

# Google AdWords:

Reach customers online in the  
moments that matter

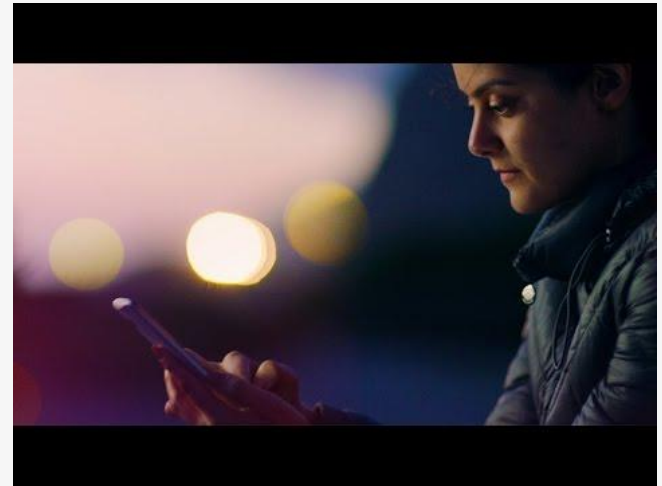
Nowadays, the moment people want something, they reach for their nearest device and search the web for how to find, do, or buy what they need.

# The Web has changed the way customers shop

YOUR CUSTOMERS LIVE ONLINE

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1. **They want something**  
In that moment, the customer is ready to take action to find what they need.
2. **They search**  
55% of customers research online before purchasing.
3. **They compare**  
They browse the info of businesses that show up online to find the best option.
4. **They make their decision**  
When in stores, 82% of smartphone users turn to their devices to help make a product decision.



Source: Google internal Data/Comscore

# 58% of people who recently bought a product/service found out about it online

How did people first learn of the product they purchased during product research?

Online via website or app

58%

In a store, shop, showroom

36%

Over the phone (text, phone call)

3%

Other

2%

Source: consumerbarometer.com

Potential customers are  
searching online right now for  
what your business offers.

Are you ready to reach them?



With Google's Advertising Platforms,  
we can make sure you're showing up in  
the **moments that matter**—right when  
customers are searching for a business  
like yours, and ready to take action.

# Start connecting with Google's wide audience of users right now

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With ad options for every goal, you can make sure you're showing up to the right audience at the right time.

## SEARCH NETWORK ADS

Show up when it matters

Be there the moment customers are looking for what you have to offer.

## DISPLAY NETWORK ADS

Build your presence

Reach new customers with ads on relevant sites across Google's network.

## REMARKETING ADS

Keep them coming back

Display your ads to people who've visited your site in the past.

# Ready to get started? We're here to help

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We'll help you build a customized online advertising campaign, and walk you through every step:

1. **Strategizing:** We'll work with you to develop a plan that makes sense for your business based on your goals.
2. **Building:** We'll build your first ad campaign for you, and show you how it works.
3. **Tracking:** We'll monitor your campaign and collect important data to see how it's doing.
4. **Tweaking:** Based on our data, we'll make any changes to your campaign that will help it perform even better.





Contact Shine Online and  
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