Google

Digitális márkaépítés az FMCG iparágban

2018.11.19.

Google

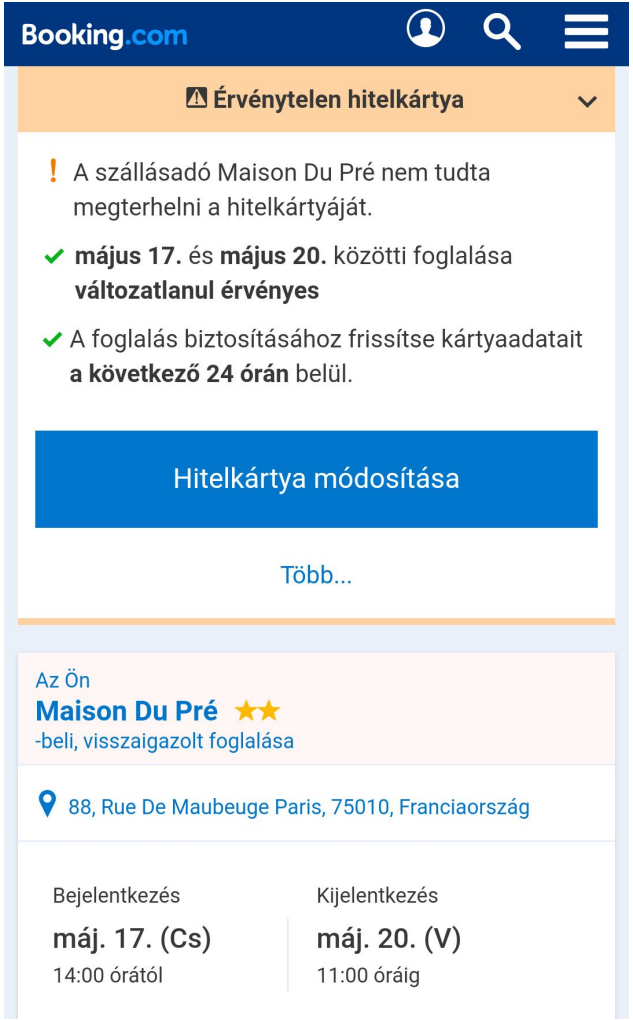
13:30-14:00	A digitális segítségnyújtás kora	Pécsi Boglárka	Marketing, Google Magyarország
14:00-14:40	Google Ads alapok (search, display)	Virág Csilla	Account Strategist, Google Ireland
14:40-15:00	YouTube Ads alapok	Valu Róbert	Digital Consultant, Google Magyarország
15:00-15:10	Szünet	-	
15:10-15:50	YouTube tartalom marketing	Bozán András	Videómarketing - YouTube szakértő, tanácsadó
15:50-16:10	YouTube felmérés 2018	Kovács Péter	Agency Sales Manager, Google Magyarország
16:10-16:40	Digitális marketing stratégia készítés	Vajda Éva	ügyvezető - vezető tanácsadó iWebMa Magyarország
16:40-17:10	Google Analytics esettanulmány	Vajda Éva	

Google

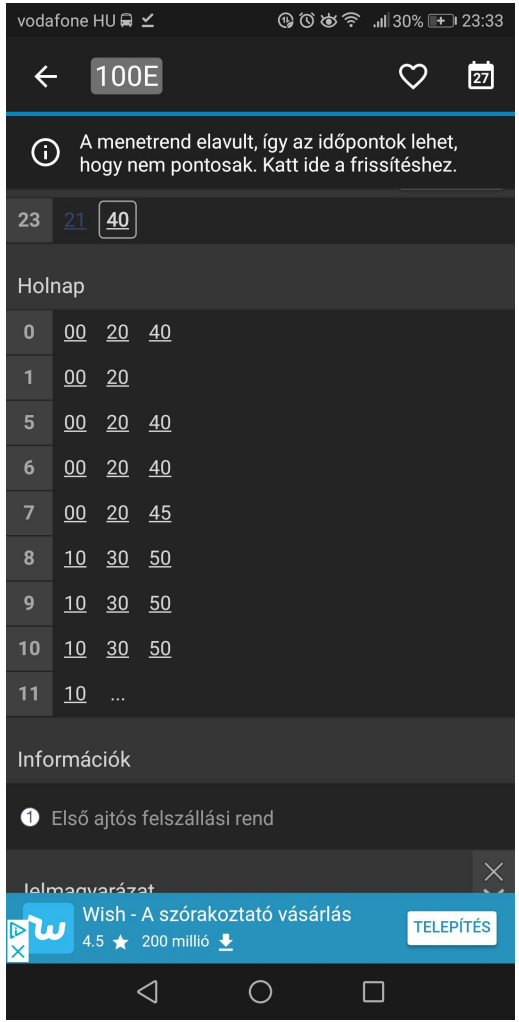
Age of Assistance - Machine Learning

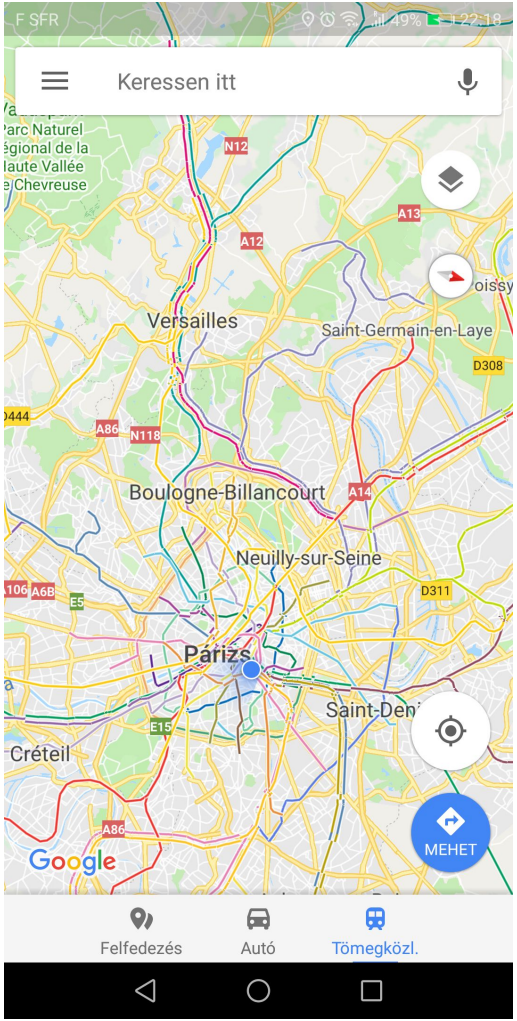
Boglárka Pécsi - Marketing, Google Magyarország

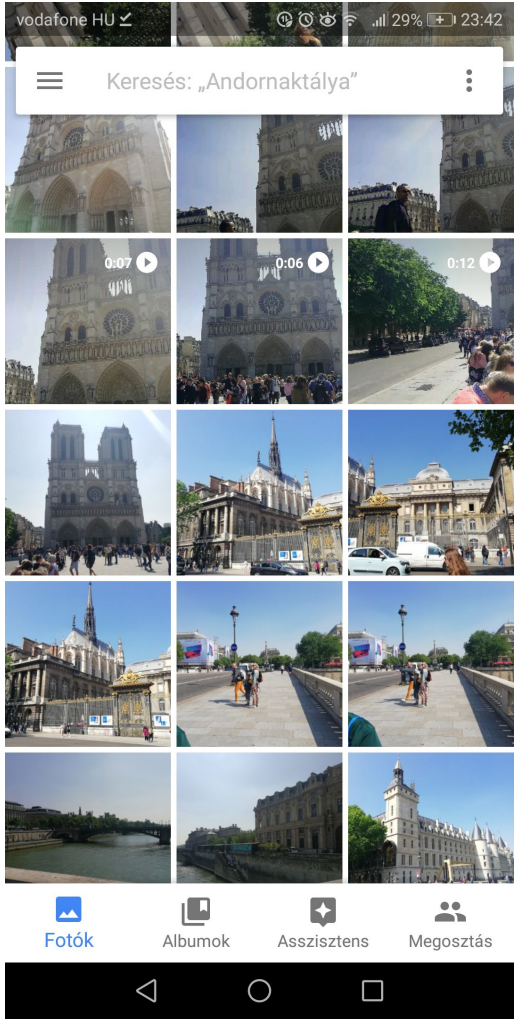
we no longer go online,
we live online


Booking.com
Érvénytelen hitelkártya
A szállásadó Maison Du Pré nem tudta megterhelni a hitelkártyáját.
május 17. és május 20. közötti foglalása változatlanul érvényes
A foglalás biztosításához frissítse kártyaadatait a következő 24 órán belül.
Hitelkártya módosítása
Több...
Az Ön
Maison Du Pré ★★
-beli, visszaigazolt foglalása
88, Rue De Maubeuge Paris, 75010, Franciaország
Bejelentkezés
máj. 17. (Cs)
14:00 órától
Kijelentkezés
máj. 20. (V)
11:00 óráig

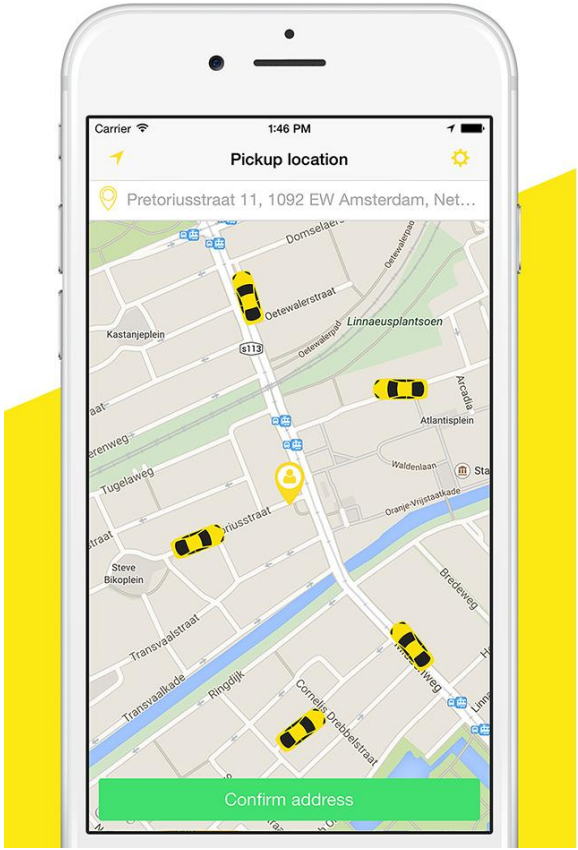
vodafone HU
31% 23:30
Párizs
21°
Helyenként felhős
27° / 17°
Frissítve 15 perce
AccuWeather
Most 0:00 1:00 2:00 3:00 4:00
21° 19° 19° 19° 18° 18°
Máj. 28., Holnap 27° / 17°
Máj. 29., K 25° / 16°

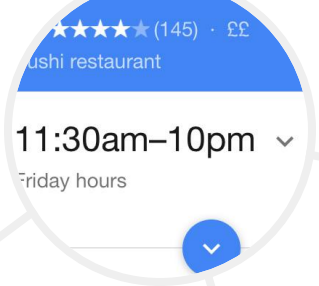

vodafone HU 30% 23:33
100E
A menetrend elavult, így az időpontok lehet, hogy nem pontosak. Katt ide a frissítéshez.
23 21 40
Holnap
0 00 20 40
1 00 20
5 00 20 40
6 00 20 40
7 00 20 45
8 10 30 50
9 10 30 50
10 10 30 50
11 10 ...
Információk
Első ajtós felszállási rend
Wish - A szórakoztató vásárlás
4.5 ★ 200 millió
TELEPÍTÉS

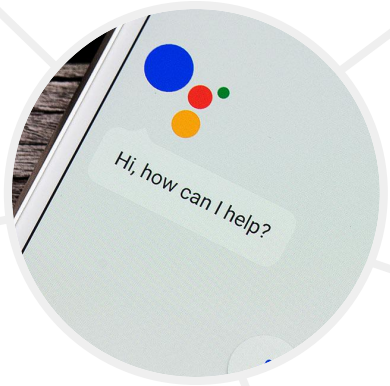


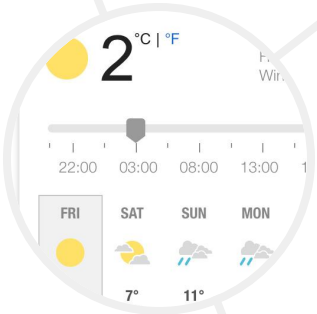


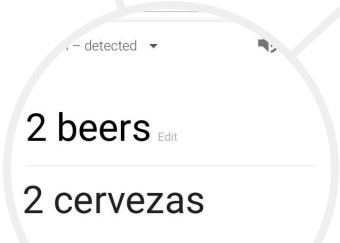
Get your taxi at the push of a button







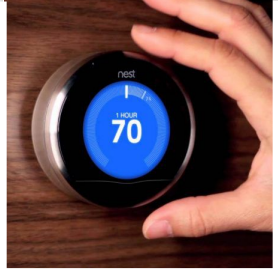




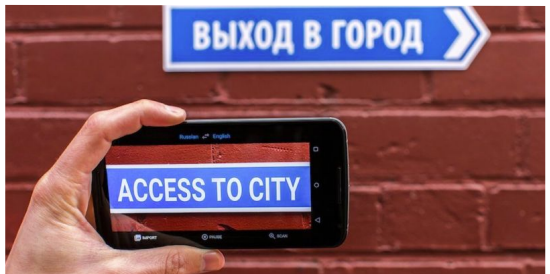
Age of Assistance

Proprietary + Confidential

Hi, how can I help?


nest
70

Search movies, TV, and more
WHIPLASH


ВЫХОД В ГОРОД
ACCESS TO CITY

A quick exercise….try to finish the sequence…

a. 3 – 9
b. 4 – 16
c. 8 – 64
d. 9 – ?

Google

Did you get 81? How?

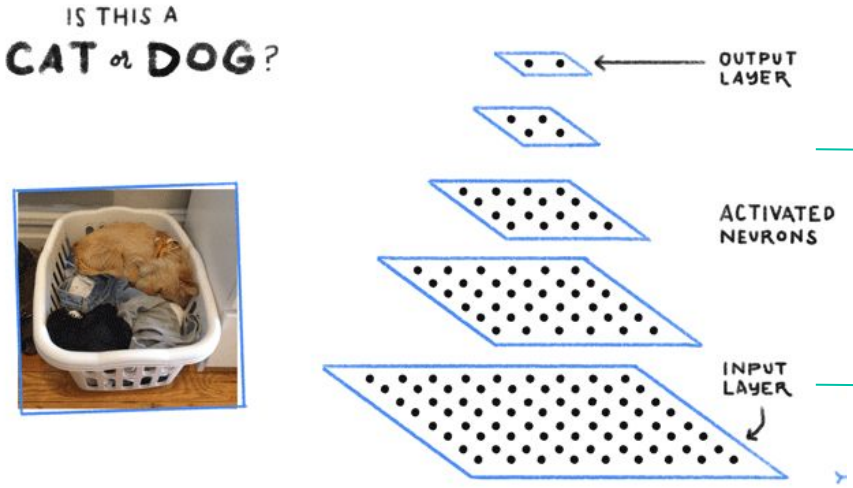
You took a-c, learned, and applied that learning to example d.

Learning:

That's exactly the kind of behavior that we are trying to teach to machines.
We are trying to teach machines to **"Learn from Experience"**.

Google

How ML works: Teaching a computer to recognize a dog on YouTube



The last layer, called the connected layer, summarizes all this analysis and gives the probability of whether it is looking at a dog.

A third layer is trying to conceptualize what these shapes represent (for instance, is it an animal or something else?).

Another layer is trying to understand what shapes it is looking at.

The sensors of the neural network might start by understanding what edges and colors it is looking at.

Google

Virtual Assistants

Traffic Predictions

Online Fraud Detection

Delivery Services

Unique recommendations

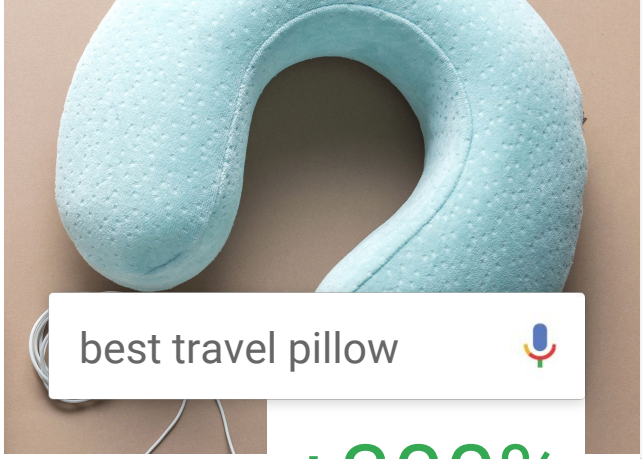
Google

Curious

Demanding

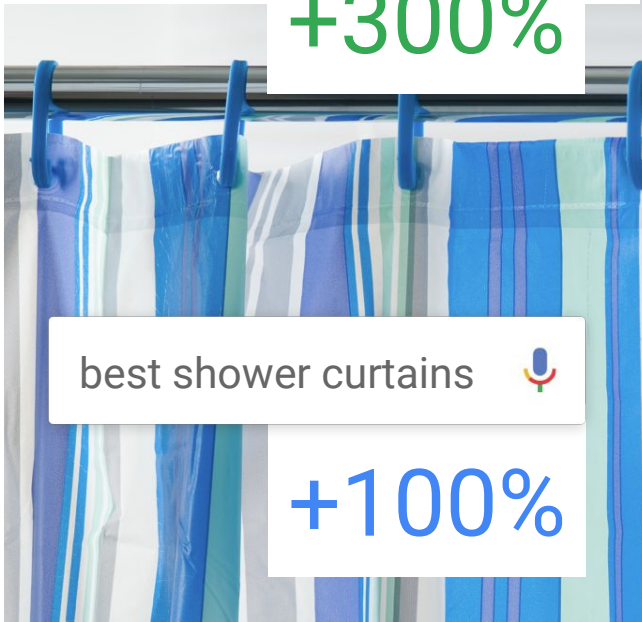
Impatient

best olive oil
+110%

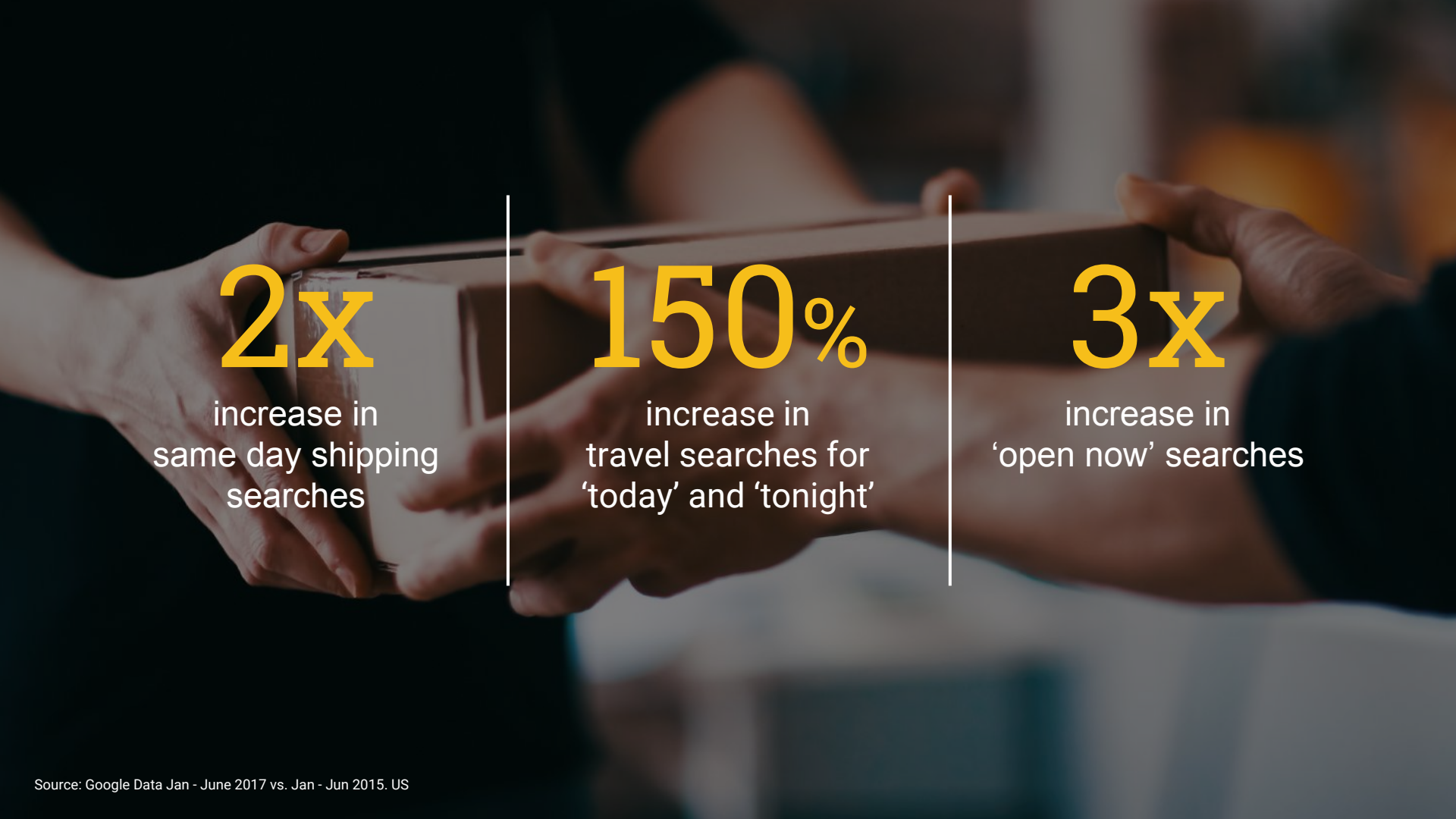

best travel pillow
+300%

best toothbrushes
+100%
Source: Google Data, US, Jan - Jun 2015 vs. Jan - Jun 2017.

best umbrellas
+150%


best shower curtains
+100%

Source: Google Data, US, Jan-Jun 2017



Source: Google Data Jan - June 2017 vs. Jan - Jun 2015. US

ASSISTANCE
is the new
BATTLEGROUND
FOR GROWTH

ASSIST

SHOW UP

WISE UP

SPEED UP

SHOW UP

TARGET

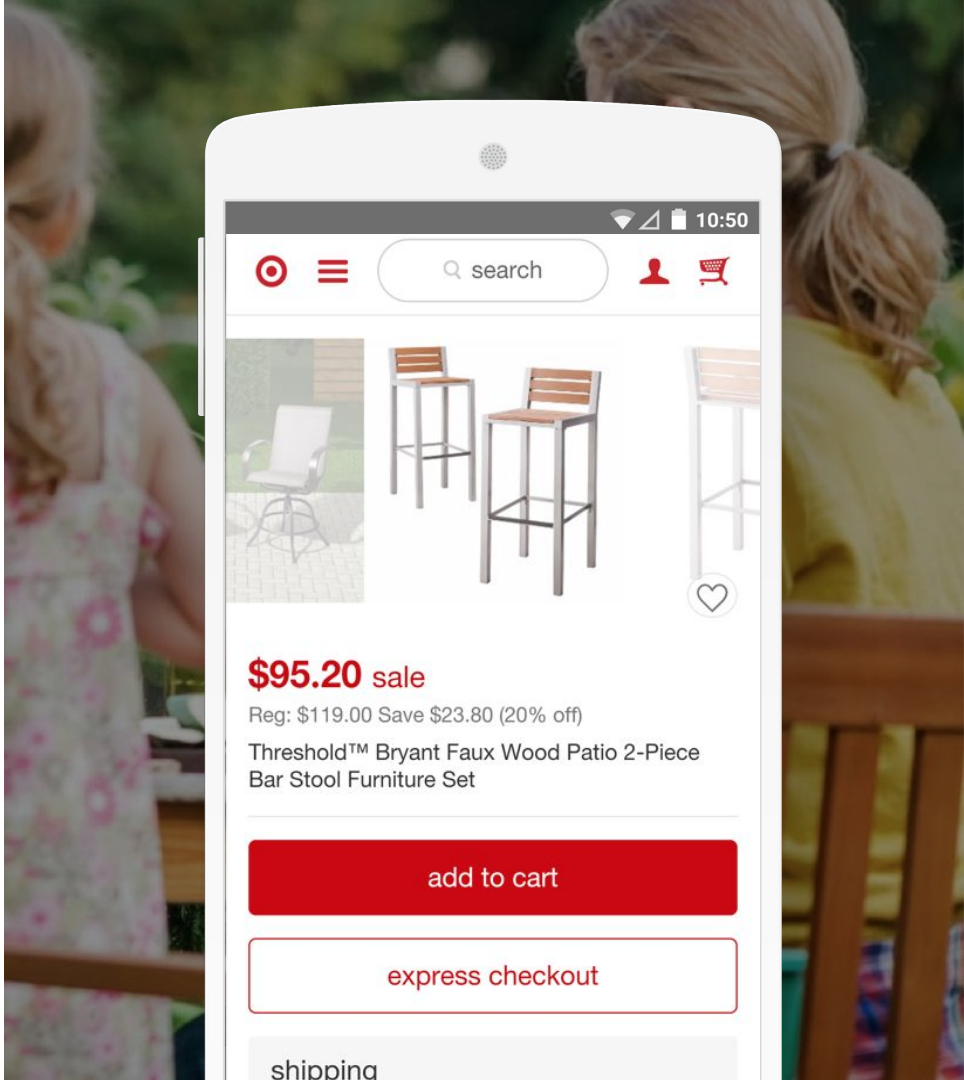
1 in 3

people who click on mobile search ad **end up in store**

Omnichannel shoppers spend

3x

more than those who shop in a single channel



Google

WISE UP

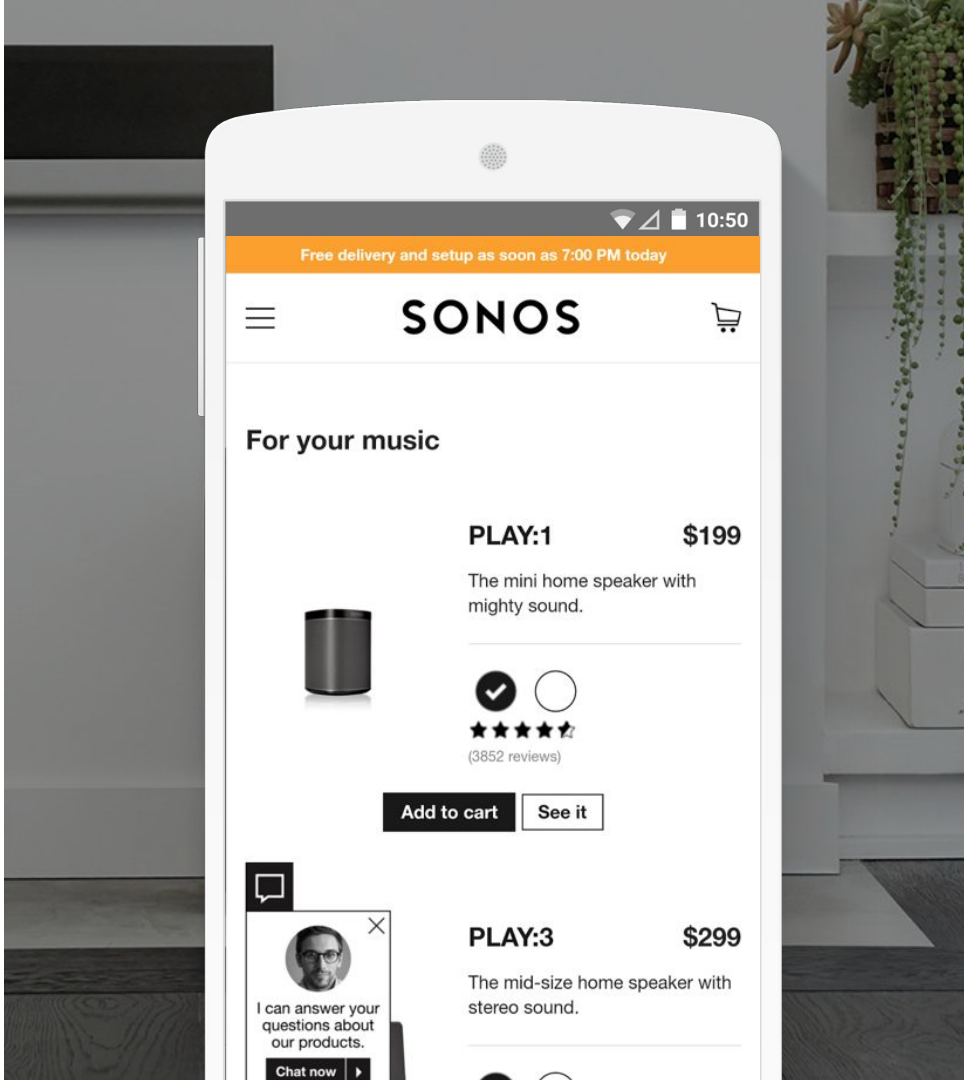
SONOS

37%

lift in purchase intent

420%

lift in people searching for Sonos



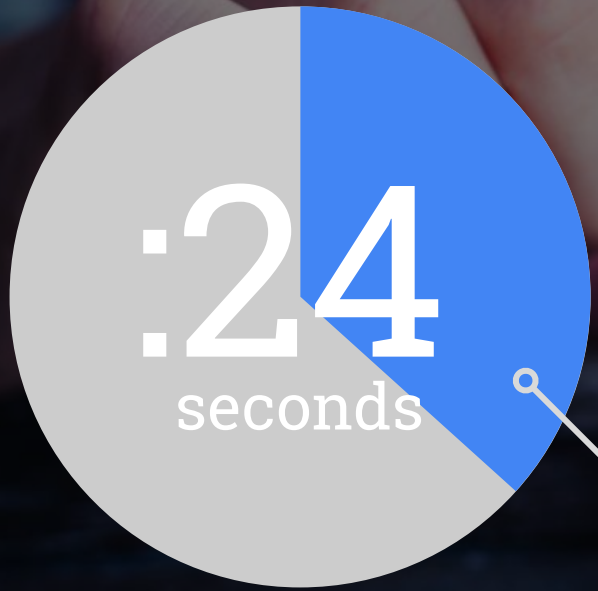
Google

SPEED UP

Would you **wait** in this line?

Confidential + Proprietary

Source: Google Data, Global, March 2016.



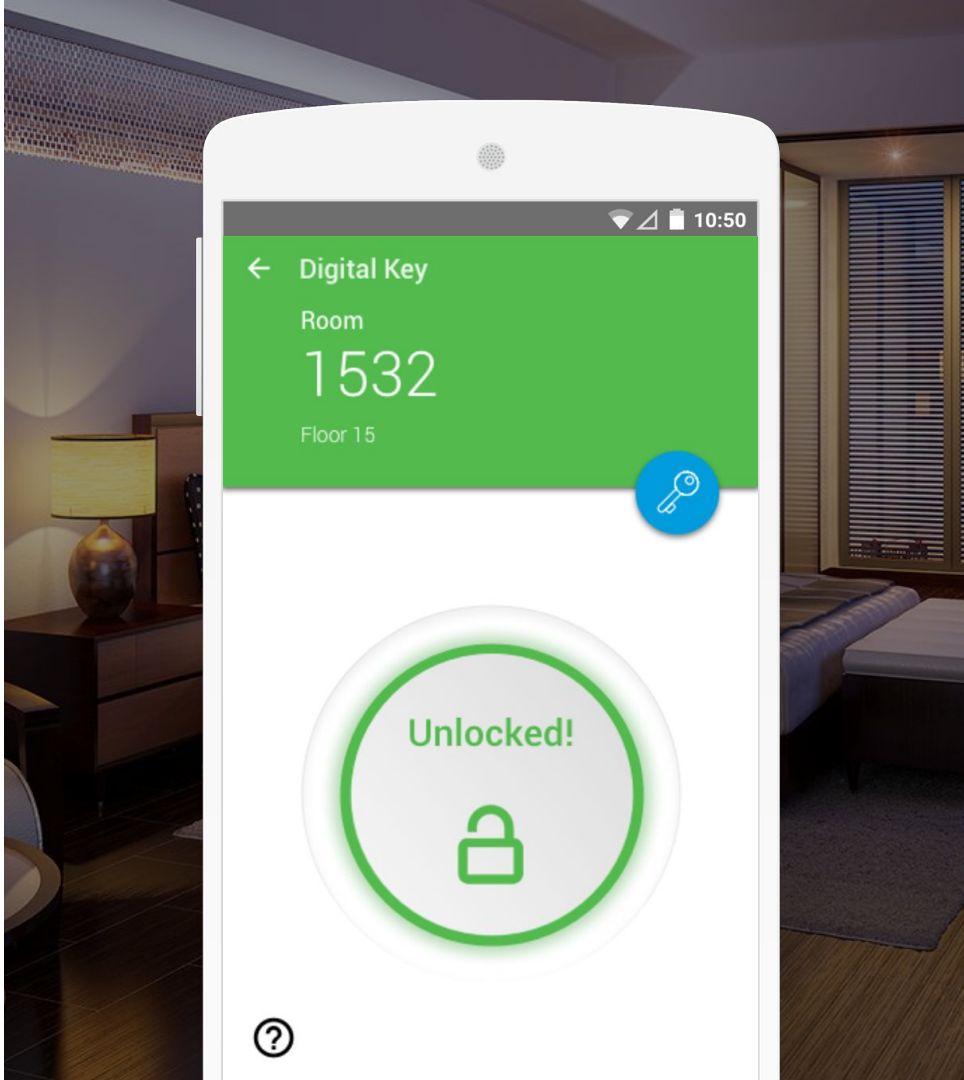
The average time it takes to fully load a mobile page

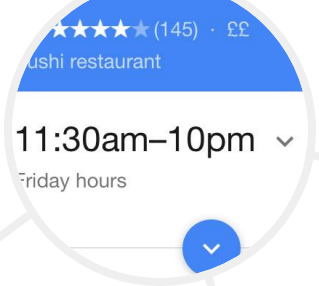
Source: Google Research, Webpagetest.org, U.S., Sep. 2017.

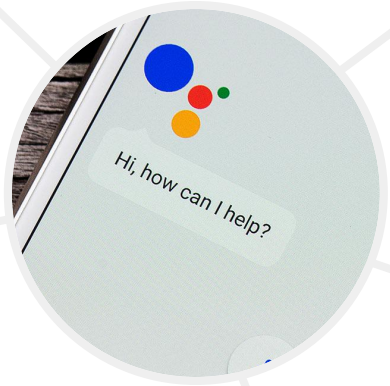
Hilton
HOTELS & RESORTS

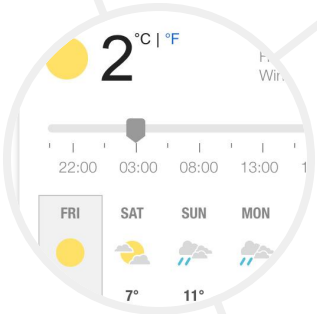
Hilton anticipated customer needs and created personalized experiences via their hotel app where customers can select their rooms before arrival, check-in, and even unlock the hotel room door with their mobile phones.

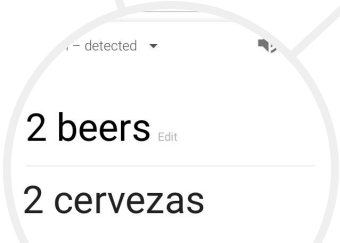
Soon, your phone will be the digital remote that controls the temperature and connects the TV to your music or video streaming accounts. You will also be able to track how far your room service and see it coming down the hall via an icon in the app.











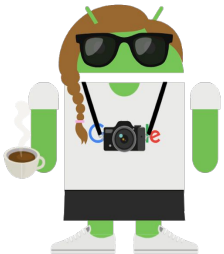
Age of Assistance

Proprietary + Confidential

Thank You!

Google

Google’s Advertising Solutions

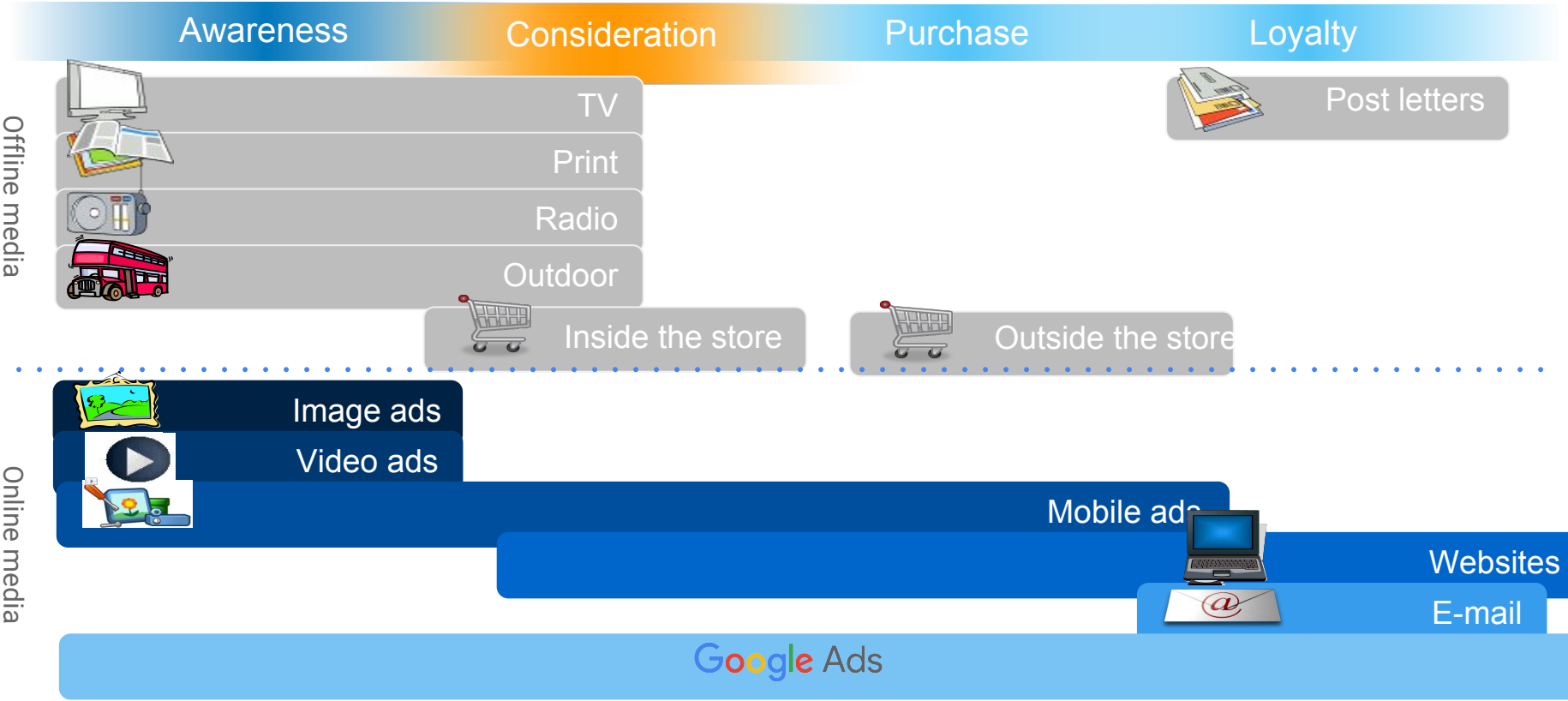


Csilla Virág
Online marketing strategist, Google

Proprietary + Confidential

Right message
Right person
Right context
Right medium

Customer journey



Confidential & Proprietary

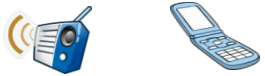
How are these networks connected?

67% of the internet users check online a product they saw/heard via offline media

Image/video/text ads raise brand awareness,, the users want to find out more

Offline

Print TV



Audio Mobil

Google Display Network

By clicking on the ad the user gets to the website

89% of the customers search online for a product, and 63% of them purchase it offline

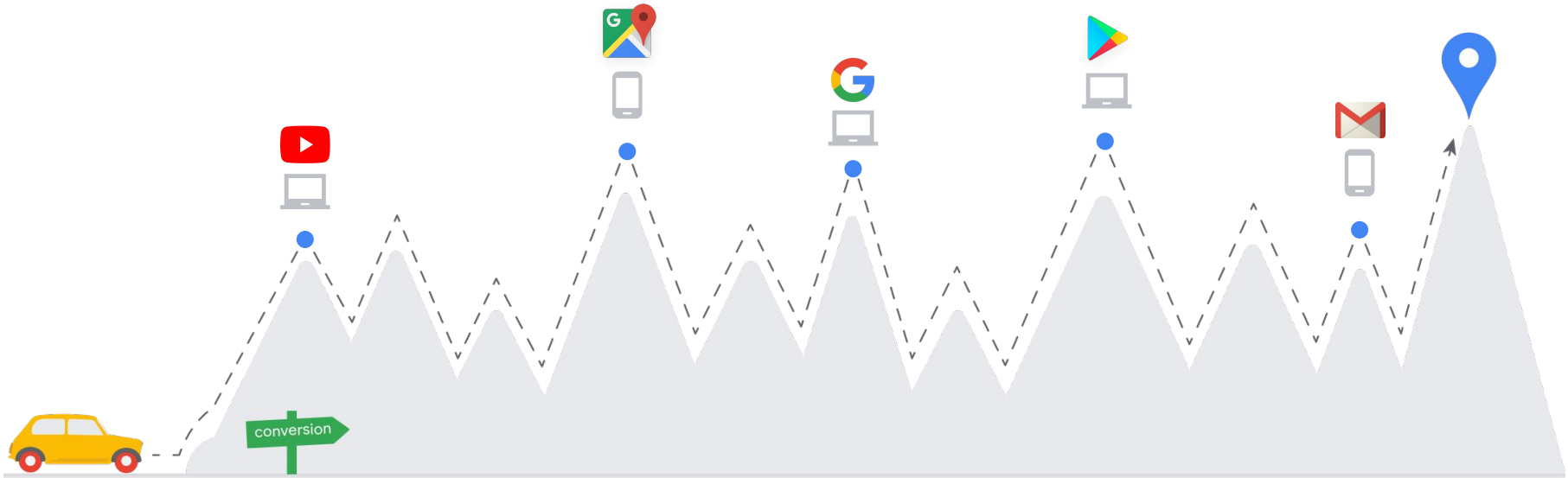
Google Display Network
- Hundreds of thousands of advertisers and websites
- Different targeting methods

Confidential & Proprietary

Proprietary + Confidential

Your potential customers no longer follow a linear path to conversion

Customers consult an average of **10 sources** **before making a purchase**,[1] and **90%** **of them switch between devices and platforms** to complete tasks.[2]



[1] Google/Shopper Sciences, Zero Moment of Truth Macro Study, April 2011
[2] Google, The New Multi-Screen World Research, 2012; McKinsey & Co. 2013

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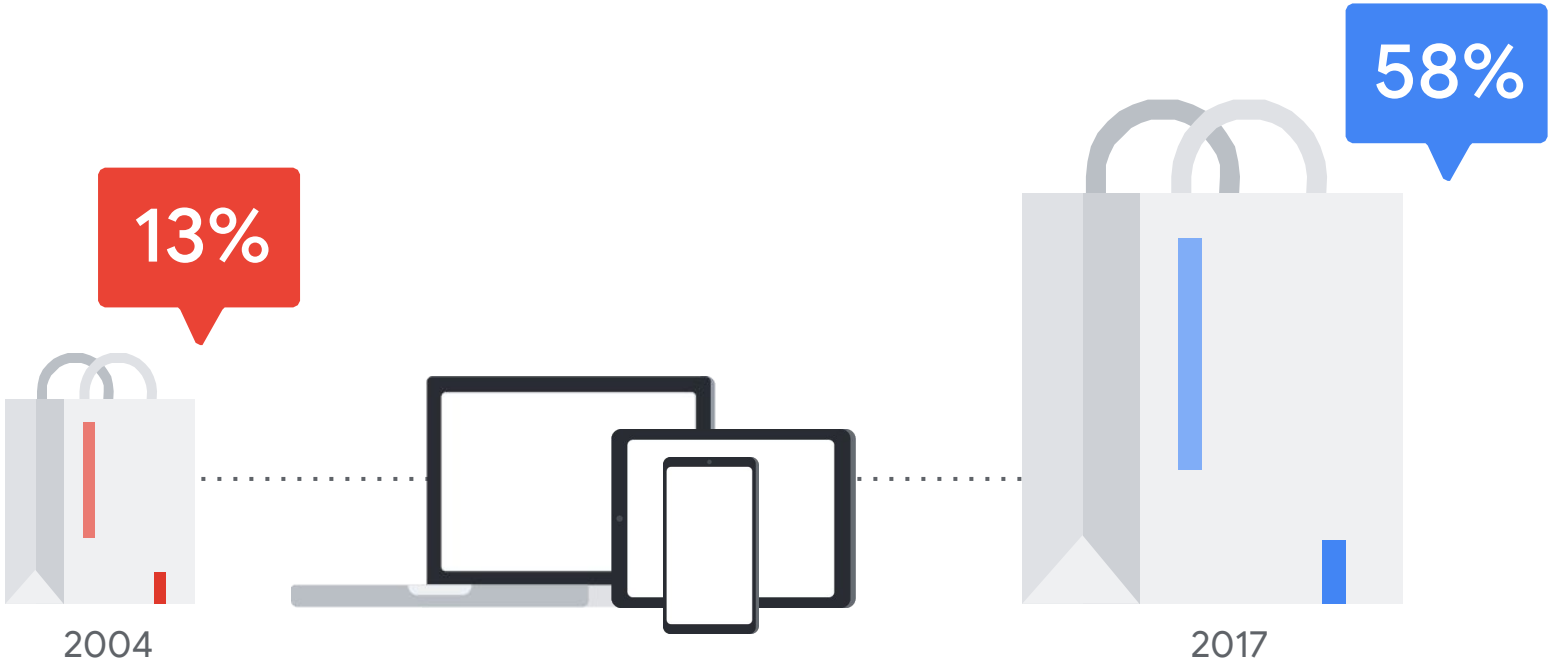
Consumers are increasingly turning to digital for offline decisions



Source:
Forrester Web-Influenced Retail Sales Forecast 2004 & 2017

How Google Search Works

Proprietary + Confidential

3.5 billion

searches happen on Google each day

Google

Google

Proprietary + Confidential

Each Search Has a Unique Context

Device

Location

Time

Objective

Proprietary + Confidential

...And Comes From a Unique Person

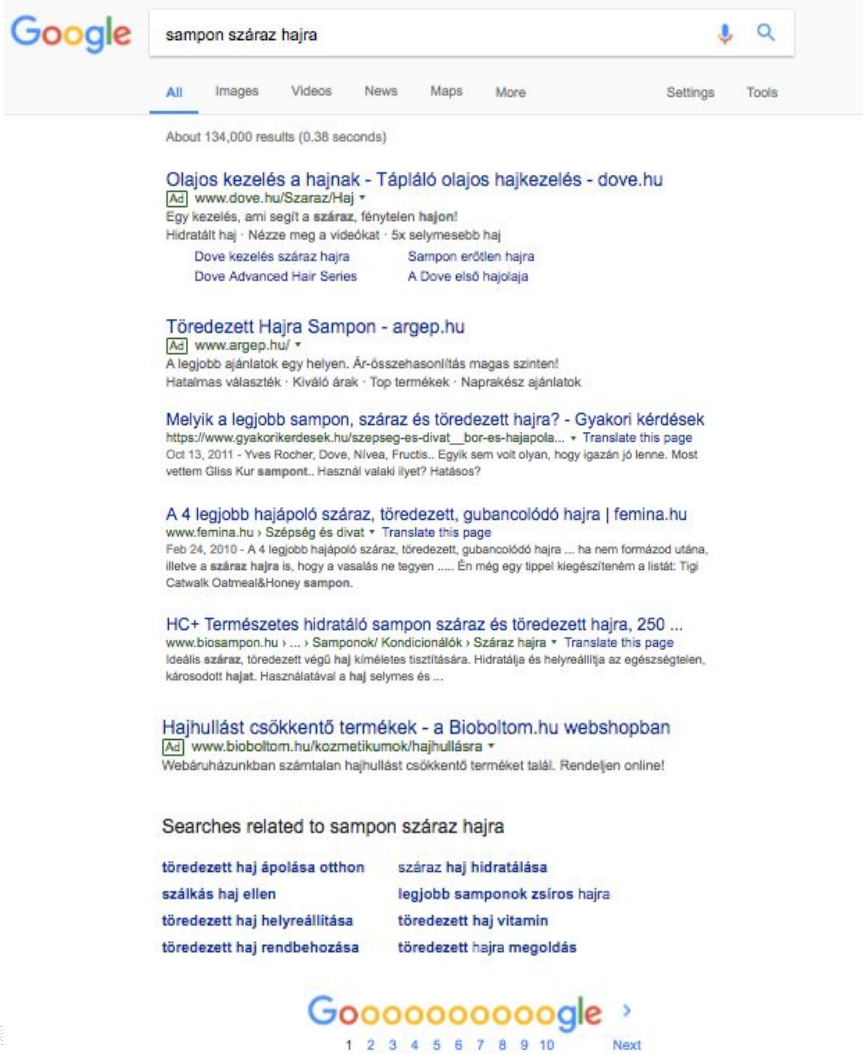
I-Want-to-Know

Moments

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

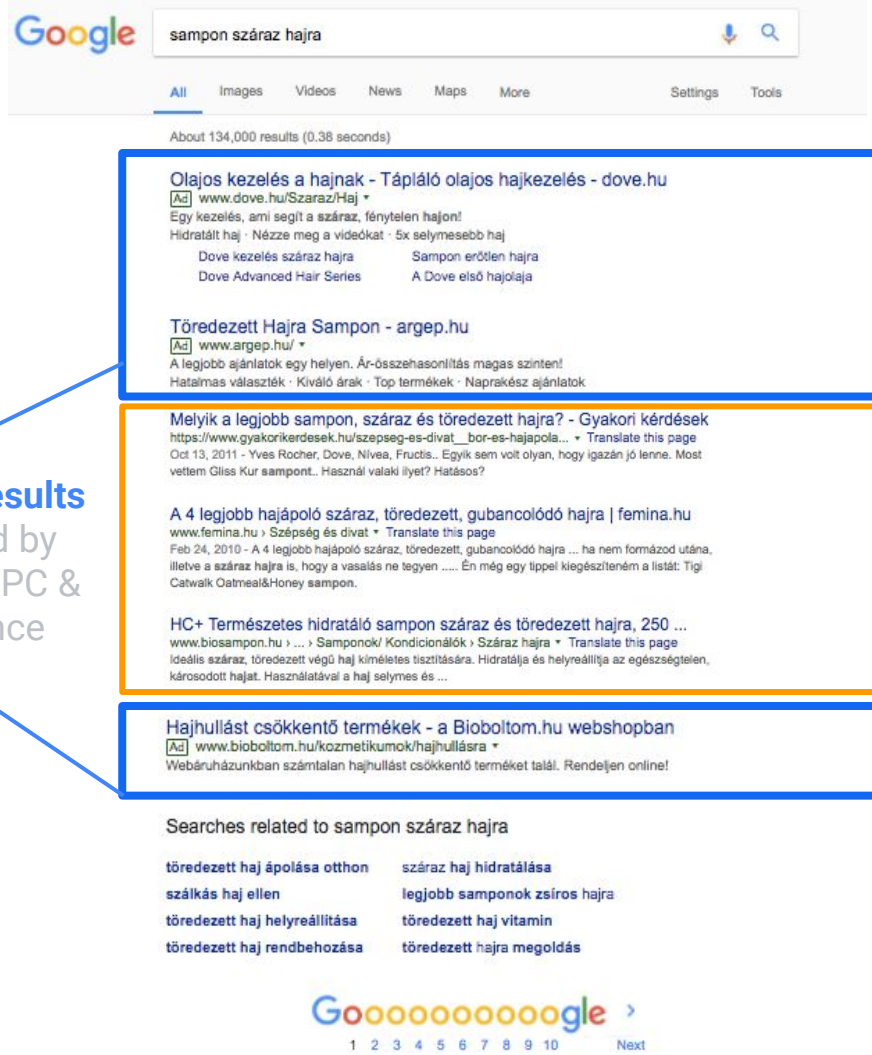
Google Internal Data, US, August 2015.

Proprietary + Confidential



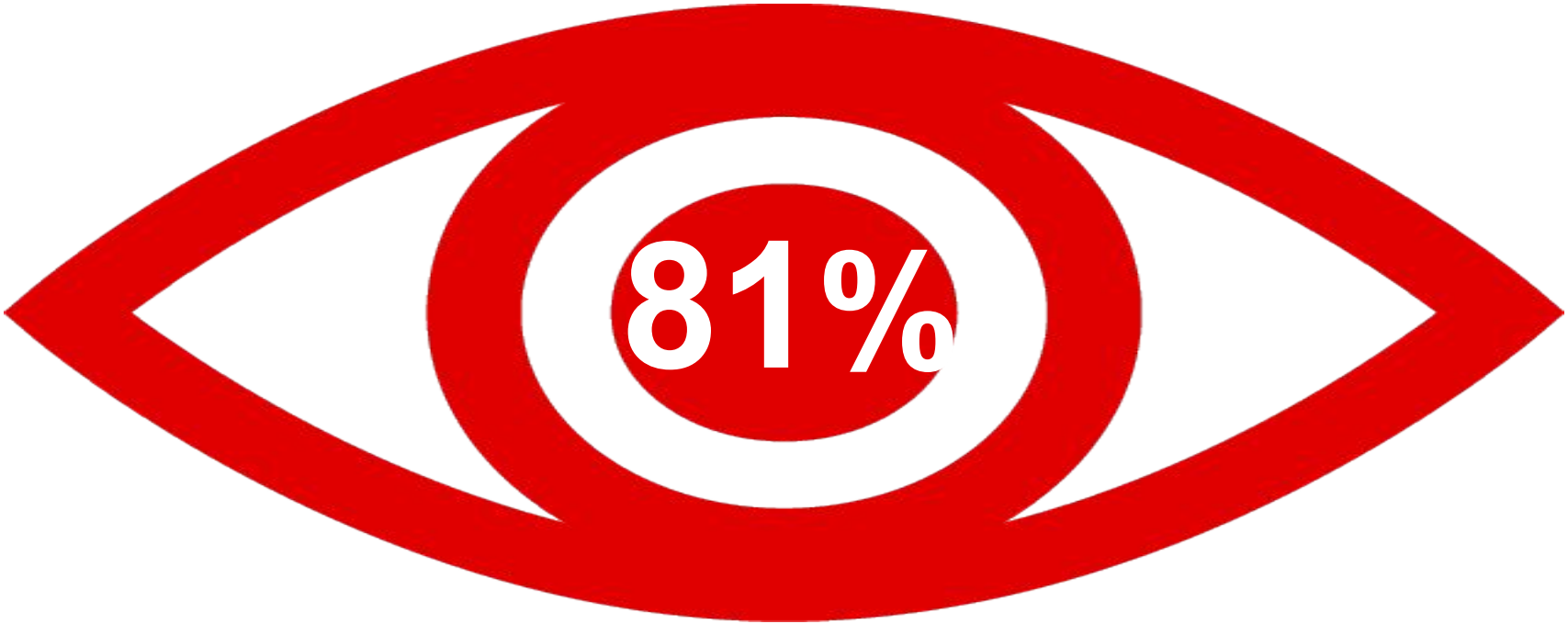
Google

Proprietary + Confidential



Paid results
Ranked by max. CPC & relevance

Organic results
Ranked by relevance



Agree that search results influence their perception on brands

Weber Shandwick, “The company behind the brand. In reputation We Trust, “ May 3 2012

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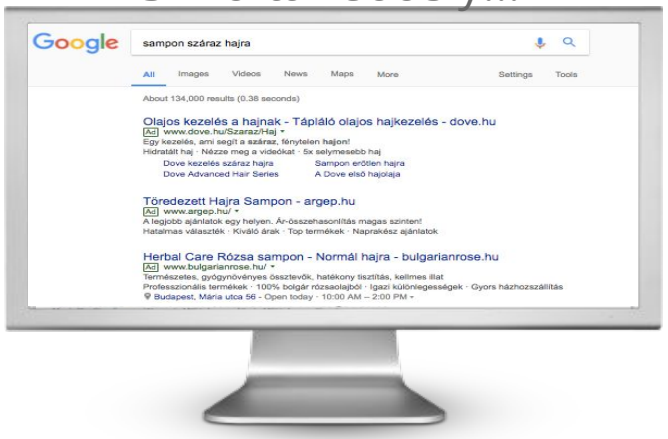
Keep them engaged with you, not competitors

Simultaneously…



77% 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

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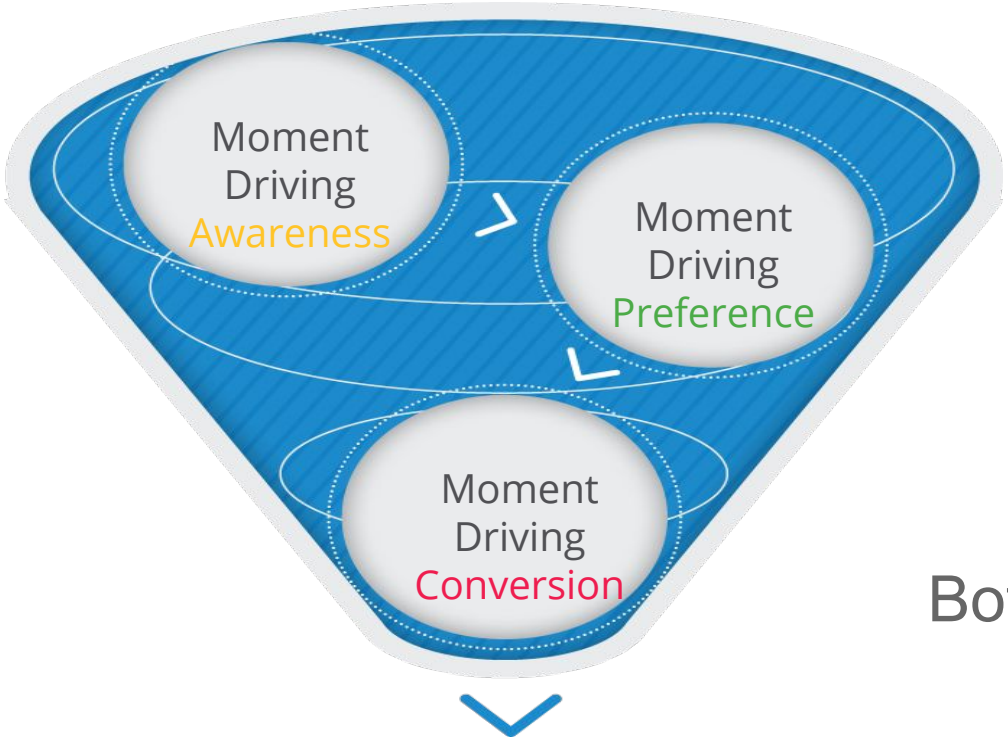
Use both generic and brand keywords for ...

Upper funnel



Bottom funnel

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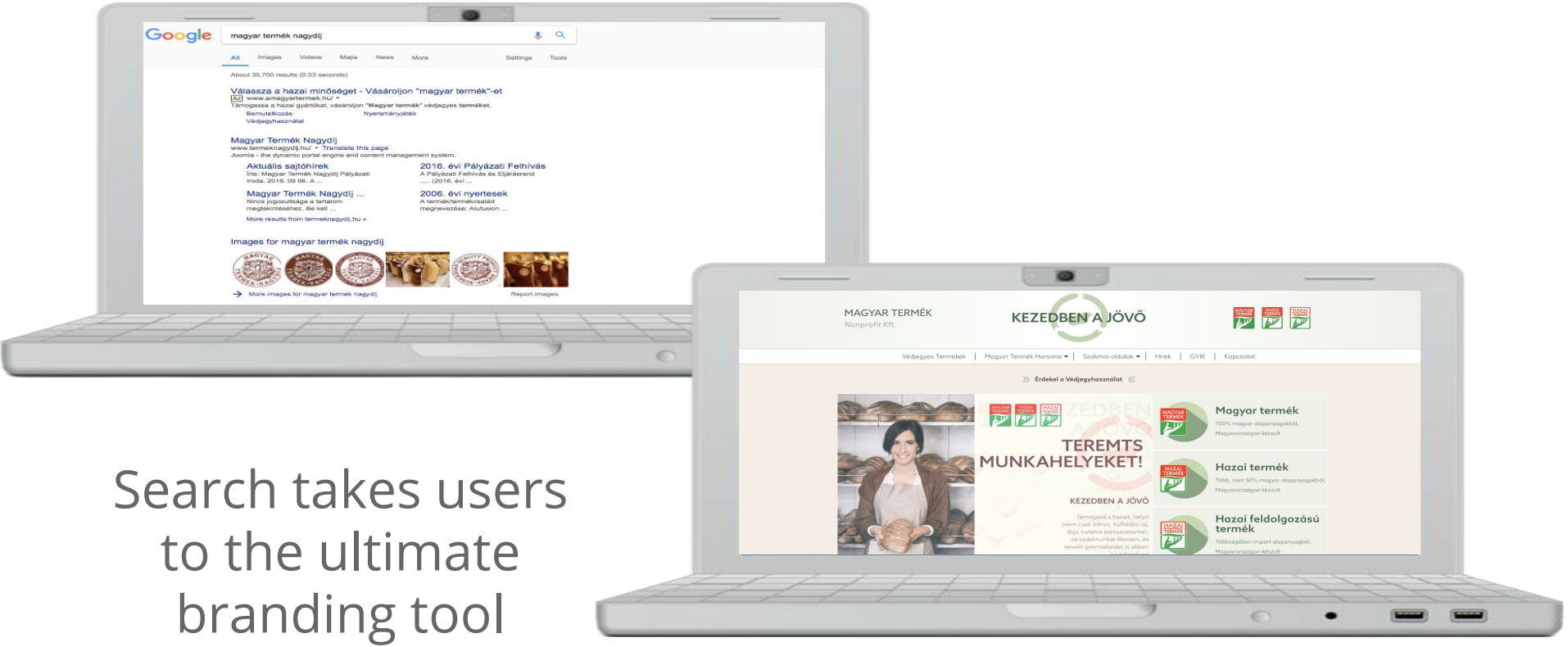


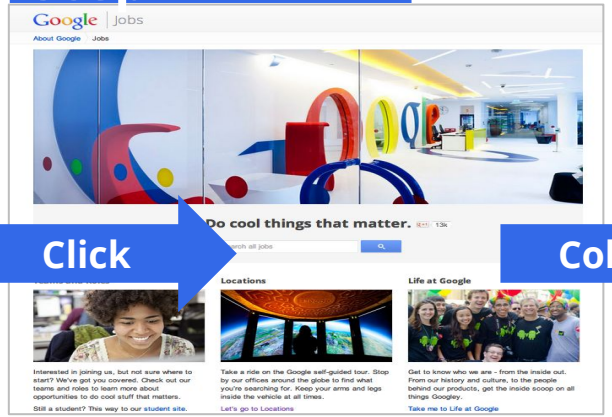
Search takes users to the ultimate branding tool

Confidential & Proprietary

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

Click

Remarket to users who visited your site when they later perform relevant searches on Google.com.

Step 2

Collect

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

Customize

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.

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Close the Conversion Loop with **RLSA (Remarketing List for Search Ads)** and branded search

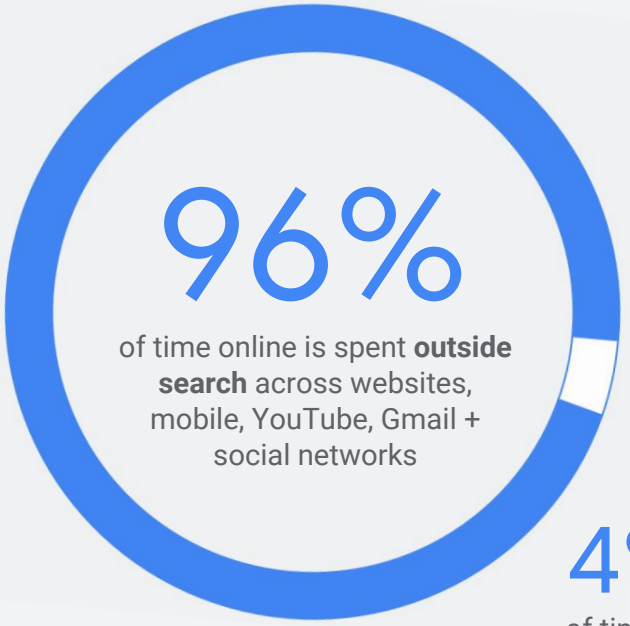
Prior visitors that started the shopping cart process can still be converted in subsequent searches.

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

Up-sell and cross-sell

Confidential & Proprietary

The challenge is, how do you connect with consumers when they aren't necessarily searching for you?



4%

of time online is spent **searching proactively** (~3 minutes/hour)*

*Source: "State of the Media: The Social Media Report," Nielsen, 14 September 2011

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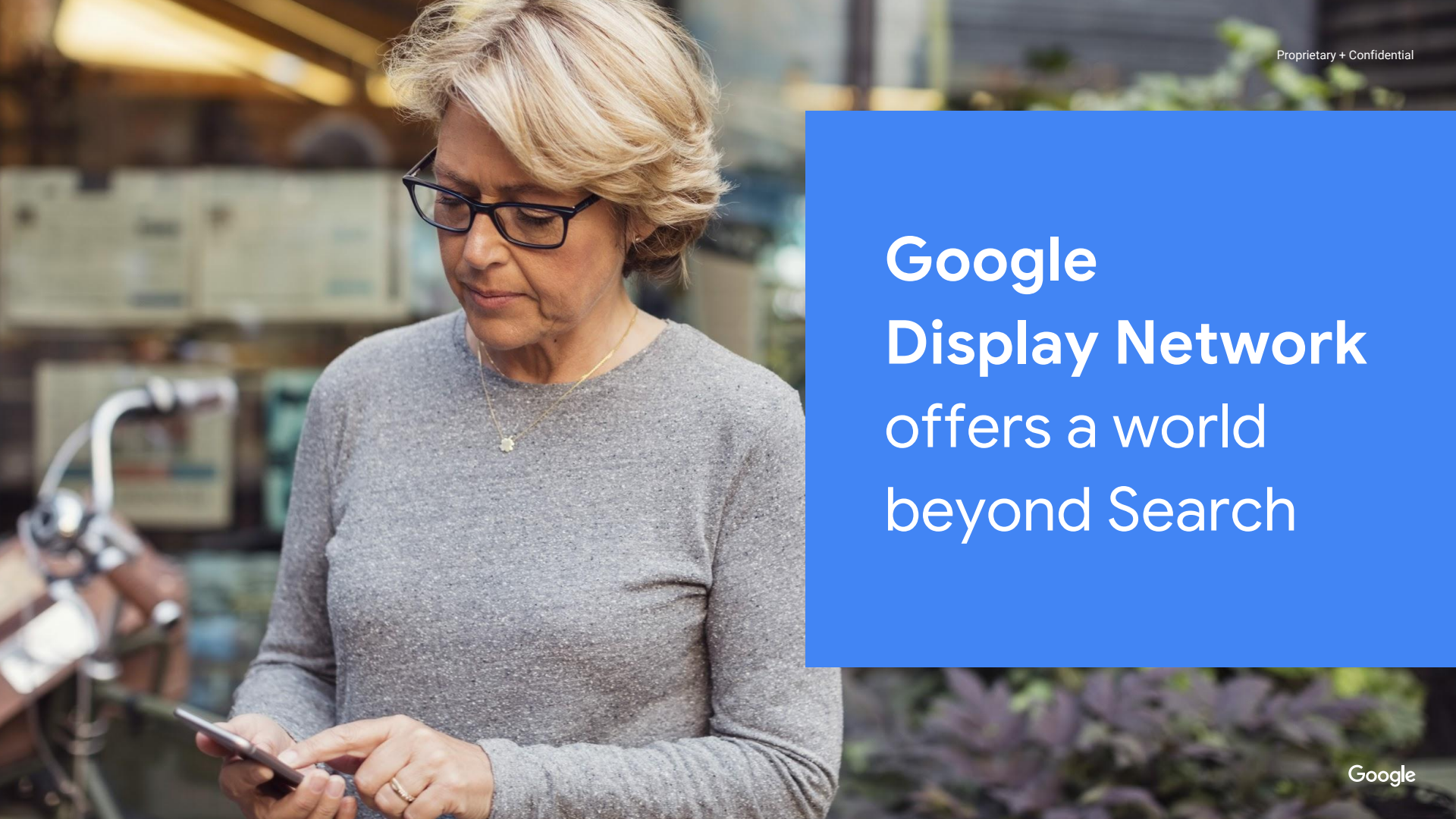


Google Display Network offers a world beyond Search

Reach potential customers at an **unprecedented scale**, including users who aren't actively searching for you.

We help you reach customers at all points in the buying cycle - from discovery to purchase.

Reach over 95% of **global internet users** on Google Display Network across **3M+ websites and apps***

*Source: Google Internal Data

Proprietary + Confidential

Customize your ads to tailor your messaging using our **rich user intent signals** and reach customers in the moments that matter.

These signals help us to understand who your audience is, where they are and what they like.

With **1B+ users** on each of our **seven properties**, we have access to real-time user intent signals*

*Source: Google Internal Data

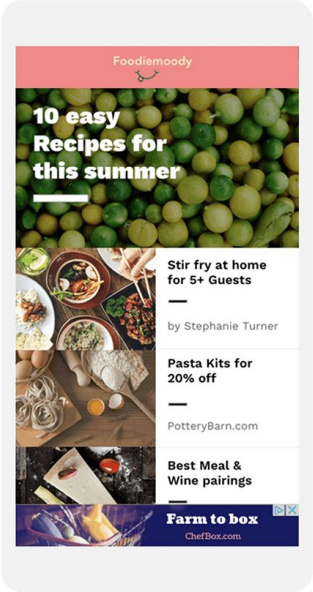
Proprietary + Confidential

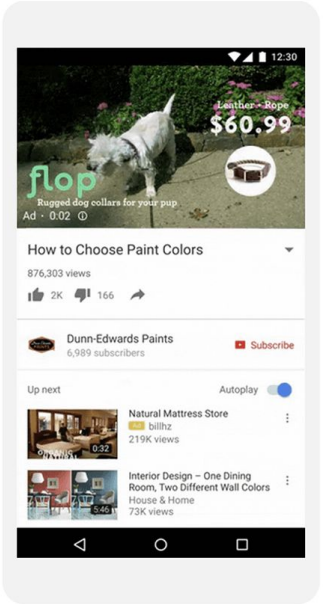
Powerful **Machine Learning** technology leverages user signals to drive results by making informed decisions at a scale that would not have been possible manually.

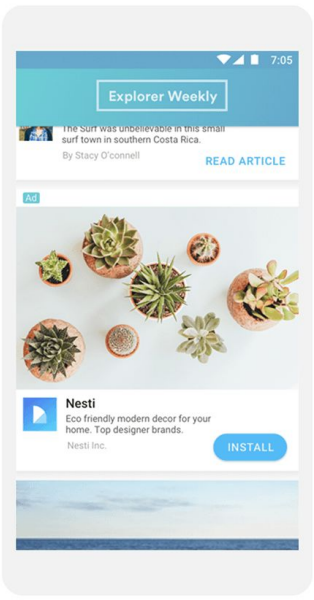
How do I find my ideal **audience**?
What **message** do I show my audience?
How much should I **bid** in each auction?
How can I **measure** my campaign effectiveness?

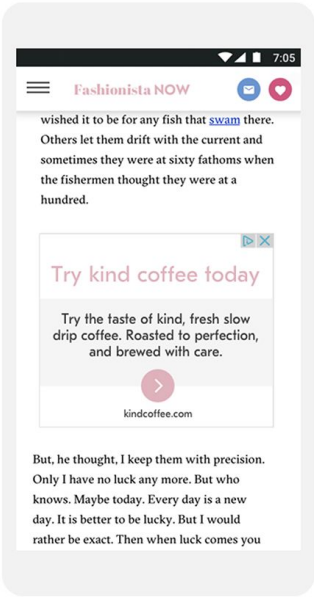
Proprietary + Confidential

Work faster, work smarter and win more









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

Proprietary

There are deeper layers
to who we are

Confidential & Proprietary

Google

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’

Google

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.

Google

Confidential & Proprietary

HOW IT WORKS:

Audiences Updated in **Real-Time**

Reach the most relevant people based on the freshest possible data

---

Users no longer showing active intent are removed

Fresh audiences are updated **immediately**

INTENT

NO ACTIVE INTENT

INTENT

NO ACTIVE INTENT

INTENT

HOW IT WORKS:

Google Audience Insights uncover your optimal audience

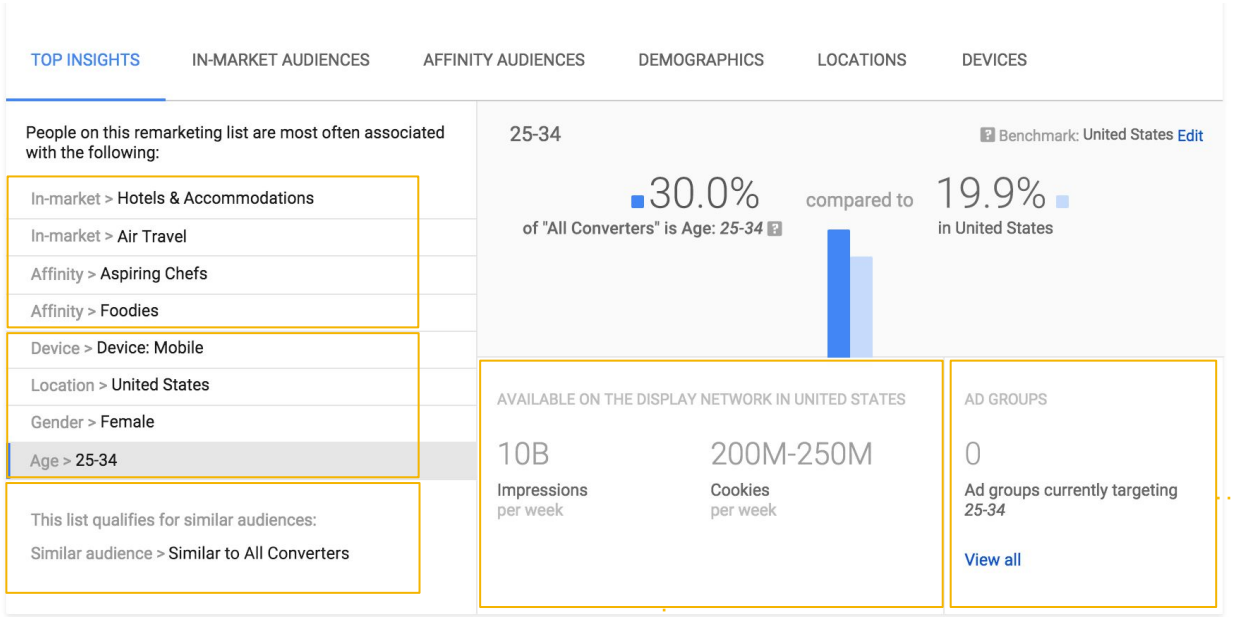
Who are my best customers?

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

Confidential & Proprietary

Proprietary + Confidential

Understand and take action on your most valuable users with the new Google Ads Audience Insights Report



Google

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

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

Confidential & Proprietary

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

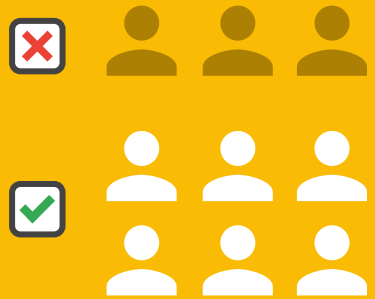
Confidential & Proprietary

Unlock the power of your customer data

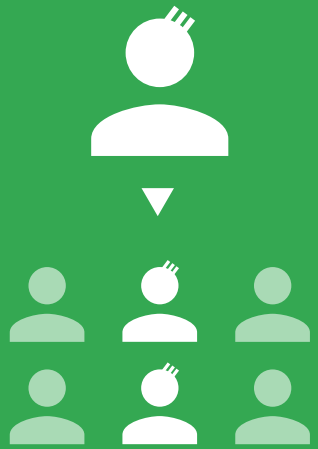
Realize the full value of your customer data

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

Proprietary + Confidential

We can auto-optimize for you behind the scenes

Automated Bidding

Increase conversion volume, flexible to goal — CPA, ROAS

Analyze user behavior — statistical sig of 140B auctions

Adjust bids in real-time — 70M unique variables in each auction

Dynamic Creative

Location Signals

Demographics

Device Recognition

Intent Signals

Auto-fit on Any Screen

300 x 250

336 x 280

3x sizes

95% of inventory placements

People, when it **matters.**

I-Want-to-Go

90% of searches for "what time does [store] open/close" are happening on mobile.

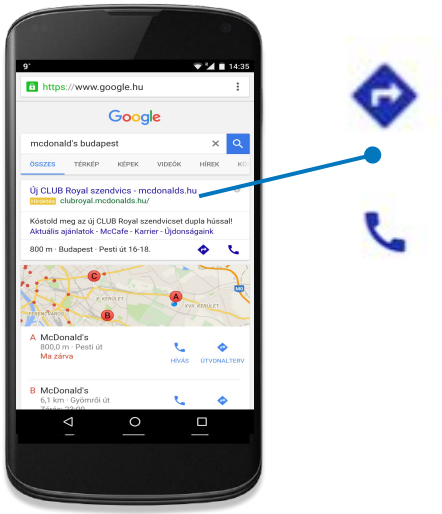
Google Internal Data, U.S., August 2015.
Based on mobile devices with full browsers.

Customize your ad with extras

Call extensions and location extension

Generate calls to your business directly from your search ads

Help customers find your locations



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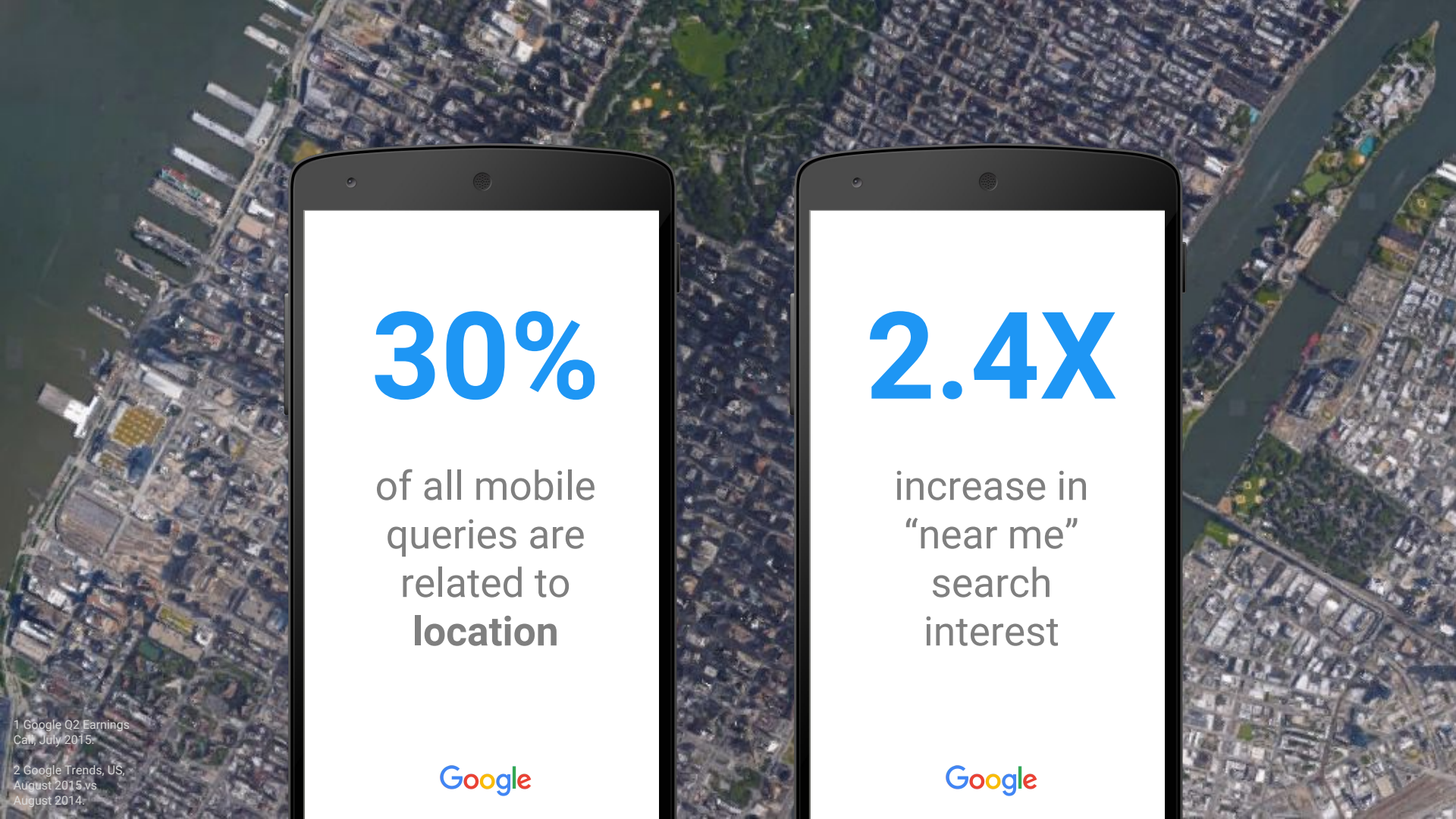
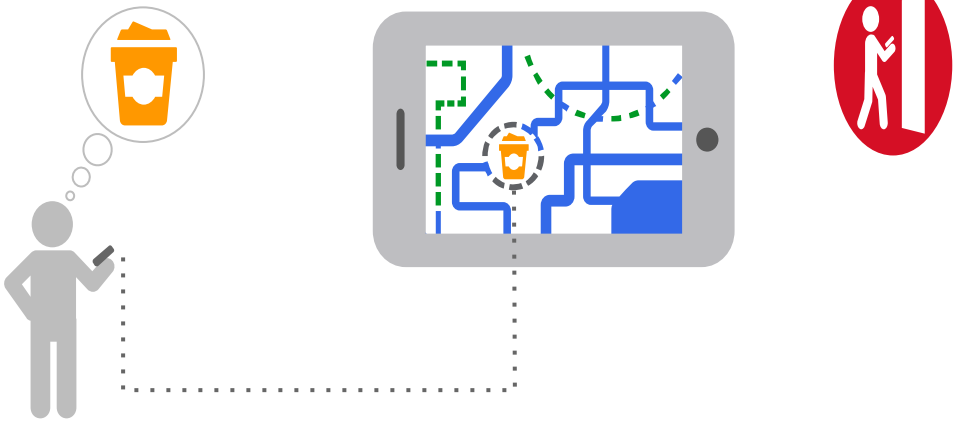
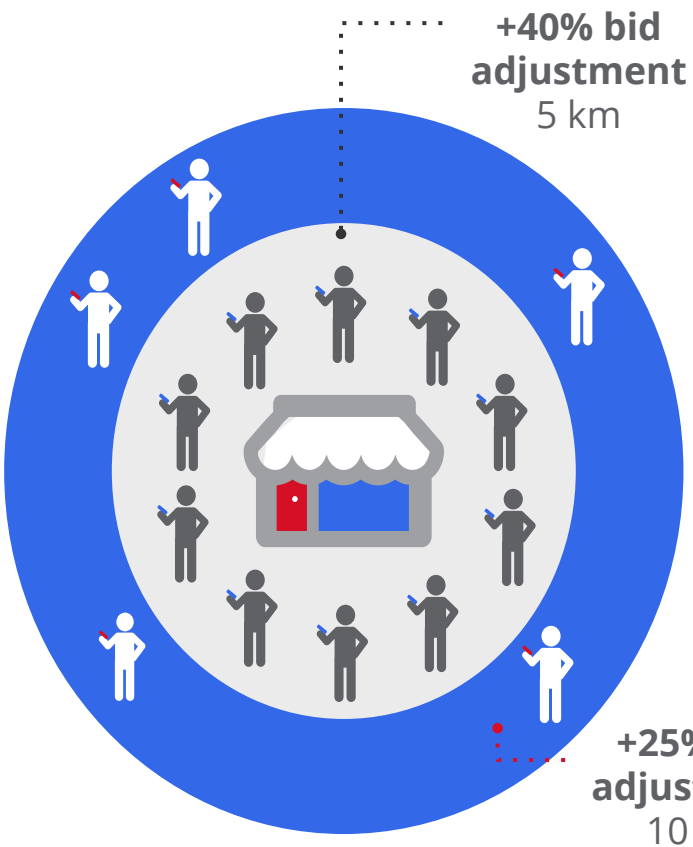


1 Google Q2 Earnings Call, July 2015.

2 Google Trends, US, August 2015 vs August 2014.

Use this to your advantage

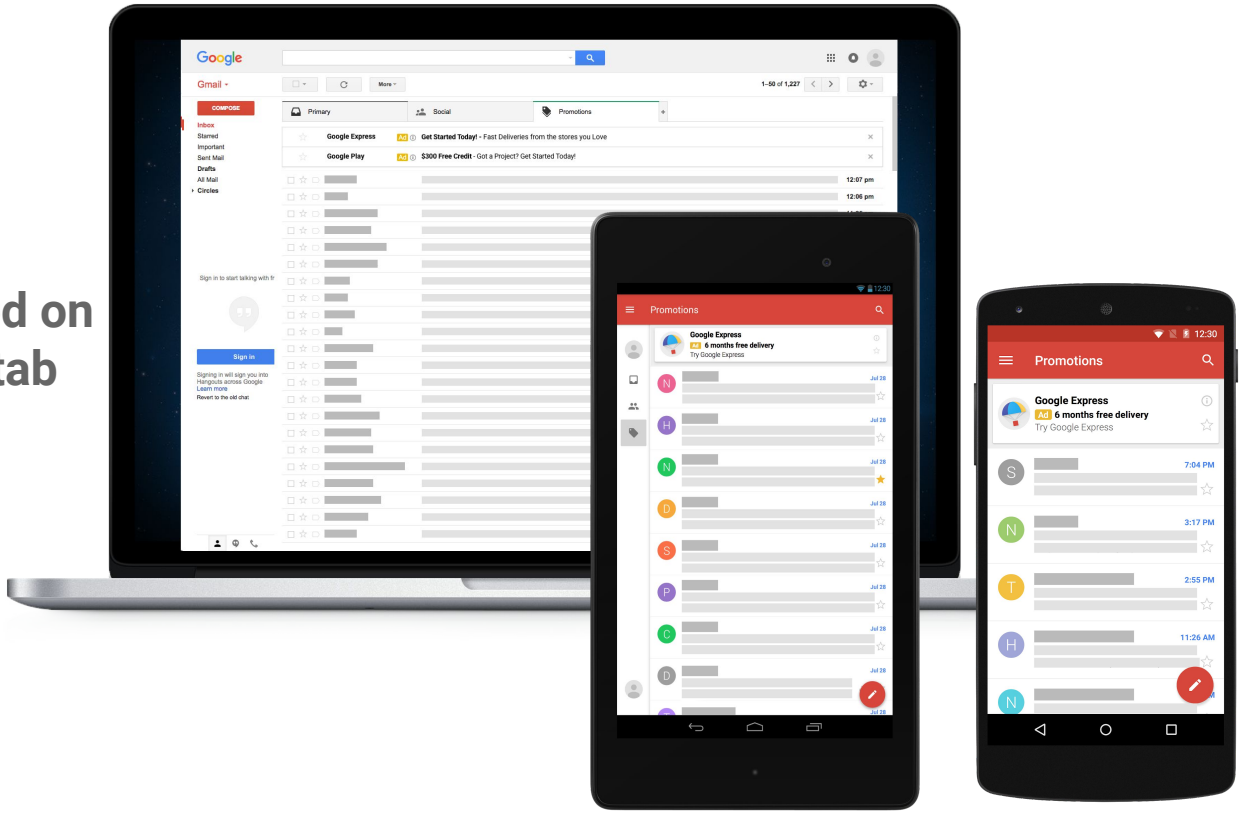




Confidential & Proprietary

Gmail Ads
How it works:
Collapsed ad

A collapsed ad is displayed on the Promotions or Social tab to reach users right in their inbox

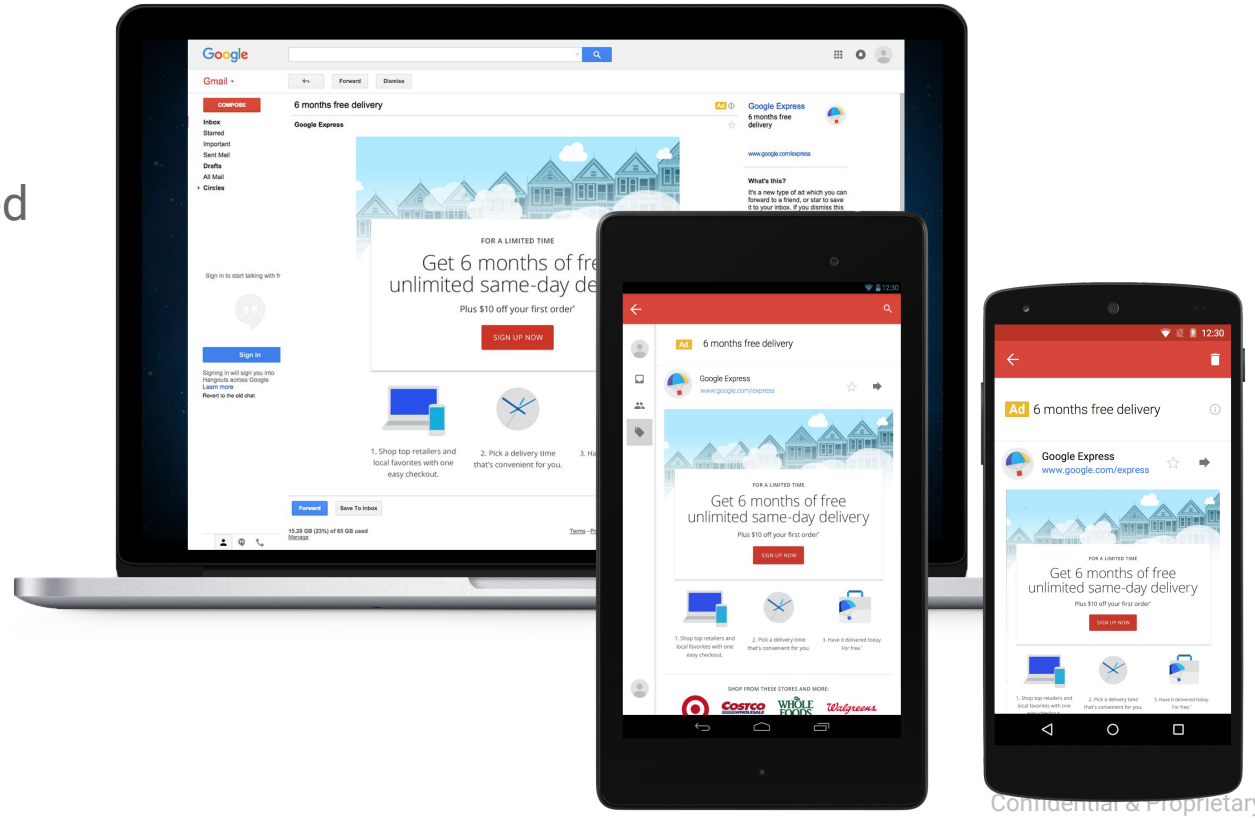


Source: Google Internal Data

Confidential & Proprietary

How it works: Expanded ad

Once the collapsed ad is clicked, the expanded creative opens in the email pane, for **100% share of voice**



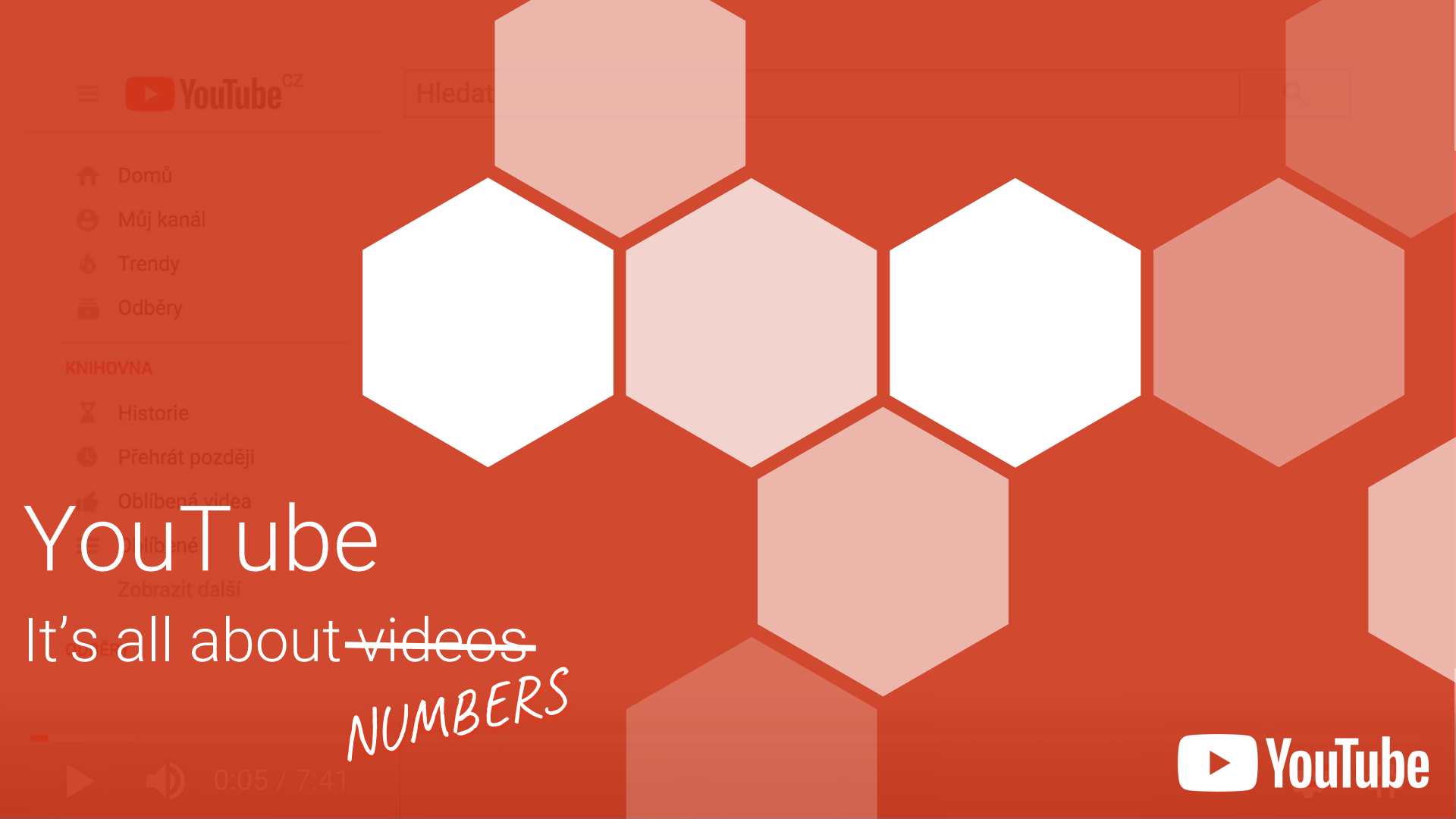
Source: Google Internal Data

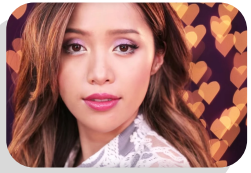
Confidential & Proprietary

Köszönöm a figyelmet!

Google

Google Confidential & Proprietary


YouTube
It’s all about ~~videos~~
NUMBERS
YouTube



> 70% of YouTube views in the UK are on mobile

AND

Living room is the fastest growing screen

Trend 1:
Marketing effectiveness

“Reaching all potential buyers of your category…” Byron Sharp

CONNECTED CONSUMER STUDY 2017

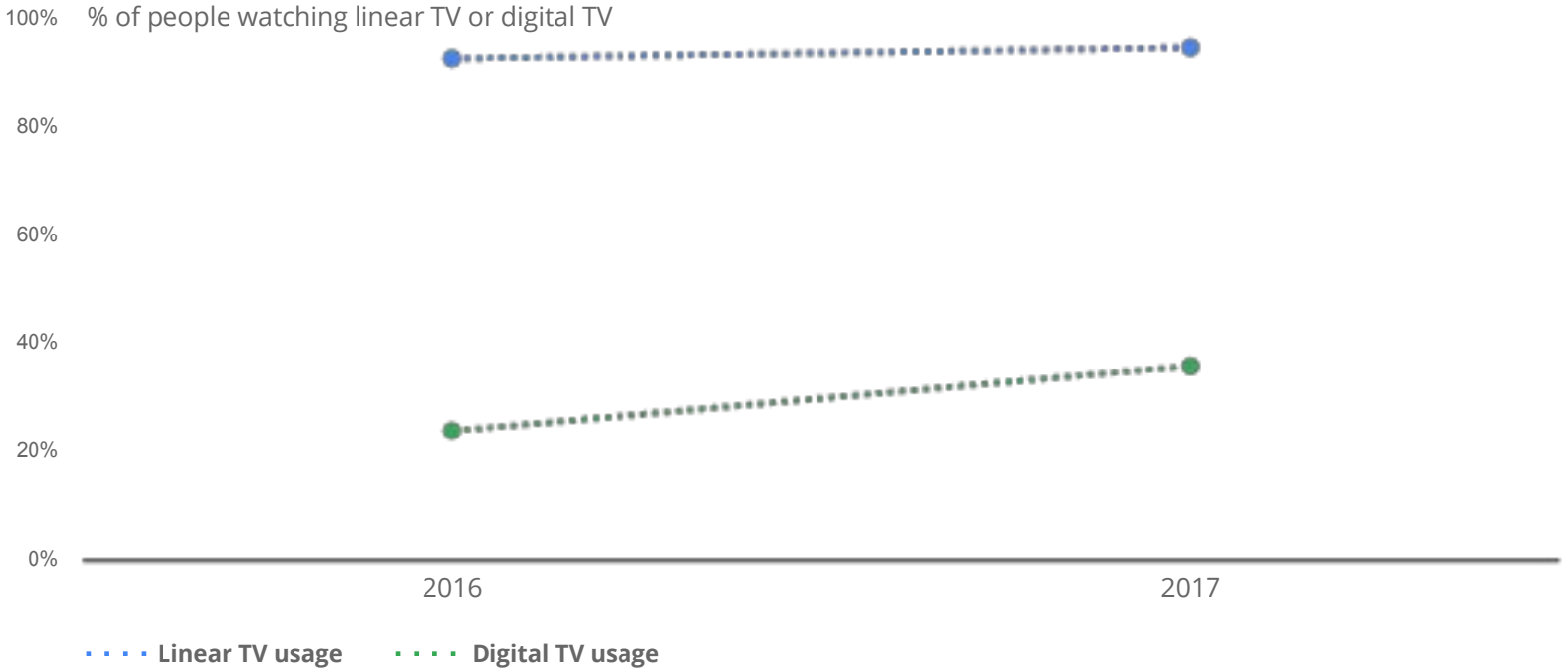
HOW VIDEO BEHAVIOUR HAS CHANGED

Hungary

KANTAR TNS | Google Market Insights

Digital and linear TV are both relevant

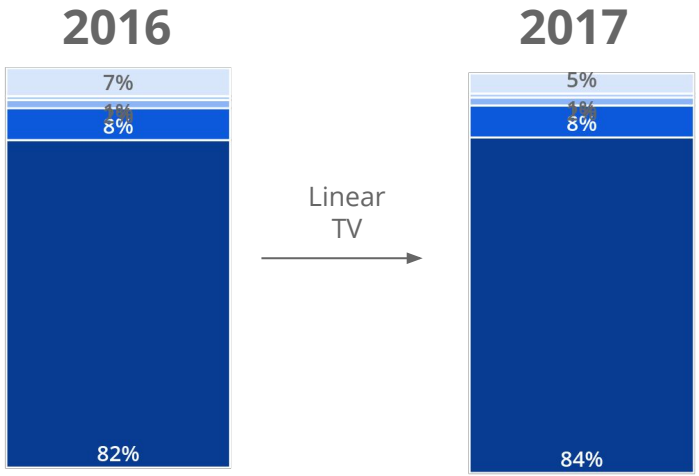
Linear TV remains a key for people to enjoy TV content, however digital TV is becoming increasingly relevant



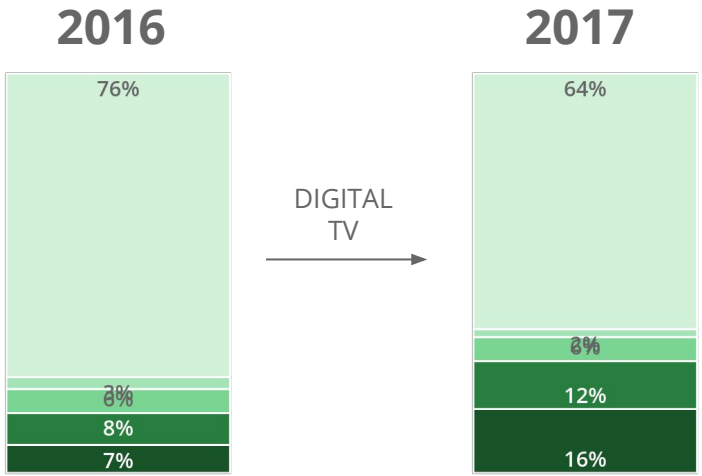
Question asked: QTV8_1-8 [How often did you watch TV via any of the following options within the past month?]
Base: Total population 16 years and older // n (Local): 2016 n = 1,002 // 2017 n = 1,005
Source: Connected Consumer Study 2017

Digital and linear TV year on year

Linear and digital TV are both frequently watched – digital TV likely to continue on this upward trend and get used more frequently over time



Frequency of watching linear TV over time among local population 16 years and more



Frequency of watching digital TV over time among local population 16 years and more

Daily | Weekly | Monthly | Less often | Never

Question asked: QTV8_1-8 [How often did you watch TV via any of the following options within the past month?]
Base: Total population 16 years and older n (Local): 2016 n = 1,002 // 2017 n = 1,005
Source: Connected Consumer Study 2017

Trend 2:
Consumer media behavior is changing

Search

YouTube

Recommended | Trending | Music | Comedy | Entertainment

Popular Right Now

Phelps wins 20th gold, narrowly taking 200m butterfl...

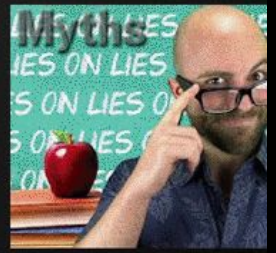
by NBC Sports
2,432,156 views
1 day ago

The remarkable discovery of microbial life

by Vox
189,832 views
2 days ago

100 Years of Beauty - Episode 23: Hawaii (Misty)

by WatchCut Video
214,961 views
2 days ago



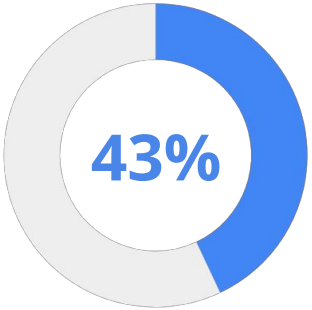
7 MYTHS You Still I About School!

by Matthew Santoro
532,032 views
2 days ago

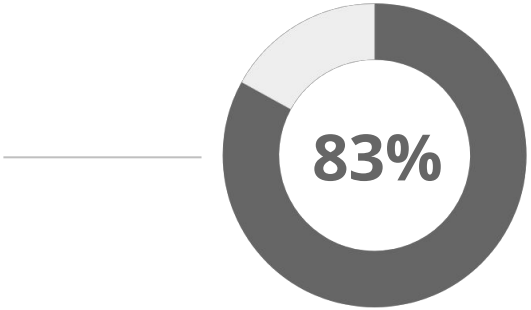
Just-Released Music Videos

Screen stacking & how it's related to TV

Shared attention is a new challenge for TV as people split their attention by going online



Share of people 16 years and older who go online parallel to TV ('screen stacking')

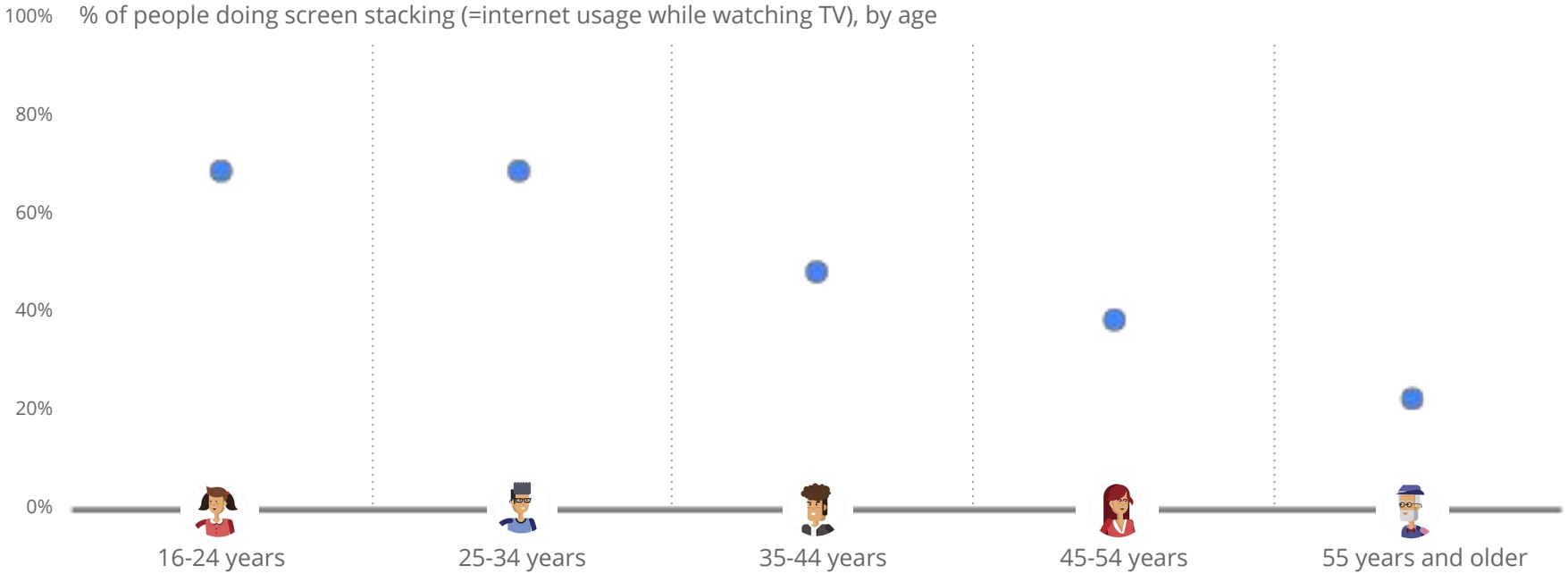


Share of parallel online usage that is unrelated to the TV program
among those who go online while watching TV

Question asked: QTV4c2016 and QTV4e [And while you were watching TV in the past month, how often did you go online in parallel through another device (e.g. computer, smartphone, tablet)? // Was your internet usage related to the TV program you watched that time?]
Base: Total population 16 years and older 2017 n = 1,005// 'Screen stackers' 16 years and older 2017 n = 429
Source: Connected Consumer Study 2017

Screen stacking across age groups

Screen stacking occurs across different age groups and is not limited to younger audiences



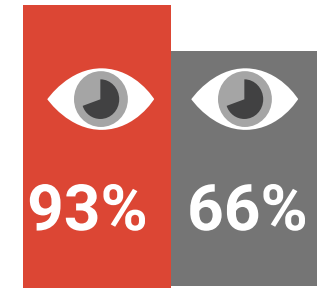
Question asked: QTV4c2016 [And while you were watching TV in the past month, how often did you go online in parallel through another device (e.g. computer, smartphone, tablet)? // Was your internet usage related to the TV program you watched that time?]
Base: Total population 16 years and older // 16-24 y n = 119 // 25-34 y n = 152 // 35-44 y n = 193 //45-54 y n = 155 // 55 y and older n = 387
Source: Connected Consumer Study 2017

YouTube leads the industry in viewability and audibility

Sound, Sight and Motion

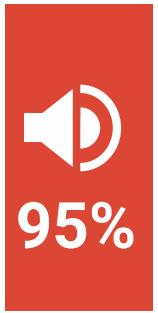
When it comes to driving brand impact, being seen and heard is not just important, it is fundamental

YouTube viewability is 40% higher than video ads across the web



YouTube

Industry Average



YouTube

Proprietary + Confidential

Introducing Brand Lift

Brand Lift lets you measure the **metrics that matter** with **results you can trust** to **improve effectiveness mid-flight**

Measure the metrics that matter

Brand awareness, ad recall, brand interest, consideration, favorability, and purchase intent

Results you can trust

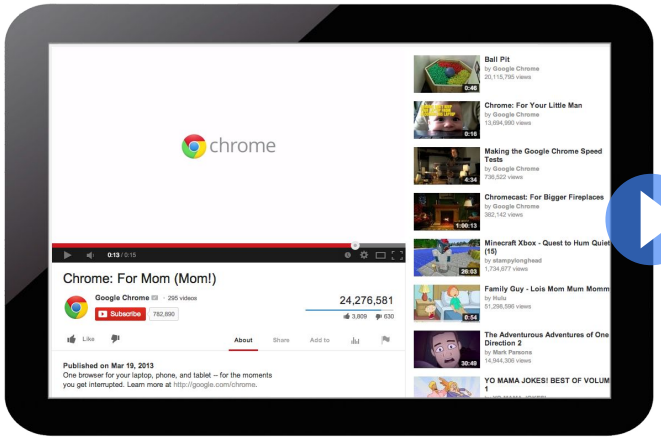
Reflecting our best-in-class methodology

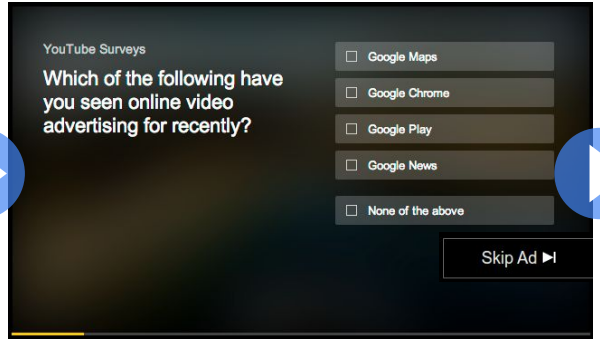
Improve effectiveness mid-flight

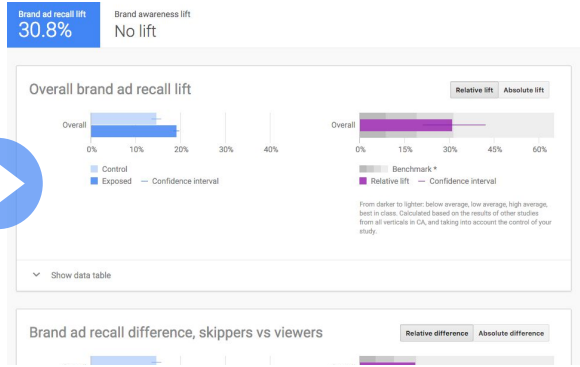
By understanding what works in near real-time

Proprietary + Confidential

Measure the increase in ad recall, brand awareness, consideration, purchase intent, and favorability directly attributable to your TrueView campaign







- *Ad recall*: Which of the following have you seen online video advertising for recently?
- *Brand awareness*: Which of the following have you heard of?

Proprietary + Confidential

Study question examples

Ad recall:

Az alábbiak melyikéről láttál online videohirdetést a közelmúltban?

Az alábbi bankok melyikéről láttál online videohirdetést a közelmúltban?

Awareness:

Az alábbiak melyikéről hallottál már?

Az alábbi bankok melyikéről hallottál már?

Favorability:

Az alábbi márkák/termékek melyikéről vagy pozitív véleménnyel?

Consideration:

Az alábbiak közül mely márkák/termékek megvásárlását fontolnád meg?

Az alábbi bankok közül melyik ügyfelévé válnál szívesen?

Purchase intent:

Ha legközelebb választania kell, az alábbi lehetőségek közül melyik mellett döntene?

Ha legközelebb új banki szolgáltatásra fizetsz elő, vélhetően melyiket választod?

Thank you!!
Where The World Chooses To Watch
YouTube

Kávészünet

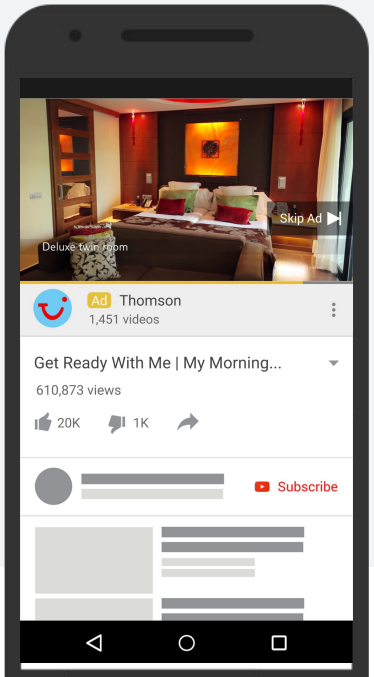
Google

Google Confidential & Proprietary

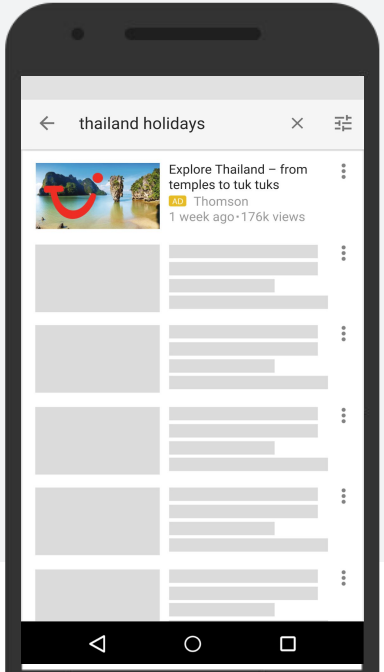
YouTube
ads.zip
YouTube

Basic video ad formats

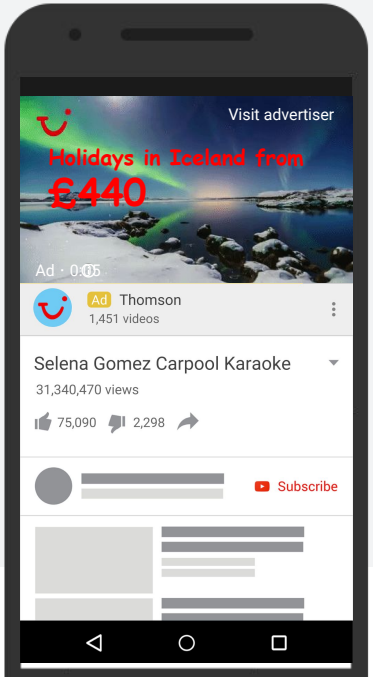
TrueView Instream



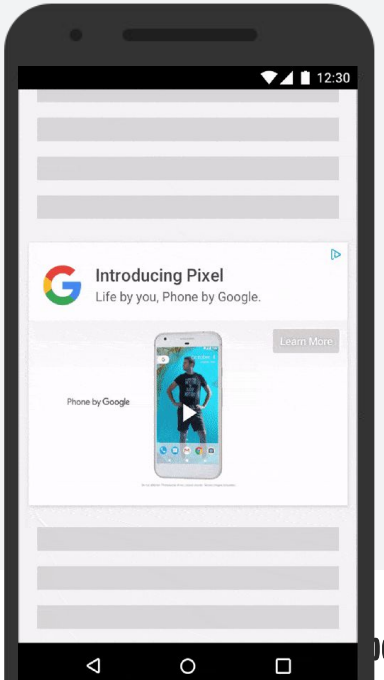
TrueView Discovery



Bumper

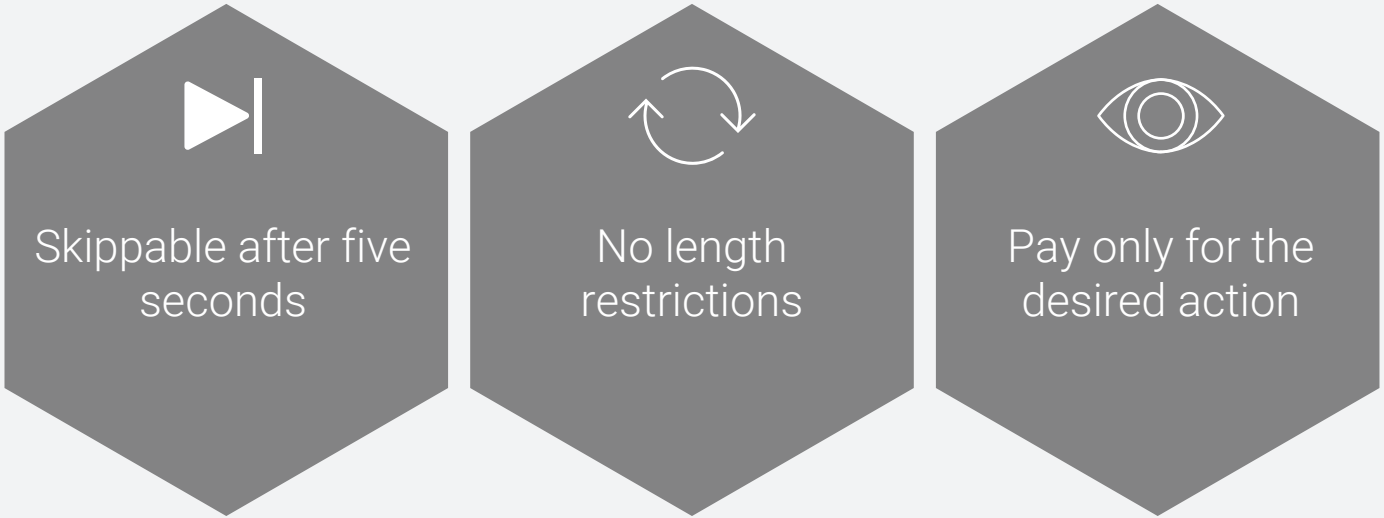


Outstream (mweb)



TrueView in-stream **basics**

TrueView in-stream **basics**



YouTube

TrueView in-stream
3 options

TrueView for
Reach

TrueView
Maximize Lift

TrueView for
Action

YouTube

Bumper Ads

YouTube

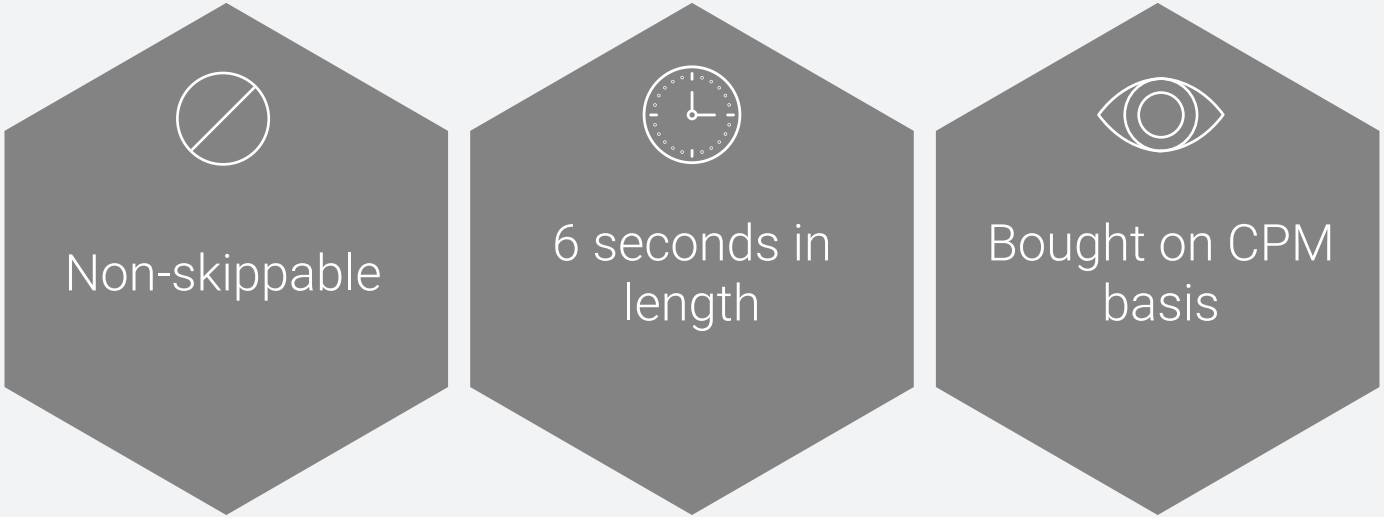
Bumper

YouTube

Bumper

MAGENTA 1 = TÖBB
FOCI
MAGENTA 1-ESKÉNT NÉZD A MECCSEKET KORLÁTLAN

Bumper ads **basics**



YouTube

Bumper ads strategy

TEASE

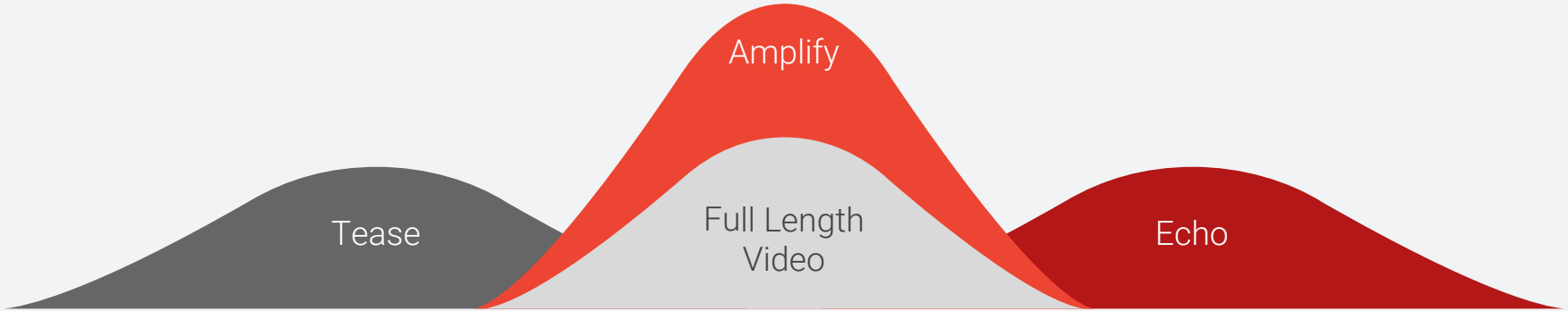
Tease a brand announcement with Bumper Ads then tell the full story with full length video (TrueView) upon launch

AMPLIFY

Run Bumpers and longer form videos (TrueView or GP) together for incremental reach and brand impact

ECHO

Tell the full story with full length video (TrueView) then remarket to users with Bumpers for a follow-on message or product update



YouTube

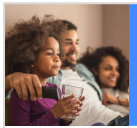
A word of caution...

Beware the traditional
long-form cutdown

7 Properties

with 1B+ users each

Solutions for every stage of the consumer journey



How can I reach people based on **facts about their life** beyond age & gender?

How can I reach people based on their **interests, frequent behaviours and habits**?

How can I reach people making **purchase decisions relevant to my brand right now**?

AUDIENCE TYPE

Basic and Detailed Demographics

Age · Gender · Parenting Stages · Marital Status · Household Income · Homeownership Status · Education · Employment

Interests & Habits

Affinity

Custom Affinity

Consumer Patterns

Intent & Action

Life Events

In-market

Custom Intent

Remarketing
Videos · Website · Similar Audiences

Customer Match
Email · Address · Phone · Similar Audiences

BEST SUITED TO DELIVER

Ad Recall & Brand Awareness

Consideration & Brand Favorability

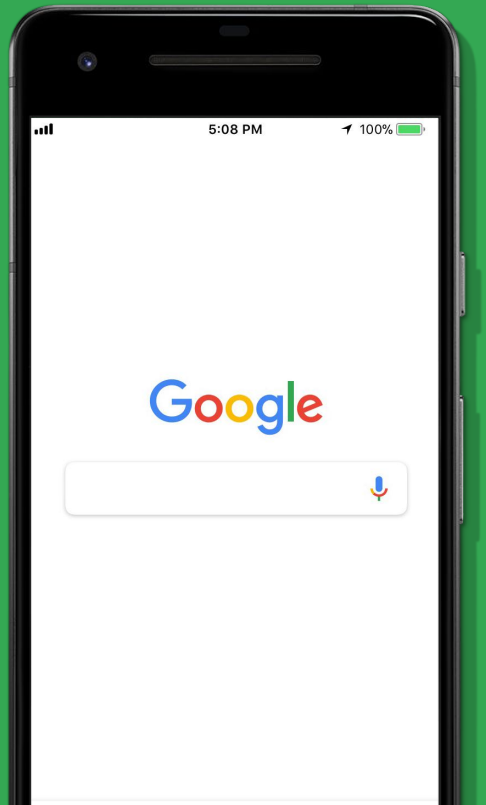
Purchase Intent / Website Actions / Offline Action

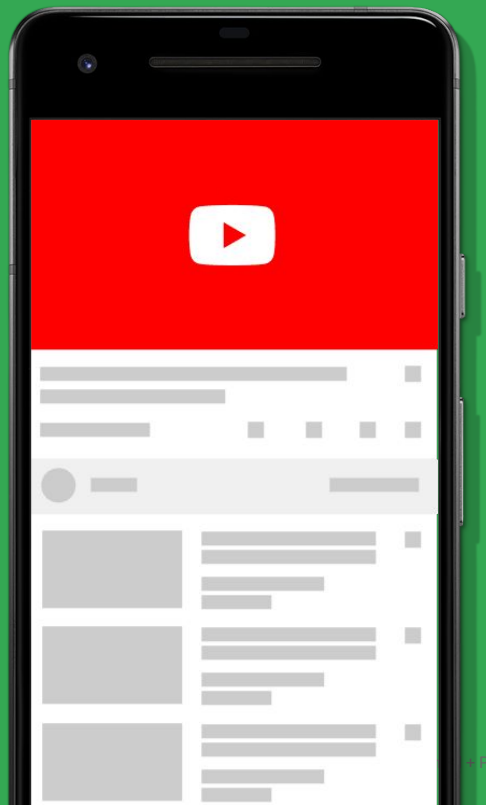
Google

Note: Will not apply to people who've chosen not to see personalized ads

Confidential + Proprietary

Custom Intent Audiences

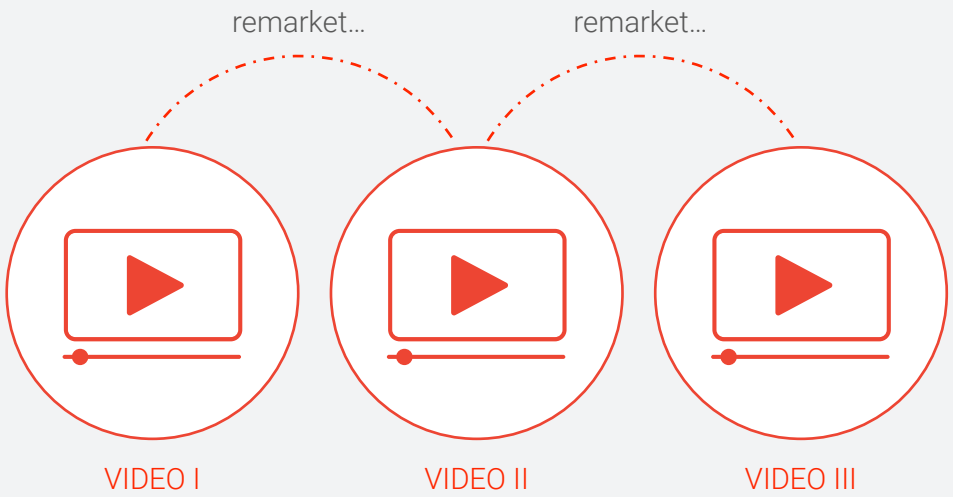




Google
+ Proprietary

Sequential storytelling

Use remarketing to break your message into several creatives units that unfold over time.



YouTube

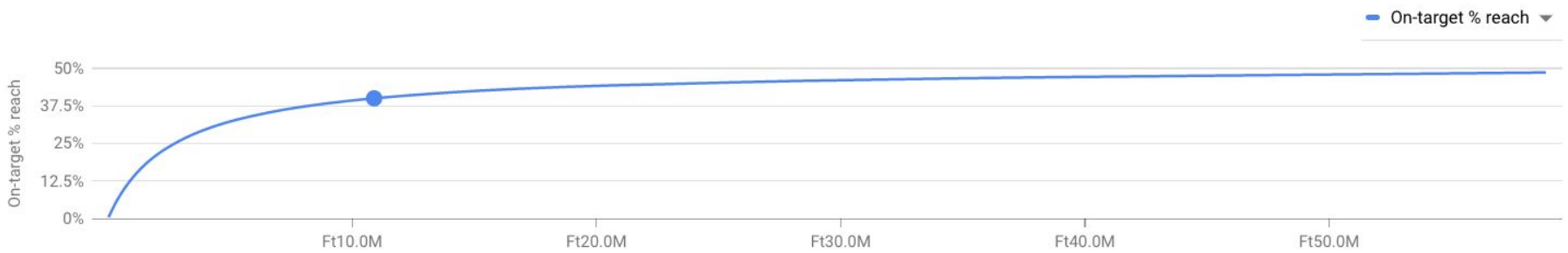
Plan your **reach**

Target audience	Location	Gender	Age	Audiences	Parental Status
	Hungary	All	18+	None	All

Media plan settings: Flight date: Oct 1 – 28, 2018 | Frequency cap: None per day | Devices: All | Networks: YouTube and GVP | Currency: HUF

Minimum effective frequency: 1 | Denominator: Census Population

Your plan can reach **40%** of people 18+ in Hungary for **Ft10.9M**



On-target reach	Avg. Frequency	CPM	Census TRPs	Census CPP	Census Population	YouTube Population
3.23M	5.56	Ft576	223	Ft48.9K	8.06M	5.24M

YouTube

70%

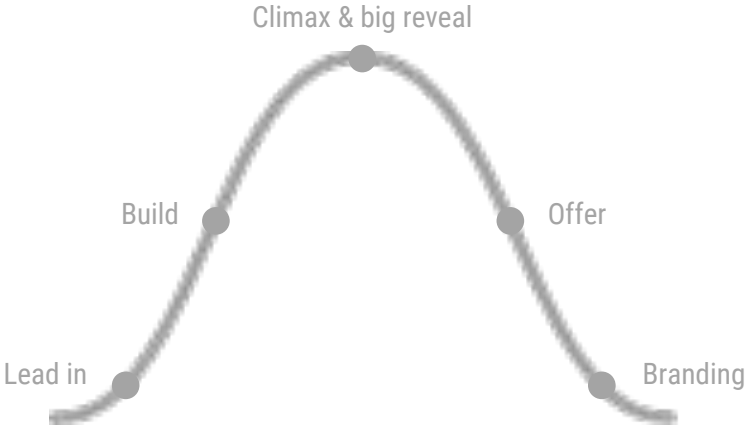
of your campaign's performance can depend on how good the creative is.

Source: Dynamic Logic via Think with Google, 2015

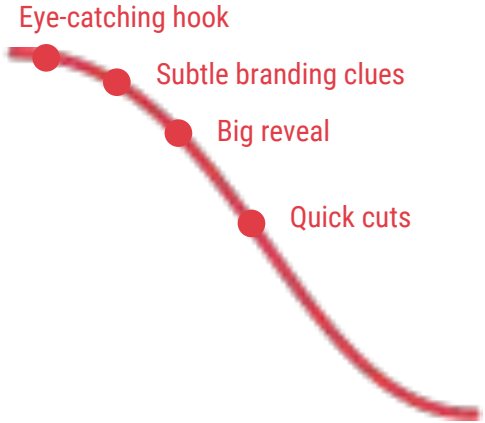
YouTube

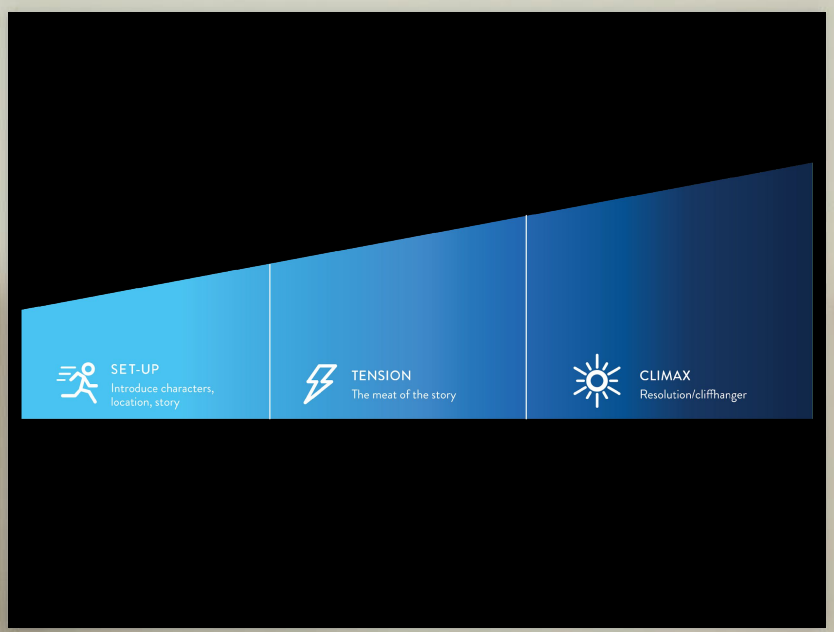
YouTube has flipped the script

Passive Environment

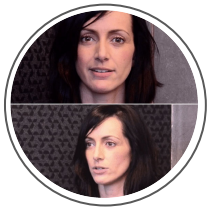


Active Environment




SET-UP
Introduce characters, location, story
TENSION
The meat of the story
CLIMAX
Resolution/cliffhanger

Where **we started...**

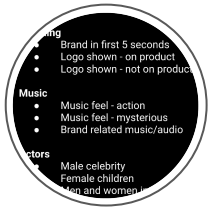


A/B Tests

A series of unbranded tests to determine the effectiveness of subject cropping, color saturation, and emotional connection with the audience.

Unskippable Labs

A series of partnerships with brands and agencies to run experiments with brand video content, exploring the future of storytelling on the web.



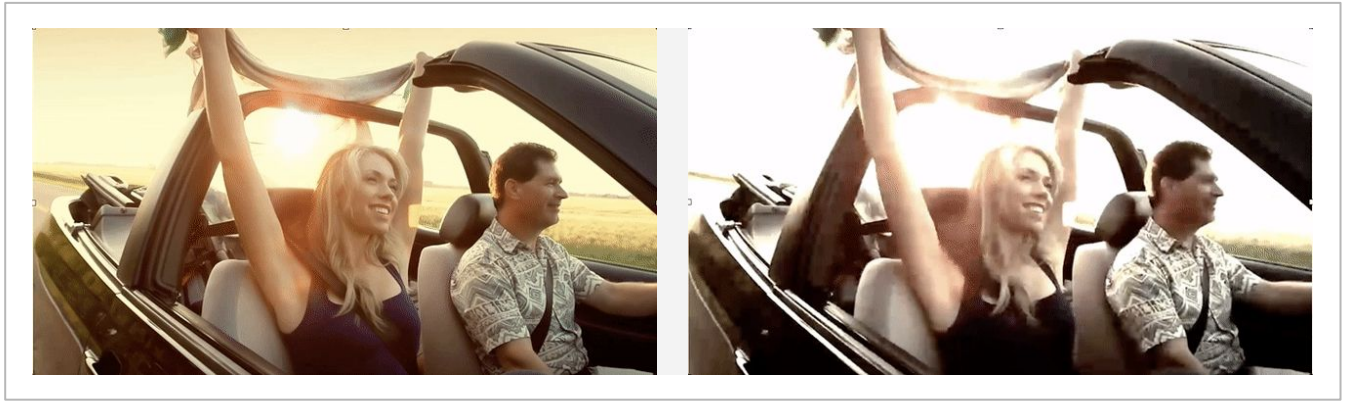
Quant Analysis

18 months of objective creative characteristic modeling to understand the key attributes that lead to TrueView performance.

A/B test 1: **face vs. place**

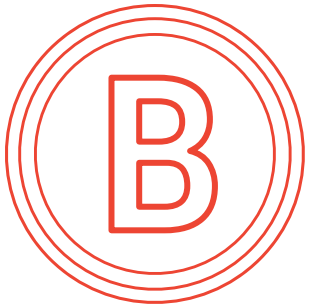
A/B test 2: **front vs. angle**

A/B test 3: **production quality**

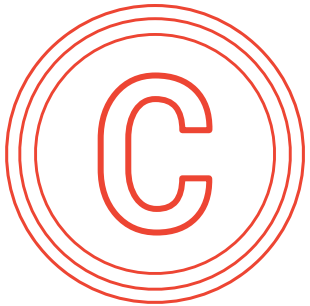


ABCDs of Effective Creative for YouTube

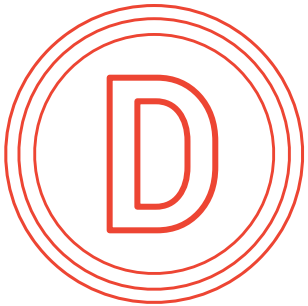
Attract



Brand



Connect



Direct