

Google Retail Summit 2019: Stella Rising Recap

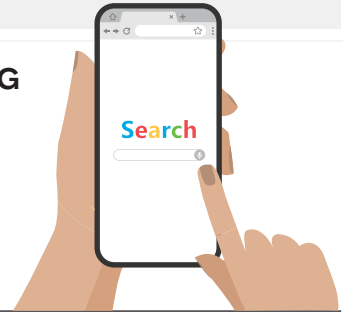


Google Smart Shopping, an automated campaign solution for search ads, has been much debated among marketers. With years of experience using this campaign type, our search team has seen some impressive results for clients. This infographic shares highlights from the Google Retail Summit our team recently attended, making the case for why automation, machine-learning, and smart creative should be a part of your brand's marketing mix.

SUCCESS WITH GOOGLE SMART SHOPPING

Advertisers see more than a **30% increase** in conversion value on average with Smart Shopping campaigns

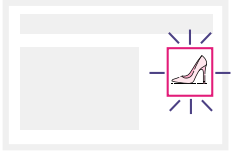
During peak week 2018 (Thanksgiving through Cyber Monday) Smart Shopping campaigns saw a higher conversion value on top of the average 30%



DEFINING DYNAMIC PROSPECTING

Dynamic Prospect Ads show products based on people's interactions, behavior, and intent

Advertisers see **+20%** uplift in ROI after upgrading to Dynamic Shopping Ads



WHAT AUTOMATION CAN DO

Maximum conversion strategy using automation can drive a **+20% uplift in conversions**

Shopping campaigns with target ROAS bid strategy prompt a **+35% increase in transactions**



GOOD NEWS FOR BRICK & MORTAR

Consumers are seeking omni-channel experiences, and smart bidding campaigns can also **propel store visits** during peak shopping days

Smart bidding allows advertisers to **optimize for both online and offline sales**

Half of all U.S. retail sales are digitally impacted



REMOVE THE GUESS WORK FROM CREATIVE

- Responsive Search Ads allow for **bigger and more relevant ads**
- These can lead to a **+10% increase in clicks and conversion rate**, with more ad real estate and flexibility
- Advertisers see **50% more conversions** when using Responsive Display Ads

MOBILE TAKES OVER THE HOLIDAYS

- 61%** of online purchases were made on smartphones last holiday season
- 51%** of holiday traffic overall came via Mobile
- 50%** of shoppers used smartphones in-store the week before Christmas and during Christmas week in 2018



For 2019, Smart Shopping will help brands better manage ads across all devices by collecting and processing customer data in real time

STELLA RISING SUCCESS STORY

126%: the increase in ROAS we helped our client AHAVA drive during the 2018 holiday season

54%: the decrease in CPA that same campaign accomplished

