

Google puts holiday promotions front and center this year

Article

The news: Google rolled out a slate of shopping features to help retailers reach price-conscious consumers this holiday season. The additions include:

- **Labels for coupons and promotions** to make it easier for shoppers to find deals
- **Deal comparisons** so consumers can compare offers side-by-side

- **Pricing insights** into how a retailer's price stacks up to competitors, and whether it's low, high, or typical for the product

How we got here: Finding a good deal is an even greater priority for consumers this year. Almost half (43%) of US shoppers plan to look for more deals and sales than last year, per an Ipsos survey commissioned by Google.

- The price-conscious environment has led more retailers to highlight their promotions.
- Nearly one-third (32%) of marketers plan to ramp up promotional activity this holiday season, more than twice as many compared with last year, per a survey by CommerceNext and The Commerce Experience Collective.

How Digital Deals Influence US Consumers, May 2022

% of respondents



Source: Jungle Scout, "Consumer Trends Report: Q2 2022," June 23, 2022

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The bigger picture: In addition to allowing it to capitalize on [greater demand for promotional-focused marketing](#), Google's latest shopping tools help boost the platform's relevance—and usefulness—to shoppers. That could help Google fend off [competition from TikTok and Instagram](#), which are fast becoming the search engines of choice for younger consumers.

Go further: For more on how marketers can use discounts to reach consumers, read our [Digital Coupons](#) report.

*This article originally appeared in Insider Intelligence's **Retail & Ecommerce Briefing**—a daily recap of top stories reshaping the retail industry. Subscribe to have more hard-hitting takeaways delivered to your inbox daily.*

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