

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 August to December

AUGUST

- Aug 23-27 Click Frenzy (Travel)
- Aug TBC The Afterpay Day Sale

SEPTEMBER

- Sep TBC Vogue Online Shopping Night
- Sep 3 Father's Day

OCTOBER

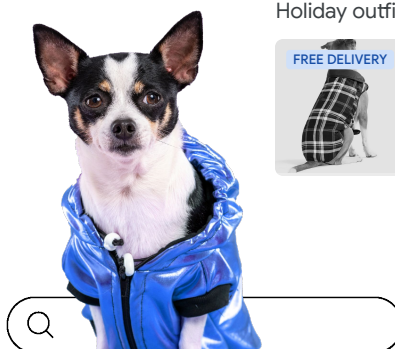
- Oct 23-29 Melbourne Fashion Week
- Oct 24-26 Click Frenzy (Main Event)
- Oct 31 Halloween

NOVEMBER

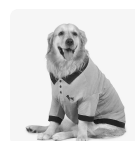
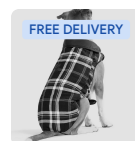
- Nov 7 Melbourne Cup
- Nov 11-13 Singles Day
- Nov 21-15 Black Friday
- Nov 27 Cyber Monday

DECEMBER

- Dec 11 Green Monday
- Dec 14 Free Shipping Day
- Dec 23 Super Saturday
- Dec 25 Christmas Day
- Dec 26 Boxing Day



Holiday outfits for dogs



3 Big Trends in 2023:



Peak shopping moments in AUNZ are evolving into a marathon

Peak season is no longer a sprint, but a marathon. It's not just about winning Black Friday or Cyber Monday, but being present and capturing demand early and throughout the full, elongated season.



Sale days are embraced amid inflation

In fact, sales events have grown in importance, with Australians more aware and active on these days. 20% of Australian shoppers are 'deal seekers', doing most of their shopping on major sales days.¹



The confidence gap is widening during peak shopping season

61% of shoppers in Australia are confident that they can spot a good deal around the holidays when they see one,² but 46% agree it's time consuming.³

During times of uncertainty, shoppers look for value in purchases and spend more time researching to feel good about their decisions.

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
- ✔ Maximise 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.



Google Merchant Centre 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.

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

Apart from price promotions, differentiate yourself by utilising these 5 behavioural science principles:



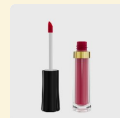
Social Proof

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



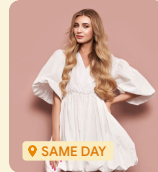
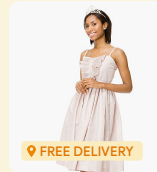
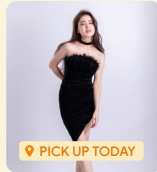
Delivery Friction

Make shopping convenient for customers

dresses store free delivery service

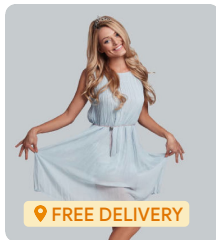
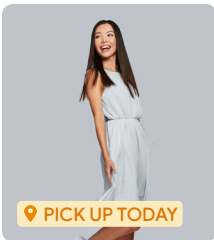
Examples:

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



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

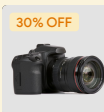
Authority

Recommendations by industry expert

Examples:

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

camera used by professionals



Shop Now

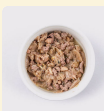
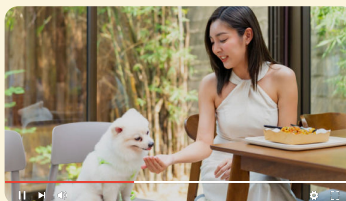
Category Heuristics

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

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Maximise 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 Maximise conversion value or Target ROAS value based bidding to help maximise sales and handle dynamic seasonality.

✓ Creative excellence:

Ensure maximum coverage across surfaces. Assess your [Ad strength indicator](#), targeting “Excellent” to maximise your efficiency across Google surfaces.

✓ Measurement:

Tap into [Insights page](#) to measure your performance and optimise 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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