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.

- 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.

- 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.

Google Commerce Hub—Technical Components

1. COLLECT AND ORGANIZE
   - Product Catalog
   - Product images
   - Customer events
   - Static data
   - Cloud Storage
   - Google Tag Manager 360
   - Real-time user events

2. TRANSFORM
   - ETL Cloud Dataflow
   - Processing Logic Flow

3. MEASURE
   - Merchant and Trends Data
   - BigQuery
   - Google Trends

4. INSIGHTS
   - Cloud Translation API
   - Looker
   - Google Translate API
   - Cloud video intelligence API

5. ACTIVATE
   - Personalize Retail API
   - Recommendations Retail Search Engine
   - Display AI
   - Smart Shopping ads
   - Youtube commerce
   - Extend

6. ECOMMERCE PLACEMENTS
   - Homepage
   - Recently-viewed
   - Product details
   - Checkout
   - Search
   - Mobile

Source: Google Cloud Fortune 500 client, September 2021.

Start the conversation

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