

# International Growth with Google



Gabor Csillag  
Agency Development Manager

# Agenda

Why to export and what type of exporter are you?

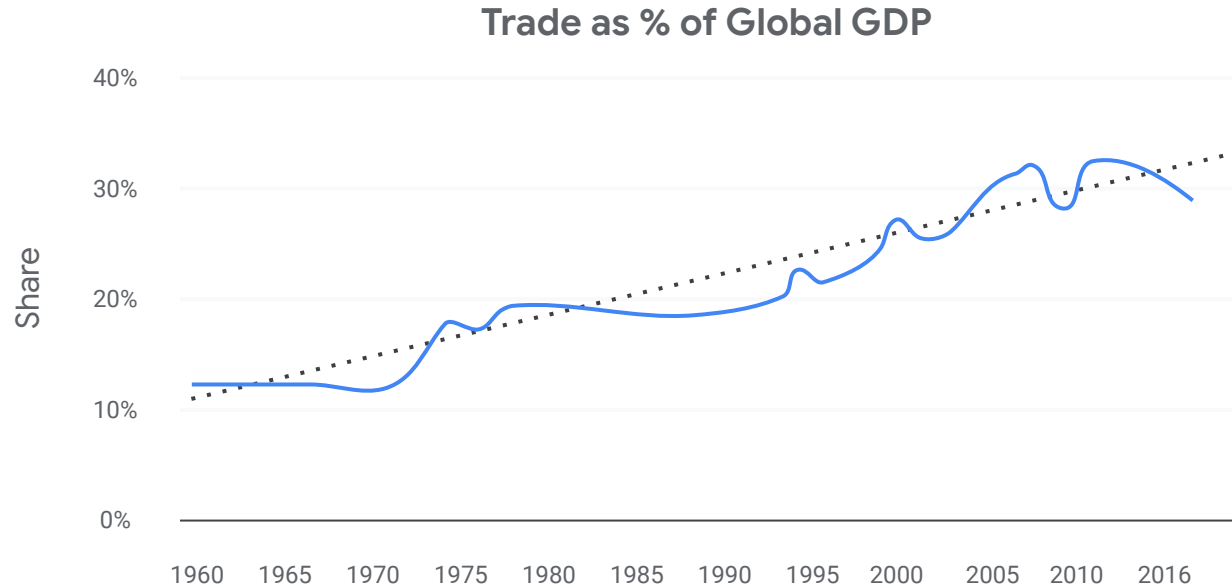
Export research methods and tools:

- Market Finder
- Other Google tools
- Non-Google tools

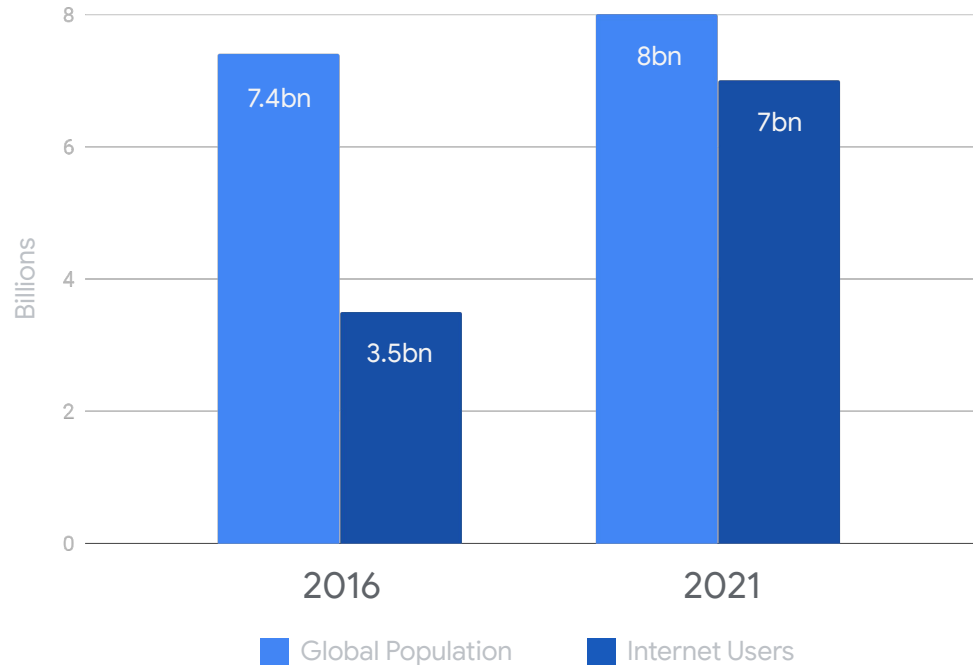
Best Practices and how Google can help

Q&A

# Cross border trade keeps acquiring increasingly importance in the Global Economy



Online has no borders, countries and markets blend and within the next 3 years, more than half of the world will be connected...



# Export Offers New Revenue Opportunities for SMBs

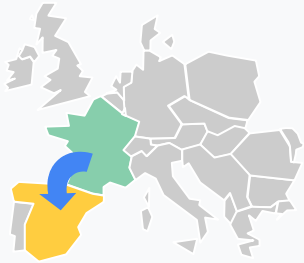
- **Export revenue growth outpaces domestic by 1.4x**, making export opportunities more abundant and lucrative for SMBs.
- **Export advertisers are more resilient** than domestic SMBs; diversification makes them more flexible to changes in supply and demand.
- **Export offers a way to rebuild volume & profitability** that was lost in domestic market changes due to COVID-19.

# What Type of Exporter are you?

*incremental*

*transformational*

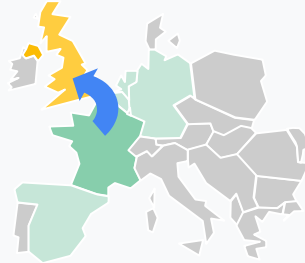
## New to Export



*begin marketing in new countries, for companies only spending in one*

*New to export*

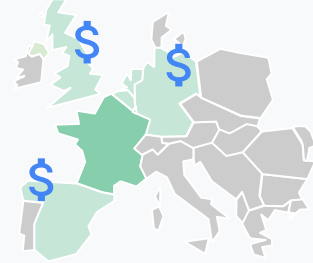
## Marketing Footprint Expansion



*begin marketing in new countries, for companies already spending in 2+ countries*

*Existing exporter*

## Incremental Export



*increase investment in countries with current spend*

*Existing exporter*

# Discovery Questions: New to Export

1. What are your business objectives for the next X years?
2. Who do you see as your main competitors?
3. What is your competitive advantage?

1. What is the next growth opportunity for your business?
2. What opportunities do you see internationally?
3. What barriers do you see internationally?
4. What markets have you considered and why?
5. What information/metrics would help you with your decisions?
6. How could Google help?
7. How prepared is your business for this change?

# Discovery Questions: Existing Exporter

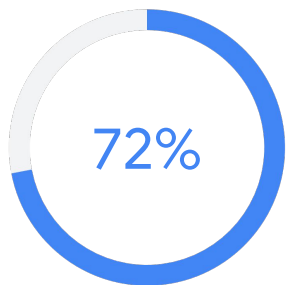
1. How did you decide to invest in your current markets?
2. What did you learn/what would you do differently?
3. What differences have you noticed between the performance of your business in X and Y?
4. How do you benchmark performance by markets?
5. What markets are you most satisfied with?
6. Which markets do you see further growth in?
7. What is your brand strategy when entering a new market?
8. What markets are you considering next and why?
9. What markets have you ruled out and why?
10. What information would help you with your decisions?
11. How could Google help?
12. How prepared is your business for this change?
13. Who will be making the decisions and who do you need to influence?



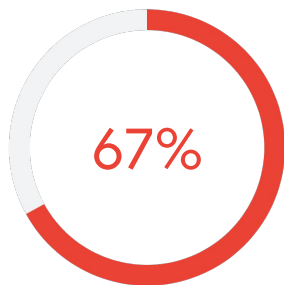
# Deeper Discovery Questions: All

1. How will you localize your website?
2. How do you localize your products?
3. What payment methods do you offer?
4. What customer service methods do you use? How will you support customers in your new market?
5. What logistics issues do you see (if any)?
6. Are there any legal or regulatory issues to address?
7. How will you manage your international marketing?
8. How will you allocate budgets?
9. How will you set performance goals? Will these differ by market/stage?
10. Are there other stakeholders/partners/agencies who will be involved?

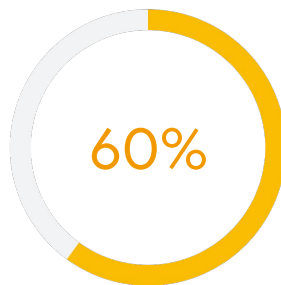
# About online shoppers



of consumers spend most of their time on **websites in their own language**



of online shoppers abandon carts because a **site does not support local payment methods**



of consumers have stopped doing business with a brand due to a single **poor customer service experience**

1. Google internal survey with advertisers  
2. Harvard Business Review: Speak to Global Customer in Their Own Language  
3. Can't Read Won't Buy, Localization Survey

# International Expansion Framework



- Market Data
- Trends
- Cultural Insights

- Competition
- Legal

- Localization
- Recruiting\*
- Logistics\*
- Payments
- Customer Service

- Advertising Strategy
- Product Expertise

- Performance Tracking
- Project Management
- Data Analysis

\*Pilot in selected markets and for selected clients.



# Market Finder

Think with **Google**

Market Finder

## Sell to the whole world

Take your business to new customers around the world.  
Let us know a little about your business to get started.

 Website

 App

Enter your website



Already have an account? [Sign in](#)

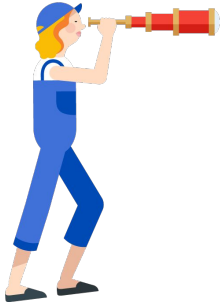


Privacy - Terms



# Market Finder

What the tool can offer



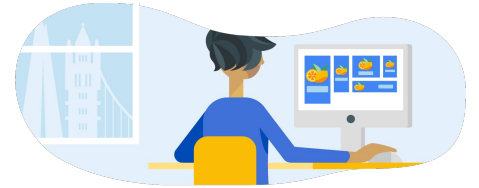
View forms of **payment usage** by country and **find providers** to help get set up in new markets.



Use the **International expansion checklist** to guide and track your export journey



Read our **country-tailored operations & localisation guides** to help you expand your business into new markets abroad



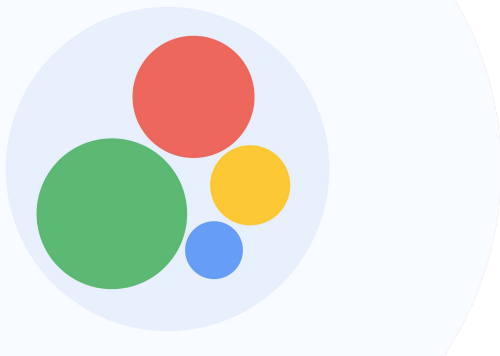
Find information about **planning a global marketing strategy** and **explore your new markets search trends over time**

## My Export Score

# Are you ready to reach new customers worldwide?

Tell us a bit about your business and we'll score its readiness to start selling abroad.

Get started →



Think with **Google**

My Export Score by Market Finder

 <https://gate.shop/>

Matched product category: **Apparel > Clothing > Women's Clothing > Dresses**

## Your business is 61% ready to start selling abroad

Export readiness: **Expansionist**

You're performing well. Keep developing your international expansion plans to build on your global presence.

# Market Recommendations & Insights



Enter your website and Market Finder will select the product categories that best describe your business



Combining the product categories with Google's unique data insights and search volume metrics, Market Finder selects the top markets with the highest export potential for you business



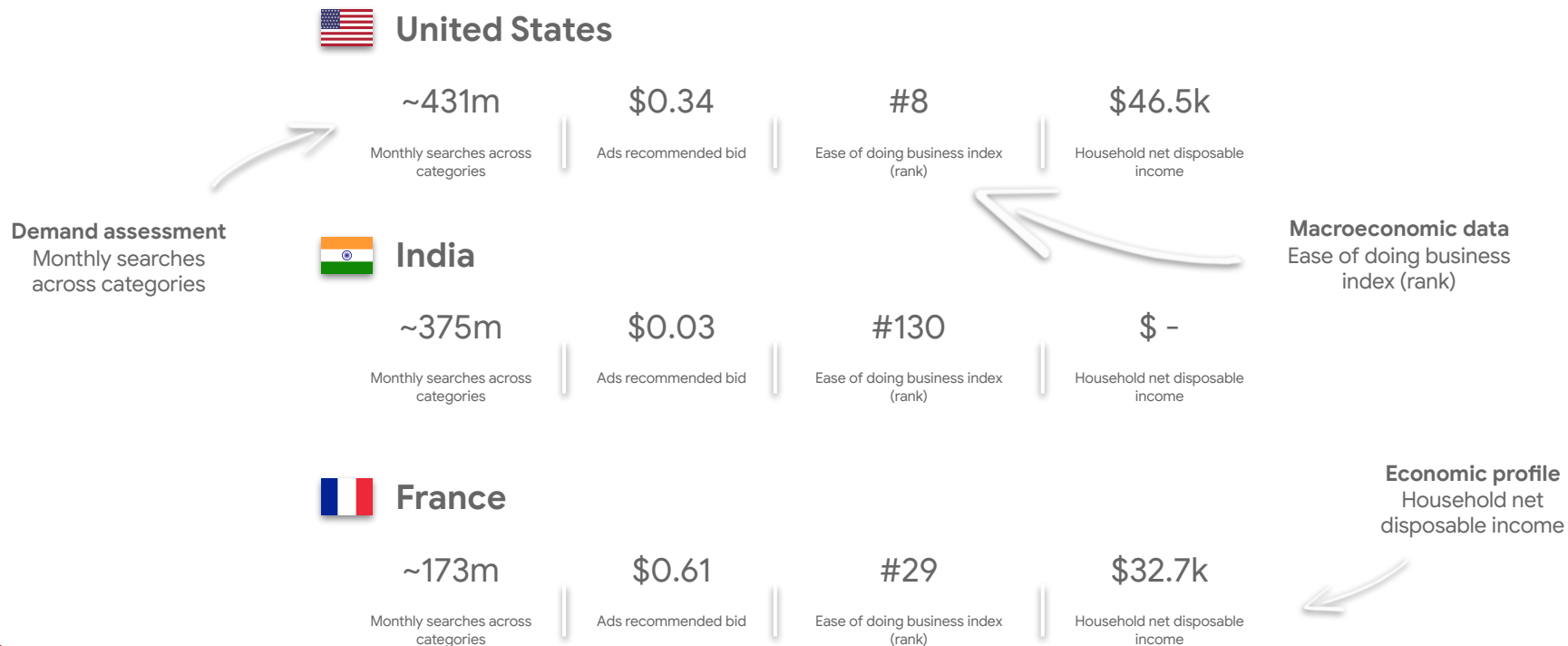
Providing Google metrics tailored to your product categories: including recommended bids and user searches a month

The screenshot displays the Market Finder interface with three market recommendations. Each recommendation card includes a country flag, country name, and a 'More details' link. The metrics for each market are as follows:

| Rank | Country        | Monthly searches across categories | Google Ads recommended bid | Ease of doing business index (rank) | Household net disposable income | Action                  |
|------|----------------|------------------------------------|----------------------------|-------------------------------------|---------------------------------|-------------------------|
| 1    | United States  | ~ 61m                              | Very High                  | # 6 out of 190 countries            | \$50.3k                         | - Remove from shortlist |
| 2    | France         | ~ 26m                              | Medium                     | # 32 out of 190 countries           | \$34.4k                         | - Remove from shortlist |
| 3    | United Kingdom | ~ 27m                              | Very High                  | # 8 out of 190 countries            | \$32k                           | + Add market            |

On the right side of the interface, there is a 'Market filter' section with a dropdown menu set to 'Country / Region'. Below it is the 'Your business' section, which includes a field for 'YOUR WEBSITE ADDRESS' containing 'nike.com'. Underneath, there are 'PRODUCT CATEGORIES' with buttons for 'Sports & Fitness Apparel', 'Running & Walking', 'Running Shoes', and 'Running & Walking Equipment'. At the bottom, the 'DOMESTIC MARKET' section lists 'United Arab Emirates' with an 'Edit' link.

# Market Finder: Market prioritisation



Source: Market Finder, external version.





# Market Finder: Market prioritisation



India

~375m

Monthly searches across categories

\$0.03

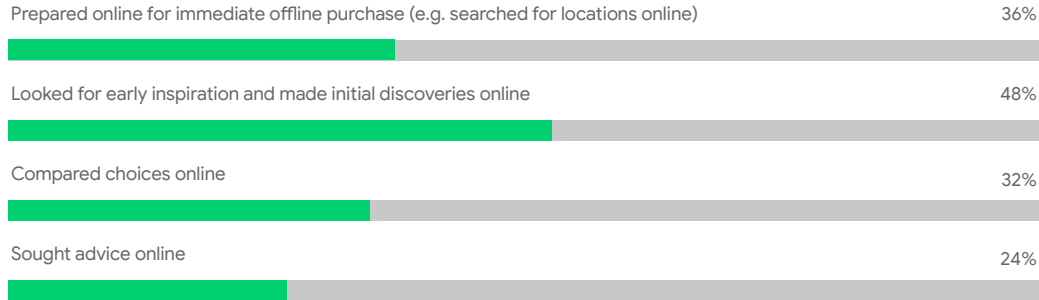
Ads recommended bid

#130

Ease of doing business index (rank)

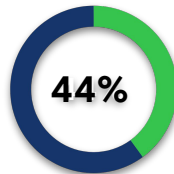
\$ -

Household net disposable income

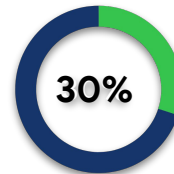


- Country profile ▼
- Economic profile ▼
- Search and advertising ▼
- Online profile ▼
- Purchase behaviour** ▲
- Logistics ▼

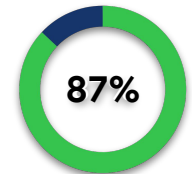
Search engine use during purchase decision



Online-only research to find local business.



Frequency of online purchases from abroad (Never bought)



Source: Market Finder, external version.



# Market Finder: Prepare your operations

## Operational areas

Now that you know where your best opportunities are, let's focus on plan your operations.



### Localization

Learn about localization when expanding your business to new markets abroad.



### Payments

Helpful information about tackling international payments.



### Customer care

How to manage customer care when you're expanding internationally.



### Logistics

Find out the global logistics involved in shipping goods internationally.



### Talent recruitment

Understand tips on how to recruit talent in new export markets.



### Tax & legal

Discover what's involved in starting a business, paying taxes and the legalities of trading in new export markets.



# Market Finder: Prepare your operations



## Localization

Learn about localization when expanding your business to new markets abroad.



### United States

English, EN (95%)  
Spanish, ES (10%)  
Traditional Chinese, (1%)  
French, FR (1%)



### India

Hindi, HI (40%)  
English, EN (18%)  
Bangla, BN (8%)  
Telugu, TE (7%)



### France

French, FR (100%)  
English, EN (40%)  
Spanish, ES (13%)  
German, DE (5%)



ARTICLE

**How to prepare your brand for localization**

[READ ARTICLE](#)

Data sources  
Unicode.org (2017)



Source: Market Finder, external version.

# Market Finder: Prepare your operations



## Payments

Helpful information about tackling international payments.

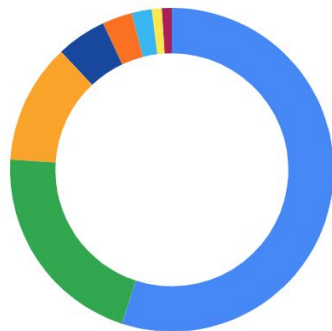
Francia

Germania

Stati Uniti

### FORME DI PAGAMENTO

|                         |     |
|-------------------------|-----|
| Carte                   | 55% |
| E-wallet                | 21% |
| Bonifico bancario       | 12% |
| Pagamento alla consegna | 5%  |
| Pagamento anticipato    | 3%  |
| Fatture elettroniche    | 2%  |
| Altro                   | 1%  |
| Carta prepagata         | 1%  |



### Fonti dei dati

Worldpay (2018), PPRO (2018)

### FORME DI PAGAMENTO

Seleziona una o più forme di pagamento per trovare una corrispondenza

- Altro
- Pagamento anticipato**
- Addebito diretto
- Bonifico bancario**
- E-wallet
- Carte
- Pagamento posticipato
- Carta prepagata
- Fatture elettroniche

Pagamento alla consegna

### SEGMENTO DI UTILIZZO PER PAESE:

| <input type="radio"/> Altro                                  | 1%  | 2%  | 1%  |
|--------------------------------------------------------------|-----|-----|-----|
| <input checked="" type="radio"/> <b>Pagamento anticipato</b> | 3%  | -   | 1%  |
| <input type="radio"/> Addebito diretto                       | -   | -   | -   |
| <input checked="" type="radio"/> <b>Bonifico bancario</b>    | 12% | 27% | 6%  |
| <input type="radio"/> E-wallet                               | 21% | 20% | 20% |
| <input type="radio"/> Carte                                  | 55% | 31% | 65% |
| <input type="radio"/> Pagamento posticipato                  | -   | 1%  | -   |
| <input type="radio"/> Carta prepagata                        | 1%  | 1%  | 3%  |
| <input type="radio"/> Fatture elettroniche                   | 2%  | 8%  | -   |
| Pagamento alla consegna                                      | 5%  | 9%  | 4%  |

### FORNITORI DI SERVIZI DI PAGAMENTO

Ordinati per copertura del tipo di pagamento

|               |              |             |
|---------------|--------------|-------------|
| Ingenico      | 3.0.3        | >           |
| Worldpay      | 3.0.3        | >           |
| Adyen         | 2.0.3        | >           |
| Brantree      | 2.0.3        | >           |
| <b>Stripe</b> | <b>2.0.3</b> | <b>&gt;</b> |
| Wirecard      | 2.0.3        | >           |
| PayPal        | 1.0.3        | >           |

### Stripe

VISITA IL SITO WEB

### BRANDI DI SERVIZI DI PAGAMENTO DISPONIBILI

Bonifico bancario

Credito ACH

E-wallet

Google Pay

Apple Pay

VISUALIZZA PROVIDER →

Google

# Market Finder - Payments

Marketfinder: Country Profile - Payments; Plan your operations - Global Payments

## Payment methods

LAST UPDATED IN 2018

The popular forms of payment available to e-commerce merchants. This breakdown can be useful when setting up online payment options for a specific market.

| Payment methods  | Switzerland | Singapore |
|------------------|-------------|-----------|
| Bank Transfer    | 60          | 10        |
| Card             | 20          | 75        |
| Cash on delivery | 2           | 5         |
| E-wallet         | 16          | 10        |
| Other            | 2           | -         |

### Internet usage during purchase stages

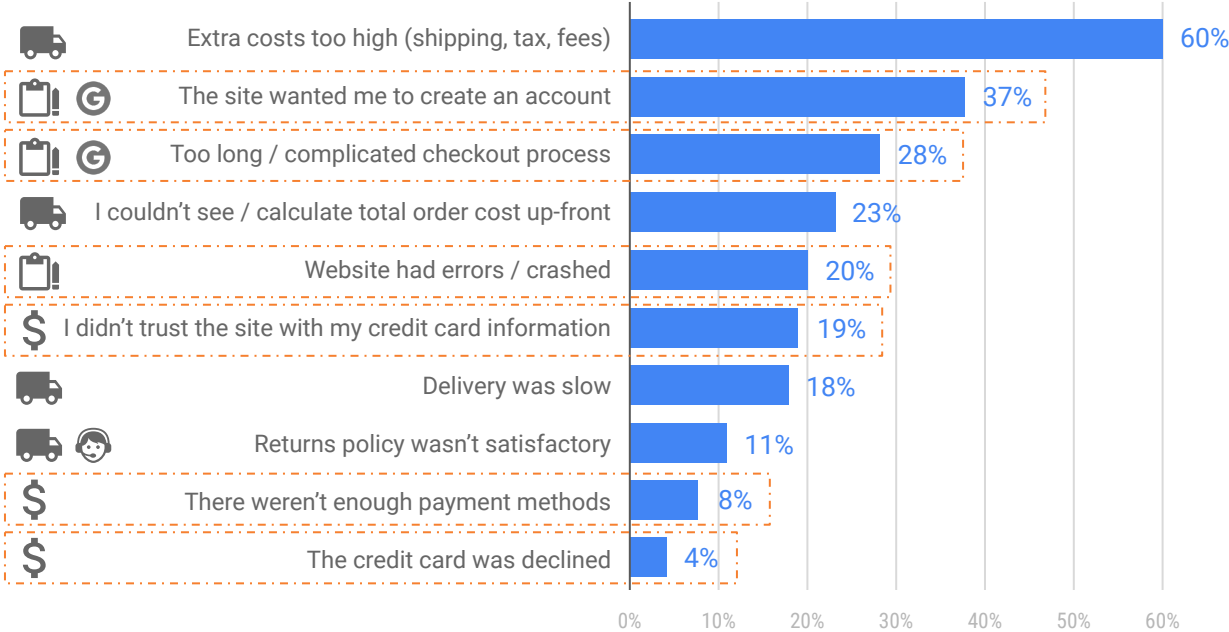
|                                                                                     | Switzerland | Singapore |
|-------------------------------------------------------------------------------------|-------------|-----------|
| Compared choices online                                                             | 44.31       | 52.09     |
| Looked for early inspiration and made initial discoveries online                    | 38.28       | 40.32     |
| Prepared online for immediate offline purchase (e.g. searched for locations online) | 31.36       | 38.44     |
| Sought advice online                                                                | 28.37       | 37.65     |

Worldpay, PPRO

Find a provider [Tool](#)

Marketfinder: Explore Markets - Purchase Behavior

# Reasons for abandonments during checkout



Majority of reasons are related to **payment methods**

Source: baymard.com/checkout-usability, US 2017, n=1,799

# MF: Launch, measure and build your brand.

## Marketing strategy areas

Browse our marketing topics to access tools, guides, and resources about how to market your business.



### Global marketing strategy

How to design a global marketing strategy.



### Business performance

How to analyse and measure business results.



### Search advertising

How to use search engine advertising and optimisation



### Display advertising

How to take the most out of display advertising.



### Video advertising

How to use video advertising to promote your product internationally.



### App advertising

How to design an app promotion strategy to enter in new markets abroad.



# Think with Google Insights Report: [link](#)

Think with Google

Success stories ▾

Insights & Trends ▾

Advertising Channels & Tools ▾

Central Eastern Europe ▾



Subscribe

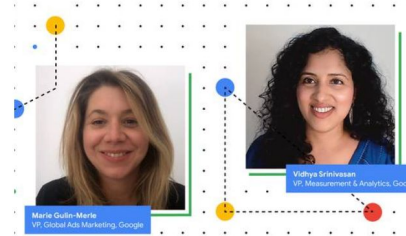
## Insights. Ideas. Inspiration.

Take your marketing further with Google. Think with Google.


### FEATURE OF THE WEEK

#### The Update: Measurement that helps every marketing dollar count


In this episode, Google's global VP of ads marketing, Marie Gulin-Merle, and VP of measurement and analytics, Vidhya Srinivasan, discuss the challenges marketers are facing right now when it comes to measurement, the power of finding the right insights, and which tools can help make sense of it all.




### Local Picks




Collection  
Resources and insights to help you navigate uncertain times



Collection  
Google Trends insights to help you understand consumer behaviour throughout the COVID-19 pandemic



Article  
3 ways to be more agile in a fast-changing business environment



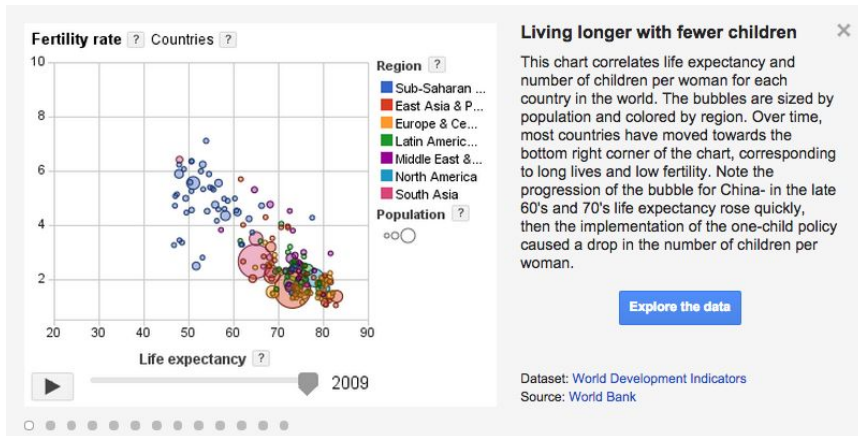
Infographic  
Understanding the outbreak: Changing consumer behaviour in the Czech Republic





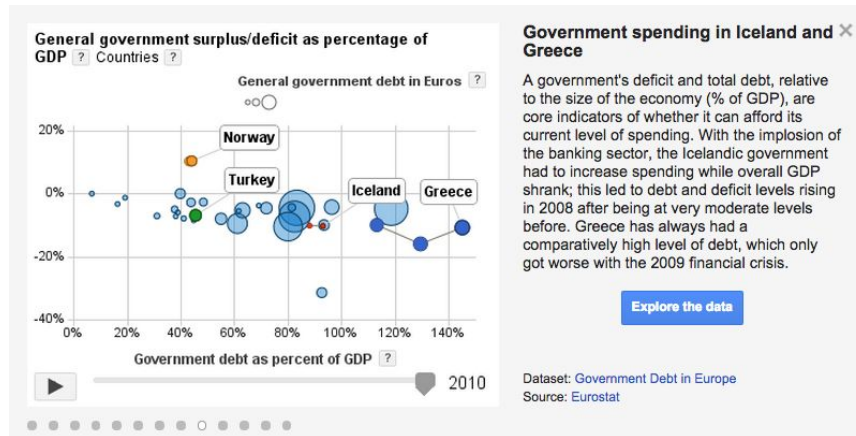
# Public Data Explorer: [link](#)

Collection of free worldwide public data.



### Living longer with fewer children

This chart correlates life expectancy and number of children per woman for each country in the world. The bubbles are sized by population and colored by region. Over time, most countries have moved towards the bottom right corner of the chart, corresponding to long lives and low fertility. Note the progression of the bubble for China- in the late 60's and 70's life expectancy rose quickly, then the implementation of the one-child policy caused a drop in the number of children per woman.



### Government spending in Iceland and Greece

A government's deficit and total debt, relative to the size of the economy (% of GDP), are core indicators of whether it can afford its current level of spending. With the implosion of the banking sector, the Icelandic government had to increase spending while overall GDP shrank; this led to debt and deficit levels rising in 2008 after being at very moderate levels before. Greece has always had a comparatively high level of debt, which only got worse with the 2009 financial crisis.



# Test My Site with Google: [link](#)

Scans and test your site, creating a full report with insights and improvements.

Google

TEST ANOTHER URL GET MY FREE REPORT

http://www.tods.com/en\_us/

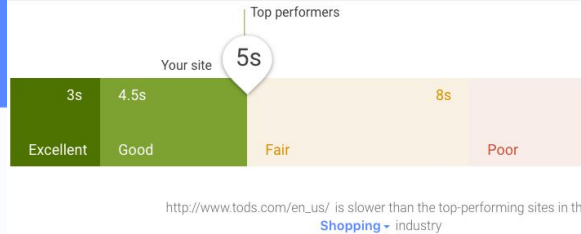
5s  
Loading time on 3G: Good

19%  
Est. Visitor loss  
(Due to loading time)

Find out how to speed up your site to keep more visitors.

GET MY FREE REPORT

## Industry comparison



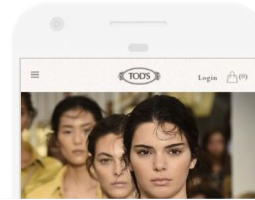
## Speed up

http://www.tods.com/en\_us/

A few fixes could **reduce** loading time by:

5s

Speed up your site to keep more visitors. [See top fixes](#)



## Make your site faster

SPEED : **Good** ✘ Should fix ⚠ Consider fixing ✔ Looks good

### Reduce page weight

- ✘ Compress images  
[See how to optimise images so your page loads faster »](#)
- ⚠ Compress resources with GZIP  
[See how to enable GZIP compression »](#)
- ⚠ Minify resources  
[See how to minify HTML, CSS, and JavaScript »](#)



# Useful Google Sheet Formulas: [link](#)

Translate large keyword lists using Google Sheets.

`=DETECTLANGUAGE(C3)`

| C                              | D               |
|--------------------------------|-----------------|
| <b>Query</b>                   | <b>Language</b> |
| kitchenaid artisan power plus  | en              |
| кухонный комбайн bosch mum4855 | ru              |

**GOOGLETRANSLATE formula** ☆

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

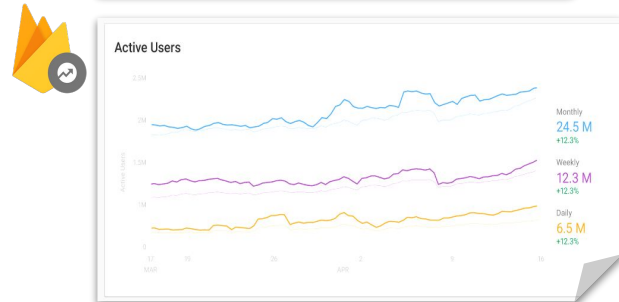
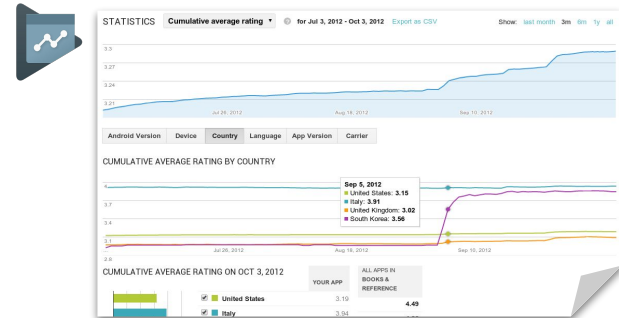
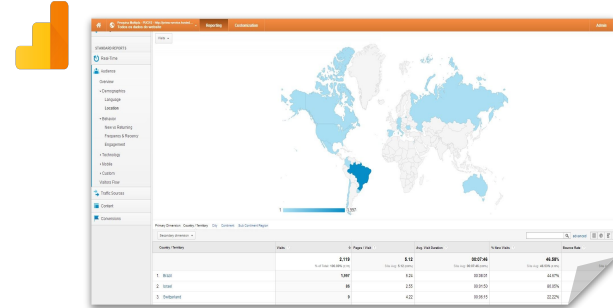
fx | `=GOOGLETRANSLATE(B8,"EN","IT")`

| A | B                   | C | D                                           | E |
|---|---------------------|---|---------------------------------------------|---|
| 1 |                     |   |                                             |   |
| 2 | English             |   | Italian                                     |   |
| 3 | Fashion             |   | Moda                                        |   |
| 4 | Fashion woman       |   | Moda donna                                  |   |
| 5 | Fashion men         |   | Moda uomo                                   |   |
| 6 | Fashion baby        |   | Moda bambino                                |   |
| 7 | Jewelry and watches |   | Scarpe orologi                              |   |
| 8 | Shoes               |   | <code>=GOOGLETRANSLATE(B8,"EN","IT")</code> |   |
| 9 |                     |   |                                             |   |



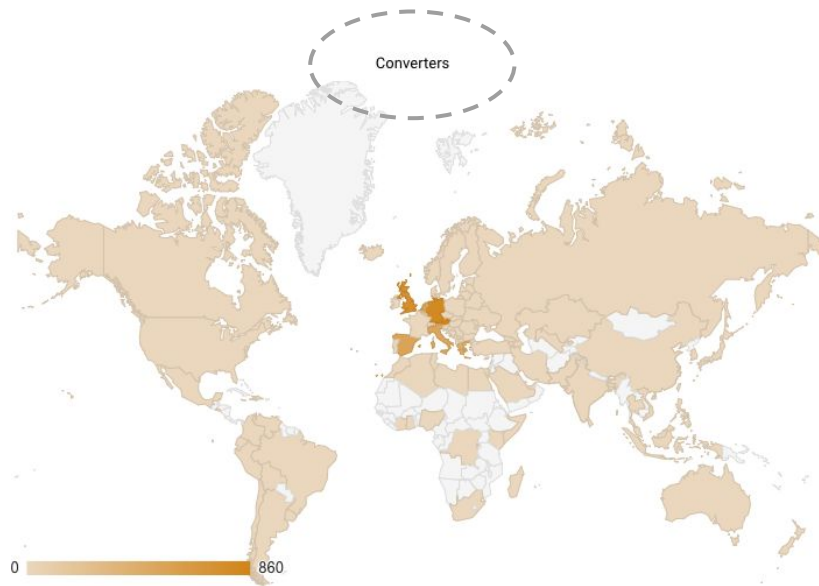
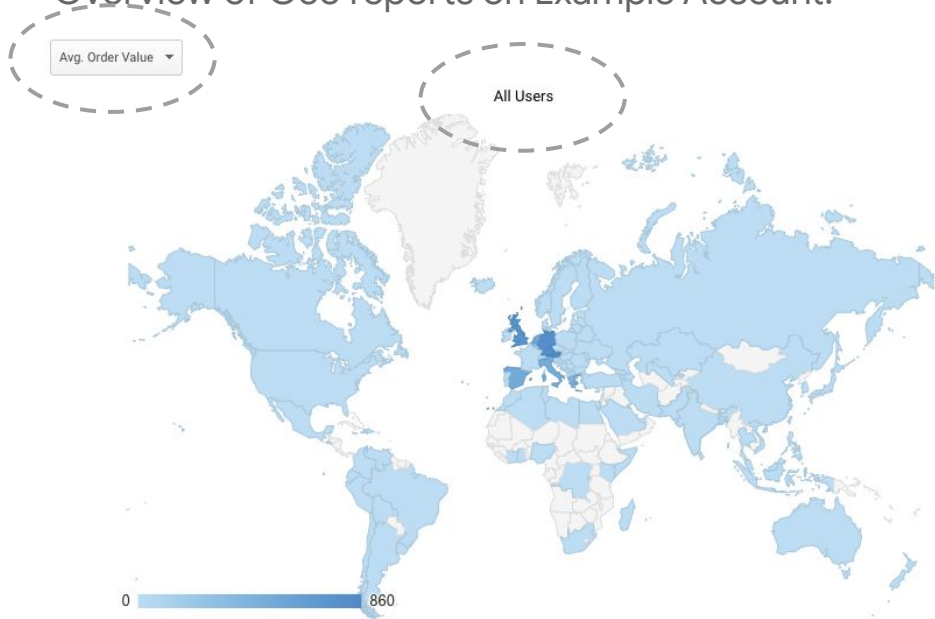
# What your own data tells you

- Analyze Location & Language Reports
- Identify International demand across your top KPI's (visits, engagement, conversions, etc.)
- Slide by audience/demographic, source (paid vs. organic) to see any key trends or traction



# Google Analytics: Geo Reports

Overview of Geo reports on Example Account.



# Identify countries & regions

## Tool: User Location Report\* (Google Ads)

|     | Clicks  | Imp.  | CTR     | Avg. CPC | Cost |
|-----|---------|-------|---------|----------|------|
| 230 | 152,388 | 0.15% | CHF0.09 | CHF19.99 |      |
| 224 | 54,007  | 0.41% | CHF0.14 | CHF31.25 |      |
| 208 | 84,273  | 0.25% | CHF0.09 | CHF19.22 |      |
| 195 | 58,707  | 0.33% | CHF0.05 | CHF9.30  |      |
| 189 | 45,862  | 0.41% | CHF0.19 | CHF35.13 |      |
| 183 | 116,737 | 0.16% | CHF0.00 | CHF0.32  |      |
| 182 | 58,759  | 0.31% | CHF0.18 | CHF32.91 |      |
| 174 | 71,693  | 0.24% | CHF0.22 | CHF38.42 |      |
| 146 | 74,489  | 0.20% | CHF0.04 | CHF6.44  |      |
| 123 | 29,636  | 0.42% | CHF0.04 | CHF5.10  |      |
| 118 | 44,427  | 0.27% | CHF0.12 | CHF14.39 |      |
| 97  | 45,962  | 0.21% | CHF0.27 | CHF25.80 |      |
| 91  | 14,723  | 0.62% | CHF0.08 | CHF7.24  |      |
| 90  | 37,642  | 0.24% | CHF0.09 | CHF7.99  |      |
| 89  | 42,783  | 0.21% | CHF0.32 | CHF28.13 |      |
| 85  | 50,406  | 0.17% | CHF0.14 | CHF12.15 |      |



**What insight does it have?**  
Traffic from different regions

## Ads / Analytics location reports

## Tool: Location Report\* (analytics)

| Country           | Acquisition                               |                                                       |                                           | Behavior                                              |                                                   |                                                           | Conversions                             |                                                               |                                                     |
|-------------------|-------------------------------------------|-------------------------------------------------------|-------------------------------------------|-------------------------------------------------------|---------------------------------------------------|-----------------------------------------------------------|-----------------------------------------|---------------------------------------------------------------|-----------------------------------------------------|
|                   | Sessions                                  | % New Sessions                                        | New Users                                 | Bounce Rate                                           | Pages / Session                                   | Avg. Session Duration                                     | Transactions                            | Revenue                                                       | Ecommerce Conversion Rate                           |
|                   | 32,045<br><small>100.00% (22,045)</small> | 71.47%<br><small>Avg for View: 71.46% (0.03%)</small> | 22,903<br><small>100.03% (22,895)</small> | 64.29%<br><small>Avg for View: 64.25% (0.00%)</small> | 3.09<br><small>Avg for View: 3.09 (0.00%)</small> | 00:01:54<br><small>Avg for View: 00:01:54 (0.00%)</small> | 1,768<br><small>100.00% (1,768)</small> | €60,963.05<br><small>% of Total: 100.00% (€60,963.05)</small> | 5.52%<br><small>Avg for View: 5.52% (0.00%)</small> |
| 1. Germany        | 27,896 (87.05%)                           | 70.57%                                                | 19,686 (85.95%)                           | 62.99%                                                | 3.26                                              | 00:02:01                                                  | 1,726 (97.62%)                          | €59,388.35 (97.42%)                                           | 6.19%                                               |
| 2.                |                                           |                                                       |                                           |                                                       |                                                   |                                                           |                                         |                                                               | 1.00%                                               |
| 3.                |                                           |                                                       |                                           |                                                       |                                                   |                                                           |                                         |                                                               | 0.26%                                               |
| 4. United States  |                                           |                                                       |                                           |                                                       |                                                   |                                                           | 480 (1.50%)                             |                                                               | 13.12%                                              |
| 5.                |                                           |                                                       |                                           |                                                       |                                                   |                                                           |                                         |                                                               | 0.38%                                               |
| 6. United Kingdom | 117 (0.37%)                               | 71.79%                                                | 84 (0.37%)                                | 58.97%                                                | 2.82                                              | 00:01:41                                                  | 5 (0.28%)                               | €260.85 (0.43%)                                               | 4.27%                                               |
| 7. Ukraine        | 113 (0.35%)                               | 73.45%                                                | 83 (0.36%)                                | 88.50%                                                | 1.33                                              | 00:00:27                                                  | 1 (0.06%)                               | €36.89 (0.06%)                                                | 0.88%                                               |
| 8. Netherlands    | 107 (0.33%)                               | 69.16%                                                | 74 (0.32%)                                | 69.16%                                                | 2.49                                              | 00:00:59                                                  | 1 (0.00%)                               | €48.45 (0.08%)                                                | 0.93%                                               |
| 9. Spain          | 98 (0.31%)                                | 76.53%                                                | 75 (0.33%)                                | 60.20%                                                | 2.59                                              | 00:01:06                                                  | 0 (0.00%)                               | €0.00 (0.00%)                                                 | 0.00%                                               |
| 10. France        | 98 (0.31%)                                | 73.47%                                                | 72 (0.31%)                                | 62.24%                                                | 2.77                                              | 00:01:41                                                  | 1 (0.06%)                               | €19.99 (0.03%)                                                | 1.02%                                               |



**Where can I find it?**  
Google Ads - All Campaigns -  
Locations - User Location Report

\*Inspirational only - no real client data

# Youtube Analytics

Link the Youtube channel to Google AdWords and you can access Youtube Analytics with stats and info on demographics and video performances.



# Data Studio

Easy built custom reports and dashboards.

← Start a new report

The screenshot displays a grid of dashboard templates available in Google Data Studio. Each template includes a visual preview and its associated name and data source.

- Blank**: A white square with a blue plus sign. Source: Blank.
- Acme Marketing**: A dashboard with a world map and line charts. Source: Google Analytics.
- Search Console Report**: A dashboard with multiple line and bar charts. Source: Search Console.
- AdWords Overview**: A dashboard with several line charts and a table. Source: Google Adwords.
- YouTube Channel**: A dashboard with multiple line charts and a table. Source: YouTube Analytics.
- World Population Data**: A dashboard with three globe icons and bar charts. Source: Google Sheets.
- Ecommerce PPC Dashboard**: A dashboard with multiple line and bar charts. Source: Google Analytics + Adwords.
- Google Merchandise Store**: A dashboard with a table and a line chart. Source: Google Analytics.
- Olympics TV Ad Performance**: A dashboard with multiple bar and line charts. Source: Google Sheets.
- Firebase Events Report**: A dashboard with two donut charts and a table. Source: Google BigQuery.
- Firebase User Properties Report**: A dashboard with two donut charts and a table. Source: Google BigQuery.





# The World Factbook (FREE): [link](#)

Socio-economic review of key international markets.

The screenshot displays the World Factbook page for Portugal. On the left, there is a vertical navigation menu with four items: 'REGIONAL AND WORLD MAPS', 'FLAGS OF THE WORLD', 'GUIDE TO COUNTRY COMPARISONS', and 'THE WORLD FACTBOOK USER GUIDE'. The main content area is titled 'EUROPE :: PORTUGAL' and includes a sub-header 'PAGE LAST UPDATED ON SEPTEMBER 08, 2017'. It features the Portuguese flag, a map of Europe highlighting Portugal, a larger map of Portugal, and a section for 'VIEW 9 PHOTOS OF PORTUGAL'. Below this, there are several data sections: 'Industries:' (textiles, clothing, footwear, wood and cork, paper and pulp, chemicals, fuels and lubricants, automobiles and auto parts, base metals, minerals, porcelain and ceramics, glassware, technology, telecommunications; dairy products, wine, other foodstuffs; ship construction and refurbishment; tourism, plastics, financial services, optics), 'Industrial production growth rate:' (0.9% (2016 est.)), 'country comparison to the world: 147', 'Labor force:' (5.167 million (2016 est.)), and 'country comparison to the world: 78'. A dashed box on the right side of the page highlights the 'Industries', 'Industrial production growth rate', and 'Labor force' sections, with an arrow pointing to a callout box.

**Industries:**  
textiles, clothing, footwear, wood and cork, paper and pulp, chemicals, fuels and lubricants, automobiles and auto parts, base metals, minerals, porcelain and ceramics, glassware, technology, telecommunications; dairy products, wine, other foodstuffs; ship construction and refurbishment; tourism, plastics, financial services, optics

**Industrial production growth rate:**  
0.9% (2016 est.)

**country comparison to the world:** [147](#)

**Labor force:**  
5.167 million (2016 est.)

**country comparison to the world:** [78](#)

Comparison  
functionality with the  
rest of the world.



# Euromonitor (PREMIUM): [link](#)

Market research your competitors and peers. Check out the blog section to gather available info (also in the free version).



The screenshot shows the Euromonitor International website. At the top, there is a navigation menu with links for STORE, SOLUTIONS, CAPABILITIES, BLOG, CAREERS, and ABOUT US. A search bar is also present. Below the navigation is a hero banner with the text "Making sense of global markets." The main content area features a large image of a woman wearing a face mask and looking at her phone in a public space. To the right of the image is a featured article titled "Understanding The Impact Of Coronavirus (COVID-19)". The article text reads: "Our analysts and analytics teams continue to assess the short and long term effects of Coronavirus on industries, economies and consumers. Explore the interactive ecommerce price and". At the bottom of the page, there is a footer with the copyright notice "© 2020 Euromonitor is privately owned & trademarked." and social media icons for Facebook, Twitter, Instagram, LinkedIn, and YouTube.

EUROMONITOR INTERNATIONAL

STORE ▾ SOLUTIONS CAPABILITIES BLOG CAREERS ABOUT US ▾ Search using keyword(s) here 🔍 👤 📄

**Making sense of global markets.**

**Understanding The Impact Of Coronavirus (COVID-19)**

Our analysts and analytics teams continue to assess the short and long term effects of Coronavirus on industries, economies and consumers. Explore the interactive ecommerce price and

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# eMarketer (PREMIUM): [link](#)

Market research digital trends on specific industries. Check out Research topic sections for free contents.

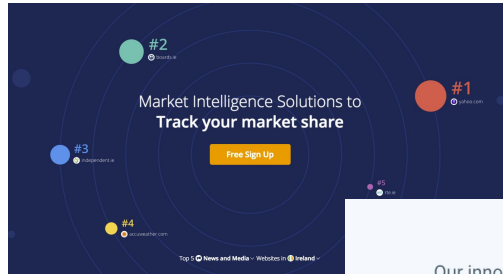
The screenshot displays the eMarketer website interface with several key sections:

- Top Navigation:** Search bar, navigation tabs (Topics, Industries, Geographies, Reports, Forecasts, Plans & Pricing), and user options (Log in, Does my company subscribe?).
- Social Media Marketing Performance Benchmarks, Hungary:**
  - Geography: Hungary
  - by Social Network:
    - Referral Share (Selected)
    - Facebook: 3.8
    - Pinterest: 3.8
    - Twitter: 2.8
    - Instagram: 1.8
    - YouTube: 0.6
    - Tumblr: 0.2
    - Other: 0.1
- Retail Ecommerce Performance Benchmarks, Germany:**
  - Geography: Germany
  - Overall Performance Metrics:
    - Sales growth: 14.0%
    - Order growth: 19.0%
    - Traffic growth: 21.0%
  - by Device:
    - Order Growth
    - Order Share
    - Shopping Cart Abandonment Rate
    - Social Traffic Share
    - Traffic Growth
    - Traffic Share
- Retail Ecommerce Performance Metrics, Germany (Table):**

| Timeframe                   | Q1 2019  | Q2 2019  | Q3 2019  | Q4 2019  | Q1 2020  |
|-----------------------------|----------|----------|----------|----------|----------|
| Sales growth                | 17.0%    | 39.0%    | 8.0%     | 20.0%    | 14.0%    |
| Order growth                | 12.0%    | 13.0%    | 12.0%    | 12.0%    | 19.0%    |
| Traffic growth              | 10.0%    | 15.0%    | 19.0%    | 15.0%    | 21.0%    |
| Average order value (€)     | \$245.73 | \$197.00 | \$191.67 | \$238.31 | \$235.71 |
| Average spend per visit (€) | \$5.94   | \$5.18   | \$4.34   | \$6.12   | \$5.60   |
| Average discount rate       | 13.0%    | 15.0%    | 11.0%    | 18.0%    | 15.0%    |
- Other Content:**
  - Article: "Millennials Are Germany's Fastest Growing Digital Audio Audience"
  - Article: "Path to Purchase"
  - Article: "Influencer Marketing Roundup"

# SimilarWeb (PREMIUM): [link](#)

Market Intelligence solutions to track market share, competition evolution and optimize digital presence. Check out Digital Insights for free content.







Total US Traffic Market Share at Top 25 Retailers



## Who is SimilarWeb for?

Our innovative market intelligence solutions empower businesses to make better decisions:

|                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <p><b>Marketing</b></p> <p>Reveal best strategies from the market and your competitors</p> <ul style="list-style-type: none"> <li>✓ Uncover the best SEO and content strategies</li> <li>✓ Build &amp; grow your affiliate and media partnerships</li> <li>✓ Enhance your display and paid search strategies</li> </ul> <p><a href="#">LEARN MORE</a></p> |  <p><b>Research</b></p> <p>Understand your market, your competitors and your customers</p> <ul style="list-style-type: none"> <li>✓ Benchmark your market and find ways to grow your share</li> <li>✓ Analyze trends, competitors' strategy and audience behavior</li> <li>✓ Understand the shopper's journey for smarter decisions</li> </ul> <p><a href="#">LEARN MORE</a></p> |  <p><b>Sales</b></p> <p>Enhance performance throughout your sales funnel</p> <ul style="list-style-type: none"> <li>✓ Find, enrich and qualify leads to increase sales opportunities</li> <li>✓ Generate the insights you need to perfect your pitch</li> <li>✓ Monitor website traffic statistics to boost retention</li> </ul> <p><a href="#">LEARN MORE</a></p> |  <p><b>Investors</b></p> <p>Evaluate companies and empower better investment decisions</p> <ul style="list-style-type: none"> <li>✓ Source, track and evaluate investment opportunities</li> <li>✓ Map markets and spot emerging players and market trends</li> <li>✓ Surface digital signals to inform buy, sell and hold positions</li> </ul> <p><a href="#">LEARN MORE</a></p> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|



# Mobile Payments

In depth analysis of the buy-flow usability with focus on the payment page.  
Consumer behavior and Payment insights per market, to increase your mobile revenue



**(Mobile) Payment Methods**  
By market up to 10 markets



**Mobile Payment Calculator**  
Estimated additional revenue by adding a new FOP



**User Experience & Trust**  
User Trust, Payment Security



**eWallets & 1-tap Checkout**  
Deep dives into ewallet insights & features



**Payment Providers**  
Landscape overview and preferred introduction



**Payment Page Analysis**  
UX, Integration, Card Validation



**Declines**  
Frontend & Backend Optimization Tips



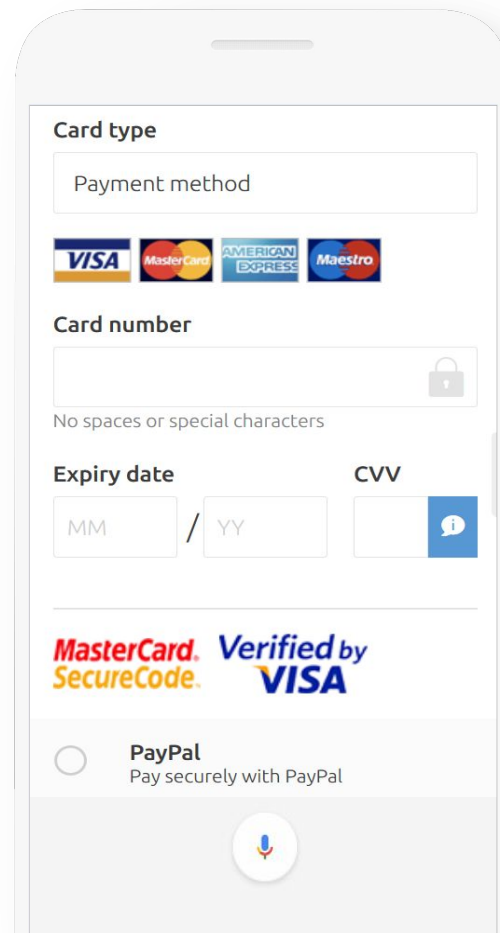
**Google Analytics**  
Custom GA Payments Framework

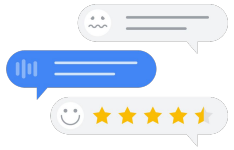


**PSD2 & SCA**  
Effects on Security and new buyflows



**Apps**  
Review of the app - buy flow





**85%** of customer interactions will be managed without a human by 2020.



**38%** of customers would never shop from an online merchant again following a negative delivery experience.

# Thank You!

