



Google's Advertising Solutions

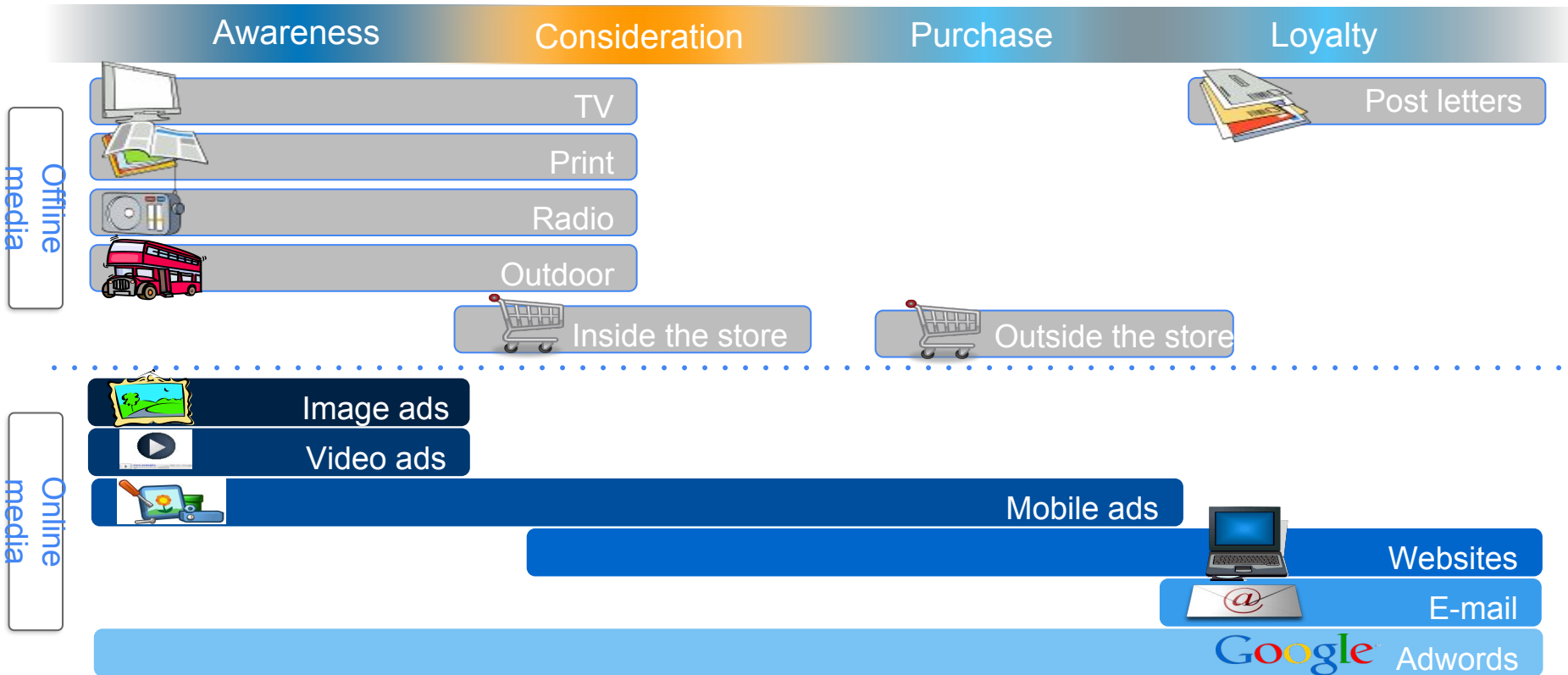
6th March 2017

Miléva Asabiny

Right message
Right person
Right context
Right medium



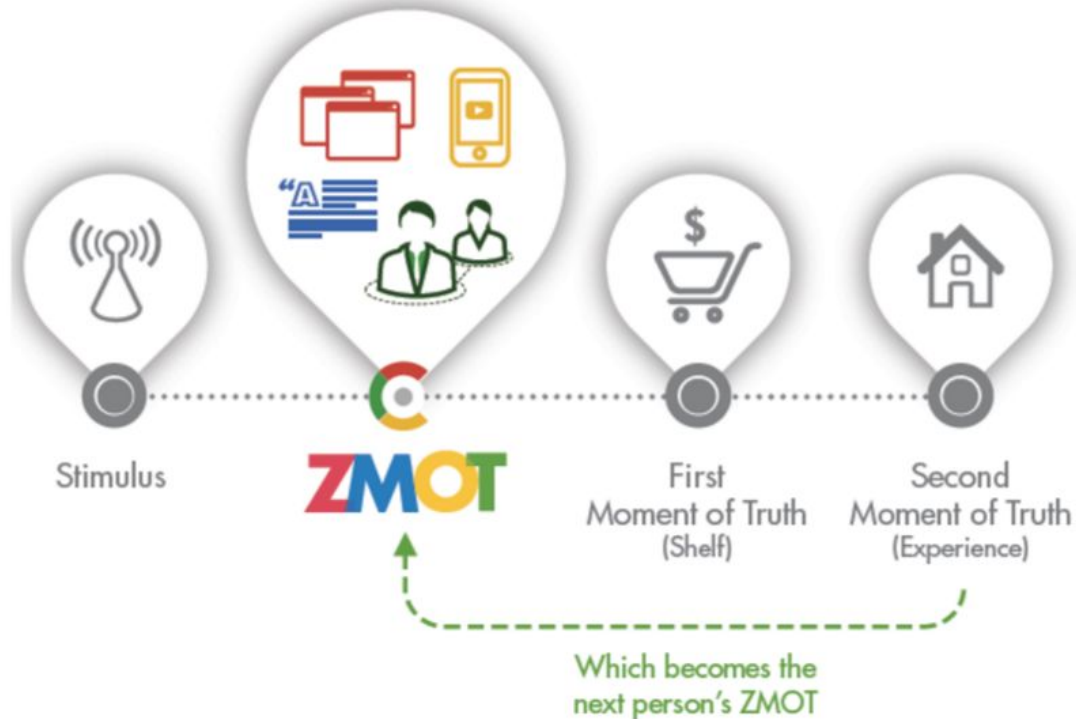
Customer journey



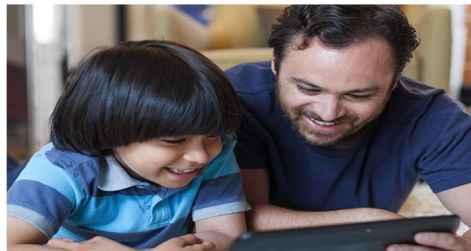
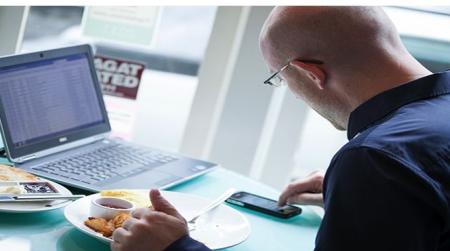
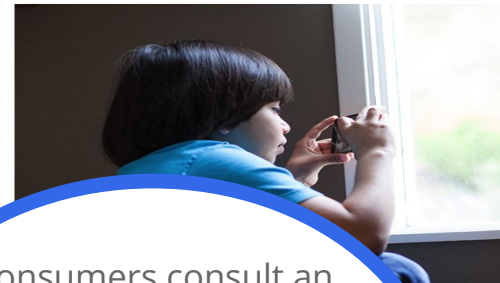
Search is the Zero Moment of Truth



Search is the Zero Moment of Truth



Access to information has changed our purchase process...



Consumers consult an average of

10.4

sources before purchasing,
2x the number consulted just one year before

How are these networks connected?



A woman with long brown hair and large, ornate hoop earrings is looking down at a smartphone on a table. She is wearing a white t-shirt with a black and white striped pattern on the sleeve. The background is a blurred blue-toned image of a cityscape.

How Google Search Works

I-Want-to-Know

Moments

Question-related searches
("what, when, where, how, why, who")

Confidential & Proprietary



sampon száraz hajra



All

Images

Videos

News

Maps

More

Settings

Tools

About 134,000 results (0.38 seconds)

Olajos kezelés a hajnak - Tápláló olajos hajkezelés - dove.hu

www.dove.hu/Szaraz/Haj

Egy kezelés, ami segít a száraz, fénytelen hajon!

Hidratált haj - Nézz meg a videókat - 5x selymesebb haj

Dove kezelés száraz hajra

Sampon erőtlen hajra

Dove Advanced Hair Series

A Dove első hajolaja

Töredezett Hajra Sampon - argep.hu

www.argep.hu/

A legjobb ajánlatok egy helyen. Ár-összehasonlítás magas szinten!

Hatalmas választék - Kiváló árak - Top termékek - Naprakész ajánlatok

Melyik a legjobb sampon, száraz és töredezett hajra? - Gyakori kérdések

https://www.gyakorikerdesek.hu/szepseg-es-divat/_bor-es-hajapola...

Oct 13, 2011 - Yves Rocher, Dove, Nivea, Fructis... Egyik sem volt olyan, hogy igazán jó lenne. Most

vettem Gliss Kur sampon... Használ valaki ilyen? Hatásos?

A 4 legjobb hajápoló száraz, töredezett, gubancolódó hajra | femina.hu

www.femina.hu - Szépség és divat

Feb 24, 2010 - A 4 legjobb hajápoló száraz, töredezett, gubancolódó hajra ... ha nem formázod utána,

illetve a száraz hajra is, hogy a vasalás ne tegyen Én még egy tippel kiegészíteném a listát: Tigi

Catwalk Oatmeal&Honey sampon.

HC+ Természetes hidratáló sampon száraz és töredezett hajra, 250 ...

www.biosampon.hu - Samponok/ Kondicionálók - Száraz hajra

Ideális száraz, töredezett végű haj kíméletes tisztítására. Hidratálja és helyreállítja az egészségtelen,

károsodott haját. Használatával a haj selymes és ...

Hajhullást csökkentő termékek - a Bioboltom.hu webshopban

www.bioboltom.hu/kozmetikumok/hajhullasra

Webáruházunkban számtalan hajhullást csökkentő terméket talál. Rendeljen online!

Searches related to sampon száraz hajra

töredezett haj ápolása otthon

száraz haj hidratálása

szájkás haj ellen

legjobb samponok zsíros hajra

töredezett haj helyreállítása

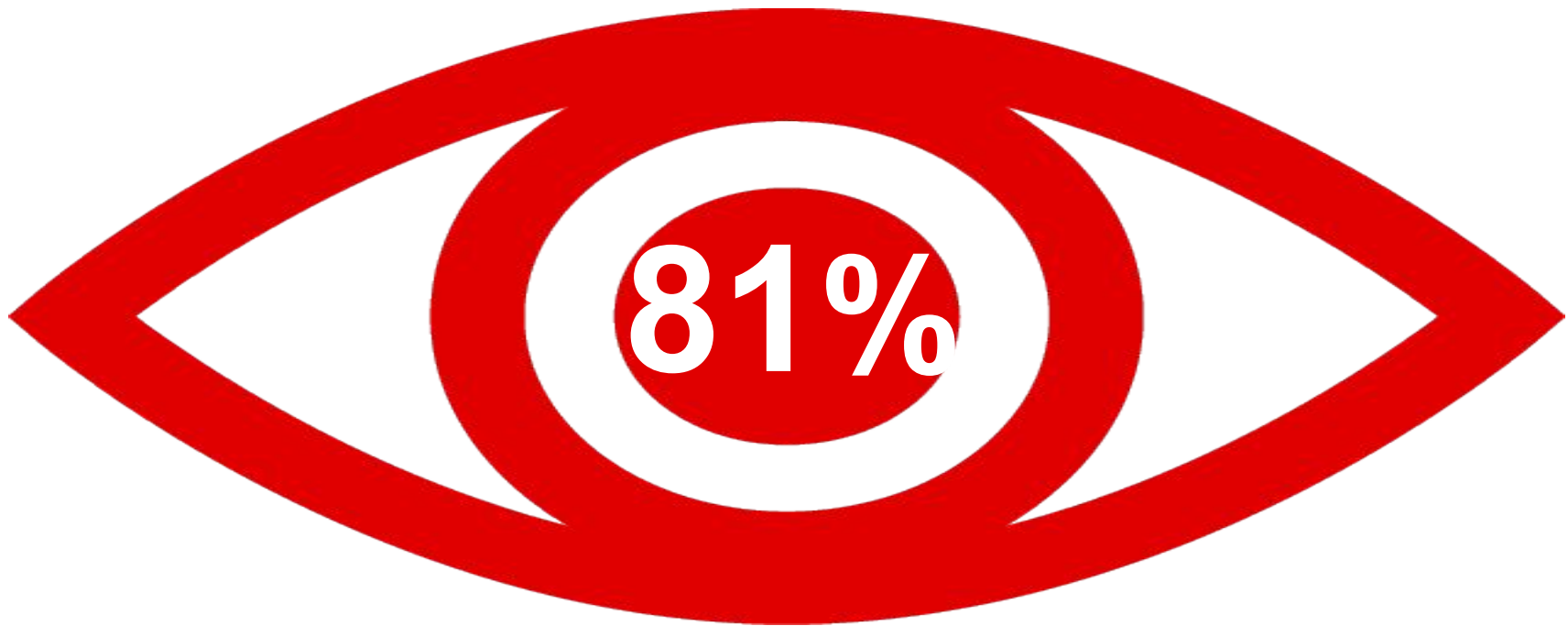
töredezett haj vitamin

töredezett haj rendezése

töredezett hajra megoldás

Paid results
Ranked by
max. CPC &
relevance

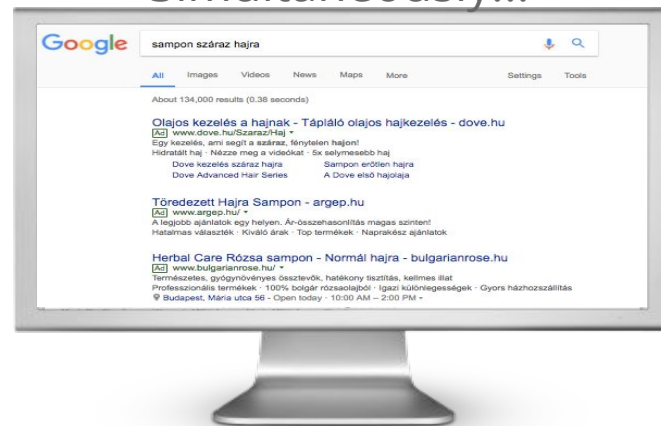
Organic results
Ranked by
relevance



Agree that search results influence their perception on brands

Keep them engaged with you, not competitors

Simultaneously...



49% of TV viewers are simultaneously using another device
(PC, smartphone or tablet)

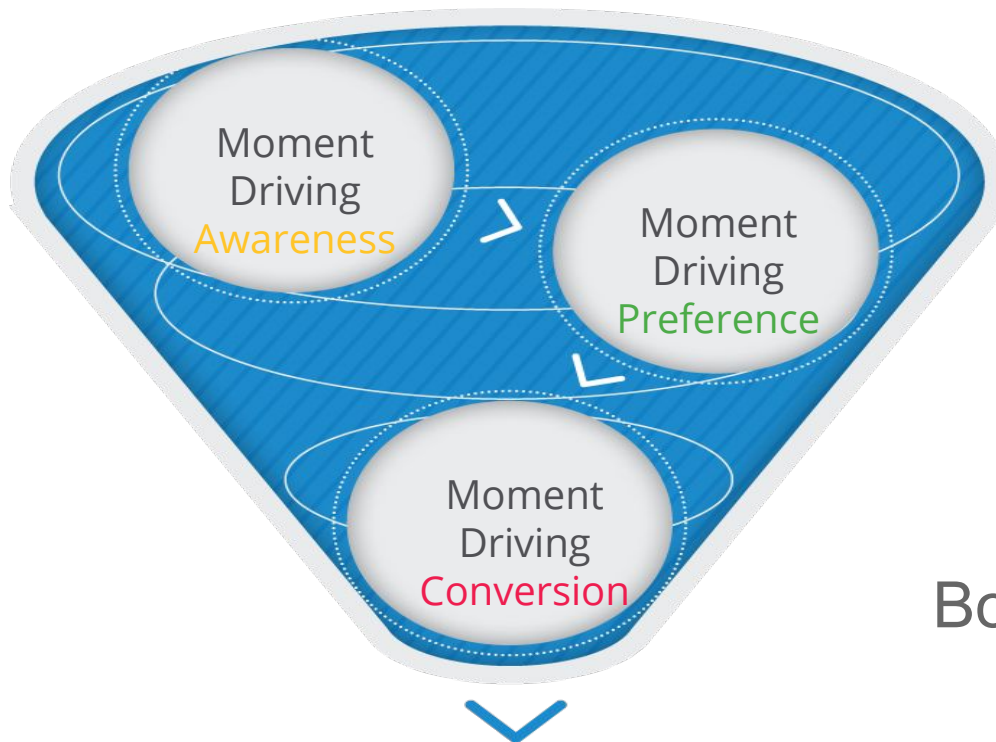
Control your brand image on search

When users search for your brand terms,
make your message the first thing they see.

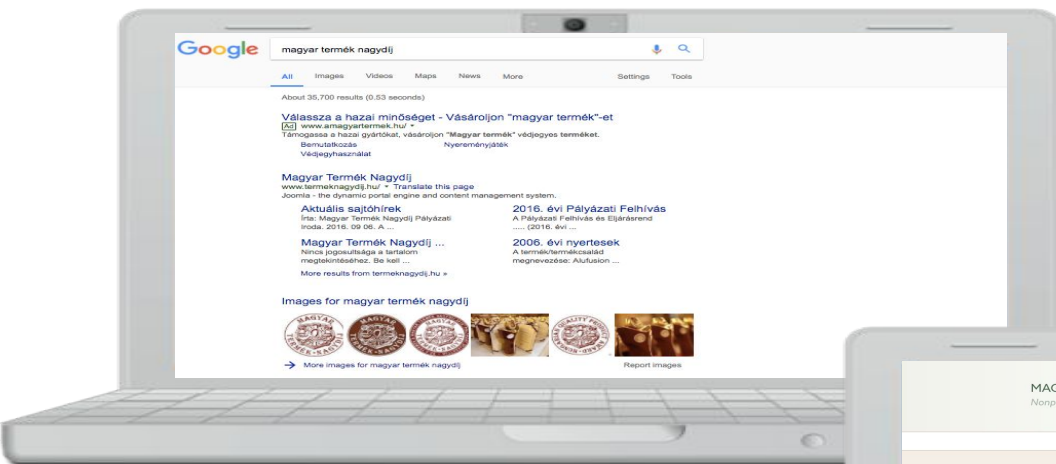
- Show your best, most up-to-date message when consumers look to engage with you
- Don't let competitors or critics guide user attention away from your brand
- Echo and build on positive publicity
- Reinforce your brand by emphasizing its voice and values at the top of the page

Use both **generic** and **brand keywords** for ...

Upper funnel



Bottom funnel

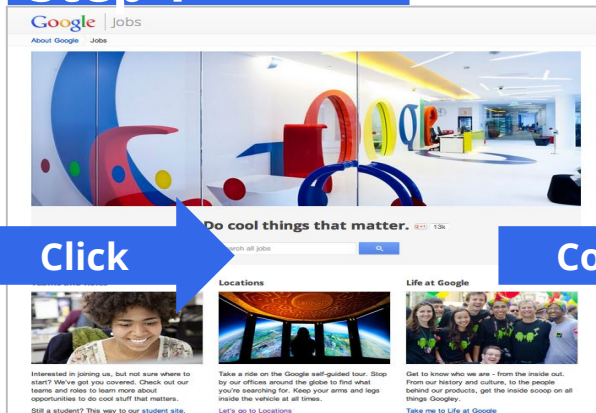


Search takes users
to the ultimate
branding tool

Get to know your customers and make sure to reach them

Optimize search ads based on customers' past site behavior

Step 1



Ads are mocks used for examples purposes only
Remarket to users who visited your site when they later perform relevant searches on Google.com.

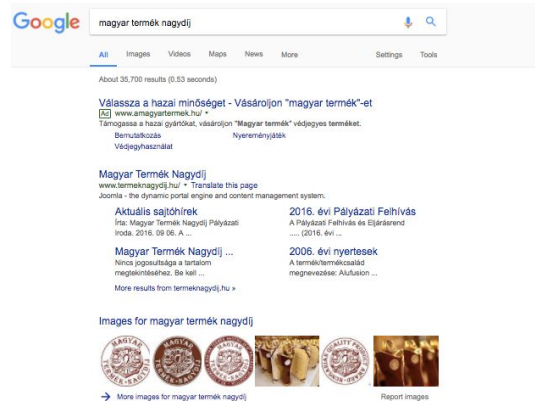
Step 2

Collect



Customize

Step 3



Apply a user list to a Google search ad group to restrict traffic to only that list of users. When they search on Google.com, serve an ad with a customized message

Close the Conversion Loop

with **RLSA (Remarketing List for Search Ads)**
and branded search

Prior visitors that started the shopping cart process can still be converted in subsequent searches.

Use RLSA with brand terms to highlight compelling promotions for shopping cart abandoners.

Up-sell and cross-sell

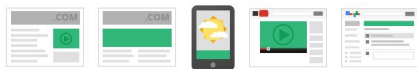


How do you connect with consumers when they aren't necessarily searching for you?

79%

of time online is
spent outside search

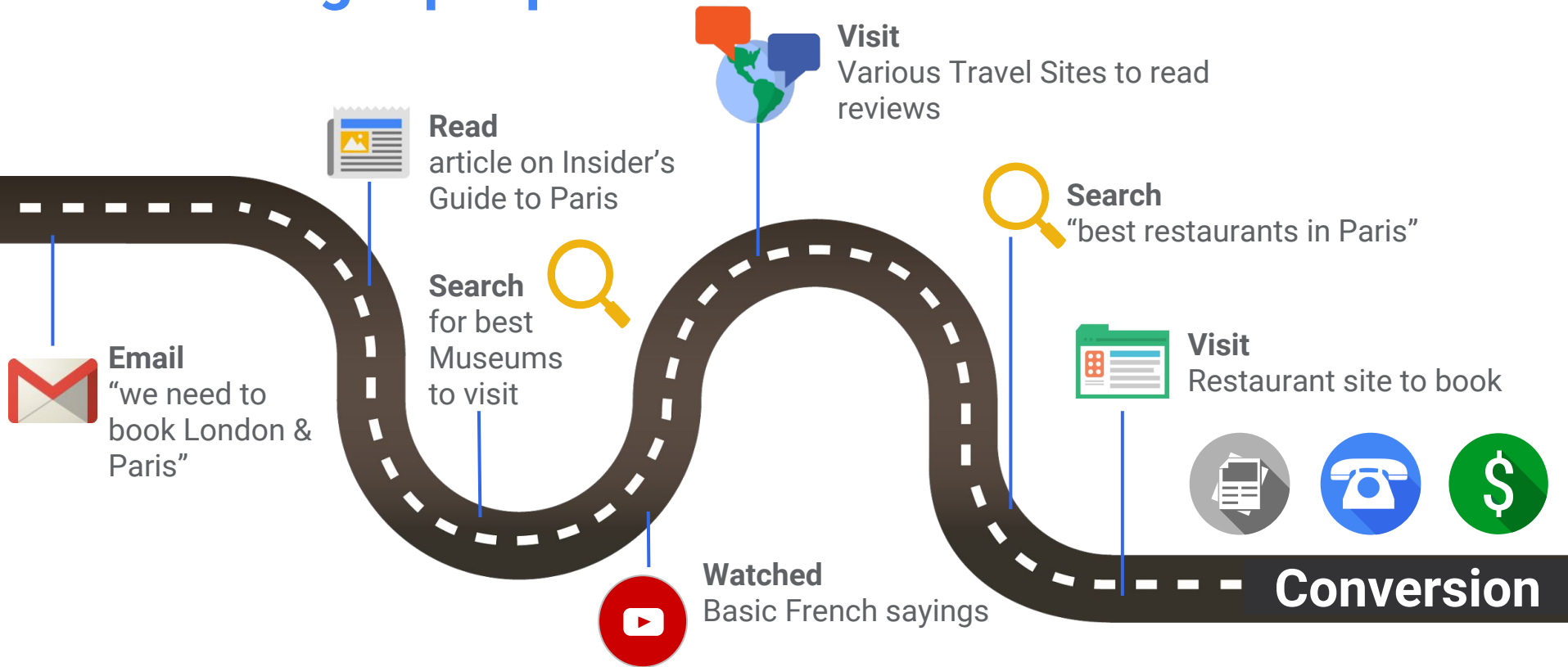
across websites, mobile,
YouTube, and Gmail



21%

of time online is
spent searching

Find the right people...



A woman with long brown hair and large, ornate hoop earrings is looking down at a smartphone on a table. She is wearing a white t-shirt with a black and white striped pattern on the sleeve. A red wristband and a pair of sunglasses are also visible on the table. The background is a blurred blue-toned interior.

How Google Display Network Works

An Overview of the Google Display Network



The Google Display Network reaches
90%
of global internet users

Ads are served across
2M+
websites

Across ad formats:



Video ads



Image ads



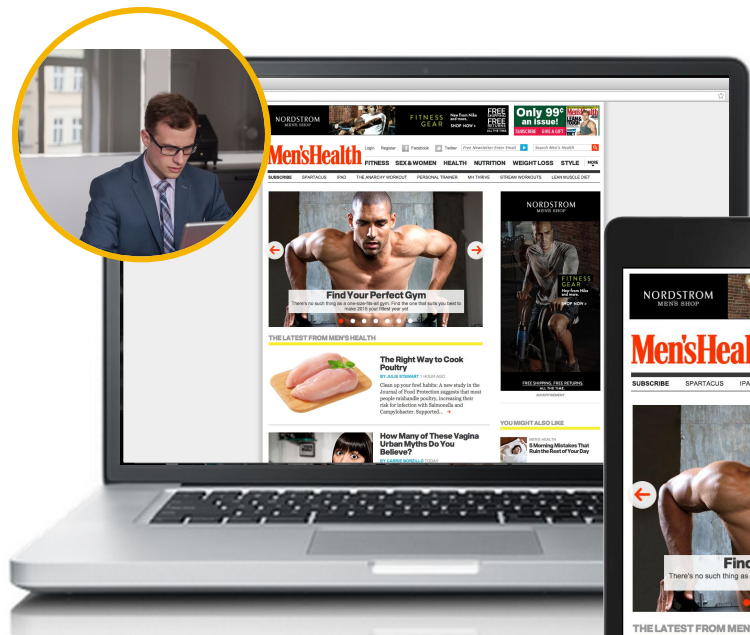
Text ads



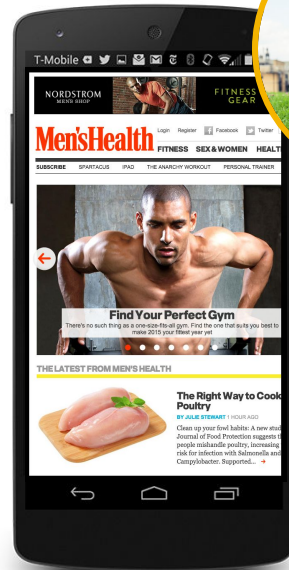
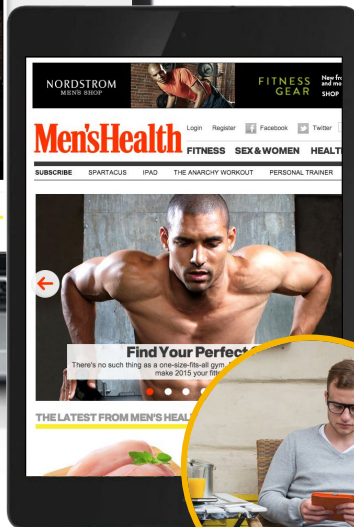
Ads on mobile

Engage with users across devices seamlessly

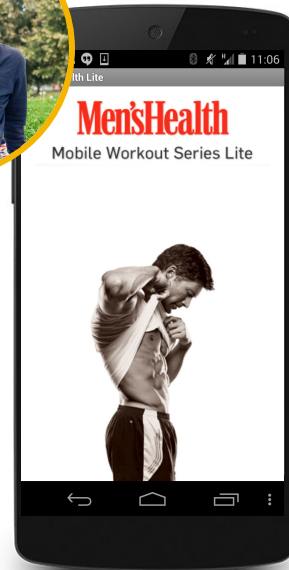
Your customers are cross device, so is the GDN



On Desktop & Tablets



On Mobile Web



In Apps

Efficient reach across marketing objectives



DEMOGRAPHICS

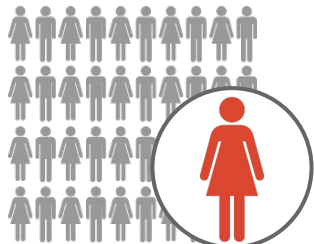
Women 35+, \$100K+/year HHI

AFFINITY AUDIENCES

Travel Enthusiasts

PLACEMENT TARGETING

Viewed travel sites or apps



CUSTOM AFFINITY AUDIENCES

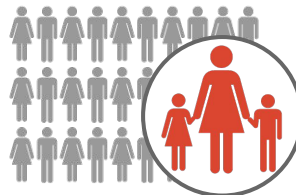
Surfing fanatics

KEYWORD

Viewed best waves in Honolulu

TOPIC TARGETING

Viewed travel pages

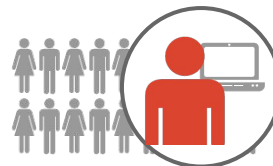


SIMILAR AUDIENCES

Similar to recent hotel purchasers

IN-MARKET AUDIENCES

Intending to book hotels



DISPLAY SELECT KEYWORDS

Viewing best waves in Honolulu



REMARKETING

Re-engage with existing site visitors

Awareness

Consideration

Purchase

Efficient reach across marketing objectives



PLACEMENT TARGETING

Viewed travel sites or apps

KEYWORD

Viewed best waves in Honolulu

TOPIC TARGETING

Viewed travel pages

DISPLAY SELECT KEYWORDS

Viewing best waves in Honolulu

(+)



DEMOGRAPHICS

Women 35+, parent

AFFINITY AUDIENCES

Travel Enthusiasts

CUSTOM AFFINITY AUDIENCES

Surfing fanatics

SIMILAR AUDIENCES

Similar to recent hotel purchasers

IN-MARKET AUDIENCES

Intending to book hotels

REMARKETING

Re-engage with existing site visitors



There are deeper layers
to who we are





Demographic SELF

Man, 27 years-old
Lives in Budapest

Demographic SELF

Man, 27 years-old
Lives in Budapest

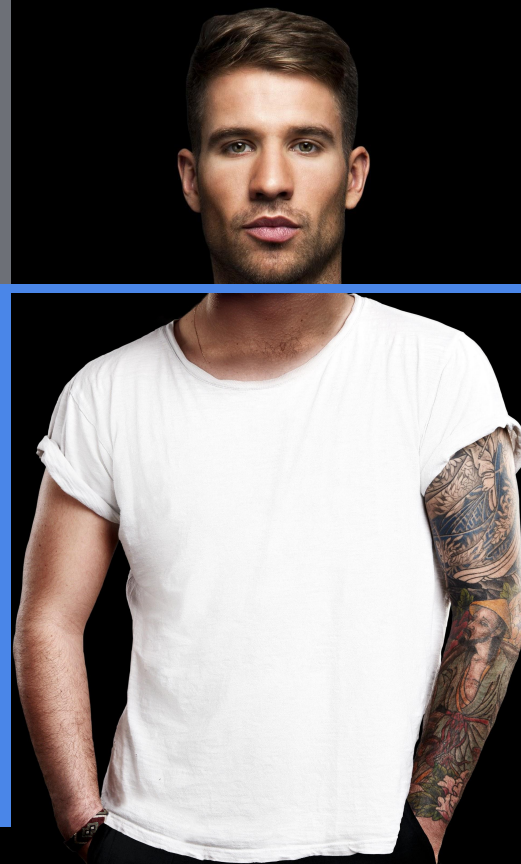


Deeper SELF

Frequently comparing
prices of motorcycles on
his mobile phone

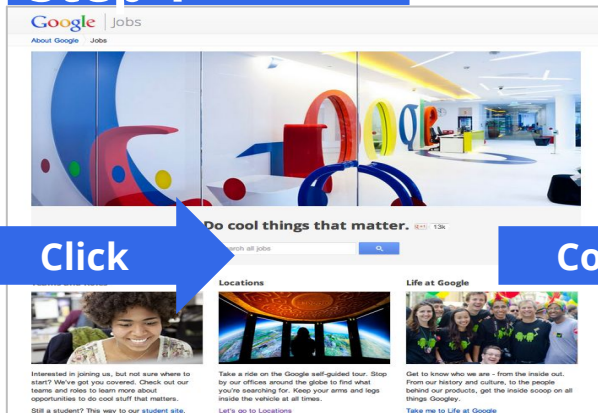
Browsed tattoo enthusiast
pages for skin care
recommendations

Watching videos of 'how to
gain muscles'



Bring back your customers to your website with Remarketing

Step 1



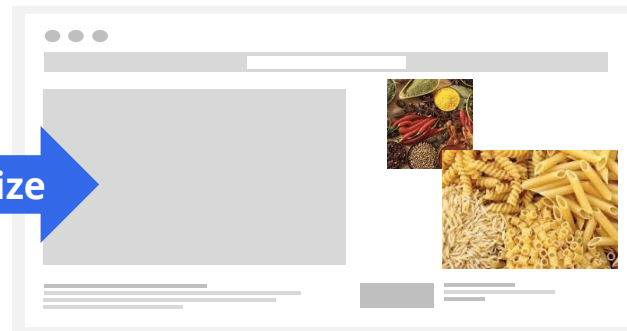
Ads are mocks used for examples purposes only
Remarket to users who visited your site when they later perform relevant searches on Google.com.

Step 2



Create a list of users who visit your site by inserting a few lines of code onto key pages, that will create lists of users who visit these pages.

Step 3



Show your ads to your customers to drive them back to your website

Google helps you find the **right people**

Resonate with the
audience that matters
at no additional cost!

DEMOGRAPHICS AND...



PASSION

Connect with engaged audiences based on a holistic view of their behaviors and affinities.



PURCHASE INTENT

Find relevant users who are in-market to buy your product or service.



PERSONALIZATION

Use your own data to reach audiences that will build your business.

HOW IT WORKS:



Audiences Updated in **Real-Time**

Reach the most relevant people based on the freshest possible data

Fresh audiences are updated **immediately**
Users no longer showing active intent are removed



INTENT



NO ACTIVE
INTENT



INTENT



NO ACTIVE
INTENT



INTENT

HOW IT WORKS:



Google Audience Insights uncover your optimal audience



Who are my best customers?

- + Technophiles
- + Luxury shoppers
- + In-market for real estate
- + In-market for baby products



Remarketing list: All converters

Remarketing list summary

People who converted on your site. Based on your conversion tracking tag.

Description: People who converted on your site. Based on your conversion tracking tag. Membership: 180 days, Open Networks: Google Search and Display Network

List ID: 80417782

Audience Insights

Get insights about the audience in this remarketing list



Detailed view

Table view

TOP INSIGHTS

IN-MARKET AUDIENC...

AFFINITY AUDIENCES

DEMOGRAPHICS

LOCATIONS

DEVICES

People on this remarketing list are most often associated with the following:

In-market > Hyundai

In-market > Men's Clothing

Affinity > Rugby Enthusiasts

Affinity > Spanish-Language Music Fans

Device > Device: Desktop

Location > Hungary

Gender > Female

Age > 35-44

This list qualifies for similar audiences:

Similar audience > Similar to All Converters

Spanish-Language Music Fans

Benchmark: Hungary [Edit](#)



AVAILABLE ON THE DISPLAY NETWORK IN HUNGARY

150M

Impressions
per week

3M-4M

Cookies
per week

AD GROUPS

0

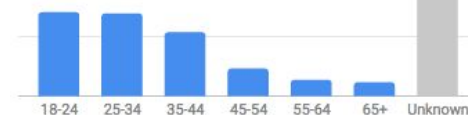
Ad groups currently targeting
Spanish-Language Music Fans

[View demographic breakdown](#)

[Reach this audience](#)

Spanish-Language Music Fans

Age



Gender



Male
Female
Unknown

Parental status



Parent
Not a parent
Unknown

PERSONALIZATION

- Similar Audiences
- Customer Match
- Remarketing

Use your own first-party data to target current customers or reach a new audience of highly qualified prospects



light customers:
*build brand
loyalty*

loyal customers:
*cross-sell
and upsell*

new prospects:
*drive awareness
& consideration*

HOW IT WORKS:



Grow brand love with **Customer Match**

Upload your 1st party data to serve tailored messaging to known customers

Basic card holder
good credit



**Upsell with
gold rewards card**

Basic card holder
card expiring



**Drive loyalty with
basic card message**

Gold reward card holder
good credit



**Upsell with
platinum card**

Gold card holder
unaware of rewards



**Drive awareness with
gold card message**

HOW IT WORKS:



Find new high-value customers with **Similar Audiences**

Upload your existing customer list and we'll find similar audiences

Highest-value
customers



Gold rewards
card member



Up to **100X** reach of your customer list



Unlock the power of your customer data

Realize the full value of your customer data

Target customers
that you know



Exclude current
customers to only
reach new customers



Reach users similar
to your customers



Source: Google Internal Data

Google

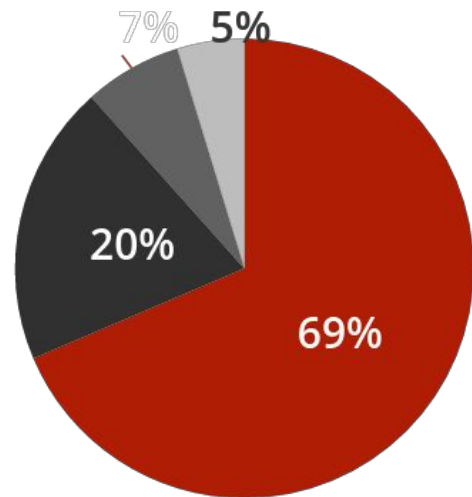
Confidential & Proprietary

I-Want-to-Watch -What-I'm-Into

The number of hours people spent
watching videos on mobile is up 100%
year-over-year

POPULARITY

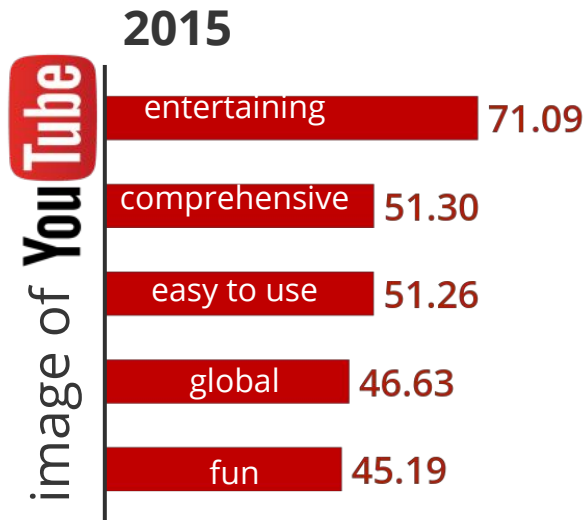
general opinion of YT



- have an excellent/very good opinion
- have a good opinion
- have a fair / poor opinion
- don't know

2015

excellent opinion & entertaining image



Google

WE3/Q9: What is your general opinion about YT?
 Base (weighted): Respondents who are aware of YouTube:
 2015: Total n=996; 16-29 years n=341; 30-44 years n=377; 45-59 years n=278
 2012: Total n=997; 16-29 years n=279; 30-44 years n=425; 45-59 years n=293
 WE4/Q10: What is your opinion about the following websites?
 Base (weighted): Respondents aware of respective website; 2015: YT n=996, Google n=996, Facebook n=999.

Confidential & Proprietary

POPULARITY



2015



TOTAL



16-29 YO



30-44 YO



45-59 YO

number of TV users
who also use YT



by 10%

(84%)



by 10%

(84%)



by 13%

(86%)



by 13%

(80%)

ratio of people who
choose YT over TV

31%

43%

31%

17%

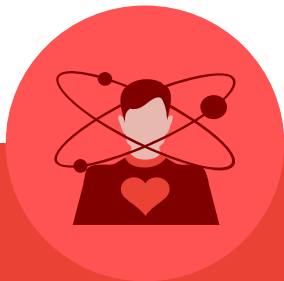
ME1/Q19: Now think of a normal 7-day week and estimate how many days you use each of the media listed below?
Base (weighted): All respondents: 2015: Total n=1000; 16-29 n=341; 30-44 n=379; 45-59 n=281; 2012: Total n=1000; 16-29 n=280; 30-44 n=425; 45-59 n=296
YT11: If you would have to decide on using only YouTube or only TV for watching videos and other contents in the future, which one would you choose?
Base (weighted): 2015: Total n=1000; 16-29 years n=341; 30-44 years n=379; 45-59 years n=281, Youtube usage: Heavy: n=387, Medium: 328, Light: 256

Create and convert demand with YouTube



Reach

Reach new customers
that are eager to take
action



Impact

Impact customer
decisions by enabling
them to take action



Results

Measure and optimize
to deliver results

Last Click Focus = Attribution Problem

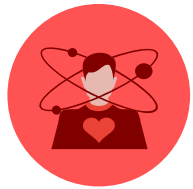


From...
Last Click Focus.

To...
The Great Assister.



**Who gets
the
credit?**



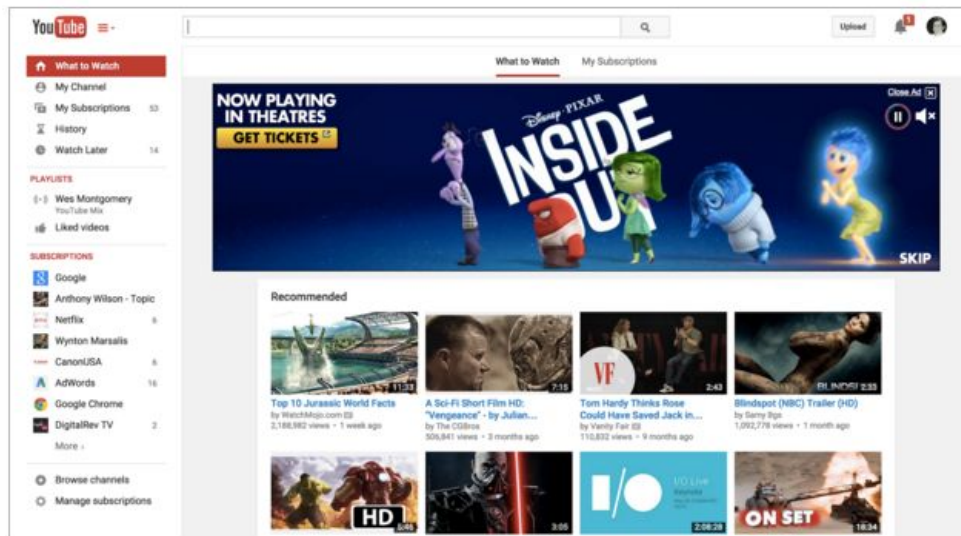
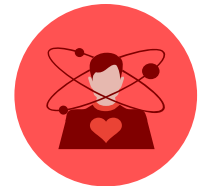
YouTube Masthead

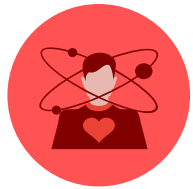
Massive reach with dominating the YouTube homepage

The screenshot displays the YouTube homepage layout. On the left is a sidebar with navigation options: 'What to Watch' (My Channel, My Subscriptions, History, Watch Later, Purchases), 'PLAYLISTS' (Confiance - Acceptati..., HERO Content, Moments that matter, HOW TO Content, Egéries, Advocacy, More >), and 'SUBSCRIPTIONS' (MAKE UP FOR EVER..., Urban Decay Co..., CHANEL, #Kiehls, SANANAS, #Lancôme, More >). Below these are 'Browse channels' and 'Manage subscriptions'. The main content area features a large video player at the top with the title 'LA NUIT DE L'HOMME' by YVES SAINT LAURENT. Below the player is a 'Recommended' section with a grid of video thumbnails and titles, including 'Effortless Contouring Tutorial by Lisa Eldridge', 'Lo-Fang - When We're Fire', 'Christine and the Queens en interview aux Docks - La Cit...', 'Lip Sync Battle with Will Ferrell, Kevin Hart and Jim...', 'Joss Stone - It's a Man's World (Coco Mademoiselle)', 'FAUVE # KANÉ Session électro-acoustique du...', 'En 5 minutes : quiproquo, nouveaux sauvages & Nars...', 'Jimmy Fallon Went to Bayside High with "Saved By The Bel..."', 'Christine And The Queens : interview vidéo Qobuz', and 'Pachanga Boys playing "Time" on Robot Heart 2013'.

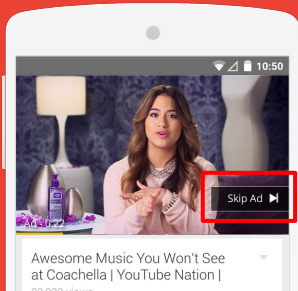
YouTube Masthead

Across all screens

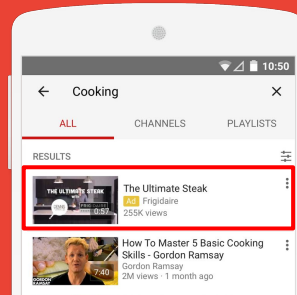




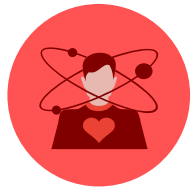
Drive and pay for true engagement with TrueView format suite



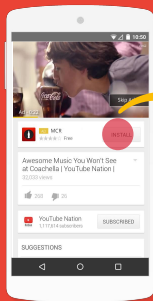
Skippable
TrueView in-stream



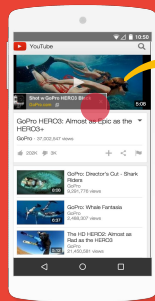
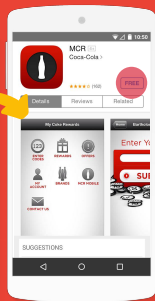
Clickable
TrueView discovery ads



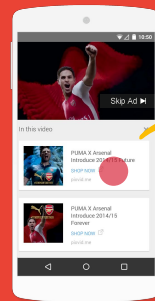
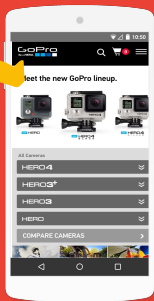
Convert engagement to action with interactive features



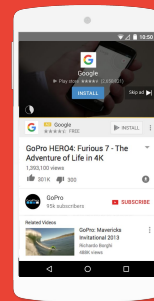
Get the App
Mobile App Promo



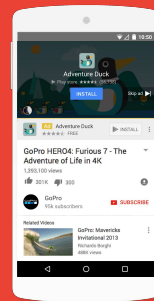
Drive to Site
Call-to-Action Overlay



Learn & Buy
Cards & Shopping

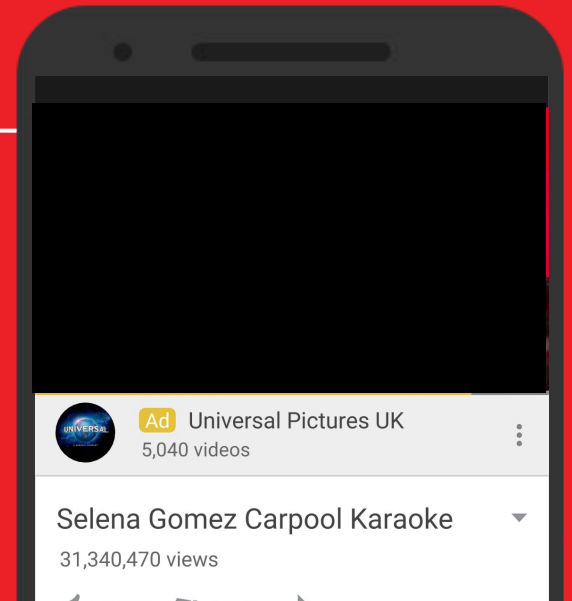


Close the Sale
End Screens



41% of people **take an action** as the result of an ad

Bumpers



| Bumpers

Messaging

6 second video creative

Go Big & Bold

Targetting

Demographic

Affinity / Custom Affinity Audiences

Remarketing

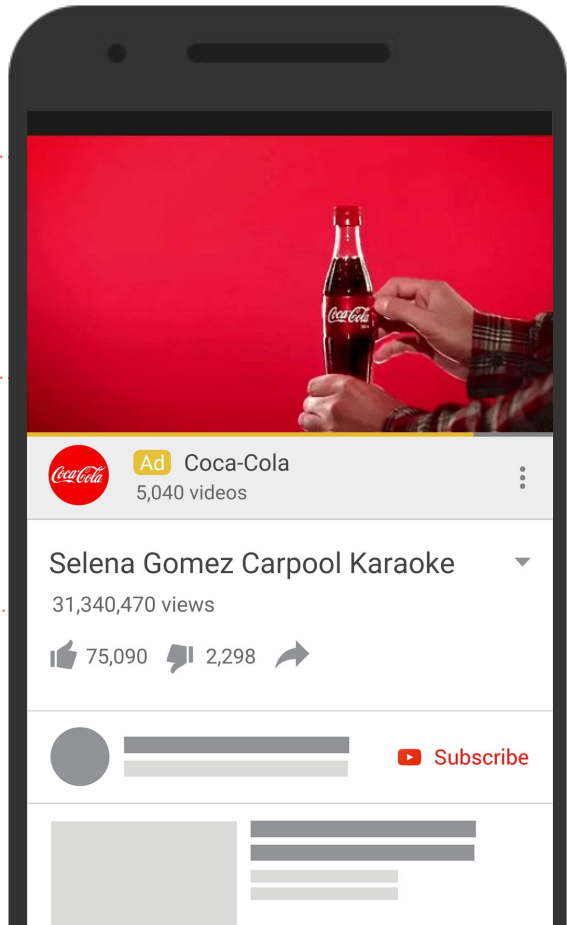
Benefits

Lowest CPM video format

Serves more frequently than other video formats

Greatest reach and frequency on mobile

Highly viewable



Objective

Reach

Quick 1+ reach

Copy

Up to 6s video / GIF / Static

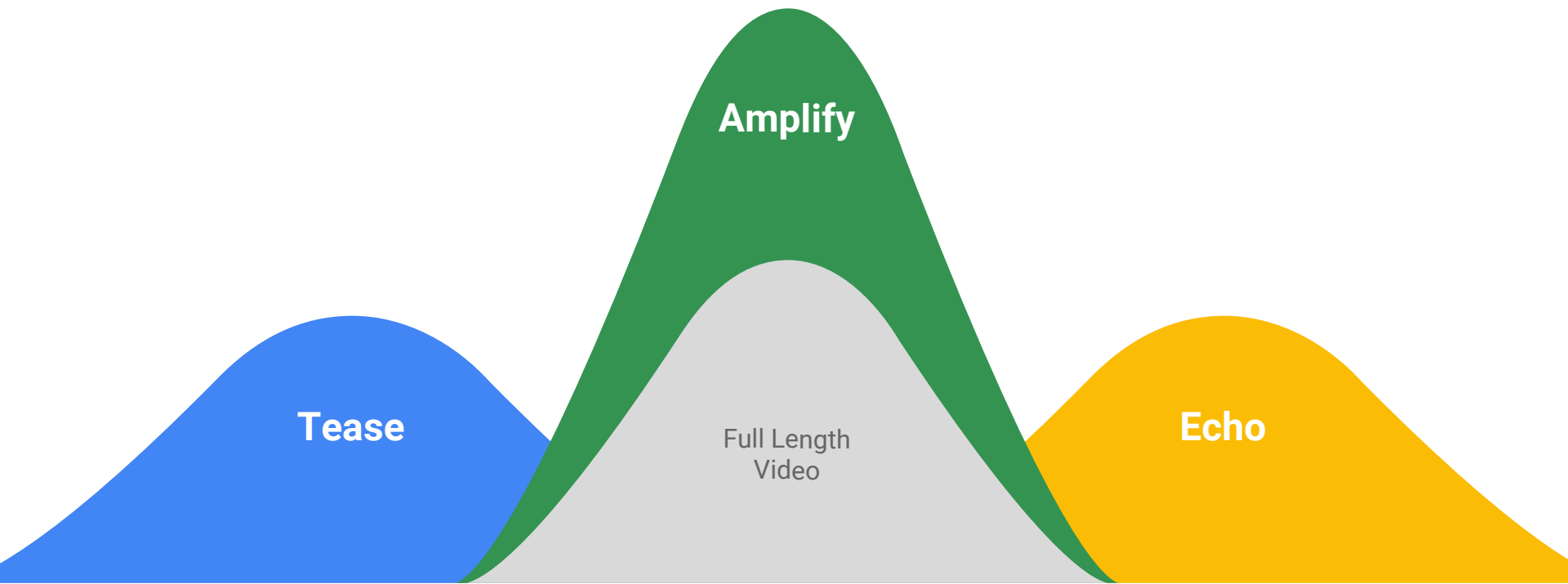
Judging Success

KPI Impressions

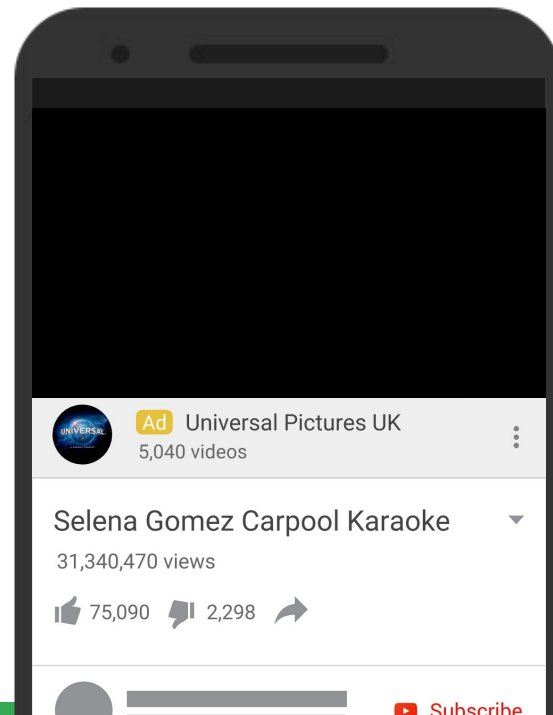
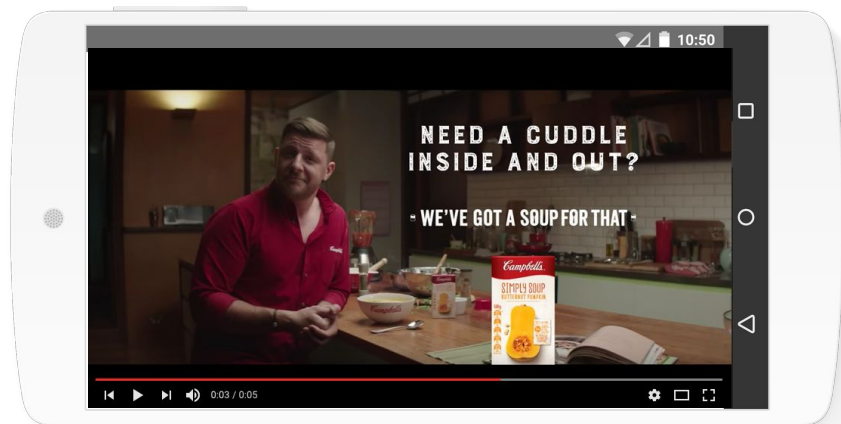
Measurement

- Unique Reach
- Brand Lift (Brand Awareness & Ad Recall)
- Viewability (Active View)

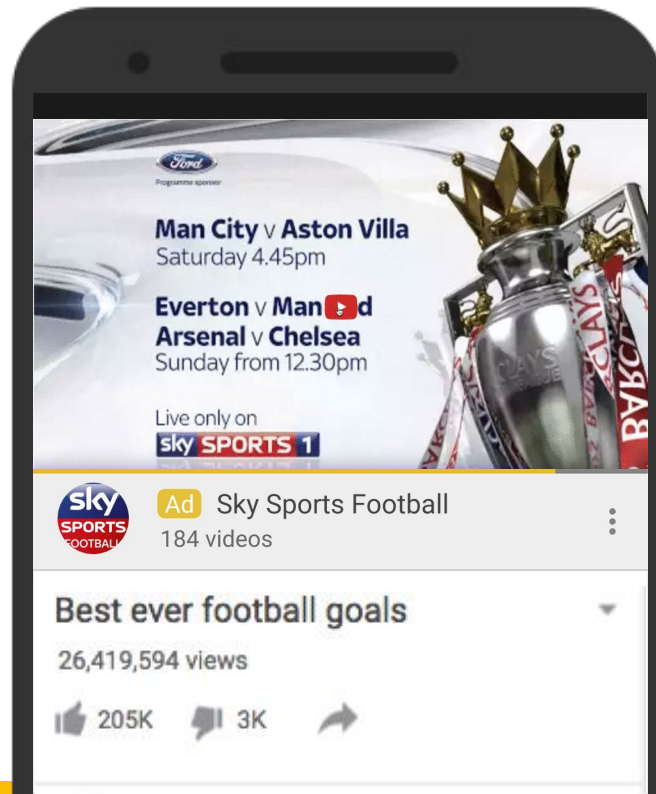
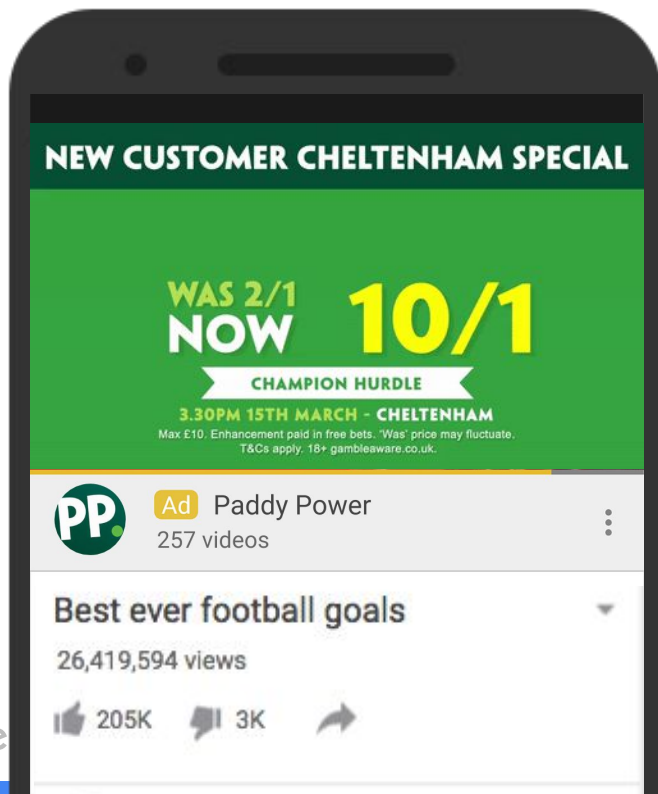
| Bumpers bolster campaigns



| Experiment with different versions



| They can also work by themselves



Branding

YouTube Brand Lift Studies

How does a Brand Lift Study work?

Robust methodology, easy implementation and near real-time results

1

Robust research design

Google technology creates
2 randomized groups



the **exposed** group
are people who will see your ads

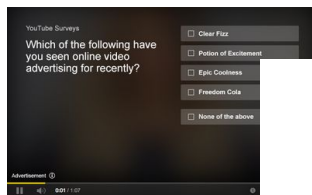


the **control** group
are people who were randomly
selected to see other ads

2

Tagless implementation

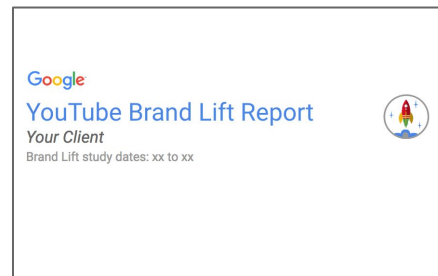
Serve a survey and/or analyze
organic searches on Google.com and
on YouTube.com to these 2 groups



3

Fast and free results

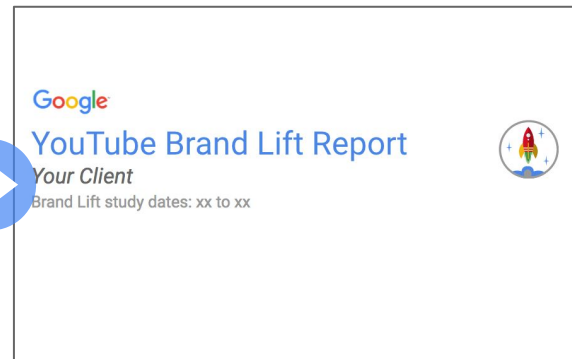
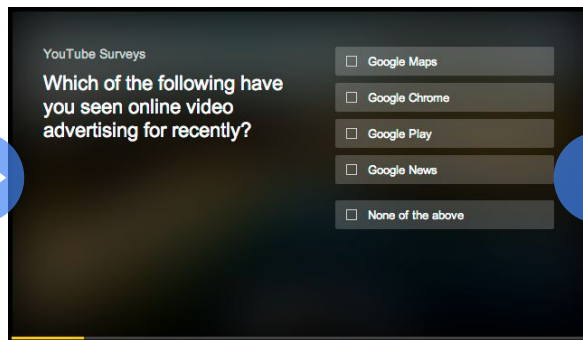
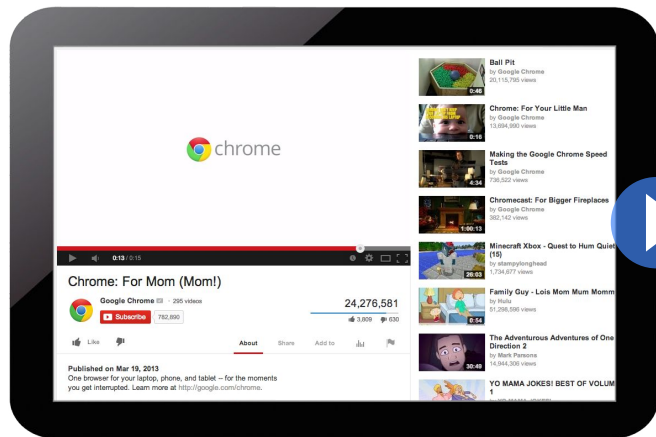
We gather the responses
and compute the results
as early as 2+ weeks*



Brand Lift Surveys

Measure the increase in **ad recall**, **brand awareness**, **consideration**, **purchase intent**, and **favorability**

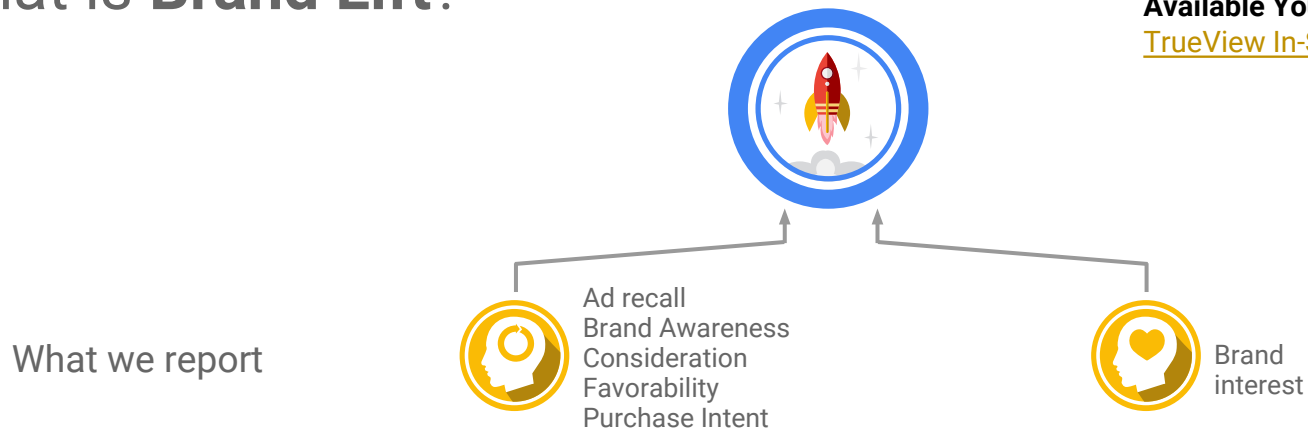
directly attributable to your TrueView campaign



What is Brand Lift?

Available YouTube ad formats:

TrueView In-Stream and Google Preferred



How we
measure it



Surveys



Organic Search Activity
(on Google and on
YouTube)

Which types of
questions will we
help answer



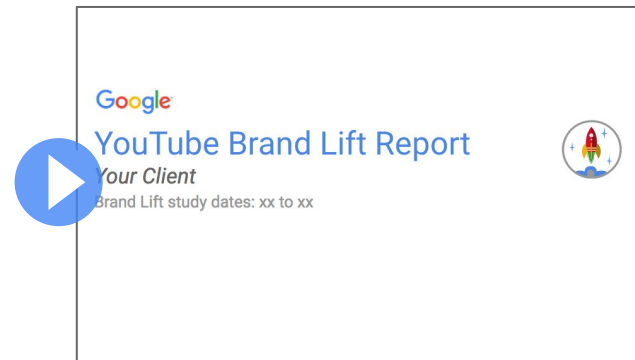
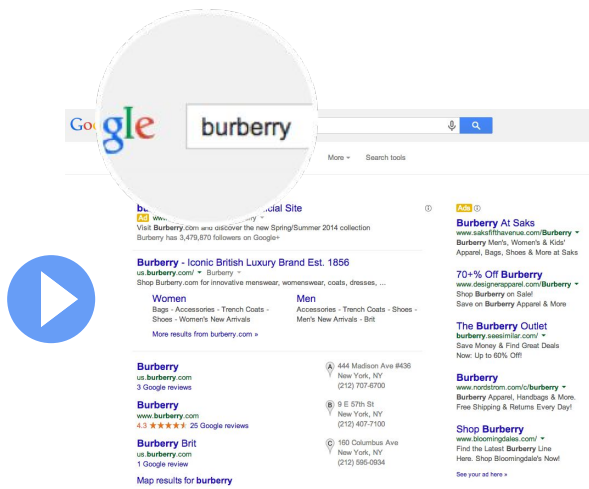
Which demo is driving
the highest lift in
brand awareness?



Is my campaign inspiring
consumers to search for
my brand or products?

Brand Interest

Measure the increase in **brand interest** on organic search activities directly attributable to your campaign



Choosing the right metrics and setting them up for success

Campaign goal	Brand Lift Metrics	When to use	What does it measure?
AWARENESS	Ad Recall	All eligible campaigns	How much more likely are users to remember seeing your ad after being exposed to it on YouTube.
	Brand Awareness	Brand / product launch; no call to action needed	The impact of your brand campaign on overall brand/product awareness.
	Brand Interest	All eligible campaigns	The impact of your brand campaign on organic search query volume on Google.com and on YouTube.com
CONSIDERATION	Consideration	When clear call to exist action to move consideration	How much more likely to considering your brand / product / service consumers are due to the exposure on YouTube.
	Favorability	when goal is Brand equity / positioning. Harder to move - think of it more longitudinally	How much more do consumers align with your Brand identity after exposure on YouTube.
ACTION	Purchase Intent	Clear call to action to move purchase / action	How much more likely someone is to choosing your brand/product after being exposed to an ad.

Thank you!