



Online Sales

A complete guide to grow online sales and amplify your ecommerce experience



What's new



Find inspiration



Take action

Stand out this season with a little help from Google

Learn how with our latest Ads innovations



Kristen Butler

Head of Performance Search, Google Canada

As we look ahead to the second half of 2020, we know this holiday season will be unlike any other.

How people shop has changed, permanently. COVID-19 has fundamentally changed shopper behaviour as consumers increasingly engage with brands in an online-first world. People are seeking safer, more convenient, and digitized ways of shopping for the holidays – shoppers who normally head in-store for Black Friday will stay home, browse for gift ideas online, and choose curbside pick up more than they did in previous seasons. And our research shows that when people do shop in stores, they'll plan ahead due to availability and delivery concerns, and research online first.

This shift means it will be vital for retailers to be discoverable online. As businesses rush to meet this exponential increase in demand, differentiation with best-in-class online marketing and ecommerce experiences is no longer optional, it's essential. If your business hasn't yet made this digital transformation, the time is now because this season will be most successful for those who can adjust and respond most quickly.

Automation will be key to a successful holiday strategy. Traditional periods of peak demand, like Back to School and Black Friday, will be more unpredictable this year as online and in-store traffic continue to fluctuate. Businesses that have grown during COVID-19 used automation; in particular, leveraging Google's Smart Bidding and Smart Shopping campaigns to understand what their customers want in real-time while delivering better, more relevant experiences and stronger business results. Investing in these capabilities can future-proof your business, allowing you to adapt more effectively to a dynamic environment.



65%

of Canadian shoppers say they **will shop online more for the holidays** than they did in previous seasons.¹



34%

of CA shoppers **shopped online with a store/retailer they hadn't shopped with before** COVID-19.²



70%

of global consumers **plan to shop for seasonal periods earlier** to avoid crowds.³

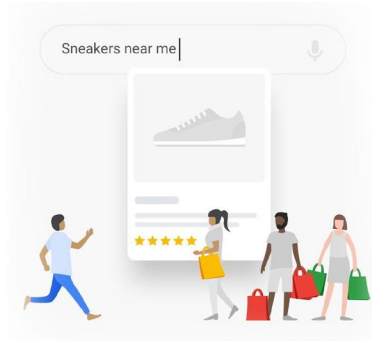


69%

of Canadian shoppers will **confirm online that an item is in stock** before going to buy it.⁴

Google has invested in new products to drive online sales and amplify your ecommerce experience

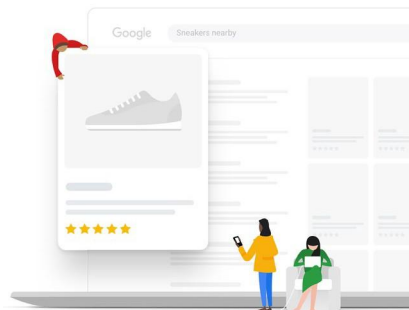
Our three latest product innovations will help you connect with shoppers and achieve three key goals:



SHOPPING

Optimize your campaigns to acquire new customers

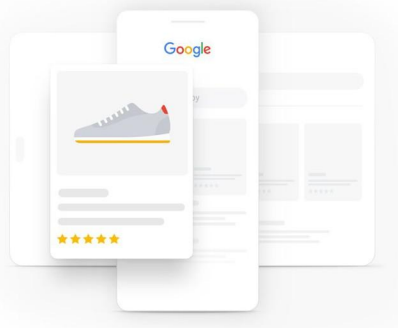
Drive online sales specifically from new customers with automated bidding through the [new customer acquisition value](#) feature in Smart Shopping campaigns.



SEARCH

Show shoppers more relevant ads

Dynamically highlight time-sensitive sales, promotions, and location-insertion in your [responsive search ads](#) with [Ad Customizers](#). It's also now possible to review RSA asset performance at scale with the new [Cross Campaign Asset Report](#).



SEARCH

Help shoppers take action faster with visuals of your products

Engage more potential customers by complementing your Search ads with rich, relevant visuals of your products and services. Reach out to your Google account team for more details about the [image extensions](#) beta.

Google can help you accelerate what matters and guide your digital transformation. Turn your consumer signals into immediate action in a dynamic market so you're ready for what comes next.

The time for digital transformation is now. We want to invest alongside you to maximize short-term growth as you build for sustained success.

[Learn more](#) about these product announcements and read on for more of the latest insights, tools, and resources.

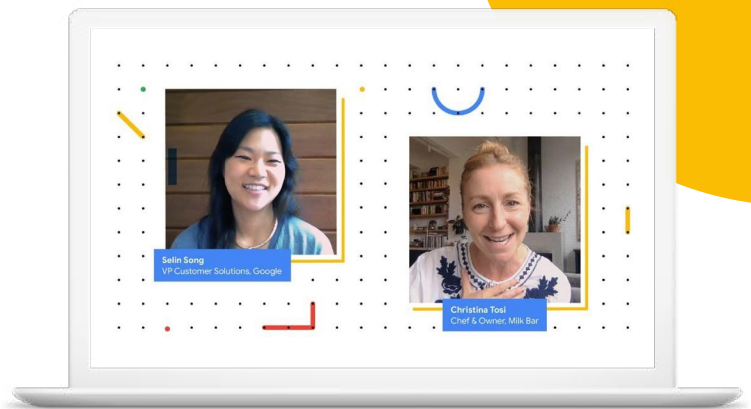


Find inspiration from best-in-class retailers and new consumer research

Use automation to meet shopper demand in real-time

The Update: How Milk Bar's digital transformation has led to sustainable growth

Christina Tosi, chef and owner of Milk Bar, shares how she pivoted her marketing strategy to invest in ecommerce and capture increased consumer demand for tasty treat delivery, building long term growth for her business.



Key takeaways



Find that human connection with customers.

The first thing that Milk Bar did before pivoting its strategy was to understand how its customers were feeling, connecting, and celebrating during social distancing. Milk Bar identified the key moments and celebration milestones where it could show up in people's lives.



Adapt your marketing to meet these new needs.

Milk Bar became the conduit to help people connect and celebrate each other online. The brand made sure its ads were showcasing the unique and personal value that its products bring to each consumer in every special moment.



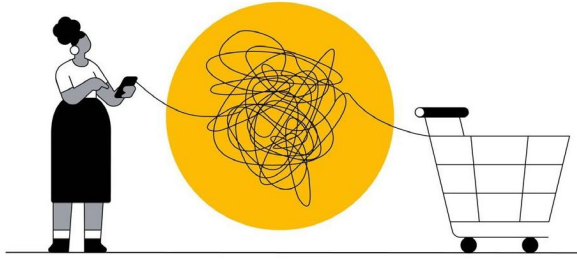
Invest in your ecommerce experience to drive sustainable growth.

Milk Bar initially pivoted its marketing strategy by investing in ecommerce to capture the increased demand around COVID-19, but the channel is now at the heart of their strategy and a long-term growth driver for the business. As consumer behaviour continues to shift, Milk Bar keeps improving, pivoting, and customizing its digital strategy to reach more customers and provide a frictionless shopping experience.

WATCH

How people decide what to buy lies in the 'messy middle' of the purchase journey

The Google consumer insights team shares its latest research on the buyer decision process. The team applied behavioural sciences principles to decode how consumers decide what to buy and what happens in the "messy middle" between the trigger and the decision to make a purchase. What they found is that people loop through two mental modes of exploration and evaluation, repeating the cycle until they make a purchase decision. Cognitive biases shape shoppers' behaviour and influence why they choose one product over another.



Key takeaways

- ✓ **Ensure brand presence** so your product or service is strategically top of mind while customers explore.
- ✓ **Employ behavioural sciences principles** –such as the *power of now or scarcity bias*– in a smart and responsible way to win and defend customer preference in the messy middle of the purchase decision process.
- ✓ **Close the gap between trigger and purchase** so your customers spend less time exploring other brands. Make sure cross-functional teams within your organization are working together to avoid performance silos that are likely to leave gaps in the messy middle.

[READ](#)

How the pandemic may affect holiday shopping

To help retailers start planning for this critical holiday season, we surveyed global consumers to better understand how COVID-19 will impact their holiday shopping.



Key takeaways

- ✓ **They'll discover and buy online even more.** 65% of Canadian shoppers say they will shop online more for the holidays than they did in previous seasons, and 73% said they would browse for gift ideas online and not in-store.⁶ Now more than ever, it is vital for retailers to be discoverable online.
- ✓ **When they do shop in-store, they'll plan ahead and research online first.** Availability and local convenience has become a priority, as 69% of Canadian shoppers say they will confirm online that an item is in stock before going to buy it.⁴ Make sure your information is up to date and easily accessible so shoppers know they can buy from you.
- ✓ **They'll seek safer, digitally-enabled ways of shopping in-store.** Safety is more important than ever. 50% of Canadian shoppers said they will choose to shop at stores that offer contactless shopping.⁷ As online and in-store traffic may fluctuate, make sure your digital strategies remain flexible and agile to dynamically shift to meet customers where and when they feel comfortable.

[READ](#)

Visit [Think with Google](#) for more actionable content and product innovations designed to help you turn traffic into sales.

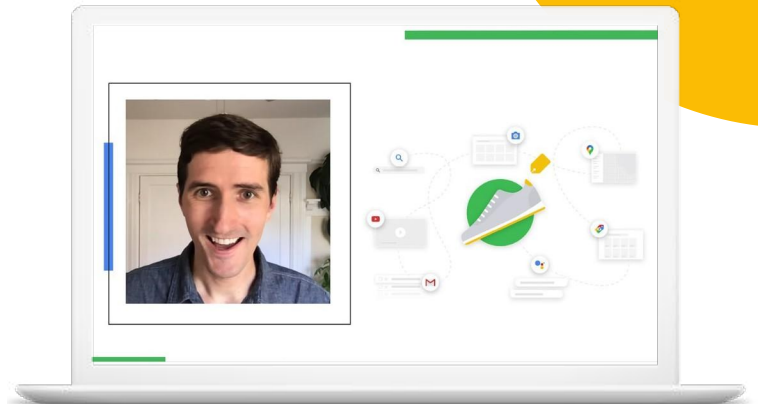


Make the most of your ads investment

Our newest deep dives with product experts

New product deep-dive: Smart Shopping campaigns

In this session, Google product experts reveal new features with best practices and advice that will take your Smart Shopping campaigns to the next level. They explain how to set up and customize your Smart Shopping campaigns so you can deliver on your marketing goals.



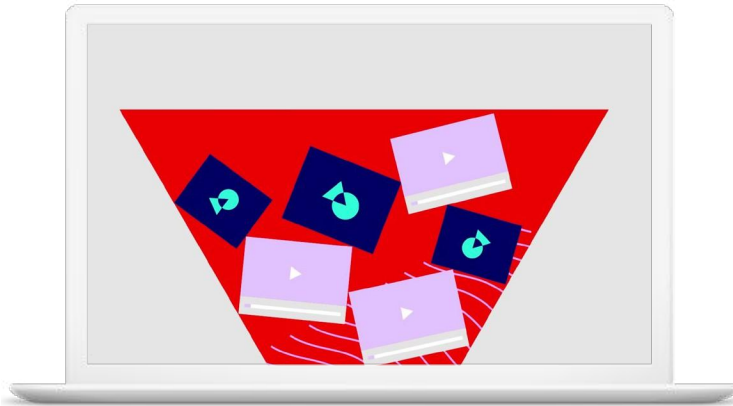
Key takeaways

- ✓ Smart Shopping campaigns are your one-stop shop to help you drive your online and offline sales, like new customer revenue.
- ✓ Get the most relevant reach with new formats to showcase your products across Google's sites and networks.
- ✓ Smart Shopping campaigns make it easy for you to promote your products across ad formats and drive the most sales for your budget.

WATCH

Driving online sales with YouTube and Discovery ads

In this session, Google product experts discuss how launching creatives and campaigns that drive performance on both YouTube and Discovery is now simpler than ever and helps you reach more potential customers.



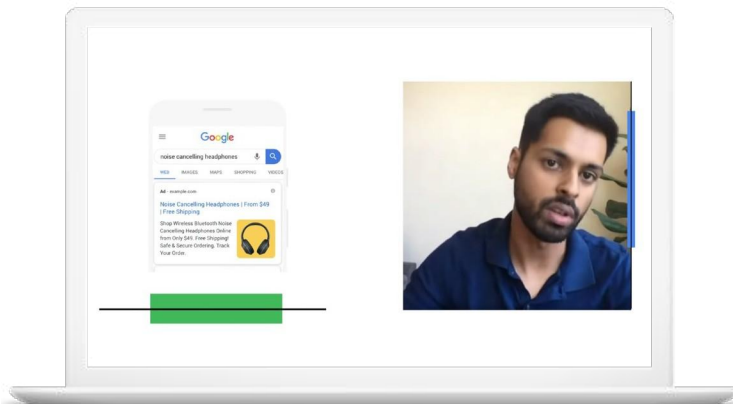
Key takeaways

- ✔ YouTube, TrueView for action, and Discovery ads can help you reach customers across every touch point in the consumer shopping journey.
- ✔ Discovery ads and YouTube for action help grow online sales for your business by reaching new audiences with ads and bids optimized for your lower funnel goals.
- ✔ With Video Builder, you can make a campaign-ready video ad in less than 15 minutes using messages, logos and images you already have.

[WATCH](#)

New product deep-dive: Image extensions on Search

In this session, Google product experts give a first look at the image extension and dynamic image extension betas for Search ads. Learn how applying relevant visuals of your products and services to your ads can help you engage more potential customers and grow online sales.



Key takeaways

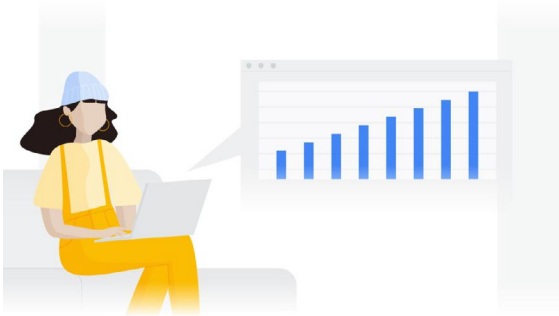
- ✔ Image extensions complement your Search ads and drive measurable results by offering people a sneak peek at what they can expect from your business.
- ✔ Upload rich, relevant visuals of your products and services by using image extensions, or automatically curate images from your ad's landing page with dynamic image extensions.
- ✔ Early results show that advertisers can see up to a 10% increase in CTR when image extensions show with their mobile Search ads in absolute top positioning.

[WATCH](#)

Improve your skills with these new digital education trainings for online sales.

Improve online sales with Google Ads through this Skillshop learning path

An introduction to the tools and strategies you can use to improve online sales for your business across Google's suite of advertising solutions. This Skillshop learning path will be most valuable for practitioners with less than one year of Google Ads experience.



Key takeaways

- ✓ Maximize performance by delivering the right message, increasing your efficiency in bidding and mastering creative fundamentals.
- ✓ Connect with your audience, master conversion data, and promote your brand to reach your goals.
- ✓ Learn how to use conversion tracking to measure your goals and ensure you stay on top of your business's results.

[EXPLORE](#)

Take your skills to the next level with Google Academy on Air: Drive Online Sales

Learn more about the ecommerce landscape and Google's unique solutions for driving online sales in this Google Academy on Air session. With a focus on the latest shopping products, you'll gain a better understanding of how to connect with customers, approach new audiences, and shift your strategy from offline to online. This session will be most valuable for practitioners with at least one year of Google Ads experience.



Key takeaways

After joining this advanced one-hour session, you'll be able to:

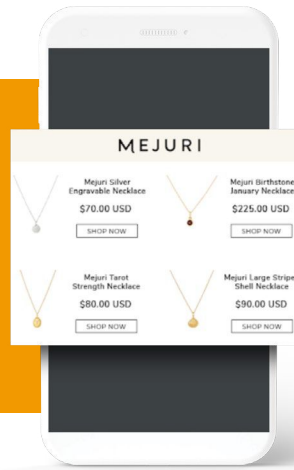
- ✓ Assign value to each user touchpoint and measure online sales.
- ✓ Show the right message for your current business priorities and reach more customers efficiently.
- ✓ Use automation to drive ecommerce goals and adapt to market changes in real-time.
- ✓ Apply Search and Smart Shopping campaigns best practices to help you reach your business goals.

[LEARN](#)

Learn how other brands are driving online sales

MEJURI

Mejuri was hesitant to launch Smart Shopping due to uncertainties of consumer spending during the COVID-19 pandemic. Hearing these concerns, Mejuri's Google team collaborated with their in-house Premium Creative Services group and Mejuri's designers, to help Mejuri build Dynamic Custom HTML5 ads, allowing them to tailor the look and feel of the ads. These tailored ads paired with automated bidding and audience targeting achieved an efficient and effective launch. Mejuri was able to increase their click through rate by 121%, compared to standard shopping ads.



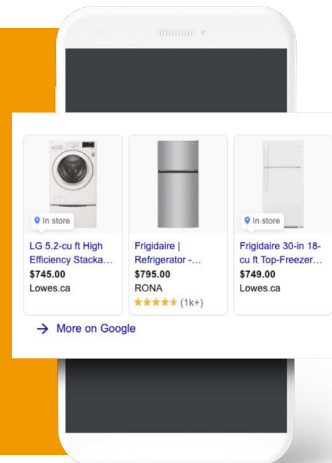
“With Smart Shopping, it was crucial we start small and segment our products before doubling down. We successfully grew our visibility and sales with Google's dynamic custom remarketing ads. It's effectively increased our return on ad spend by 128% and lowered the cost-per-acquisition compared to standard shopping.

Jessica Chong
Performance Marketing Manager,
Mejuri

+121% increase in click through rate



Lowe's was one of the many businesses forced to close brick-and-mortar locations due to COVID-19 this Spring. They chose to adapt by doubling down on ecommerce. Partnering with their agency (Starcom) & Google, they implemented over 3,000 campaign optimizations in a few short months - more than any other Canadian retailer. Across the account, they set up Responsive Search Ads, investment was scaled through automated campaigns (e.g. Smart Shopping), and portfolio bidding was adopted alongside Max Conversion Value bidding. These changes drove significant efficiency gains during the key home-improvement season; cost-per-clicks were reduced by 24% while return on ad spend increased by 41%.



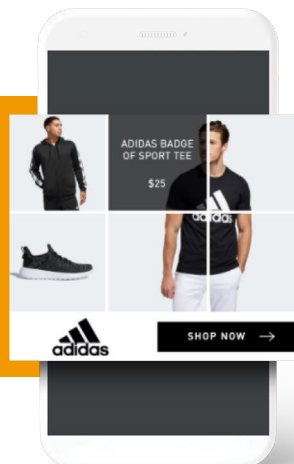
“Digital experiences and digital offerings matter more now than ever and this increased focus on digital will be a permanent shift from pre-pandemic days. We are pivoting our business to meet these new expectations and opportunities. Our partnership with Google has helped channel our media dollars wisely and navigate the ambiguity. As marketers, we continue to challenge ourselves to maintain this momentum as new priorities emerge, and do so with innovation and agility.

Catherine Laporte
VP Marketing, Lowe's Canada

24% reduction in cost-per-clicks **+41%** increase in ROAS



adidas, the leading global brand in sport footwear and apparel, ramped up digital marketing efforts to prioritize their ecommerce business during COVID-19. To drive business growth, adidas and Google partnered on new strategies that maximized returns and increased customer acquisition. In 2020, adidas has leveraged automation across bidding and content to achieve 93% YoY growth in ecommerce revenue and 262% increase in return on ad spend.



“Google has been a key contributor to adidas Canada's success during these unprecedented times. Our partnership with Google has given us access to the insights, expertise, betas and support needed to achieve significant growth in our ecommerce business.

Stephanie Ng
Senior Marketing Director,
adidas

+93% YoY growth in ecommerce revenue **+262%** increase in ROAS



What to do next?

01

Ensure your ecommerce experience is frictionless

Use Google's free tools, like [Retail Insights](#) and [Grow My Store](#), to understand how demand is shifting and make sure your ecommerce site is ready to capture increased traffic in a fast and frictionless way.

02

Enable the right digital advertising fundamentals to react dynamically

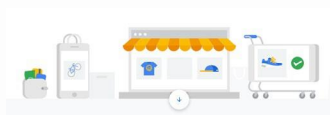
Ensure your business is set up for success prior to the holiday season by leveraging these [ecommerce best practices](#) to ensure a seamless experience. To review Online Sales best practices in more depth, schedule a call with your Google team.

03

Stay up to date with the latest consumer trends to adapt in real time

Visit [Think with Google](#) to learn more from experts and product specialists as they share consumer insights, trends, and product strategies to help you stand out this holiday season.

Use these key tools to make the most of your Google Ads investment



User Experience

[Grow My Store](#)

Boost your business with a quick and easy evaluation of your retail website. Explore rising industry trends, compare your business to other retailers, and get a customized report with recommendations to improve your website.



Insights and Tools

[Holiday Planning Guide](#)

Last year, 50% of holiday purchases occurred online.⁸ As the COVID-19 pandemic shifts consumer spending further, this year presents opportunities for retailers to reimagine their digital role. Visit Think with Google for resources and ideas to plan ahead with certainty.



Best Practices

[Retail Holiday Playbook](#)

Use this playbook and marketing holiday readiness checklist to evaluate your business across three best practices – automation, feed health, and budget headroom – to ensure your business is set up for success.



Sources

1. Google commissioned Ipsos COVID-19 tracker, CA n= ~730 18 +online consumers who plan to shop for the holidays. June 25-28, 2020.
2. Google commissioned Ipsos COVID-19 tracker, CA n=1000 online consumers 18+ per market. June 25-28, 2020.
3. Google-commissioned Ipsos COVID-19 tracker, U.S., ~n=745 18+ online consumers who plan to shop for the holidays. June 25-28, 2020.
4. Google commissioned Ipsos COVID-19 tracker, CA n= ~730 18 +online consumers who plan to shop for the holidays. June 25-28, 2020.
5. Google commissioned Ipsos COVID-19 tracker, CA n=1000 online consumers 18+ per market. June 25-28, 2020.
6. Google commissioned Ipsos COVID-19 tracker, CA n= ~730 18 +online consumers who plan to shop for the holidays. June 25-28, 2020.
7. Google commissioned Ipsos COVID-19 tracker, CA n= ~730 18 +online consumers who plan to shop for the holidays. June 25-28, 2020.
8. Google/Ipsos, “Holiday Shopping Study”, November 2019 – January 2020, Online survey, Canada, n=3770 Holiday purchases (Online Canadians 18+ who shopped for the Holidays in the past two days).