

# E-COMMERCE IN INDONESIA: More Shoppers Are Going Mobile

E-commerce is exploding in Indonesia: An estimated 7.4M people shopped online in 2015. Does your marketing mix reflect the latest trends? Check in before they check out—see how your e-commerce business can best meet consumers along the path to purchase.

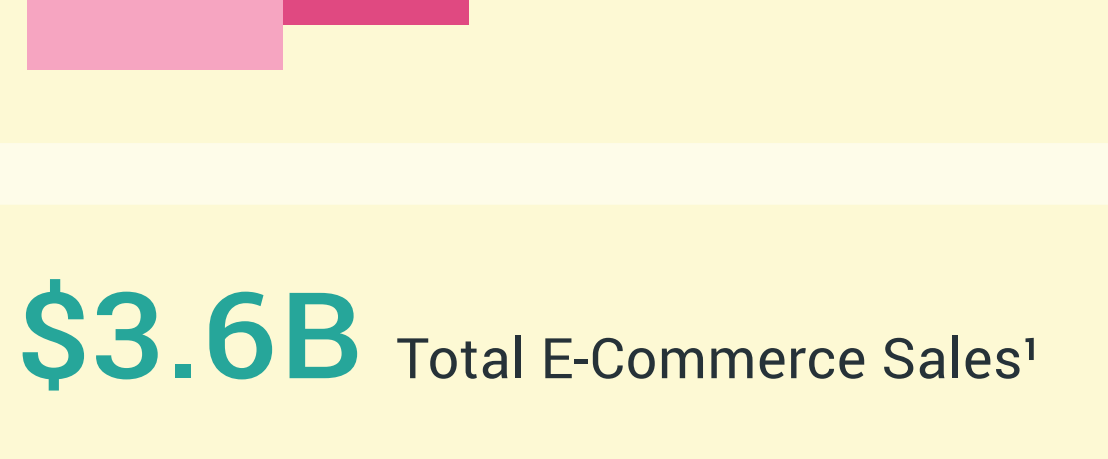
## INDONESIA'S BOOMING E-COMMERCE MARKET

**100 Million**

Total Internet Users<sup>1</sup>



**7.4M** Total Shoppers Online<sup>1</sup>

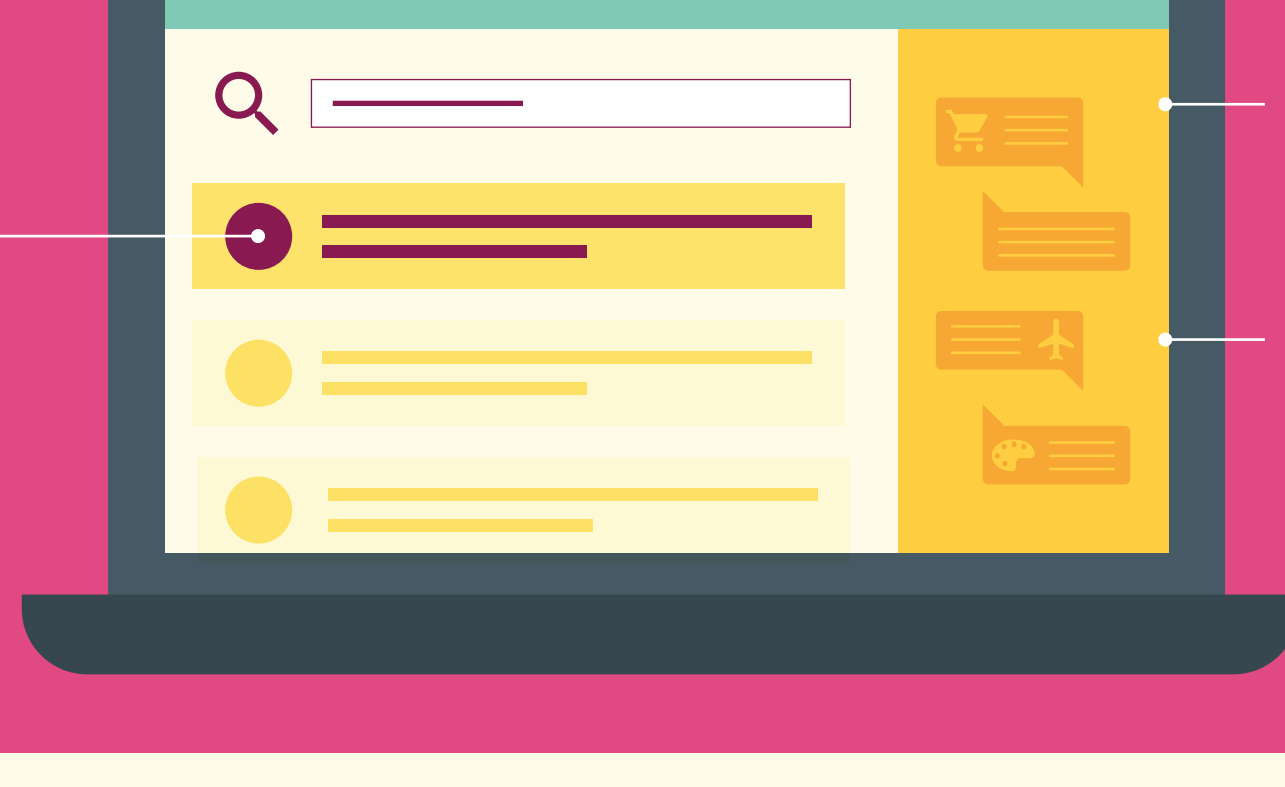


**\$3.6B** Total E-Commerce Sales<sup>1</sup>



**1 in 3 Searches**

in Indonesia in 2015 were for e-commerce<sup>2</sup>



**+20% Growth** in e-commerce queries<sup>2</sup>

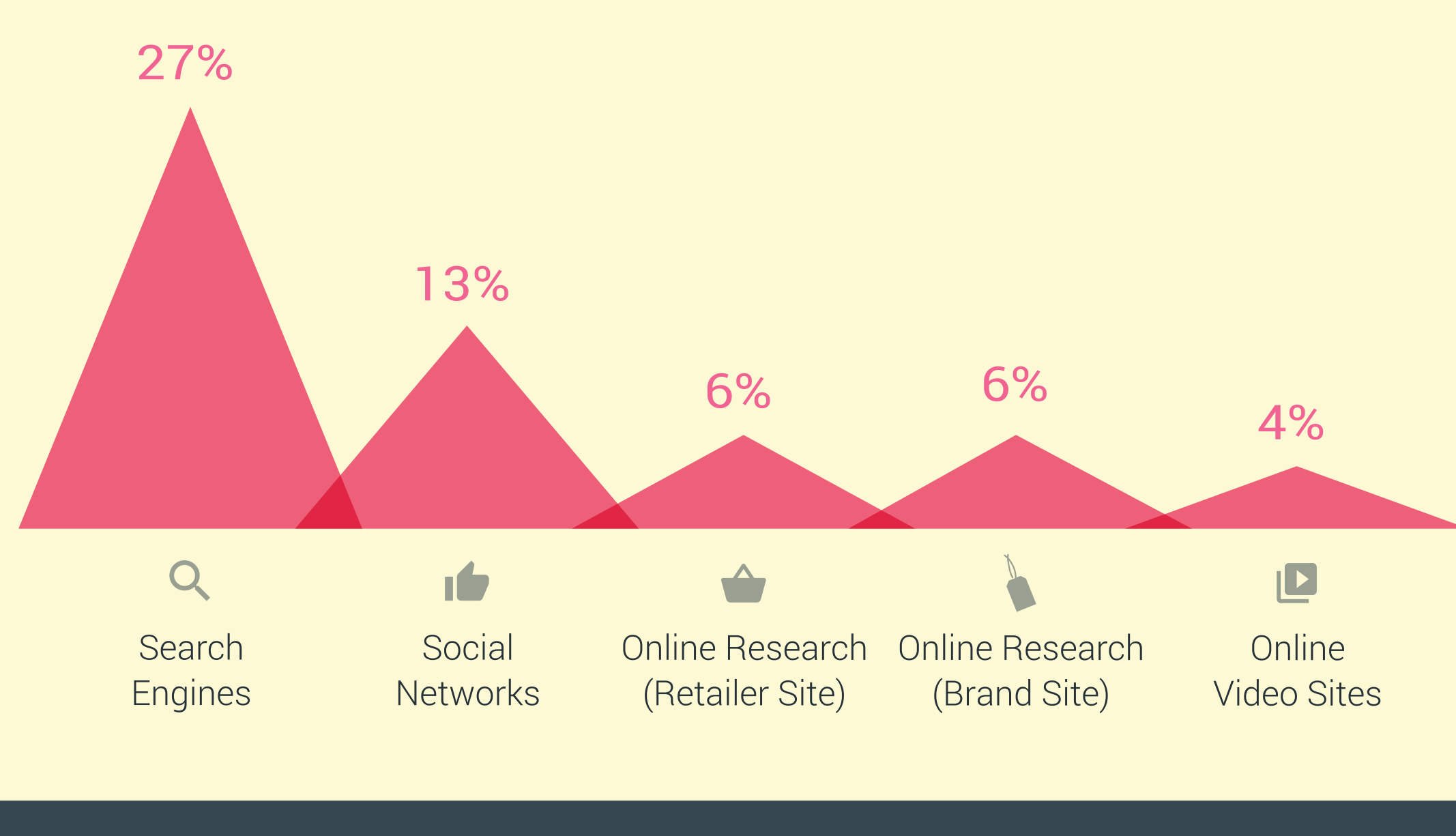
**+16% Growth** in all other queries<sup>2</sup>

## MARKETER TAKEAWAY

Be present in shoppers' **I-want-to-buy micro-moments** by paying close attention to search behavior trends and continually optimizing your search campaigns.

## HOW SHOPPERS USE SEARCH

To help them make purchase decisions, shoppers turn to:<sup>3</sup>



Shoppers use these sources to:<sup>4</sup>

**58%**

Compare products, prices, and features

**22%**

Look for opinions and reviews

**19%**

Get ideas and inspiration

**54%**

Discover relevant brands

**19%**

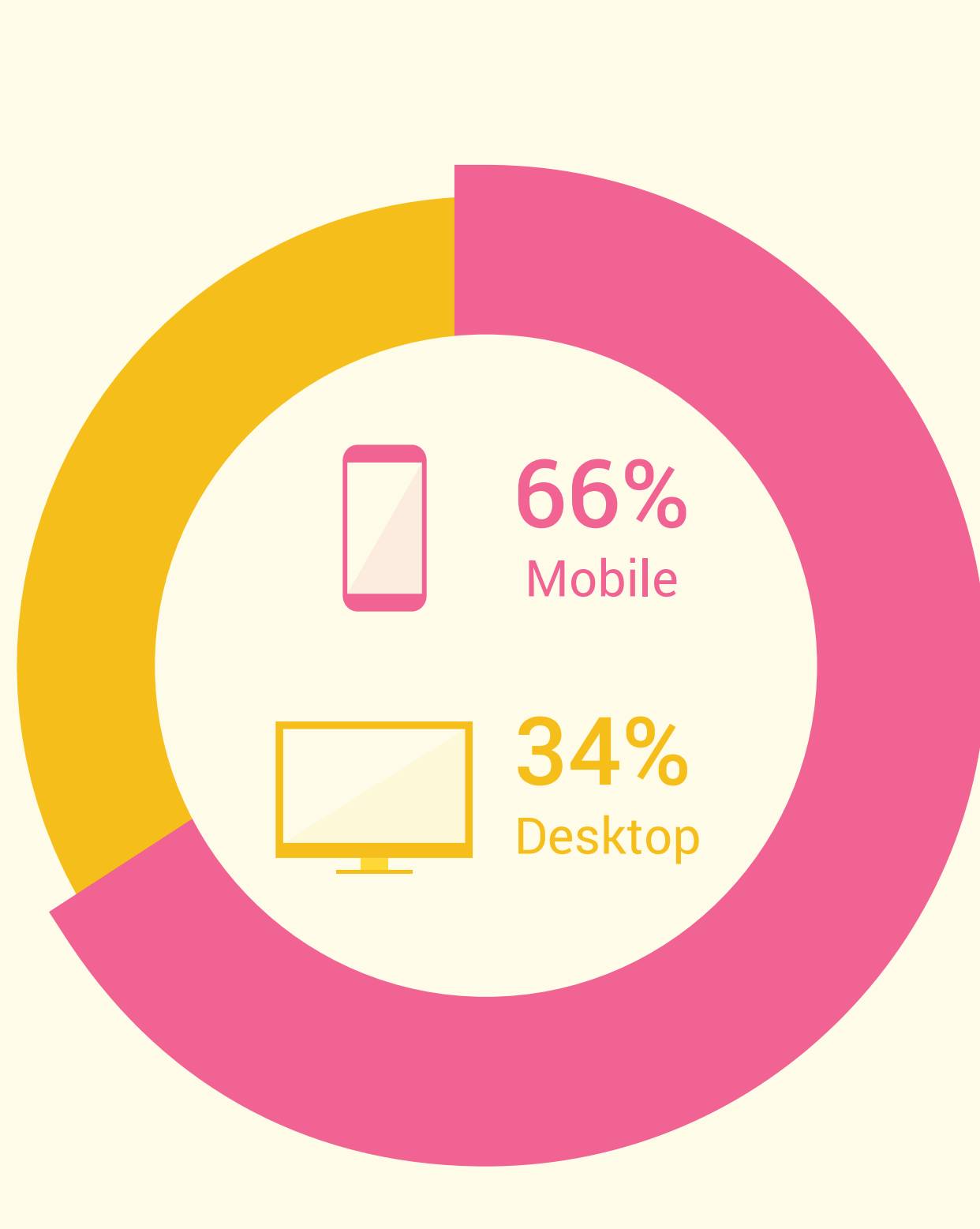
Check availability and where to buy

## MARKETER TAKEAWAY

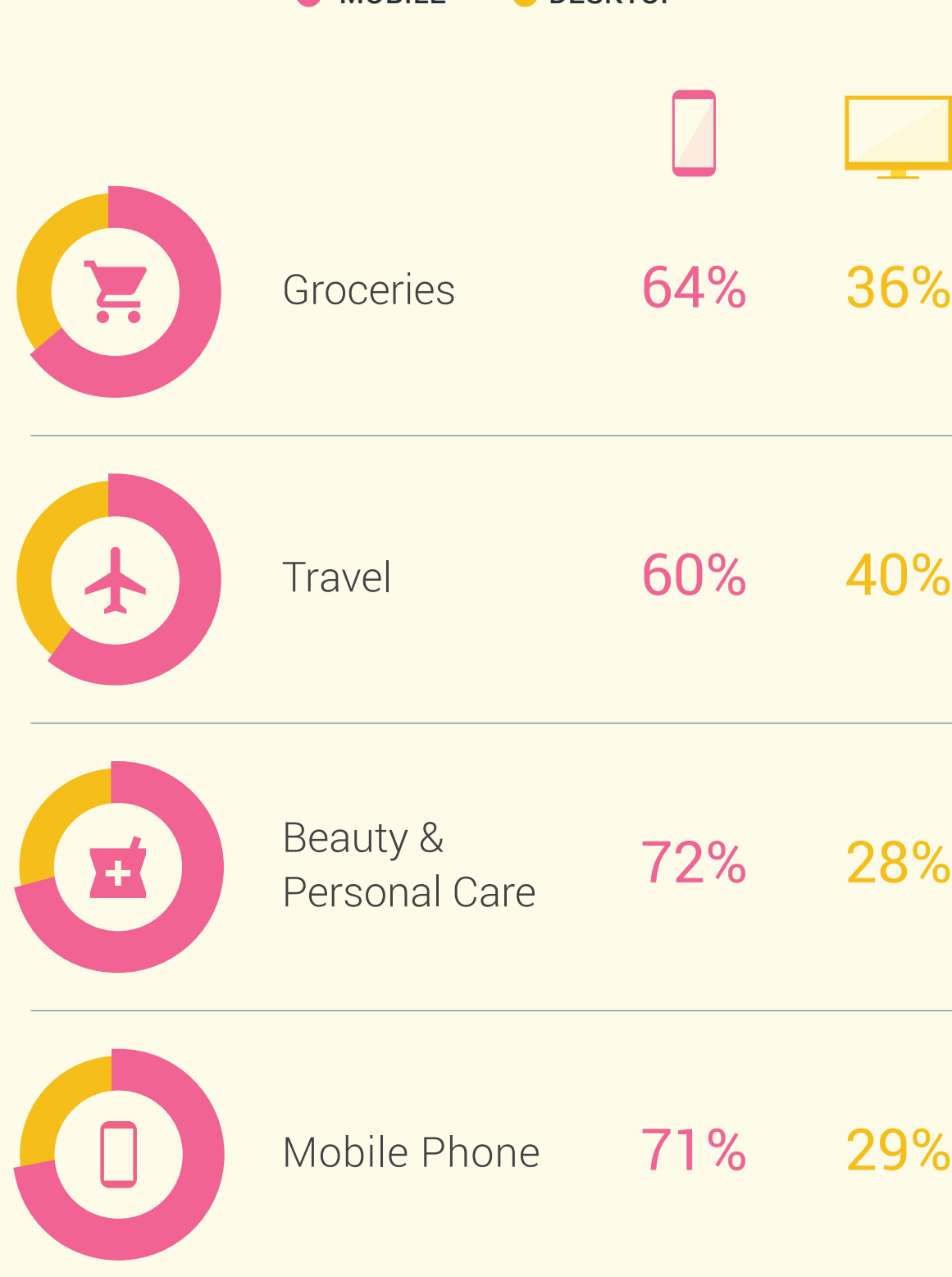
Investing in digital marketing efforts like PPC ads, YouTube campaigns, and Google Display ads allows your brand to meet shoppers across the web as they search for goods and services.

## WHERE SHOPPERS SEARCH (HINT: IT'S MOBILE)

Total E-Commerce Queries by Device<sup>2</sup>



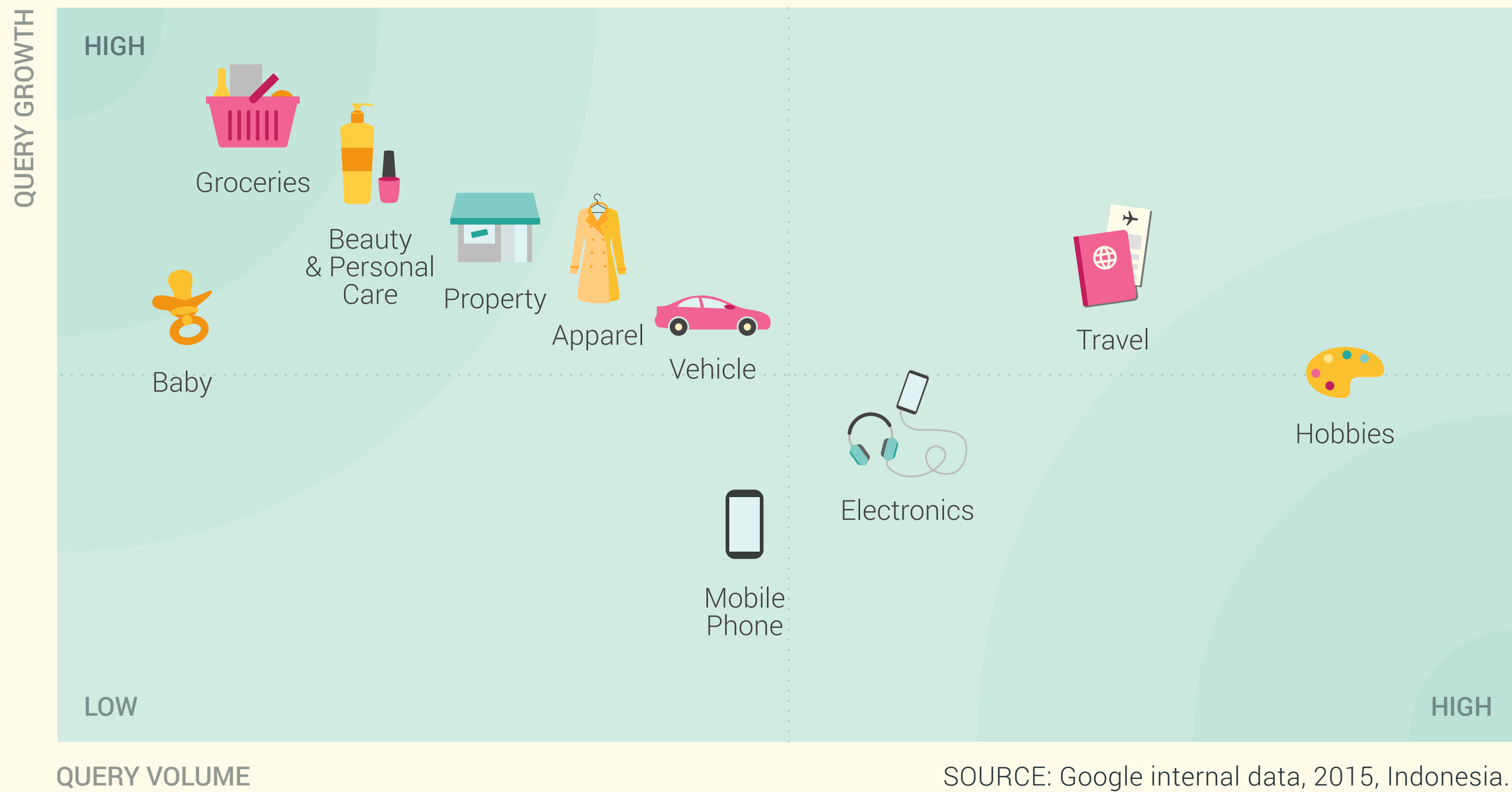
Fastest Growing E-Commerce Categories<sup>2</sup>



## MARKETER TAKEAWAY

Regardless of where people convert, investing in mobile keeps your brand on top of shoppers' minds. As consumers get more comfortable purchasing on mobile, an easy-to-use mobile site will be key to driving conversions.

## WHAT SHOPPERS SEARCH FOR



SOURCE: Google internal data, 2015, Indonesia.

Top-Searched Brands in 2015<sup>2</sup>

1. OLX
2. Lazada
3. Tokopedia

Brands on the Rise (query volume growth YoY)<sup>2</sup>

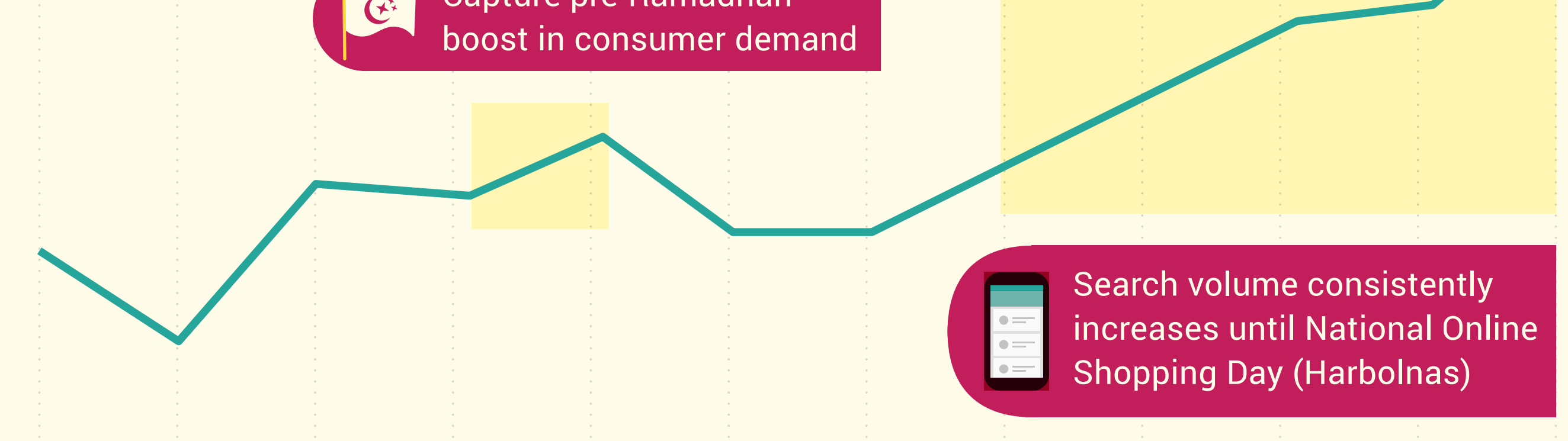
1. Tokopedia
2. Bukalapak
3. Lazada
4. Zalora

## MARKETER TAKEAWAY

When you know your competitors and their key differentiators, you can increase brand and keyword coverage to beat the competition.

## WHEN SHOPPERS ARE SEARCHING

2015 E-Commerce Queries Trends



SOURCE: Google internal data, 2015, Indonesia.

## MARKETER TAKEAWAY

Stay on top of seasonal shopping behavior by adding holiday-related keywords to campaigns, developing seasonal YouTube content, and targeting consumers in the months they're shopping the most.