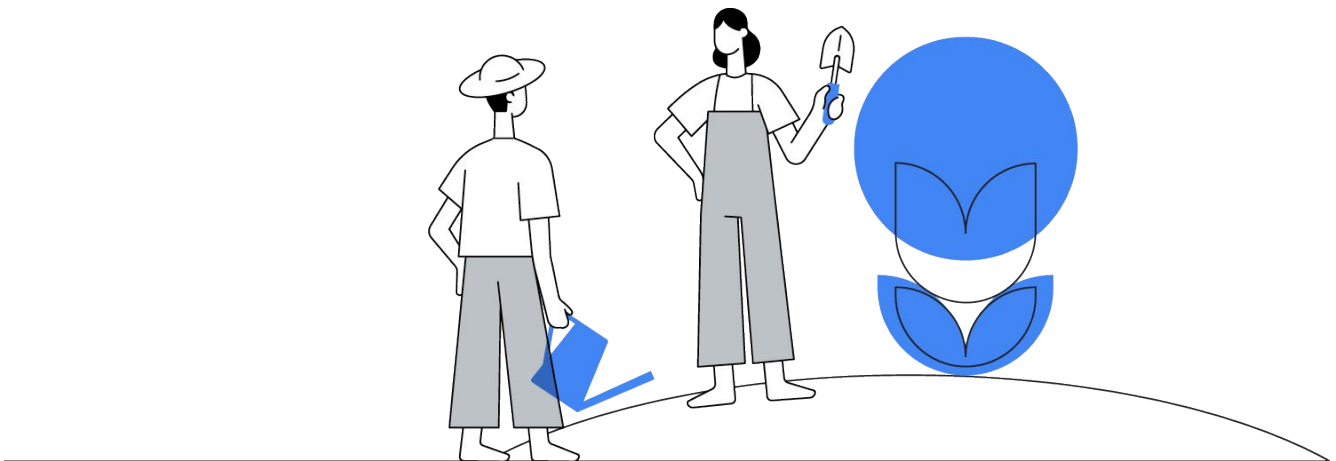


02

Embed memorable experiences

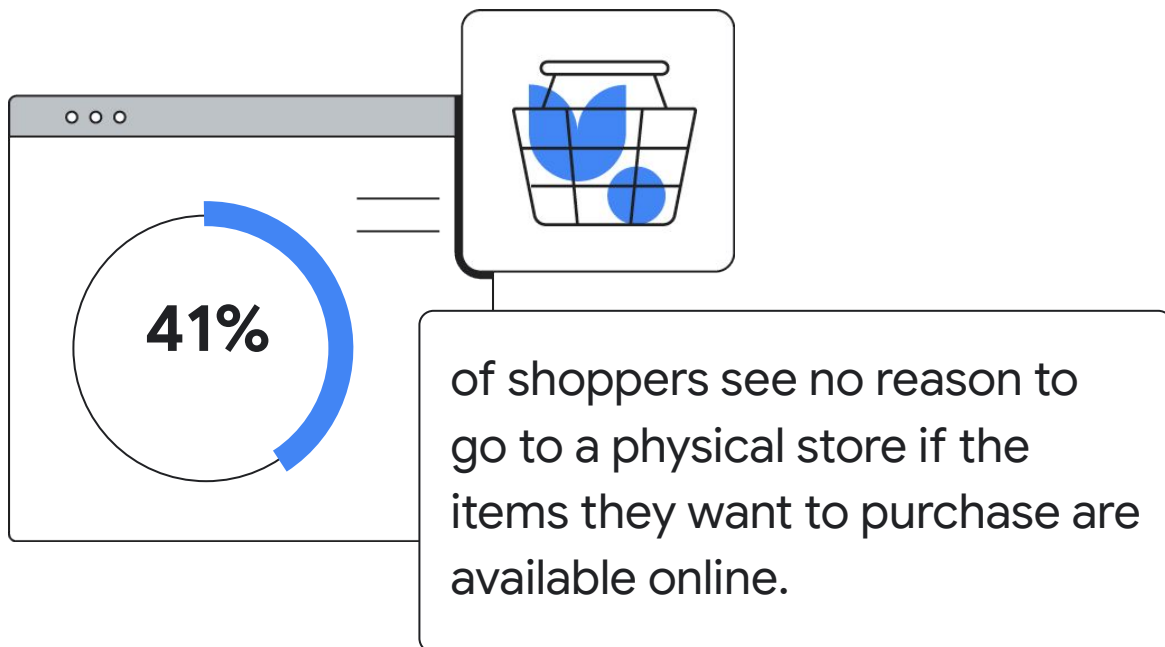
Be ready to deliver. Create meaningful interactions that keep customers coming back for more.

- Seamless and personalized user experiences
- Customer lifetime value
- Immersive and virtual experiences



Seamless and personalized user experiences

The global pandemic has introduced a new wave of offline shoppers to the online world – and they're here to stay. More than ever, customers expect **tailored** and **friction-free** omnichannel experiences. **The burden is on brands to keep up.**



Seamless and personalized user experiences

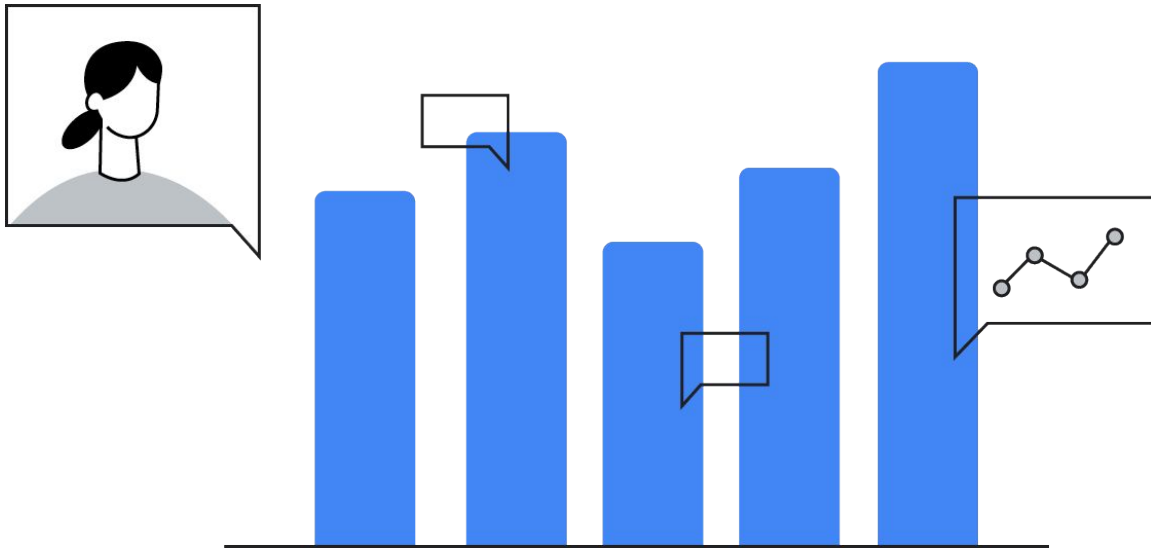


Customer lifetime value



Immersive and virtual experiences

Personalization is key



Use data to help better understand your customers and engage them through personalized offers.



Seamless and personalized user experiences



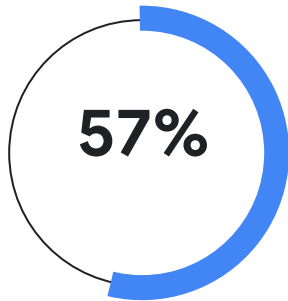
Customer lifetime value



Immersive and virtual experiences

Stand out in the messy middle

When shopping online,



of consumers visit multiple websites before deciding what to buy and who to buy it from.



The journey between the purchase trigger and actually making a purchase is what we call “the messy middle”. Today’s shoppers are presented with a vast amount of information and choices across a complex web of touchpoints.



Seamless and personalized user experiences

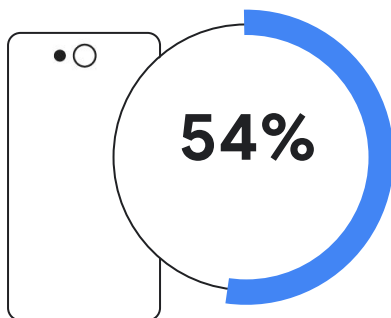


Customer lifetime value



Immersive and virtual experiences

The value of mobile



of consumers said they'll switch from a poorly designed mobile site to an alternative mobile site that makes purchasing easy.



Use [Test My Site](#) to improve the speed and performance of your mobile site.



Improve your ecosystem



Evaluate your site and get actionable tips on strengthening your customers' experience using [Grow My Store](#).



Tailor experiences and run website tests to keep visitors around longer with [Google Optimize](#).



Seamless and personalized user experiences



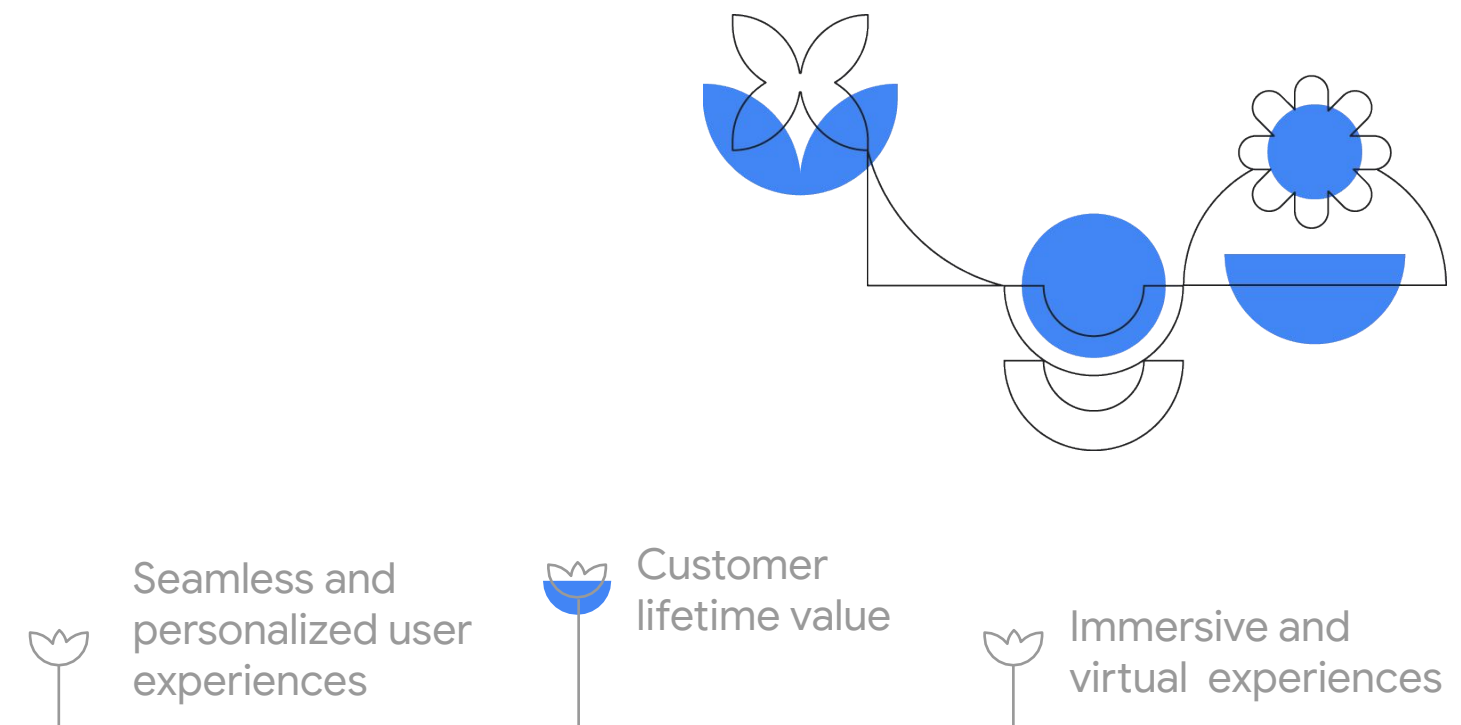
Customer lifetime value



Immersive and virtual experiences

Customer lifetime value

Past experiences feed future purchases.
Leverage Customer Lifetime Value (CLV)
to turn short-term wins into consistent,
long-term growth.

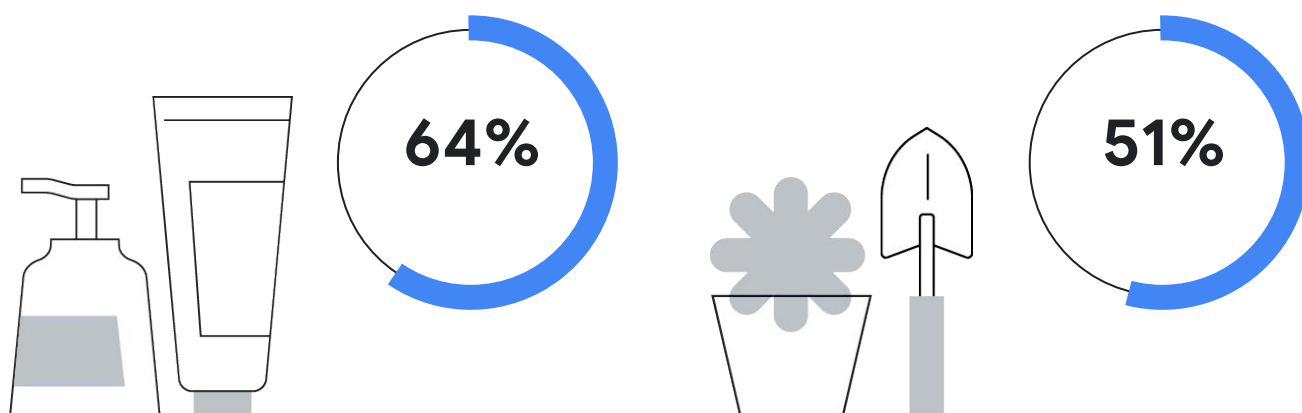


Sow the seeds of loyalty

Positive experiences can inspire customers to return, even in unexpected categories.



Of those who purchased from their preferred brand



who bought beauty and personal care products

who bought home and garden products

cited past experience as the reason they did this.



Seamless and personalized user experiences



Customer lifetime value



Immersive and virtual experiences

Think with Google

Source: Google/Kantar, The Journey Reshaped, AU, IN, JP, KR, A18+, Sept. 2020– Nov. 2020. Home and Garden: Past category shoppers: n=1316, Purchased preferred brand: n=516 Beauty and Personal Care: Past category shoppers: n=1341, Purchased preferred brand: n=849 APAC results include a rollup of Australia, India, Japan, and South Korea. Market contributions are based on sample population and internet penetration.

Keep up with the customers



More people are counting on brands to match up to their personal beliefs...they're also more likely to reward these brands with loyalty.



—Jason Mander, Chief Research Officer, Global Web Index



Gather insights on customers and use your channels to show how your principles align.



Seamless and personalized user experiences



Customer lifetime value



Immersive and virtual experiences

Keep the cycle going



CLV helps decision-makers see their customers through the prism of a long-term relationship, rather than a single transaction.



—Leonie Brown,
Experience Management
Scientist, Qualtrics
(Forbes)

Build experiences that are mutually beneficial to keep the cycle going.



Improve your ecosystem



Use Google Analytics' [Lifetime Value Report](#) to help find, nurture, and retain your most valuable customers.



Seamless and
personalized user
experiences



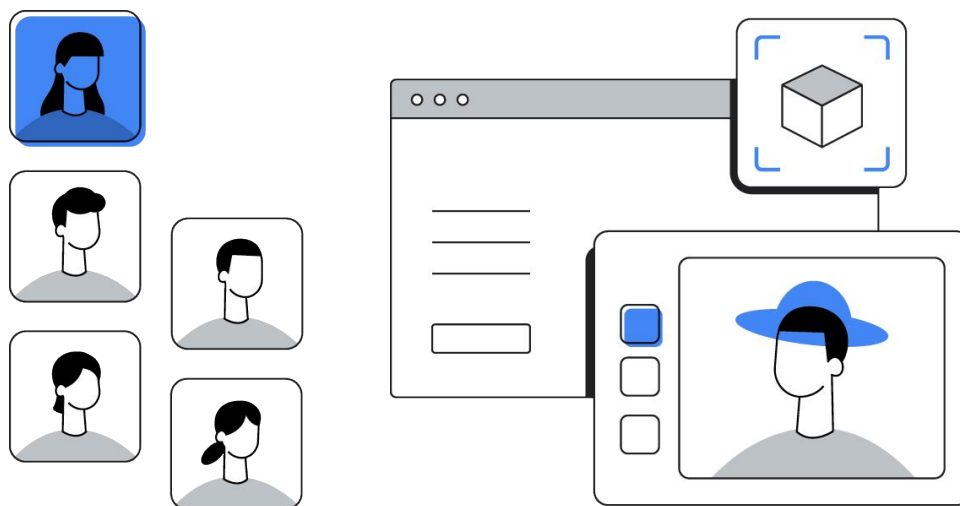
Customer
lifetime value



Immersive and
virtual experiences

Immersive and virtual experiences

Use technology to bring the digital and physical together and give customers more reasons to remember.



At least 1 in 5 people expect to be able to use digital 3D or augmented reality to see or try on products when shopping with a retailer online.



Seamless and personalized user experiences

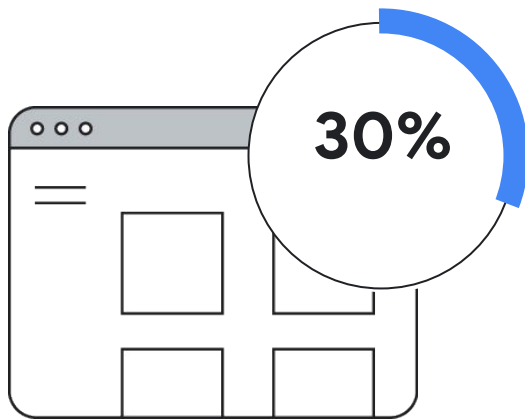


Customer lifetime value



Immersive and virtual experiences

The right climate for innovation



of consumers want a digital way to easily find items while in store such as a website, app, or virtual assistant.



Provide enhanced experiences that make customers' path to purchase more informative, easy, or entertaining – like mirroring an in-store experience at home, and vice versa.



Seamless and personalized user experiences



Customer lifetime value



Immersive and virtual experiences

Every successful ecosystem is made up of many different parts, working together to create a cycle of continual value and growth.

Get the most from your business by exploring the expert tips, tools, and opportunities in our full [2021 Omnichannel Retailer guide](#).

