

**Did you  
know**



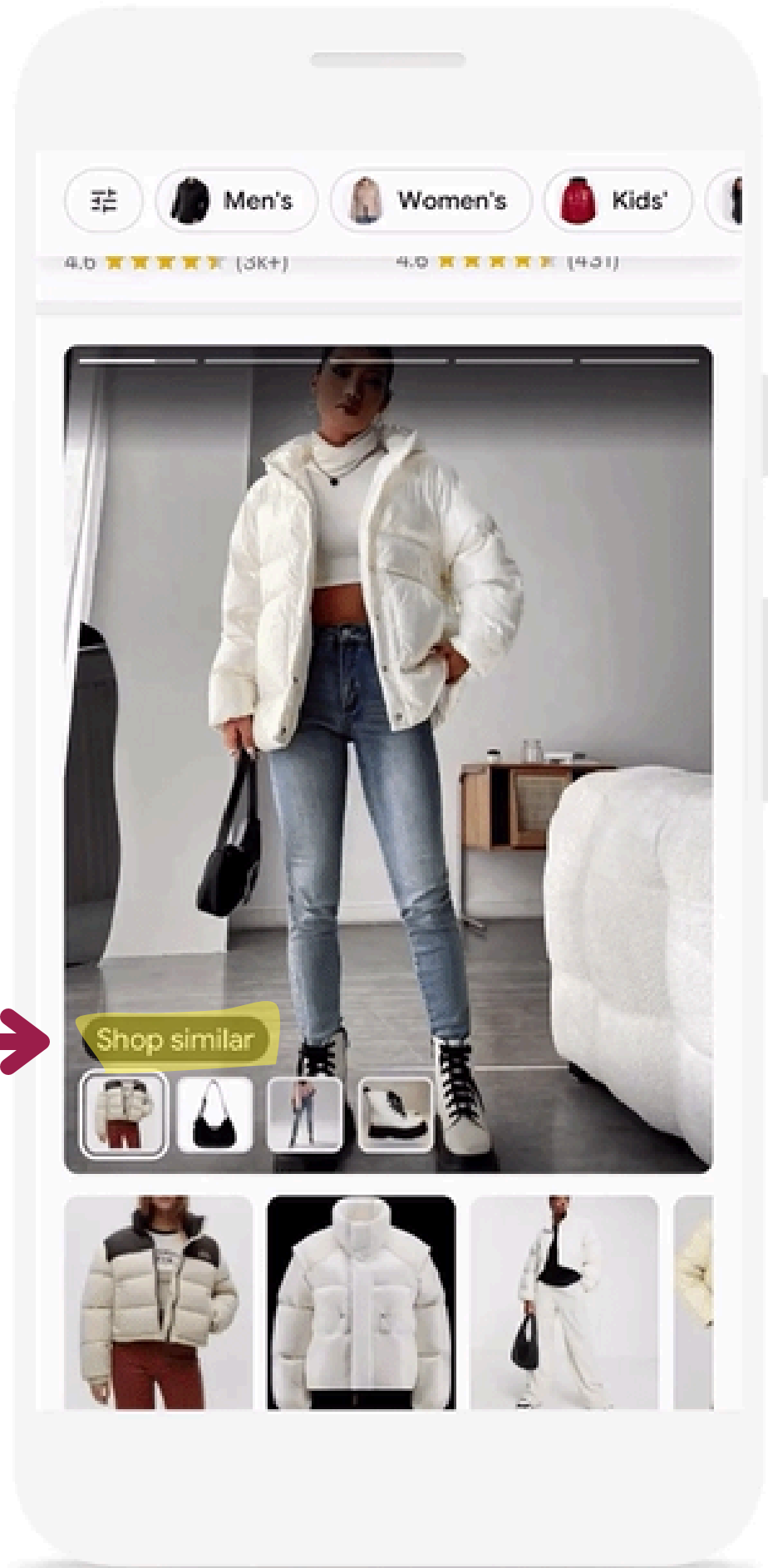
**Google's Shopping  
Graph holds over 35  
BILLION product  
listings.** 

**Over 1.8 billion of  
those listings are  
refreshed every  
hour. 🔄**

**The Shopping Graph is an ML-powered, real-time data set of the world's products and sellers. It includes availability, reviews, pros and cons, materials, colours and sizes.** 

**The Shopping Graph goes beyond just listings. It helps you discover new styles with "Shop the Look" and equips you for informed purchases with "Buying Guides."** 🛍️🛍️

Example of what “Shop the Look” looks like



**Digital marketers can leverage this precision to target ads and content more effectively.**

**The Google Shopping Graph pulls data from a wide range of sources, including:**

- **Youtube videos**
- **Manufacturer websites**
- **Online shops and Product Detail Pages (PDPs)**
- **Google Merchant Center**
- **Product tests**
- **Product reviews**



**The Google Shopping Graph provides invaluable data and insights to help you refine your targeting, personalise your messages and ultimately drive more conversions. 🚀**

**Imagine**

**Better.**



# Powered by Search



x

