

# Foundations of MI MSMI 601 - 01

## Individual Market Intelligence Resource Presentation

Think With Google

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# Overview

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"Think with Google" is Google's source for insights, trends and research in digital media and marketing. Creative inspiration, industry intelligence and best practices for marketing leaders.

“Discover the latest data, insights, and inspiration from Think with Google.”



# What is it?

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- 1 Consumer Insights
- 2 Marketing Strategy
- 3 Future of Marketing
- 4 Tools

**The data come from Google's services eg. Youtube, Google search, Google Ads**

**Methodology : Data from Google Ecosystem, for example, largely unfiltered sample of actual search requests made to Google.**

# What is it?

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Strengths : Free, easily access, digital media and marketing, strategy

Weaknesses : only Google, tools are limited, online store, business

# Consumer Insights

Understand how shifts in consumer behaviors, needs, and beliefs can inspire powerful marketing insights that drive your business.

The screenshot displays the Google Consumer Insights interface. At the top, there's a navigation bar with a menu icon, a search icon, a document icon, the text "Think with Google", and a globe icon. Below this, the "Consumer Insights" title is followed by three tabs: "Overview", "Consumer Journey" (which is selected), and "Consumer Trends".

The main heading is "Consumer Journey", with a subtext: "Discover how people are using digital platforms to move through the customer journey on their own terms, and explore what it means for your marketing." Below this, there are four content cards:

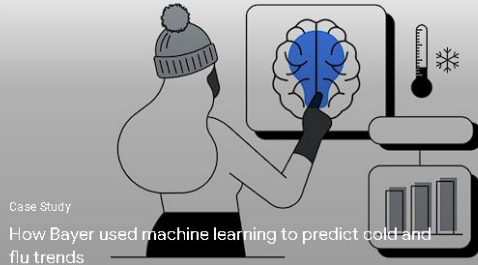
- ALIGNING MARKETING AND SALES**: A video featuring two people. The text below the video says "How to align your B2B marketing and sales teams" and includes a "Watch now" link.
- Learn how 4 digital leaders create unique, full-funnel customer experiences**: A video featuring four people. It includes a "Watch now" link.
- Top brand leaders explain how to create frictionless customer experiences that drive omnichannel sales**: A video featuring three people. It includes a "Watch now" link.
- Your 2022 guide to drive retail sales and reach new customers**: An article with a "GLOBAL" location tag and an illustration of a person at a shopping cart.
- How brands like Aveda and Kraft Heinz are unlocking the value of**: An article with a "UNITED STATES" location tag and an illustration of a shopping cart.
- 3 steps a leading design company took to achieve digital**: A case study with a "UNITED STATES" location tag and an illustration of a person using a laptop.
- How Carvana reimagined the automotive customer**: A perspective piece with a "UNITED STATES" location tag and an illustration of a person at a laptop.

# Marketing Strategy

## Marketing Strategies

Discover new tools, expert perspectives, and actionable insights that will influence and inspire effective marketing.

GLOBAL



Article

How to maximize a full-funnel media strategy with measurement



Video

How to create a marketing measurement plan built for the future

[▶ Watch now](#)

GLOBAL



# Future of Marketing

Innovation is happening at a rapid pace. Stay up to date on all the latest advances to ensure you don't get left behind.

Future of Marketing

OverviewCreativityDigital TransformationM


GLOBAL

Do the tried-and-new


Allan Thygesen / September 2022

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
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After the enormous disruption of the past few years, we now find ourselves in a period of uncertainty. And amid that uncertainty, we are seeking answers.

This is evident in the results of a global survey we recently conducted with Ipsos. When a large purchase needs to be made, 60% of consumers in surveyed countries say they need to conduct research in order to feel confident about making large purchase decisions.<sup>1</sup> We also saw this reflected in jumps in search activity over the past six months for terms ranging from "specials this week," up 60% year on year,<sup>2</sup> to "last minute flights," up 90% in the same period.<sup>3</sup> These trends present huge opportunities for any business ready to reach customers at just the right moment to convert searches into sales.

The reliability of tried-and-true advertising solutions powered by new insights and automation will get advertisers ready for what's next.





# Tools

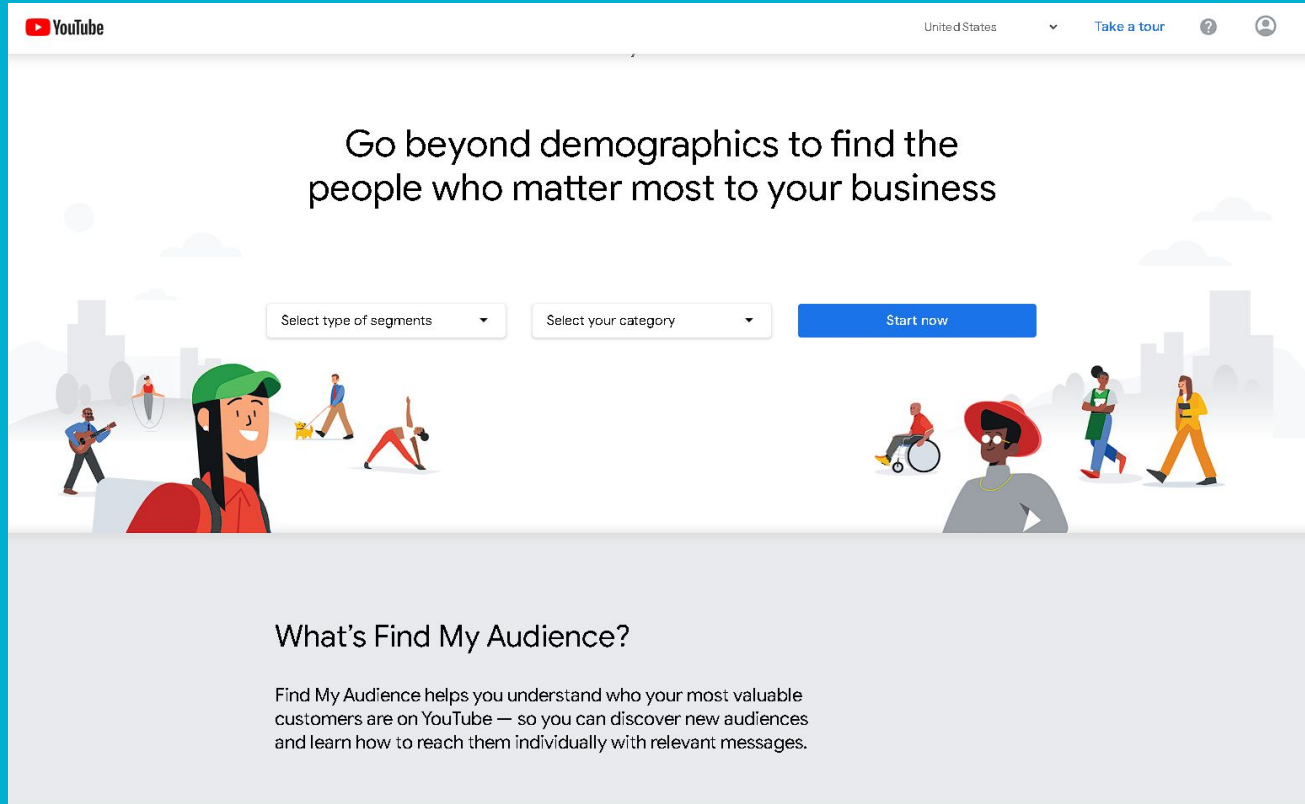
Find my audience  
Grow my store  
Market Finder

Google Trends



# Tools 1. Find my Audience

helps you understand who your most valuable customers are on YouTube



The screenshot shows the YouTube 'Find My Audience' tool interface. At the top, the YouTube logo is on the left, and 'United States' and 'Take a tour' are on the right. The main heading reads 'Go beyond demographics to find the people who matter most to your business'. Below this, there are two dropdown menus: 'Select type of segments' and 'Select your category', followed by a blue 'Start now' button. The background features a colorful illustration of diverse people in various activities (playing guitar, yoga, walking, etc.). At the bottom, the section 'What's Find My Audience?' explains that the tool helps understand valuable customers and reach them with relevant messages.

YouTube United States Take a tour

Go beyond demographics to find the people who matter most to your business

Select type of segments Select your category Start now

What's Find My Audience?

Find My Audience helps you understand who your most valuable customers are on YouTube — so you can discover new audiences and learn how to reach them individually with relevant messages.

# Tools-2.Grow my Store

Think with Google Grow My Store

COVID-19 resources to help your business manage through uncertainty.  
[Learn more](#)

## Improve your digital window to the world

In our ever-changing environment, boost your business with a quick and easy evaluation of your retail website.

 www.usfca.edu

[Get started](#)

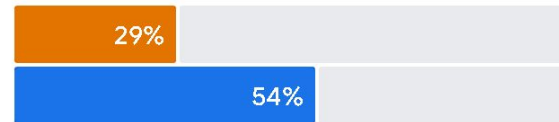


How it works

## Your report

Here's how we've scored your website's experience, along with some practical tips on how it can be improved.

Your website score is: **Foundational**



● Your website result  
● Industry average

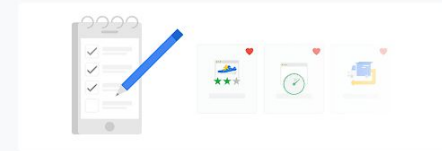
Your website has a good foundation, but there are a few elements we think could go a long way in improving your customer experience.

## A breakdown of the results

### YOUR SHORTLIST

#### Create a shortlist

Adding items to your shortlist helps you stay focused and prioritise the most relevant tasks for your business. Click the heart on the cards to add them here.



Product information  
● 1 / 4

Store details  
● 1 / 3

Personalization  
● 0 / 2

Frictionless shopping  
● 0 / 2

Flexible fulfillment  
● 0 / 4

Customer service  
● 2 / 4

Security  
● 1 / 1

Mobile  
● 1 / 2

# Tools-3. Market Finder

Analyze your retail site, give you an overall score and offer you detailed insights and recommendations to help you strengthen your business.

## DATA INSIGHTS

### Explore data insights

Explore a range of 40 different metrics from logistics and purchase behaviour to a country's full economic profile.

## DIGITAL MARKETING

### Reach new audiences with the right tools

Understand new demand trends to help optimise your investment and marketing strategy.

## DISCOVER MARKETS

### Get tailored recommendations and explore insights

Discover promising markets for your business, based on in-depth country-level data and consumer insights.

## OPERATIONS

### Adapt your business to local markets

Adapt to local markets by providing the right payment and delivery methods as well as customer care services.

# Google Trends

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