



Holiday Insights & AI for Retail

Eric Morris

Managing Director,
Retail, Google, Inc.

● pink palm puff
Search term

+ Compare

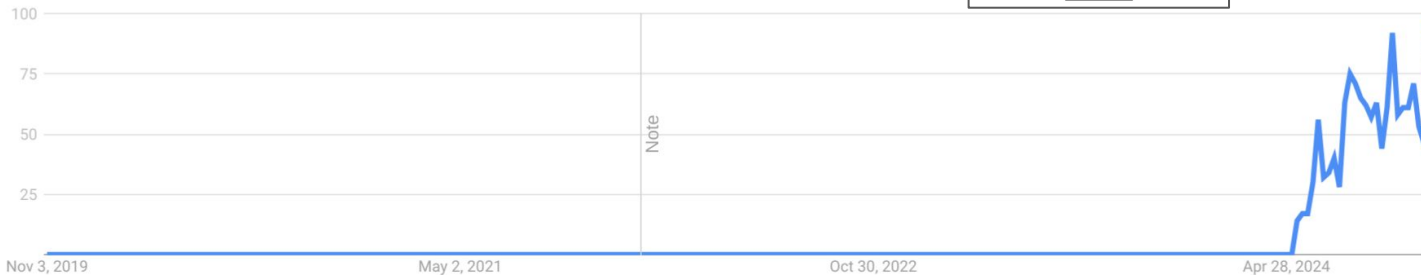
Canada

Past 5 years

All categories

Web Search

Interest over time ?

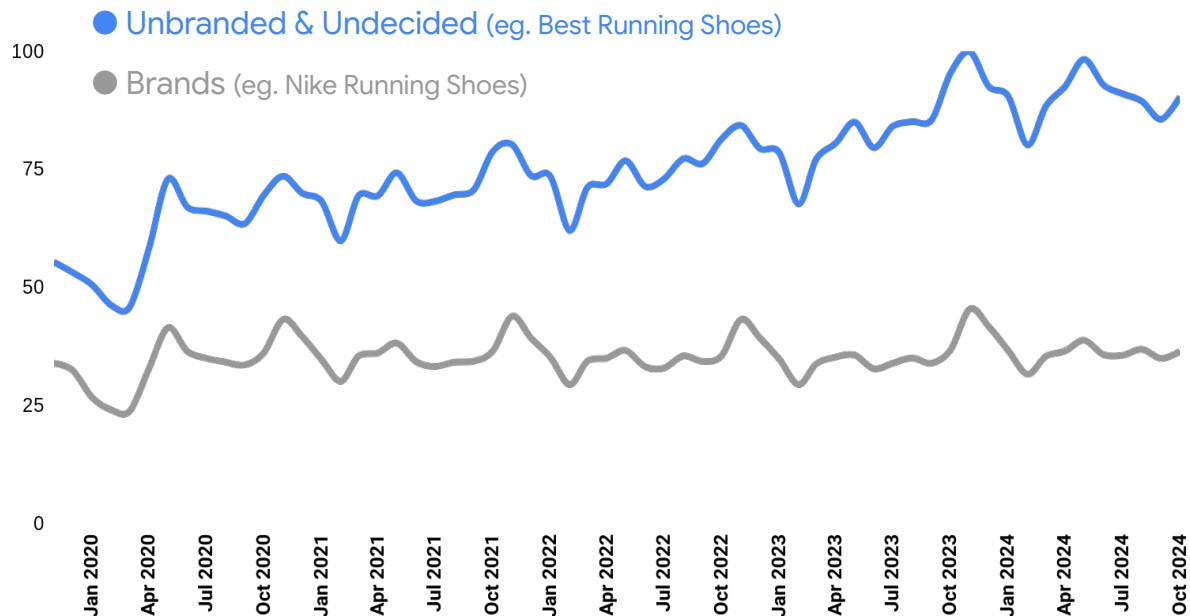


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Discovery starts
and **Decisions** are
made on **Google**



Canadians are increasingly undecided when researching products to buy

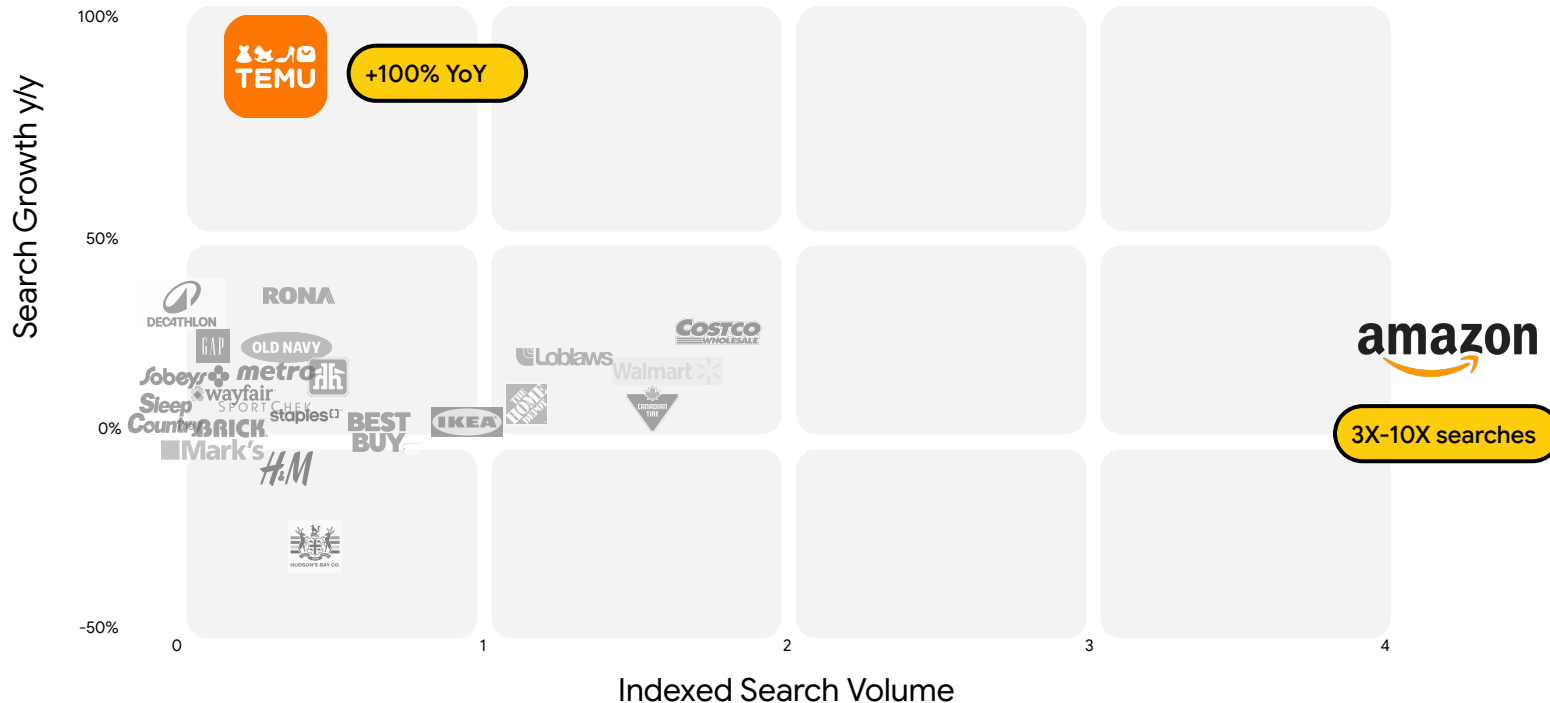


2.5X
the searches

Growing
2X
faster

An increasingly competitive retail environment

Amazon and Temu driving outsized search interest in Canada



Product and need over price

How customers are searching, and what descriptors they're using:



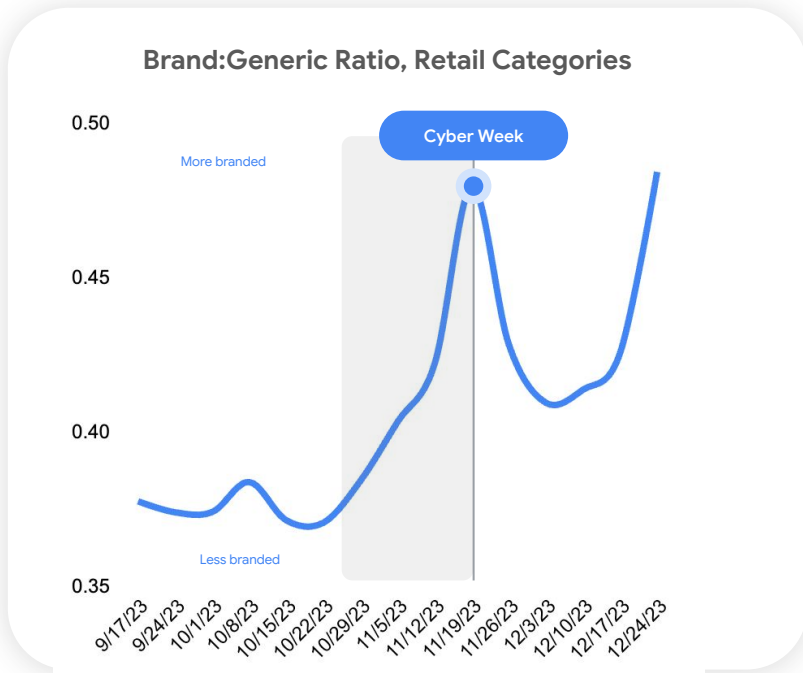
Retail queries surge 4 weeks before BFCM... especially comparisons and reviews



Finish strong, don't underestimate December

	Cyber 12	12 Days Before Christmas
Retail Consumer Spend (Avg/Day)	\$1.97B	\$2.0B
Retail Ad Spend (Indexed Google Data)	100	50

Branded searches peak towards BFCM, new site visitors to retailers peaking now



% New Website Visitors*, Oct - Nov vs. Jan-Feb

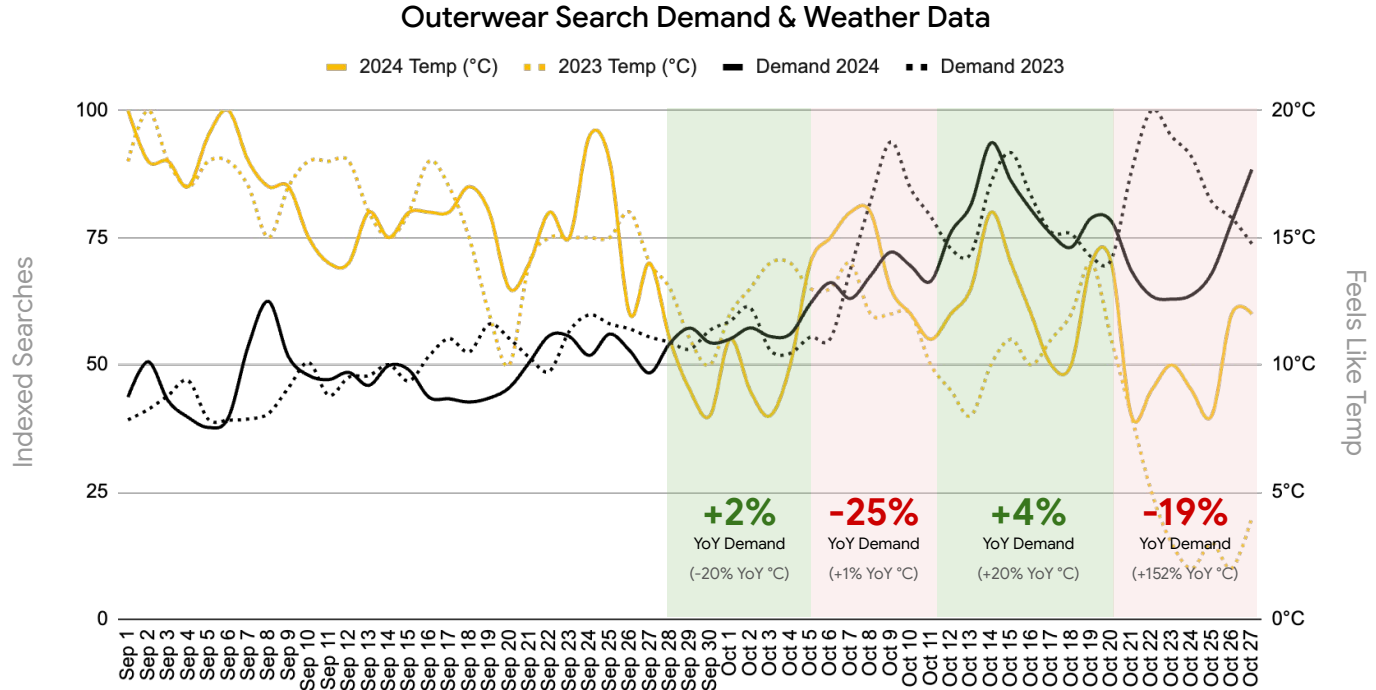
*not seen in the last 3 months

Shoppers are **most open to new retailers** during holiday

New User Avg

	Oct-Nov	Jan-Feb
Amazon	5%	4% (-1pp)
Best Buy	37%	29% (-8pp)
Walmart	26%	23% (-4pp)
Canadian Tire	27%	24% (-4pp)

Retail search demand and (warm!) weather



GenAI can reverse Canada's productivity decline



29th

Canada's global rank in productivity



\$210B

Generative AI impact on the Canadian economy

Retail Productivity Gains

45%

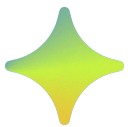
Customer service

45%

Software engineering

15%

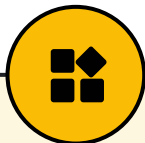
Marketing



AI use cases for Retailers today



Digital
Experiences



Sustainable +
Efficient
Operations



Marketing +
Customer
Outreach

AI Overviews: Launched in Canada last week!



Google AI Overviews: Ask Your Most Complex Questions

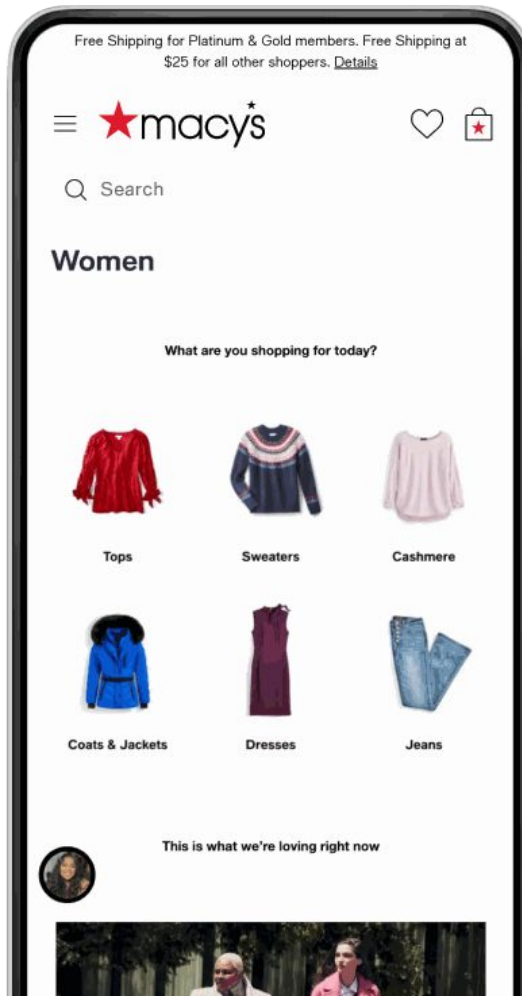


Reduce site abandonment and increase sales

\$2 Trillion Lost sales

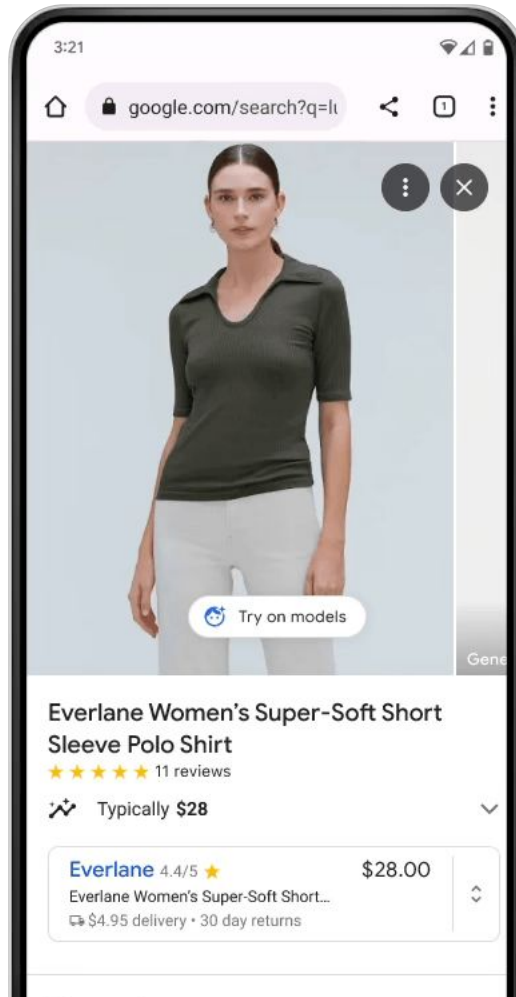
82% Avoid retail sites with poor experience

Source:



GenAI Virtual try-on

60% Increase in quality
product views





Google Lens: Search (and shop) what you see





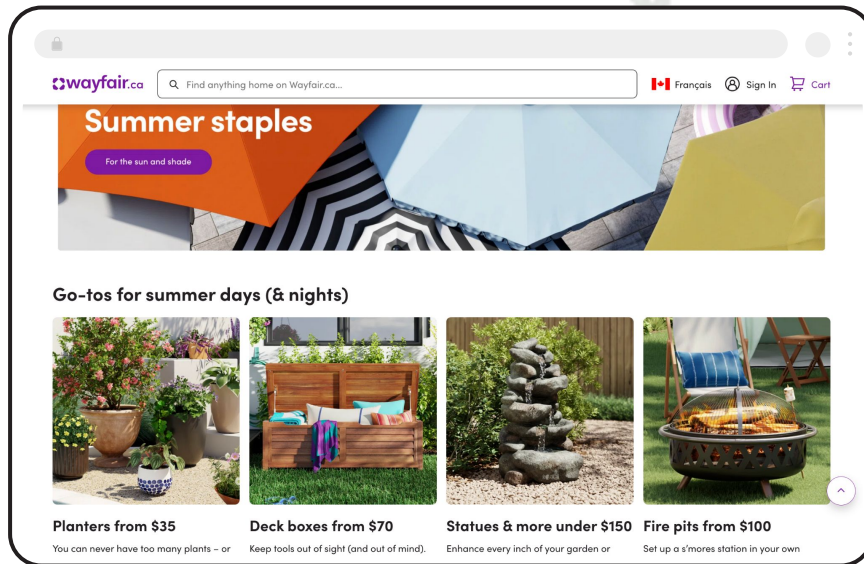
48%

Increase in code performance



60%

of developers reported that they were able to focus on more satisfying and meaningful work





Gemini

Supercharge your creativity and productivity

Chat to start writing, planning, learning and more with Google AI



write me a 30-second ad, in the tone of Mr Beast, for the affinity of foodies, for the brand McDonald's, give me 5 different call to actions based on 5 Canadian locations, and make it feel personalized



(Video starts with a shot of MrBeast standing in front of a giant McDonald's sign)

MrBeast: Yo, what's up, guys! MrBeast here, and today we're doing something insane! We're about to give away a lifetime supply of McDonald's... but there's a catch!

(Cut to a montage of people going crazy over McDonald's food)

MrBeast: We're looking for the BIGGEST McDonald's fan in Canada! Do you know the McMuffin jingle by heart? Can you recite the ingredients in the Big Mac sauce? Are you obsessed with those crispy, golden fries? If so, this challenge is for YOU!

(Cut back to MrBeast)

MrBeast: Here's how to enter:

- **Toronto:** Head to the McDonald's at Yonge-Dundas Square, order a McChicken, and tell them "MrBeast sent me!"
- **Montreal:** Visit the McDonald's on Saint Catherine Street, grab a poutine, and say "Je suis un fan de McDo!"
- **Vancouver:** Swing by the McDonald's in Gastown, snag a McCafe coffee, and whisper "I love the Golden Arches."
- **Calgary:** Go to the McDonald's in Chinook Centre, devour a Quarter Pounder, and shout "McLovin' it in Calgary!"
- **Halifax:** Hit up the McDonald's on Spring Garden Road, enjoy a McFlurry, and declare "East Coast McFans represent!"

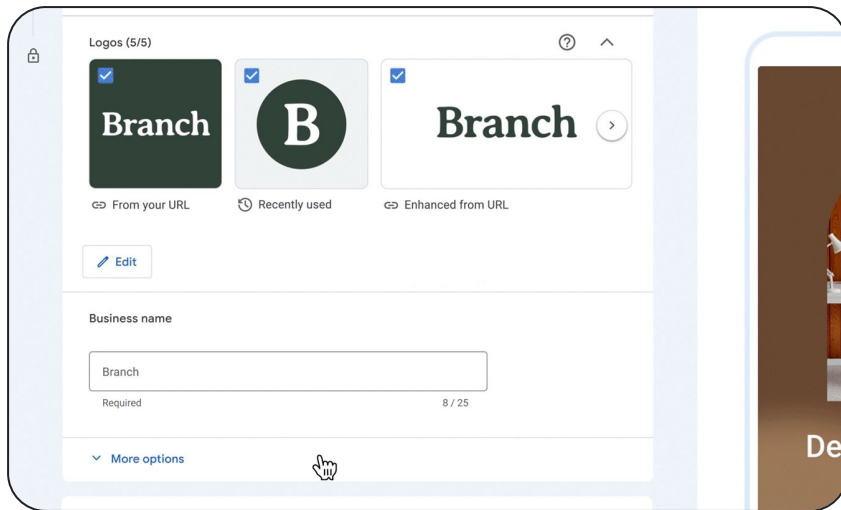
(Cut to shots of people rushing to McDonald's)

MrBeast: The first person from each location to complete the challenge wins FREE McDonald's for LIFE! Don't miss out on this epic opportunity!

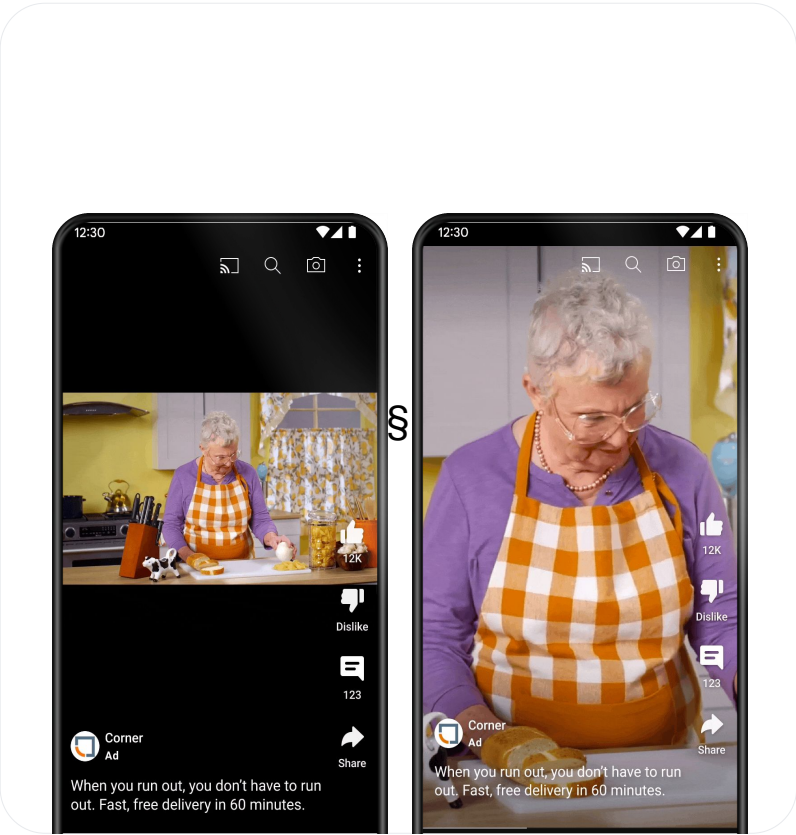
(MrBeast flashes a peace sign)

MrBeast: See ya at McDonald's!

Product Studio: Creative that's easy and on brand



Create Assets Faster



AI Voiceovers



+20%
Conversions

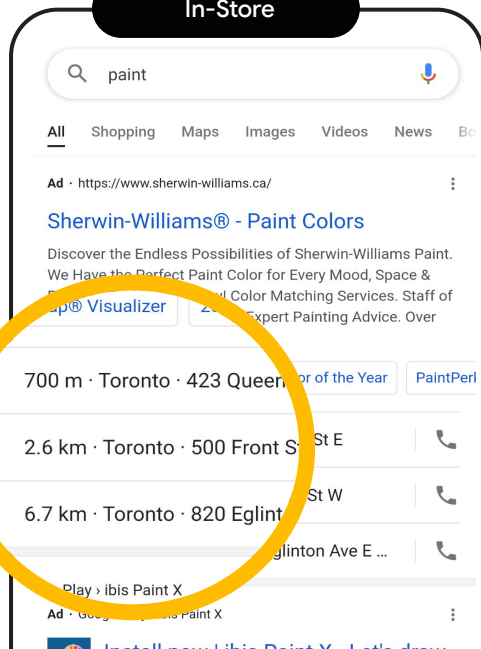


-18%
Cost Per Acquisition

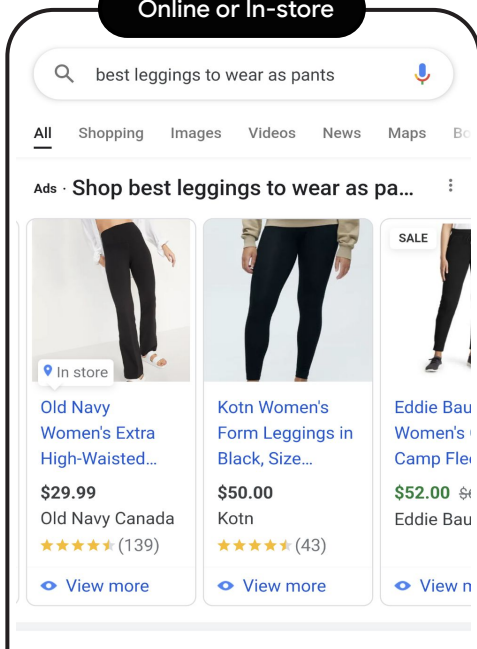


Reach customers shopping online and in-store, powered by AI

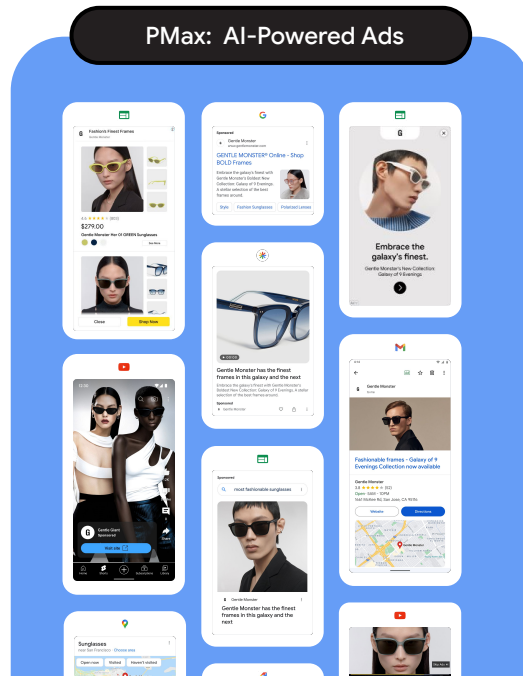
In-Store



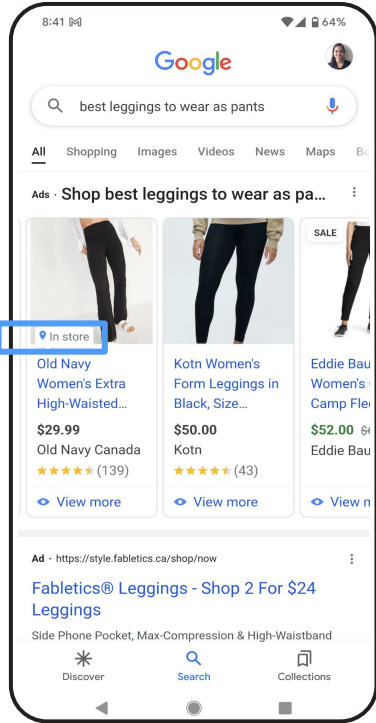
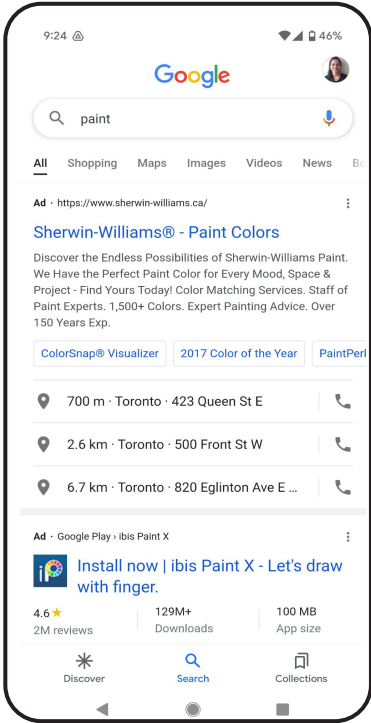
Online or In-store



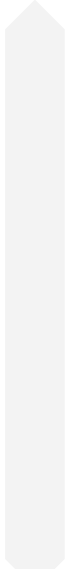
PMax: AI-Powered Ads



Optimize Sales at the *customer* level, online and in-store



More eComm Impact



More Store Impact

Category	eComm ROAS	Store ROAS
Category 1	10.5	13.1
Category 2	7.3	17.2
Category 3	8.5	18.5
Category 4	5.4	15.3
Category 5	6.1	18.7
Overall Avg.	4.8	19.7
Category 6	2.4	25.4
Category 7	4.0	28.6
Category 8	3.3	27.8
Category 9	3.0	28.9
Category 10	2.2	31.4

Summary

- 1 Canadian holiday shoppers increasingly undecided on products and brands.
- 2 AI as a business accelerator across Marketing, Operations, and Customer Experiences
- 3 Call to Action: Drive better results and save time this holiday season with AI-powered Retail tools



Thank you

Eric Morris

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