

Google Think Holiday

Turn Curiosity into Customers

The mindsets you adopt and the actions you take will be key to winning this holiday season. Here are 5 key tips from our team to yours.

1 Start early and stay all season long.

- Consumers are shopping earlier for key moments. After two years of pandemic-driven shopping and supply chain challenges, **shoppers are researching and buying well in advance.**



1 in 5

Canadians have started their holiday shopping.¹

36%

of Canadians are interested in hearing holiday promos, deals and gift ideas right now!²

★ HOT TIP ★

30-100% increase

in the number of competitors during **November**, it is the most competitive month of the year.³



Capture early holiday demand. Be there for shoppers throughout their entire journey with engaging shopping experiences on Google and YouTube.

2 Turn intent into sales with automation.

- Winning early is built on identifying ever-changing **consumer intent.**
- Search intent has become specific. Consumers are demanding personal relevance in-the-moment.
- Cast a wider net with **automation** - the agile way to capture emerging signals that drive sales.



15%

of searches we see on Google everyday are new⁴

★ HOT TIP ★

14%

lift in sales for brands that adopted automation fully⁵



Lean on automation to optimize your campaigns in real time.

3 Win online and offline.

- Omnibuyers are shopping seamlessly online and offline across multiple product categories at a time.
- These habits are built around convenience and spontaneity, where inspiration can hit anytime, anywhere.
- After two years, **digital is now the front door to your store for hybrid shoppers.**



9 in 10

shoppers said they search online before visiting a store.⁶

Omnichannel shoppers are **2X more valuable** than a single channel shopper.⁷

★ HOT TIP ★

Automate & optimize towards total sales across online and in-store.
Show up anytime, anywhere.



Reach omnibuyers at scale with Google's automated solutions, no matter where they are.

4 Win the price-conscious consumer.

- Price-sensitive shoppers are seeking out “deals” more so than last year.
- **Stand out in the sea of same** - differentiate through creation & communication of value beyond price
- Compete on **cost & convenience**:
 - Highlight competitive pricing and seasonal deals through high impact search ads, and prioritize sale products in Google Shopping
 - Highlight store availability with Local Inventory ads

 **54%**

of Canadians have already switched brands or stores due to price.⁸

 **9 in 10**

customers are willing to pay a premium for convenience.⁹

 **80X**

YoY growth in searches for “gifts by price” (Aug-Sep, 2022 vs. 2021)¹⁰

✦ **HOT TIP** ✦

Know your customer segments and use them to supercharge your retention strategy. Leverage 1st party data and behaviour signals to optimize towards customer lifetime value.



Highlight your value (cost and convenience) across the Google ecosystem. Take action to get in front of your customer today.

5 Turn inspiration into action.

- Canadian consumers are more undecided than ever.
 - 4 out of every 10 Canadians have given up on impulse shopping.¹¹
- **YouTube is a one stop shop for all your holiday inspiration.**

Canadians' per capita watchtime of holiday related content is

 **3.8X**

higher than Americans'.¹²

 **70%**

of consumers say they bought a brand because they saw it on YouTube.¹³

YouTube is the

#1 

ad-supported video platform in Canada.¹⁴

✦ **HOT TIP** ✦

Capture conversations and reach the right shopper with the right product at the right moments with **YouTube Connected TV, Discovery and Video Action Campaigns.**



Be present on YouTube this holiday and supercharge your search campaigns, leading to lower CPAs, and higher search conversion volume and rates.

^{1,2} Source: Google/Ipsos consumer survey, Sep 2022, CA, n=1000

³ Source: Google Internal Data, 2021

^{4,5} Source: Google Internal Data, 2022

⁶ Source: Google/Ipsos, “Holiday Study,” Shopping Period Oct 30 2021 –Dec 23 2021, Online survey, CA, 18+ who shopped in the past two days.1 n= 2669; Think with Google: How consumers discover brands online.

⁷ Source: Harvard Business Review, 2021, Google trends, Global English, Mar-Apr, 2022 vs. Jan-Feb, 2020

⁸ Source: Google Commissioned Consumer Continuous, September 2022 CA (n=1000)

⁹ Source: Google Internal Data, Go People, 2022

¹⁰⁻¹² Source: Google Internal Data, 2022

¹³ Source: Google/Talkshoppe, US, WhyVideo study, n=2000 A18–64 Genpop video users, Feb 2020

¹⁴ Source: Comscore Media Metrix®, Total Audience 18+, Feb 2022, Canada