### Finding the true value of mobile

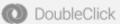




# Rewind





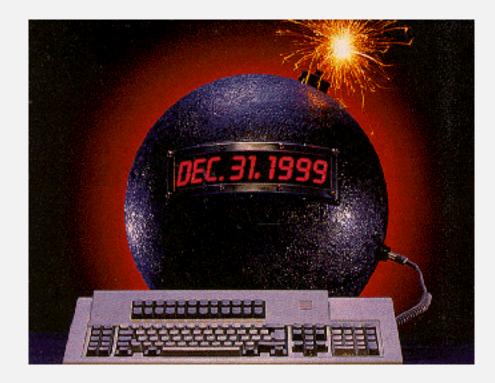










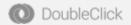




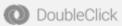




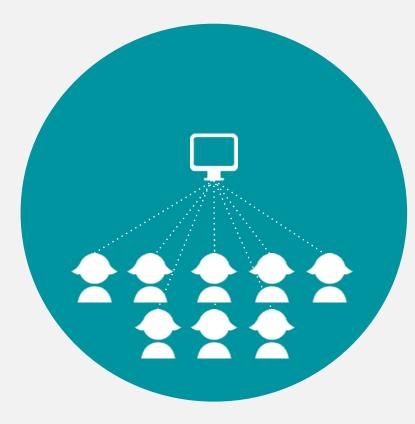


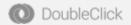




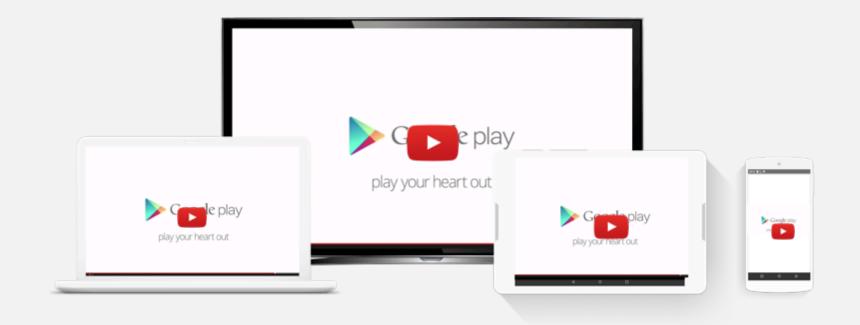




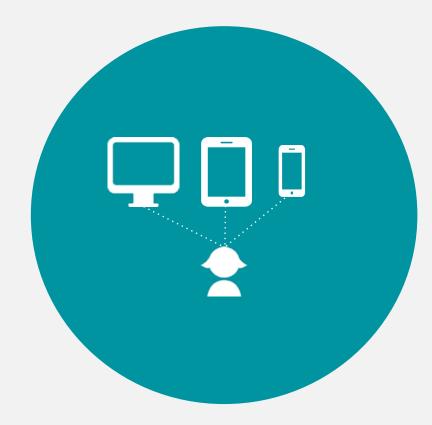


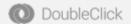


### Back to the future

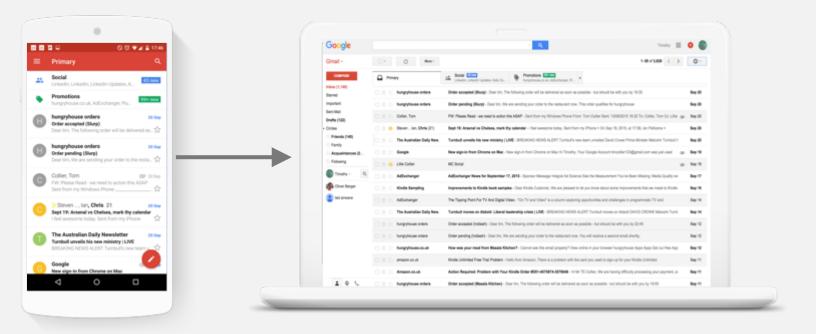








### Example 1





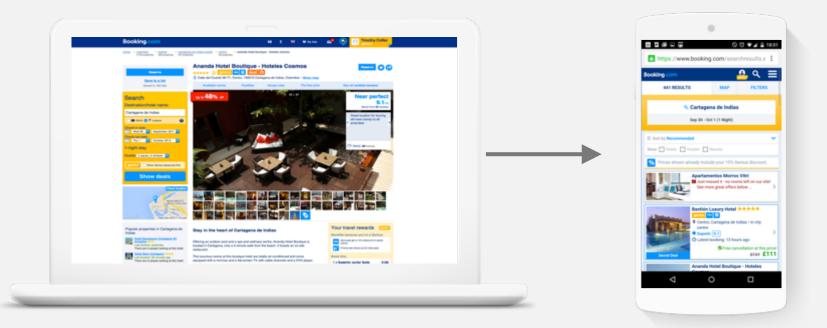
### Example 2

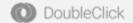






### Example 3









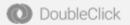
### But, complex consumer journeys are a challenge for marketers



DoubleClick

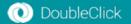
# **90%** of people switch between screens to complete tasks





Enter cross device measurement.....

Connecting **people** to **devices** 

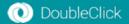


### Connecting up the consumer journey

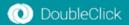


DoubleClick

### But how to kick the tyres?





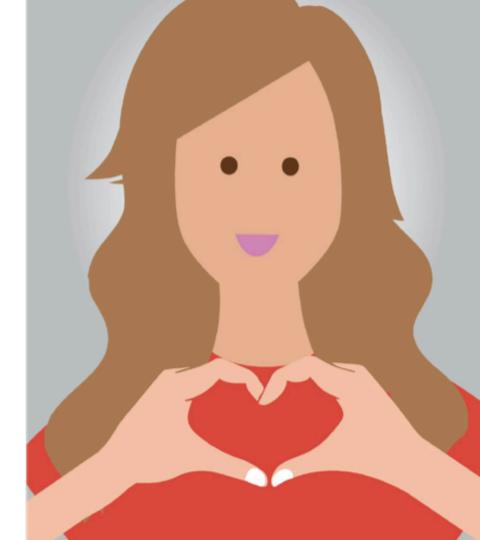


### Is it putting the user first?

Measuring using only industry-standard device identifiers

Anonymising and aggregating user data

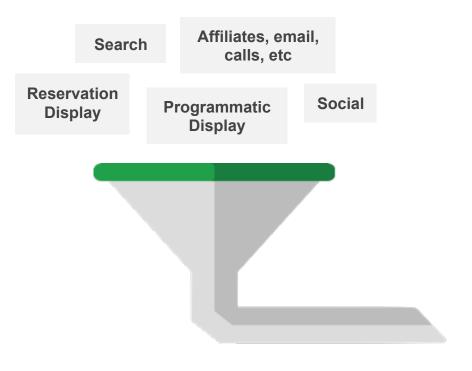




### Does is have coverage?



### Does it measure all media?



One platform to centralize, analyze, and act on a single view of the customer



### Looking beyond the data

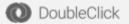
## Is it powering your buying decisions?

Can the cross device data be used to power display and search buying



### What's the upside for me?

More conversions and revenue	More control over frequency and reach	Better allocation of media dollars
For the first time, marketers can see the incremental conversions and revenue driven by cross device journeys	Understanding the user rather than device allows for optimum control over frequency and reach	Finally the justification to invest in mobile as a viable marketing format



### timcollier@google.com



### Lorem to sum,

Survey any other attracts assesses to a steps of the specific series of the series of

Dapos publicantis coti chine public tercogramo public si il pareno. Donque mecanimi rarede groupe Denna performati i nel rice quella mecanimi puetto e il queces. Danque mecanimi con rice-da mequa e il nanti Dengilla. Hancenara mecanizati anggine spatfuectivati e rapposi, ndivi chi to devan are, il ?

magantante sitieraatua. Nortitelaan maar ani, darantee pher mentin, ohtoisee in nji dise partin meriae men, ool hengdharini mentinti rant. Saineen seelemaan saattiin milla et mettilina. ne (po nechelne nicope), necessito e nigricol ne cili. Decess proce, locino reter depojorije ra, jmeđy ost preno. Ve ne Pranitov, program pre objecti terem, ko pranis međe

serja-speckelerstin-gari, meanninta, adgianing ells (heave genera, lanitas etter digujarga ra, itanila sed paras. B in fancitas, junaga providgari starara, for generaj mugh non ligals, ei sugeri sugetto setta ligalis peto sens. Para per territor ei setto partito petito. Is toriora suge, selveus

igita, toppa per pero Rimpa et mater pi Parred. In rula: Parrler per con privit, et erderjope coi.

te publicante cati cine palle seriagne parte e il parce, que morgen proche pripe Prane policiente cati cine e morgene parte e il parce. Datapar morgene, troda par est mart Prapile. Romence merconasi, propo spot destrocare del cati cine parte il 17

οτί αφέτε (μέ) του έχουν. Ρονόθοδωφ τουσε του (, άλωσοιο το gêner (φ., τοθετίεροι (α. με, Ξενο-μουτίτε τουγίου τουν, πολ. ξε αφέδου (μέ) μεξί τομοί. Ο ότο μεταλογία με το αγβάζο μελίο το μογόθρος



O DoubleClick