

# Google gets visual with new search tools

## Article

**The news:** Google's **latest search features** streamline the shopping experience.

**Easy on the eyes:** When users Google the word “shop” followed by a product type or description, a visual feed of products will now appear with buying options.

- The “shop the look” tool shows users complementary pieces and where to buy them.
- Google’s visual feed also shows users what’s trending within a category, giving consumers access to the latest models, styles, and brands.
- 3D visuals of shoes will soon be added, starting with sneakers.

**This or that:** Two other new tools aid shoppers when they just can't decide what they want.

- The buying guide feature shares helpful insights about a category from a range of trusted sources.
- Page insights curate information like pros/cons and star ratings to give users an idea of what other shoppers think about a certain product.

**Have it your way:** Google is giving users exactly what they want by integrating past user data and current trends.

- Users will get more personalized shopping results based on previous shopping habits and user-added preferences. Personalized results can be turned on or off at any point.
- Dynamic filters adapt based on real-time search trends.
- The Discover function shows suggested styles based on what's popular and what users have been shopping for.

**Staying on top:** **US search ad spending** will hit \$99.00 billion this year, with Google Search bringing in over half of that. But Amazon has steadily grown its share of search advertising since 2016, making it a real threat. Google needs to do whatever it can to stay on top of the game.

*This was originally featured in the Retail Daily newsletter. For more retail insights, statistics, and trends, [subscribe here](#).*