

Ready, Set, Sell

How to win the
marathon of peak
shopping moments
and sustain profits



Think with Google

2023 Shopping Marathon

2023 Shopping Marathon

from July to December

JULY

Jul 1	Eid al-Adha
Jul-Aug	Back to School
Jul 15-16	Mid Month Sale
Jul 25-31	Payday
Jul 7-9	7.7 Sale

AUGUST

Aug 8-10	8.8 Sale
Aug 15-16	Mid Month Sale
Aug 25-31	Payday

SEPTEMBER

Sep 9-11	9.9 Sale
Sep 15-16	Mid Month Sale
Sep 25-30	Payday

OCTOBER

Oct 10-12	10.10 Sale
Oct 15-16	Mid Month Sale
Oct 25-31	Payday
Oct 30	Halloween

NOVEMBER

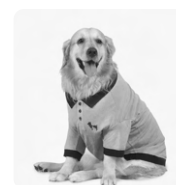
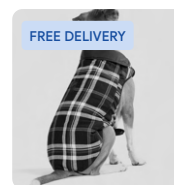
Nov 11-13	11.11 Sale
Nov 12	Diwali
Nov 15-16	Mid Month Sale
Nov 23	Thanksgiving
Nov 25-30	Payday
Nov 24-27	Black Friday/Cyber Mon

DECEMBER

Dec 1-14	12.12 End of Year Sale
Dec 15-16	Mid Month Sale
Dec 25	Christmas
Dec 25-31	Payday
Dec 26	Boxing Day



Holiday outfits for dogs



3 Big Trends in 2023



Peak shopping moments in APAC are evolving into a marathon

There is now a constant stream of sales events, from traditional festivals like Ramadan and Diwali to monthly sales.



Sale days are embraced amid inflation

In fact, awareness of emerging double-digit sale days 7.7 and 8.8 has raced to levels comparable with more established ones like 11.11.¹



The confidence gap is widening during peak shopping season

More than a third of APAC shoppers worry that the price they paid for a product during a sale may get even lower on in the season.²

This also translates to abandoned carts, and a 63% YoY increase in order returns following the 2022 holiday season.³

Source: 1. Google/Kadence, ID, PH, TH, VN, Google Shopper Moments Study, Aug 2022, Online survey, Base: n=2000 online shoppers who are aware of Double Day Sales Festivals.
2. Google commissioned Ipsos Consumer Continuous, US, CA, UK, FR, DE, IT, AU, JP, IN, CN, BR, MX, ES, ZA, KR, AR, CO, BE, CL, PE, SE, NL, DK, FI, NO, PL ~n=500-1000 online consumers 18+ per market who did not shop for Black Friday and/or Cyber Monday, Dec 8-11, 2022
3. PR Newswire, Global Online Sales Top \$1.14T During 2022 Holiday Season, Salesforce Data Reveals, Jan 9, 2023

The 2023 Shopping Marathon Checklist is here to help you to:

- ✓ Get ready with the right foundation
- ✓ Go beyond discounting. Show up with the right messaging and help shoppers make confident purchase decisions
- ✓ Maximize sales during peak shopping season



Ready

Set

Sell

Get ready with the right foundation

✓ Peak season objectives:

Set measurable, time-bound and customer centric goals that are informed by seasonal trends. Plan the right budget & target setting with Performance Planner based on your business objectives.

✓ Tracking foundations:

Establish robust sitewide tagging with Google tag to collect consented first-party data.

✓ GMC feed health:

Fix and ensure at least 90% approval for listed products. Prioritise important products for key seasonal moments, such as

- i. products that yield the highest profit
- ii. best sellers
- iii. trending categories

Spot underperforming offers, improve your offer quality by enhancing key feed attributes (i.e. title, description, image, price, GTIN), and adding custom labels to denote best sellers / discounted products. Finally, evaluate your bidding competitiveness with product-specific insights.

✓ Robust measurement foundation:

Set up enhanced conversions, and use on-device conversion measurement for apps to improve the amount of observable app conversions from your iOS App campaign.

Ready

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Show up with the right messaging and help shoppers make confident purchase decisions

Apart from price promotions, differentiate yourself by utilizing these **5 behavioural science levers**:

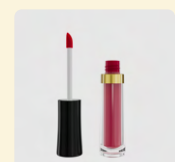
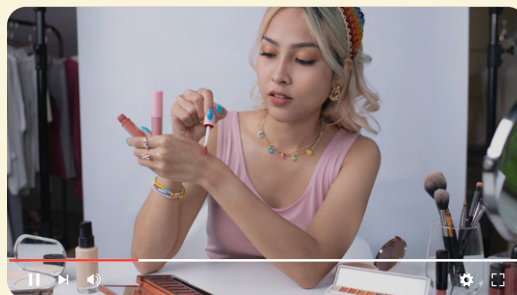
Social Proof

Credible reviews about the brand/product

Examples:

Reviews, sales numbers, and a perception that a majority of consumers support the brand

best lipstick for day to night



★★★★★ (120)

Shop Now

Tips

- Enable product and seller ratings across your Shopping Ads and Search inventory
- Partner with Youtube creators to talk about your product through YouTube Premieres

2023 Shopping Marathon Checklist



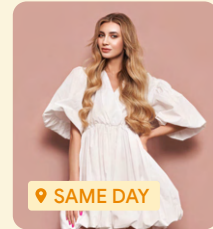
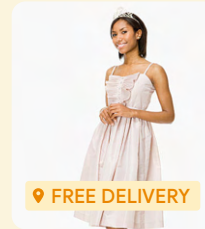
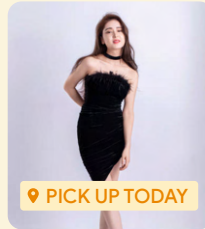
Delivery Friction

Make shopping convenient for customers

Examples:

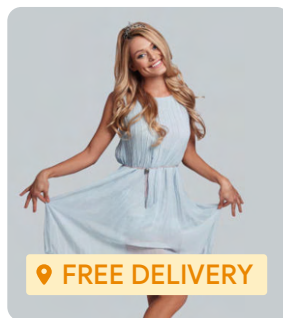
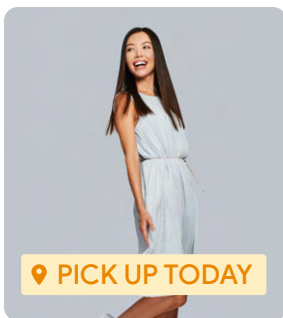
- Free delivery
- Same day delivery
- Free returns
- Pick up in store

dresses store free delivery service



Tips

- Reduce delivery friction by enabling free and fast shipping annotations, and setting up your return policy for Shopping Ads
- Adopt 'pickup later' in location extensions for Shopping ads to let users know they can pick up items at a store near them



dress free shipping



Authority

Recommendations by industry experts

Examples:

Reviews from figures with authority (eg. doctors, skincare experts, beauty sites, gadget sites)

camera used by professionals



30% OFF



Shop Now



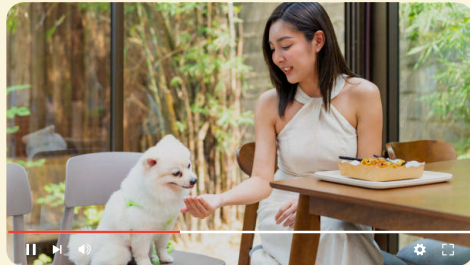
Category Heuristics

Shortcuts or rules of thumb that we fall back on

Examples:

Laptop with a category leading 12+ hour battery life, pet food that contains 100% natural ingredients

premium dog food fit for human consumption



100% NATURAL
INGREDIENTS



Power of Free

Free gift with purchase

Examples:

Free accessories for the product, a related product sample, free servicing / tech support

daily skincare promo package



Buy one get one
30% off!

Shop Now

Tips

- Tap into other behavioural biases like “Authority”, “Category Heuristics” and “Power of Free” into your ads creative messaging to build a compelling positioning



Activating the top two behavioral levers, social proof and delivery friction, increases share of consideration by between 1.7X to 2X. When you apply all five levers, it can be as impactful as a 15% discount.

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Maximize sales during peak shopping season

- ✓ **Maximum coverage across channels**
Complement your Search campaigns with Performance Max*, Video Action Campaigns, Apps and Discovery campaigns with feeds to drive online and offline sales.
When targeting shoppers across channels, also ensure that you create a seamless web-to-app journey with Web to App connect.
- ✓ **Budget & Bidding:**
Ensure budgets are not capped during the lead up to peak season, and use Maximize conversion value or Target ROAS value based bidding to help maximize sales and handle dynamic seasonality.
- ✓ **Creative excellence:**
Ensure maximum coverage across surfaces. Assess your Ad strength indicator, targeting “Excellent” to maximize your efficiency across Google surfaces.
- ✓ **Measurement:**
Tap into Insights page to measure your performance and optimize your campaign.
During the competitive shopping season, make use of auction insights to track shifts in auction competition.
For retailers who have an offline presence, measure the impact of your online ads on your physical store, including store visits and store sales measurement. Add this data to your Smart Bidding to grow total sales, whether they happen online or offline.



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