

# Modern Retail & Trade Marketing in the Age of Assistance

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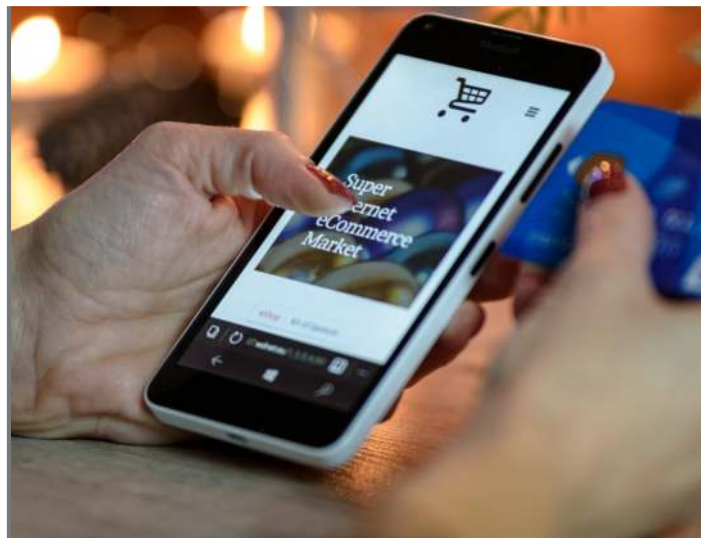
Laurence Herman

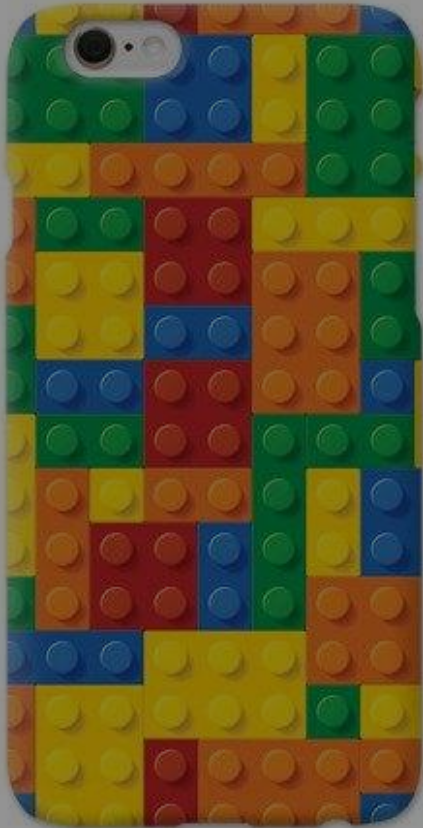












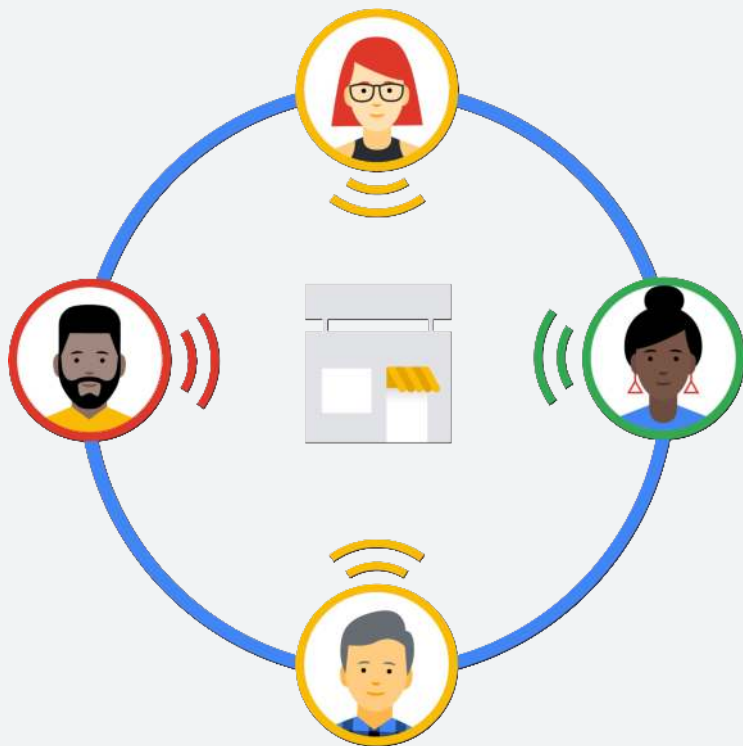
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In 2017, nearly half of global  
smartphone users spent more than

**3 hours**

on their mobile devices daily.

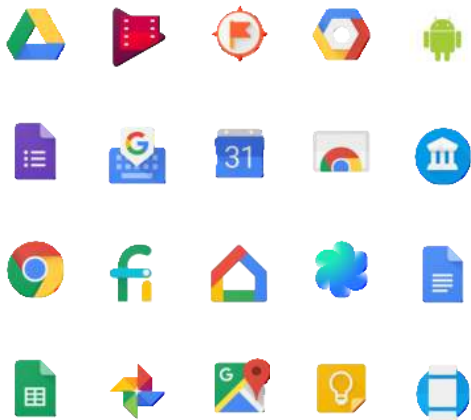
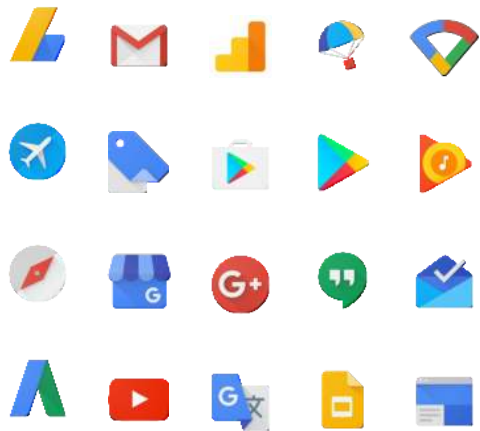
Source: iab research June 2017



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The Increase in connectivity is having a dramatic impact on how we behave as consumers and how we interact with **retailers**.

Focus on the user and all else will follow.





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# We've become more curious







# 200M

Searches for 'toys' on Google.com  
in NL over last 12 months

# 15%

of Google searches every  
year are new – that is,  
they've never been  
searched before.

## Searches on YouTube for videos around “toys”

Valentino Slingback Pump Shoes

We've become  
more demanding





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Mobile searches for  
“\_\_\_ for me” have increased

**99%**

over the past two years.





81%

of consumers want  
brands to get to know  
them and understand  
when to approach them.



A blurred person is walking through a store with shelves of products. The shelves are filled with various items, including books, toys, and electronic devices. The person is wearing a dark shirt and pants, and is captured in motion, creating a sense of urgency or haste. The background is a grid of shelves, and the floor is made of large, light-colored tiles.

# We've become more impatient

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Over the past two  
years, mobile searches  
for same-day shipping  
have increased by

**44%.**

Source: Google Internal Data 2015 vs 2017



# 60%

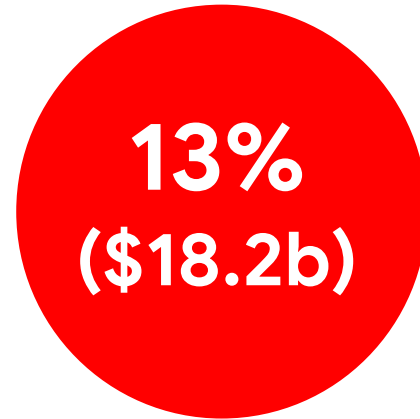
Non-grocery sales are  
influence by some  
sort of digital  
touchpoint



Curious Demanding Impatient

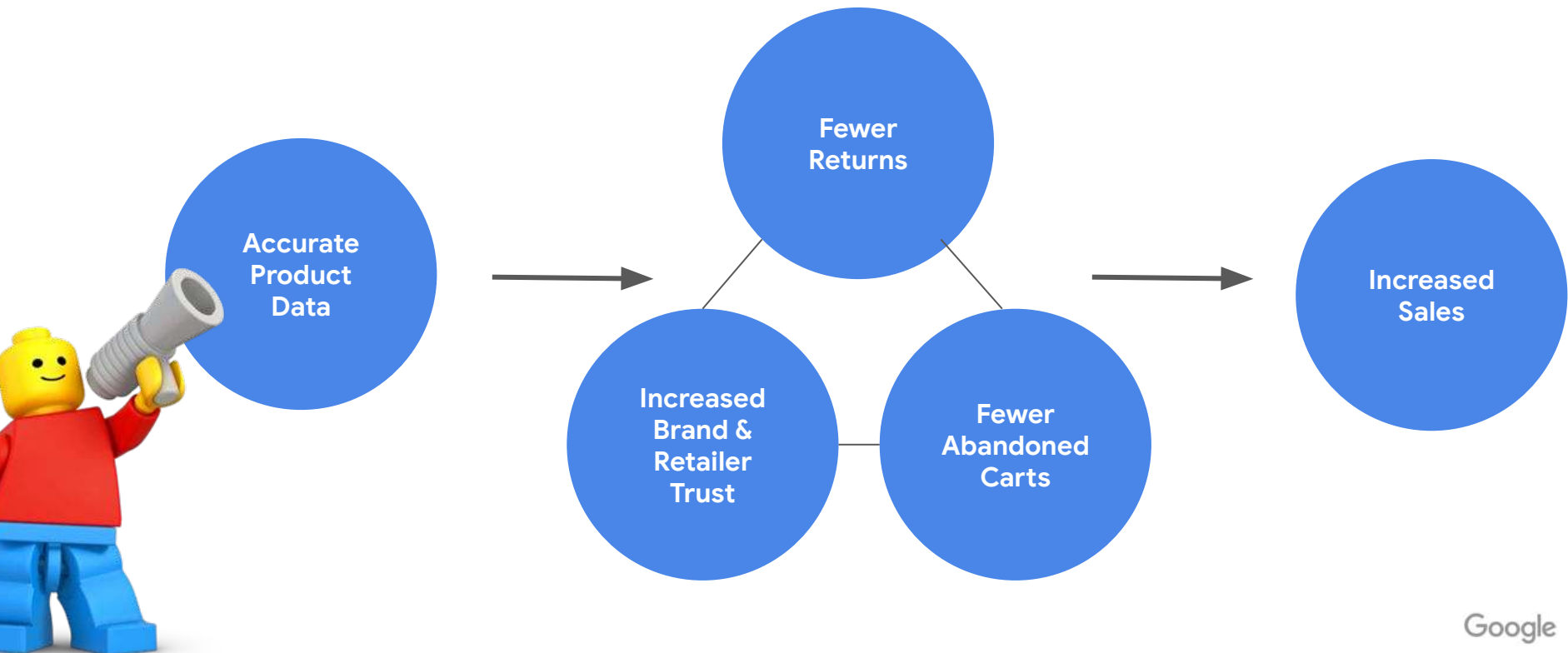
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Still, this digital consumers behavior is **not** reflected in trade marketing advertising





# Accurate data matters for shoppers



# 86%

Of shoppers are unlikely to make a repeat purchase with a retailer that provided inaccurate product information



## How to deliver the **best** customer experience?

**Brands** are great at teasing consumers...



...the **Retail** shelf is key to close the deal



Retailers have the final word when deciding how Brands should be displayed

# So how to improve the user experience on Google?

## Manufacturer Center

offers doors to:

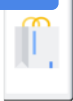


Better Data Quality

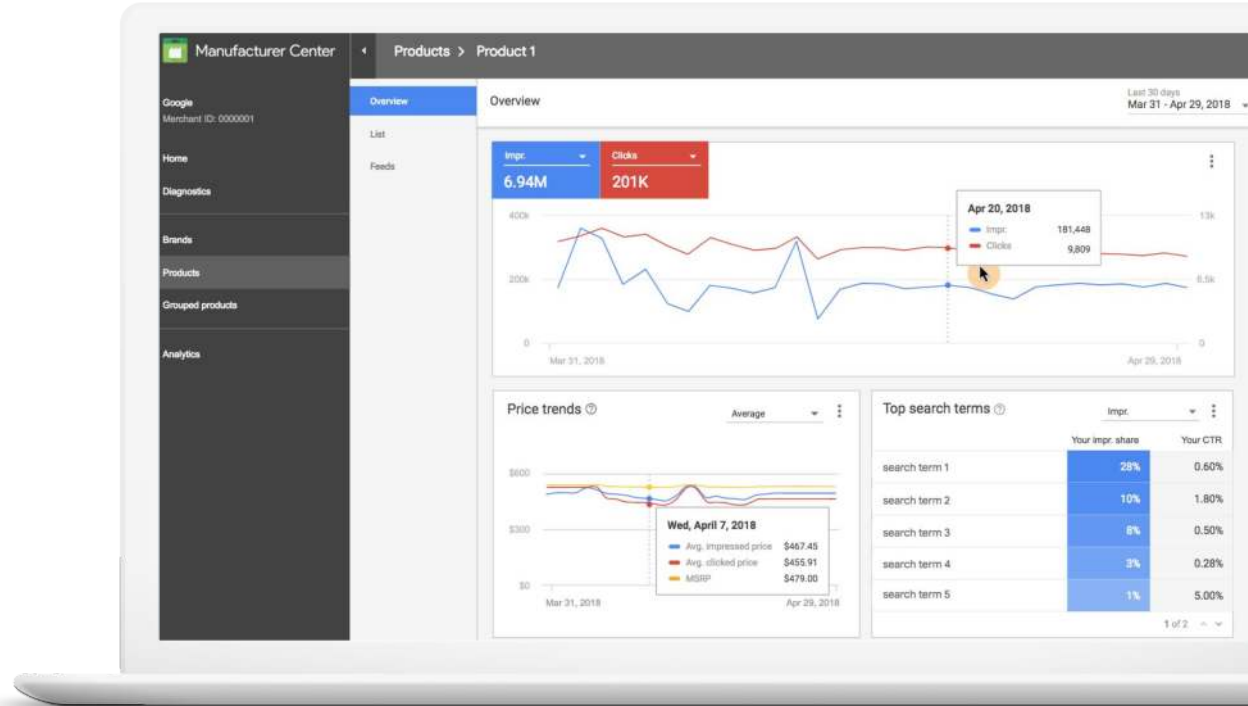


Analytics & Reporting

NEW!

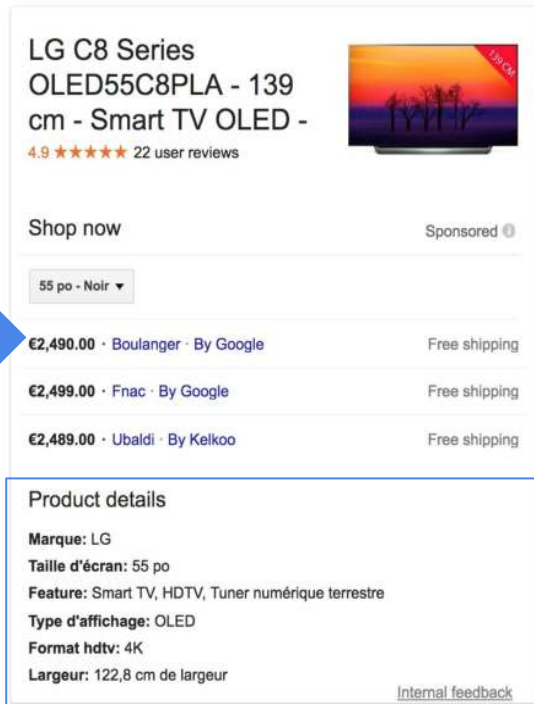
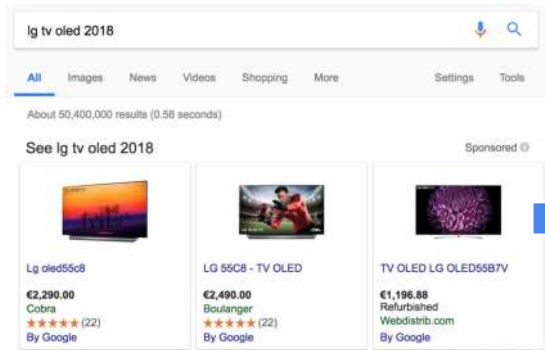


Access to Ad formats





**Better data quality:** As brands: get more control on your digital shelf.  
Help shoppers make the right product decision



### What?

Helps brands influence displayed data and build a consistent digital shelf

### How?

Submit product data, including descriptions, rich content, videos, images, URLs and more

### Objective :

Boost online conversion, measure advertising and product price performance



vtech baby walker oranje





## Analytics & Reporting

Review and compare the impact of your products and brands, as sold by retail partners, across the Google Shopping ecosystem.

Detailed analytics, such as your top trending product groups, search terms report, and competitive products with shared impressions.

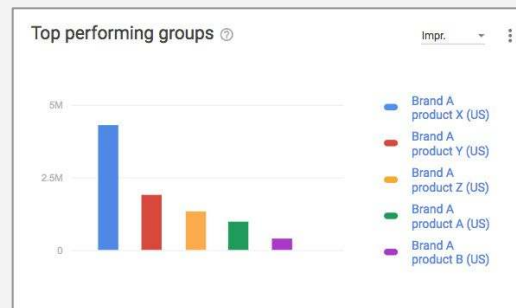
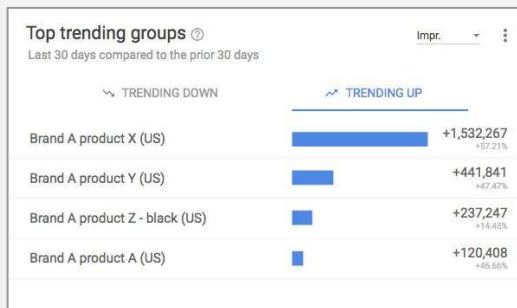
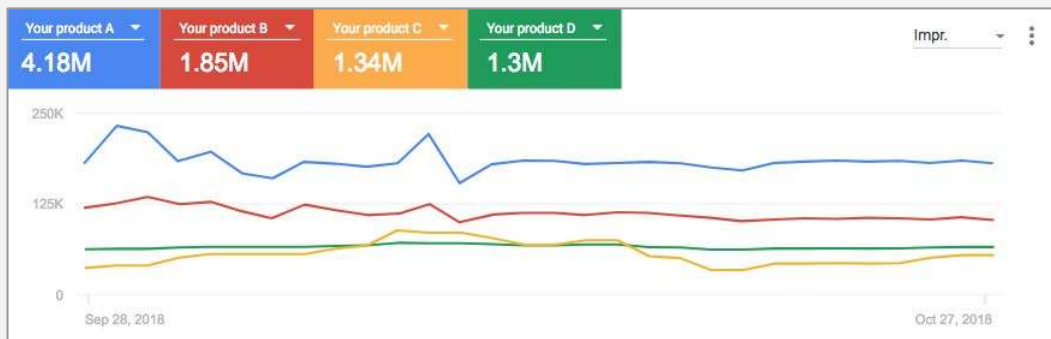
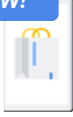


Table showing top search terms for chromecast audio, chromecast, google chromecast, roku, and google audio. The table includes columns for the search term, the share, and the CTR.

Search Term	Share	CTR
chromecast audio	46%	0.54%
chromecast	5%	0.70%
google chromecast	3%	0.60%
roku	1%	0.04%
google audio	1%	0.30%



NEW!



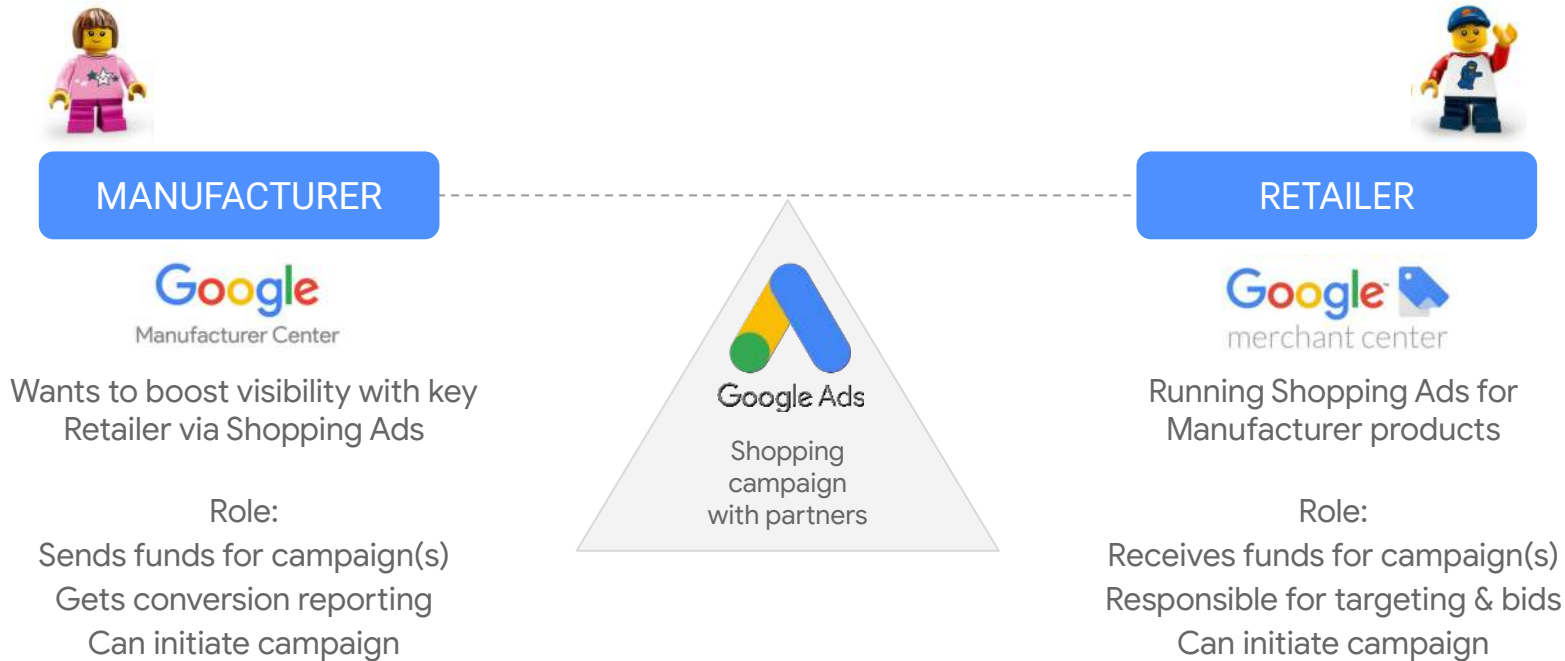
## Access to Ad Formats: join forces with retailers on Google



Alpha

Live in US, BR, DE, UK, FR, ES, NL

# Shopping campaigns with partners: how do they work?



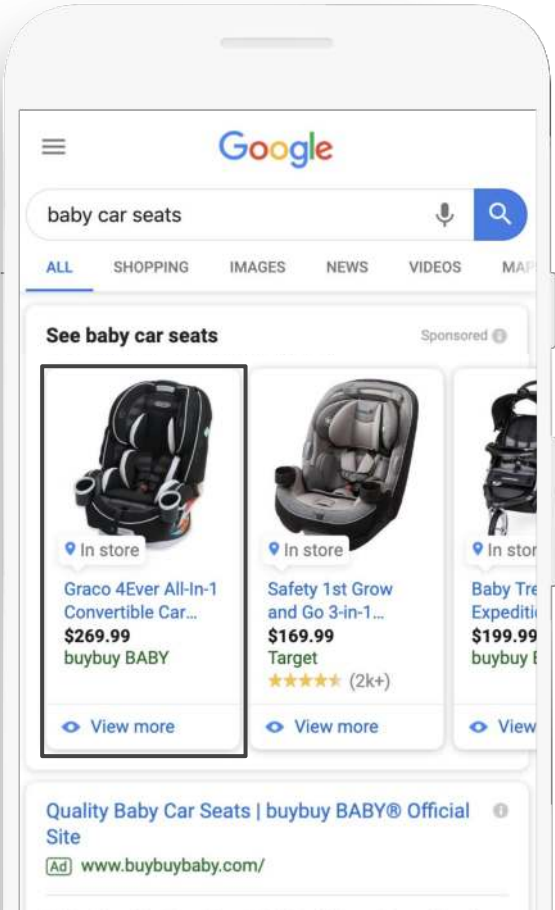
# Shopping campaigns with partners: how do they work?



MANUFACTURER



- Contribute funds to campaign(s)
- Select products to promote
- Receive online sales attribution
- Receive store visits attribution



RETAILER



- Receives funds for campaign(s)
- Responsible for bids, execution
- Optimize for performance





## Shopping campaigns with partners: The 3 benefits



Retailer



Brand

### Improved Performance

Benefit from increased traffic to your site with the same budget but **better ROAS**.

Leverage the **expertise** of your retail partners to showcase your brand

### Scale

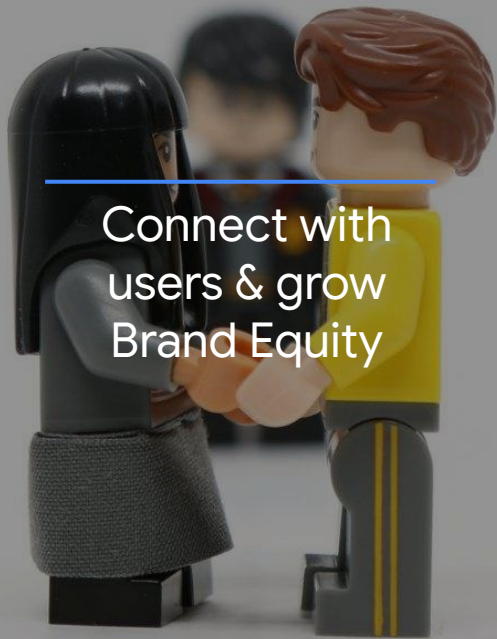
Receive **incremental co-op budgets** at scale from brands that you may not have access to currently.

Work with multiple retailers at once to **maximise visibility** on the digital store shelf

### Reporting

With reporting and billing being managed directly by Google **valuable time** is freed up

Better manage the co-op investment with access to **full reporting**, analytics and billing managed directly by Google



Connect with  
users & grow  
Brand Equity



Drive more  
sales



Control over data  
and scaled  
insights



***THANK  
YOU!***

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[lherman@google.com](mailto:lherman@google.com)