

A hand holding a smartphone against a background of blurred city lights. The phone is held in the foreground, with the hand visible on the right side. The background consists of out-of-focus lights in various colors (yellow, red, blue) creating a bokeh effect.

# MDOT | The Google Ecosystem

March 2016



# Agenda

How Google Works

The New Consumer Journey: Micro-Moments

Platform Deep Dives: Search, YT, GDN, Mobile & DoubleClick

Power of Data: Measurement & Insight-Building

# We'll review the products a bit further



1. Search

2. YouTube

3. GDN

4. Mobile

“Google's mission is to organize  
the world's information and make it  
universally accessible and useful”

– Google™

# Google in 1998



*"It's best to do one thing  
really, really well."*



# Google in 2016



Before

Google



After

Alphabet



# How Google Works: Product Focus Areas



### Android

1 billion active users worldwide  
1.5 million devices activated per day



### YouTube

1 billion active users worldwide  
300 hours of video uploaded every minute



### Knowledge / Search

Over 100 billion searches per month worldwide



### Chrome / Apps

750 million active users worldwide  
400 million users on mobile



### Google+

300 million active users in the stream  
Mobile traffic exceeds desktop



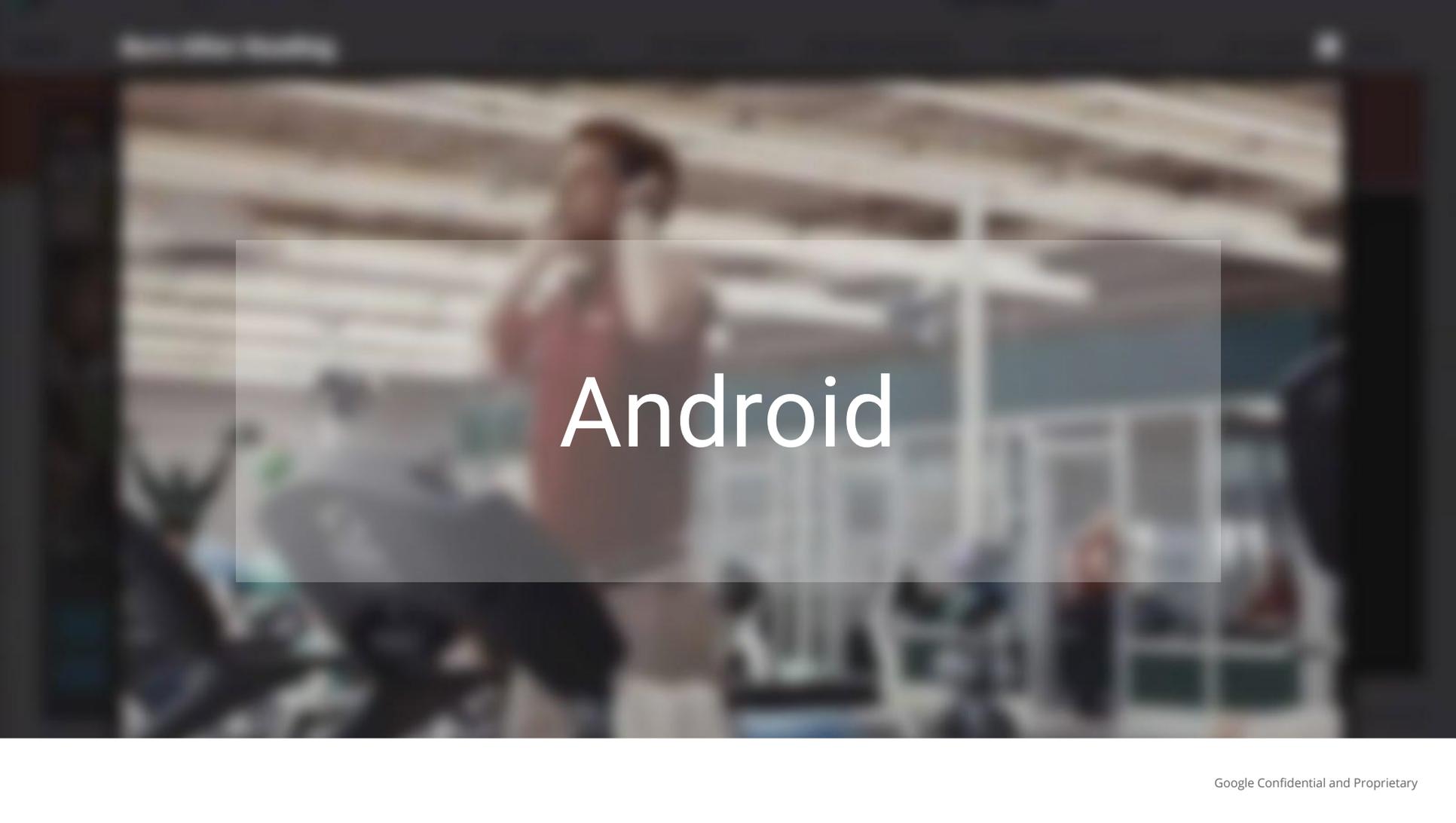
### Infrastructure

3rd largest manufacturer of servers



### Maps / Geo

1 billion active users worldwide  
1 in 5 Google searches tied to a location

A blurred background image of a person in a red tank top standing in a gym or fitness center. The person is slightly out of focus, and the background shows gym equipment and other people in a bright, well-lit space.

# Android

# The best of Google, now in three sizes



# YouTube



# THE YOU GENERATION

THE WORLD'S FIRST GLOBAL AUDITION CHANNEL

Rehearse with Skype



The You Generation

Subscribe 344,250

Home Videos Discussion About Current Competition Search

- Popular on YouTube
- Music
- Sports
- Gaming
- Movies
- TV Shows
- News
- Spotlight

CHANNELS FOR YOU

- The You Generation**
- The New York Times
- The Philip DeFranco Show
- coachella
- MachinimaPrime's channel

Browse channels

Sign in to add channels to your guide and for great recommendations!

Sign in

## SELECT COMPETITION

GIRL BANDS

STYLISTS

COMEDY

FAQS TERMS & CONDITIONS

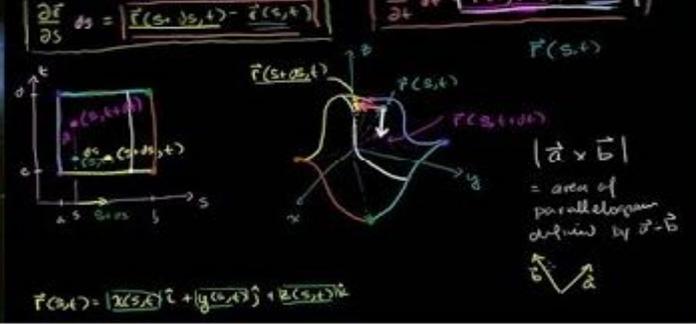


### KANDEE JOHNSON - A NEW LOOK IN JUST 30MINS

Kande Johnson gives Becca Dudley a 30 minute makeover. Show us your styling here: <http://www.youtube.com/user/yougenerationtv/enter>

Our Friends

- RedheadBedhead** Subscribe
- MyVirginKitchen** Subscribe
- CarrieHopeFletcher** Subscribe
- EPIC MEAL TIME** Subscribe
- Oil White** Subscribe
- Cooking With Trey...** Subscribe
- Alex Day** Subscribe
- 4Music** Subscribe
- /Football** Subscribe
- Ministry of Sound TV** Subscribe
- see all
- Related Channels
- TheFineBros** ✓ Subscribe
- The X Factor (USA)** Subscribe



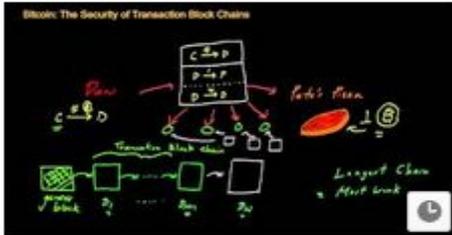
\* France  
Peuple  
Declare  
Austria  
1792  
Brunswick  
Lions  
August - 9

# Khan Academy

Subscribe 972,919

Home Videos Discussion About Search

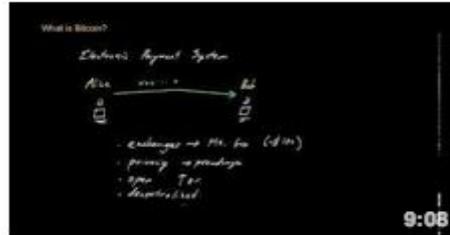
Uploads Date added (newest - oldest)



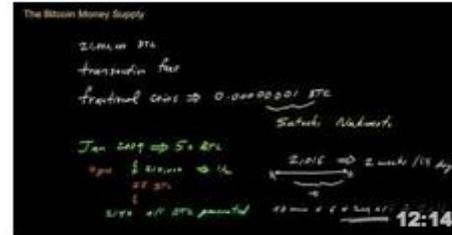
**Bitcoin - The security of transaction block chains**  
4,408 views | 2 days ago



**Sal Khan @ MIT**  
8,309 views | 4 days ago



**Bitcoin - What is it?**  
18,375 views | 1 week ago

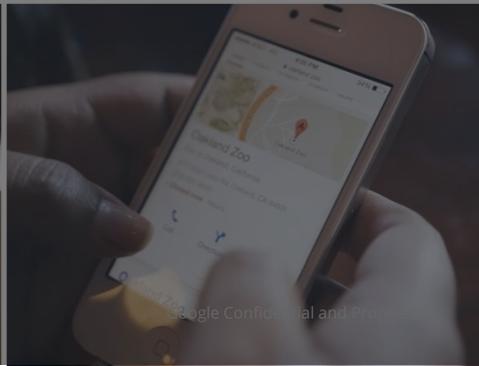
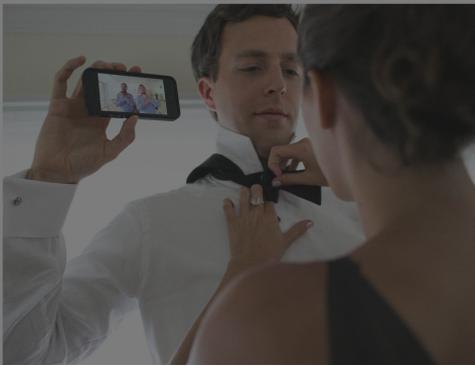
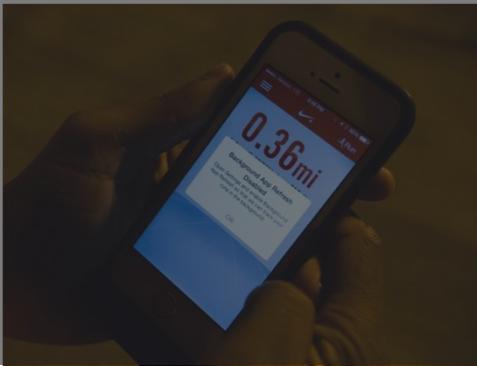
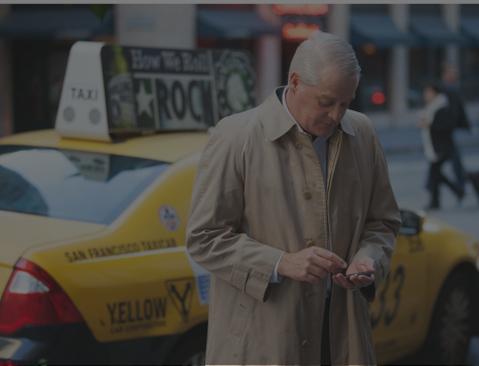


**Bitcoin - The money supply**  
8,906 views | 1 week ago

# Ads & Commerce



Intent + Immediacy + Context



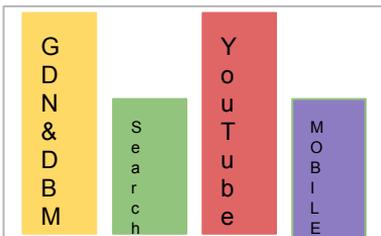
# Platform Deep Dives

## Marketing Focus

## Consideration Stage

## Audience

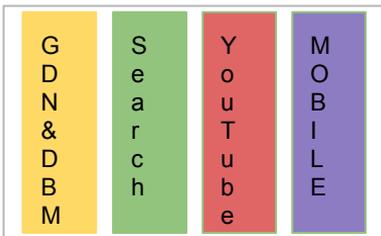
## Measurement Strategy



See

people who drive

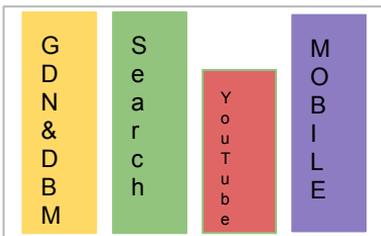
- Viewed impressions
- Awareness increase in Brand and Search lift
- VTC (View-through conversions)
- Views



Think

people who drive and think they need a car

- Clicks, CTR
- Indexed increase in Opinion and Consideration
- % Assisted / linear model



Do

people who drive, think they need a car and are looking for one

- Conversion rate
- Profit / ROI
- Last Click
- Store Visits

# Let's review the products a bit further



1. Search

2. YouTube

3. GDN

4. Mobile



Search

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**Convert traffic.** The right moment.  
A relevant audience.

# Search touches every aspect of our lives



# You need both defensive and offensive strategy

## Branded terms

To **DEFEND** GM brand & drive CONVERSIONS

## Competitive terms

To **INTERCEPT & CAPTURE** competitive brand interest

## Segment terms

To **INTRODUCE** GM to undecided shoppers



# Anatomy of a search page

SEARCH

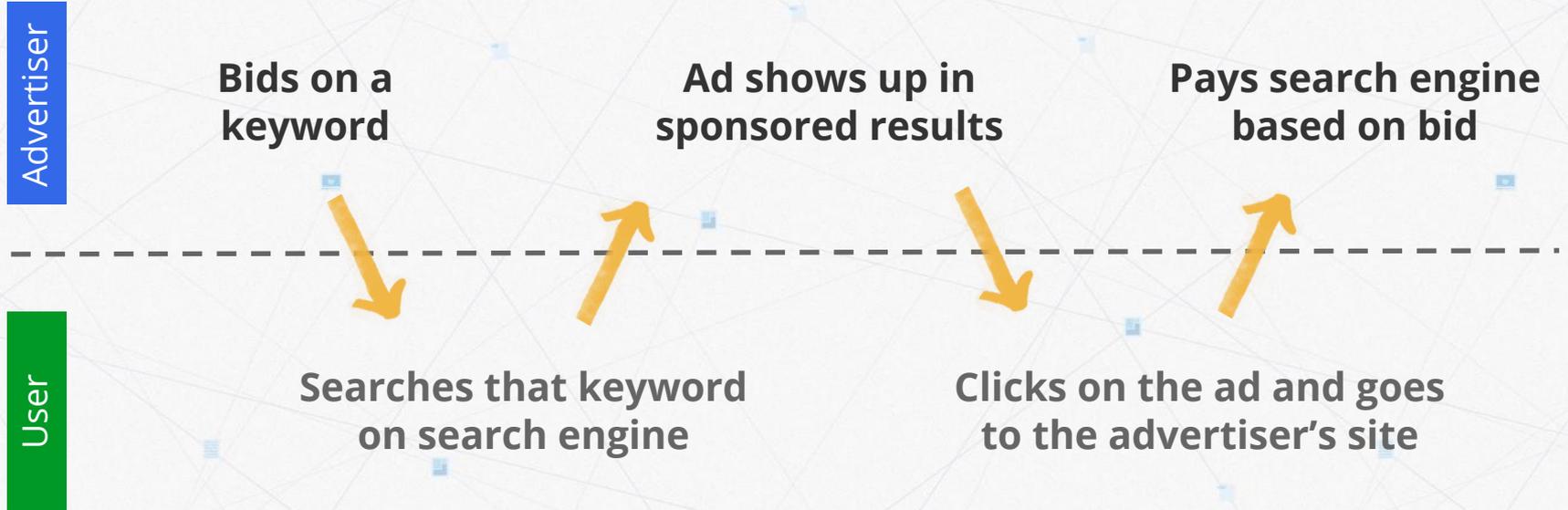
The image shows a Google search results page for the query "giving to charity". The search bar at the top contains the text "giving to charity" and the word "Query" is displayed in large font to the right. Below the search bar, navigation tabs for "Web", "Images", "Maps", "Shopping", "News", "More", and "Search tools" are visible. The search results indicate "About 138,000,000 results (0.35 seconds)".

The results are categorized into two groups:

- Paid Results:** A yellow dashed box highlights the first three results, which are advertisements. The first is "Donate to St. Jude - Help St. Jude Children's Hospital." with the URL [www.stjude.org/](http://www.stjude.org/). The second is "Sage Fundraising Online - na.sage.com" with the URL [na.sage.com/Sage-Fundraising-Online](http://na.sage.com/Sage-Fundraising-Online). The third is "Charitable Trusts - USTrust.com" with the URL [www.ustrust.com/Philanthropy](http://www.ustrust.com/Philanthropy).
- Organic/Natural Listings:** A grey dashed box highlights the next three results, which are organic search results. The first is "Giving Tuesday: 6 Mistakes to Avoid When Giving to Charity..." with the URL [www.forbes.com/.../6-mistakes-to-avoid-when-giving-to-chari...](http://www.forbes.com/.../6-mistakes-to-avoid-when-giving-to-chari...). The second is "Charity Navigator - Giving Statistics" with the URL [www.charitynavigator.org/index.cfm?bay=content.view...](http://www.charitynavigator.org/index.cfm?bay=content.view...). The third is "Charity Navigator - America's Largest Charity Evaluator | Ho..." with the URL [www.charitynavigator.org/](http://www.charitynavigator.org/).

A large grey rectangular area on the right side of the search results is obscured by a dark grey box.

# How paid search works



# Factors in the ad rank



YouTube

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**Build Awareness**  
Be Seen. Be Remembered.



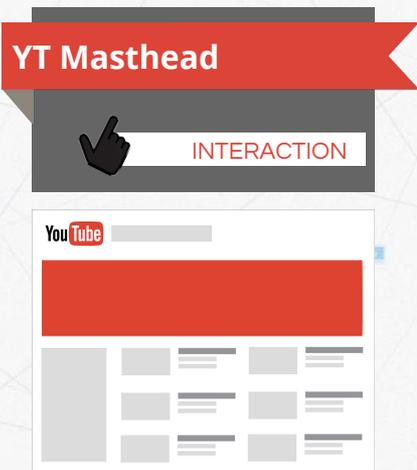
# 1 Billion

videos are watched online every day

30%  
year-over-year  
growth

Equal to  
1.75M  
TV channels

# High impact and mass reach to launch big



People who see a brand's YouTube Masthead are



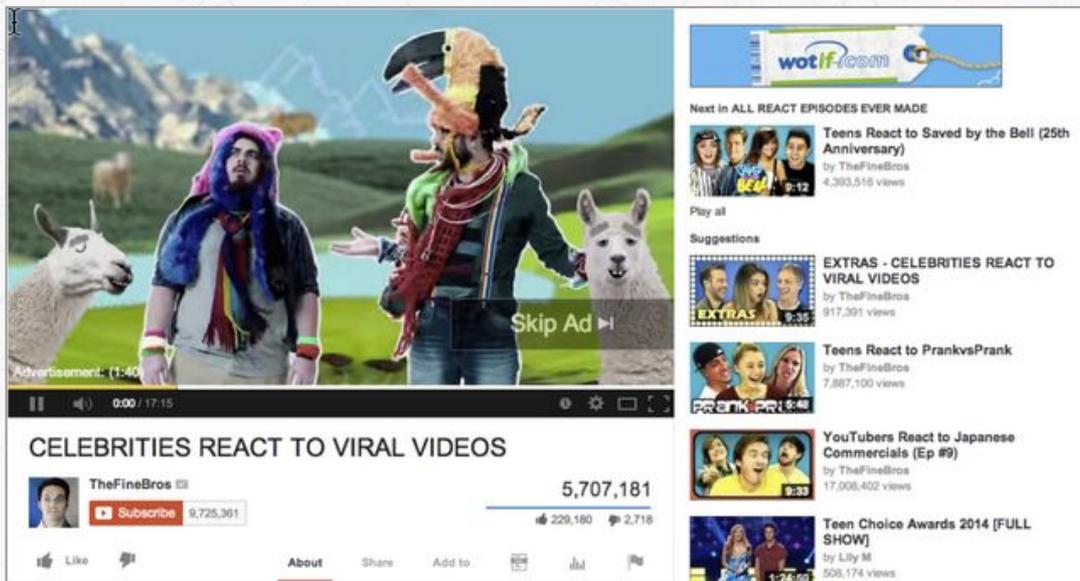
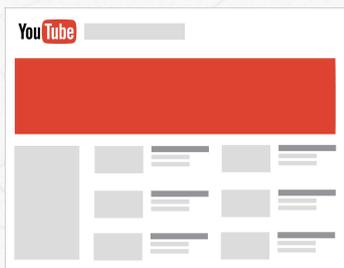
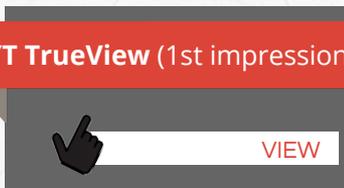
**4x**

more likely to search for that brand or campaign

Access over **405M** unique global users on YouTube each day

# TrueView, giving users choice

YT TrueView (1st impression)



People who choose to watch a video ad are



75%

more engaged than those who are forced to watch

# Guarantee impressions with reservation activity

YouTube (Reservation)



*Allows more traditional advertisers to extend their reach and frequency by guaranteeing a set number of vCPM*



The all-new Audi TT range arrives February 2015

People who have seen a brand's video ad on their smartphone have a



19%

increase in unaided brand awareness

# Targeting content and audiences

## Demographic

A18-49  
A25-54  
Region, DMA, ZIP  
HHI

## Interest/Topic

1,600+ Categories  
Target keywords  
Custom Placements

## Remarketing

Videos watched  
Channel visit  
Website

## 3rd-Party Data



## Behavioral/Affinity

80+ Segments  
Auto intenders  
Outdoor Enthusiasts  
Travel buffs

A hand is shown holding a black smartphone, with the index finger touching the screen. The background is a soft-focus bokeh of warm, colorful lights in shades of yellow, orange, and red. The text is overlaid on the left side of the image.

Google Display Network

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Be Understood. Be Wanted.  
**Influence Consideration**

# Drive greater engagement and interactivity

## Lightbox

ENGAGE



## Ready Lightbox

Os novos SUV's da Mercedes-Benz.  
Aproveite ao máximo todos os terrenos.

Sabta mais >

Mercedes-Benz  
The best or nothing.

TRESemmé  
PERSONALITY OF YOUR PREFERENCES  
NEW PERFECTLY  
SUN-PROTECTIVE

Get Style That Makes Waves  
Hover to Expand

[Demo](#)

## Custom Lightbox

ENDLESS POOLS®  
SWIM SPA  
Backyard living at its finest.

HOVER TO LEARN MORE

UNDER ARMOUR® HOLIDAY GIFT GUIDE 2013  
FOR: MEN WOMEN BOYS GIRLS

SHOP NOW

hp Save up to 50% on ink and never run out  
Hover to Expand

[Demo](#)

Engagers  
are



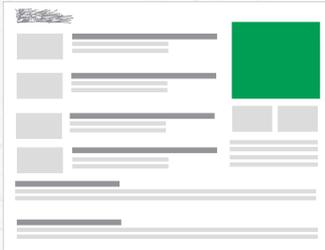
4x

more likely  
to purchase

# Create **shareable** and always **viewable** content

DISPLAY (Desk & Mobile)

VIEW & SHARE



54% of today's  
display ads can't  
even be seen



100%

of Google  
display ads  
are viewable

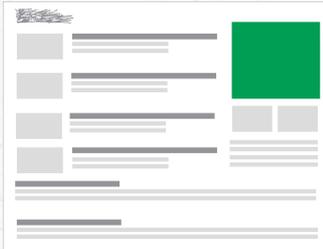
[Click for demo](#)

# Launch **live** within your banner campaign

DISPLAY



CLICK



SAMSUNG Galaxy  
8/13/15 - 11:00 AM EDT  
HOVER TO WATCH LIVE >>  
[YouTube.com/SamsungMobile](https://www.youtube.com/SamsungMobile)



Google  
display ads  
average



15%

increase in  
branded  
search queries\*

\*When brand lift is detected  
Source: Google Internal Brand Lift surveys

# Using **dynamic remarketing** to capture lost sales

**DISPLAY** (Dynamic remarketing)

CLICK

Product customer was viewing



Similar  
recommended  
products

Why remarketing matters....



96%

Leave a website  
without converting



70%

Abandon shopping carts  
without purchasing



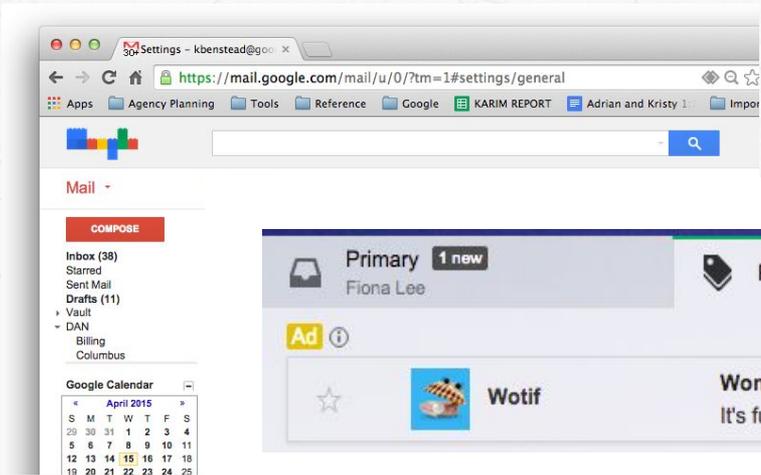
49%

Typically visit 2-4 sites  
before purchasing

**+17%**  
of conversions are  
**recommended products**

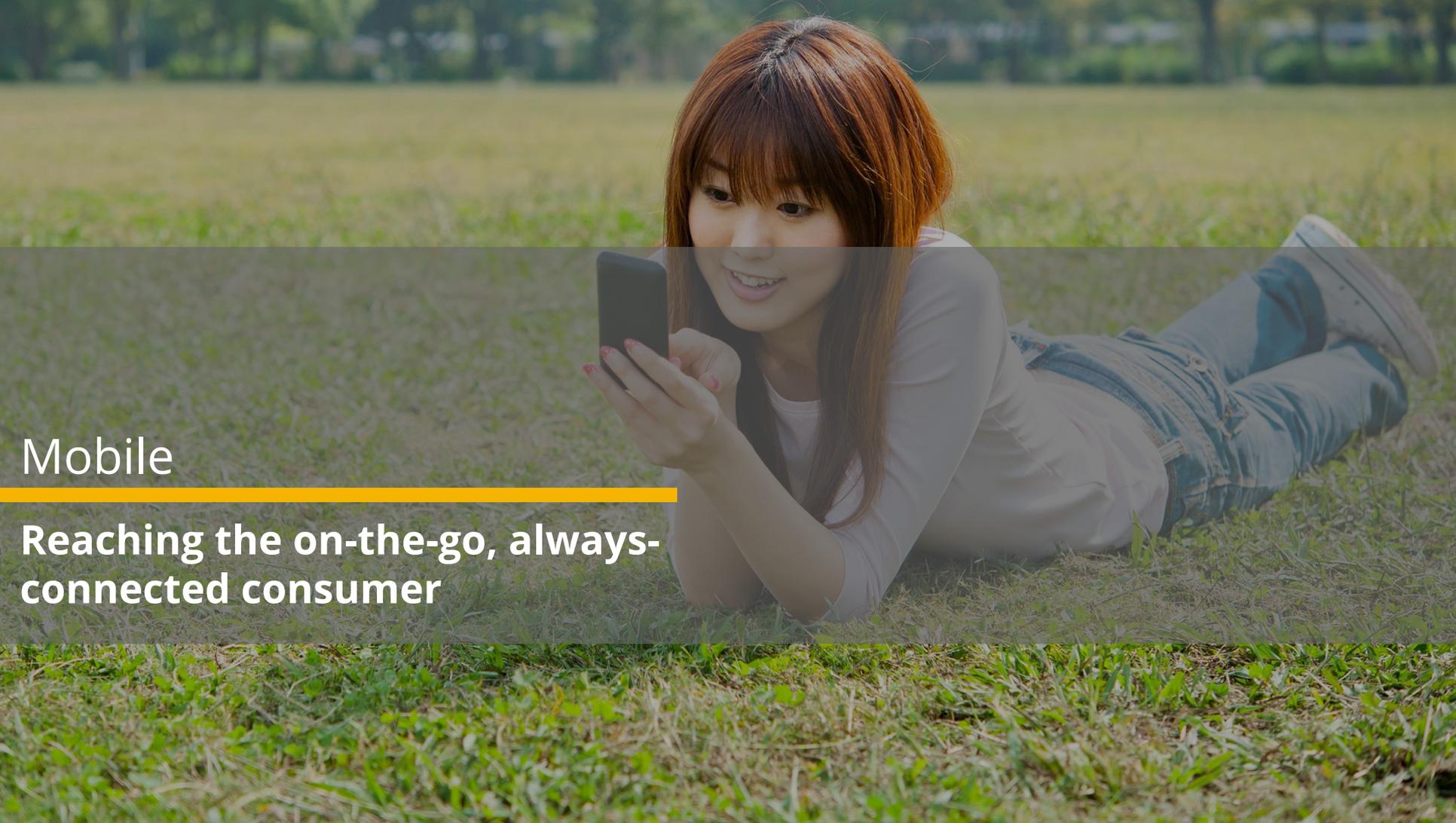
# Targeted promotions in your inbox

## Gmail Sponsored Promotion



A detailed view of a sponsored promotion email from 'Wonderful Wotifia'. The email header includes the sender name 'Wonderful Wotifia', a yellow 'Ad' icon, and the recipient's name 'Wotif'. The main content features a video player showing two men, a large green play button, and a banner for 'wotif.com' with the text 'AUSTRALIA'S FAVOURITE ONLINE TRAVEL DESTINATION' and a 'Find out why' button. Below the video are 'Forward' and 'Save to Inbox' buttons. To the right, there is a star icon, the text 'It's fun to be a visita. Find out why.', the website URL 'www.wotifia.wotif.com', and a section titled 'What's this?' with the text: 'It's a new type of ad that you can forward to a friend, or star to save it to your inbox. If you dismiss this ad, you won't see it again.'

*Target keywords in emails, domain targeting, interests, demographics, etc*



# Mobile

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**Reaching the on-the-go, always-connected consumer**

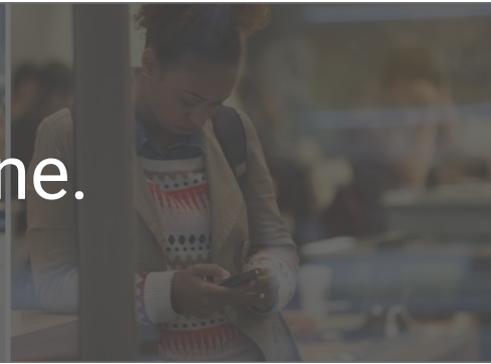
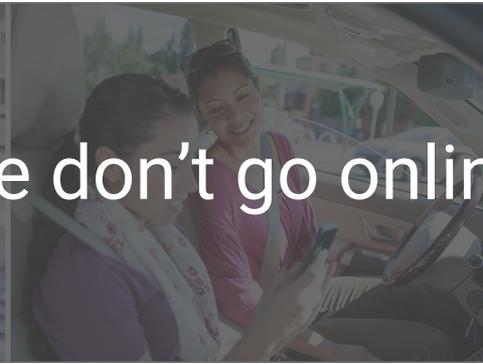
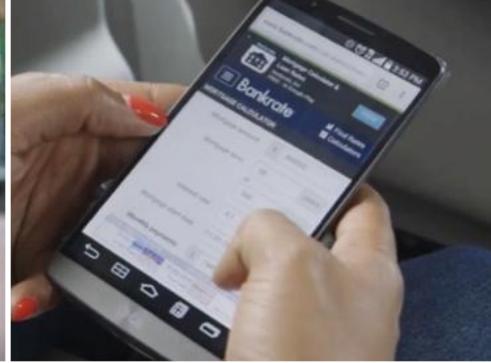


# Nomophobia

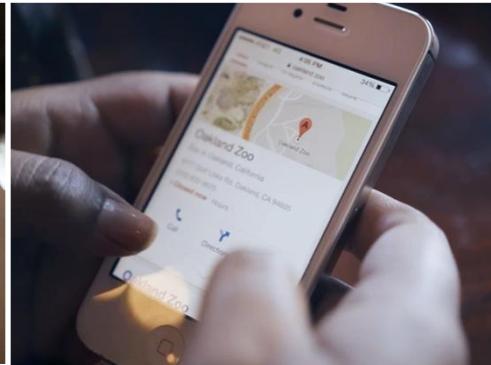
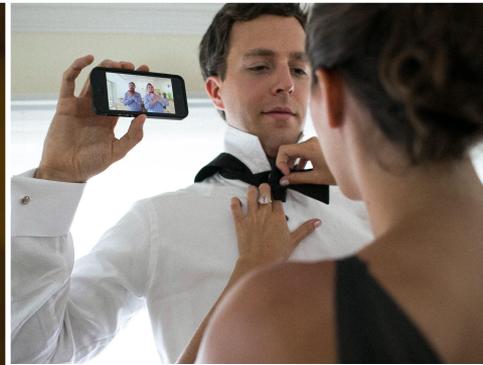
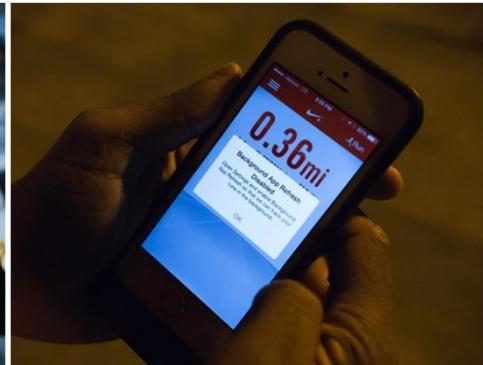
*noun*

a fear of being without  
mobile device, power  
source, or service area





We don't go online. We live online.





20%

increase in mobile's share  
of online sessions



18%

decrease in time  
spent per visit



29%

increase in mobile  
conversion rates

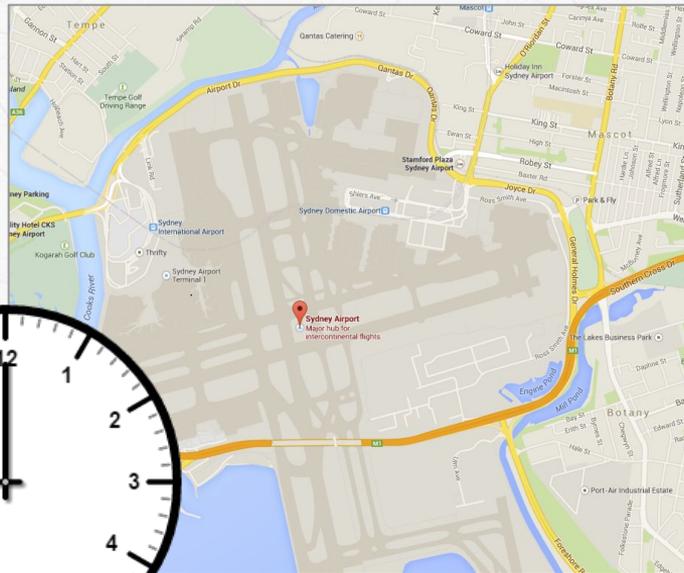
# Think about how **location** and **device** changes your strategy

Mobile GDN

Search

Click

YouTube



# Mobile first, cross-platform

MOBILE



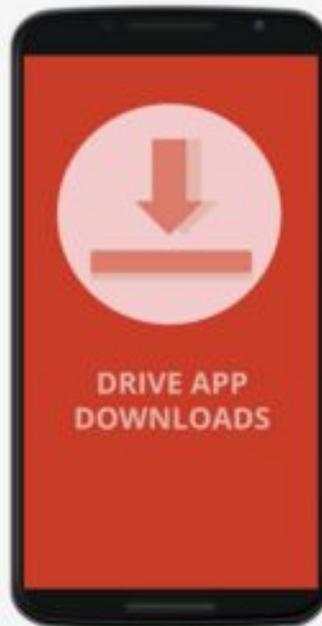
Sitelinks  
Seller Ratings  
Product Listing Ads  
Auto Ads  
Display Click to Site



Call Extension  
Click to Call Extension  
Call Only Sitelink  
GSP - Click to Call



Location Extension (Search)  
Location Extension (Maps)  
Local Inventory Ads  
Click to Locate (Nearby)



App Extension  
App Install Ads  
App promo Display Ads  
TrueView for App Ads  
Mobile App Engagements



mSite Image Ads  
Lightbox Ads  
Mobile Masthead  
Mobile TrueView Ads

# Power of Data: Measurement & Insight-Building

# Measuring effectiveness through the consumer journey



ILLUSTRATIVE

Customer Value \$

