

Think with Google

A decorative abstract graphic in the top right corner featuring a large blue arc, a smaller blue arc, and a grey circle. There are also several thin black lines and plus signs scattered around the graphic.

Think with Google

Nordics and Benelux






Key Stats 2024

@deborahallen @slambeth @elinc

Think with Google NE's Total Reach in Q1, 2025

15,644

5 learnings from 2024

	<p>Timely, local content, and Google exclusive reports (aligned with key industry moments and topics) perform brilliantly (for everyone). Content that readers can only get from Google - Smart Shopper, 1p data Playbooks, client case studies - created as part of a 360comms moment, with events, work well for our readers and drive event sign ups.</p>
	<p>Attracting case studies can be a challenge. TwG might not be a priority for everyone, but asking our most supportive content partners, taking a journalist approach to themes, and regularly checking in with wider teams like MI, ensures a consistent and high quality editorial pipeline.</p>
	<p>Utilising every channel and sweating the assets. While we don't have paid media or a vast array of outlets, we maximise their potential - we give fresh life to underperforming pieces by using the site's 'Feature of the Week'. We create fresh assets to share on social, align with awareness days and what's trending, and use social ambassadors with big networks to give our pieces wider reach.</p>
	<p>Experimenting with social yields great results. Utilising our social channel to promote our digital moments, MEJ events, award winners and more can yield significant engagement, as can taking risks, freshening up and experimenting with our assets (think headshots, carousels, videos, data snacks and more).</p>
	<p>Measurement and effectiveness, from the inside out. We always audit our work, set ourselves benchmarks and goals beyond just EUPVs (eg NAL, PEL), and celebrate wins along the way. Our 30 day thank you emails have seen amazing success with promotion and driving new ideas too!</p>

Think with Google NE's Total Reach in 2024

665,173

Think with Google NE's Total Engaged Reach in 2024

83,625

Think with Google NE's Total Engaged Reach in Q1, 2025

8,225 + email clicks

Reach for newsletters



25%

Q1, 2025



18%

Q1, 2024

At the start of the year, we were achieving some incredible open rates for our newsletters - one deployed in January reached **33%**, our highest since records began. While things have plateaued slightly now, we are still hitting around 22% for our emails, when in Q1 2024 it was around 17%. Despite this, we have seen a drop in clicks from around 300-350 to 200-250.

2024 Key Stats

36

Local articles, up from 22 in 2023, 21 featured NAL clients vs 18 in 2023

11

Articles, linked to events / moments

56,000

Total TwG NOR and BEN email subscribers in 2024

3,083

EUPVs on our best read article vs 1,210 in 2023

1,200

Average EUPV per story, vs 300 benchmark

3

Scaled articles (NE to other languages), vs 0 in 2023

98%

of NE LCS NAL covered through TwG Newsletters

27.6k

Engaged reach on TwG LinkedIn

984+

People registered for digital events via a TwG newsletter, article, social or other.

What's in the works for 2025

10+

Pitches and stories in the pipeline for Q1 - including Lay's, G-Star, Matt Sleeps, L'Oreal, HEMA, Supercell, Just Eat and more.

600

New 30 day EUPV benchmark, doubling from 300 to 600 (total lifetime we always aim for over 1000 EUPVs).

300+

Goal for registrations for the digital Think 2025 event from TwG channels.

700

New monthly benchmark for engaged reach on LinkedIn (reactions, clicks and reposts combined).

Consolidation 2.0

New home for TwG on ads.google.com - watch this space!

Keep growing

The newsletter subscriber base in NOR and BNL respectively across 2025.

Tack, Bedankt, Takk, Kiitos, Tak, Dank u.

Thanks!
Feedback or Questions?

Interesting facts, stats, and insights

Appendix

Think with Google

The background features several abstract geometric elements: a large grey circle at the top center, a smaller grey circle at the bottom center, a blue curved shape on the left, a blue curved shape on the right, and various thin black and blue lines and arcs scattered throughout.

Think with Google

Nordics and Benelux

End of year 2024 overview - TIME STAMP - CONTENT STATS ACCURATE TO 6th DEC
@deborahallen @slambeth @elinc






Global Vision 2024

Make TwG a Modern Marketer's
Must (-Read, -Watch, - Listen -Follow,
-Share)

Insights

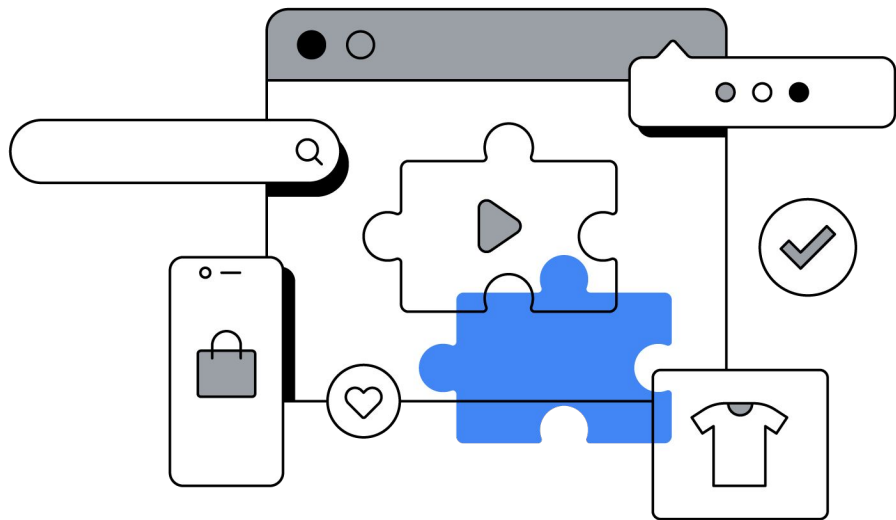
What we learned in 2024

5 learnings from 2024

	<p>Timely, local content, and Google exclusive reports (aligned with key industry moments and topics) perform brilliantly (for everyone). Content that readers can only get from Google - Smart Shopper, 1p data Playbooks, client case studies - created as part of a 360comms moment, with events, work well for our readers and drive event sign ups.</p>
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	<p>Utilising every channel and sweating the assets. While we don't have paid media or a vast array of outlets, we maximise their potential - we give fresh life to underperforming pieces by using the site's 'Feature of the Week'. We create fresh assets to share on social, align with awareness days and what's trending, and use social ambassadors with big networks to give our pieces wider reach.</p>
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	<p>Measurement and effectiveness, from the inside out. We always audit our work, set ourselves benchmarks and goals beyond just EUPVs (eg NAL, PEL), and celebrate wins along the way. Our 30 day thank you emails have seen amazing success with promotion and driving new ideas too!</p>

2024 has been a year to celebrate

Here's a few reasons why...



Insights. Ideas. Inspiration.

Take your marketing further with Google. Think with Google.

Key Stats

36

Local articles, up from 22 in 2023

41k

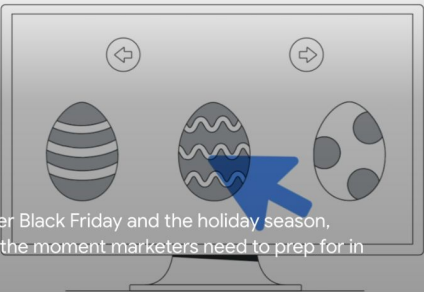
EUPVs, from 58k in 2023 (which inc. global stories)

21

NAL clients featured, compared to 18 in 2023

The latest articles from Think with Google Nordics and Benelux


EUROPE, MIDDLE EAST & AFRICA



Case Study

Move over Black Friday and the holiday season, Easter is the moment marketers need to prep for in 2025


NORDICS & BENELUX



Report

From insight to action: The first-party data activation


NORDICS & BENELUX



Article

Beyond borders: How three Nordic and Benelux brands succeeded in new markets


NORDICS & BENELUX



Case Study

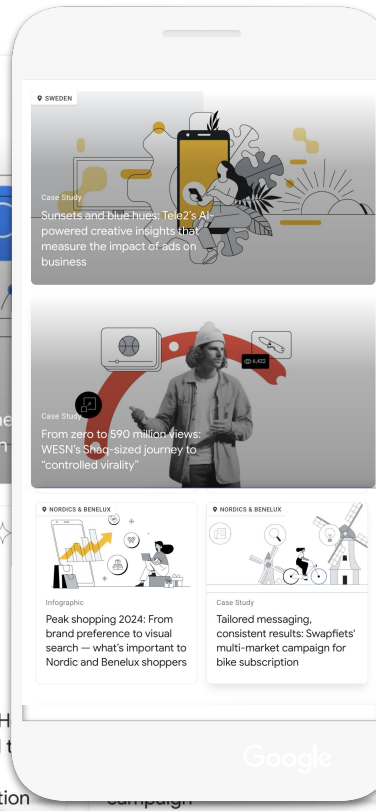
Never miss a moment: How one fashion brand met YouTube trends with AI

NORDICS & BENELUX



Article

AI for climate resilience: How Nordic brands can use AI to help with information, optimisation, and prediction



SWEDEN

Case Study

Sunsets and blue hues: Tele2's AI-powered creative insights that measure the impact of ads on business

Case Study

From zero to 690 million views: WESN's six-sized journey to "controlled virality"

NORDICS & BENELUX

Infographic

Peak shopping 2024: From brand preference to visual search — what's important to Nordic and Benelux shoppers

NORDICS & BENELUX

Case Study

Tailored messaging, consistent results: Swapfiets' multi-market campaign for bike subscription

Google

Key Stats

11

Articles, linked to events / moments

YouTube

Most covered pillar with 8 articles

AI & Measurement

Followed by 5 each for AI and Measurement

5k

Downloads of Playbooks driven

1,200

Average EUPV per story, vs 300 benchmark

3

Scaled articles (NE to other languages), vs 0 in 2023

23%

Of all EMEA-Eng EUPVs driven by NE content

27.6k

Engaged reach on TwG LinkedIn

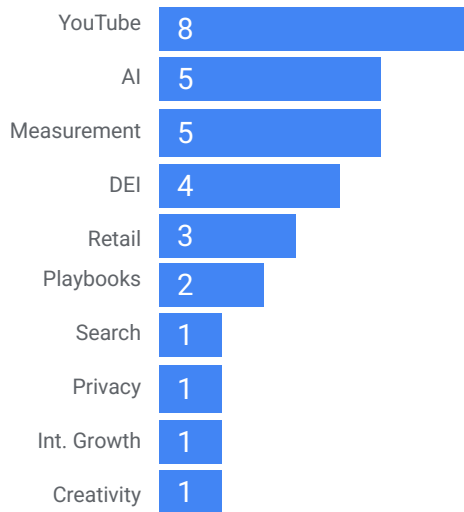
984+

People registered for Think Digital and Think Commerce via a TwG newsletter, article, social or other.

Breakdowns



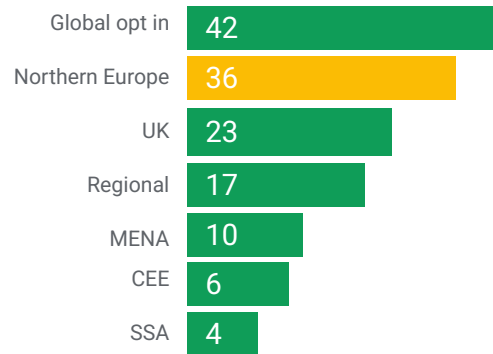
NE Content by pillar



Doesn't include 2 x most read, and 3 x collections

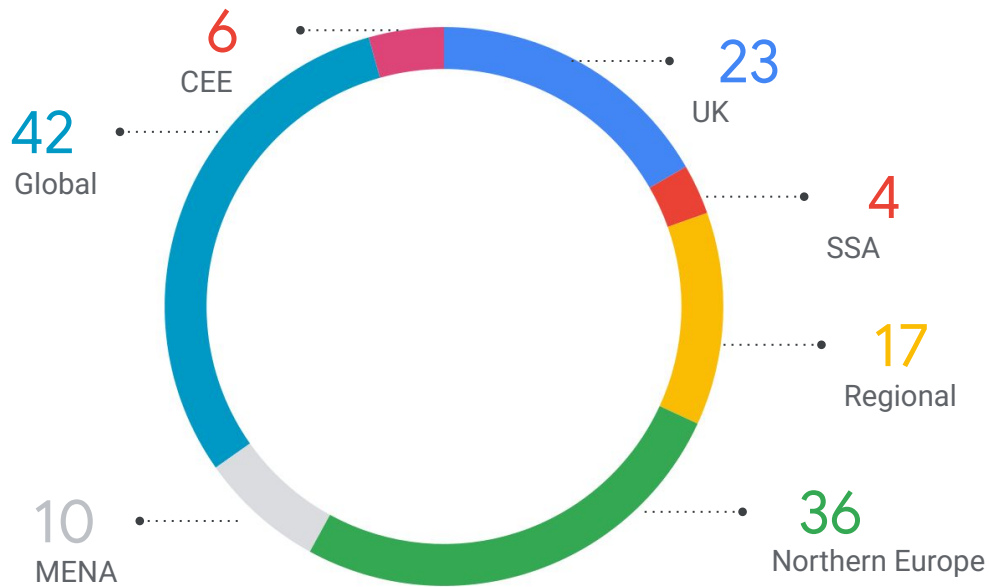


NE Content vs other markets, EMEA-Eng only, 2024



Other markets have had time with less/no editors, inc regional, MENA, UK, SSA,

Number of TwG articles per market: EMEA-Eng site



Top 5

Our top performing local stories

5

New 2024 playbook: How marketers can connect brand investment to business outcomes

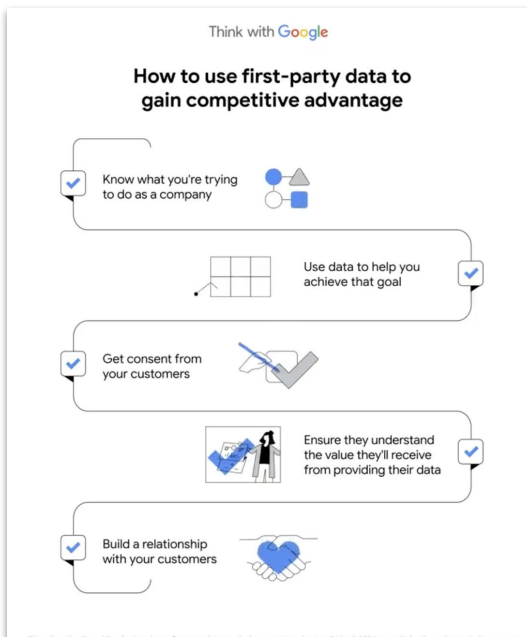
Published in March

Driven by Magnus Friberg, Stephanie Christensen 🎉

1,940 EUPVs

Number 5 in 2023: 852 EUPVs

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1. Determine a KPI that demonstrates the link between brand investments and business outcomes.
2. Set up a reporting structure that continually tracks that KPI, and how it links to the business needs.

Take appropriate actions based on results, for instance optimising and allocating spend based on the highest yield towards your KPI.

Download the Modern Brand Measurement playbook today

[Download](#)

Google

4

Peak shopping 2024: From brand preference to visual search — what's important to Nordic and Benelux shoppers

Published in Sept

Driven by Rapha Rekab 🎨

2,136


 EUPVs

Number 4 in 2023 939 - Our most read pieces of 2023 so far

Think with Google

GET READY FOR PEAK SEASON 2024

Your guide to achieving retail success in the Nordics and Benelux



Discover what's important to shoppers this peak season

Get your hands on the latest data from Google's Smart Shopper report. Raphaella Rekab breaks down the key trends shaping the shopping experience in Northern Europe – and the actionable insights needed to stand out from the crowd. [Explore now.](#)

New Message

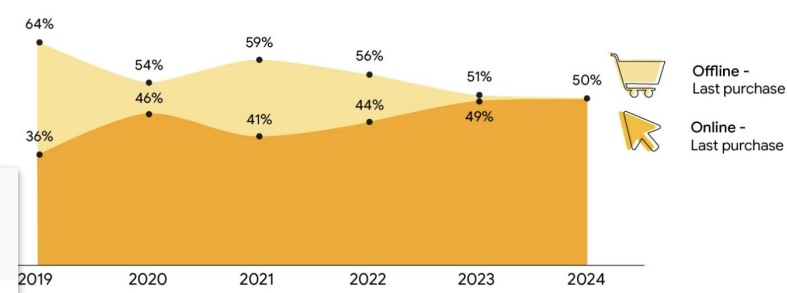
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We are entering a new phase where shopping behaviour is stabilising

Channel of last purchase (NL):



Year	Offline - Last purchase (%)	Online - Last purchase (%)
2019	64%	36%
2020	54%	46%
2021	59%	41%
2022	56%	44%
2023	51%	49%
2024	50%	50%

Smart Shopper Research. Google, Cint (2023 & 2024) / Savanta (2022) / Zweipunkt (2021) / Kantar (2020 & 2019), Online Country: NL. Nationally representative online population 18+Y.O who conducted purchases in the past 3 months for Electronics/Home & Garden/Fashion/Toys/Jewellery and in the past 1 month for Food & Groceries/Beauty. Product buyers of CE, Home, Fashion, Food, Beauty, Toys, Jewellery.

Google

3

Marketing at Ramadan: How Adidas Sweden helps level the playing field with inclusive campaigns

Published in January

2,362 EUPVs

Number 3 in 2023: Bol case study 992 EUPVs

Think with Google

Redwaan Hossain is one of nearly 1 million Muslim people living and working in Sweden. 🇸🇪

It was his experience of combining fasting with training during **#Ramadan** that led to **adidas** Sweden's first-ever ad campaign focused on the holy month.

Linking up with agency **Obeya**, led by fellow Muslim **Canan Yasar**, the ad campaign utilised first-hand experiences from both professional and non-professional athletes.

The resulting video sparked conversation, showed how non-Muslims can offer support, and demonstrated how marketers can put **#inclusivity** at the heart of their ad campaigns.

<https://lnkd.in/eSimcDTY>

Honour Pearson Sara Mattsson Abi A.

#inclusivitymatters #youtube #marketingcampaign

Marketing at Ramadan
Inside Adidas Sweden's inclusive campaign

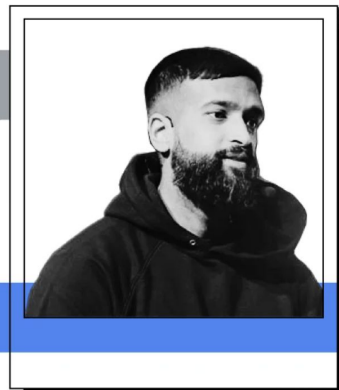
1:16 Think with Google

36 3 comments · 3 reposts

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Redwaan Hossain is the man behind "Från soluppgång till solnedgång" (from sunrise to sunset), Adidas Sweden's first Ramadan marketing campaign. He reveals why inclusive marketing should be top of mind for brands.



Google



The marketing funnel in 2024: How AI can fuel growth in Nordics and Benelux

Published in January

In collaboration with Think
2024

Thanks to James van Thiel

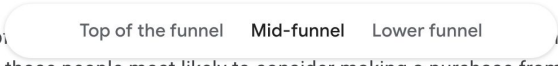
2,675 EUPVs

Number 2 in 2023, Media
Markt case study 1066
EUPVs

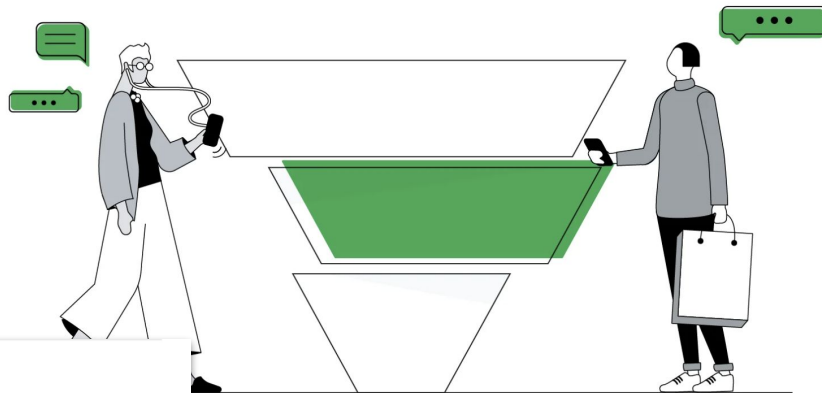
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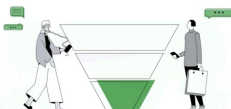


The mid-funnel takes all of this to find the most *relevant* leads — those people most likely to consider making a purchase from your brand.



3 ways AI can fuel growth across the marketing funnel

Google's James van Thiel breaks down how AI can help simplify the customer journey and achieve profitable growth, using Nordics and Benelux brands as examples. [Read on](#)



1

From retailtainment to experience-enhancing tech: How to connect with Nordics and Benelux shoppers in 2024

Published in February

Content Partner: Rapha Rekab

3,083 EUPVs

Number 1 in 2023 YouTube Works story 1,210 EUPVs

Think with Google

Think with Google
911,391 followers
9mo · Edited ·

2024's most surprising #retail insights are here...

We've assembled a view of over 30 markets, seven shopping categories, and five years' worth of data into this must-read guide into what #Nordics and #Benelux customers value most.

Read through our key takeaways and learn how to better connect with your customers this year.

<https://lnkd.in/e2Bvr-Pa>

Thanks to: [Raphaella Rekab](#), [Pablo Perez](#)

#retailinsights #retailnews #research

How to connect with Nordics and Benelux shoppers in 2024

Research from Google's Smart Shopper report

Think with Google

0:50 1x

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Retailtainment Retail technology Online shopping Reduce pain points

% of shoppers who used technology to inform their purchase decision in the last 6 months

... BELGIUM
21%

orm videos
commerce
e lens
tual Reality)
gmented Reality)



Google

Newsletters, social and more

Engagement and growth

We've consistently set the tone

While there's no way to quantify this, TwG NE has been a trailblazer across the year, taking risks, implementing new ideas and assets and inspiring other markets. We've walked so other markets can run. We've set the bar and set the tone. Other markets have gone so far as to say that they often see what Northern Europe are doing and then emulate it themselves. For us, this is a great compliment and a sign of the excellent work we're producing - we were one of the first markets to introduce the carousels, to align more with awareness days, to highlight events in our newsletters, to post about events on our LinkedIn page and, latterly, to introduce headshots as assets. We've given multiple presentations to highlight our work and we're delighted that other markets look up to us.



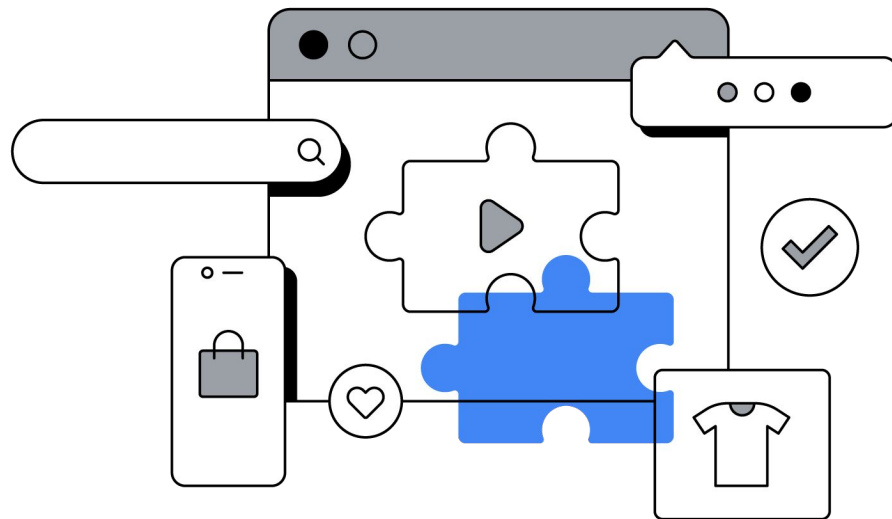
We're integrated

You thought Think with Google was for Think with Google only? Think again. Sorry, that's a lot of use of the word 'think'. But let's be clear – we're no longer using our social and email output to only promote TwG articles. This year, we're really pleased and proud that there has been proactive, efficient and impactful synergy in regards to utilising our social and email channels to promote relevant events and occasions. We've utilised TwG LinkedIn to unveil award winners and new research, as well as using it to showcase photos and videos from our physical moments. Meanwhile, both the TwG LinkedIn and our newsletters have become intrinsically ingrained into engagement and promotional strategies for digital moments across the year, as well as relevant MEJ webinars, with great results.



All you need to know about our

Emails...



Unforgettable moments

12

Newsletters distributed promoting events

900

Signups to digital events this year, so far

26% / 39%

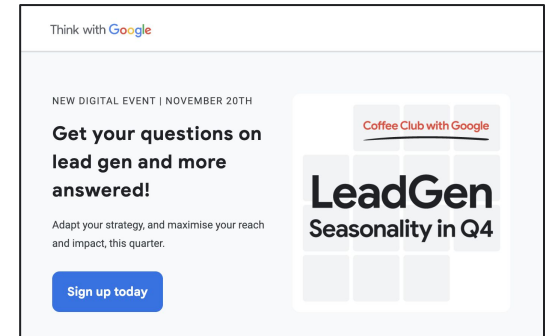
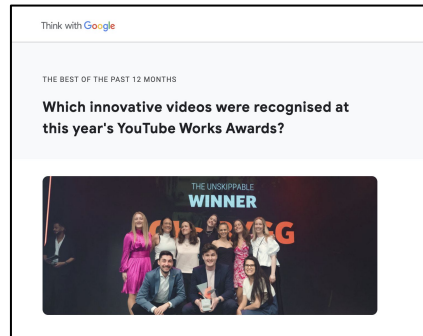
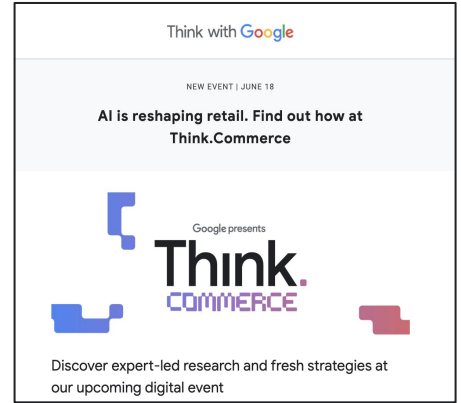
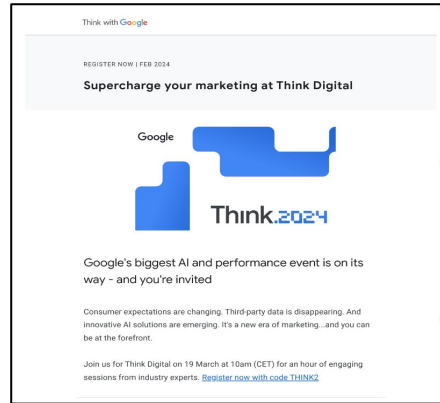
Signups to Think Digital and Think.Commerce Digital, respectively

Highest clicks

On an email this year for our Think Digital newsletter

Top 5 most opens

On our email promoting YouTube Works Awards

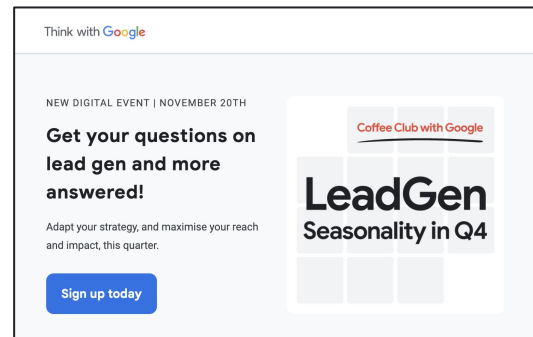
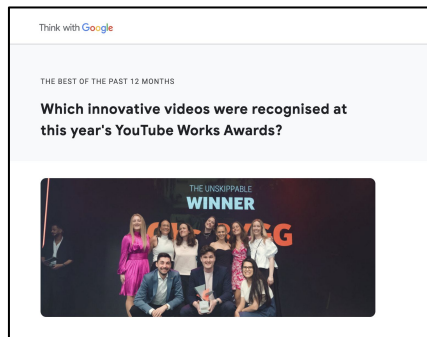
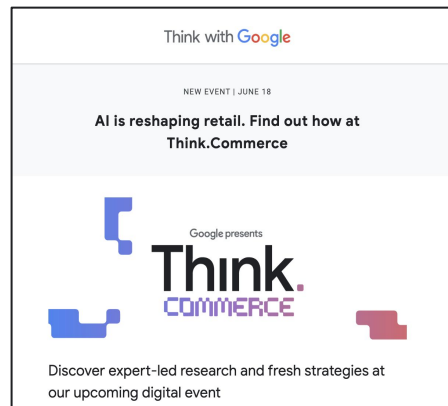
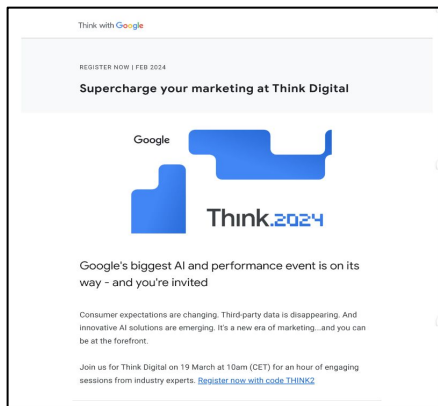


Unforgettable moments

900

Signups to digital events this year, so far

TwG newsletters have become an integral part of promo for digital moments across 2024. Our first email promoting Think Digital has **the highest clickthrough rate** of all of our emails for 2024, and the campaign of four newsletters contributed 610 signups (26% overall). We continued this for Q2's Think.Commerce, with 286 signups coming from three newsletters (39% overall). Our newsletter highlighting the winners of YouTube Works Awards is also **one of our most opened emails for 2024** for both markets, showing that across the board there is an appetite for our audience to hear about and engage with our moments. This is something we have continued in Q4, as we've promoted various events via MEJ in our newsletters.



Minimal effort, **maximum** impact - reaping the benefits of remarketing

64,929

Extra opens from TwG Max for Nor and Ben

2,754

Extra clicks from TwG Max for Nor and Ben

41%

Uplift for the year in clicks

32%

Uplift for the year in opens



Our most opened emails of the year

BENELUX:

- 1). How to go viral | Why creativity is key to driving sales | Plan for Jan today - 26.7% open rate (OPR) // 28.11.24
- 2). And the winners are... (YouTube Works Awards focus) - 22.2% OPR // 13.6.24
- 3). Prepare for 2025: Sustainability | First-party data | International growth - 21.3% OPR // 30.10.24
- 4). Most loved articles of the year...so far - 20.8% OPR // 8.7.24
- 5). Boost your lead generation strategy | The next key retail moment | Making waves - 20.8% OPR // 11.11.24

NORDICS:

- 1). How to go viral | Why creativity is key to driving sales | Plan for Jan today - 27.7% OPR // 28.11.24
- 2). And the winners are... (YouTube Works Awards focus) - 23.3% OPR // 13.6.24
- 3). Boost your lead generation strategy | The next key retail moment | Making waves - 22.2% OPR // 11.11.24
- 4). Prepare for 2025: Sustainability | First-party data | International growth - 22.0% OPR // 30.10.24
- 5). Most loved articles of the year...so far - 21.0% OPR // 8.7.24

For comparison – UK's highest open rate for 2024 is 22.6%, CEE is 24.2%, SSA is 17.4%, MENA is

Our most clicked emails of the year

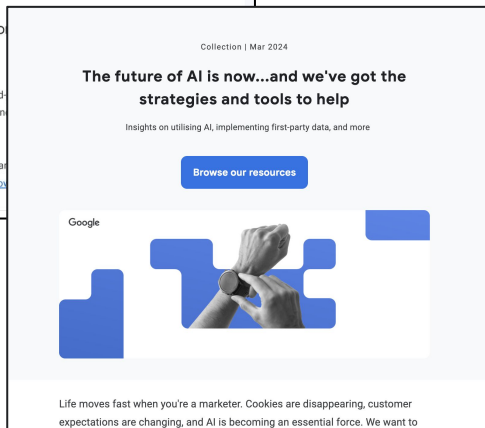
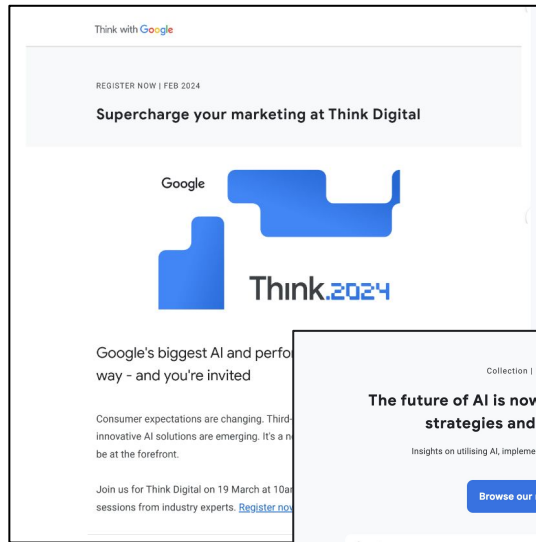
BENELUX:

- 1). Think Digital is coming. See you on March 19 - 474 clicks // 9.2.24
- 2). Think you know AI? Think again - 451 clicks // 18.3.24
- 3). AI can put you the driving seat. Here's how - 409 clicks // 22.2.24
- 4). Get more from 2024 with these five fresh insights - 402 clicks // 9.1.24
- 5). 4 ways to innovate in 2024 - 331 clicks // 22.1.24

NORDICS:

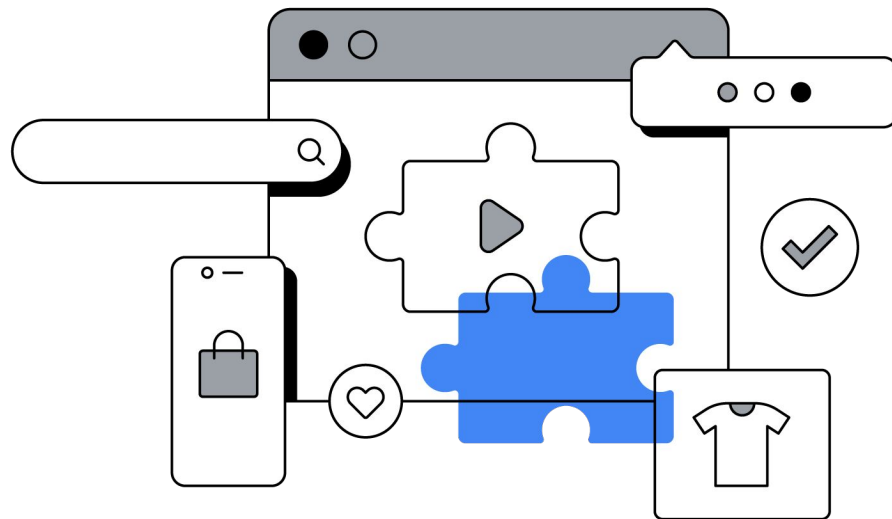
- 1). Think Digital is coming. See you on March 19 - 379 clicks // 9.2.24
- 2). AI can put you the driving seat. Here's how - 378 clicks // 22.2.24
- 3). Get more from 2024 with these five fresh insights - 312 clicks // 9.1.24
- 4). Think you know AI? Think again - 300 clicks // 18.3.24
- 5). 4 ways to innovate in 2024 - 277 clicks // 22.1.24

For comparison, MENA's highest clicks is 759, CEE is 656, SSA is 466, and UK is 1,409.



All you need to know about our

Social...



Social insights - (10-12 pieces shared per month)



205,876

Views / impressions

18,716
(monthly average)



24,603

Clicks

2,236



27,651

Engagements

2,513



2,500*

Reactions

227

* compared to 1,605 for
TwG UK



245

Reposts

22

Big risks, big rewards

TLDR - TwG LinkedIn posts have achieved a total of 27,651 engagements (combined clicks, reactions and reposts) across the first 11 months over the year.

In all honesty? We've gone a little wild this year on social. Okay, maybe not *wild*. But off script? Certainly. We're still giving it that Think with Google flourish, but we've not been afraid to switch it up and be a bit daring - an infographic containing key facts presenting like a starting lineup in football, aligning with the Euros? Why not? A PDF carousel in the style of a fashion magazine? Sure. An asset designed with the neurodivergent community in mind? Hell yes. Headshots, in all their unfiltered and honest glory? Multiple times, sir. Post-event photos? Key quotes? Promotional posts for our digital moments? With 8A by our side, we've innovated, other markets have followed, and we've achieved amazing results.

From January to November 2024, we have deployed on average 10-12 social posts per month on TwG LinkedIn, achieving:

- 205,876 impressions (18,716 per month)
- 24,603 clicks (2,236 per month)
- 27,651 engagements (2,513 per month)
- 2,500 reactions (227 per month) – *compared to 1,605 for TwG UK*
- 245 reposts (22 per month)

These metrics are above the EMEA average, particularly in regards to clicks which is usually around 500 per month at the most. We have utilised TwG social to raise awareness and promote various digital events - for example, TwG LinkedIn contributed 20 signups to Think Digital and 17,425 impressions from nine related social posts.

Here's some of our best performing posts...

[Heineken](#)



[bol](#)

How bol embraced neurodiversity in its holiday ad

Think with Google
Source: "The gift of understanding: How Bol embraced neurodiversity in its video campaign", March 2024. www.thinkwithgoogle.com/int/en-emea

[YouTube Works Awards winners](#)

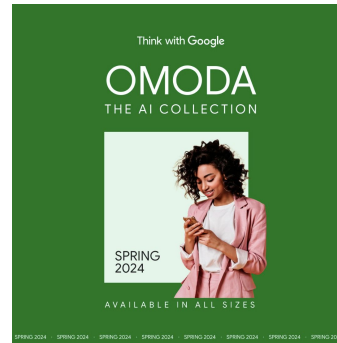


[Rochita Dua headshot](#)

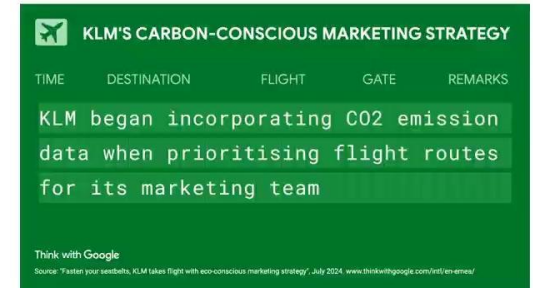


Think with Goog

[Omoda carousel](#)



[KLM infographic](#)



Proprietary + Confidential

We've highlighted many **key events**...

[Think Digital](#)



[Think.Commerce](#)



[YouTube Works Awards winners](#)



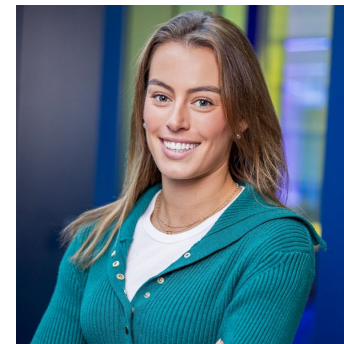
[YouTube Festival](#)



[Lead Generation - MEJ](#)



[Q5 Seasonality - MEJ](#)

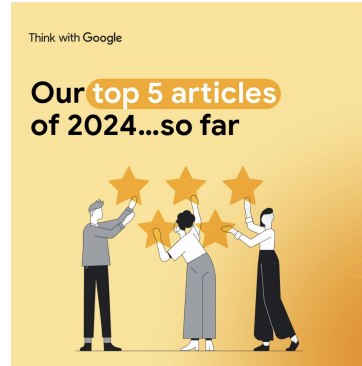


And PDF carousels have been a **big success!**

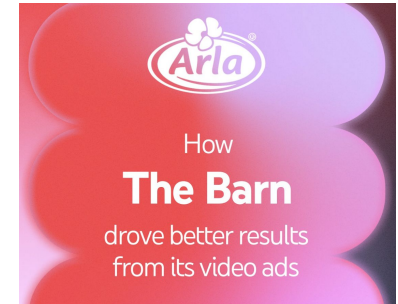
[AI in 2024](#)



[Most read of the year...so far](#)



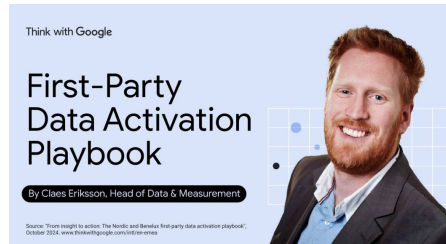
[The Barn - YouTube case study](#)



[YouTube Festival](#)



[First-party data](#)



[Quotes of the Year 2024](#)



Where next...

2025 what's to come

Continue to adopt an integrated marcomms approach...

We're modern marketers - holistic, agile, and data-driven, TwG looks at data to create and scale 360 comms to provide the best experience for the **reader**, drive growth for the **platform**, pivoting to the narrative needs of the **business**. Our comms approach is:

Social-first - email alerts will be less often but richer for the reader, Social comms will become more central. That doesn't mean social channels but opportunities to talk to our readers, to co-create content, build conversations and TwG community and influencers.

Reader-first - what do our readers want to know, and how do they like to get that information? Put the reader in the story and be where our audience is in everything we do.

Global narratives, with local relevance - Measurement and Effectiveness, and Search compete will be core focus' for our content in 2025, with local data points, claims and cases that bring the narratives to life for our clients.

Unified mindset - work with content partners, events teams, wider marketing and sales teams, as well as other TwG sites, etc., to collaborate on best in class content and growth marketing. Collaboration is when we see the most success...

Think with Google, Northern Europe

Key pivots for 2025

Content

- Ensure enough bandwidth for Search and Measurement, but also for other pillars like AI and YouTube, and good performing topics like retail and 1p playbooks.
- Drive more submissions from GCS, as well as continuing to work with LCS case studies.

Core goals

- Look at new ways to measure success - 300 eupv benchmark is low - let's set a 500-600 one for 2025
- NAL coverage can be tracked via mentions, but let's see if we can go further.
- Social and NL targets should be more than MLU - let's set our own targets and then beat them...

Partnerships

- Make content work harder - translated pieces in other publications and working with PR for pitches (eg the latest Lay's article).

Engagement

- Increase signups to the TwG newsletter via an ambassador-augmented social campaign
- Analyse the clicks on social – how can we quantify which clicks are going to the actual CTA? Can we introduce a plugin?
- Increase use of photography – headshots, event pics – that have the TwG flourish
- Open rates remain strong for newsletters, let's try and increase the clicks – ensure the content meets readers' expectations in regards to what the subject line promises

Tack, Bedankt, Takk, Kiitos, Tak, Dank u.

Thanks!
Feedback or Questions?