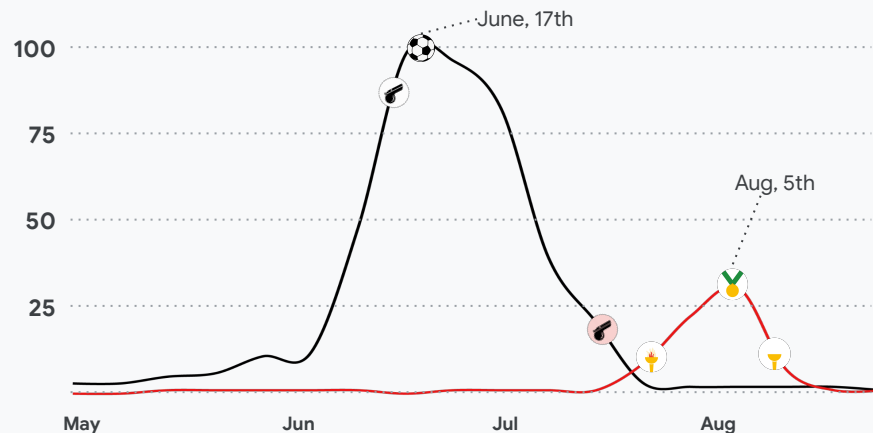
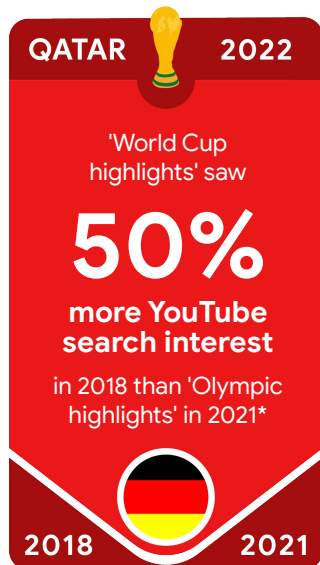
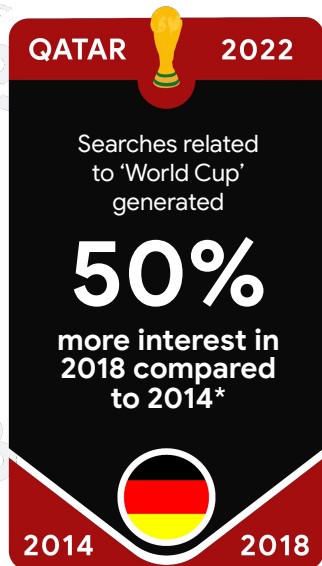


# France





# Germany



— Query sets related to World Cup, 2018\*

— Query sets related to Olympics, 2021\*



World Cup 2018 Start – June 15th



Olympics 2021 Start – July 23rd



World Cup 2018 End – July 15th



Olympics 2021 End – August 8th

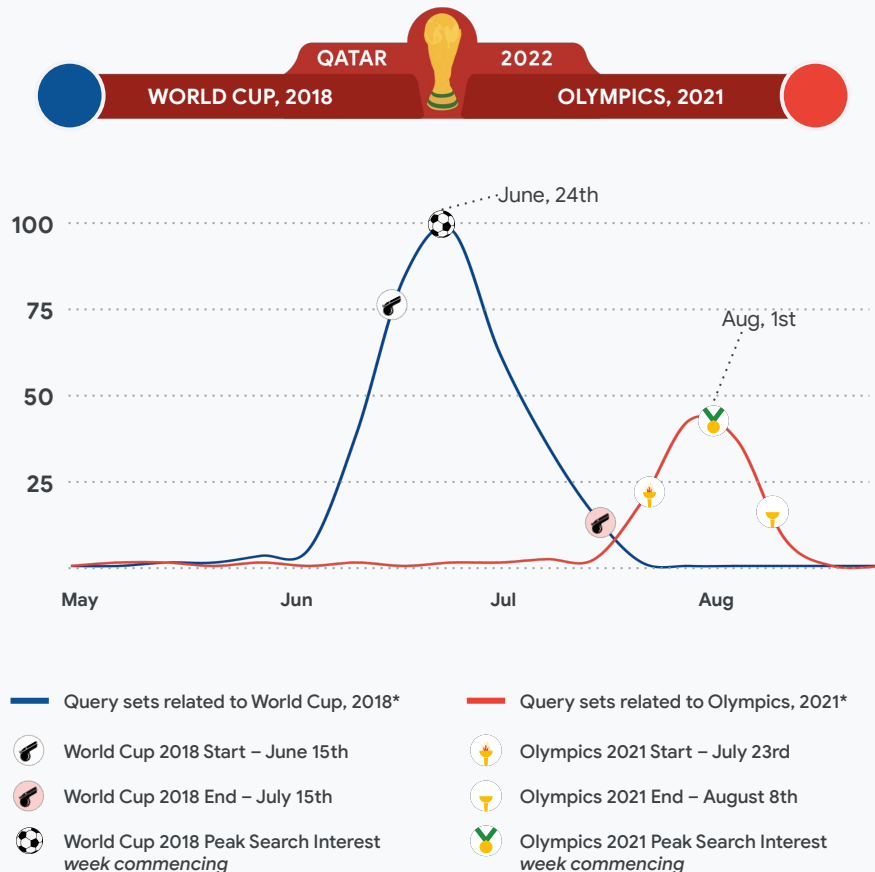
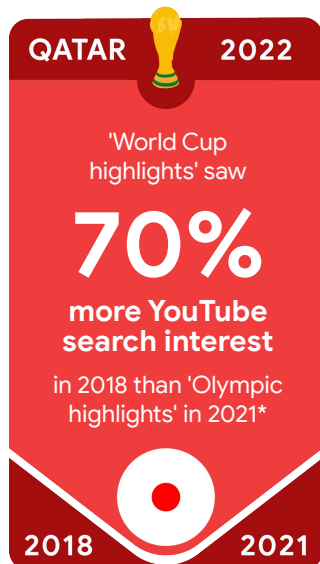


World Cup 2018 Peak Search Interest week commencing

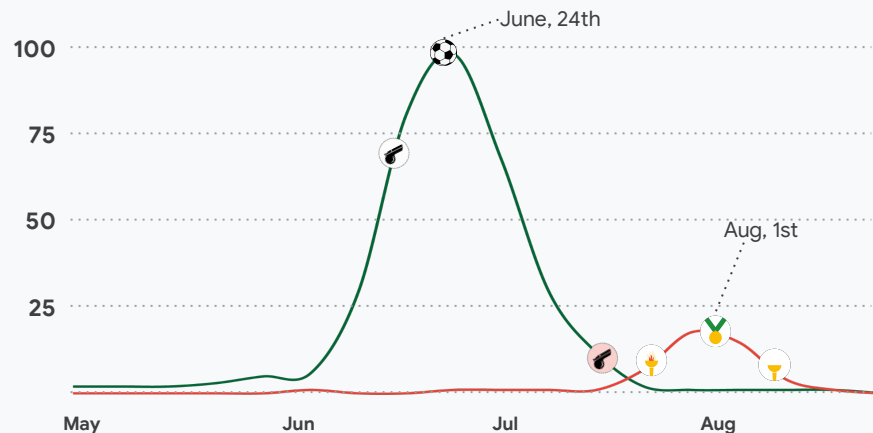
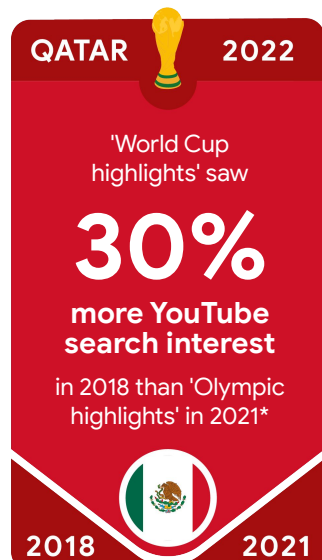
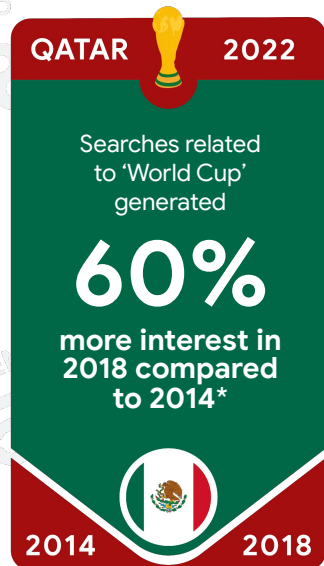


Olympics 2021 Peak Search Interest week commencing

# Japan



# Mexico



Query sets related to World Cup, 2018\*

Query sets related to Olympics, 2021\*

World Cup 2018 Start – June 15th

Olympics 2021 Start – July 23rd

World Cup 2018 End – July 15th

Olympics 2021 End – August 8th

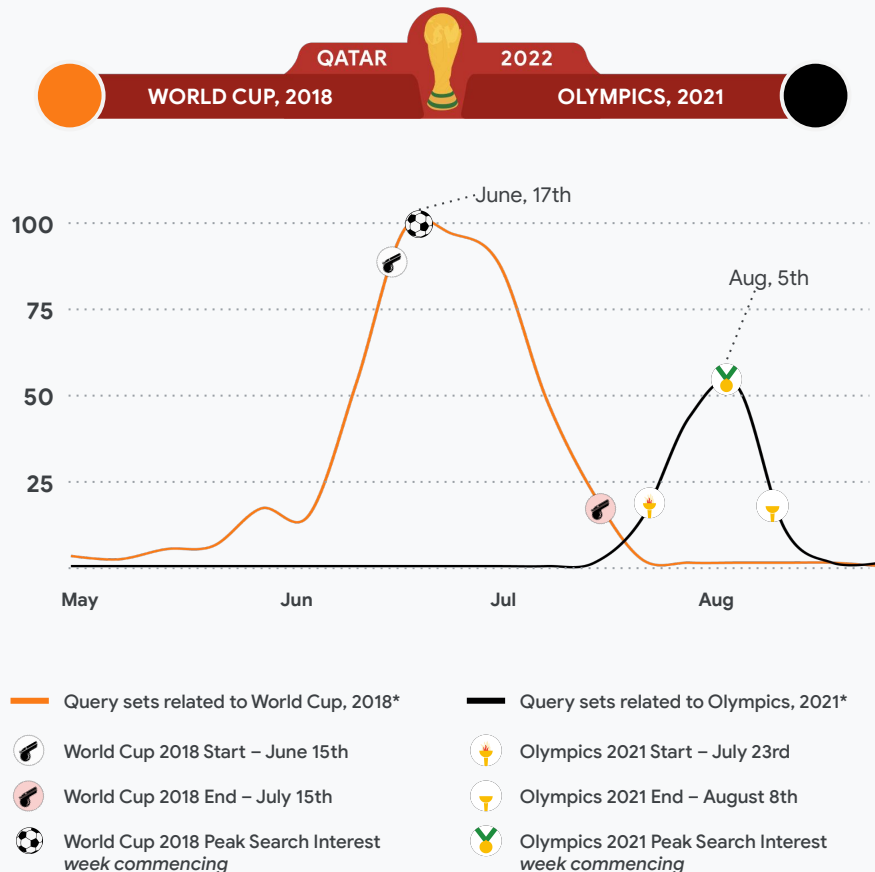
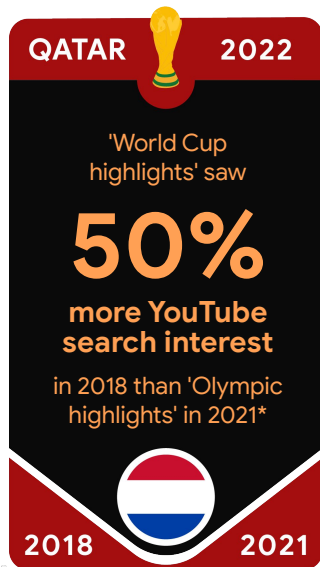
World Cup 2018 Peak Search Interest week commencing

Olympics 2021 Peak Search Interest week commencing





# Netherlands



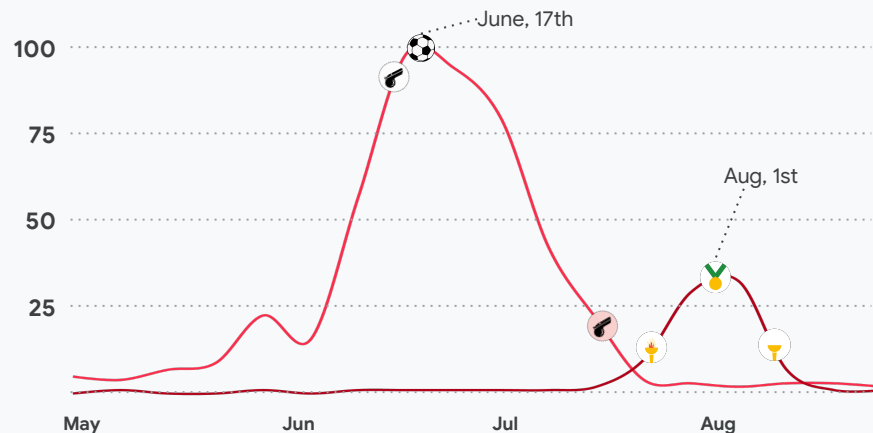
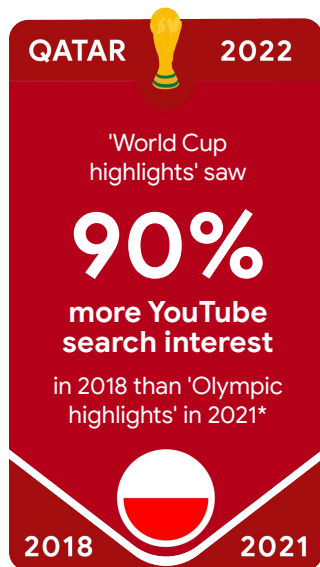
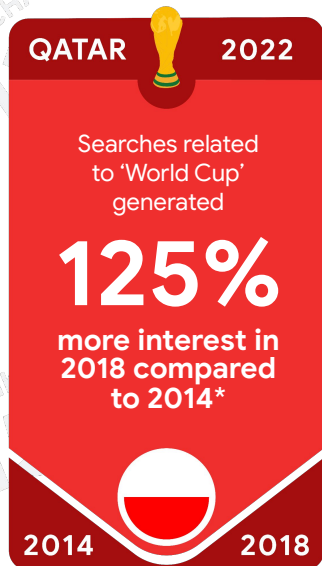


# Poland

LEWANDOWSKI

26

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Query sets related to World Cup, 2018\*

World Cup 2018 Start – June 15th

World Cup 2018 End – July 15th

World Cup 2018 Peak Search Interest week commencing

Query sets related to Olympics, 2021\*

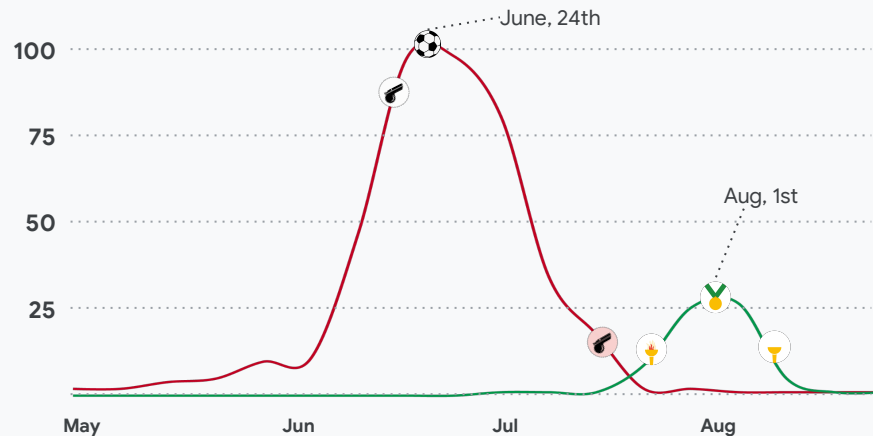
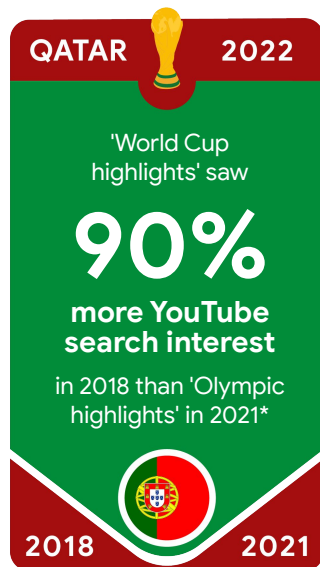
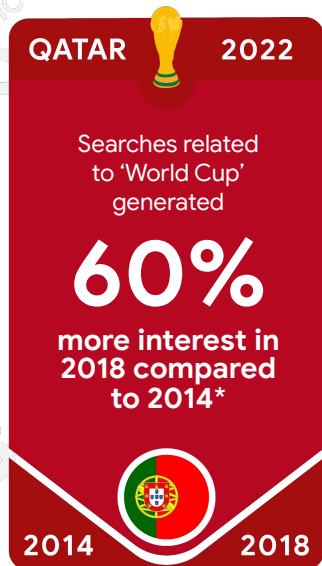
Olympics 2021 Start – July 23rd

Olympics 2021 End – August 8th

Olympics 2021 Peak Search Interest week commencing



# Portugal



— Query sets related to World Cup, 2018\*

— Query sets related to Olympics, 2021\*



World Cup 2018 Start – June 15th



Olympics 2021 Start – July 23rd



World Cup 2018 End – July 15th



Olympics 2021 End – August 8th



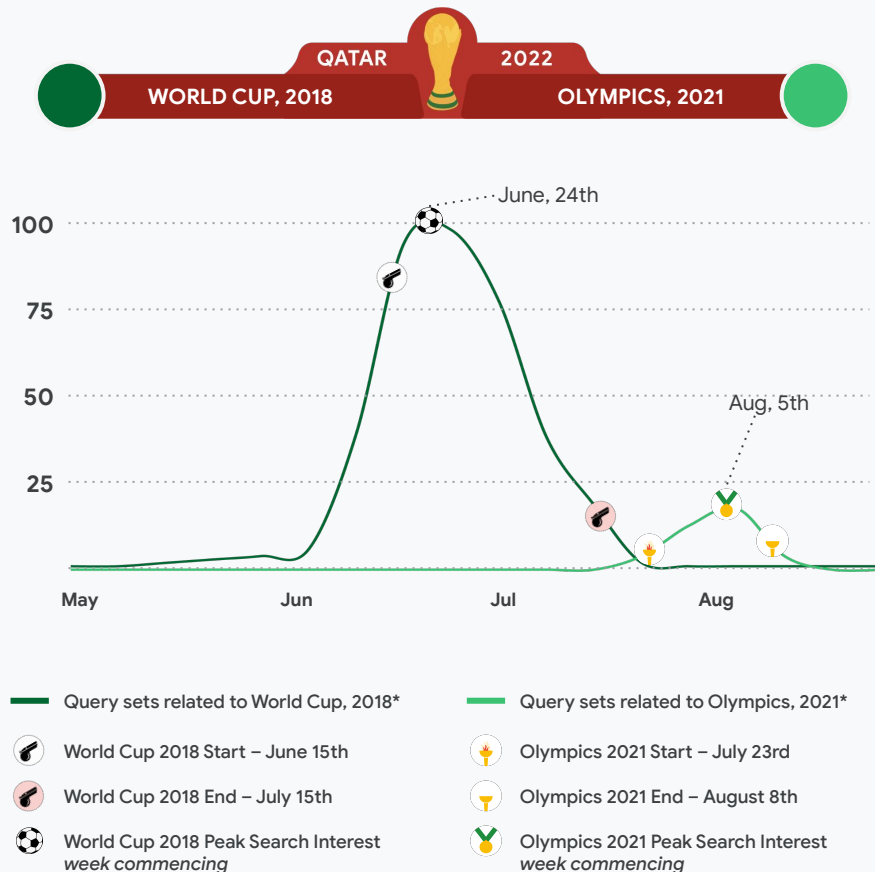
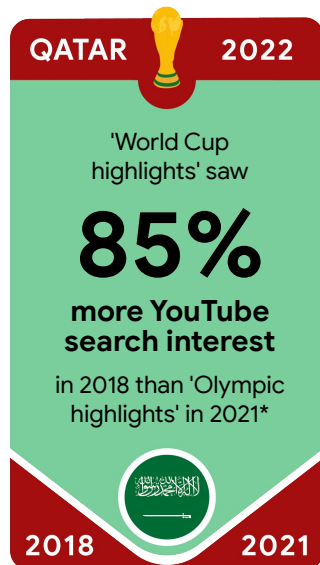
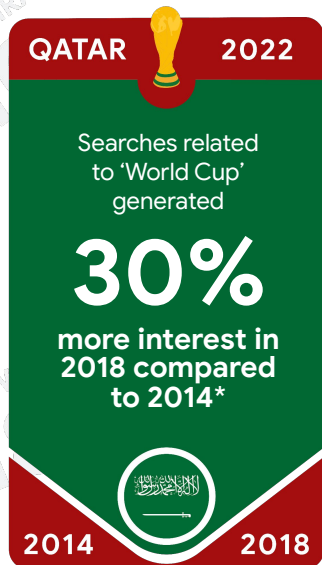
World Cup 2018 Peak Search Interest week commencing



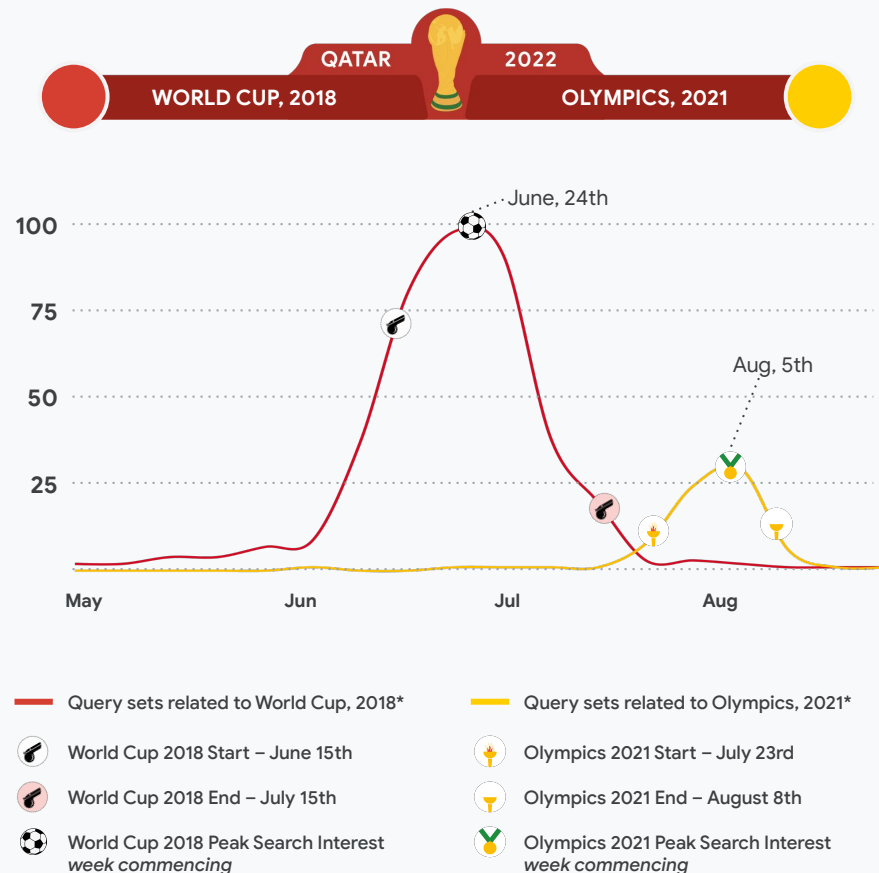
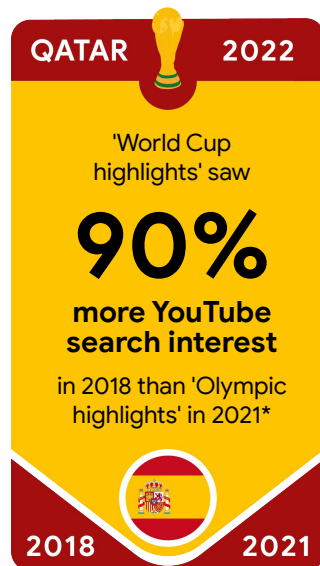
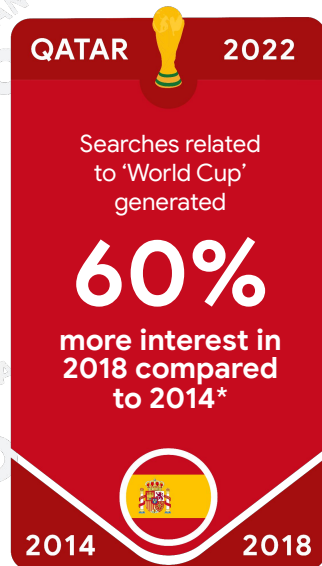
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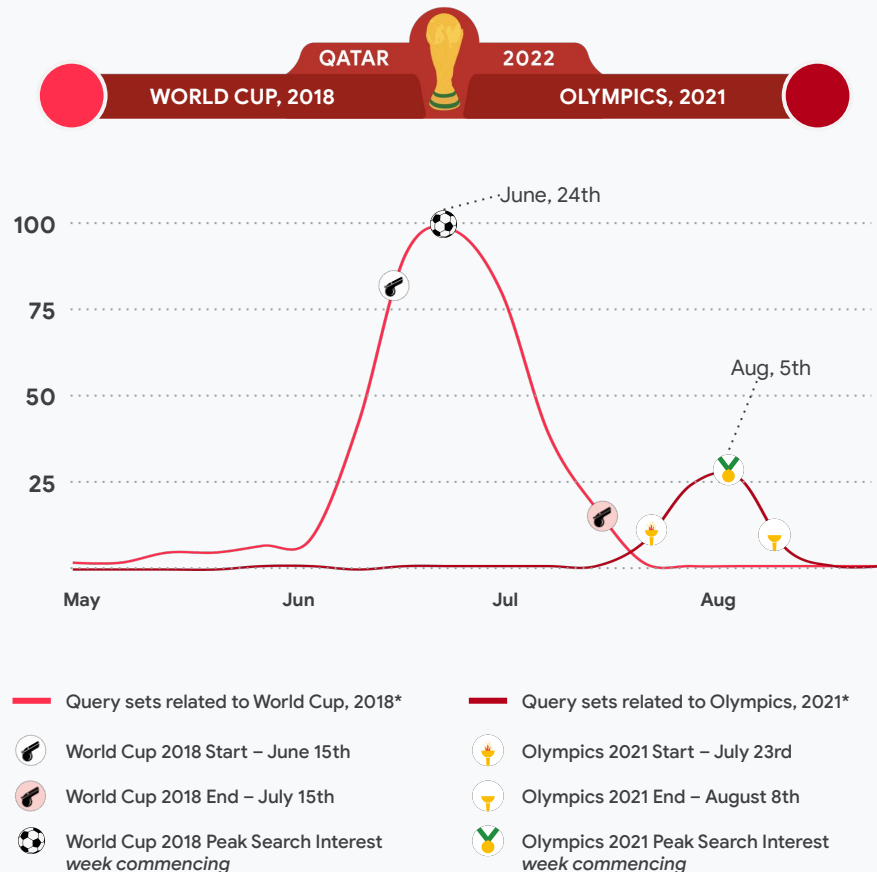
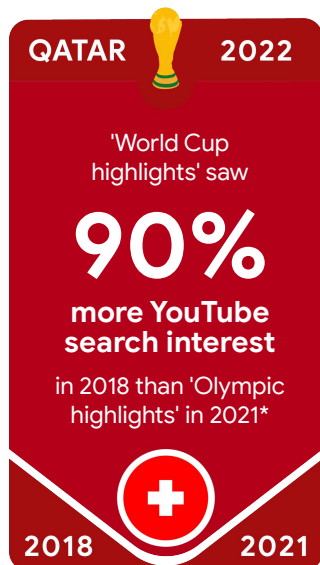
# Saudi Arabia

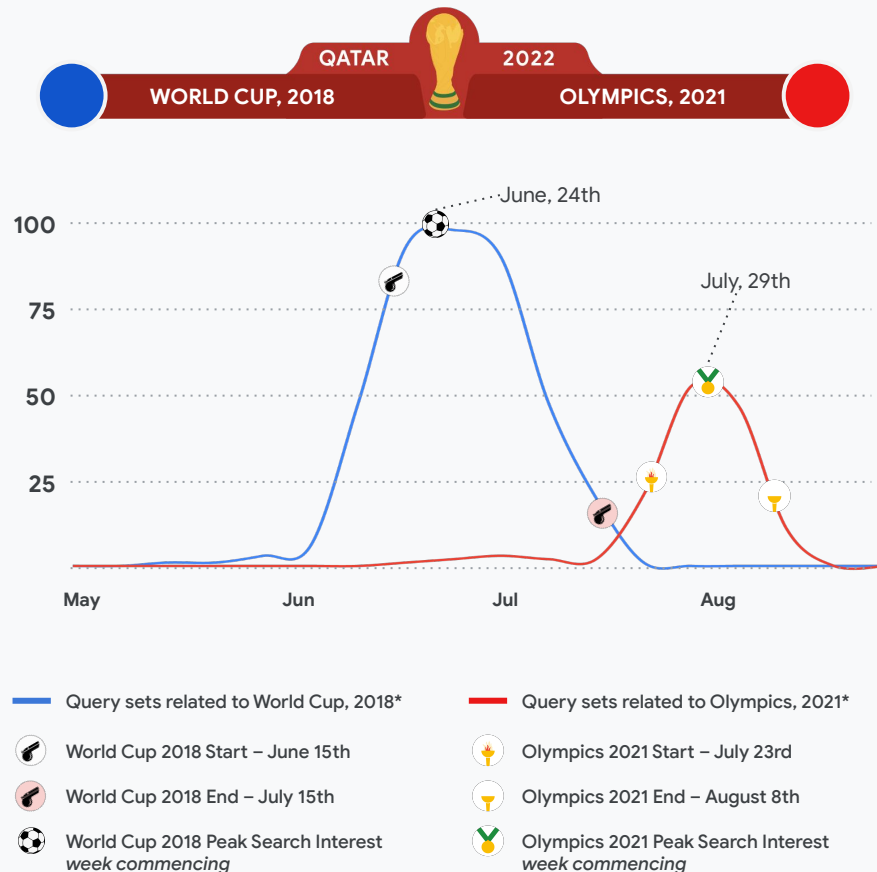
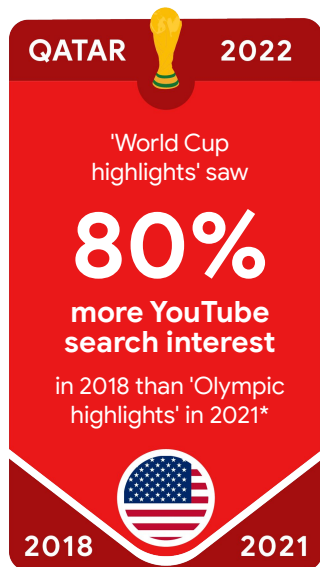


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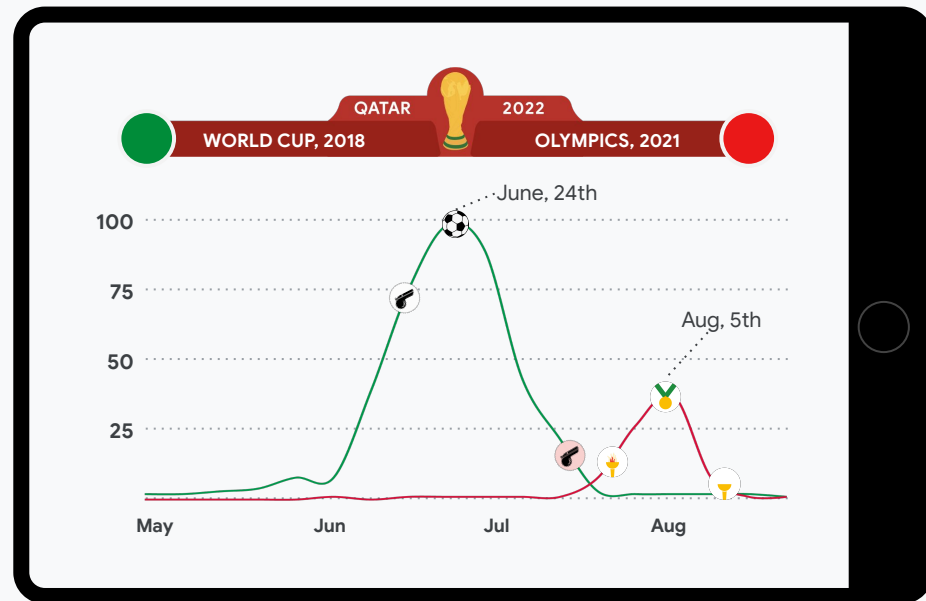
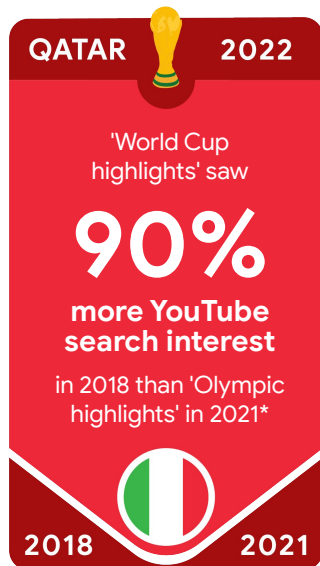


# Switzerland





# Italy



— Query sets related to World Cup, 2018\*

— Query sets related to Olympics, 2021\*



World Cup 2018 Start – June 15th



Olympics 2021 Start – July 23rd



World Cup 2018 End – July 15th



Olympics 2021 End – August 8th

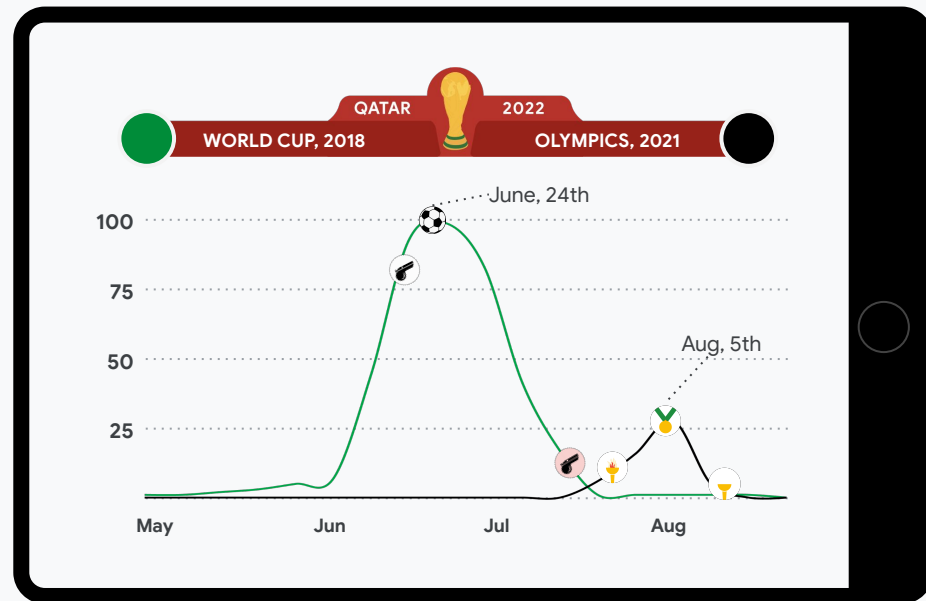
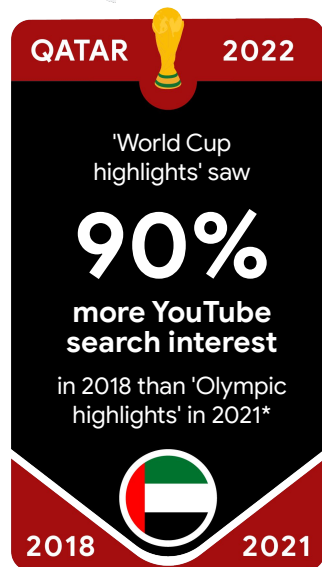
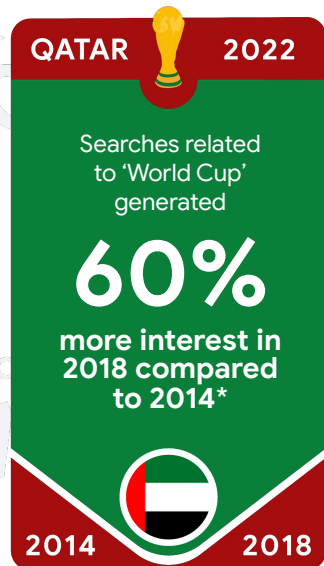


World Cup 2018 Peak Search Interest week commencing



Olympics 2021 Peak Search Interest week commencing





— Query sets related to World Cup, 2018\*

— Query sets related to Olympics, 2021\*



World Cup 2018 Start – June 15th



Olympics 2021 Start – July 23rd



World Cup 2018 End – July 15th



Olympics 2021 End – August 8th



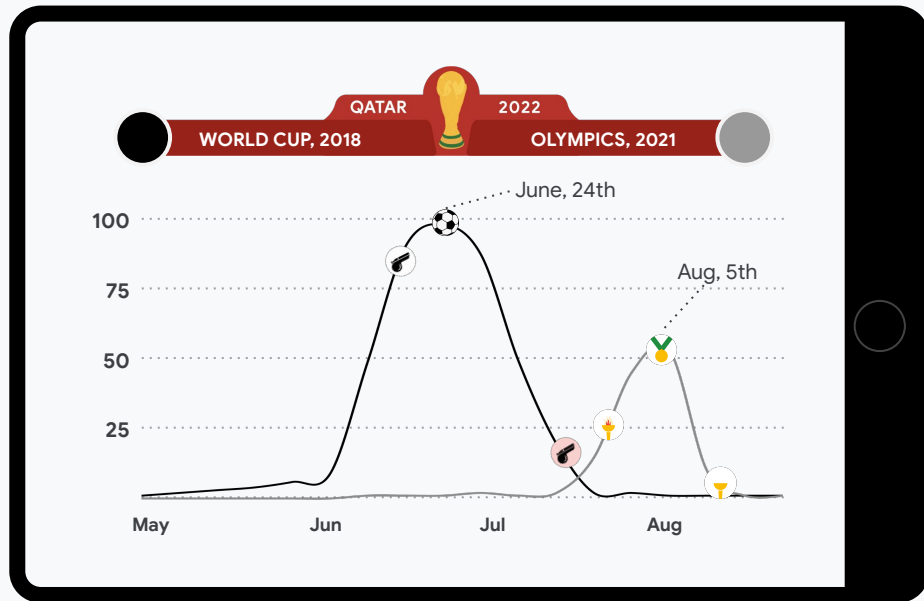
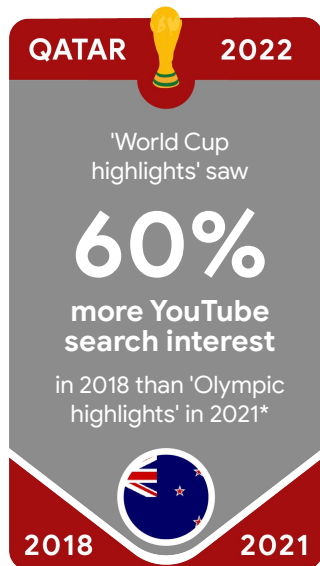
World Cup 2018 Peak Search Interest week commencing



Olympics 2021 Peak Search Interest week commencing



# New Zealand



— Query sets related to World Cup, 2018\*

— Query sets related to Olympics, 2021\*



World Cup 2018 Start – June 15th



Olympics 2021 Start – July 23rd



World Cup 2018 End – July 15th



Olympics 2021 End – August 8th



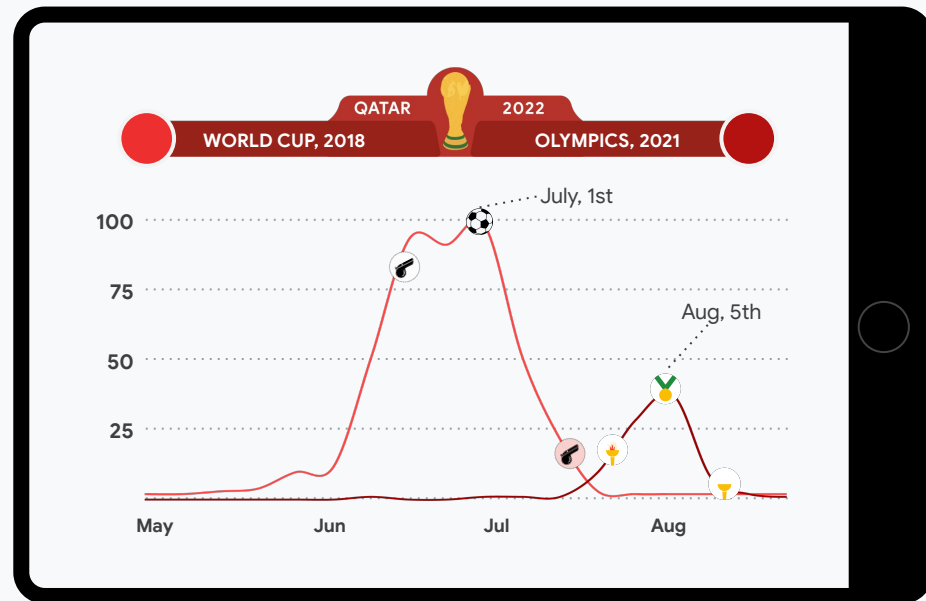
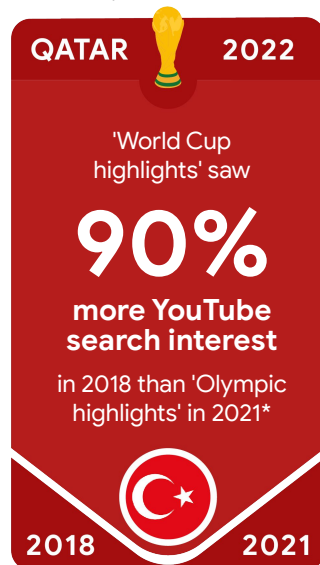
World Cup 2018 Peak Search Interest week commencing



Olympics 2021 Peak Search Interest week commencing



# Turkey



— Query sets related to World Cup, 2018\*

— Query sets related to Olympics, 2021\*



World Cup 2018 Start – June 15th



Olympics 2021 Start – July 23rd



World Cup 2018 End – July 15th



Olympics 2021 End – August 8th

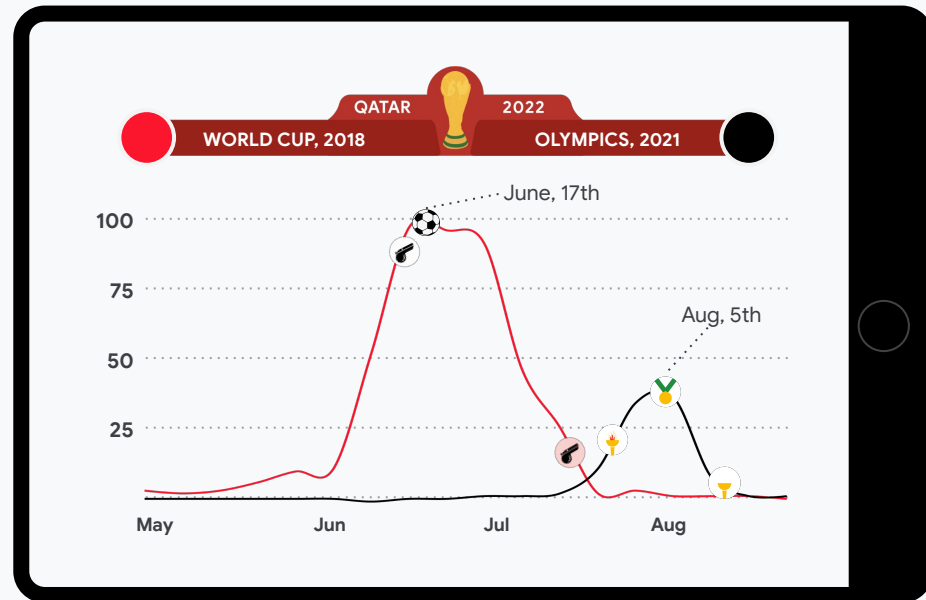
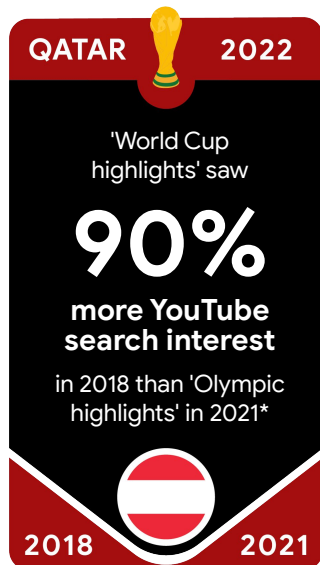


World Cup 2018 Peak Search Interest week commencing



Olympics 2021 Peak Search Interest week commencing

# Austria



— Query sets related to World Cup, 2018\*

— Query sets related to Olympics, 2021\*



World Cup 2018 Start – June 15th



Olympics 2021 Start – July 23rd



World Cup 2018 End – July 15th



Olympics 2021 End – August 8th



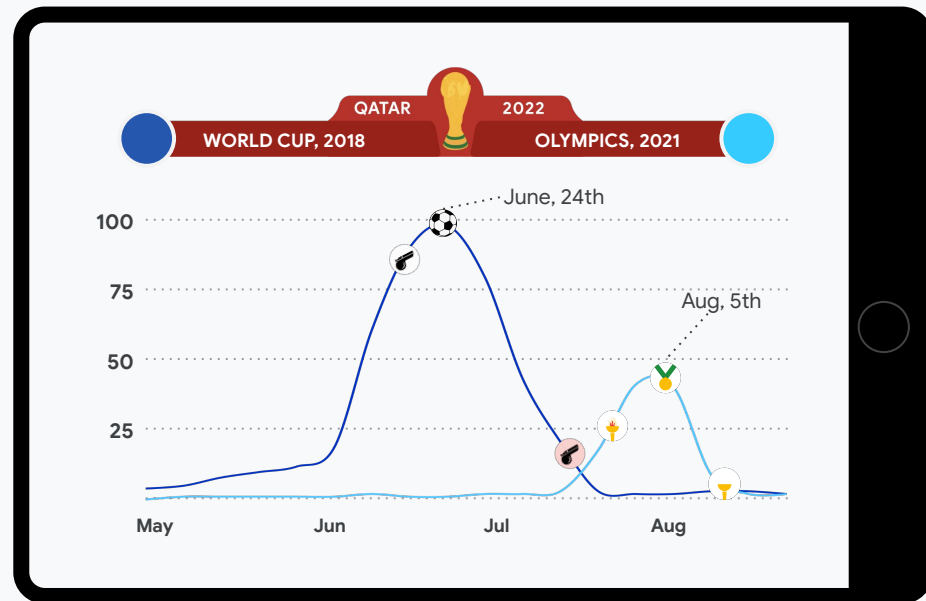
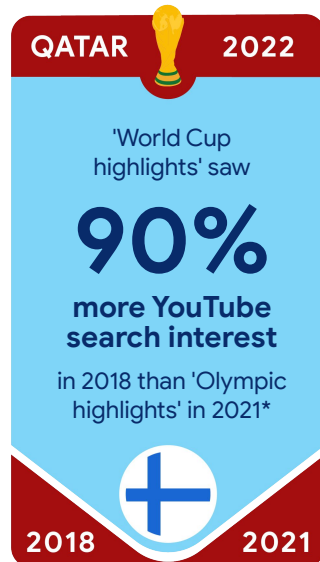
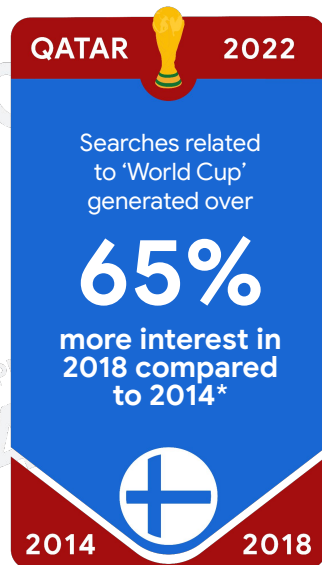
World Cup 2018 Peak Search Interest week commencing



Olympics 2021 Peak Search Interest week commencing



# Finland



— Query sets related to World Cup, 2018\*

— Query sets related to Olympics, 2021\*



World Cup 2018 Start – June 15th



Olympics 2021 Start – July 23rd



World Cup 2018 End – July 15th



Olympics 2021 End – August 8th



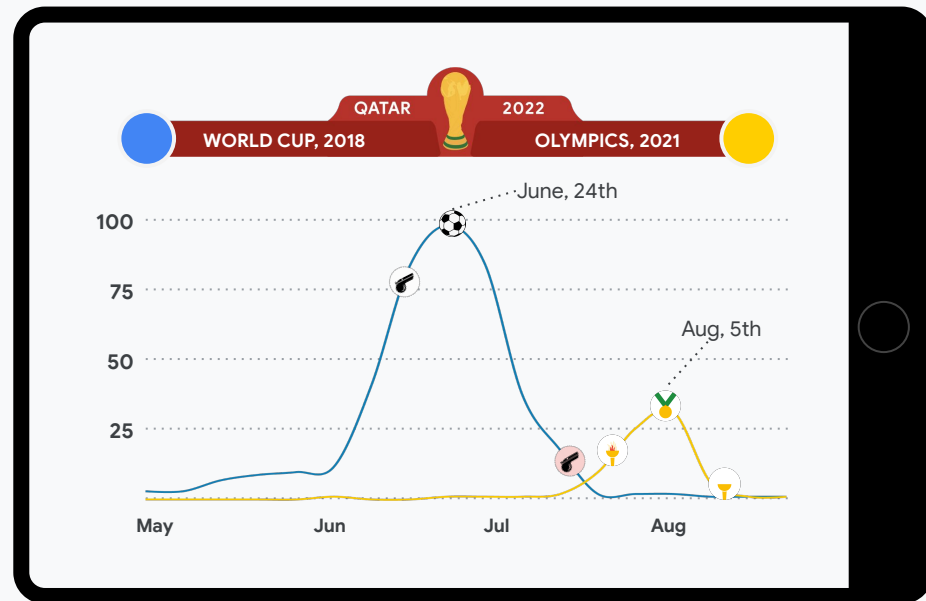
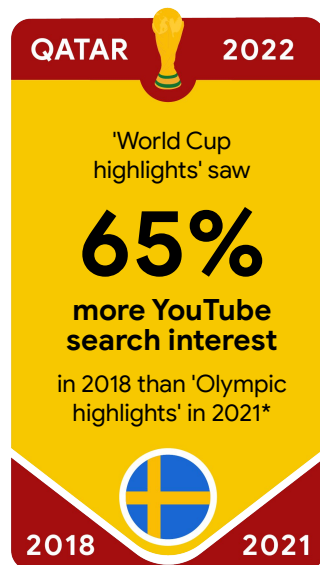
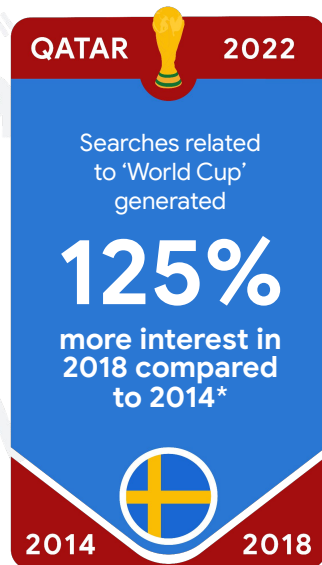
World Cup 2018 Peak Search Interest week commencing



Olympics 2021 Peak Search Interest week commencing



# Sweden



— Query sets related to World Cup, 2018\*

— Query sets related to Olympics, 2021\*



World Cup 2018 Start – June 15th



Olympics 2021 Start – July 23rd



World Cup 2018 End – July 15th



Olympics 2021 End – August 8th

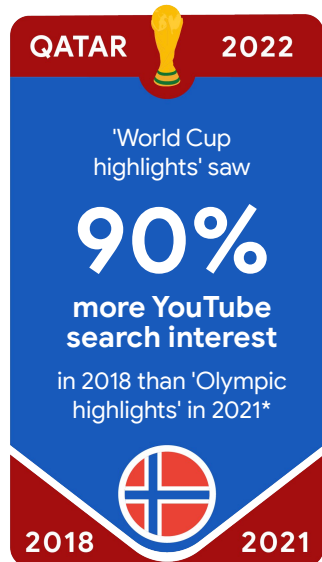


World Cup 2018 Peak Search Interest week commencing



Olympics 2021 Peak Search Interest week commencing

# Norway



— Query sets related to World Cup, 2018\*

— Query sets related to Olympics, 2021\*



World Cup 2018 Start – June 15th



Olympics 2021 Start – July 23rd



World Cup 2018 End – July 15th



Olympics 2021 End – August 8th



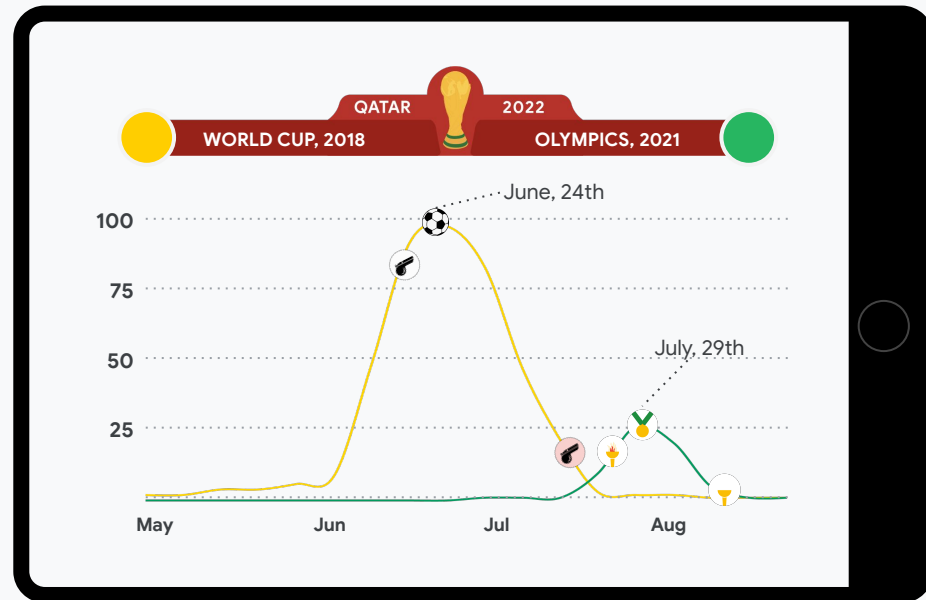
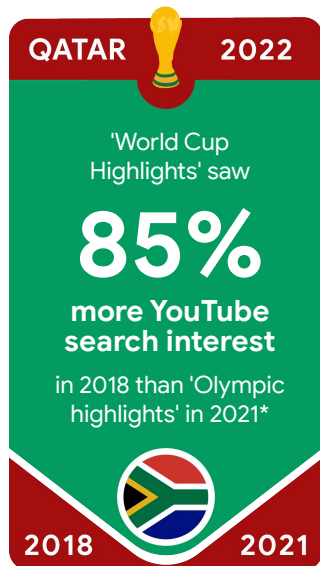
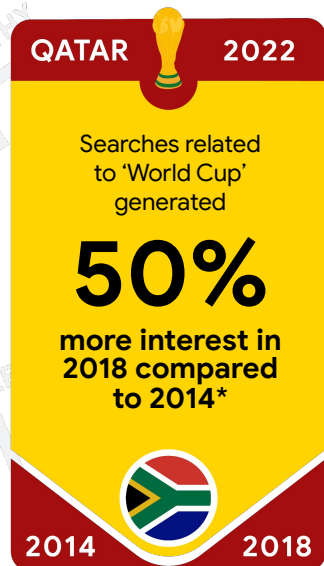
World Cup 2018 Peak Search Interest week commencing



Olympics 2021 Peak Search Interest week commencing



# South Africa



Query sets related to World Cup, 2018\*

World Cup 2018 Start – June 15th

World Cup 2018 End – July 15th

World Cup 2018 Peak Search Interest week commencing

Query sets related to Olympics, 2021\*

Olympics 2021 Start – July 23rd

Olympics 2021 End – August 8th

Olympics 2021 Peak Search Interest week commencing