

## Google Trends

If you only try one tool, make it this one! In real-time, shows how often a particular search-term is entered relative to the total search-volume across various regions of the world, and in various languages. Also gives you the option to compare terms and explore trending search topics.

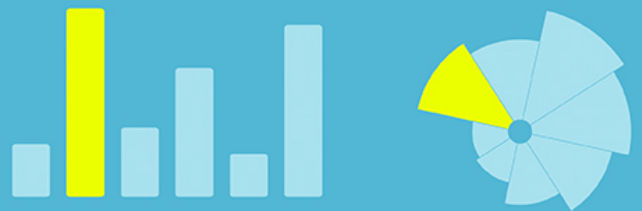
[google.com/trends](https://google.com/trends)



## Think with Google

If you don't know where to start, this is where you should go! Your Google hub of choice including case studies, trend & research reports across industries, platforms and products.

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



## Google Consumer Barometer

Masses of data on consumer purchase paths, device usage and viewing behavior across countries. Helps you answer things such as: How many connected devices do people use? How many brands were considered before purchase? and How many others did consumers watch videos with in the last week?

[consumerbarometer.com/](https://consumerbarometer.com/)

## Google Consumer Surveys (paid)

A market research tool where you can ask up to 10 questions including imagery and videos. Possibility to filter answers by demo/region/income level etc. It's fast and accurate, directly asks your customers and gives you visually appealing insights in real-time. It is also significantly cheaper than most other competitive solutions.

[google.com/insights/consumersurveys](https://google.com/insights/consumersurveys)

## Google Display Planner & Keyword Tool

Keyword Tool can be used as an extension to google suggest and Ubersuggest and gives search volume estimates, breakdown by device and keyword ideas. Display Planner is used to scope the size of different audiences across the display & video network, and how much inventory there is for the associated Ad Groups. **Who is interested in my product? Where can I find them?**

[adwords.google.com/da/DisplayPlanner/Home](https://adwords.google.com/da/DisplayPlanner/Home)

## Google suggest/ Ubersuggest

When you start typing in the google search bar you'll already get insight into what the most common searches are. If you want to dig even deeper, use Ubersuggest (not a google tool but it uses the Google API).

[www.ubersuggest.org](https://www.ubersuggest.org)



## Google Analytics

Google Analytics helps you analyse your brand websites visitor traffic by platform and paint a complete picture of your audience and their needs, wherever they are along the path to purchase.

 [google.com/analytics](https://google.com/analytics)



## YouTube Analytics

Helps you analyse every aspect of a YT channel; demos, audience retention, video popularity etc.

 [youtube.com/analytics](https://youtube.com/analytics)



## Brand Lift Surveys

Measures the lift in awareness, consideration, ad recall, brand interest, favorability & purchase intent following your campaign. Within Adwords, set up by Google, choose competitors & questions.

 [thinkwithgoogle.com/products/brand-lift.html](https://thinkwithgoogle.com/products/brand-lift.html)



## Google Correlate

Google Correlate finds correlations in search patterns between a word of choice and other searches. Same logic as what's feeding the google flu trends.

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



## Google Public Data

Know anything there is to know on public data with this tool. Gathers all sorts of global public data into one place.

 [google.com/publicdata/directory](https://google.com/publicdata/directory)



## YouTube dashboard

Track what's being viewed and shared on YouTube by age, gender and location.

 [youtube.com/trendsdashboard](https://youtube.com/trendsdashboard)



## Live polls on G+

Poll other people on Google+ to learn what they think about a particular topic.

 [support.google.com/plus](https://support.google.com/plus)