



# Google Commerce Hub: Google Cloud's commerce capabilities in a single platform

Everything is a shoppable moment in this 'everywhere commerce' world. This can present challenges for retailers used to operating with a marketing funnel. Retailers are now trying to adapt to these changes, often leaving them struggling to deliver a superior digital commerce experience. Google Commerce Hub enables retailers to reach and convert customers with solutions that create a personalized, consistent experience for their customers across web/app properties and paid channels. Thanks to the synergistic experience, customers can easily discover new products and ultimately purchase.

Reaching your retail goals may be easier than you think. Here are two examples of the benefits of Google Commerce Hub.

## Personalized Search Experience

Improve your **online digital experience** by integrating Google Commerce Hub into your **existing e-Commerce search** experience to drive **personalized** search results.

- OUTCOMES
- Identify ranking score on existing search pages and quantify opportunities to improve personalization and relevancy
  - Locate non-performant search pages and actionable root cause analysis to quickly understand the issue
  - Optimize Conversion Rate (CVR) and Click Through Rate (CTR) through continuous A/B tests

## Enhanced Product Discovery

**Aggregate user data** from existing sources to serve data-driven, **AI-powered product** discovery opportunities to customers.

- OUTCOMES
- Foretell the next product a user will likely engage with based on customer history and product relevance
  - Predict items frequently bought together
  - Recommend the next product a user will likely purchase based on customer analytics
  - Serve up other products/categories with the most similar attribution to the current product being considered (merchandized or derived)

## Create a synergistic retail experience



### Reach

Extend digital reach into Google's 24bn shopping graph



### Discover

Unify shopping actions into Google's leading online platforms



### Convert

Enable seamless Customer Experience to increase Average Order Value (AOV) and Conversion Rate

## Google Commerce Hub



Shopping Ads



Display AI



YouTube Shopping



Merchant Center



Vision & Voice Search



Recommendations AI



Retail Search

# Making it real: Case study

Since the fall of 2020, a retailer has embarked on a digital transformation journey to improve digital experiences and meet the needs of their customers. The project began with the implementation of Google Cloud Retail Search to improve product discovery and reduce search abandonment. Today, the client continues to conduct pilots of Recommendations AI, Anthos™ multi-cloud application platform, Vertex AI™ unified ML platform, and sponsored product search.

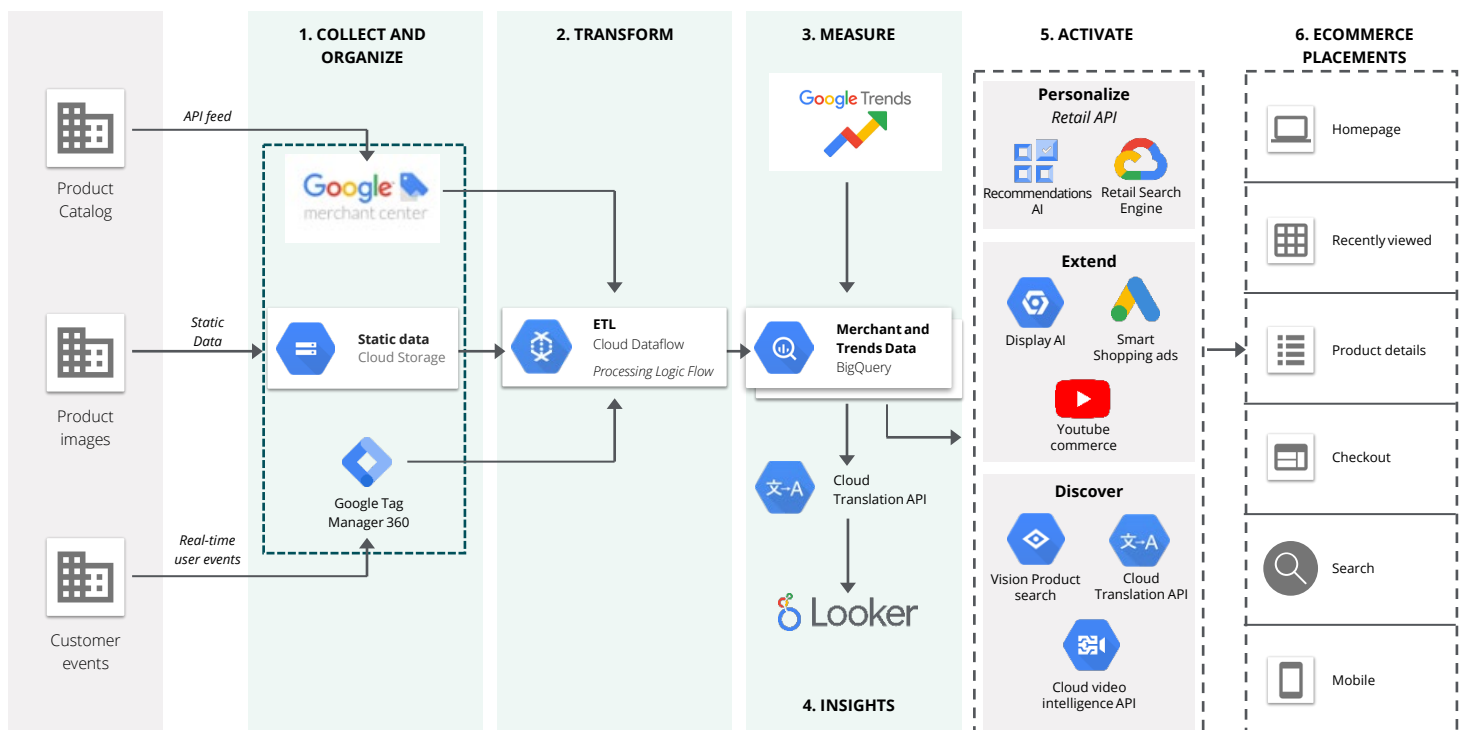
 **+2%**  
Increase in Sales Conversion

 **+1.3%**  
Increase in Revenue per Visit

 **+19%**  
Increase in Year-over-Year Digital Sales

Source: Google Cloud Fortune 500 client, September 2021.

## Google Commerce Hub—Technical Components



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GOOGLE COMMERCE HUB DELIVERS

 **tangible results** 

**& Deloitte implementation** 



**MAKES IT SIMPLE AND EFFECTIVE**

## Start the conversation



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