

# Google External Tool Cheat Sheet

For better data based reasoning

## THINK WITH GOOGLE

[thinkwithgoogle.com](http://thinkwithgoogle.com)

One stop shop for consumer insights, marketing trends & industry data

*"I want some great mobile-first marketing case studies in my industry." "How can agencies work at the pace of start-ups?" "Where can I find useful infographics?"*

## CONSUMER BAROMETER

[Consumer Barometer](http://Consumer Barometer)

The Consumer Barometer is a tool to help you understand consumer purchase paths, device usage and viewing behavior across countries.

## GLOBAL MARKET FINDER

[translate.google.com/globalmarketfinder/](http://translate.google.com/globalmarketfinder/)

Lets you leap over language and location barriers to search and compare keyword performance across the world

## GOOGLE TRENDS

[google.com/trends](http://google.com/trends)

Comparative search share, consumer behavior patterns

*"When do consumers really start holiday planning?" "Are searches for my brand increasing over time?" "Who are consumers searching for more: my brand or a competitor?"*

## KEYWORD PLANNER

[adwords.google.com/keywordplanner](http://adwords.google.com/keywordplanner)

Find keyword ideas, get performance estimates, explore related search behavior

*"What is the top query in my product category?" "What attributes do people look for when searching for yoga pants?"*

## GOOGLE CORRELATE

[google.com/trends/correlate](http://google.com/trends/correlate)

Identify search patterns that statistically correlate with your brand/category - based on time/location

*"What trends match the pattern of Black Friday?" "Can I predict consumer trends based on historical summer search patterns?"*

## DATA GALLERY

[Data Gallery](http://Data Gallery)

Is a new resource that allows you to quickly and easily find latest data and insights helping you craft the perfect story or message. You can explore the data, browse by topic, download in presentation ready formats, or share

## TRENDING ON YOUTUBE

[Trending on YouTube](http://Trending on YouTube)

Top trending videos on YouTube by day and country

## YOUTUBE LEADERBOARD ADS

[youtube/leaderboardads/nordic](http://youtube/leaderboardads/nordic)

Showcases the most creative ads

*"The YouTube Ads Leaderboard showcases the most creative ads that people choose to watch each month. Ads are determined by an algorithm that factors in paid views, organic views, and audience retention*

## CONSUMER SURVEYS

[g.co/consumersurveys](http://g.co/consumersurveys)

Quick responses to questions on consumer attitudes, brand perception & purchase intent

*"Does the audience prefer this ad in blue or red?" "How can I get custom market research within a few days?"*

## PAGE SPEED INSIGHTS

[testmysite.thinkwithgoogle.com](http://testmysite.thinkwithgoogle.com)

Tool which analyzes the content of a web page, then generates suggestions to make that page faster.

## ANSWER THE PUBLIC (Non Google tool)

[answerthepublic.com](http://answerthepublic.com)

The auto suggest results provided by Google & Bing are a goldmine of insight for today's marketers. A hint of the motivations & emotions of the people behind each search query.

