CUSTOMER

Google Cloud | Deloitte.

Google Commerce Hub:
Google Cloud's commerce capabilities in a single platform

Everything is a shoppable moment in this 'everywhere commerce' world. This can present challenges for retailers used to operating with a marketing funnel. Retailers are now trying to adapt to these changes, often leaving them struggling to deliver a superior digital commerce experience. Google Commerce Hub enables retailers to reach and convert customers with solutions that create a personalized, consistent experience for their customers across web/app properties and paid channels. Thanks to the synergistic experience, customers can easily discover new products and ultimately purchase.

Reaching your retail goals may be easier than you think. Here are two examples of the benefits of Google Commerce Hub.

Personalized Search Experience

Improve your **online digital experience** by integrating Google Commerce Hub into your **existing e-Commerce search** experience to drive **personalized** search results.

OUTCOMES

- Identify ranking score on existing search pages and quantify opportunities to improve personalization and relevancy
- Locate non-performant search pages and actionable root cause analysis to quickly understand the issue
- Optimize Conversion Rate (CVR) and Click Through Rate (CTR) through continuous A/B tests

Enhanced Product Discovery

Aggregate user data from existing sources to serve data-driven, **AI-powered product** discovery opportunities to customers.

OUTCOMES

- Foretell the next product a user will likely engage with based on customer history and product relevance
- Predict items frequently bought together
- Recommend the next product a user will likely purchase based on customer analytics
- Serve up other products/categories with the most similar attribution to the current product being considered (merchandized or derived)

Create a synergistic retail experience

Reach
Extend digital reach into Google's 24bn shopping graph

Discover
Unify shopping actions into Google's leading online platforms

Convert
Enable seamless Customer Experience to increase Average Order Value (AOV) and Conversion Rate

Google Commerce Hub

Shopping Ads | Display AI | YouTube Shopping | Merchant Center | Vision & Voice Search | Recommendations AI | Retail Search

Making it real: Case study

Since the fall of 2020, a retailer has embarked on a digital transformation journey to improve digital experiences and meet the needs of their customers. The project began with the implementation of Google Cloud Retail Search to improve product discovery and reduce search abandonment. Today, the client continues to conduct pilots of Recommendations AI, Anthos™ multi-cloud application platform, Vertex AI™ unified ML platform, and sponsored product search.

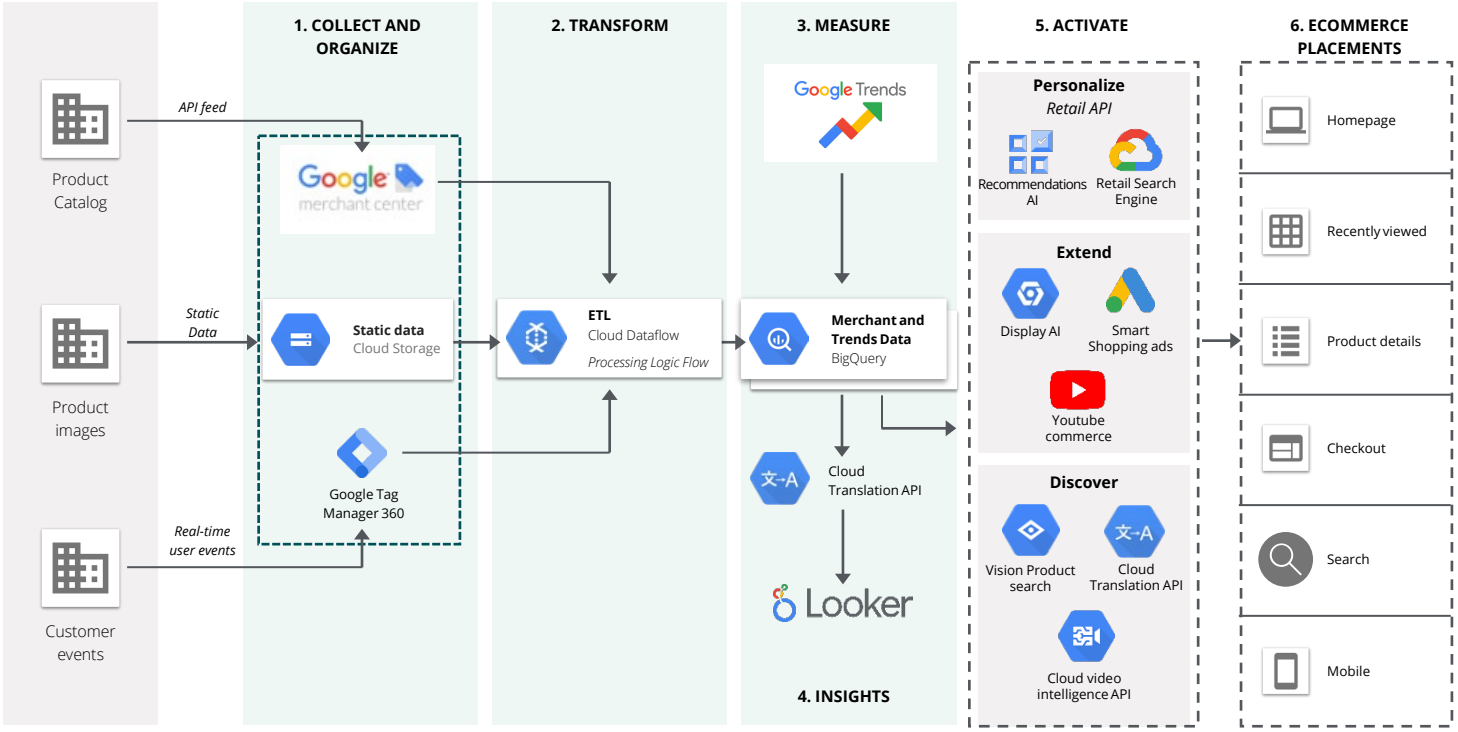
+2%
Increase in
Sales Conversion

+1.3%
Increase in
Revenue per Visit

+19%
Increase in Year-over-
Year Digital Sales

Source: Google Cloud Fortune 500 client, September 2021.

Google Commerce Hub—Technical Components



Source: Copyright ® 2022 Deloitte Development, LLC. All rights reserved.

GOOGLE COMMERCE HUB **DELIVERS**

tangible results & **Deloitte implementation**

MAKES IT **SIMPLE** *AND* **EFFECTIVE**

Start the conversation

Khusro Khalid
Managing Director
Customer & Marketing
Deloitte Consulting LLP
khkhalid@deloitte.com

Chris Danson
Managing Director
Retail & CPG Alliance Lead
Deloitte Consulting LLP
cdanson@deloitte.com

Sandeep Khemani
GSI Partner Industry
Solutions
Google Cloud
skhemani@google.com

Stephanie Moran
GSI Strategic
Partnerships
Google Cloud
moranstephanie@google.com

This publication contains general information only and Deloitte is not, by means of this publication, rendering accounting, business, financial, investment, legal, tax, or other professional advice or services. This publication is not a substitute for such professional advice or services, nor should it be used as a basis for any decision or action that may affect your business. Before making any decision or taking any action that may affect your business, you should consult a qualified professional advisor. Deloitte shall not be responsible for any loss sustained by any person who relies on this publication.

All product names mentioned in this document are the trademarks or registered trademarks of their respective owners and are mentioned for identification purposes only. Deloitte & Touche LLP is not responsible for the functionality or technology related to the vendor or other systems or technologies as defined in this document. As used in this document, "Deloitte" means Deloitte & Touche LLP, a subsidiary of Deloitte LLP. Please see http://www.deloitte.com/us/about for a detailed description of our legal structure. Certain services may not be available to attest clients under the rules and regulations of public accounting.

Copyright © 2022 Deloitte Development LLC. All rights reserved.