



Canada's e-commerce moment is (still) now

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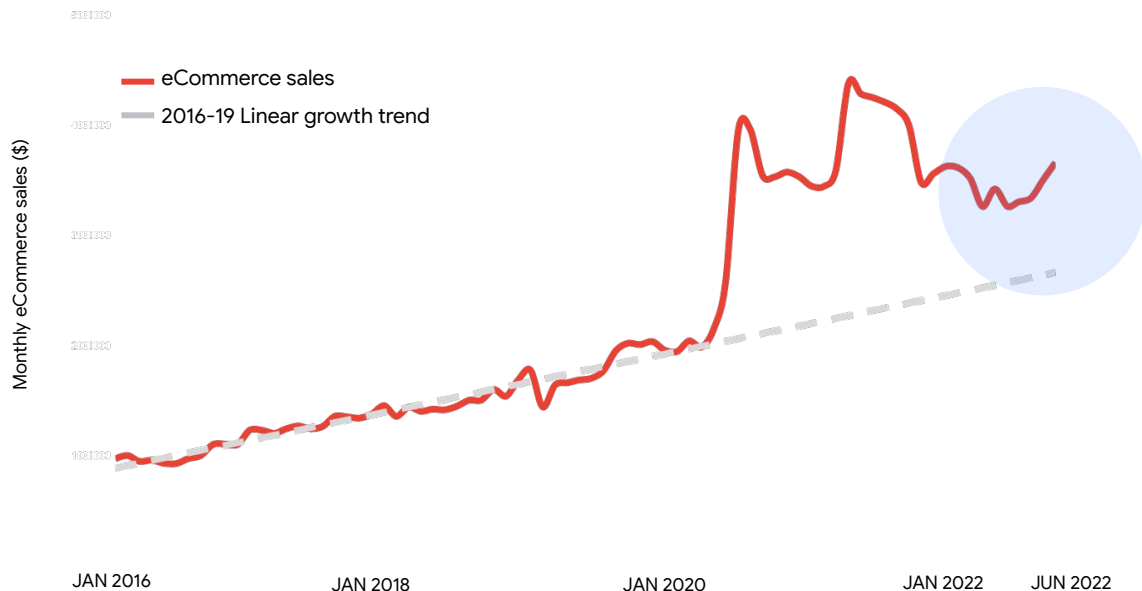
Google

emorris@google.com

September 27, 2022

Canadian retail has changed forever

Canadian retail eCommerce sales by month



\$87B

2022 Total
eCommerce sales

15%


2022 eCommerce as
percentage of retail

Digital is now the gateway to commerce



86%

of shoppers **discover
brands/products while
browsing online**



89%

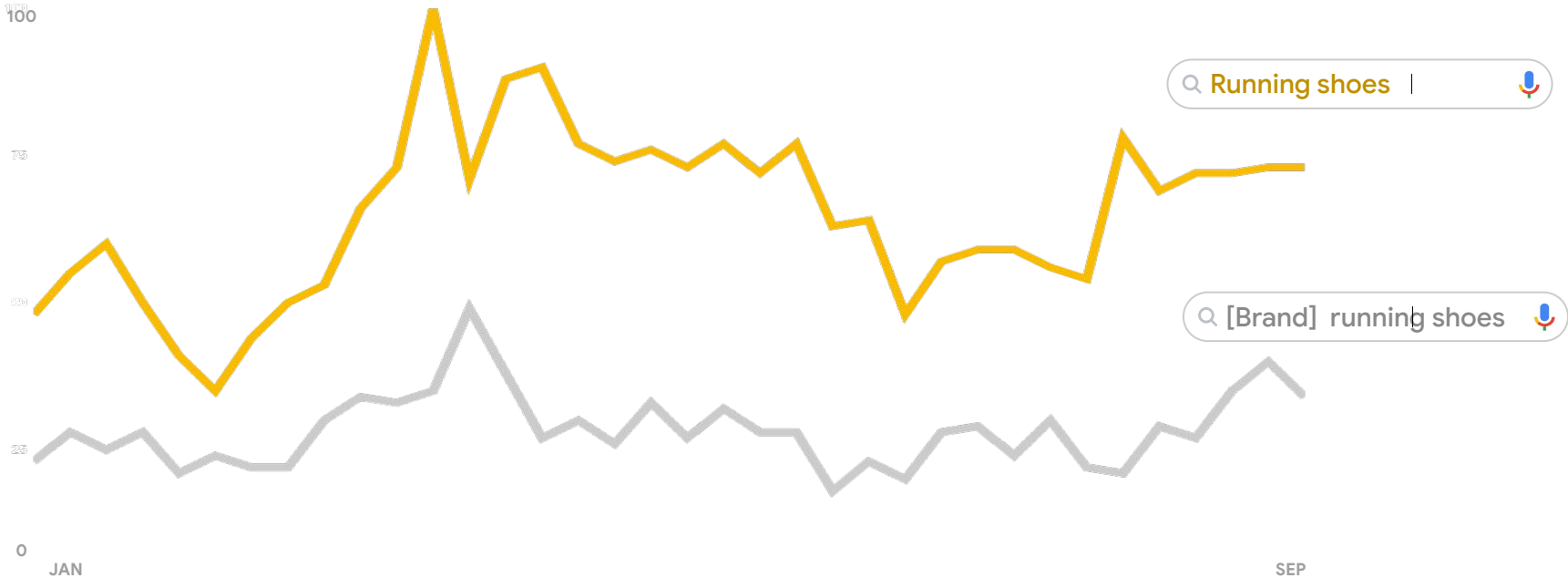
of Holiday shoppers
**searched online first
before a store visit**



70%

of shoppers purchased a
brand after watching a
video on **YouTube**

On Google, consumers remain increasingly undecided



Canadian economy grows 3.3% in second quarter, but momentum slowing: What you need to know

Statistics Canada estimates GDP shrank 0.1% in July

CONSUMER

Canada's housing market appears to be cooling. Is this the right time to buy?

Shoppers start to cut back on spending as inflation, interest rates hit purchasing power



Economic growth strengthens as exports and investment continue to recover

Scotiabank CEO says conditions aren't right for a recession in Canada

Economic recovery continues as 90,000 jobs added in August

Canadian shopping searches reflect the moment

🔍 Furniture stores near me

+70%

🔍 gifts by price

+8000%

🔍 louis vutton sling bag

+150%

🔍 how to be frugal in 2022

+1000%

🔍 what to wear to a wedding

+150%

🔍 average grocery bill




+1000%



Automate against
business objectives

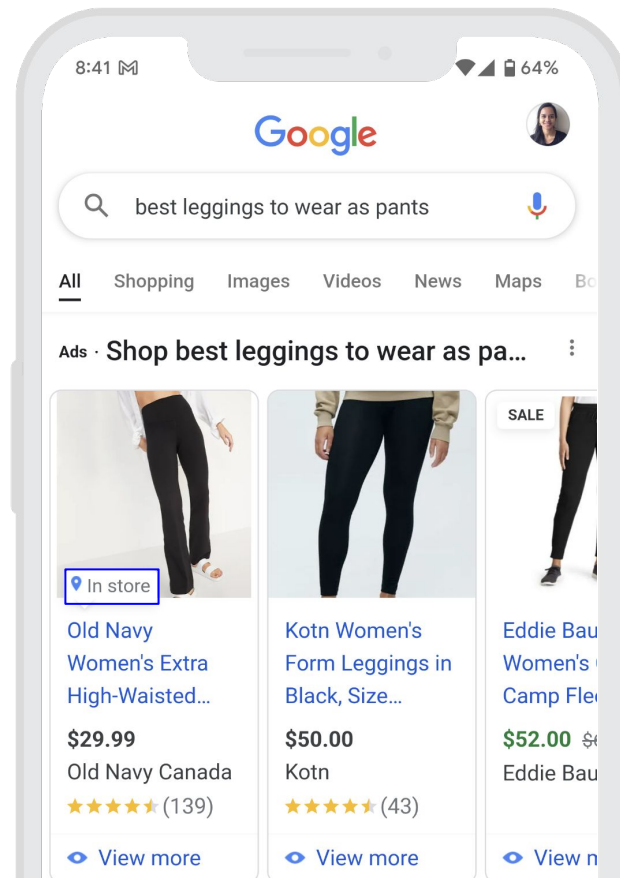
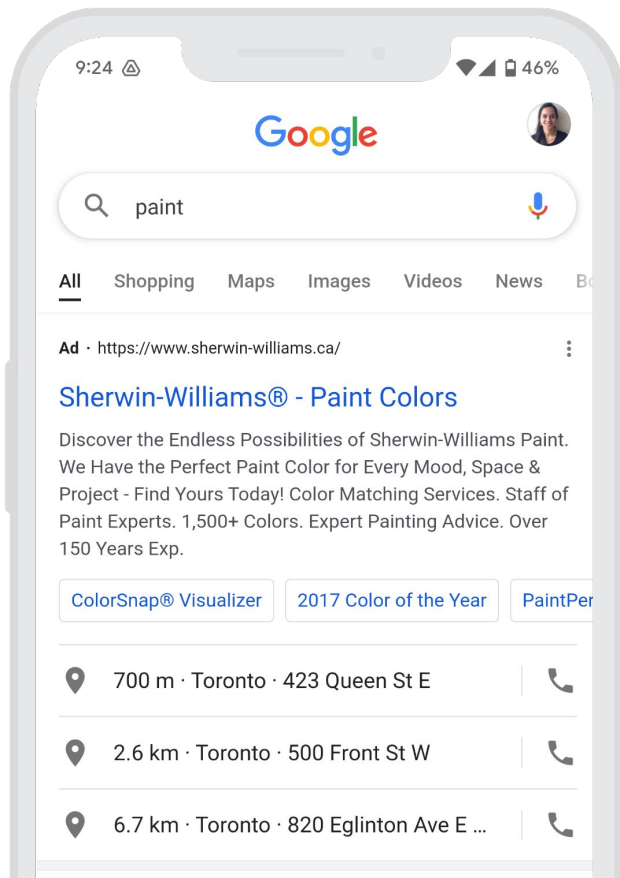


Who is the most valuable customer?

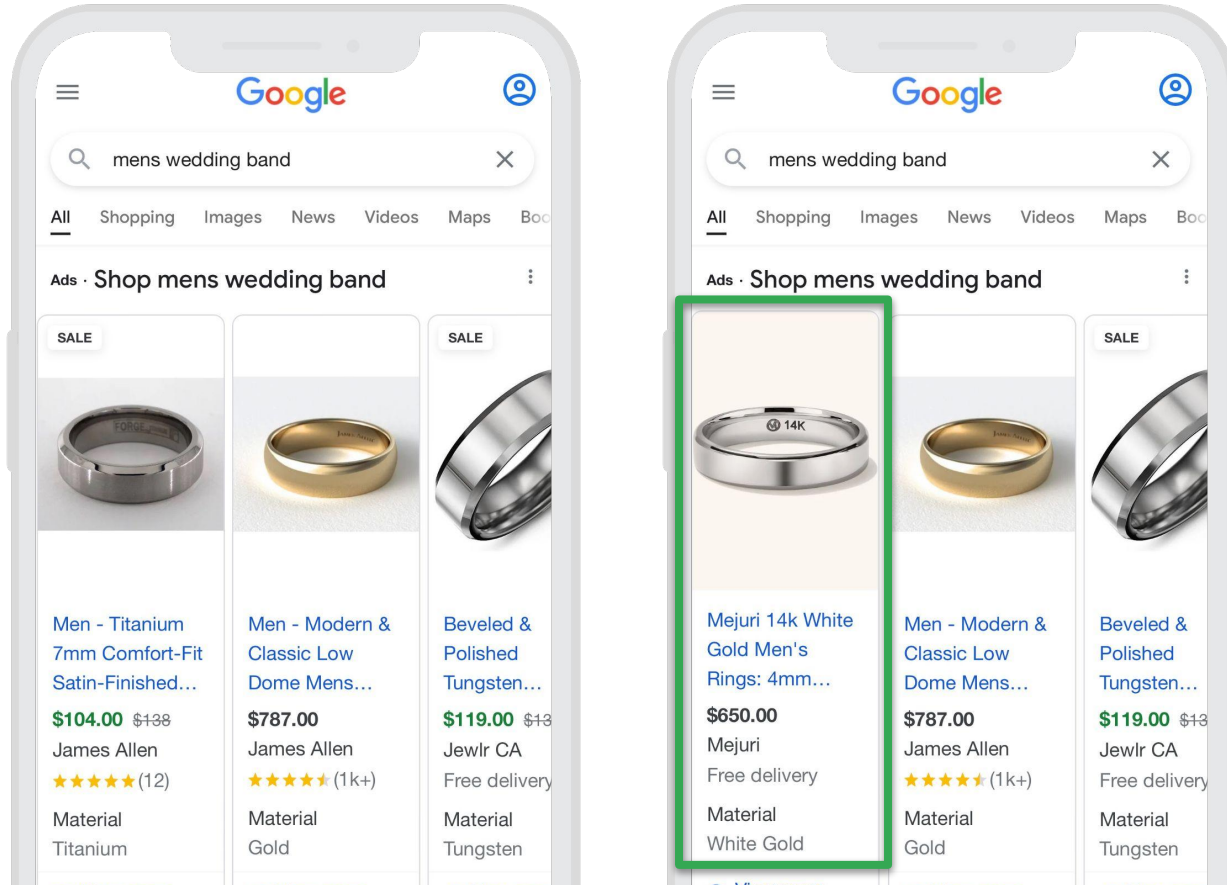
CUSTOMER	ONLINE REVENUE	STORE REVENUE	TOTAL REVENUE
A 	\$70		\$70
B 		\$150	\$150
C 	\$50	\$150	\$200












Stay top of mind for customers who are about to churn



Maximize Sales Across E-Commerce and Stores

CUSTOMER	ONLINE REVENUE	STORE REVENUE	TOTAL REVENUE	OMNI BIDDING
A 	\$70		\$70	\$1.00
B 		\$150	\$150	
C 	\$50	\$150	\$200	



Holiday is a marathon,
not a sprint



Google

1 in 5

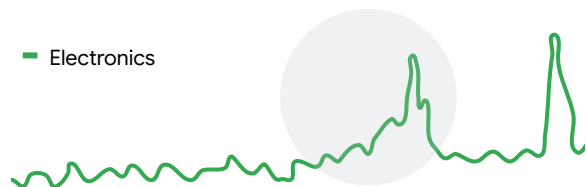
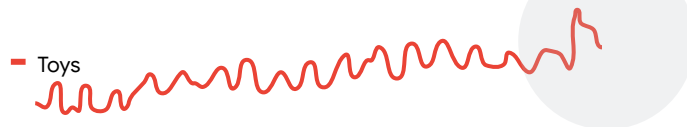
Canadians have
already started
holiday shopping

+300%

Searches for
“black friday”

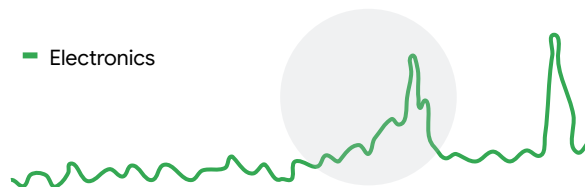
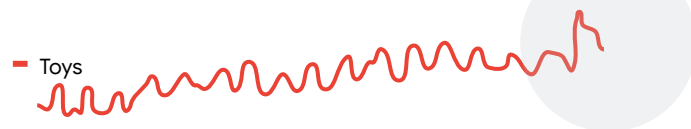
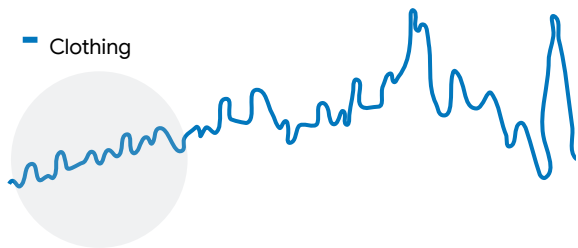
Holiday demand ramp and peaks by category

Indexed Google searches

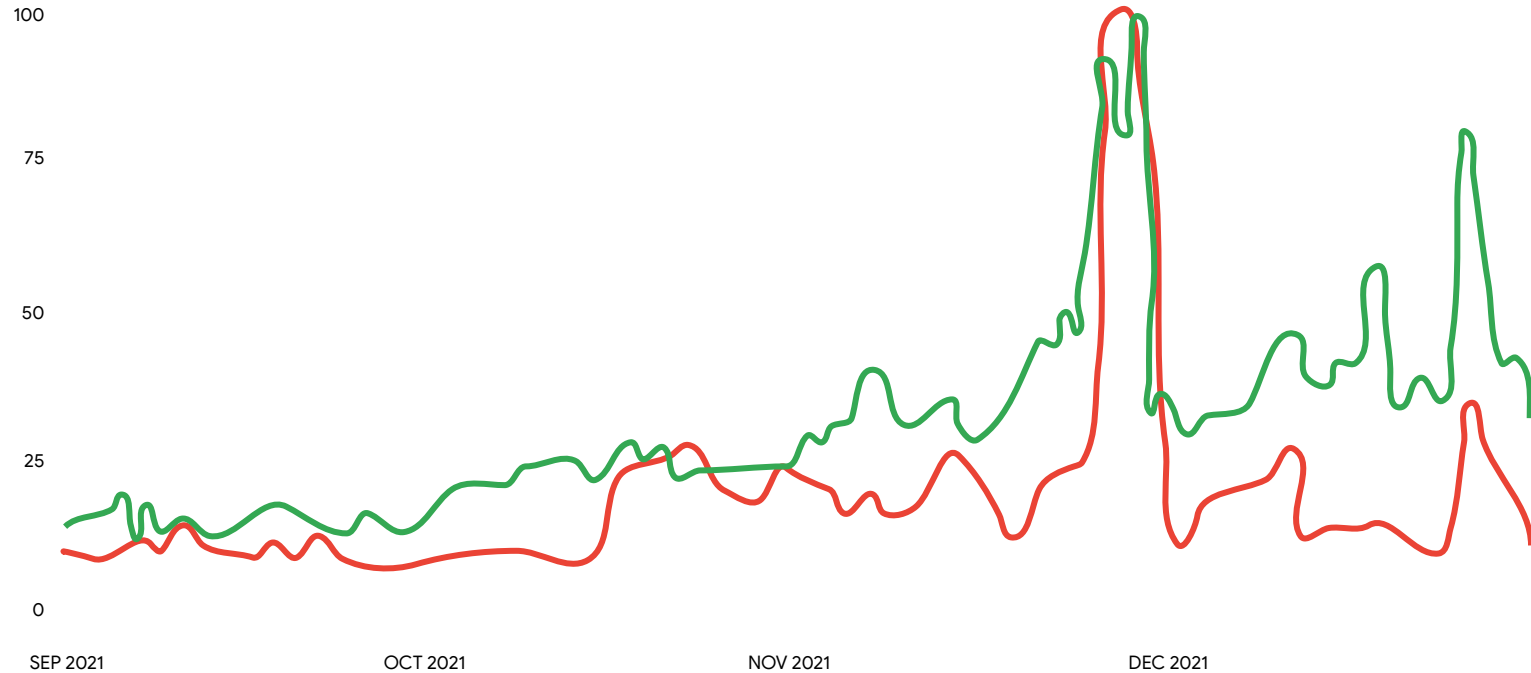


Holiday demand ramp and peaks by category

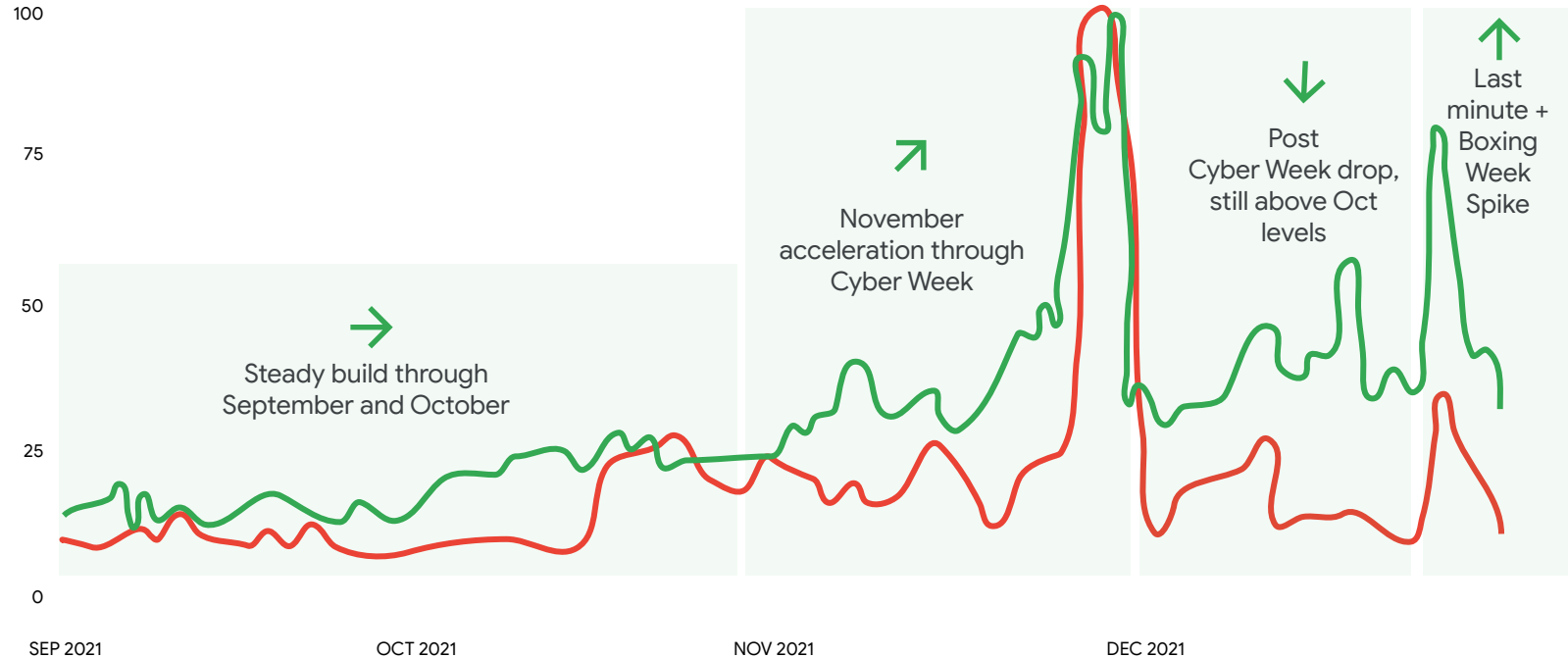
Indexed Google searches



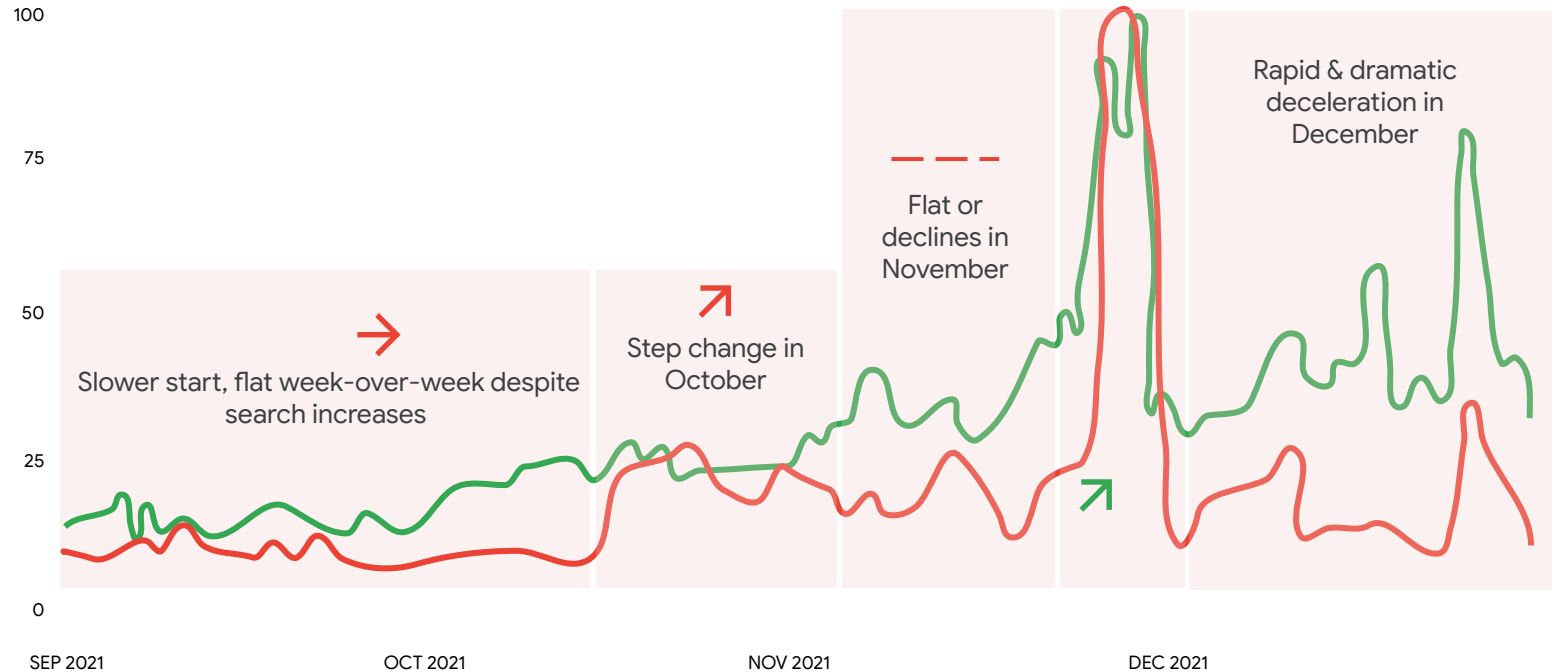
Two competing Retailers, capturing demand differently



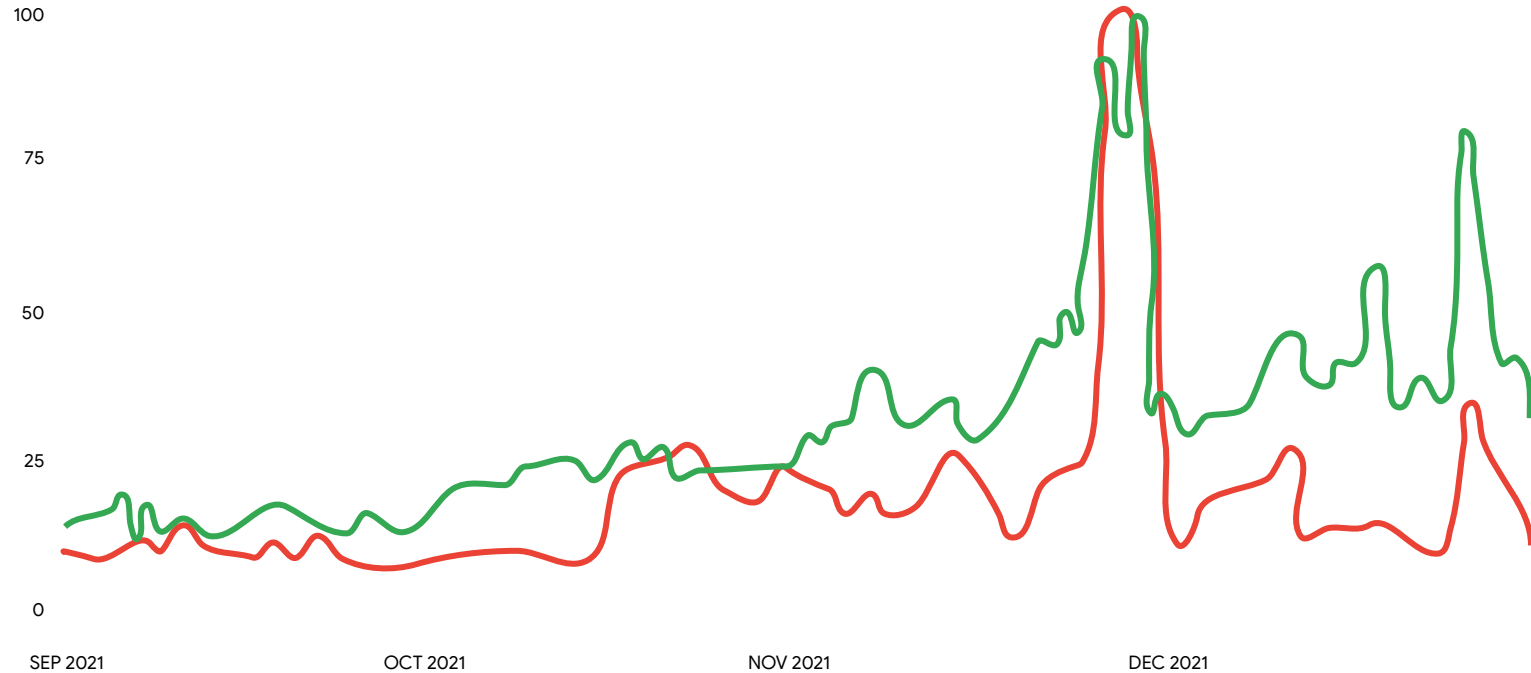
Two competing Retailers, capturing demand differently



Two competing Retailers, capturing demand differently



Two competing Retailers, capturing demand differently





Mindset to win



Captains, not passengers





Thank you.

A thick blue horizontal line is positioned directly below the "Thank you." text, serving as a decorative underline.

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