Just Google It!
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<13% of non-grocery sales influenced by digital

58% of non-grocery sales influenced by digital
...and digital plays an even bigger impact on Home products

- Large Appliances: 89%
- Small Appliances: 84%
- Garden Supplies: 60%
- Home Improvement: 57%
BILLION+ USERS EACH
Age of Assistance
Listening...
Curious

Impatient

Demanding
Curious

Demanding

Impatient

- best toothbrushes: +100%
- best olive oil: +110%
- best shower curtains: +100%
- best umbrellas: +150%
- best travel pillow: +300%
best umbrellas
best deodorant
best toothbrushes
best travel accessories
Local searches without ‘near me’ have outgrown comparable searches that include ‘near me’

Source: Google Data, US, Jan-Jun 2017
More than 85% increase in mobile searches for “where to buy (product)”

Source: Google Data, US, Jan - June 2017 vs. Jan - June 2015.
Curious

Impatient

Demanding
2x increase in same day shipping searches

150% increase in travel searches for ‘today’ and ‘tonight’

3x increase in ‘open now’ searches

Source: Google Data Jan - June 2017 vs. Jan - Jun 2015, US
ASSISTANCE is the new BATTLEGROUND FOR GROWTH
Intent  Identity  Context
Home Depot bridged the gap between online and offline by using **location extensions for display ads** to reach consumers in their intent-rich moments—when they were looking for outdoor garden products—and brought them into nearby stores. They accurately measured their online efforts to offline sales.

8x
ROI from mobile display ads

94%
of the sales created by the ads happened in-store
Home Depot recognized their customers were starting with mobile. They reorganized their marketing teams from two separate online and store teams to one cross-channel team aligned by category to better serve their customers.
Wise Up
Increased investment in mobile advertising during prime dinner moments to engage valuable return customers using Store Visits as a proxy for sales.

31% increase in visits from their valuable customers for same day searches

17% increase in next day visits
Google Trends

**energy efficient light**

Search term

United States  Past 12 months

Interest over time

Aug 27, 2017  Dec 17, 2017  Apr 8, 2018  Jul 29, 2018
Speed Up
53% abandon a mobile website if it takes 3+ seconds to load.
The average time it takes to fully load a mobile page:

24 seconds

15+ ways to order a Domino’s pizza

60% of orders are online, more than half from mobile
Test your mobile speed.

Most sites lose half their visitors while loading.

Enter URL to test your speed.

testmysite.withgoogle.com
Age of Assistance
Thank You