# The future of performance marketing

Kate Adams
Head of Performance Solutions & Innovation - Northern Europe

Google

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“The perfect search engine should understand exactly what you mean and give you back exactly what you need.”

**Larry Page**

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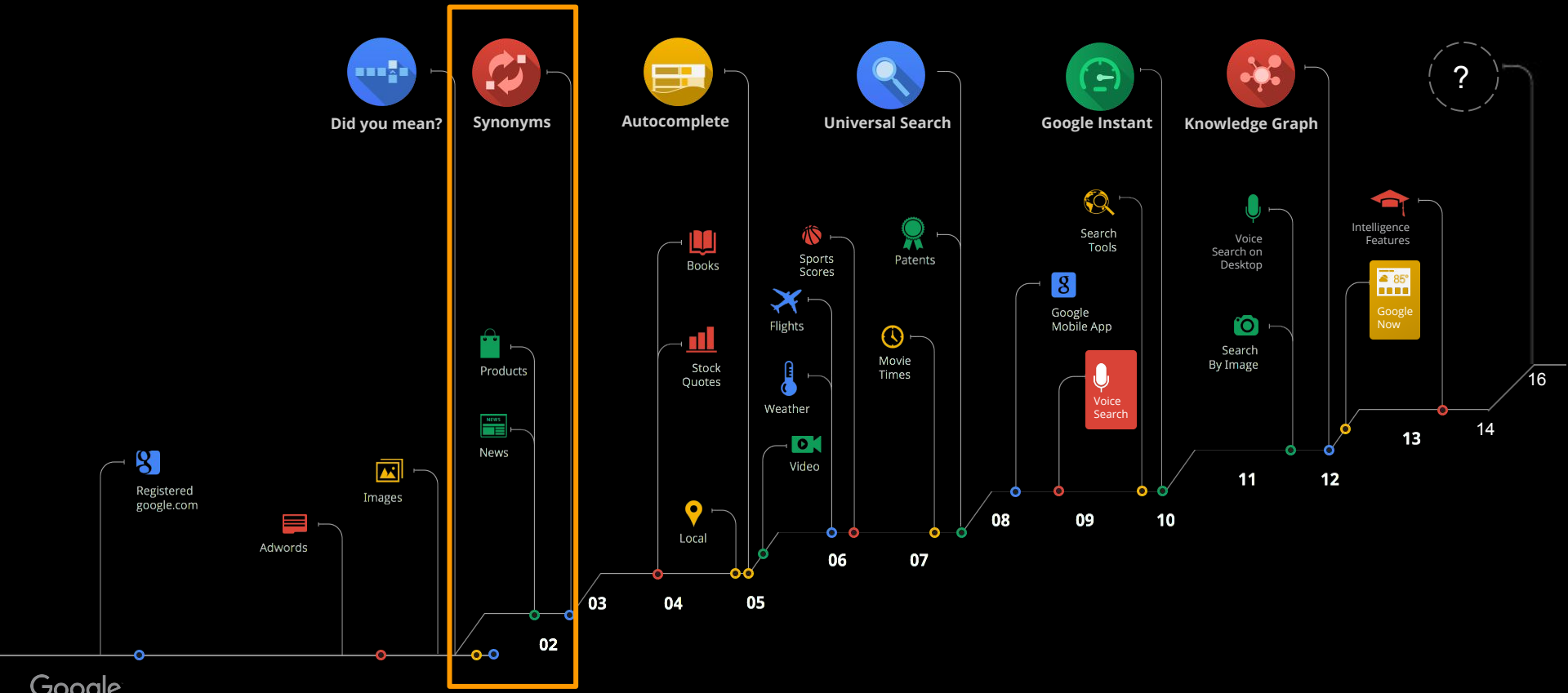
# Remember 1998?

# Evolution of Google Search

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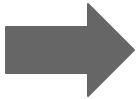
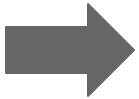
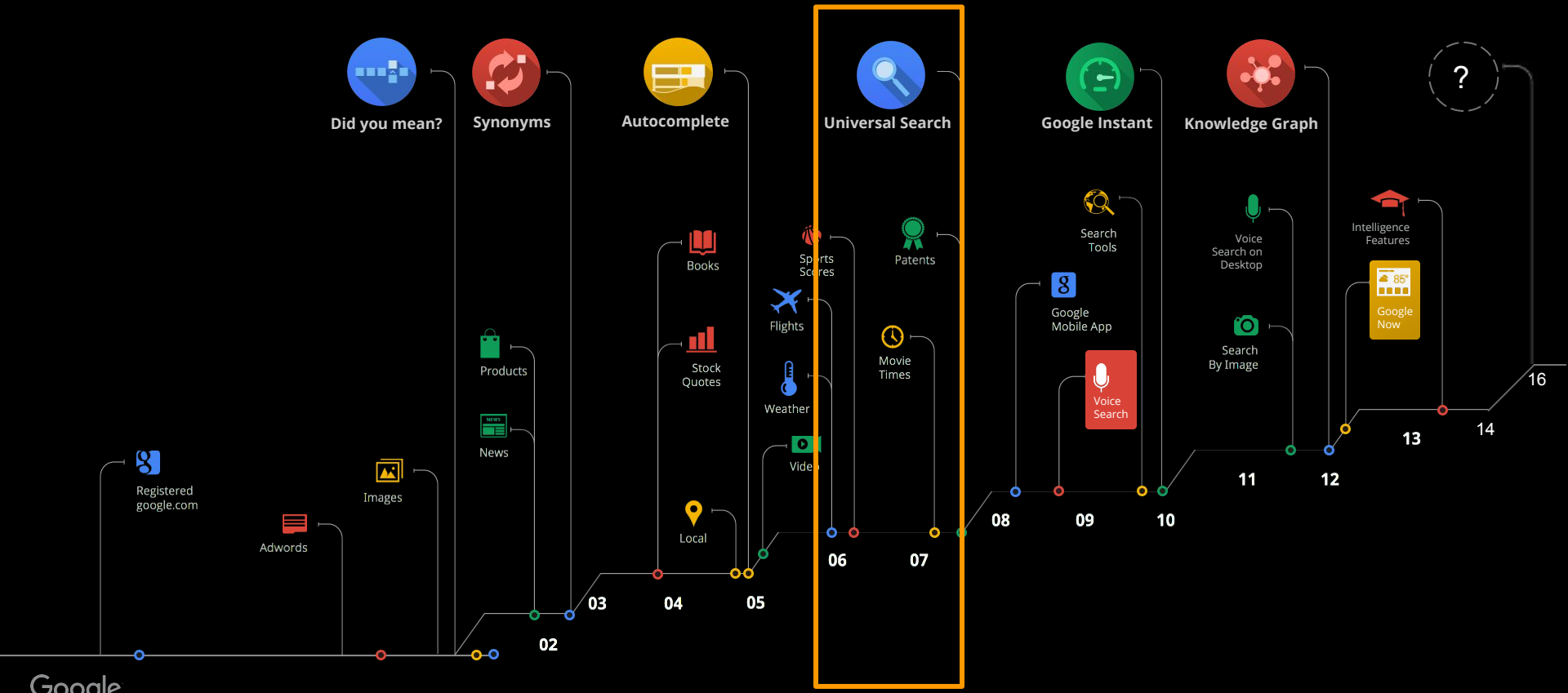
# An early breakthrough: Synonyms (2002)

| **Query** | | **Google's interpretation** |
| --- | --- | --- |
| phd cs admission in california |  | *cs = computer science* |
| bus amsterdam cs to airport |  | *cs = central station* |

# Evolution of Google Search

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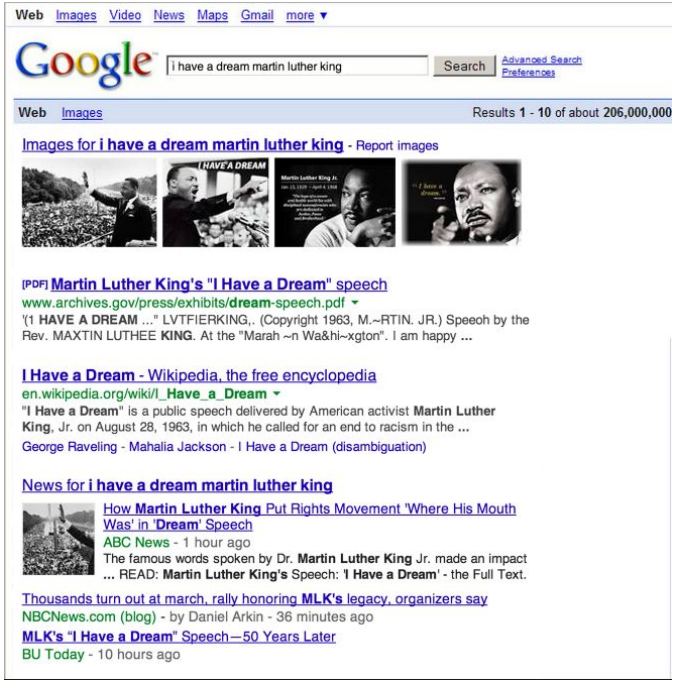
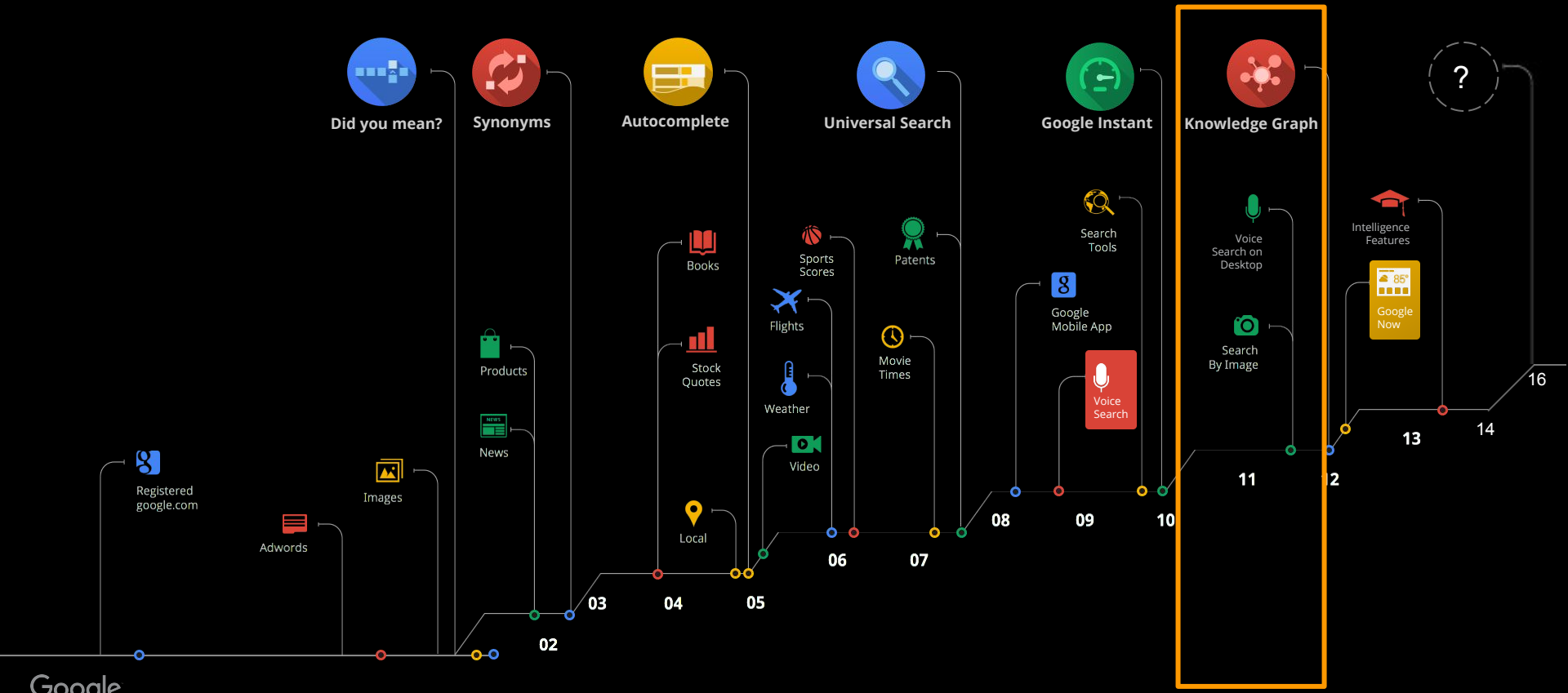
# Universal Search (2007)



# Evolution of Google Search

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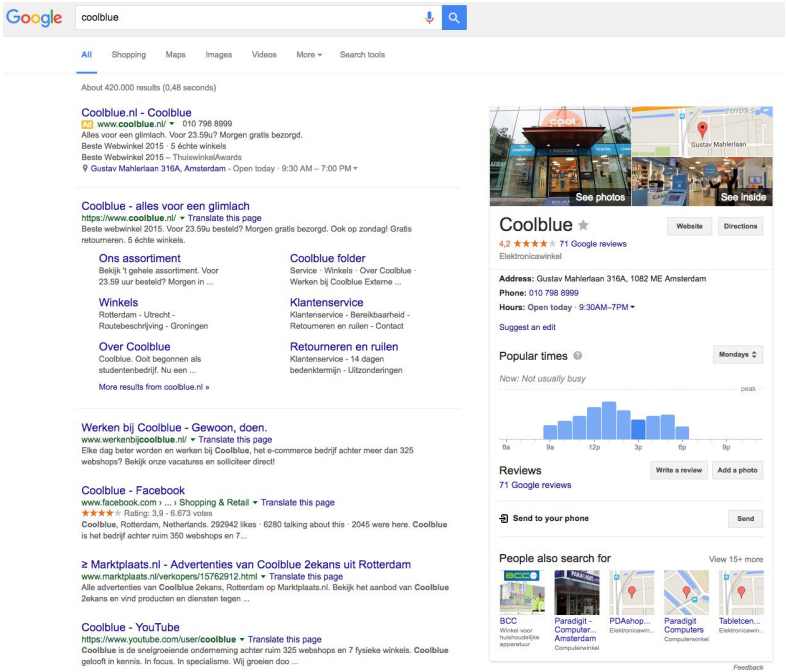
# Knowledge Graph (2012)



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# Intent

# Relevancy

# Context

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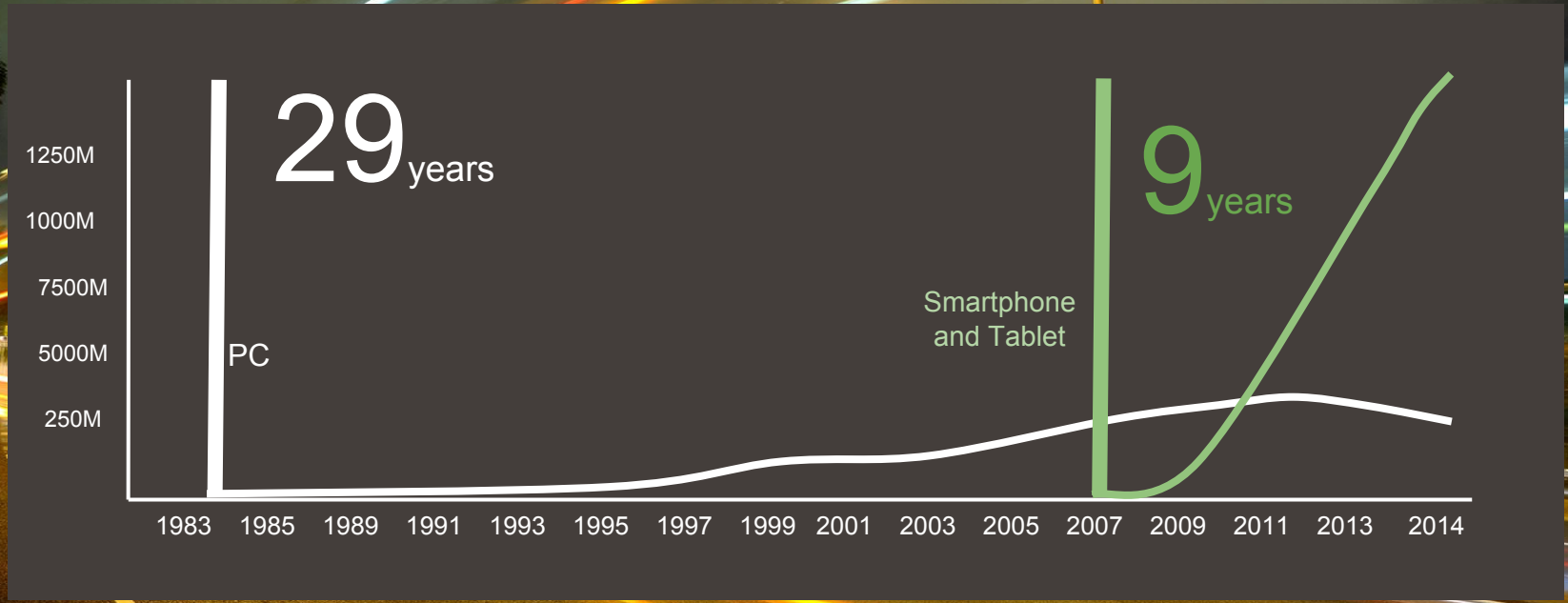
# What About Consumers?

# There are now more mobile devices than people on the planet




Source: Business Insider, 2015

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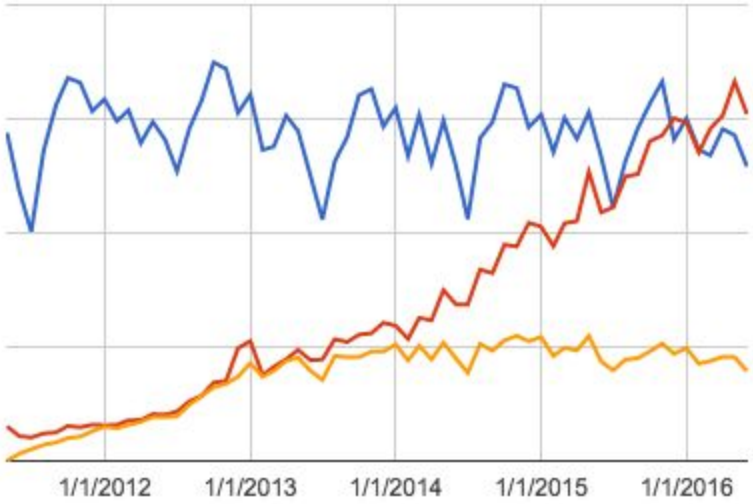
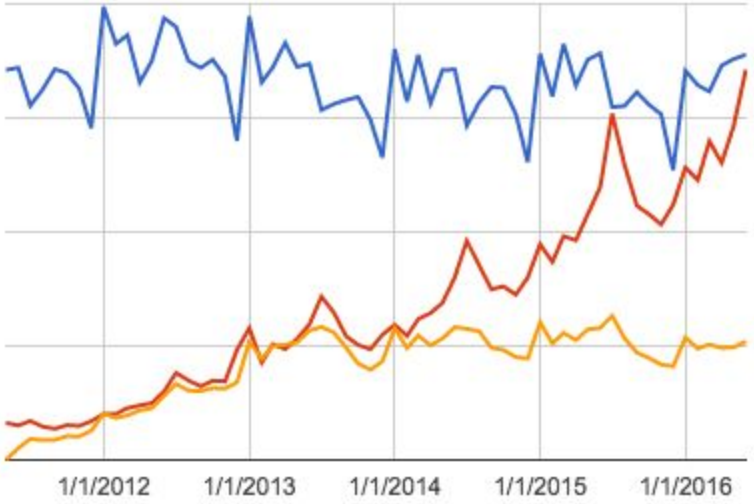
# ~~Mobile is eating the world.~~ Mobile Native Norway

## Apparel




## Travel & Tourism




Mobile Computer Tablet



* Google Internal Data, August 2016

# 20%



* kpcb.com/internettrends, Mary Meeker, June 2016

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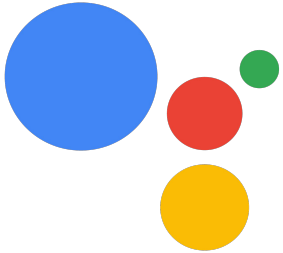

# Our goal?

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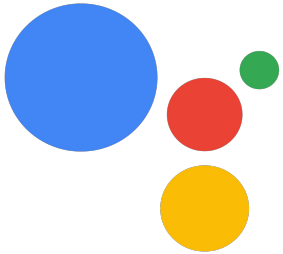

# Build the Ultimate Assistant

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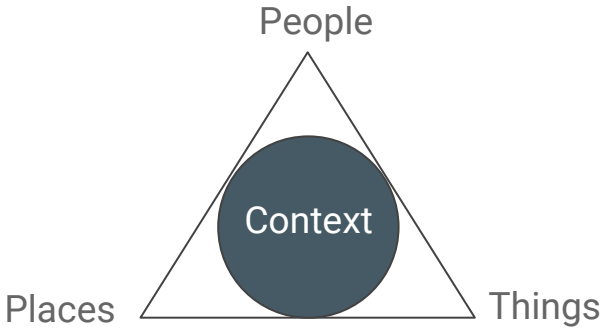
# WTF...?!?!?!

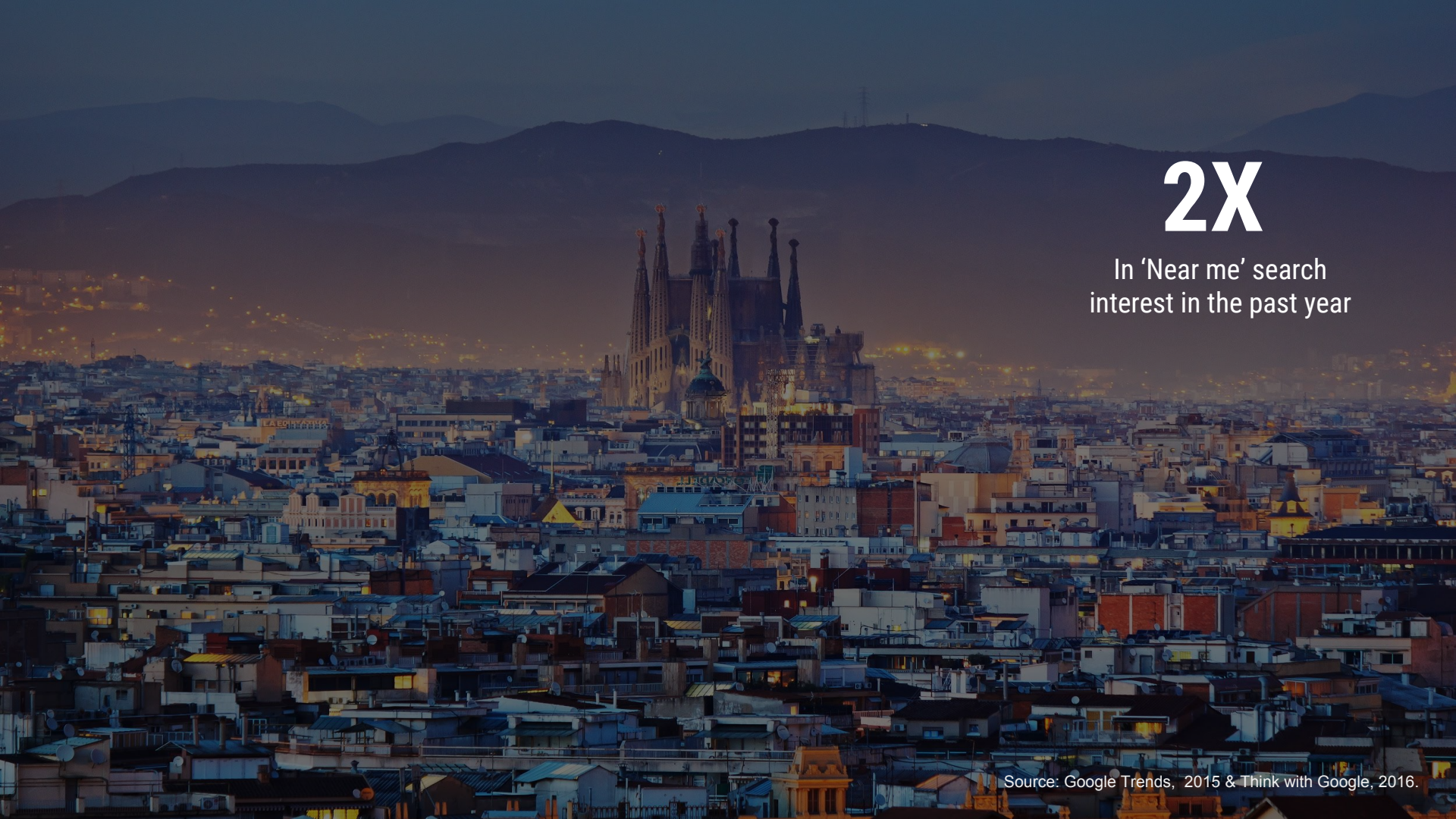
# Automation




**All Channels**

**All Devices**

**All Teams**



# 2X

In ‘Near me’ search interest in the past year

Source: Google Trends, 2015 & Think with Google, 2016.

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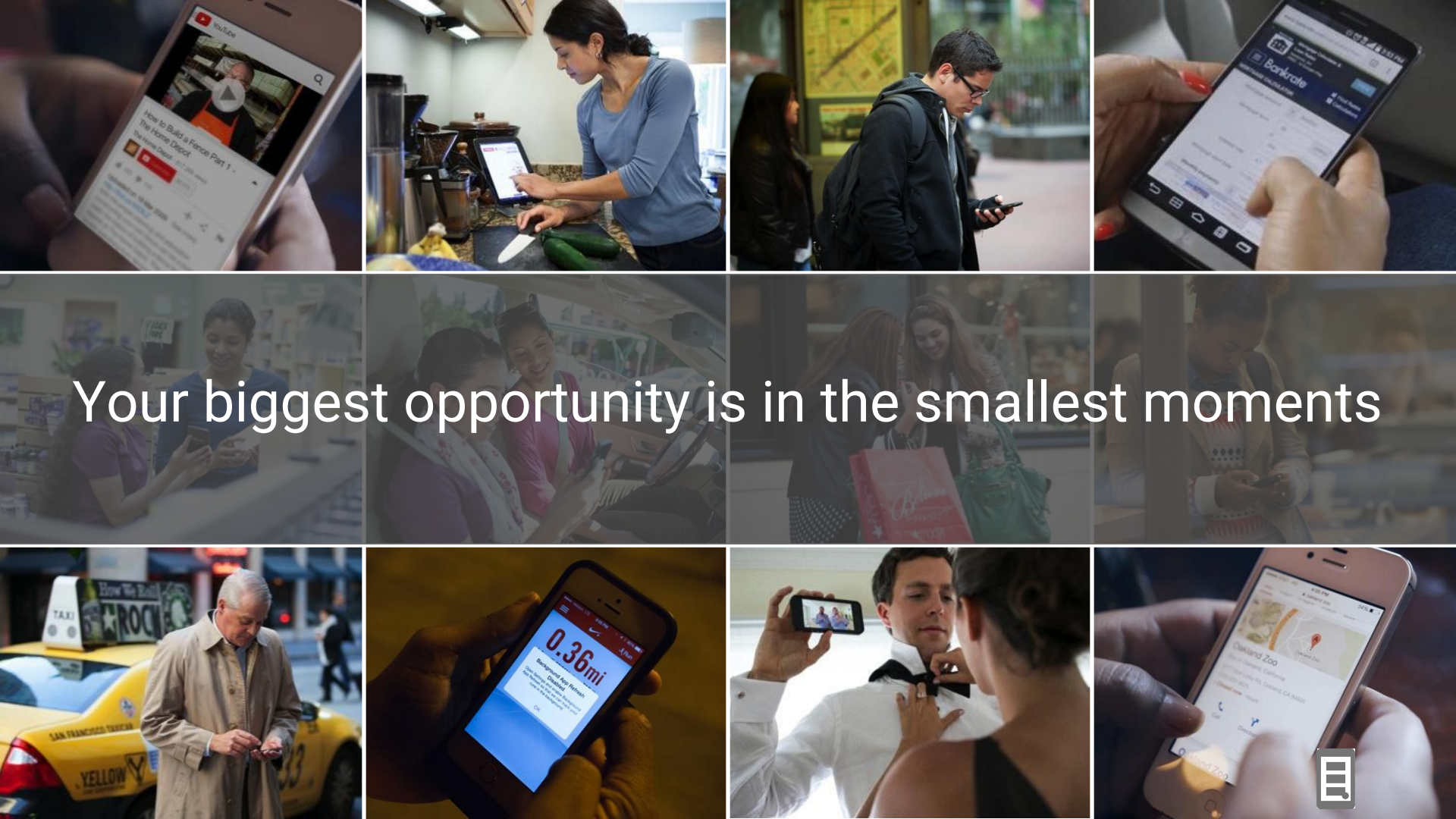
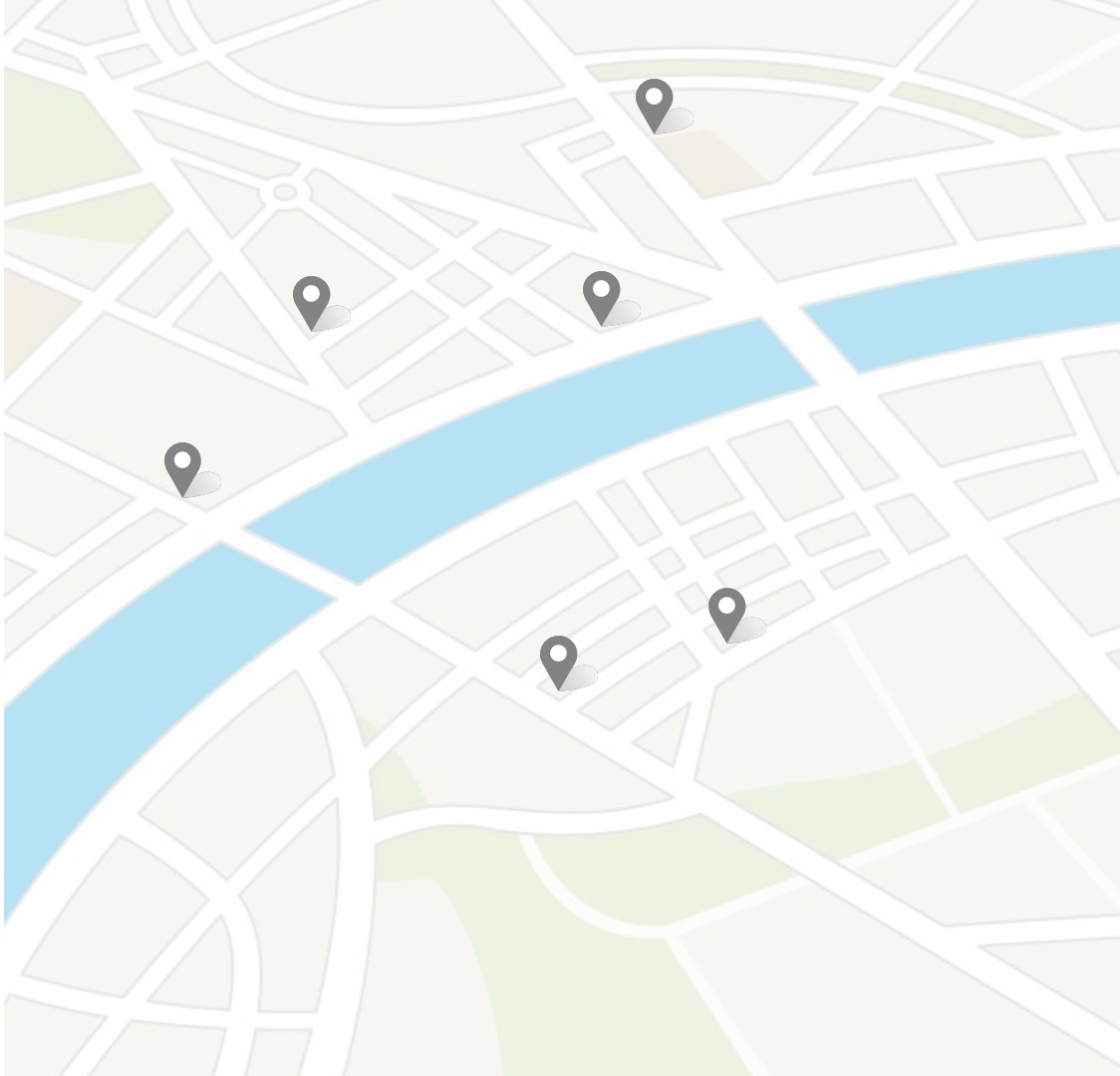

Your biggest opportunity is in the smallest moments

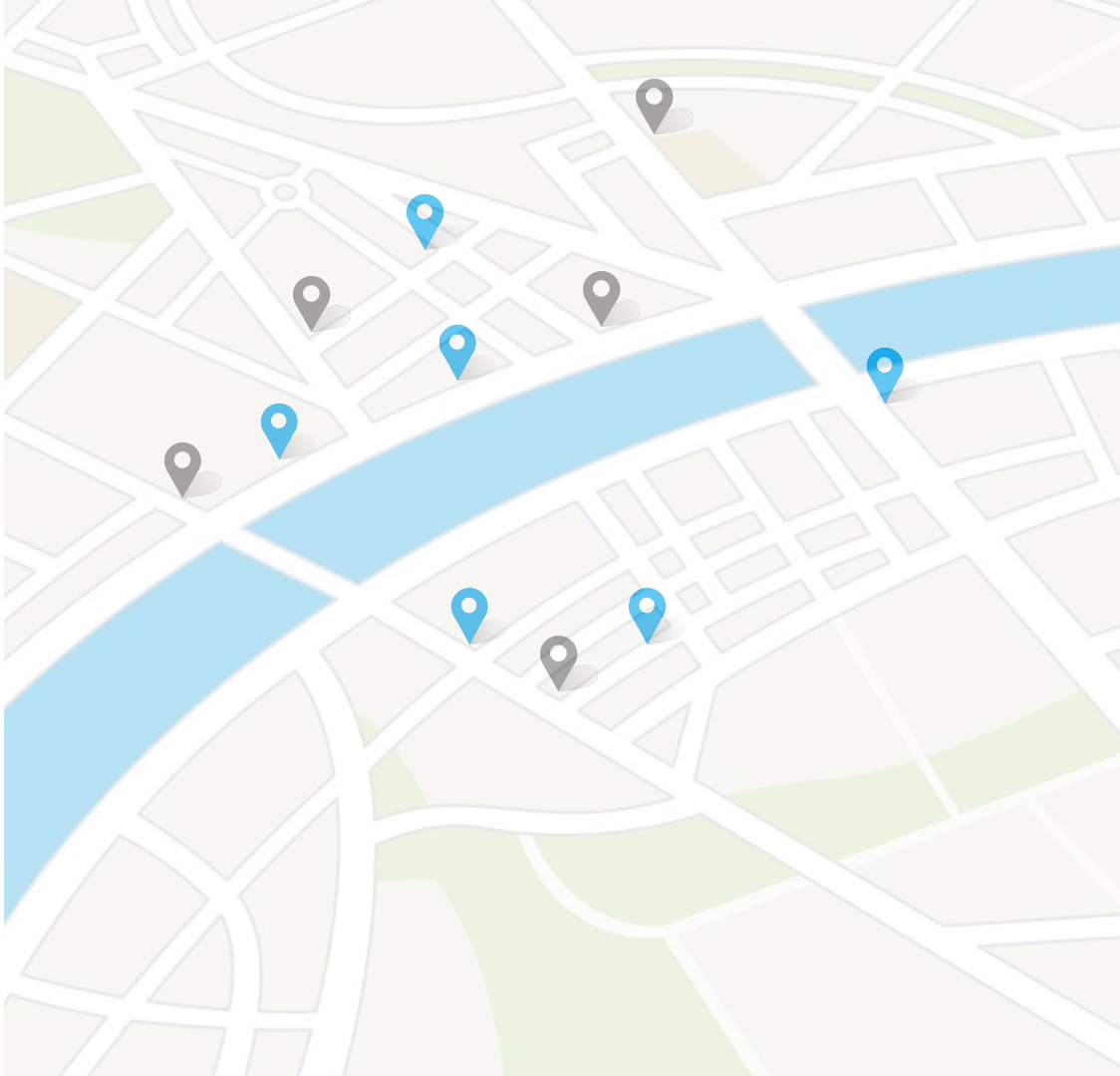
# Moments

- 7:05am App Sim
- 7:45am Check time
- 8:12am Send work email
- 9:03am Hangout Erik
- 1:23pm Look at photo of Jack
- 3:29pm Read app from Sim
- 5:38pm Post picture of traffic
- 5:40pm Send email to Dad



# Moments that matter

- 7:15am Find brunch place
- 7:53am Watch Ted Talk video
- 8:59am Research Christmas holiday destinations
- 10:07am Read about best road bikes
- 1:23pm Watch road biking videos
- 5:38pm Look up mortgage rates



# Creating a moment's map

CMO TODAY
Marketers Say They Would Spend Even More on Digital Ads If Measurement Improved
Marketers, It's Time to Ditch the Impression Metric
Three Metrics That Really Matter with Digital Campaigns
Measuring Mobile Effectiveness Still Challenges Marketers
As mobile dollars continue to flood in, marketers still struggle with measurement

# What’s holding us back?

Measurement is not about limiting potential,

it’s about finding opportunity

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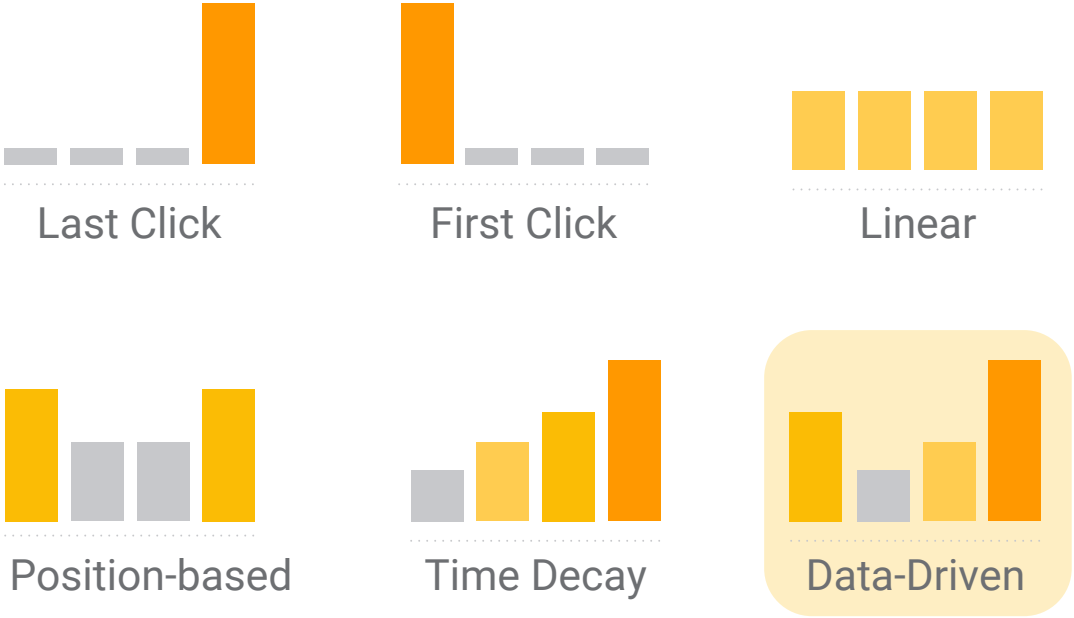
# Introducing Data-Driven attribution models



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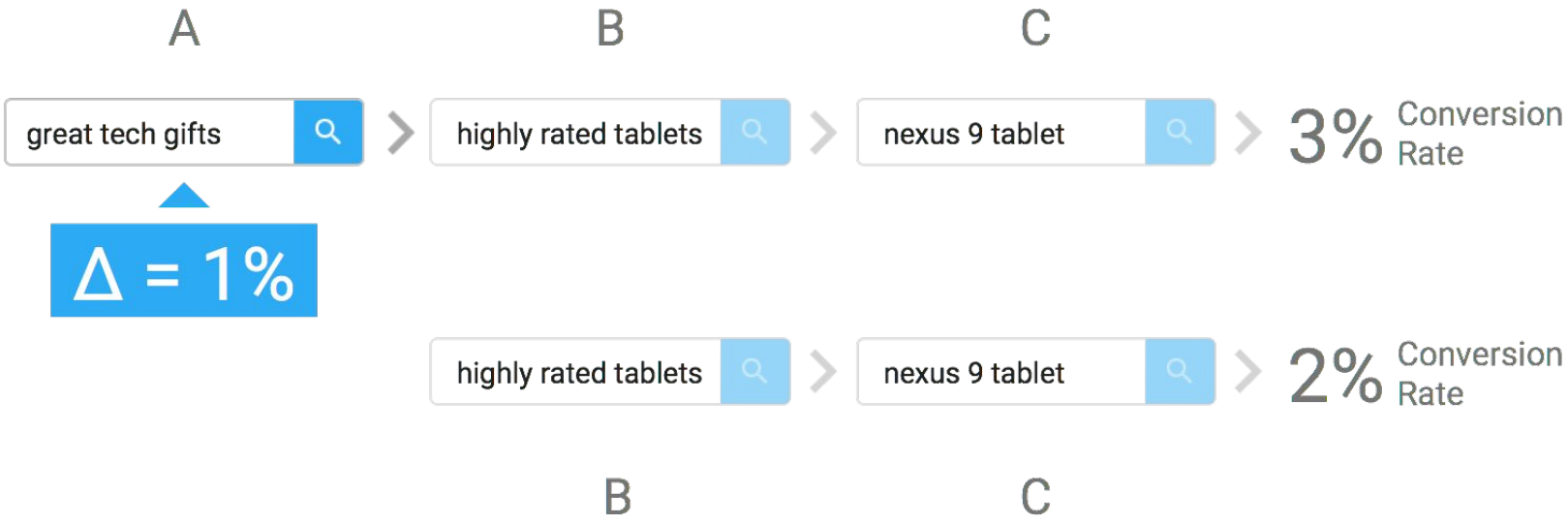
# Data-Driven models use your data to determine how each keyword impacts a user's likelihood to convert



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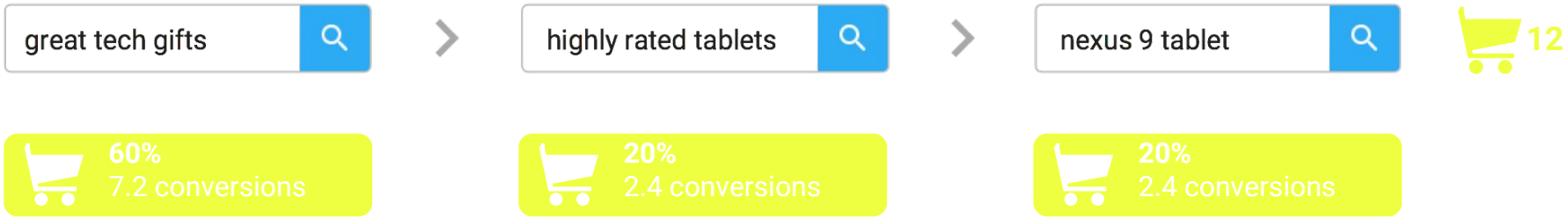
# ...and allocate conversion credit based on each keyword's incremental contribution to conversions

**MODEL:** Data-Driven




*Credits are calculated for hundreds (or thousands) of conversion paths and will differ per path and per advertiser*

Google is the largest omnichannel measurement provider in the world

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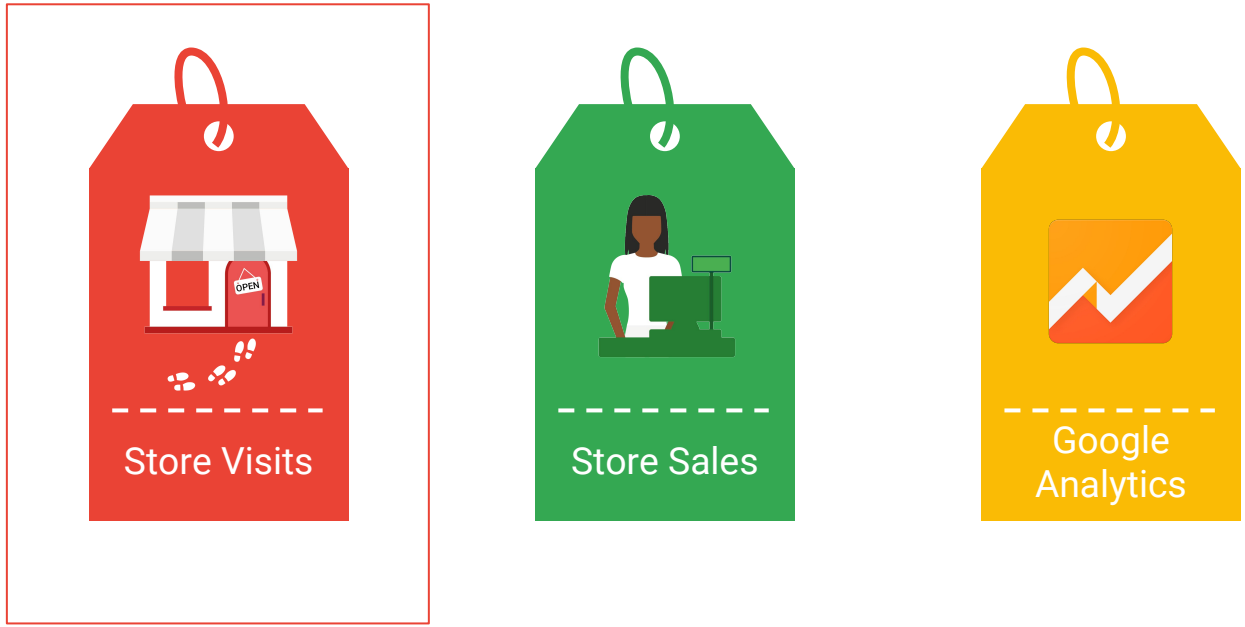
# Three Ways to Measure Online to Offline Sales



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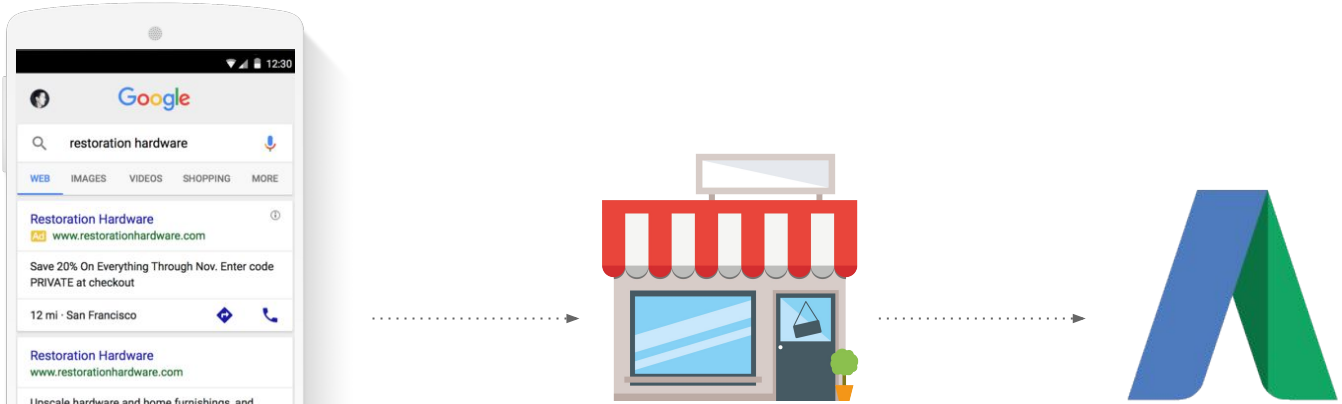
# How Store Visits measures the Online to Offline impact of Search ads



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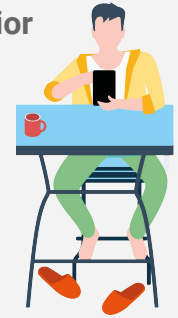
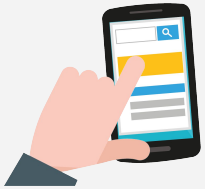
# Store Visits methodology

1

**User behavior**



Signed-in and opted into location history



Clicks on an ad

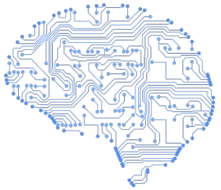
2

**Store**

Visits store

3

**Ongoing data validation**
(surveys) with 5M+ user panel



**Extrapolated** to the population
**aggregated and anonymized**

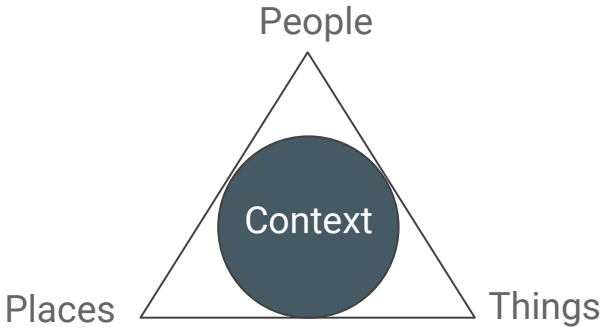
**Backend data**

GPS, Wifi triangulation, Location history

Geometry, Wifi scanning (200M+ locations)

**Store Visits**

# Automation!




**All Channels**

**All Devices**

**All Teams**

# Red Roof Inn

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1 ‘Moments Map’

2 Change mindset & KPIs

3 Get testing & learning

4 Automate!

# Thank you!

Kate Adams
Head of Performance Solutions & Innovation - Northern Europe

Google