When it comes to deciding which device to purchase, Indonesians turn to digital sources in the Zero Moment of Truth...

- Electronic recommendations (78%)
- Handphone recommendations (38%)

Indonesians have been looking for electronic recommendations:

- HEPA filter rose by 73%.
- HP 5G grew by 216%.
- Laptop stand rose by 44%.
- Search interest in laptop stand grew by 175%.
- Growth in search interests:
  - Chipset HP (44%)
  - HP NFC (33%)
  - HP with high battery capacity
  - RAM HP (25%)
  - 3.2%

In this digital age, anyone can be a content creator. People are learning how to create successful content and looking for the right devices and tools.

Brands don’t have to wait for the market to increase consumer preference by more than 70%.

1. Think With Google, The Rise of Connected TV in APAC, August 2021

Sources:
- Which can help maintain their health habits, 1.2% growth.
- Using health gadgets, 90% growth as more Indonesians take their first steps in content creation.
- More health-conscious Indonesians are keen to acquire electronics that can resolve camera issues.
- 20% growth in split screen monitors.
- Growth in search interest on specific brands.
- Chromebooks experienced a 73% growth.
- Smart TVs grew.
- Smartphones. Whether it's their first smartphone or something more advanced like a gaming phone, 5 G 1.
- Growth in search interests in:
  - Home appliances (5%)
  - Laptop for school
  - Tablet for college

Brands can use their ads to drive traffic both online and offline.

Brands can boost brand discoverability and expand their reach.

Brands can catch up and monitor their fitness level.

 också eviser one of the key words in your content to help you increase consumer preference by more than 70%.

Brands can enhance their living spaces and increase foot traffic to their stores. The brand was also the first to experience a 50% reduction in expenses.

Brands can use location extensions to drive phone traffic.