

Navigating Market Dynamics and Embracing the AI Opportunity

At Google, we're committed to providing the tools, resources, and expertise to help businesses adapt and thrive in the long term.

Artificial Intelligence: A Catalyst for Growth

Generative AI has the potential to boost Canada's economy by \$230 billion, the equivalent of 8% of Gross Value Added (GVA). That is a bigger potential boost to growth than the entire Personal Computer or Internet revolution. Google's AI-powered advertising tools have already unlocked a new world of possibilities, helping Canadian businesses navigate change, identify new audiences, stay competitive, and build their brands both at home and abroad.

For example, Karen's Flower Shop, a four-generation family business in Milton, Ontario, used Google's AI-powered ads products to combat increased competition and reach new customers, achieving a 30% increase in return on ad spend and 10% year-over-year revenue growth.

To evaluate new opportunities to grow, consider the tips and tools below:



Build a Strong Online Presence: With more than 90% of consumers searching online before making a purchase, it's important to establish a strong online presence. Google provides free tools and resources to help you do this:

- **[Test Your Website Speed](#):** Make sure your website loads within three seconds.
- **[Google Business Profile](#):** Stand out on Google Search and Maps.
- **[Small Business Hub](#):** Discover free tools, resources, and recommendations for small businesses.



Uncover New Opportunities: We estimate that Google Search and Ads are supporting \$7 billion in exports for the Canadian economy. When navigating market expansion, understanding customer demand is key:

- **[Use Market Finder](#)** to identify new potential markets for expansion.
- **[Use Google Trends](#)** to understand what people are searching for and identify market demand.
- **[Leverage Audience Insights](#)** to understand where traffic is coming from, which helps to inform expansion and localization.



By leveraging Google's tools, and staying informed on changing market dynamics you can adapt to challenges, seize new opportunities, and leverage the power of artificial intelligence to achieve sustainable growth for your business.