

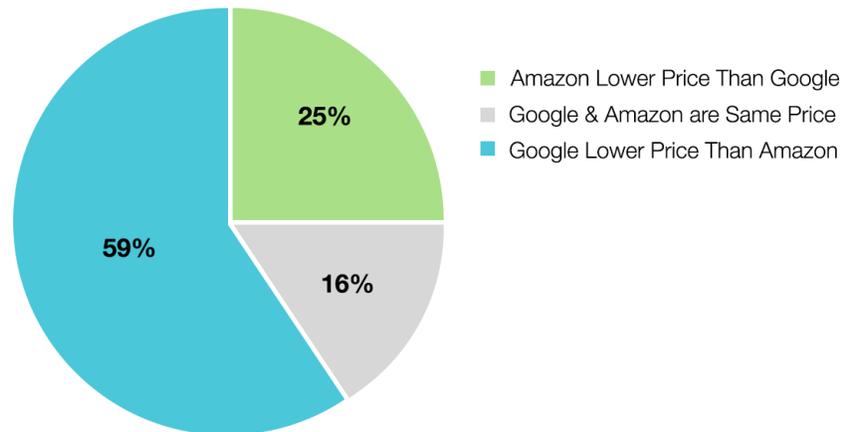
Battle of the Titans: Amazon vs. Google Shopping

According to a recent study from Accenture, **84%** of shoppers intend to go to Amazon before shopping elsewhere this holiday season. So where does that leave Google Shopping? After all, Google is the master of search and Google Shopping is essentially one big marketplace.

Savvy retailers know it's premature to count out Google. As the "go-to" search engine for everything else, Google has ample opportunity to co-opt product search over time.

So, what competitive threat does Google Shopping represent today? 360pi compared pricing of 750 Amazon reported Best Sellers across a number of categories where Amazon proper was the seller to the same on Google Shopping and found that Amazon offered the lowest price only **25%** of the time!

Amazon vs. Google Shopping Price Comparison



360pi price comparison of 750 Amazon reported Best Sellers across numerous categories where Amazon proper was the seller to same on Google Shopping. Every effort was made to replicate the same shopping experience on Google Shopping as on Amazon.com. Prices reflect the lowest seller available at time of capture. Prices may not reflect the full price a customer would pay because shipping charges and taxes are excluded. Sampled on October 13, 2016.

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A subsequent analysis for the same products on the same date revealed that Google Shopping offered a lower price than Amazon marketplace sellers 58% of the time.

Don't be blindsided by the marketplace. [Contact 360pi](#) to get real-time insight into the sellers, products, and prices offered by Amazon, Google Shopping, and other retailer marketplaces.

Methodology

The analysis contained in this report is based on 360pi's direct price comparison of 750 Amazon self-reported Best Seller products across nine categories matched to the same items advertised on Google Shopping, as sampled October 13, 2016.

The nine categories included in this analysis are:

- Beauty & Health
- Electronics & Computers
- Household
- Home & Garden
- Movies, Music & Games
- Office & School Supplies
- Sports & Outdoors
- Tools & Home Improvement
- Toys & Games

Every effort was made to replicate the same shopping experience on Google Shopping as on Amazon.com. Prices reflect the lowest seller available at the time of capture including flash sales and temporary price reductions. Even a one cent price differential was deemed relevant to this analysis. Prices do not include shipping or taxes. As well, all seller prices were considered, specifically no prices were excluded based on seller ratings or qualifications. All seller prices were considered, regardless of delivery times offered by the seller. Prices may not reflect the full price a customer would pay because shipping charges and taxes are excluded. Amazon offers free shipping on orders over \$49 or more of eligible items, and free two-day shipping on eligible items with Amazon Prime.

The product dataset includes available items only. As well, used and refurbished items were excluded.

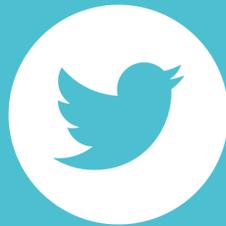
Google Shopping pricing and product information was based on Google Shopping Search results. If more detailed or different information was available on the seller's own site, it was not included in this analysis.

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ABOUT 360pi

360pi derives profitable insights from product and pricing big data to help leading omnichannel retailers,etailers, and brand manufacturers compete and win with shoppers. 360pi's customer base accounts for over \$US200 billion in annual product sales and includes Ace Hardware, Build.com, and Overstock.com, along with several Fortune 500 consumer products companies. With the majority of in-store purchases being influenced online, 360pi helps retailers and brands successfully navigate the multi-channel landscape with real-time insight into who is selling what, where, when, why and for how much. Ultimately, 360pi customers make smarter decisions faster to drive increased revenues and margins across all channels.

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