

GET READY FOR THE HOLIDAY SEASON



LAST YEAR'S SEASON WAS A RECORD-BREAKER

This season is expected to grow even more

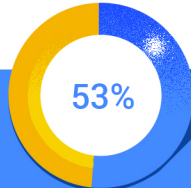


\$21.6 billion

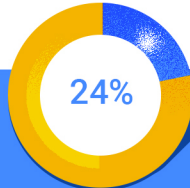
ad spend during last year's holiday season.¹

18% growth

in online sales projected for Nov-Dec 2017.²



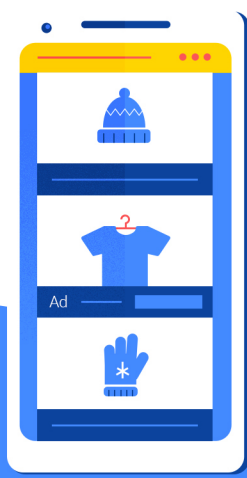
share of **annual mobile ad revenue** spent last holiday season (68% growth vs. 2015).³



share of **US annual online sales** projected for Nov-Dec 2017.⁴

YOUR ADS CHECKLIST

to maximize your seasonal performance



InFeed



InArticle

1.

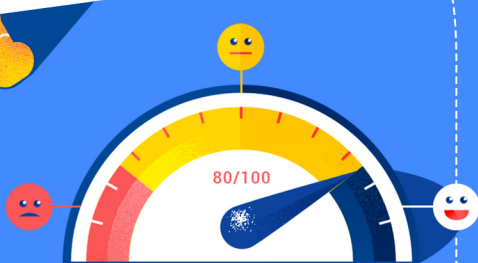
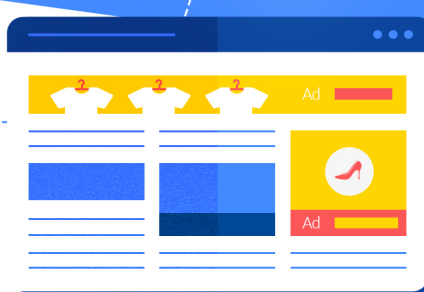
Use AdSense native ad formats

for a user-friendly experience that integrates with the look and feel of your site. Get started with [In-feed](#), [In-article](#) and [Matched content](#) native ads.

2.

Improve ad viewability

Increasing the number of viewable ad impressions may lead to more clicks and higher ad revenue.

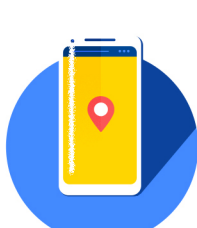


3.

Improve your page speed

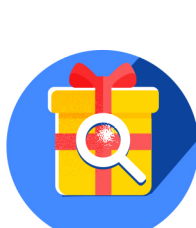
Provide a better user experience and increase engagement with quicker load times. Test your site in [PageSpeed Insights](#).

HELP YOUR USERS GET READY TOO⁵



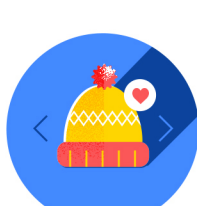
Help mobile users find stores they're looking for.

Mobile searches for "where to buy" grew more than 85% over the past two years.



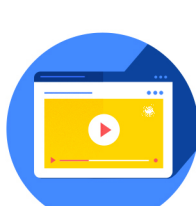
Don't forget about the last minute shoppers.

Searches for "where to buy" peaked on Christmas Eve. Mobile searches for "store hours" peaked on Christmas Day.



Give users a personalized experience.

49% of smartphone users prefer to shop on a mobile site/app that provide recommendations based on their past views and purchases.



Help users explore potential purchases through video.

"Shop with me" videos are popular on mobile, growing more than 10X in watch time over the past two years.



¹ Source: www.iab.com - Internet advertising revenue report 2016

² Source: www.digitalcommerce360.com, Deloitte - September 2017

³ Source: www.iab.com - IAB/PwC Internet Ad Revenue Report, FY 2016

⁴ Source: www.emarketer.com - August 2017

⁵ Think with Google: Holiday checklist 2017 - <https://goo.gl/CUJNZJ>