



# Capture the Local Retail Comeback with Pointy from Google



# Holiday Tips



As reopening continues, shoppers are keen to support local businesses over the holidays, while still keeping safe and using the digital channels they've grown accustomed to. With more shoppers searching for "now near me", retailers will need to reach shoppers online and off - and conveniently. The below tips will help you reach these shoppers this holiday season.

Source: Google Data, Global English, Jan. 26, 2021–March 26, 2021 vs. Jan. 26, 2020–March 26, 2020.

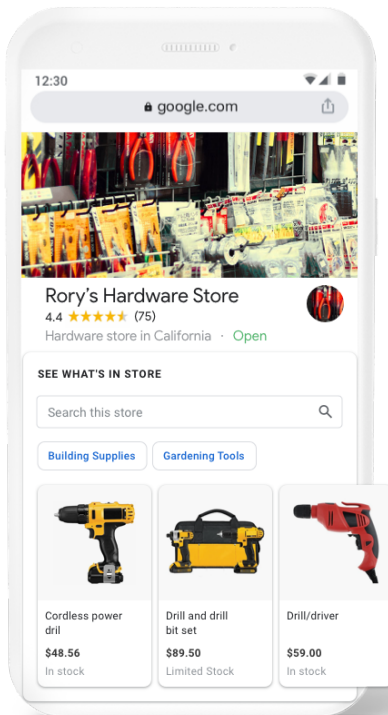


## Give shoppers essential store information

Up-to-date Business Profiles are 70% more likely to attract location visits and 50% more likely to lead to a purchase

Why

Source: Ipsos research: Benefits of a complete listing 2017



Whether it's holiday opening hours, a new phone number, or a new fulfillment option like click and collect, be sure that a potential customer can find all the information they need about your store on your Business Profile on Google Search and Maps. You can even display the products you sell directly through the See What's in Store module on your Business Profile so shoppers can virtually browse the products you stock. Simply install Pointy, start scanning your products and they'll automatically be added to your Business Profile on Google.

If you don't have a Business Profile, you can visit [google.com/business](https://google.com/business) to get started.



“ Literally every week I see new customers that found us on Google through the Google **See What's In Store** link.

Harley McIntire, Family Feed.



Source: Think with Google, 2019

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## Reach customers as they browse



90% of global shoppers said that they used online search prior to going into a store.

Why

Often, by the time customers enter your store, they've already decided what they're buying. As retail bounces back this holiday season, Pointy helps brick-and-mortar stores reach nearby shoppers who are searching online for products they want. Shoppers can then visit the physical store to complete the purchase.

“Pointy allows customers to see the variety of products we offer and has definitely increased foot traffic to the store. I can't begin to tell you just how many new customers we had visit, and say they had no idea we existed until Google pulled us up.”

**Megan Millsaps**, Sloan's Hometown Hardware



Source: Ipsos research: Benefits of a complete listing 2017

## Stay informed about holiday trends

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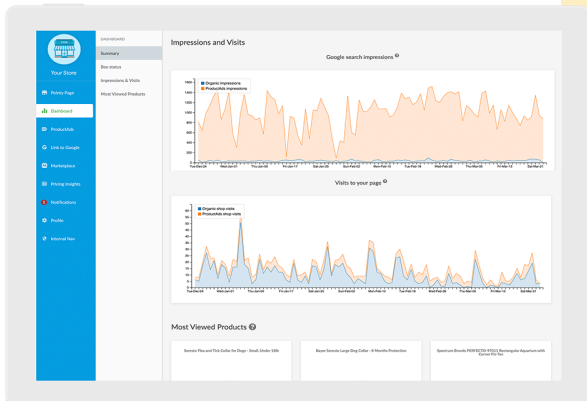
Why

The things people are searching for online can offer clues as to what to expect next, even in a dynamic, fast-changing environment.

There's a saying that 'trends become opportunities' and this can be the case for retail. By looking at the trends in retail you can better predict what your customers will want. Pointy provides you with easy-to-understand charts and data on your most popular products and the searches shoppers are making to find you.

“Pointy has allowed us to light a path to our store for many new customers to discover our unique range of products and services. It has put us in reach of an audience online that would often pass us by.”

**John Feely**, Feely's Total Health Pharmacy



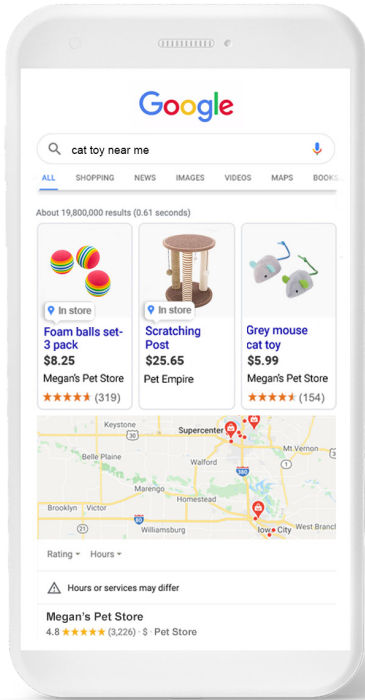
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## Turn last-minute shoppers into customers

Searches containing “available near me” doubled globally from spring 2019 to spring 2020.

Why

Source: Google Trends, February - April 2020



With many shoppers leaving their shopping until late in the holiday season, retailers can use local inventory ads with Pointy to reach “near me” searchers and last-minute shoppers. These ads are super visual and show an image of the product, its availability in your store, and the price. With these ads, shoppers can search for a product online, see an ad for your store, and get directions to come in-store to buy from you.

“ I absolutely love that with hardly any effort on our end and a nominal monthly budget which is integrated in the Pointy dashboard, our store’s products, with photos and pricing, are served to a targeted allowing local shoppers to discover the products we carry. ”  
Cheryl Knudson, Knudson Lumber Co.

Get Pointy for free

