



HANDELNINE

# NIVESH JAIN as the FRICTIONLESS FORCE

**Purchase Power**

**#34**

**JULY**

**2025**

Google Marketing Live

**Leadership  
Circle**

Created with  Google Gemini

IN THE RAPIDLY GROWING WORLD OF E-COMMERCE, TURNING BROWSERS INTO BUYERS IS THE ULTIMATE GOAL. YET, NAVIGATING THE NON-LINEAR CONSUMER JOURNEY ACROSS THE DIGITAL LANDSCAPE OF SEARCHING, SCROLLING, STREAMING, AND SHOPPING IS A DAILY BATTLE AGAINST THE ABANDONED CART ABYSS.

LOW CONVERSION RATES

How do we make every click count? How do we guide customers smoothly from product discovery to secure checkout, eliminating every ounce of friction across their entire online journey?

BUT FROM THE CORE OF GOOGLE'S COMMERCE INTELLIGENCE, A SOLUTION AROSE - THE POWER OF GOOGLE AI!

YES! This is it! The power to predict buyer intent, to present the perfect product at the perfect moment, and to make checkout a joy! From curiosity to purchase!

THE FRICTIONLESS FORCE, EMPOWERED BY GOOGLE AND YOUTUBE, NOW HELPS THEIR BRAND REACH AND WIN CUSTOMERS ACROSS THE 4S WITH UNRIVALED PRECISION. THESE PLATFORMS ENABLE THEM TO ENSURE EVERY POTENTIAL SALE BECOMES A PROFITABLE TRANSACTION.

In E-commerce, conversion is king! And with Google and YouTube, we are building our brand to be the **Frictionless Shopping Destination**, reaching customers and maximizing ROI across every point of the 4S!

