

# WINNING MOMENTS THAT MATTERS

THE NEW BATTLEGROUND FOR BRANDS



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

# 1,000,000,000



72

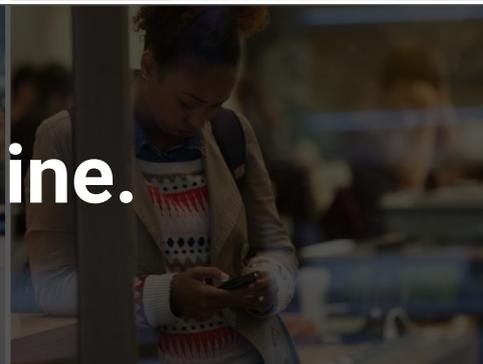
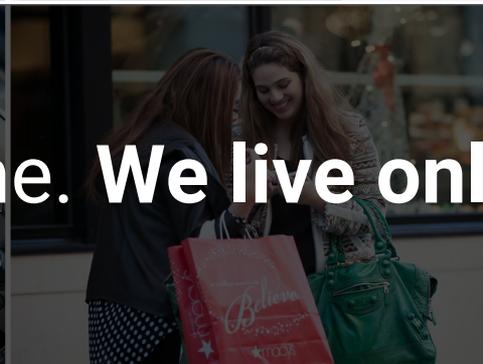
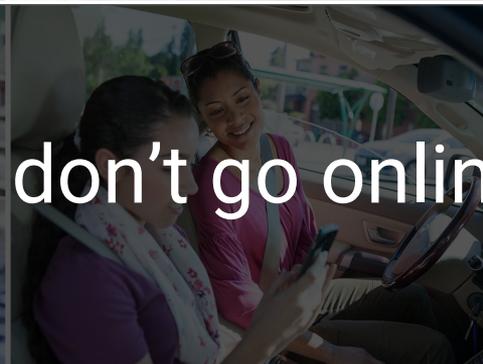
67

32

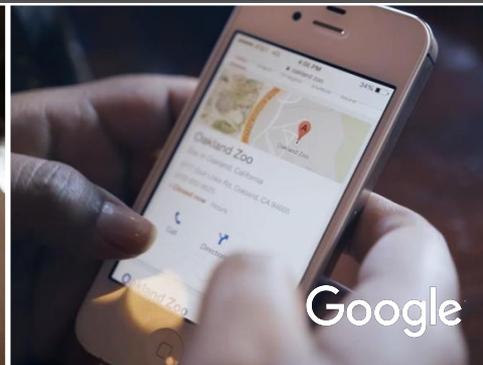
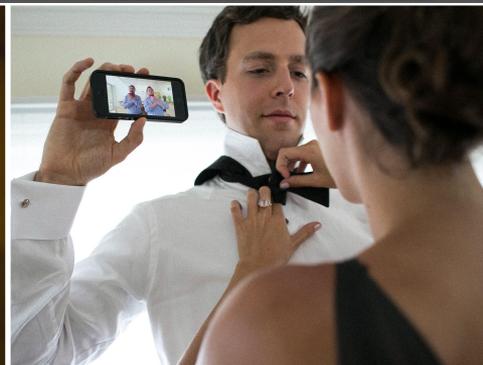
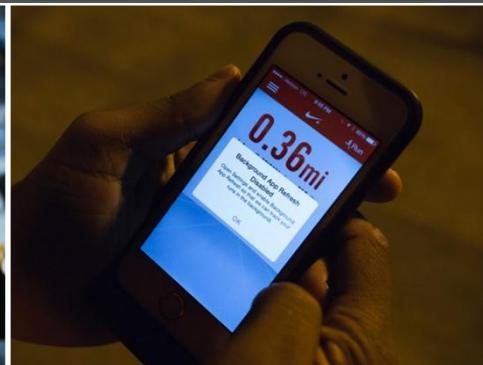
20

5





We don't go online. We live online.

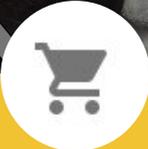


Google

# Consumer moments create relevant audience signals



08:00 Pm  
I want to watch  
shark documentary



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



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



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

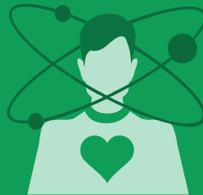
better qualified people at scale



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

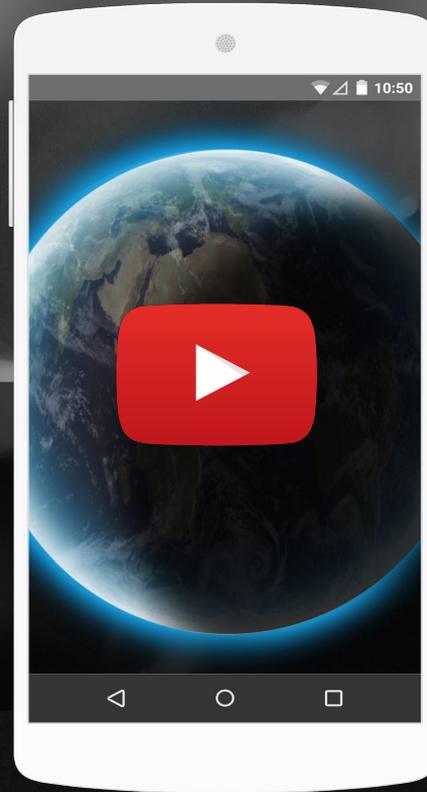
## RESULTS



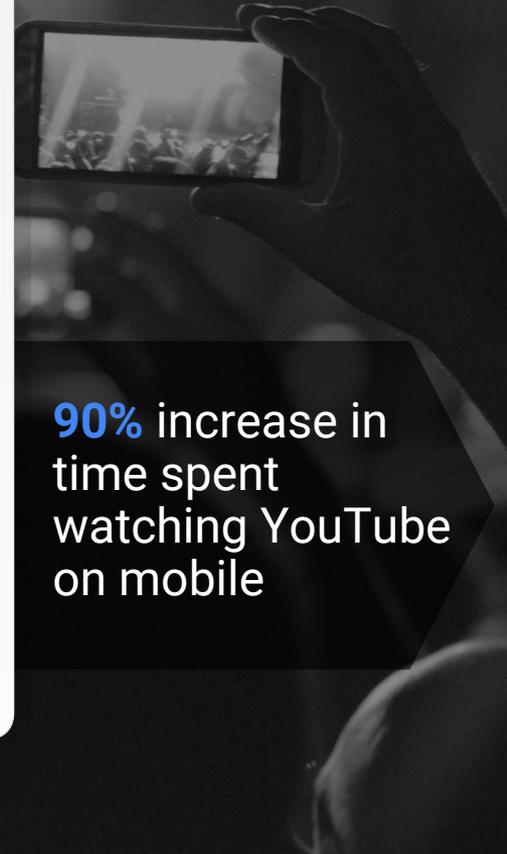
# Mobile is not the second screen, it's the first one.



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?

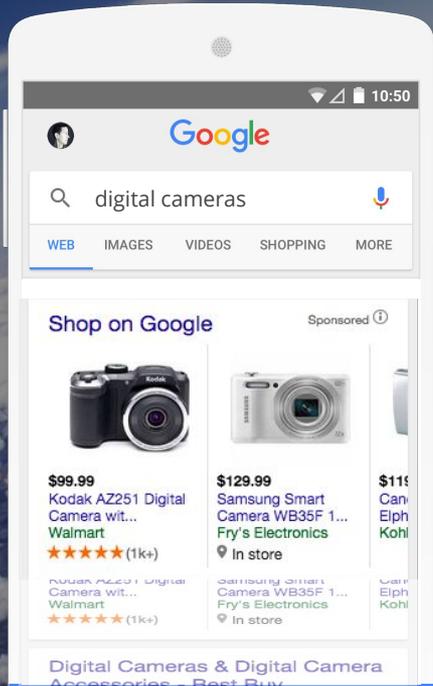




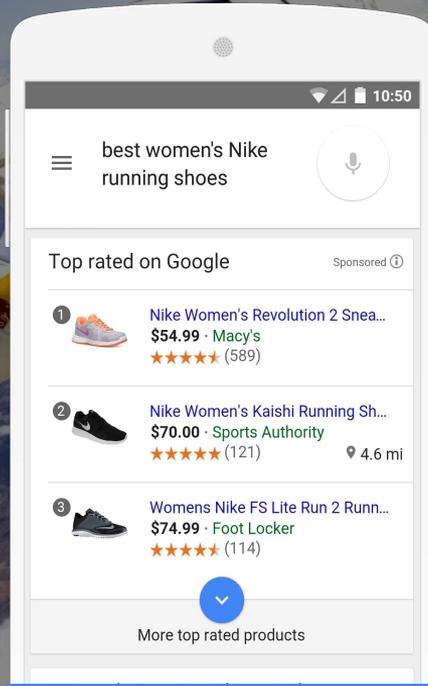
Impact decisions and win the moments that matter

# Impact users' decisions

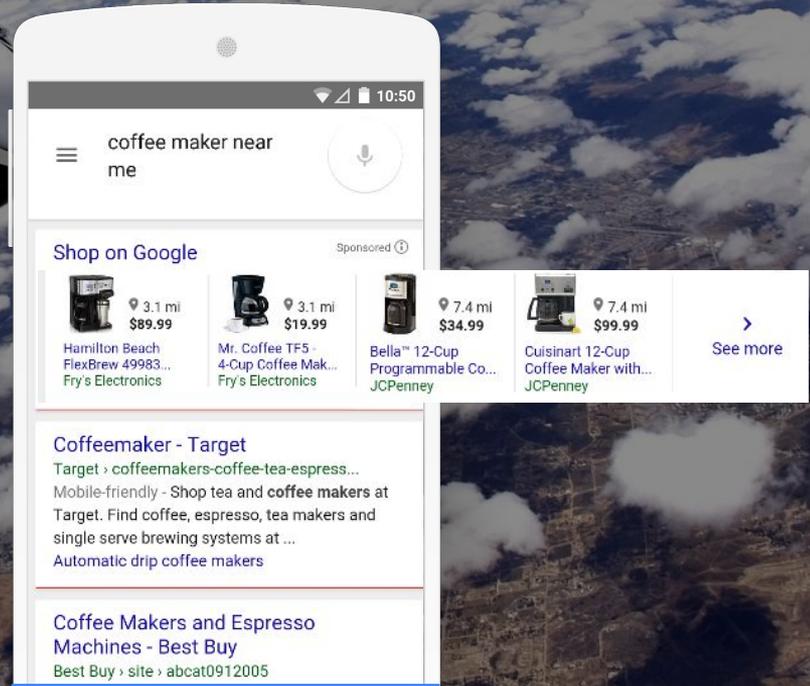
## With new & enhanced Shopping experiences



**BIGGER MOBILE SHOPPING UNIT**



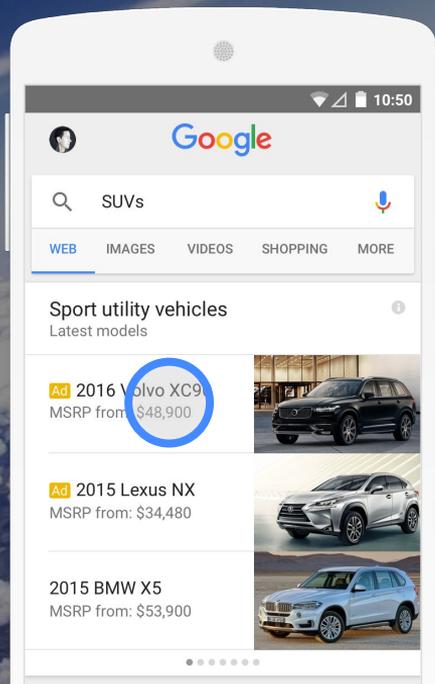
**NEW ADS FOR BEST QUERIES**



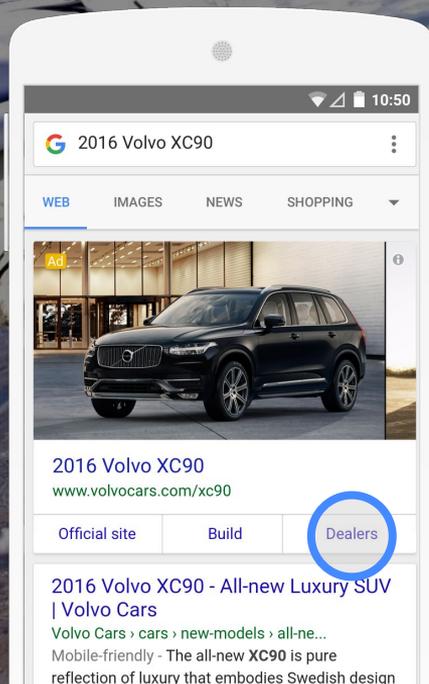
**LOCAL INVENTORY ADS FOR LOCAL QUERIES**

# Impact users' decisions

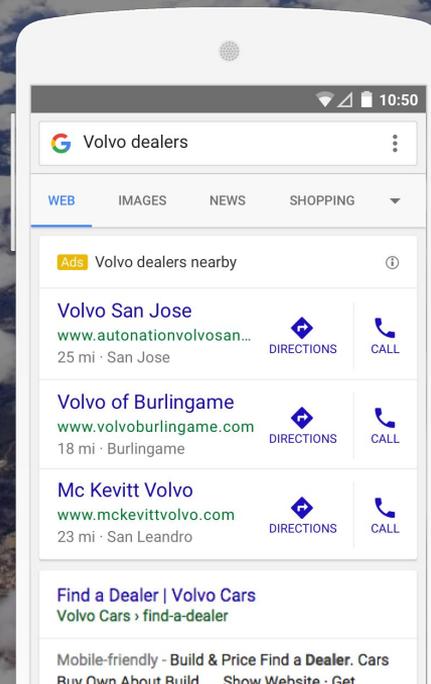
## Ad experiences that win the key moment



EXPLORE



RESEARCH

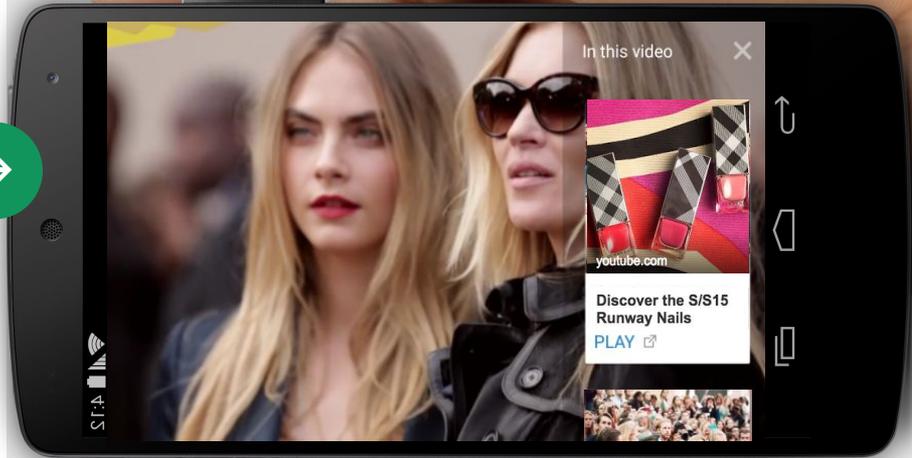


FIND DEALERS

# 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. The tablet screen displays the Google Analytics 'Audience Overview' dashboard. The dashboard includes a line chart showing 'All Sessions' over time, with a legend for 'New Visitor' (blue) and 'Returning User' (green). The chart shows a fluctuating upward trend. The browser's address bar shows 'Audience Overview - Google Analytics' and the URL 'google.com'. The date 'Jul 20, 2015 - Au' is visible. In the background, a laptop screen also displays analytics data.

**Drive Measurable Results**

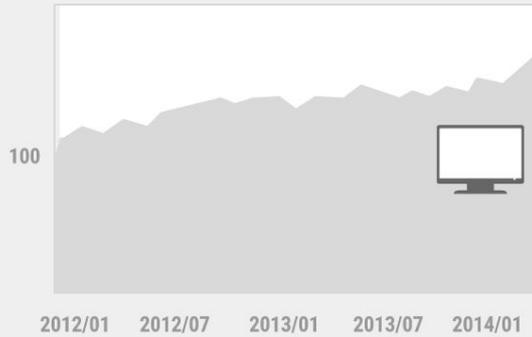
# Measuring Results: Consumers now search & convert across devices, but measurement is broken



# Last-click/device attribution no longer works

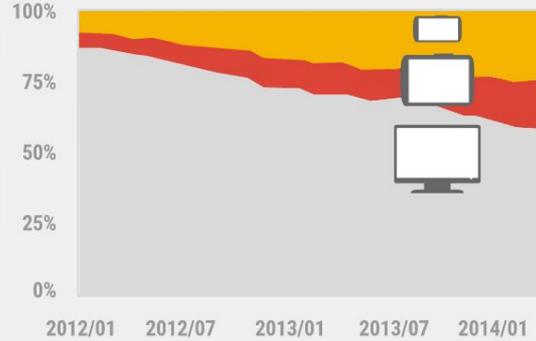
## Real traffic growth is coming from mobile

### Indexed desktop CVR



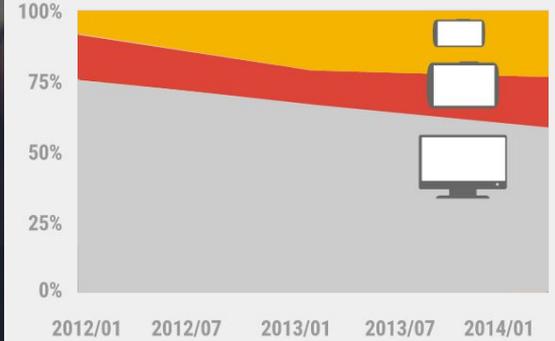
At first sight,  
**Desktop**  
conversion rates  
seem to increase...

### 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\*

The image shows a white shopping bag with the Zalando outlet logo. The logo consists of a stylized orange and grey shape to the left of the text 'zalando' in a bold, lowercase sans-serif font, with 'outlet' in a smaller, lowercase sans-serif font below it.



\*thanks to mobile-desktop bid parity

# Understanding the Full ROI of digital advertising on offline sales

**20%**

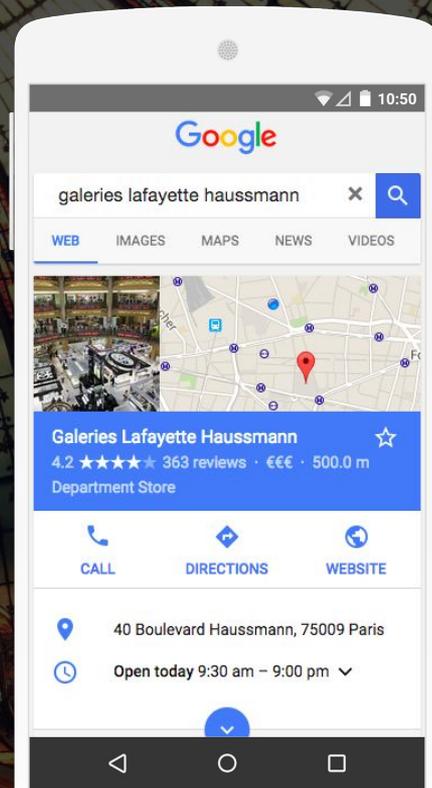
of in-store transactions were preceded by an online visit

**50%**

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

**20%**

of those visits were performed from a mobile device

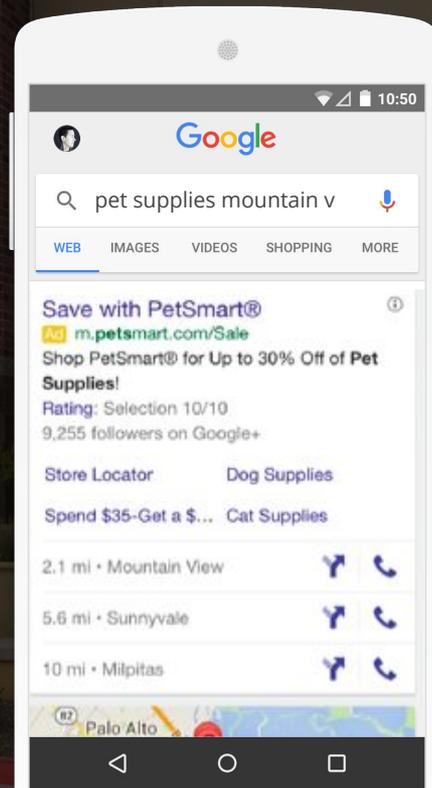


# AdWords Store Visits Helps PetSmart Measure How Google Search Advertising Affects In-Store Traffic

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**

