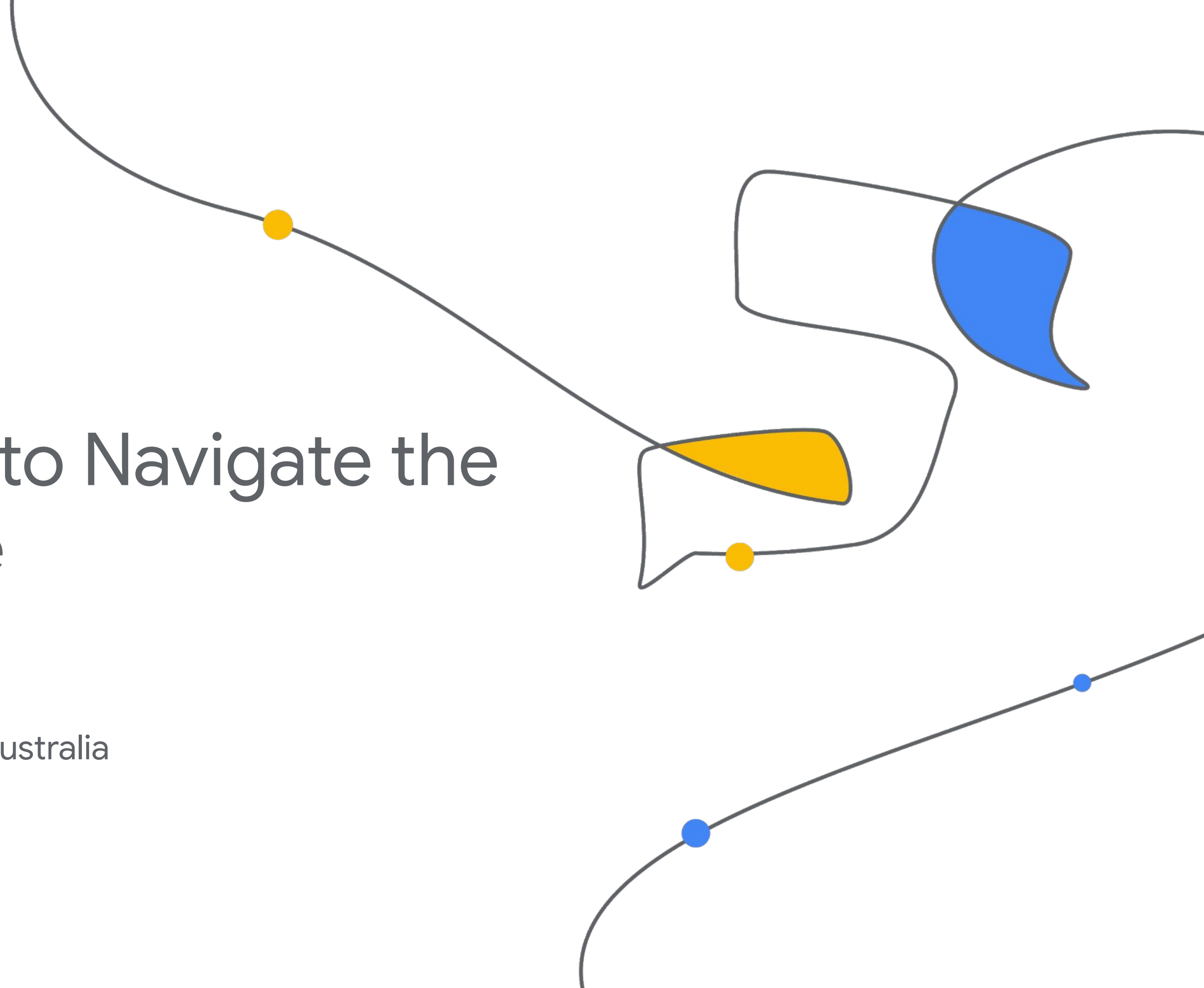
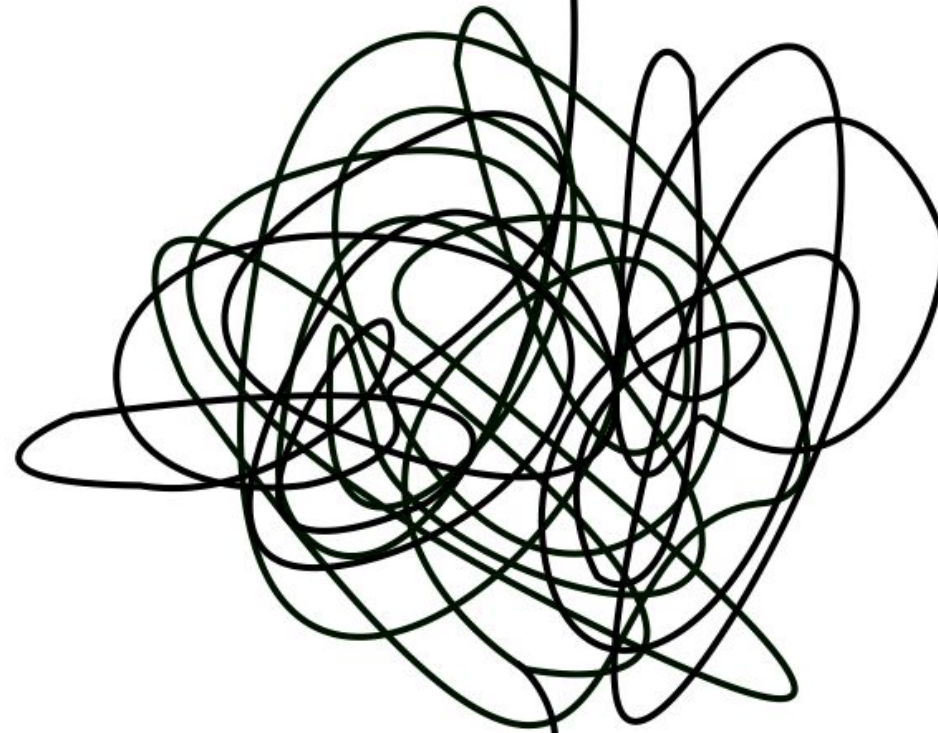


# Using Search to Navigate the Messy Middle

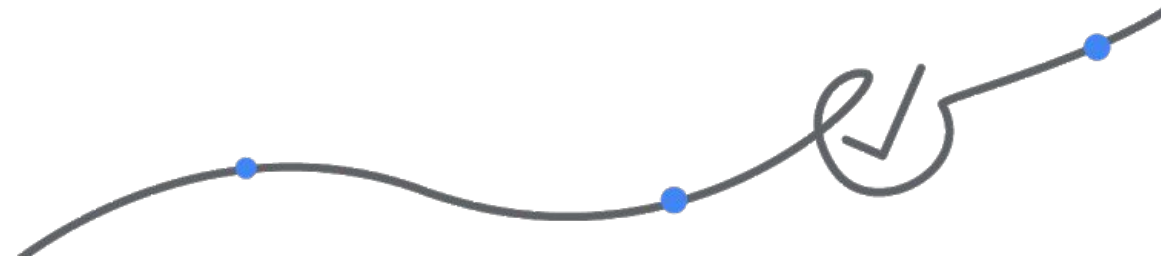
Jessica Williams  
Strategy & Insights, Google Australia




TRIGGERS



PURCHASE



For the past two years,  
in partnership with The Behavioural Architects, Google studied over

  
**1.35m**  
online shopping journeys

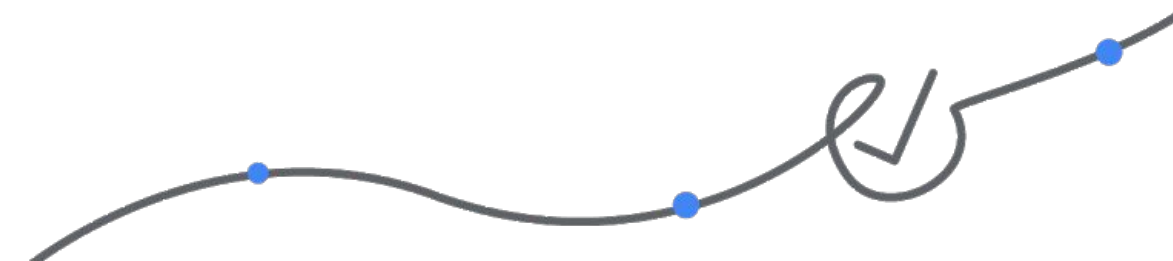
— across —

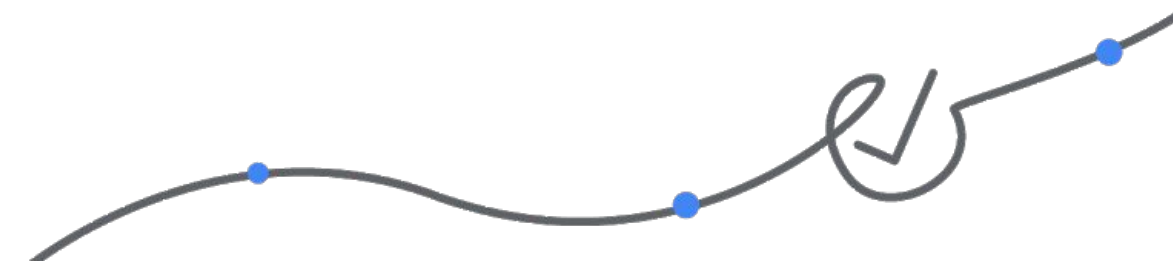
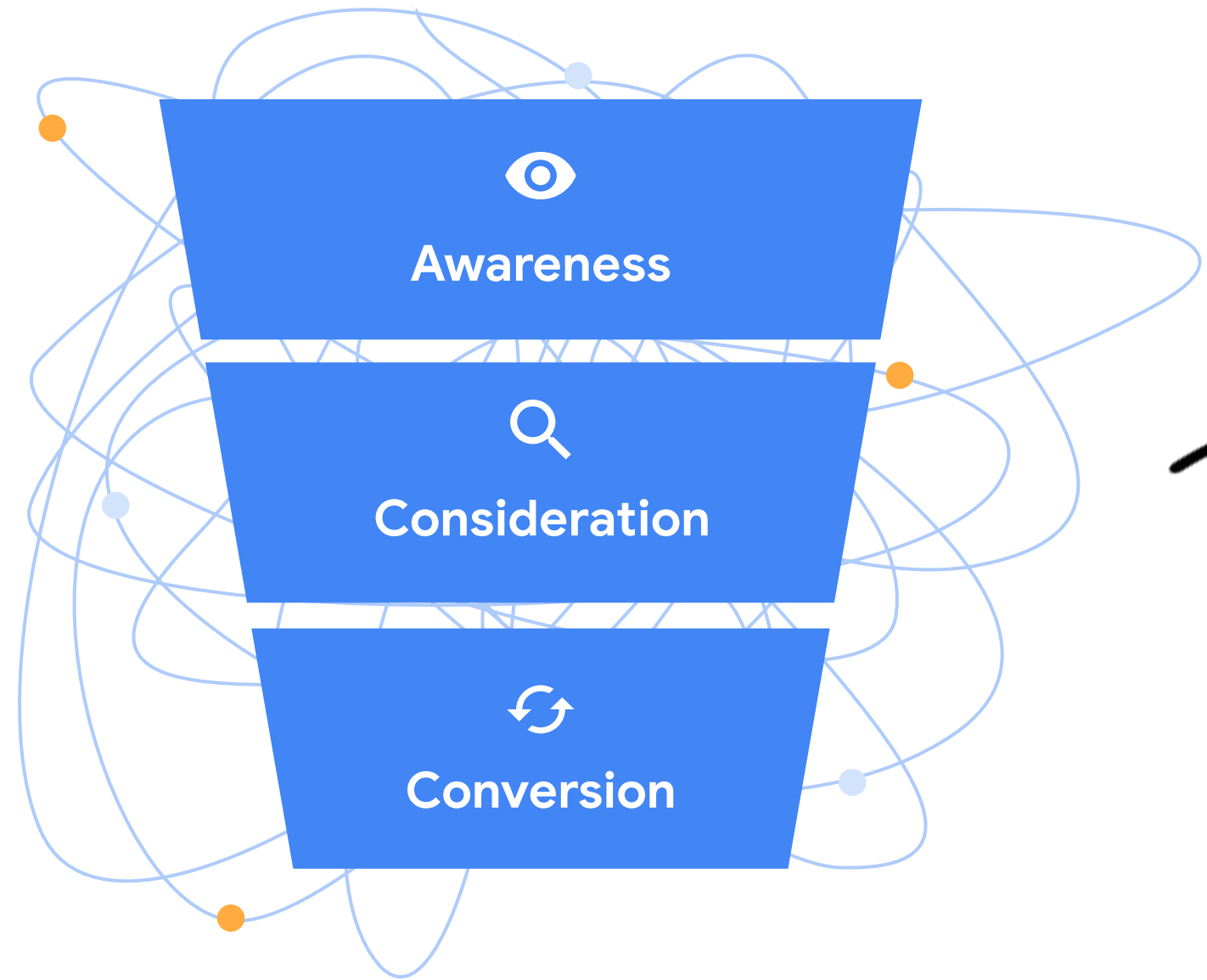
  
**150**  
product & service categories

— in —

  
**13**  
markets across the globe

Drawing on decades of behavioural science to share surprising findings around how marketers can show up when it matters most — especially during times of uncertainty.



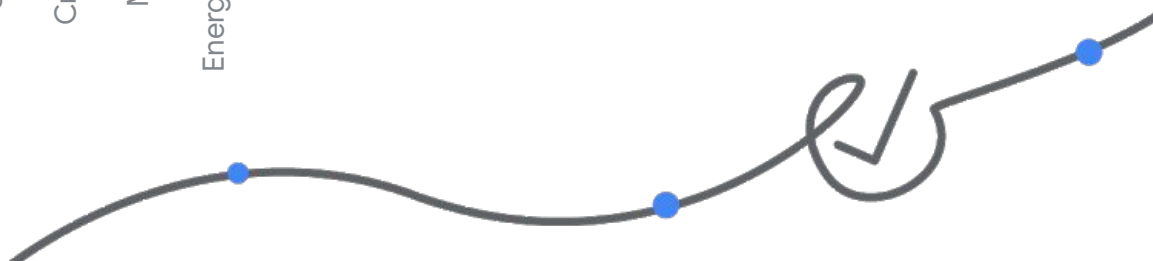
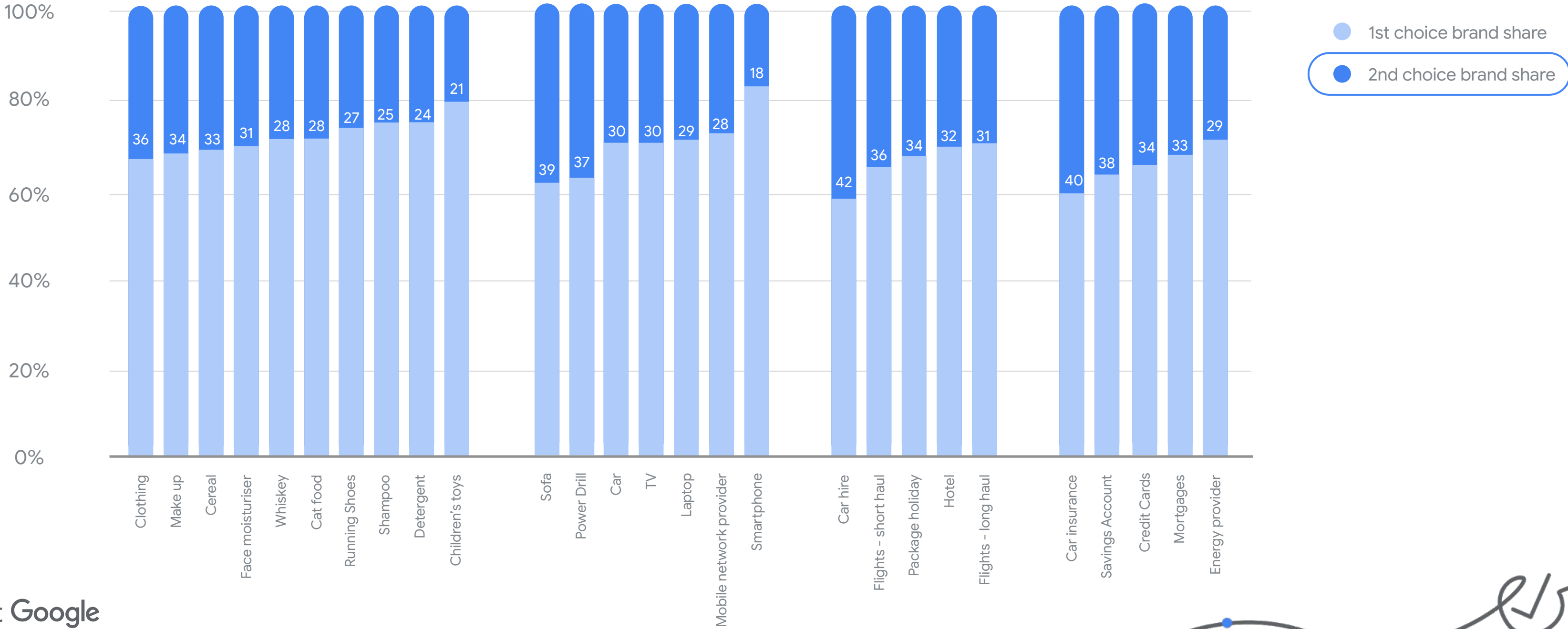


# Simulating decision making in the messy middle



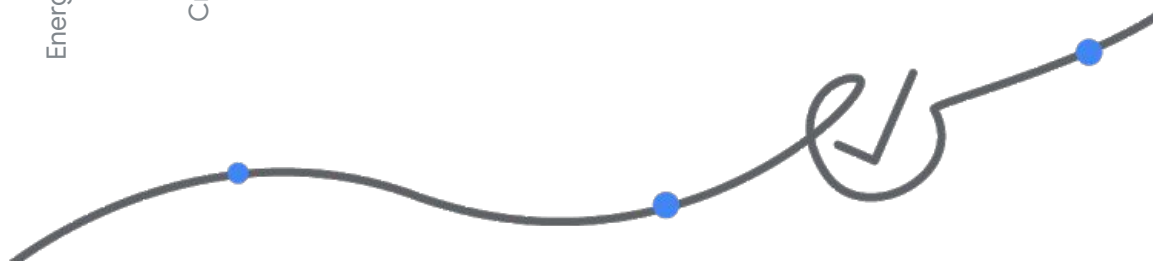
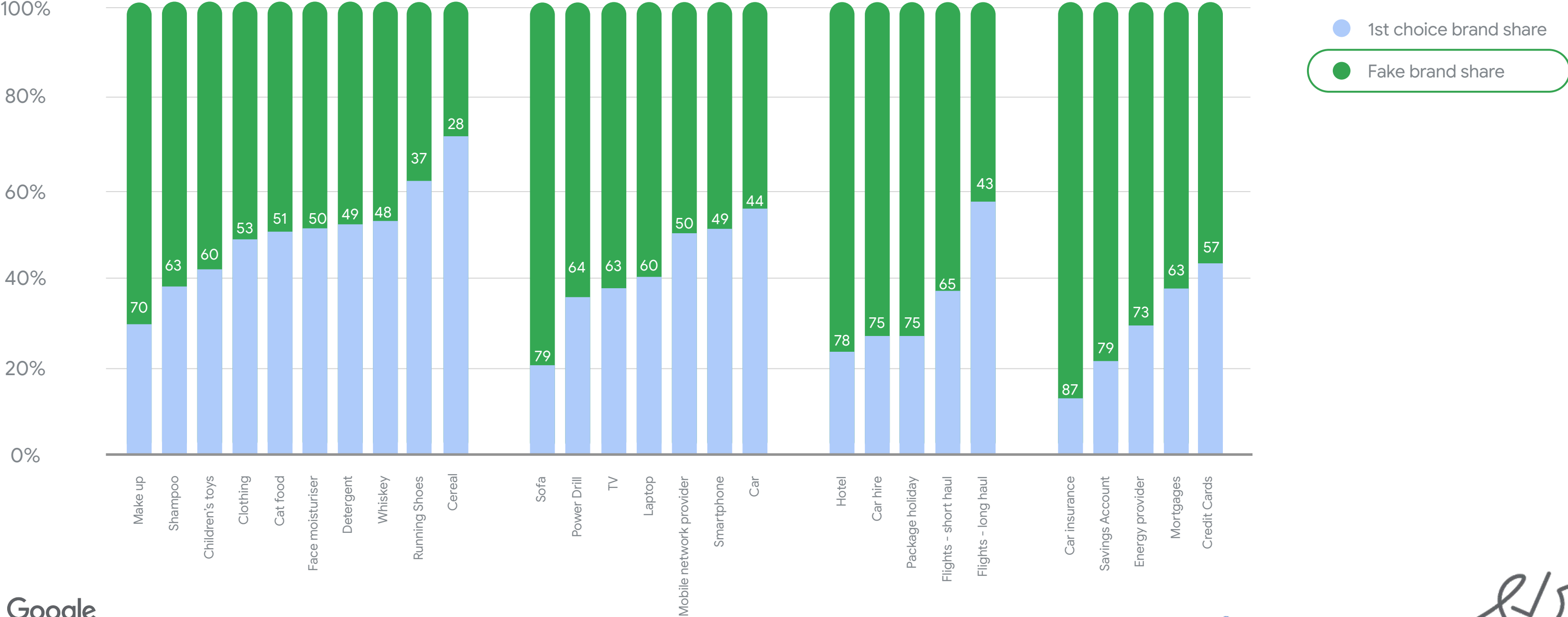
# Be there as consumers explore and evaluate

When researching products online and choosing between a 1st choice brand and a 2nd choice brand, 1 in 3 consumers will choose their 2nd choice brand just because it's there.



# Compelling messaging and experimentation matters

On average, across all 150 products and services tested, the use of behavioural principles in messaging caused over 60% of consumers to abandon their first choice brand for a fictitious brand.



# So what does this all mean?



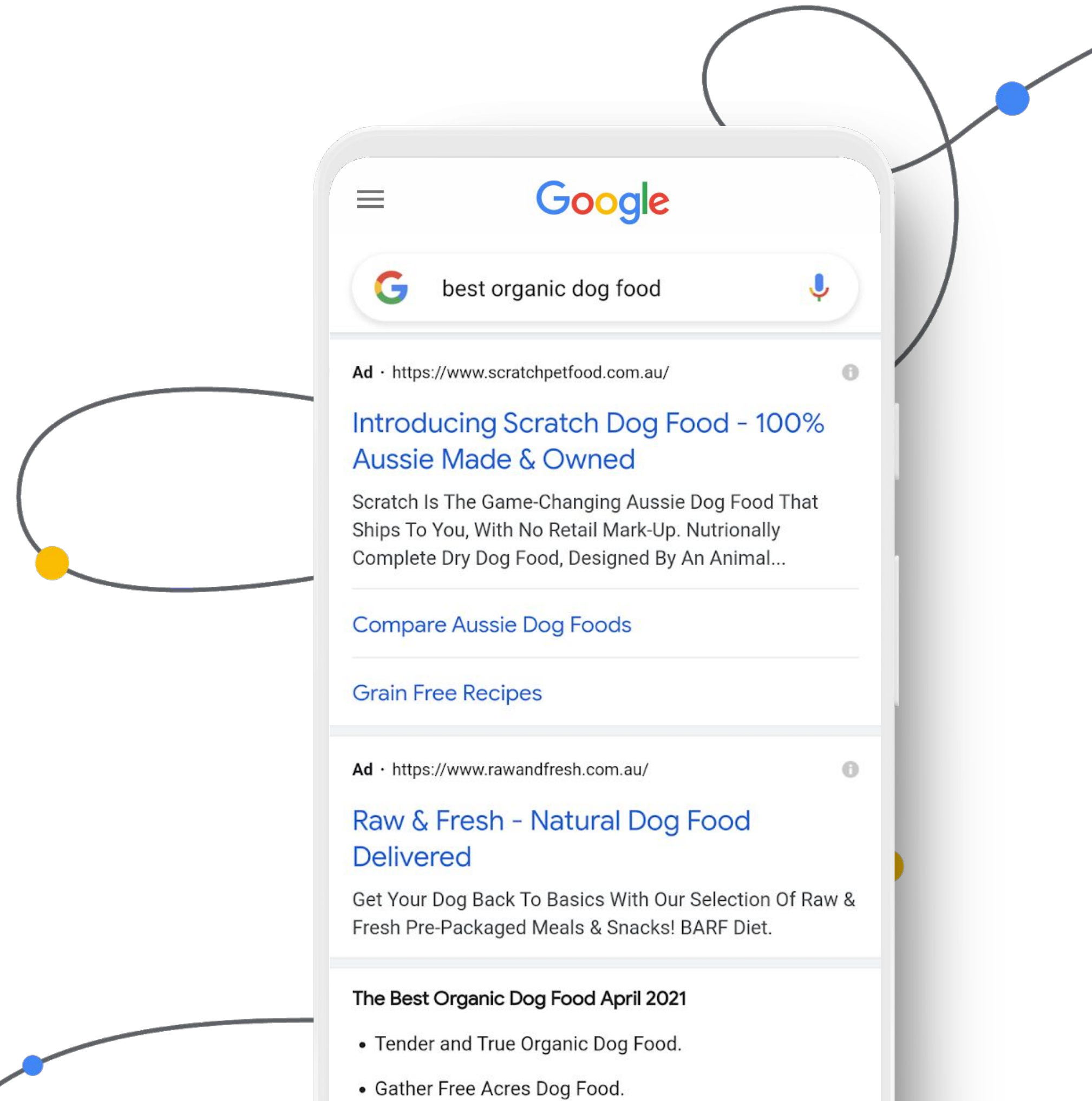


# Showing up matters

## 01

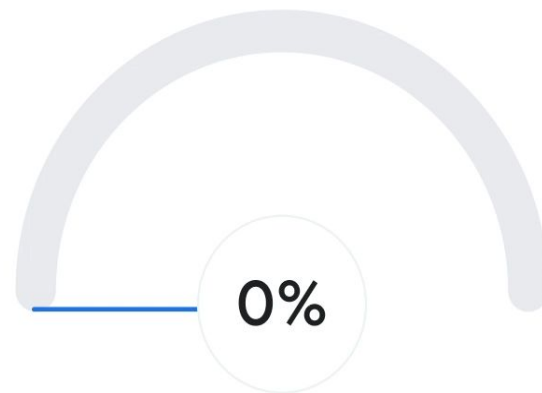
Simply being present during exploration and moments of intent can drive behaviour.

*...but as context changes around us, so do search queries.*



## Here's your current optimization score.

Now let's take a look at how we can improve.

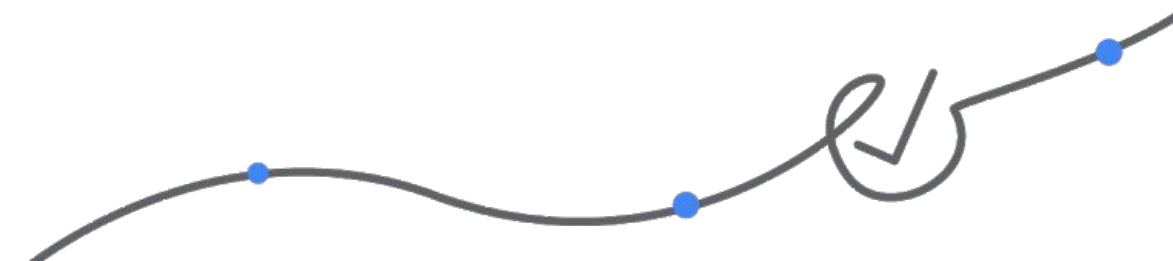


We've put a custom set of recommendations together to help you boost your score even more.

See my recommendations



Advertisers who increased their optimization score by 10 points saw a **10% increase in conversions.**



# Help consumers weigh information

## 02

Behavioural biases can help consumers make fewer, better decisions and have a strong impact on preference.



Brand presence



Category heuristics



Social norms



Authority bias



Power of now



Scarcity bias



Power of free

# Engineering your ad copy

[www.2ndfavouritebrand.com](http://www.2ndfavouritebrand.com)

## **Brand XYZ - Last Summer Days, Book Now**

Free breakfast included. Lonely Planet's favourite. Minutes to the beach and buzzing nightlife. Australia's favourite for 18-24 yr old solo travelers.

 Rating: 4.8 1250 reviews

Power of Free

www.2ndfavouritebrand.com

**Brand XYZ - Last Summer Days, Book Now**

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★★★★★ Rating: 4.8 1250 reviews

**Social Proof**  
Star rating

**Social Proof**  
# of reviews

**Social Proof**  
Dynamic targeting

Scarcity Bias

Power of Now

Authority Bias

Category Heuristics

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Scarcity Bias

Power of Now

Authority Bias

Category Heuristics

# Three actions for marketers



## Be there

Maintain brand presence



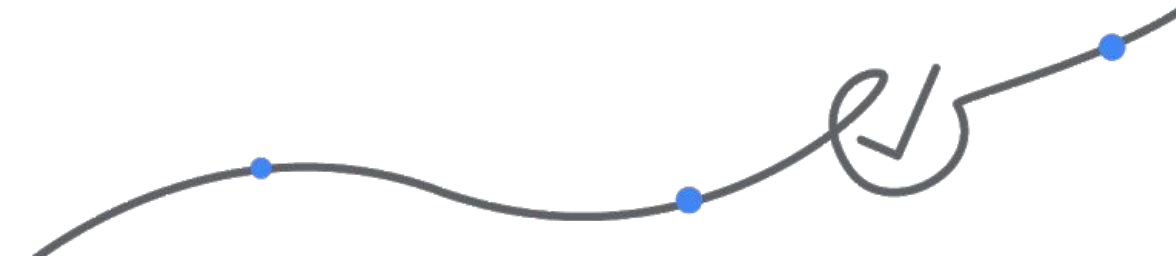
## Be compelling

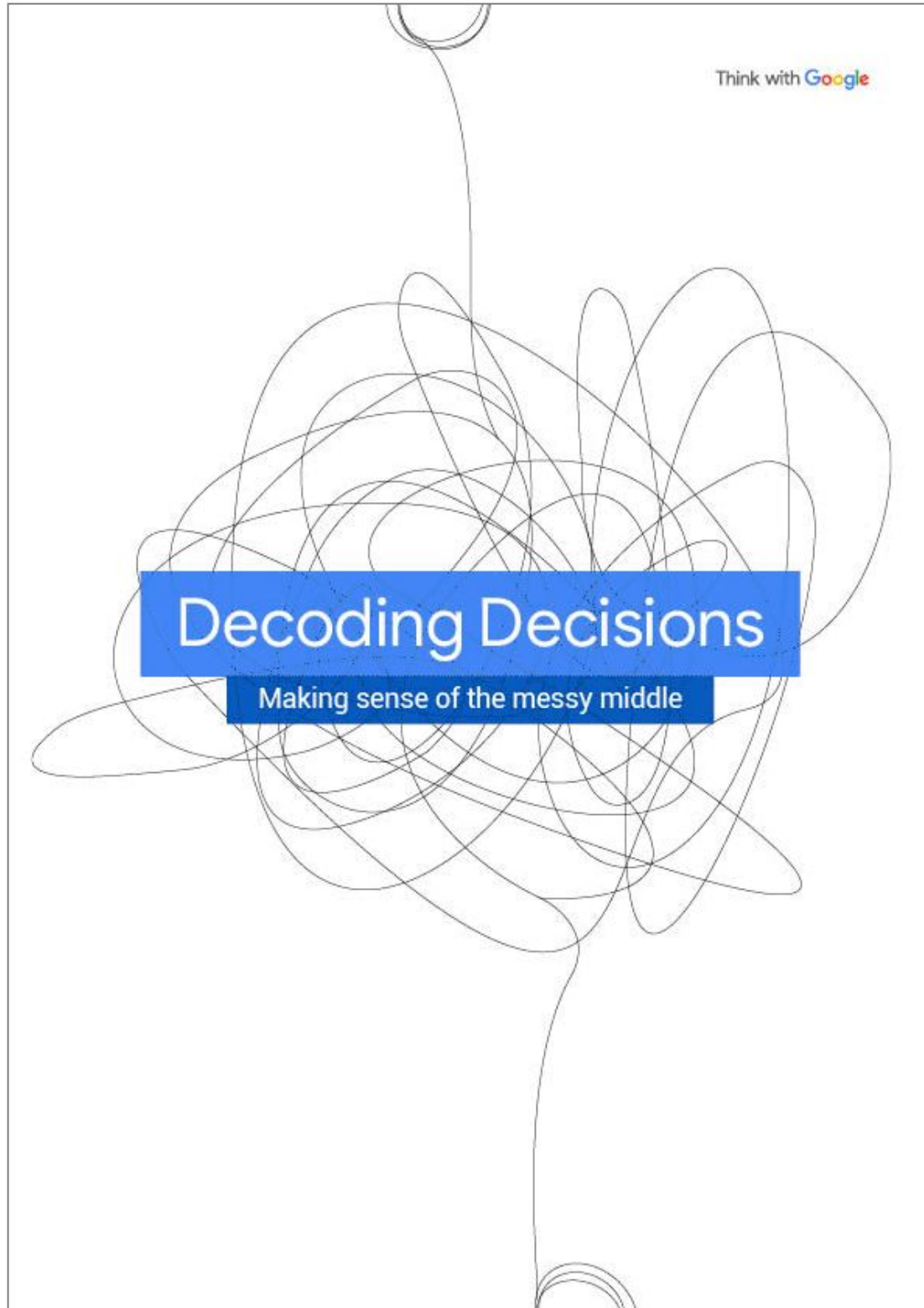
Small tweaks in language can enable consumers to take action



## Be experimental

Re-evaluate, test and learn to drive innovation





**Download the  
full research report:**  
[g.co/think/messymiddle](https://g.co/think/messymiddle)

Think with **Google**