

Shop the Look on Google

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Ninety percent of smartphone users say they aren't absolutely sure of the specific brand they want to buy when they begin shopping¹ and nearly half of US readers consult blogs to find new trends and ideas². To help people discover and explore products and brands in these I-need-some ideas moments, we've been focused on building ads experiences, such as [Showcase Shopping ads](#) and [Shopping ads on image search](#), that drive discovery.

Last week, we launched a unique [Fashion Week experiment](#) which enables people to explore the world of fashion and shop products directly from curated, inspirational images on google.com. This week we are rolling out a new apparel and home decor experience for our retail advertisers called shop the look.

How it works:

Let's say you're looking for a new outfit to wear to a wedding. If you search for "cocktail attire", you could see an image of a popular fashion blogger wearing a black cocktail dress, heels and sunglasses. You can shop those exact (or visually similar) products featured in the image by tapping through and exploring the relevant products shown in the form of Shopping ads. As with standard Shopping ads, retailers will be charged on a cost-per-click basis, and all impressions and clicks will be reported within existing Shopping campaigns.



The featured images that power the shop the look experience come from brands, bloggers, retailers and publishers, which are sourced from trusted partners such as LIKEtoKNOW.it., Polyvore and Curalate.

Get started

We're currently testing the shop the look experience in the US on mobile devices. If you're a retailer and interested in showing

your products within the shop the look experience, create a [Shopping campaign](#) and ensure you [optimize your bids](#) to show on mobile.

Posted by Melissa Hsieh Nikolic, Senior Product Manager, Google Shopping