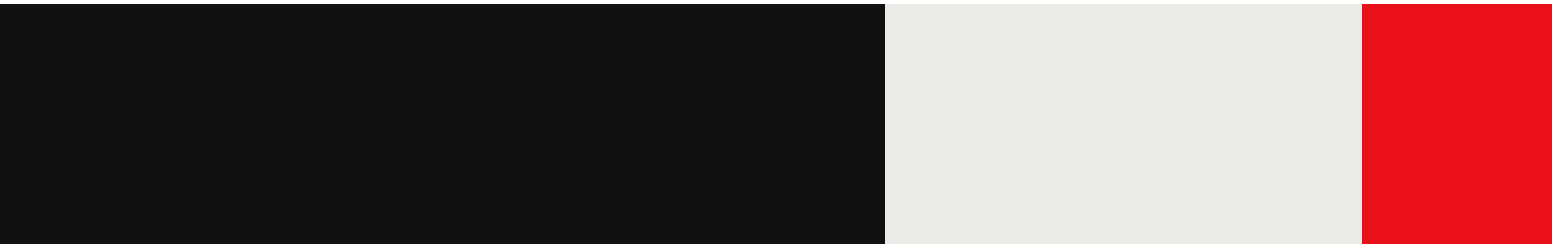# The Weekly Listen: Google is redesigning how we search, who will be America's largest retailer, and AR billboards

Audio

On today's podcast episode, we discuss why Amazon is pulling back from "Just Walk Out" technology, how the Atlantic magazine turned things around, what will ignite TV shopping, whether LinkedIn testing TikTok-like videos is a good move, what science says about how to be happy, and more. Tune into the discussion with vice president of content Suzy Davidkhanian, analyst Evelyn Mitchell-Wolf, and vice president of Briefings Stephanie Taglianetti.

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Episode Transcript:

Marcus Johnson (00:00):

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awin.com/emarketer for more information. Hello everyone, and thanks for hanging out with us for the Behind the Numbers. Weekly Listen, an eMarketer podcast made Possible by a win. This is the Friday show that recently accused me of being all over the place emotionally.

Stephanie Taglianetti (00:36):

Oh, that's not true.

Suzy Davidkhanian (00:38):

Who did that? Stuart Runs

Stephanie Taglianetti (00:40):

Team. You said you were all over the place on your screen. Literally physically,

Suzy Davidkhanian (00:45):

Meta physically.

Marcus Johnson (00:46):

This is also the show that was struggling to resize windows on our computer, but we'll soon attempt to discuss AI search. So come

Suzy Davidkhanian (00:53):

On. Which is, this is out of context. Bad news.

Evelyn Mitchell-Wolf (00:57):

Hey, AI search is my coverage area, but Zoom is not.

Marcus Johnson (01:01):

I'm your host, Marcus Johnson. In today's show, Google Redesigns search, who will soon be the biggest retailer in America? Should more folks be pairing augmented reality with out-of-Home advertising are more and more advertisers missing the mark. And where in America are the best places to own a pet? Join me for this episode. We have three people. Let, what was that? No, Steph, was that you? Yeah,

Stephanie Taglianetti (01:30):

I was like

Marcus Johnson (01:32):

Pretty good. Pretty good. Johnson, join me for this episode. We have three people. One of them you just heard from. She's our vice president of everything briefings based in New Jersey. It's Stephanie tagline, Netti.

Stephanie Taglianetti (01:45):

Cheers mate.

Marcus Johnson (01:46):

Hello there. Also joined by our vice president of Content Heads up our retail and e-Commerce desk based in New York City. It's Susie David Canyon.

Suzy Davidkhanian (01:56):

Hello. Thanks for having me.

Marcus Johnson (01:58):

And we're also joined.

Suzy Davidkhanian (02:00):

I'm very sad. It's not a game. I just didn't know how to say hello because there's no game. Why? What

Evelyn Mitchell-Wolf (02:05):

Would you do differently?

Suzy Davidkhanian (02:07):

I've working. I would've been way more enthusiastic.

Stephanie Taglianetti (02:09):

Oh. Oh,

Marcus Johnson (02:11):

You said hello? Like you were just coming into an open house. Yes. Hello.

Suzy Davidkhanian (02:16):

Hello. I love that.

Marcus Johnson (02:21):

And

Suzy Davidkhanian (02:21):

Finally, you're very imaginative.

Marcus Johnson (02:23):

Finally, we're joined by one of our senior analysts who covers everything just dramatizing and media for us based in Virginia. It's Evelyn Mitchell Wolf.

Evelyn Mitchell-Wolf (02:33):

Hello.

Suzy Davidkhanian (02:34):

Hello. That too.

Evelyn Mitchell-Wolf (02:37):

Hi.

Suzy Davidkhanian (02:38):

I love that. Thanks Evelyn. You're the best.

Marcus Johnson (02:41):

A hideous start. We are going to be talking about Google redefining search in the first segment. We moved to a debate in the second, in random trivia in the third. Let's get to it. We start, of course, with the story of the week.

Marcus Johnson (02:58):

Google is redefining search. Are we ready? Google is starting to roll out AI overviews to Americans and soon folks around the world, these were previously known as search generative experience. Billions of Google users will soon see an AI generated summary at the top of many of their search results, if you haven't already. And that's only the beginning of how AI is changing. Search notes. David Pierce at the Verge, Google's Gemini AI technology will also let users do a number of things. I won't list them all, but a couple of them choose between original simplified and detailed answers. Categorize restaurant searches, for example, one's for a date or one's for a business meeting. Create customized meal plans by entering a search query. Let people search for an answer by capturing a video and asking a question at the same time. And there's also a Gemini chatbot for paying subscribers where you can respond to prompts the equivalent of 1500 pages of text in length with a version of a chatbot coming soon that can hold conversations with users much, much more as well. But folks, what jumps out to you about how Google is redefining search? Evelyn?

Evelyn Mitchell-Wolf (04:08):

I mean, what doesn't jump out at me truly, I mean, you just listed a bunch of stuff, but I'll stick to AI overviews just for simplicity's sake. This is a really big deal. Google is still the most heavily used search engine out there, and for all of its cool perks, copilot did not lura critical mass of users away from Google to that more generative search experience. But because Google is integrated into so many, I mean all of the interfaces to the internet, most major browsers, most devices, Google is the default search engine. So now that Google has integrated AI overviews into, its just regular schmegular search interface, adoption is going to skyrocket. It probably has already skyrocketed. That's a huge deal. And so now we're going to get to see how consumer search behavior evolves in light of generative search. Because before it just, there weren't enough people using it for there to be a meaningful environment where behaviors could evolve slowly or quickly. And now we're going to see a lot happen really fast. I have concerns about traffic flow, I have concerns about the sustainability of the search advertising model. There's just so much that's happening now that we've been talking about in theory for year plus at this point. So don't a

Suzy Davidkhanian (05:42):

Lot, I'm super excited about this. Personally, I feel like from a consumer lens, you are going to make my life so much easier. I didn't realize they were piloting it. I already have the AI overview. It's game changer for me because it's making my life so much easier. And all those

random add-on features that you were listing Marcus, and there's a lot more are meant to help make my life easier. So is it going to impact advertisers? Yeah, probably. But is it going to make my life easier and then be more open to other sort of technologies and other ways of doing what I was already doing? Maybe it just might move from one to the other.

Stephanie Taglianetti (06:19):

I mean, I'm thinking about it from two personalities that I have as a consumer and then also in my day job, which borderline is publishing. So as a consumer, yes, I found my dinner party data quite easily using the AI search tool. So lazy. I was forced into it. I type a

Evelyn Mitchell-Wolf (06:37):

Question, you can't turn it

Stephanie Taglianetti (06:38):

Off. I typed it into Google and I was forced to engage with it. But as a publisher, we just went through this whole SEO training on content. We're trying to optimize our comp to come up higher in Google search slots, but it may be moot when publishers are going to get, I don't know. I'm seeing numbers like 25% lost traffic up to 40% lost traffic because of this change. And those are really scary numbers that we're not ready to contend with recouping,

Suzy Davidkhanian (07:04):

But I feel like it'll just come from a different place. It'll just be from a different, someone will find our content in a different way once they get used to figuring out what that is, or you guys will figure out how to optimize the content. I think it's that, right? I think it's going to be fine.

Evelyn Mitchell-Wolf (07:22):

I think for some publishers, e-marketer, if we can count as a publisher, I think we're kind of a unique, I mean because a research company, so it's a little bit different, but some publishers will be able to make it work. There will be some growing pains and some trial and error and a lot of, there's a huge learning curve to come. But there's also this very real risk of a lot of smaller publishers and the heartbeat of the internet. Those, if you ever have found good product reviews on a random website that, I mean you have to obviously build trust there, but a lot of the really huge aggregate product review lists are not actually that great. They don't give you a ton of information. They maybe don't have a great testing methodology, whatever

it is. So the really niche ones, they are ad supported and they rely on traffic from Google and they will not be able to survive. So over the next couple of months, maybe a year, we'll see probably a vast reduction in the amount of quality content that exists on the internet for the search for AI overviews to draw from. So the quality of those results will likely go down and it will be much less useful to you, Susie, when there is not as much good quality content, I

Suzy Davidkhanian (08:36):

Feel like I think it just depends on what you're searching for. If I need a dinner party data, I don't need you too. No, no, I didn't. I used something for my AP session tomorrow. But I think it just depends on what you're searching for. If you're searching for, you have a medical thing and you went to Google to look for it, yes, it's going to matter, right? But if I'm looking for a pair of jeans, does it really really matter if I have less choices? In fact, there are studies that show the more choices you have, the less likely you are to buy something and walk away. So I really, really think it just depends on what industry you're

Marcus Johnson (09:11):

In. Yeah. I wonder what, if you look at a share of all the questions asked, what are most of the things asked? Is it people looking for

Evelyn Mitchell-Wolf (09:18):

Stuff to buy? Most of the things, actually, I have the answer, please, Marcus. Yeah, please. Most queries are navigational queries, which is another reason that AI overviews, well, I'm a little dubious on them. So navigational queries are the ones of typing Facebook into your URL bar at the top rather than facebook.com and going to a Google landing page that the first link is Facebook. Got it.

Suzy Davidkhanian (09:44):

Oh, that's different.

Evelyn Mitchell-Wolf (09:45):

Yes. But that's the vast majority of queries out there. And because you can't turn AI overviews off at least yet, a lot of times there will be an AI overview and you're like, I'm just going to ignore this anyways, and now I have to wait three to five seconds for it to write this paragraph that I don't need. I just want to go to Facebook. But

Suzy Davidkhanian (10:03):

Then maybe as a consumer, you'll just start writing facebook.com. I don't know what I do think if I'm a publisher, I would be more worried about social, right? There are all the social blips of news on all different platforms that one, they have zero control over the narrative when it's taken out of context. And two, it's certainly not driving traffic to their website. Google probably AI enabled. Google definitely has things that everybody, every industry has to worry about, but at least on the retail side, I think it's very cool. Just think about how Walmart is doing. They're like, help me plan a unicorn party. And all of a sudden you have everything that you need at your fingertips. I don't know. I'm really excited about this.

Marcus Johnson (10:43):

It does really depend on what you're asking. I thought this was a good point from Mateo Wong of the Atlantic, basically the idea that people will likely trust these AI generated answers more than what they've typically found because it's just giving you one statement of like, here's your answer and you have to scroll and look for more information if you want to. And I think that's scary. Most people will. Yeah, especially depending on what you're asking. And he was writing these algorithms are trained to find statistical patterns and predict words in a sentence, not discern fact from falsehood. So I thought that was an important point. And then Stephanie, I want to quickly come back to what you were saying about traffic and what could happen to traffic because of this. Liz Reeds, Google's new head of search says early data shows that this new way of searching will actually lead to more clicks to the open web.

Marcus Johnson (11:32):

I'm thinking about ATMs. When ATMs came out, people thought that a lot of banking tellers were going to disappear. Actually, it created more business, it gave more access to banking services, and I think that's what they're hoping will happen here and what they're suggesting will happen. However others disagree. Ross Hudgens, CEO of search engine optimization consultancy, siege. Media thinks traffic could take a 10 to percent hit and more for some folks, Gartner says 25% by 2026 in terms of hit to search volume as a result of AI search engines, the Atlantic estimates large publicists could lose 20 to 40% of traffic and ad management company RIV estimates changes to search could result in some science losing between up to two thirds of their traffic. Which reality do we think is most likely?

Stephanie Taglianetti (12:19):

Are you asking us to pick a percentage that we

Marcus Johnson (12:21):

Actually have? Yeah. Do you think it's going to really devastate publishers? Is it going to be affect them but not?

Evelyn Mitchell-Wolf (12:30):

I was just going to say in aggregate, I would fall somewhere in the middle, but sort of lean towards the more extreme side of things. Well, I think this is such a big deal, and Google can't necessarily really predict the behaviors of everyone that it's search engine services. It is operating off of data from, I believe search labs and from a small sort of rollout. But I am really skeptical that there's actually going to be a lot of heavy, I don't know if anyone has used the AI overviews, but it's not a very, it does not right now. At least it might change, but it right now does not encourage,

Stephanie Taglianetti (13:17):

There's nowhere for me to even click on. I couldn't even You

Suzy Davidkhanian (13:21):

Tell where hit little statistics,

Marcus Johnson (13:22):

The dropdown.

Suzy Davidkhanian (13:23):

Yeah, you have to hit the little carrot. I

Evelyn Mitchell-Wolf (13:24):

Don't

Stephanie Taglianetti (13:25):

Feel like I need to because I have the information that I needed already optimized.

Evelyn Mitchell-Wolf (13:31):

It's friction. If you have to click one thing to see the links and then click another link that each click reduces the chances that there will be a subsequent click.

Suzy Davidkhanian (13:40):

I mean, that's for sure. But I do think if you think about Expedia now, it's not exactly the same, but the travel world, I don't know, do we have numbers or do we have a sense of people now go to a price line or Expedia or a Kayak before they go, usually before they go to United or JetBlue because they're trying to get a good deal and they're trying to get this aggregate information happening. And that's been working enough. The banks have their own travel centers and are incentivizing you to use their travel center to be like the intermediary. So I just think some of it, I'm not saying it's not going to impact search in terms of the click-throughs. I just think it becomes, people get used to it. People figure it out and then they try and make it work for whatever industry they're in.

Marcus Johnson (14:22):

Yeah, there's so much to say here. I mean, we'll probably have to put another episode together. We need to talk about the whole advertiser side of this a bit more. So yeah, look out for that. Yes.

Suzy Davidkhanian (14:34):

And shouldn't we also talk about you guys 10 years ago I had the Google assistant that I didn't know was the Google assistant, and it told me when my flight was going to be delayed. It told me before the airline, and then I think people thought it was creepy, so it went away. There are going to be so many things it's going to help us with if you're in the Google Android family, I think to help make your life easier. So yes, I'm sad for search and publishers and advertisers, but I'm so excited for myself.

Marcus Johnson (15:02):

It's a terrible note to end on, but that's why we have to leave it last time now.

Suzy Davidkhanian (15:05):

Well, I'm excited for retailers too, to be honest with you. I think it's going to make it easier for retailers in the long run.

Marcus Johnson (15:11):

Okay, that's better. We'll use that instead. Great time now for the debate of the week. Today's segment make the case.

Marcus Johnson (15:21):

Our panel, Susie, Stephanie and Evelyn present the for and against arguments, each of the following questions based on three new stories, two contestants that face off per question. The following takes don't necessarily reflect the analyst's personal views. Their job is to just present the best case regardless and offer objective analysis. Question one. It's Stephanie against Susie. We're talking about the biggest retailer in America. Walmart's Reign as the nation's biggest company by revenue as under threat. Writes the journal Sarah Nassau. It made six hundred and forty eight, six four 8 billion last year. That's good enough for over $1 million for every minute of the day. Amazon is hot on its heels making close to 90% of what Walmart made and growing faster. Ms. Nassau does point out that while Amazon's and Walmart's businesses compete head on, there are big differences in how they make their money. However, in the Wall Street Journal article, it noted that Walmart executives think Amazon could be a threat in groceries. An area that gives Walmart the country's largest grocer. Most of its US revenue projecting that Amazon could grab up to 20% of the US grocery market within the next six years by 2030. Question is Walmart's reign as America's biggest retailer under threat? Stephanie is arguing that it is 60 seconds on the clock make the case.

Stephanie Taglianetti (16:37):

So my team, the retail and eCommerce briefing team has been writing a lot about how Amazon is slated to overtake Walmart in several different facets. I think what's key you mentioned is how the two firms are growing in terms of revenue and Amazon's growth in its non-retail operations, particularly in e-commerce and digital advertising sales is looking really good. It's got 42 billion versus Walmart's 4 billion in digital a revenues. And that division for Amazon grew about 25% this year. We expect it to hit just over 64 billion by 2026, and we predict that e-commerce sales are going to hit 540 billion by 2025 versus Walmart's about 200 billion. My team, I think just like two weeks ago, was covering some tactics by Walmart that went tit for tat with Amazon. It announced a ton of initiatives, like a trendy private label food product that's meant to contend with Whole Foods, trader Joe's, few AI initiatives meant to compete with Amazon's drone and warehouse automation initiatives. So I think that the

fact is that Amazon is coming out Walmart on multiple fronts, and then we can see from Walmart's responses that it is showing that it feels threatened by the retail

Marcus Johnson (18:00):

Giant. That's a goods, right? This new brand who's up against me? Susie, of

Suzy Davidkhanian (18:07):

Course,

Marcus Johnson (18:07):

Susie. Walmart's reign as America's biggest retailer isn't under threat to make the case.

Suzy Davidkhanian (18:12):

Sure. So I think stuff really helped make the case, right? If we think about the question was retail as a commerce business, not e-commerce versus stores, then Walmart is not under threat, right? Walmart is taking all of the right steps to bolster its product assortment, which as we know is King is using data to understand their consumer. They have a giant data analytics team to try and better understand what are people shopping for? What is in their basket today that is not that they should be buying, that they're not buying from Walmart, but they should be buying from Walmart because Walmart has it. They are doubling down on product, which is at the end of the day the most important thing. And they're like Steph pointed out, they are trying to figure out what are the right features to make the experience more convenient. So I really think when you look at just the commerce business, because Walmart has so many stores and is able to ship from stores, there is no way that Amazon is going to take them over in the near term future. Amazon is trying to figure out grocery. I mean they are doing, I don't know how much smaller a whole Foods in New York can get, but they are doing the small footprints, right? In New York, they're testing that out. I'm not really sure if that's going to work for them. They pulled out a fresh, I mean they're really trying hard because they realize that groceries build a basket. Walmart has that advantage, and now Walmart is trying to figure out the ancillary things to help build that basket.

Marcus Johnson (19:39):

Very nice. This move to question two.

Suzy Davidkhanian (19:41):

Wait, who won? There's no winning. I'm just joking. Come on.

Marcus Johnson (19:46):

Augmented reality and out-of-home content for question two, Evelyn against Stephanie. So there's a piece of sponsored content in Adweek by Niantic suggesting that folks should make AR augmented reality and integral parts of their out-of-home ad strategy because Niantic is an augmented reality gaming company. So that's why this piece exists. However, I think it's an interesting question to ask and the cite a case study where European phone carrier Vodafone created eight billboards across Germany with QR codes that when scanned launched a 360 degree experience featuring 3D, virtual emojis, balloons and popcorn flying all over the place and towards you with the potential to win prices. The question is, should augmented reality be more heavily used in out-of-home advertising? Evelyn is arguing that it should make the case.

Evelyn Mitchell-Wolf (20:38):

So I don't think AR should be used for every out-of-home activation or campaign. That would be a lot. Brands can do a lot static out of home too. But when AR is used thoughtfully, there are so many possibilities that those traditional installations can't support. Personalization is a great example. Out of home is a mass medium, but interactive elements can help the brand build a relationship with an individual person. And there are also measurement benefits. So when a consumer scans the QR code or whatever it is, that helps them interface with the AR element, that's a digital interaction. Regular out-of-home measurement has gotten quite sophisticated. But data hungry advertisers will no doubt love to have more information about how many exposed consumers actually scan the code, the depth of engagement, first party data about specific consumers that can be aggregated to inform future campaigns or incorporated into a CDP to target and measure media in other channels. So AR shouldn't be used for every campaign, but it should definitely be used more heavily.

Marcus Johnson (21:46):

Stephanie arguing AR shouldn't be more heavily used in out-of-home advertising make the

Stephanie Taglianetti (21:51):

Case. No, I think the operative word here is heavily. I think that this is a fun element that's not going to convert sales in a major way. So folks should not lean heavily into this. It's a good way to show off tech prowess and innovation though. But the amount of people who are

actually shopping with AR is still relatively small. According to our forecast, there's about 47 million AR shoppers in the US today, and there will be 64 million by 2028. That's still less than a quarter of overall shoppers in the us. So I think what we're going to see is that early adopters will engage with these ads because they think they're cool, but ultimately it could become ineffective over time and not going to drive sales in any major way.

Marcus Johnson (22:34):

Very nice.

Evelyn Mitchell-Wolf (22:35):

I think it's funny, I was thinking more heavily it should be used more heavily but not heavily. And you did the same thing but backwards.

Marcus Johnson (22:44):

Very good, very good. Question three folks. Last question for the debate. We've got Susie against Evelyn advertisers missing the mark. Last week we talked about how Apple apologized after backlash over an ad showing instruments and books being hydraulically pressed that was supposed to exemplify how creativity was being pressed into an ultra thin tablet. Folks did not agree that that's what they were showing. Now, dating app Bumble is removing anti celibacy ants following accusations that is undermining data's freedom of choice. Rights. Sir Ya tpa, bat Chaa of the Wall Street Journal, Bumble said, our ads referencing celibacy were an attempt to lean into a community frustrated by modern dating and instead of bringing joy and humor, we unintentionally did the opposite. The question is, are these latest ads advertising misfires that is from Apple and Bumble a reflection of something broader? Susie is arguing that they are a reflection of something broader. Make the case.

Evelyn Mitchell-Wolf (23:42):

So

Stephanie Taglianetti (23:42):

I think I start a lot of my

Suzy Davidkhanian (23:44):

Answers. I just think it depends, right? And I think these are two very different examples. So on one hand I think consumers are just more sensitive and consumers also have a lot more information and with information comes choice. And so when you're given the no, that's not a good choice. You're making consumers have an aversion to that, right? And they don't want to be told that When I Googled, are people more, I'm not even kidding, are people more sensitive? Now? Google's AI overview said it's just not that. It's not, they're more sensitive, it's just that they're more comfortable telling you that they're Well, I'm adding, they're comfortable telling you the upset part. See, it's not perfect, right? So what I would say in terms of the Apple one, which I'm not sure where you all landed, was the Apple one. It was so much more than a choice.

Suzy Davidkhanian (24:37):

It was about a whole industry and ai. And I bet if it wasn't crushing the books, but if there was some neat way of the books and the pianos coming into the iPad that was super thin and then coming out as some new tech DJ guy, it wouldn't have had the same, it would've been the same message, but it just wouldn't have had the same sort of gut reaction. It was just violent. So I really just, again, I think it depends. We are definitely more sensitive and a little bit more woke and walking on eggshells. So I think it'll keep happening.

Marcus Johnson (25:09):

Just for the record, we do more than just Google answers here at eMarketer. Okay,

Suzy Davidkhanian (25:14):

Well, I wanted to try

Marcus Johnson (25:16):

To pro plus or considering it,

Suzy Davidkhanian (25:18):

I promise. I just wanted to see what Google would say if I, because that's a weird question. I don't use my Google to help me with facebook.com for example. I use it to answer ridiculous questions. Are we more sensitive

Marcus Johnson (25:33):

Or how to create a tomato farm in my apartment?

Suzy Davidkhanian (25:35):

Correct. And now my dad sends me like how to plant an avocado from the pit and it's like YouTube videos.

Marcus Johnson (25:41):

You're not ready. You're not ready for that.

Suzy Davidkhanian (25:42):

I tried a strawberry. It didn't work. Thank you for bringing up the tomatoes.

Marcus Johnson (25:45):

Great, Evelyn. These latest misses are a reflect, oh, sorry, aren't a reflection of something broader.

Evelyn Mitchell-Wolf (25:54):

US analysts are taught that once is a fluke, twice is a coincidence, and three is a trend. My mom also always says that bad things come in threes. So maybe we should expect one more of these, but I don't think that this is a trend, at least not a new one. There have been plenty of ad fumbles in the past. There will be plenty in the future. It's a matter of not having a diverse enough group of people involved in the creative process or not welcoming or listening to feedback. And there's a balance, right? I mean, if a brand expects to please everyone all the time, they will be disappointed or else never put out any interesting campaigns. And not every company is Bumble, which operates in a tricky socially fraught industry. Or Apple, which like its big tech counterparts will always be under a microscope. Those companies should absolutely go out of their way to run ads by people with a variety of backgrounds. Maybe in bubble's case, an intimacy expert would have been good, but most brands are quite risk averse and conservative in their creative concepts. So I don't think it'll turn out to be a broader issue.

Marcus Johnson (27:03):

Okay. Wait, can

Suzy Davidkhanian (27:05):

We do a side note on the BBC article? Did you guys notice that there was a popup that said if you want to read what Twitter is saying, you have to click here and give consent? Or was that just on my Google powered laptop?

Marcus Johnson (27:17):

You'll stop asking these IT related questions whilst we're recording. Susie.

Evelyn Mitchell-Wolf (27:21):

No, it's interesting. I mean, I've

Suzy Davidkhanian (27:22):

Never seen that before, trying

Marcus Johnson (27:24):

To get tech support last time we were didn't see,

Evelyn Mitchell-Wolf (27:27):

But it could have been that I just didn't notice it because I tune out ads.

Suzy Davidkhanian (27:32):

Oh, maybe. Well, this was part of the article. It was like, and if you want to see what they're saying on Twitter about the Bumble thing, I feel like it's the reverse of what we were talking about originally. It's now a publisher saying, I'm not sending traffic to Twitter, you have to consent. Or it could just be that it was Twitter and it was still called Twitter. So that's another problem there. Anyways, just thought that was interesting.

Marcus Johnson (27:55):

Okay, Suzy's like I just got a new keyboard. Do you know how I

Suzy Davidkhanian (28:00):

No, that was a last time.

Marcus Johnson (28:01):

Plug it in on the other side.

Suzy Davidkhanian (28:04):

That was not today.

Marcus Johnson (28:06):

Every

Stephanie Taglianetti (28:06):

Episode we

Suzy Davidkhanian (28:06):

Have the best IT department, so they're amazing. We have to give them a lot of credit.

Marcus Johnson (28:11):

Use them. I

Suzy Davidkhanian (28:13):

Do

Marcus Johnson (28:13):

For the love of God. That's what we've got time for. The debate of the week time now for dinner party data. This is the part of the show where we tell you about the most interesting thing we've learned this week. Let's start with Stephanie.

Stephanie Taglianetti (28:30):

Cool. So I already teed up that I used Google's AI overview feature and search, not by choice, but it was actually really helpful. So I am on the mental health employee resource group at eMarketer and Insider. And so for mental health awareness month this May, I wanted to share some mental health statistics that I think are important for anybody who's an employer to know about their workforce. So here's some stats I found with the Google search feature. Cost organizations spend an average of over $15,000 per employee with mental health issues each year. Lost productivity costs employers more than 36 billion annually.

Evelyn Mitchell-Wolf (29:24):

Whoa.

Stephanie Taglianetti (29:26):

For those who have employer sponsored health plans, 43% of the US employees who sought out mental health care last year, say their employer-sponsored health plan benefits, did not meet all of their mental health needs. The leading of mental health issues and stress in the workplace is actually workload shockers. 77% of workers reported experiencing work-related stress in the month before this 2024 survey that was cited came out, wait, what percent

Suzy Davidkhanian (29:57):

Was that?

Stephanie Taglianetti (29:57):

77 and higher rates of turnover among people experiencing mental distress. So all in all mental health issues really negatively impact job performance, productivity, they affect how employees can communicate with their coworkers and also overall just their ability to show up for work every day. So I am just doing a PSA to consider giving your team a day off this month to reset, to decompress and to ensure that your workplace has sufficient support for mental health, such as setting up an employee led resource group such as the one that I'm participating in with e-marketer.

Marcus Johnson (30:41):

I was going to ask, is there a quick tip for companies in terms of something that they can do to help with this? That's an

Suzy Davidkhanian (30:48):

Easy lift.

Stephanie Taglianetti (30:49):

The easiest lift that you can do is making sure that you have people who have their ears to the ground with the workforce and are listening to the major causes of stress. Because if you don't have that and you're not paying attention, you're not going to know what you don't know. So that's really the point of this ERG, is that we have people across leadership listening to what's causing people stress. And we are reacting to that with actual tangible things such as group meditation workshops for managers to deal with stress workshops for employees to deal with stress, having access to apps like calm that can give you a mental reset throughout

the day. But it's really important to just make sure that you are paying attention to this. It impacts people very acutely.

Marcus Johnson (31:35):

Very good. Let's go. Susie.

Suzy Davidkhanian (31:38):

Oh man, I don't have a good serious topic. I don't go

Marcus Johnson (31:42):

Next. None of bus. Don't worry. None of us do.

Suzy Davidkhanian (31:44):

Of course. I'm going to talk about shopping. Yay. According to Brate Insights March, 2024 survey, three things. I mean there's more than three, but the top three when you think about where you're choosing to shop are 68% of people said price and value. 56% say high quality products and 42% said fast and free shipping. What I thought was interesting was less than 20% just shy of 20% said the loyalty programs are what incentivizes them to shop, which is interesting. If you don't have a strong loyalty program, it's not working because it should be higher up there. 70% of people say four or more purchases make so think that they are brand loyal and one in three say that they keep going back to the same brand because their purchase experience matches their expectations every time. Kind of like Google search, if you go and all of a sudden it switches out and it's doing all kinds of things you weren't expecting. If you keep doing that, Google people are going to stop coming to you. But that's not true. We know that there's the only place really.

Evelyn Mitchell-Wolf (32:52):

Yeah. Well we'll see how the Google DOJ antitrust case hands out things.

Suzy Davidkhanian (32:57):

If you're a monopoly. Yeah, you can do whatever you want. And everyone's, I'm not saying they're a monopoly. That's the lesson. Victoria, can you take that part out?

Marcus Johnson (33:06):

I'll have to. Very good. Let's go Evelyn.

Evelyn Mitchell-Wolf (33:10):

Okay, so my husband and I have been renovating our house for forever and ever, just the two of us, and it takes a really long time to do, but we've gotten to the stage now where we can start decorating, which is fun. And so I looked up some design trends for 2024 that I'm going to share with you. These are from HGTV, the holy Grail. Okay, so number one for 2024 sophisticated lighting, what it stands for?

Suzy Davidkhanian (33:39):

The ground tv. What? You don't know. Oh, that's

Evelyn Mitchell-Wolf (33:41):

Not what I meant. It's home and garden tv, but I didn't realize I, I'm kidding. That's funny. Unintentional pun. Okay, so I go, it was pun intentional. Okay, so sophisticated lighting. That's the first one. So I had to look up additional

Suzy Davidkhanian (33:59):

Sophisticated, what is sophisticated?

Evelyn Mitchell-Wolf (34:02):

I have description

Suzy Davidkhanian (34:03):

Paper. I think a lot of crystals.

Evelyn Mitchell-Wolf (34:05):

It's like sculptural pendant lights and oversized chandeliers, artistic floor lamps, that kind of stuff. This is one I I'd never heard of before. Biophilic design, which centers around bringing the outdoors inside, creating spaces that foster a stronger connection with nature. So like indoor plants,

Marcus Johnson (34:24):

I'm killing it.

Suzy Davidkhanian (34:25):

Right? Walls, I got I living walls,

Marcus Johnson (34:28):

The indoor plants.

Suzy Davidkhanian (34:30):

I was the head of the trend

Evelyn Mitchell-Wolf (34:32):

With your

Suzy Davidkhanian (34:33):

Tomatoes? No,

Marcus Johnson (34:34):

Was exposed. Okay.

Evelyn Mitchell-Wolf (34:37):

Textured walls. So textured wallpapers and paint finishes like plaster or stucco. That's interesting. Brick and maximalism is apparently a trend for 2024. So lots of art accessories, which to me just, I mean that stresses me out to just have stuff everywhere. Then you have to clean all this stuff too and just, that's a lot. But there we go. That's a couple of trends for 2024.

Marcus Johnson (35:00):

Alright folks, I've got one for you real quick. The best places to own the pets. This is for Victoria who edits the show. That's why I have this one. So according to Forbes advisor, I've got three stats for you, which this is going to be a tough one to guess. I'll just tell you, 15% of dog owners in Rhode Island stayed at a job they disliked for their dog because it meant they could work remotely or had a dog friendly office. Texas and New York were second and third with 12%. There's quite a lot of people who are staying in a job they hate.

Evelyn Mitchell-Wolf (35:38):

People love their dogs, man. I'm sick of their dog. They love their dogs.

Marcus Johnson (35:43):

That doesn't mean people don't love their dogs. I mean,

Evelyn Mitchell-Wolf (35:44):

People do that for kids though. And I've seen a lot of research that for younger generations, especially dogs, because the expense of raising a family is so high. Dogs are kind of becoming like the pseudo children because younger people can't afford to have kids, so they have dogs instead. And so, I mean, it would be a reasonable thing to expect of a parent of a human child.

Marcus Johnson (36:06):

Why not? But most parents are like, yeah, no, go to school or be go to daycare. I can't all day. And they still love 'em. Maybe number two, the best city for pet owners. Any guesses? This is impossible to guess.

Suzy Davidkhanian (36:24):

In the us.

Evelyn Mitchell-Wolf (36:26):

Roanoke, Virginia.

Marcus Johnson (36:26):

Yeah. Oh, so they looks at four categories including no dog and cat, vet costs, vet access and pet-friendly spaces. So they were the categories they looked at and the best city in the whole country.

Suzy Davidkhanian (36:39):

Somewhere in the Midwest.

Marcus Johnson (36:40):

Kansas City. Yes. Kansas City's number one. Shout out Kansas City. And then you've got Nashville was number two and Albuquerque, New Mexico was number three. VR was trying

Suzy Davidkhanian (36:54):

To, is so hot there.

Marcus Johnson (36:57):

Albuquerque.

Stephanie Taglianetti (36:58):

It's irrelevant I think. Right?

Suzy Davidkhanian (37:00):

Well for poor dogs, I feel like no, they don't want to be in the heat walking.

Evelyn Mitchell-Wolf (37:04):

Not Huskies for sure.

Speaker 5 (37:05):

It depends on the breed and maybe they wear booties to protect their little

Evelyn Mitchell-Wolf (37:09):

Paws, the little booties. I love watching dogs try and walk in booties. They just don't know.

Marcus Johnson (37:17):

They know they get these off of me. They know. They've been like, we've been fine before shoes. Okay, we're doing just fine. And then the last one is the state. Were the most spoiled dogs. So the metric New York was calculated looking at the

Stephanie Taglianetti (37:33):

Sheriff

Marcus Johnson (37:33):

Folks, Los Angeles. So sheriff folks who brought their dogs on vacation, prepared homemade treats and pushed their dogs in a stroller. So these were all aggregated into the state. Were the most spoiled. Dogs and guesses,

Stephanie Taglianetti (37:50):

The state. California,

Suzy Davidkhanian (37:52):

New York. But I could see Florida, but I'm voting New York,

Marcus Johnson (37:58):

I

Evelyn Mitchell-Wolf (37:58):

Guess

Marcus Johnson (38:00):

New York is 16th.

Stephanie Taglianetti (38:03):

Oh,

Marcus Johnson (38:05):

California is fifth. California is number one in terms of pushing your dog in a store. That's what

Stephanie Taglianetti (38:09):

I figured. That's

Suzy Davidkhanian (38:11):

What I figured. I would've thought it was the making treats, the granola treats.

Marcus Johnson (38:15):

So it goes Florida, Alaska, Washington. I think a lot of I'm going to have is bringing their dog on vacation though. Oh no, actually no. Washington was up top for bringing their dog on vacation. That's what kind of vacation, hiking.

Evelyn Mitchell-Wolf (38:27):

You

Marcus Johnson (38:27):

Take them to the city. They won't love that if you hiking to national park hiking. Yeah, that's much better. They would love that. The stroller thing. America, this is shocking. The lowest was Oklahoma with 6%. That was the lowest amount of dogs Oklahoma

Suzy Davidkhanian (38:41):

To get pushed around. You're Australia

Marcus Johnson (38:45):

Walk. That's what we got to all run. Whatever. That's what we've got time for this episode. Thank you so much to my guests. Thank you to Stephanie. Thanks Marcus. Thank you to Evelyn. Thanks Marcus. Thanks. This is fun. And thank you to Susie.

Suzy Davidkhanian (39:00):

Thanks for having me. And for talking about tomatoes.

Marcus Johnson (39:04):

Yeah, I shouldn't have done that.

Suzy Davidkhanian (39:05):

You brought it up. I mean, it's perfect.

Marcus Johnson (39:07):

I did what's wrong with me. Thank you to Victoria who edits the show. Stewart, who runs the team. Sophie does our social media. Lance, who runs our video podcast. And John, who's helping us out today. I think Danny on the video team might also be involved somehow as well. Sorry guys, we're making you do extra work. Takes a village. Well, thank you so much, Stuart, for your help. Thanks everyone for listening in. We hope to see you on Tuesday because Monday is a bank holiday in the US and other places as well. We hope to see you on Tuesday though, for the behind the numbers daily. An eMarketer podcast made possible by Walmart Connect. Happiest of long weekends or short ones if you don't get Monday off. I'm sorry, I don't make the rules.