### Finding the true value of mobile





# Rewind



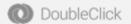


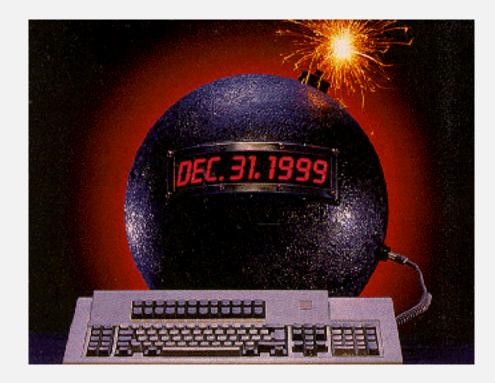


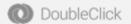
















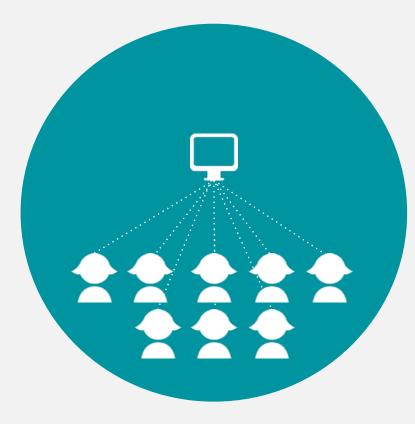






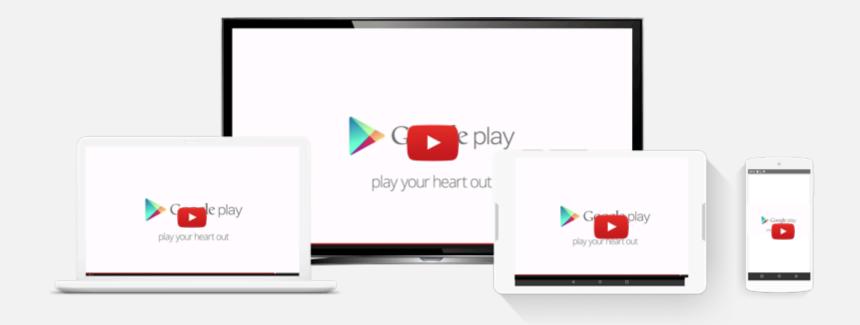




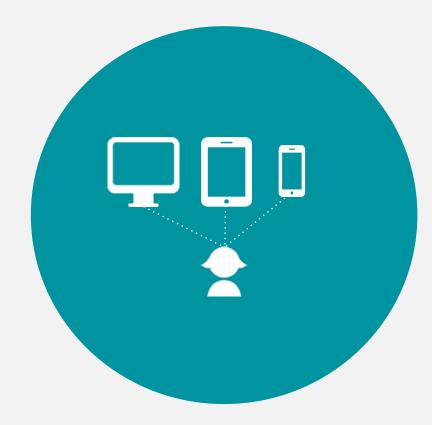


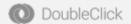


### Back to the future

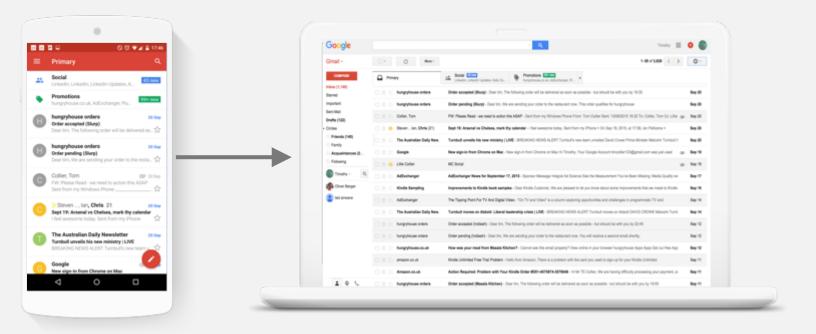


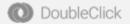






### Example 1





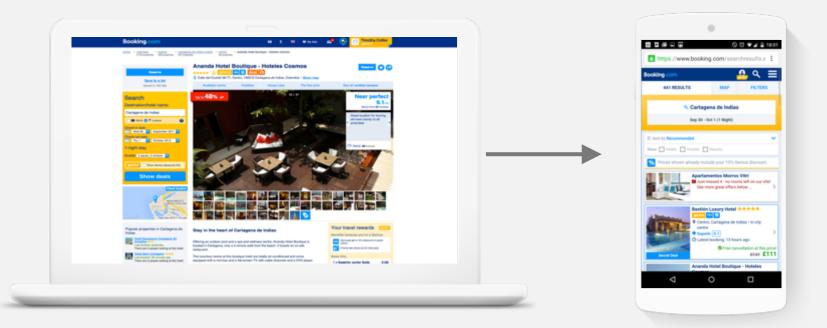
### Example 2

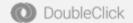






### Example 3









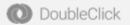
### But, complex consumer journeys are a challenge for marketers



DoubleClick

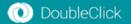
# **90%** of people switch between screens to complete tasks





Enter cross device measurement.....

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



### Connecting up the consumer journey

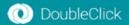


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### But how to kick the tyres?





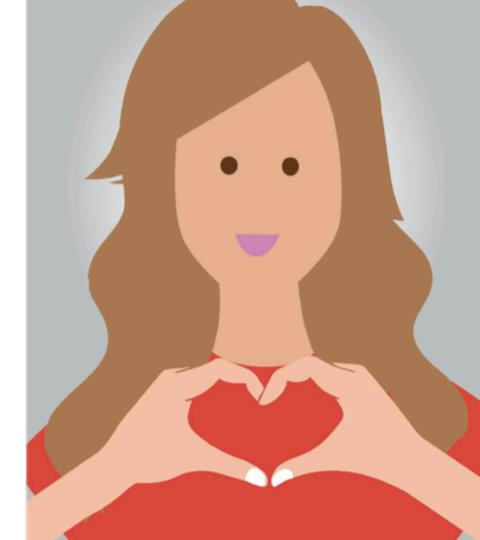


### Is it putting the user first?

Measuring using only industry-standard device identifiers

Anonymising and aggregating user data

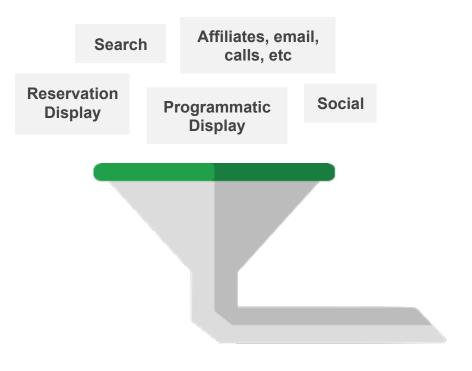




### Does is have coverage?



### Does it measure all media?



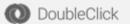
One platform to centralize, analyze, and act on a single view of the customer



### Looking beyond the data

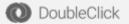
## Is it powering your buying decisions?

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,

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O DoubleClick