

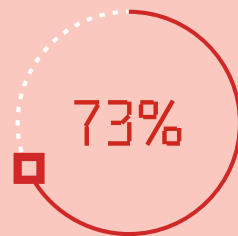
Get in front of your customers this holiday season with ADP® and Google Ads by Upnetic®



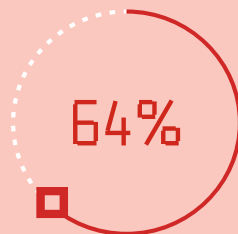
As we move into the holiday season this year, small business owners must be prepared to engage with the ever-evolving ways their customers shop. **You want to cut the clutter while maximizing profits.** ADP teamed up with Google to give you the information you need to help you understand your customers.

How we shop has changed over the years. Increased media consumption has drastically decreased our attention spans to only 8 seconds — **which is less than a goldfish.**

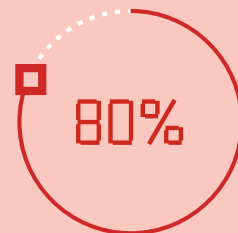
Customers still shop in person, but digital engagement is growing and it's important to understand how your customers shop.



73% of holiday sales were done in-store last year.



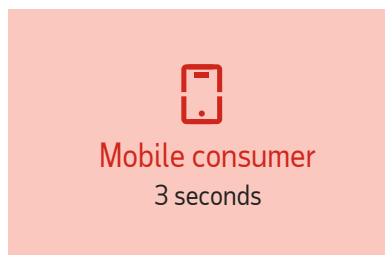
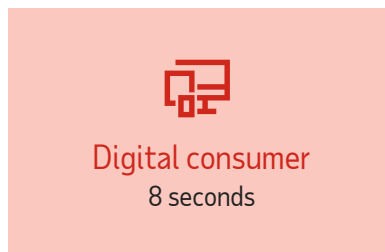
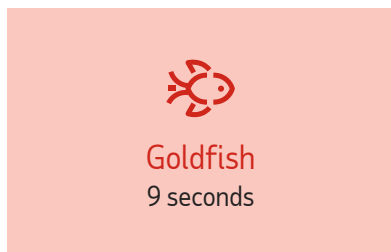
64% of existing customers engaged with a digital touchpoint during their shopping journey



80% of new customers engaged with a digital touchpoint during their shopping journey²

↻ Average attention spans¹

Time is of the essence! Make sure you are communicating your message quickly and clearly.



So how can you catch customers' attention?

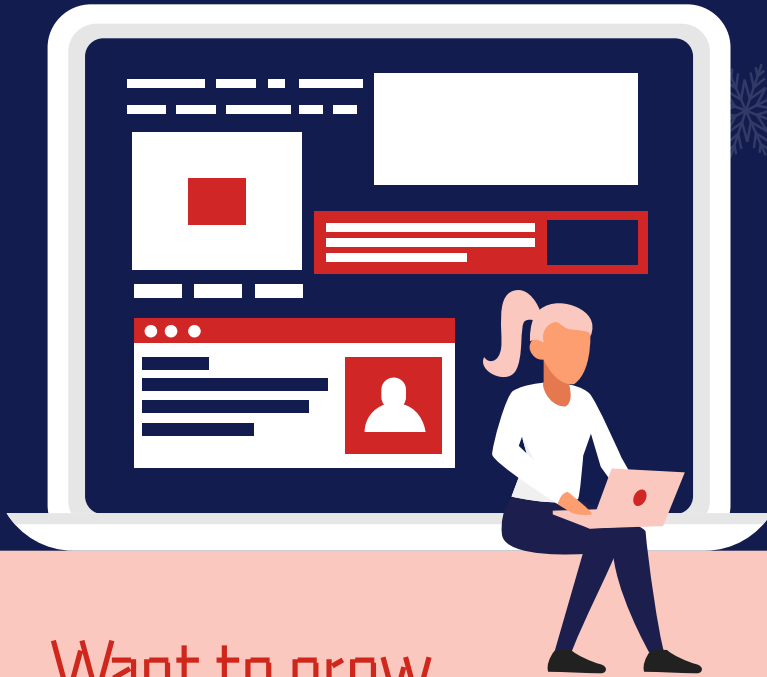
Online presence. An always-on way to help you show up when your customers are looking. Using digital ads to keep your business top of mind.

It's better tailored to your customers' schedules, and digital ads help them know what they're buying ahead of time.



Tips to show up when and where people are looking

Use all of the tools available to build an impactful online presence, including your website, Google My Business, and Google Ads



Want to grow your business?

Reach more customers online by creating a Google Ads by Upnetic* campaign within minutes. No management fees for RUN Powered by ADP® customers. You only pay for clicks! Start now and get \$150 of ad credit after you spend \$150.**

Sources: 1. Retail Drive, 2021. [Building a relationship in 3 seconds, or less](#). 2. Google, 2021. [Inside Google Marketing: 3 rules driving our holiday retail strategy](#)

*Google Ads by Upnetic supports a majority of industries. To confirm your industry is supported, go to the RUN payroll homepage and click the Google Ads link. After some initial questions, the system will confirm whether your industry is supported.

**For full terms and conditions of \$150 promotional offer, visit: <https://www.google.com/ads/coupons/terms/>

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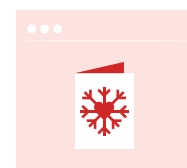
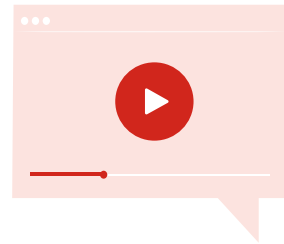
Have an active digital presence



Keep your website current and up to date



Use Google My Business and ads



Always Designing for People®

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