



HI EVERYONE!

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DIGITAL IS ~~THE FUTURE~~ *Now*

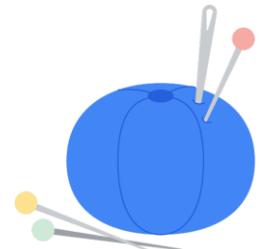
89.1%

of 2021 Internet
consumption is coming
from Video and social
media

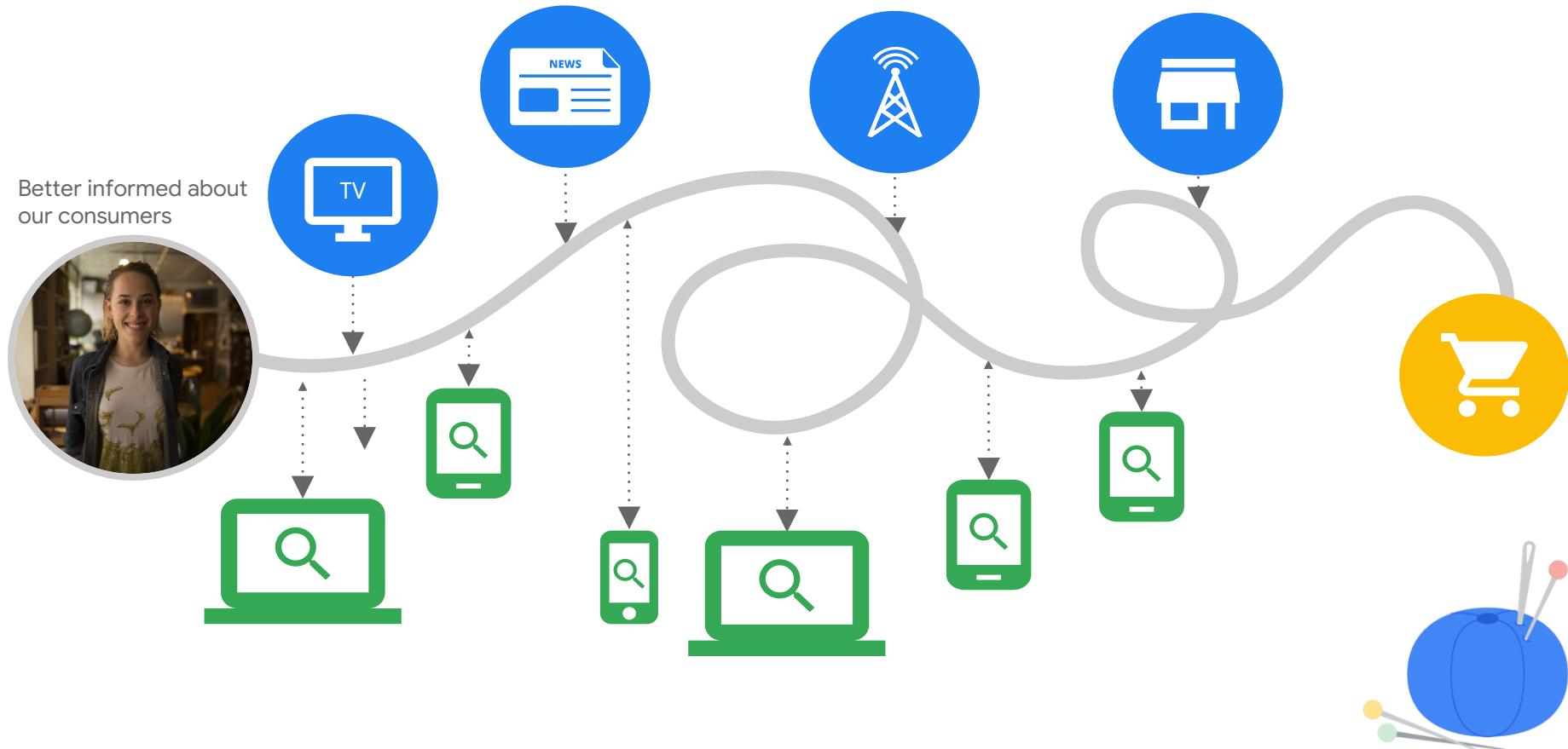


Consumers in 1990s had a linear path to store

Very little information
about consumers



Today's consumers have multiple touch points



Digital is Mainstream

210M

Internet population
(77% of population)

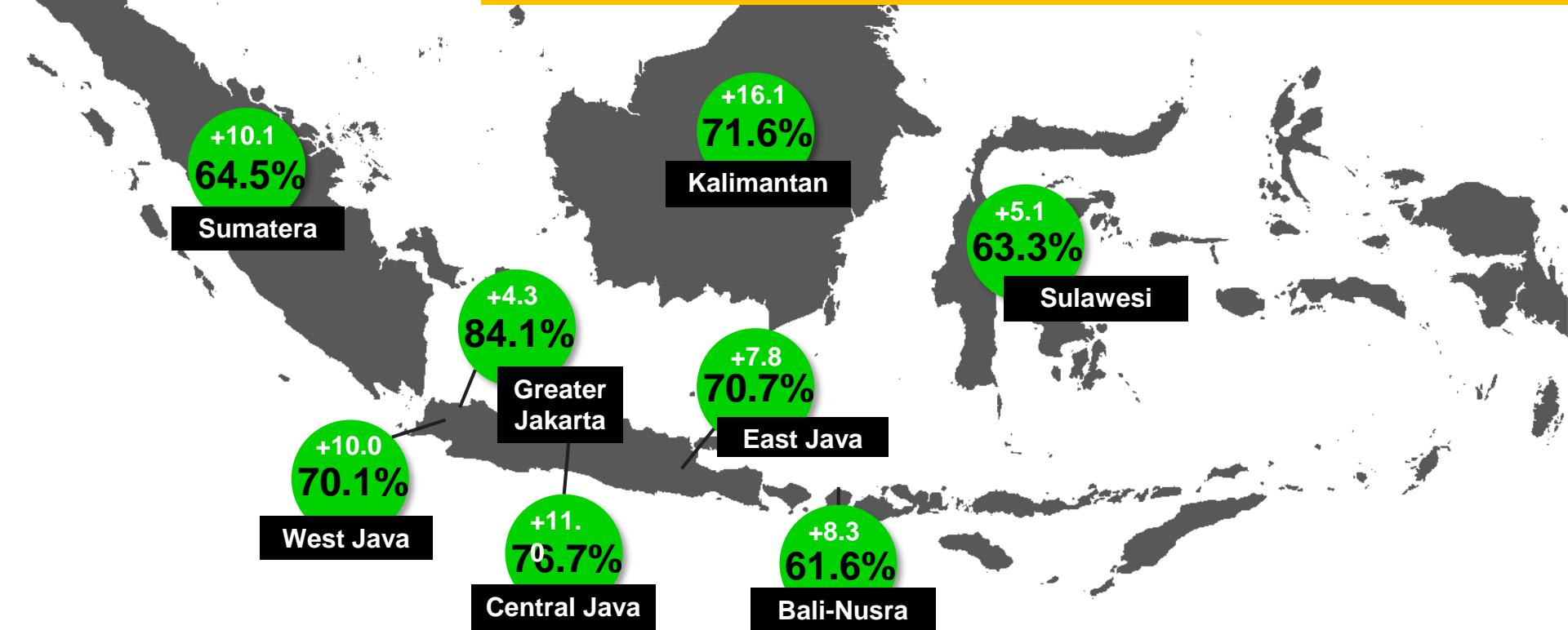
163M

Mobile internet subscribers
(77.6% of Internet population)

>8hrs

Daily time spent online
on mobile

NOT LIMITED TO JAVA, INTERNET PENETRATION IS GROWING RAPIDLY AMONG FMCG SHOPPERS ACROSS INDONESIA.



Indonesia: A Mobile First Nation

157M

Smartphones



319M

Mobile subscriptions



>8 hrs

Actively spent on mobile



200M

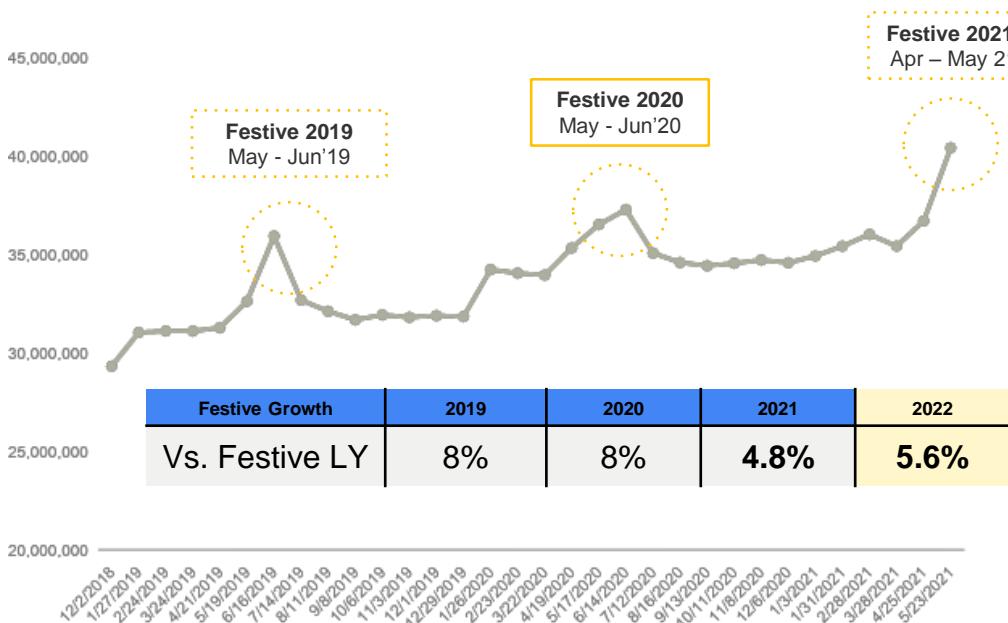
Mobile phone owners



Connectivity translates to purchase.

FMCG E-Commerce consistently shows the highest uplift on Festive (Idul Fitri).

Total FMCG Value | Indonesia National 11K | Kantar, Worldpanel Division



Festive 2021:
Apr – May 21

Festive 2020
May - Jun'20

Festive 2019
May - Jun'19

	Ramadhan 2021 Value Contribution (%)	Value Growth (Festive 21 vs 20)
Total FMCG	100%	+5%
Modern Trade	24%	-2%
General Trade	65%	+7%
E-Commerce	1%	+112%

*The rest 10% is coming from other channels (Gifting, Specialty Stores, etc)

Shoppers have settled into the new normal - and there's no going back

More people than ever
are shopping online

61%

Differentiation has
become
more important

80%

of shoppers are more likely to
make a purchase when brands
offer personalized experiences

The consumer journey
is more complex

500+

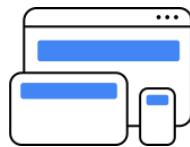
Digital remains critical touchpoint before a Store Visit

Google can help maximize the value of physical locations by helping to communicate with potential customers nearby and drive incremental and sustainable sales growth, both online and offline.



81%

Search



76%

Visit a website
or app



44%

Watch an
online video

Consumers pursue information all the time

Before, during and after visiting the store

Shoppers look for information



● promo alfamart
Search term

● promo indomaret
Search term

⋮

● JSM
Search term

+ Add comparison

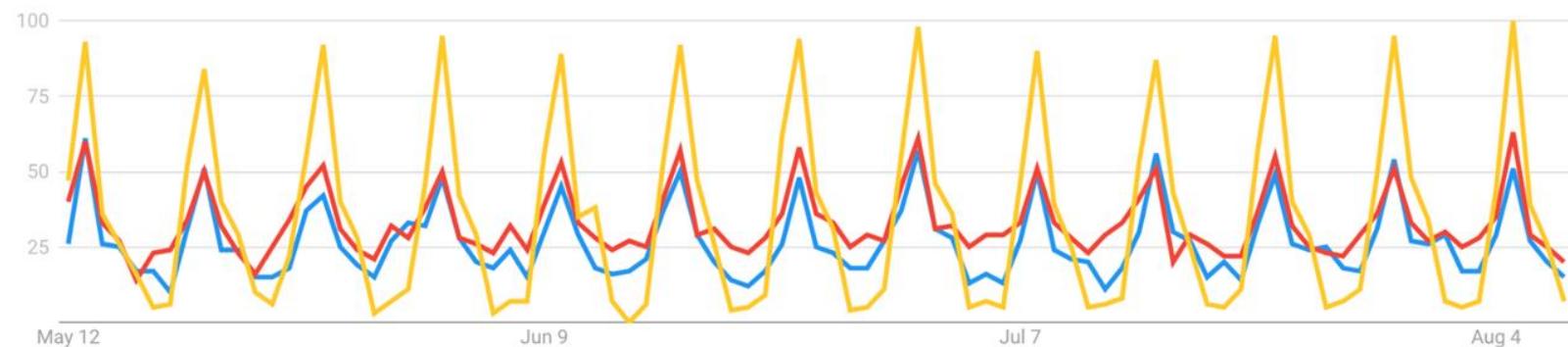
Indonesia ▾

Past 90 days ▾

All categories ▾

Web Search ▾

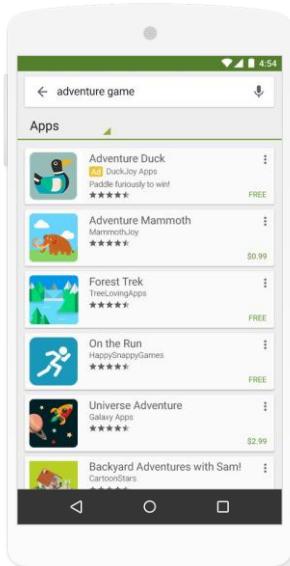
Interest over time ?



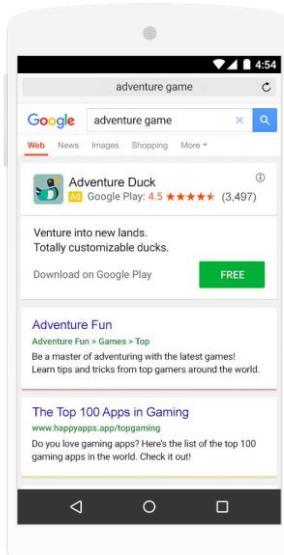
Connect with consumers at scale with omnichannel formats across Google properties

Proprietary + Confidential

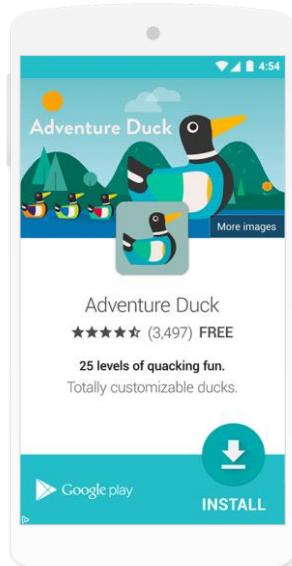

Discovering
on Play



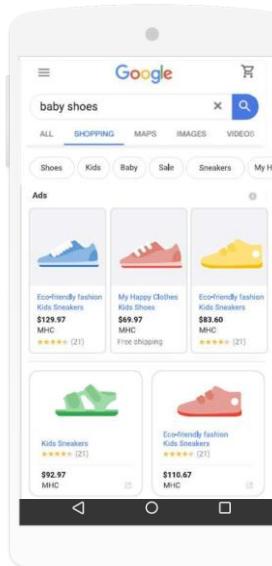

Searching
on Google.com



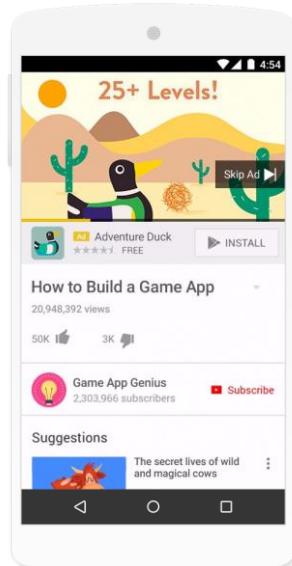

Engaging
with Apps




Surfing
the Shop




Watching
on YouTube



Google

Google tools and resources that retailers can utilize

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	Tool & Resources Name	Description
Insights Tool/Resources	Google Keyword Trends	A tool to see trending search queries and shows how popular different keywords/topics are over time.
	Covid Mobility Report	Mobility reports that shows how visits to places, such as grocery stores and parks, are changing in each geographic region
	Think With Google	A hub for the latest marketing research and digital trends with data reports, guides, infographics, and articles
	Year In Search Report	Annual report on the most searched questions, the most captivating moments, and the most inspiring people
Business & Website Management on Google Search tools	Google My Business	Manage your stores information (locations, descriptions, images, etc) on Google Search Result
	Google Merchant Center	Manage the products on your website store to be shown in Google Shopping tab
	Google Search Console	Verify and manage your website ownership on Google Search Result Page

Key actions that Retailers can do to go Digital



Be present on every digital touchpoint.

Easiest step is to have a website and Google My Business store listing

Always be there when potential customers are looking for your business

Make sure presence is maintained through content updates and ads

Engage with your customers by fulfilling their needs.

Maintain relevance of your product to your customers to provide seamless online interaction experience

Thank you

You're one step closer
to becoming a
**digital
marketing
expert.**

