

WINNING MOMENTS THAT MATTERS

THE NEW BATTLEGROUND FOR BRANDS



IAN CARRINGTON, MANAGING DIRECTOR, PERFORMANCE SOLUTIONS & INNOVATION, GOOGLE EMEA

1,000,000,000



72



67



32

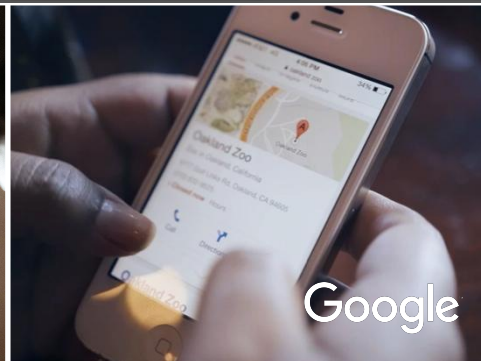
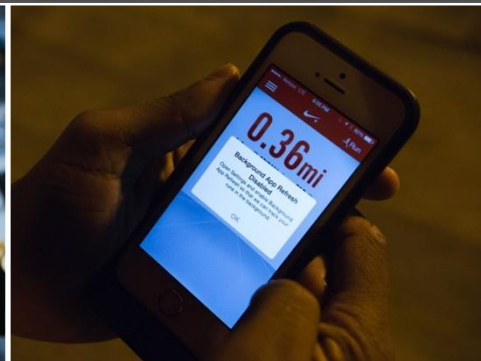
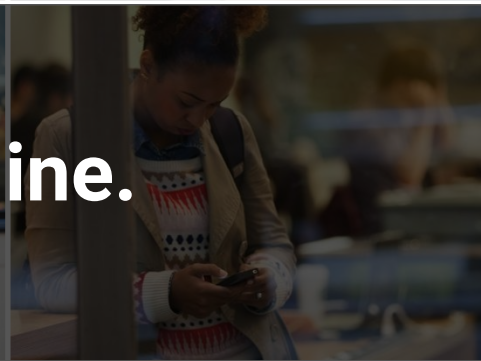
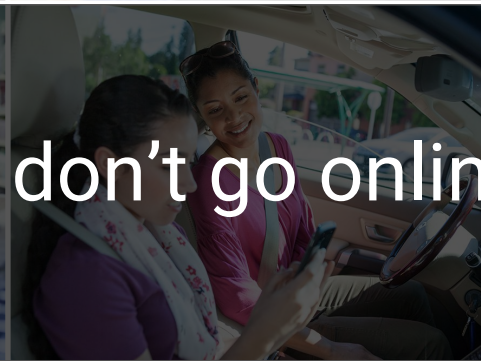
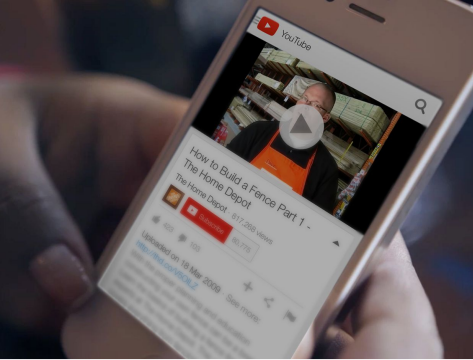


20



5

A collage of 12 images showing people of various ages and cultures using mobile phones, set against a background of Earth from space. The images include: a man pouring beer; a woman in a blue patterned shirt; a woman in a yellow and orange costume; a man in a car; a woman in a pink and white checkered shirt; a woman in a red and black patterned headscarf; a man in a white shirt; a woman in a blue and white patterned shirt; a man in a brown robe; a woman in a brown robe; a man in a brown robe; and a woman in a brown robe. The collage is set against a background of Earth from space, with the blue and white clouds of the planet visible.



Google

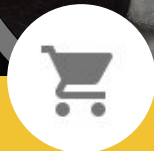
Consumer moments create relevant audience signals



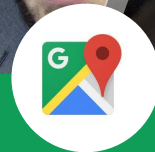
08:00 Pm
I want to watch
shark documentary



08:00 am
I want to know
Weather in London today



05:00 Pm
I want to buy
55inh samsung tv



12:00 Pm
I want to find
nearest mini dealer

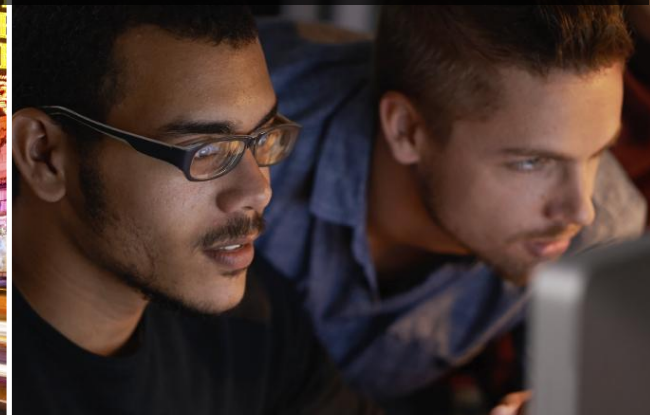
Advertisers' core challenges haven't changed



How do I find
more customers?



How do I **stand out** in a
cluttered marketplace?



How do I **drive sales** and
grow my business?

How do I find more customers?

REACH

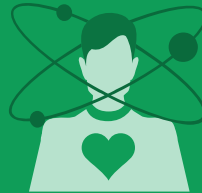
better qualified people at scale



How do I stand out in a cluttered marketplace?

IMPACT

the purchase decision & win in the moments that matter



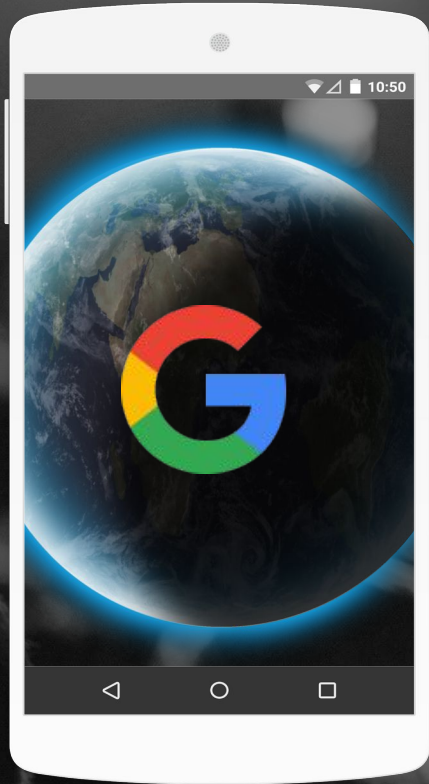
How can I measure results and drive ROI?

Drive measurable

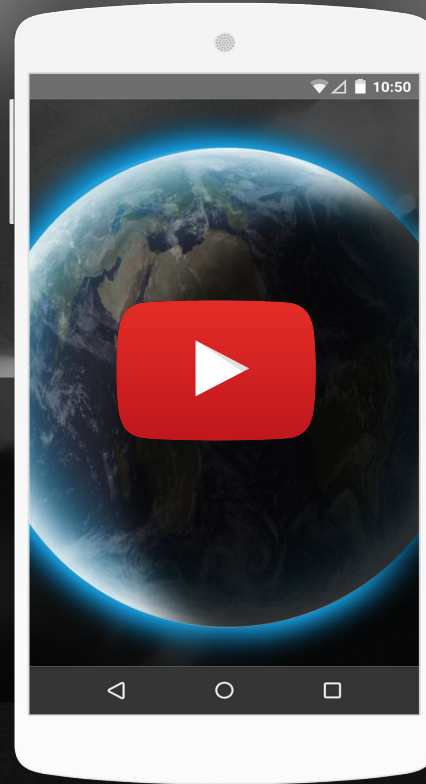
RESULTS



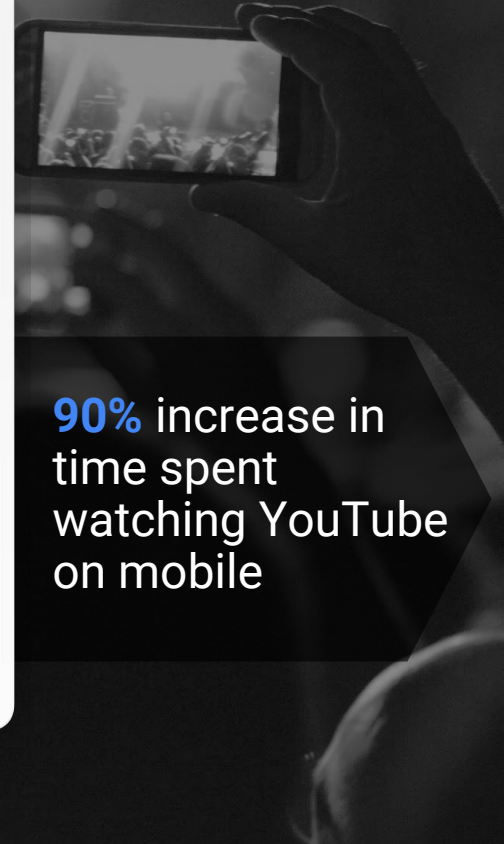
Mobile is not the second screen, it's the first one.



Mobile search
exceeds desktop in
10 countries, incl.
USA & Japan



90% increase in
time spent
watching YouTube
on mobile



Reach users with real intent, relying on queries rather than declared data

Real intent

Powerful contextual data



Query
"Renault Clio for sale"



Location, Time
Rue Ledion, Paris
75014, 12:30am



Device & OS
Nexus 6, Android 6.0
Marshmallow



Your Site activity
Visited "My closest
dealer" page



Audience data
Affinity, In-market,
Similar users

For real in-market audiences



Signals make yesterday's wishlist today's reality

I want to speak to people who can be my customer...

Who is
in-market for
my products or
services?



Who has
chosen to
interact with my
brand?



Who **looks like**
my existing
customers?

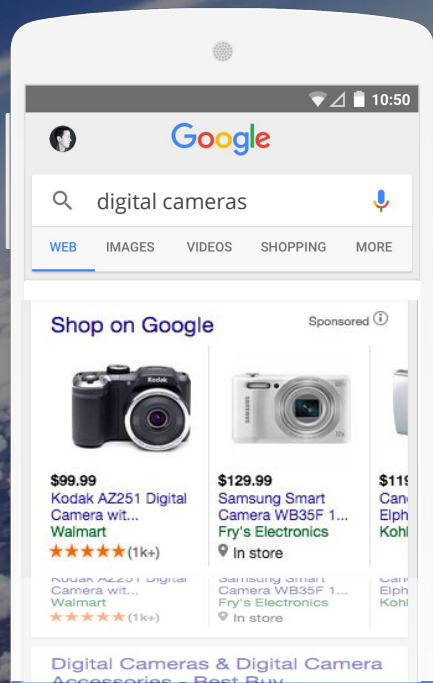




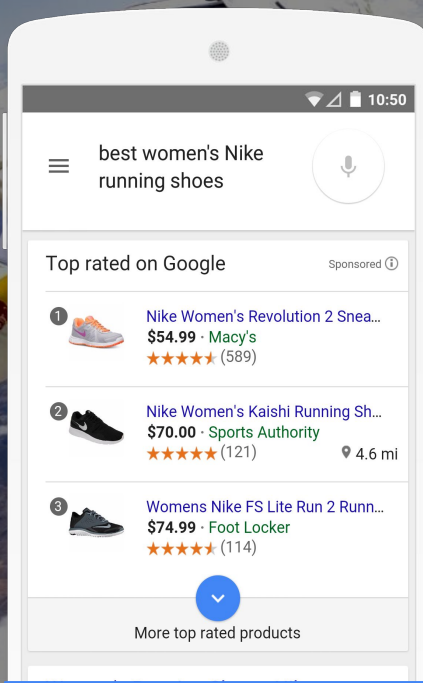
**Impact decisions and win the
moments that matter**

Impact users' decisions

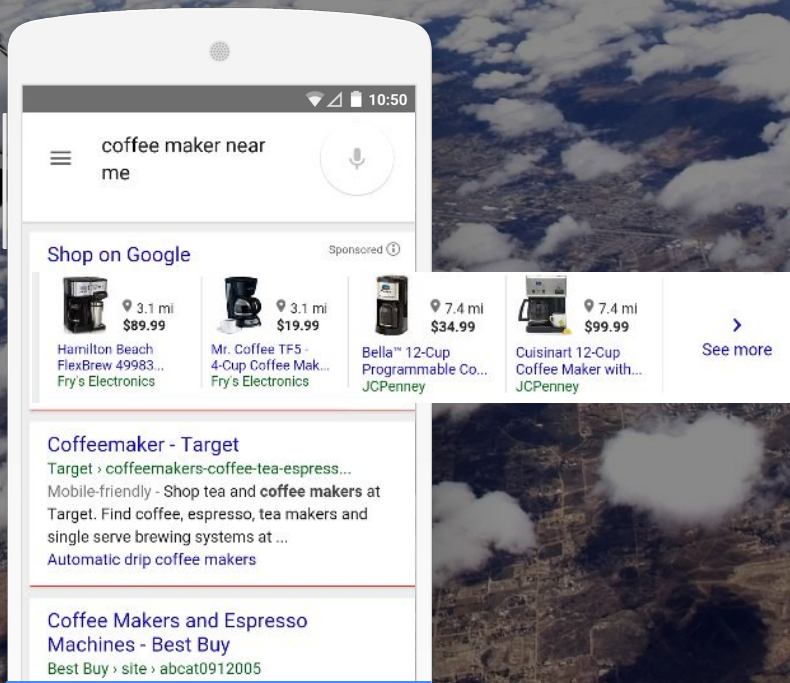
With new & enhanced Shopping experiences



**BIGGER MOBILE
SHOPPING UNIT**



**NEW ADS FOR BEST
QUERIES**

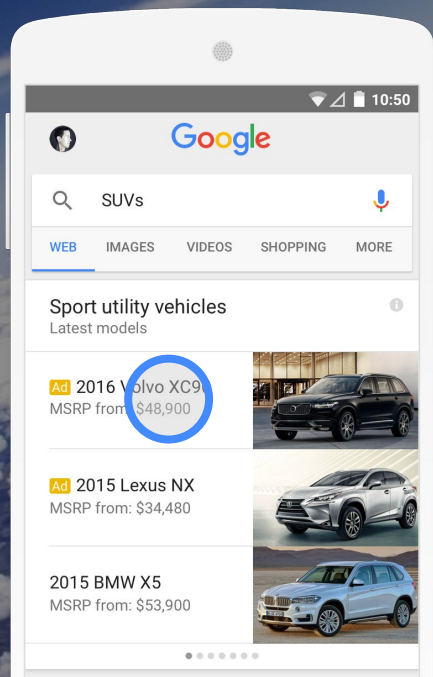


**LOCAL INVENTORY ADS
FOR LOCAL QUERIES**

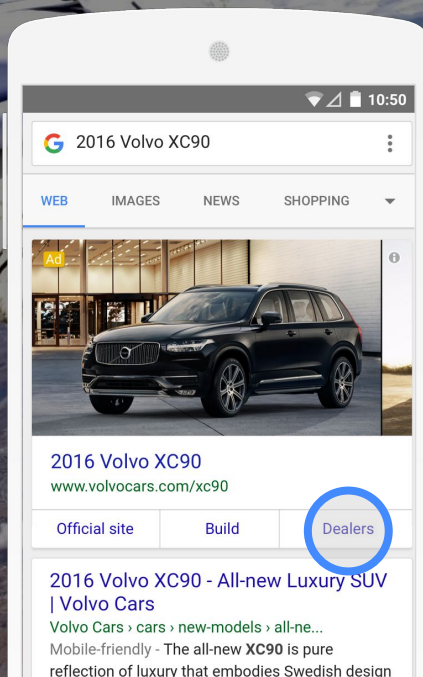
Google

Impact users' decisions

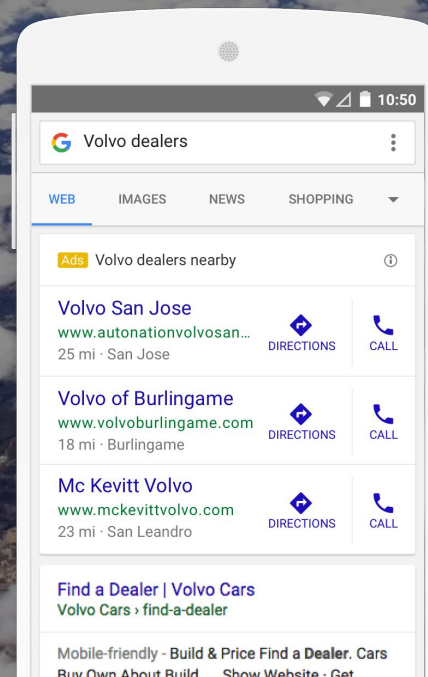
Ad experiences that win the key moment



EXPLORE



RESEARCH



FIND DEALERS

Google

Interact & connect with customers like never before

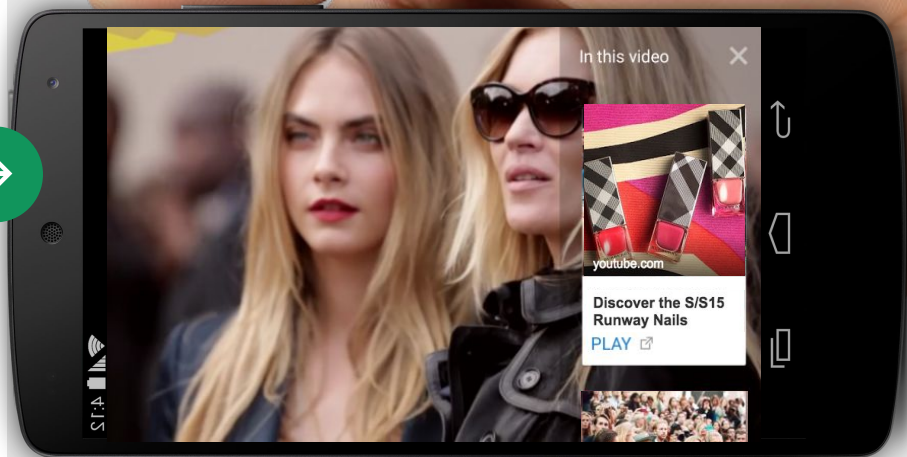
Burberry goes backstage & beyond with Cards on Trueview, allowing users to experience the S/S15 show in a multi-layered & totally immersive way.



Allowed users to tap, shop share & unlock more content directly inside the video



15% average view-through rate
6x higher engagement on mobile vs desktop



A close-up photograph of a person's hand pointing at a tablet screen. The screen displays the Google Analytics 'Audience Overview' dashboard. The dashboard includes a line chart showing 'New Visitor' (blue) and 'Returning Visitor' (green) trends over time, with labels for 'Jul 20, 2015' and 'Aug 12'. The browser's address bar shows 'google.com'. The background is slightly blurred, showing a printed document with charts.

Drive Measurable Results

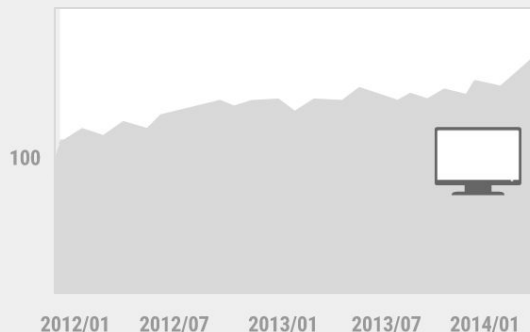
Measuring **Results**: Consumers now search & convert across devices, but measurement is broken



Last-click/device attribution no longer works

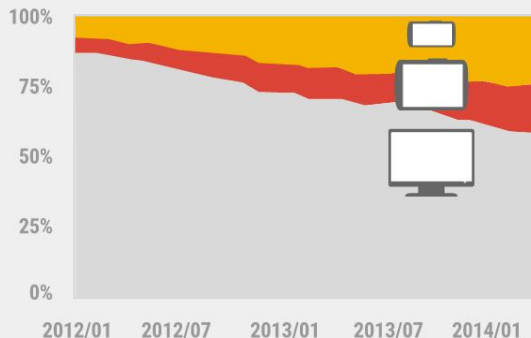
Real traffic growth is coming from mobile

Indexed desktop CVR



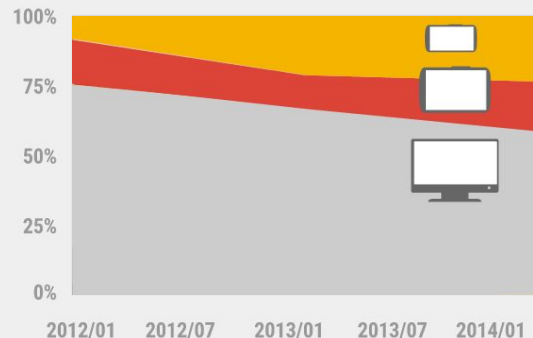
At first sight,
Desktop
conversion rates
seem to increase...

Session share by device



But **Desktop**
session share is
decreasing rapidly
since 2 years...

Share of time spend by device



Time spent on **Desktop**
is decreasing, **mobile**
is increasing since 2
years..

Zalando attributes a third more conversions to Mobile, using x-device conversion insights to adjust bids

30%

more conversions attributed to mobile x-device activity

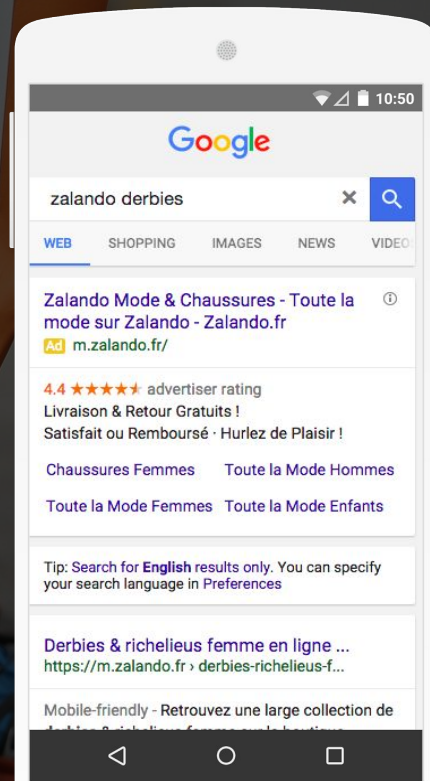
47%

of Search advertising traffic now coming from mobile*

72%

growth in mobile ad impression share*

**thanks to mobile-desktop bid parity*



Understanding the Full ROI of digital advertising on offline sales

20%

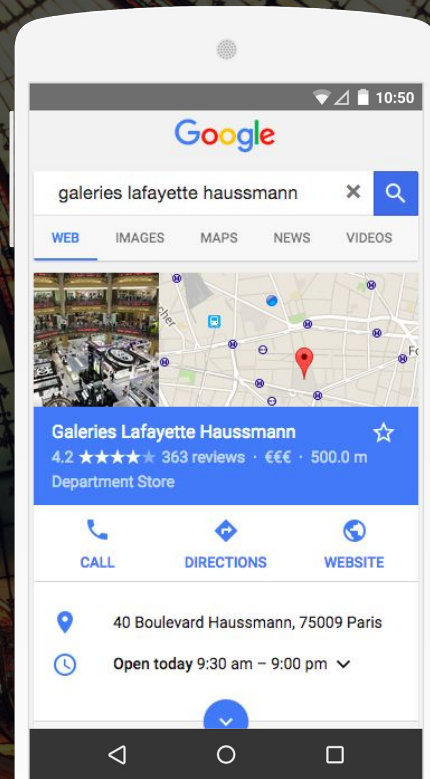
of in-store transactions were preceded by an online visit

50%

of them happened on the same day of the in-store transaction

20%

of those visits were performed from a mobile device

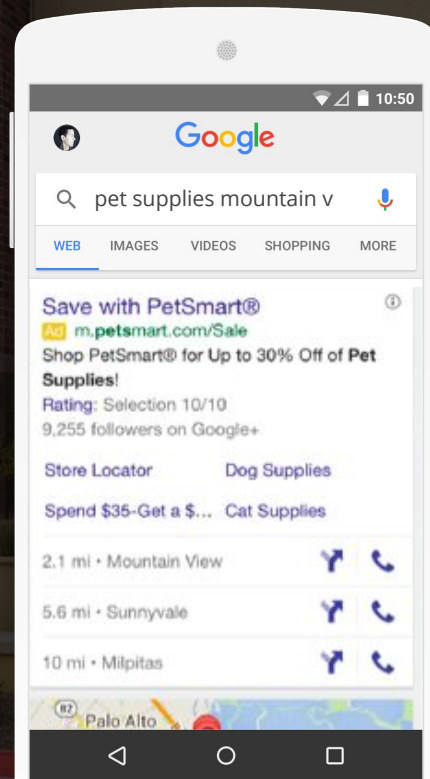


AdWords Store Visits Helps PetSmart Measure How Google Search Advertising Affects In-Store Traffic

Confirmed that Search ads drive store visits to local stores & provided a store visit rate that calculates full Search ROI

10-18%

of all clicks on Search ads resulted in a store visit within 30 days



Reach better
qualified customers at
scale

Impact the
purchase decision to win
the moments that matter

Drive measurable
Results

