

Finding the true value of mobile



Rewind

The year 1999



The year 1999



The year 1999



The year 1999



The year 1999



The year 1999







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1999



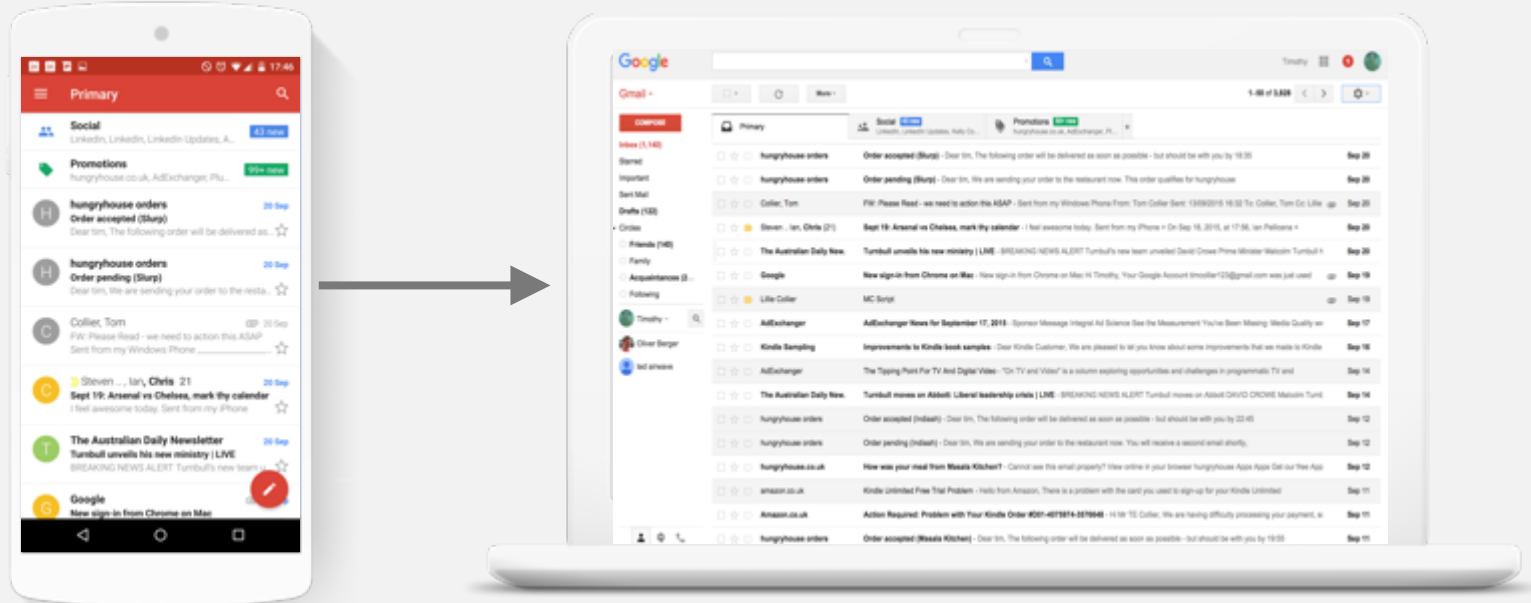
Back to the future



2015



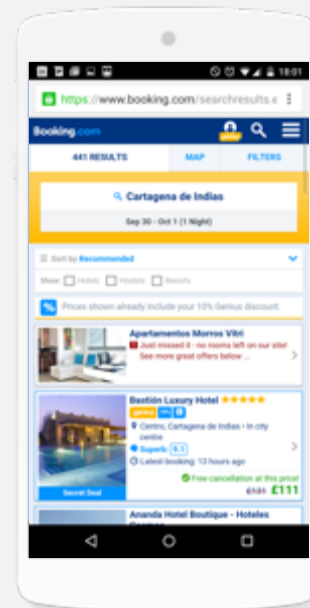
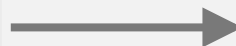
Example 1



Example 2



Example 3





But, complex consumer journeys are a challenge for marketers



90%

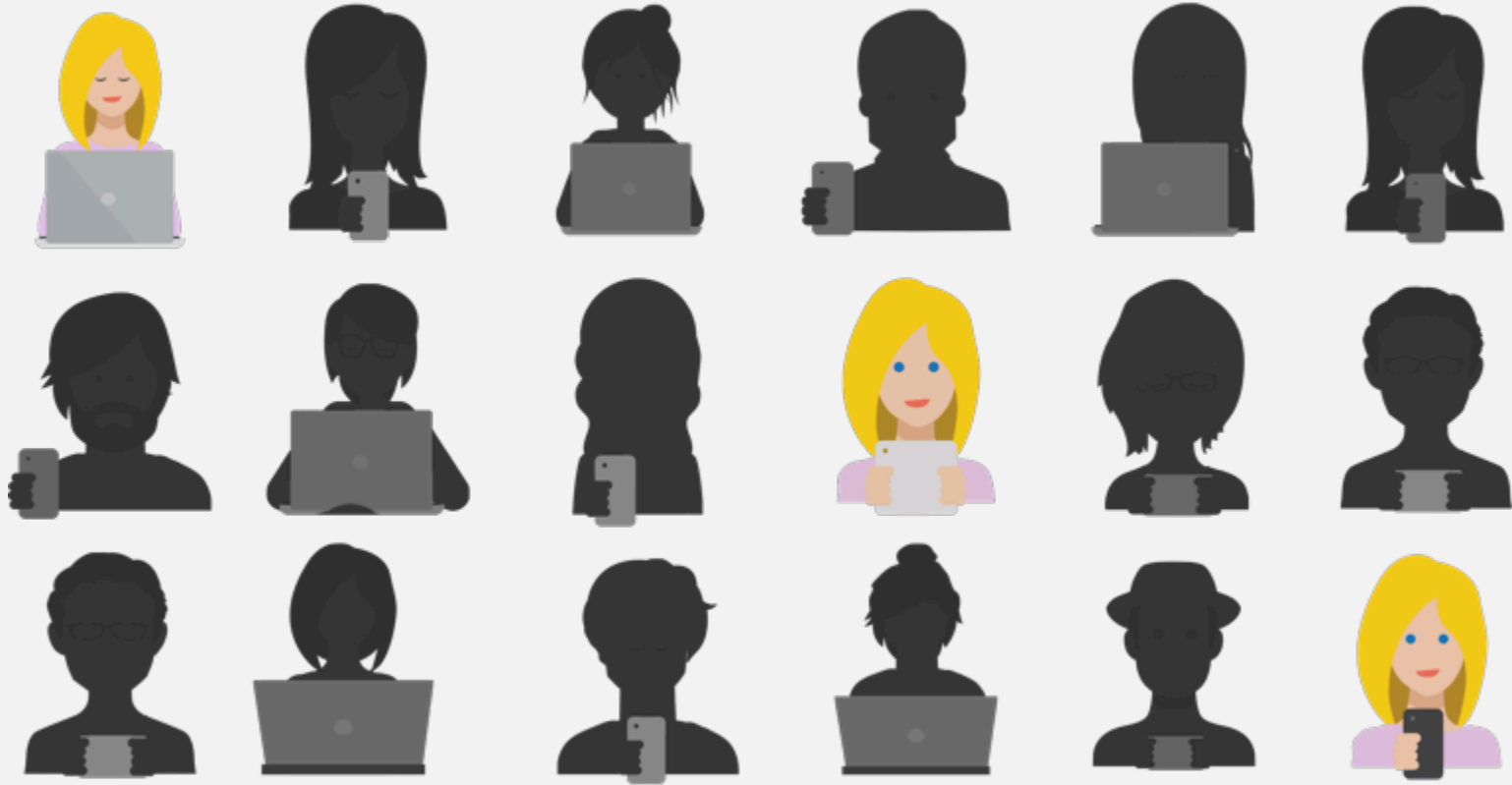
of people switch between
screens to complete tasks



Enter cross device measurement.....

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

Connecting up the consumer journey



But how to kick the tyres?

1

Is it putting the user
first?

2

Does it have
coverage?

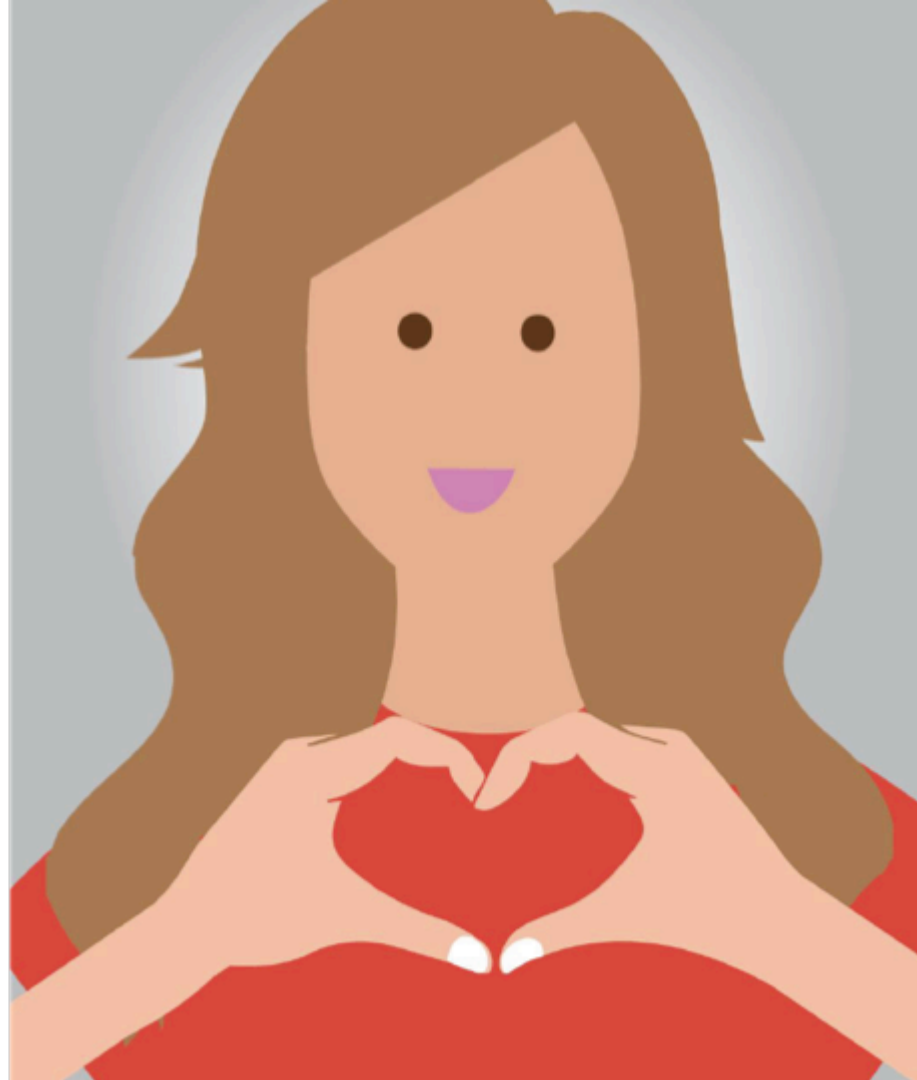
3

Does it measure all
media?

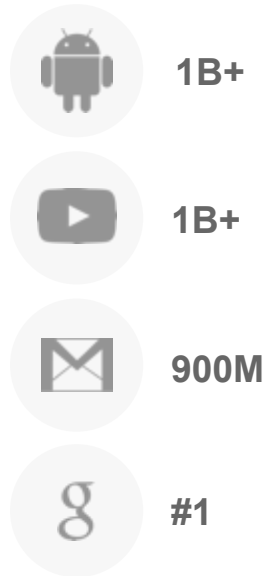
Is it putting the user first?

Measuring using only industry-standard
device identifiers

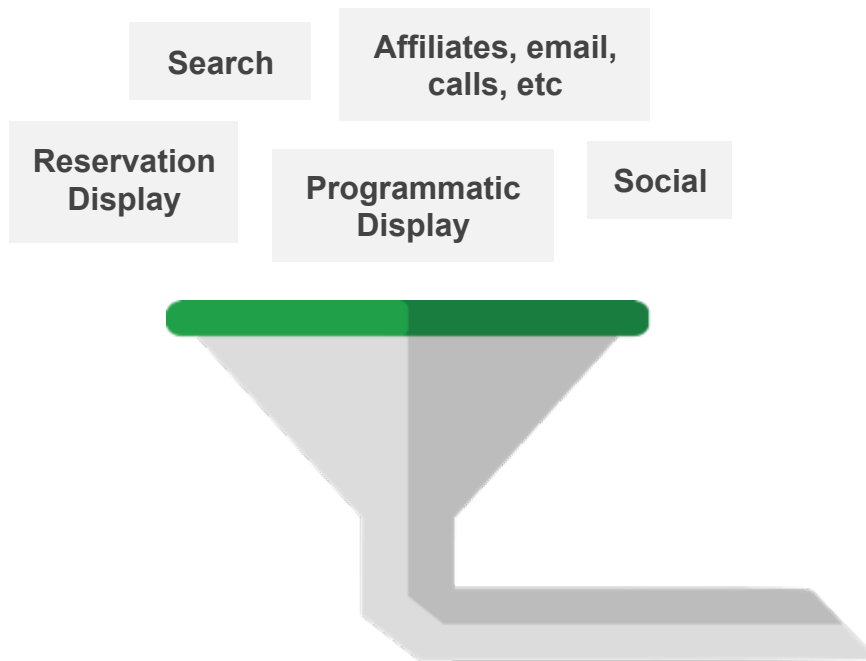
Anonymising and aggregating user data



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

For the first time,
marketers can see the
incremental conversions
and revenue driven by
cross device journeys

More control over frequency and reach

Understanding the user
rather than device allows for
optimum control over
frequency and reach

Better allocation of media dollars

Finally the justification to
invest in mobile as a
viable marketing format

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