

## Sidecar | Diamond Winner

### Transforming Marketing with Data, Analytics, and Insight SMB

Sidecar empowers retailers to create performance marketing campaigns on the most popular search, shopping, social, and marketplace channels. For years, Sidecar has leveraged Google Ads data to help its customers make decisions about their campaigns. Sidecar realized that compiling these data sets could create a compelling story that would help its customers and other retailers make sense of the impact that Google Ads can have on their business.

Sidecar also saw a knowledge gap in the market. No other company in its space was publishing an in-depth report focused solely on the retail industry's performance on Google Ads. In 2017, Sidecar launched its inaugural Benchmarks Report, which analyzed 19.1 billion user sessions from retailers' e-commerce sites to produce the industry's first definitive account of the state of Google Shopping ads. From there, the report expanded to include Google paid search as well, analyzing a representative sample of more than 300 U.S. retailers' Google Ads accounts.

Over the past four years, the Sidecar Benchmarks Report has established itself as the most in-depth analysis developed exclusively for the retail industry. While other companies in Sidecar's space have since started publishing their own "benchmarks" reports, they cover multiple industries (such as finance, travel, etc.), limiting how deep their study of any one industry goes. Sidecar, on the other hand, devotes its research efforts solely to retail. Sidecar's 2020 report has 48 pages containing 33 informative graphs and charts.

These annual reports are Sidecar's key pieces of research to help its retail customers glean context and trends related to Google Ads so they can prepare for the year ahead. The reports have been downloaded thousands of times by retailers, retail and digital marketing media, and the industry at large.



The Benchmarks Report follows an extensive development process. Sidecar's benchmarks team includes members across the company, ranging from customer strategy managers and senior data analysts to editors and creatives.

Report development breaks out across three tiers: exploration, creation, and distribution.

- Exploration consists of cross-team interviews and knowledge sharing to identify major Google Ads themes, seasonal trends, and actionable recommendations for retailers to optimize their strategy in the coming year.
- Creation begins with data analysis, an intensive process involving several analysts and editors who slice and dice the numbers and extract meaning from the data. Further cross-team interviewing takes place, with conversations focused on specific findings and what they mean for different retail verticals. The writing process is equally intense, involving several rounds of iteration across the benchmarks team to ensure the report is comprehensive and accurate. Following the drafting process, Sidecar's team moves to the creative process, involving the creation of several dozen charts, report layout, and other visual assets.
- Distribution begins when the report is published to Sidecar's website, typically in March or April. At that point, teams across Sidecar start sharing the report. They use the report in prospect and customer conversations throughout the year, informing retailers of trends specific to their vertical, performance metrics that matter to them, and recommendations they can use to optimize their Google Ads strategy.

The Benchmarks Reports are some of the company's most popular content assets. They add important value for customers, prospects, and media community alike, as they bolster their market intelligence.

The Sidecar Benchmarks Report has become essential across the company's external communications and relationship building, including:

- Deeper dives into the data through articles, infographics, social media posts, and press releases
- Dedicated webinars and email campaigns unearthing insights to customers, prospects, and other Sidecar followers
- News coverage, where Sidecar's research helps add clarity and data to industry trends

Sidecar's annual Benchmarks Report continues to grow in popularity every year, highlighting Sidecar as a leading voice in the retail industry and equipping retailers with thoughtful data, trends, and advice to help them navigate the year ahead on Google Ads.