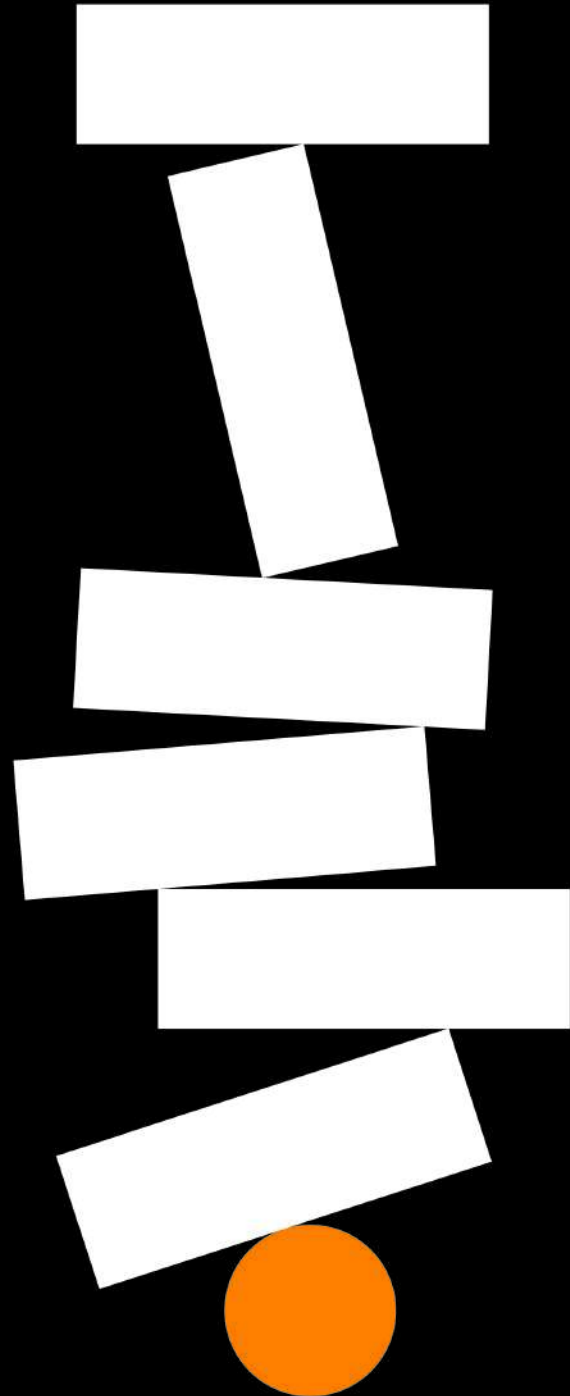


Week in review

New Google tool gives retailers search data by product category; Shopify's strong Q1 results show small business agility in the crisis; B2B rethinks its go-to-market model.



Contents

- 3** **New tool from Google gives insight to retailers**
- 4** **Small businesses adapt and thrive with Shopify**
- 5** **B2B responds to COVID-19**

Google introduces new tool to uncover retail product insights

Last week Google launched a new tool called **Rising Retail Categories** which provides insights on product categories based on the growth of consumer search queries. Distinct from Google Trends, which highlights search trends more broadly including celebrities and current events, Rising Retail Categories only surfaces data on products people can buy.

COVID-19 has shifted consumer activity drastically. More people are buying online, and what they are buying is changing and will continue to change as lockdown measures vary. This unpredictability calls for timely data reflecting rising consumer interests and needs to help business to identify opportunities and make the most informed decisions.

While swimming pools, trampolines and golf bag accessories were among the most searched-for products in the US in April, on the other side of the world heading into winter, Australians are also looking to improve their at-home lifestyles with searches for home heating, home cooking and appliances increasing substantially compared to the same time last year.

Rising Retail Categories is available via Think with Google. The data is updated daily, currently covers the US, UK and Australia and can be filtered by category, country, region (ie US state) and time frame. Importantly, within each category it is possible to see exactly what people are searching for. These insights allow retailers to adapt marketing campaigns or stock up on goods to cope with anticipated demand. Another example of its benefit was reported as part of the test Google undertook with several businesses ahead of launch. A cookware company noticed 'flour' was a growing category in the US and so teamed up with a well-known chef to create content that incorporated the ingredient.



Google unveils tool that reveals more data on retail product searches

[Click to read](#)



Australia's top trending retail categories

[Click to read](#)



Google gives marketers data on the fastest-growing product searches

[Click to read](#)

Shopify's Q1 results show the impressive agility of small businesses as they shift toward ecommerce

As discussed last week, Q1 brought a mixed bag for Amazon. For Shopify, a Canadian ecommerce service allowing small businesses to sell seamlessly online, Q1 provided opportunity. Their results were summed up by Amy Shapero, Shopify's CFO: "The shift from offline to online commerce is accelerating."

Shopify is arguing against the consensus of forecasts warning of decreased consumer spending and their results support this view. Shopify's revenue from sales increased 47% year-on-year to \$470M beating forecasts of \$443M. Gross merchandise volume, the value of all goods sold and Shopify's key metric, rose 46% to \$17.4B, beating analysts forecasts by 6%. Underlying these impressive results is evidence that in 2020 it is now easier than ever to take your business online; Retailers forced to pull down the shutters in Q1 made up on average 94% of sales volume due to online sales from mid-March to late-April.

As more people are placed on furlough, made redundant, or unable to work, Shopify's results also point to individual entrepreneurialism during this time. Shopify announced that Q1 brought a 62% increase in new stores opening on the platform between 1 March and 24 April versus the preceding 6-week period. Although this looks promising for Q2, it is unclear which portion of these new stores will sustainably generate sales. What we do know is that Shopify will make it as easy as possible for these stores to do so; they recently announced a new partnership with Pinterest allowing merchants to directly reach Pinterest's 335M users worldwide.



Shopify surges as retailers rush online
[Click to read](#)



Shopify revenue surges as more businesses sell more goods online
[Click to read](#)



Shopify merchants can now sell directly to Pinterest's 335m users
[Click to read](#)

B2B responds to COVID-19

Similarly to B2C, B2B brands have been forced to drastically adjust how they conduct business and organize their operations. Nearly 96% of B2B brands have shifted their go-to-market models due to the pandemic and have seen revenue from ecommerce increasing on average by 24%, with B2B brands in markets like Italy and Brazil seeing an increase as high as 36% and 46% respectively. This is a consequence of increasing preference towards self-serve channels, +120% at evaluation stage, and +30% at purchase and re-purchase stages, which represents a seismic shift in an industry where personal and directed sales channels have been considered key. The changes we see in B2B are expected to stay long after the pandemic subsides, with 80% of companies likely to keep their new sales model.



Global B2B decision makers respond to the COVID-19 crisis

[Click to read](#)



How B2B can continue selling in a COVID-19 world

[Click to read](#)



The B2B digital inflection point: How sales have changed

[Click to read](#)

Thank you

