A new breed of shopper has arrived. Here's how marketers can respond.
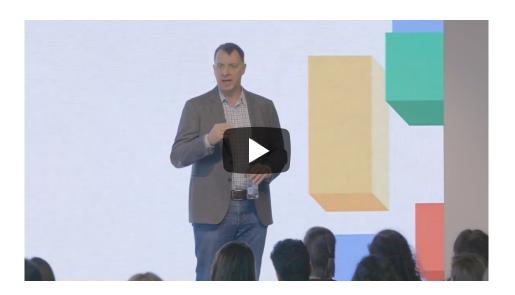
Empowered by mobile, today's shoppers can find exactly what they want instantly and effortlessly. As a result, they're more curious, demanding, and impatient than ever. They expect an online experience to be catered to their needs and interests, so it's no surprise that brands are facing new challenges to step up and respond.

The good news? Shoppers are being loud and clear about what they want. They're showing us how they want to shop, when they want to engage, and what they want to buy. They're showing us intent. At our recent Think 2018 Event Series, we brought together an outstanding group of thought leaders—including Google Evangelists Nicolas Darveau-Garneau, Neil Hoyne, and Gopi Kallayil—to showcase how marketers can recognize intent, capture it, and even anticipate it. In case you missed it, here are the highlights from each of their presentations:

think with Google

Winning with machine learning

Machine learning is already [helping businesses work smarter and grow faster](#) by harnessing the power of their own data. Here, Nicolas Darveau-Garneau, Chief Search Evangelist at Google, outlines five rules for winning with machine learning and guides advertisers as they adopt the technology to drive impressive results.
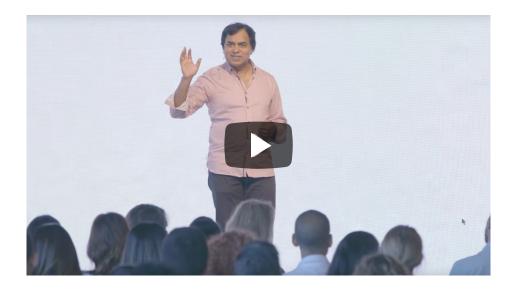

Embracing customer lifetime value

With hundreds of online and offline touchpoints, today's path to purchase is more complex than ever. Neil Hoyne, Head of Customer Analytics at Google, highlights the importance of shifting from conversion to customer-centric marketing and embracing customer lifetime value to drive ongoing engagement.

Brand-building on YouTube

Canadians turn to YouTube to watch the content that matters most to them. By [gathering intent signals about what their audiences care about most](), marketers can reach them in a uniquely personal way. Gopi Kallayil, Chief Evangelist of Brand Marketing at Google, shares his tips for brand-building in the digital age.

Sabrina Geremia
Country Director at Google