



# Analytics for the Future

TTI Conference March 2014  
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Google UK

## Human Settlement on Mars

Mars One will establish a permanent human settlement on Mars. Crews of four will depart every two years, starting in 2024. Our first unmanned mission will be launched in 2018. Join the Global Mars One Community and participate in our mission to Mars.

🚀 Support our Human Mission to Mars



# Universal Analytics for Universal Travel

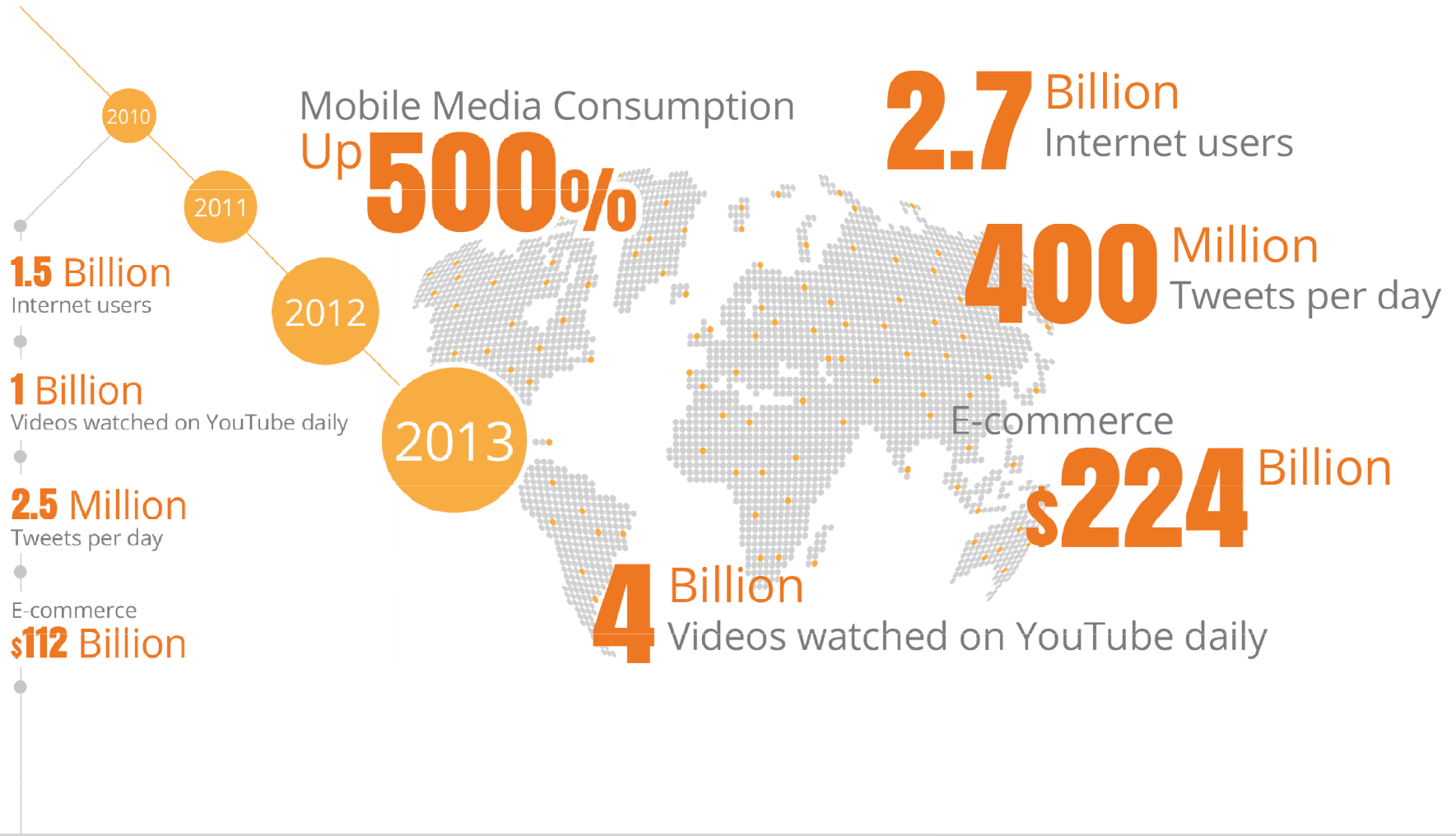
## Human Settlement on Mars

Mars One designed a mission using only existing technology. In the coming years, a demonstration mission, communication satellites, two rovers and several cargo missions will be sent to Mars. A reliable living environment will be waiting for the astronauts when they leave Earth.

🚀 The Mission Plan



# Galactic pace of change



# The Travel Landscape







# The online travel booking journey is complex

**75%** purchase travel online

**44%** search for travel in an average month

**17** research sessions

**11** different desktop sites visited

**3** average visits per site

**73** days before booking

**2:19** total research time

Source: GfK Consumer scope, purchase journeys study in UK travel, UK Feb-Oct 2012

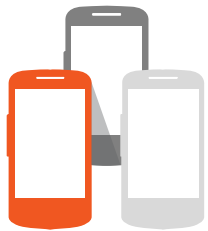
Source: GfK Consumer scope, purchase journeys study in UK travel, UK Feb-Oct 2012  
**...plus additional research via smartphones & tablets**

# Measurement Challenge

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Which campaigns are driving incremental sales?



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How can we measure performance across different devices?



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What proportion of sales are happening offline?

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## Attribution helps us to...



better **evaluate**  
past actions...



**predict** results  
from future  
actions...



**decide** which  
actions  
to take!

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# On the Beach uses attribution to gain increased sales and improved ROI

## Results:

- 25% ROI increase
- Increased sales
- Increase in traffic



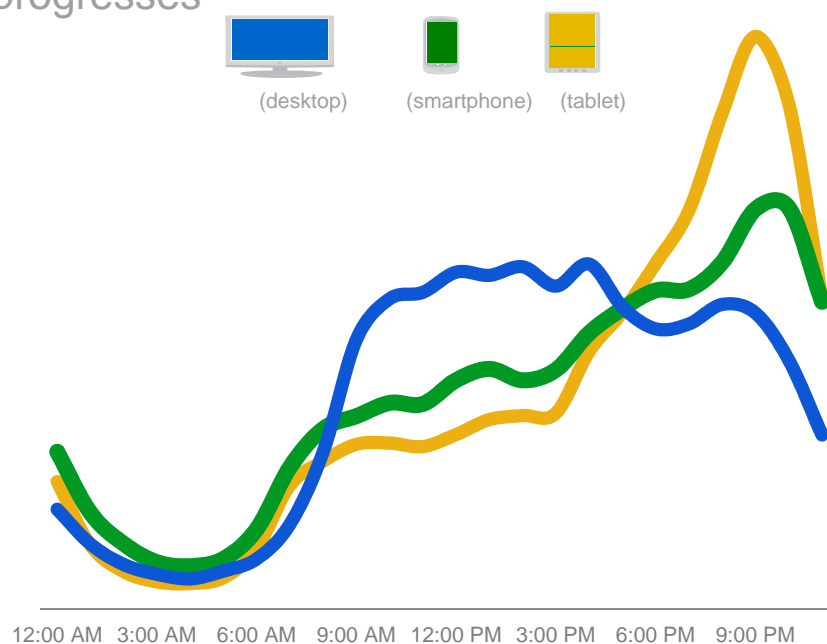
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*“We did some analysis of brand sales assisted by generic search. The growth we are seeing from this is much higher than we expected; attribution is clearly working for us.” -*

***Danny Catapano, PPC Manager, On the Beach***

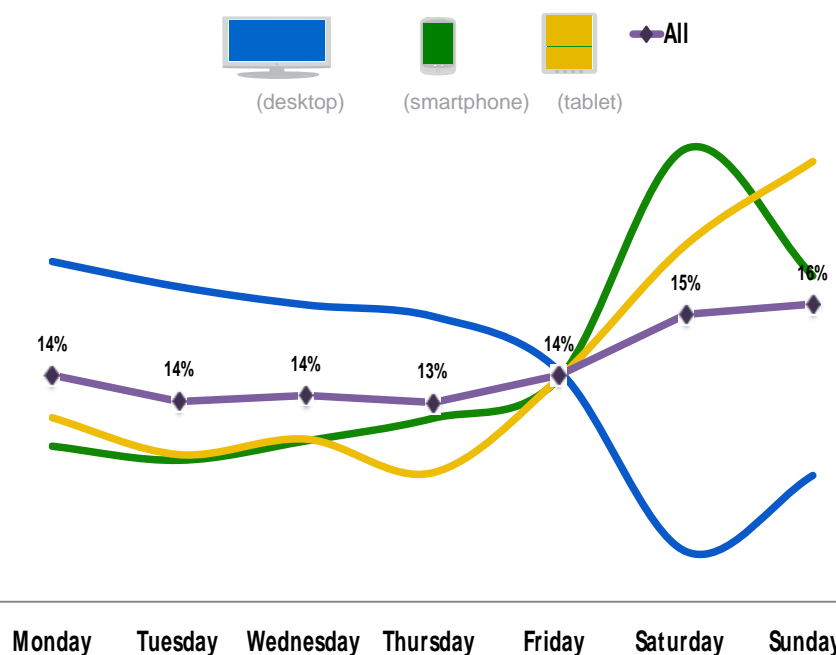
# We interact with different devices in different ways

Mobile Usage Increases as the day progresses



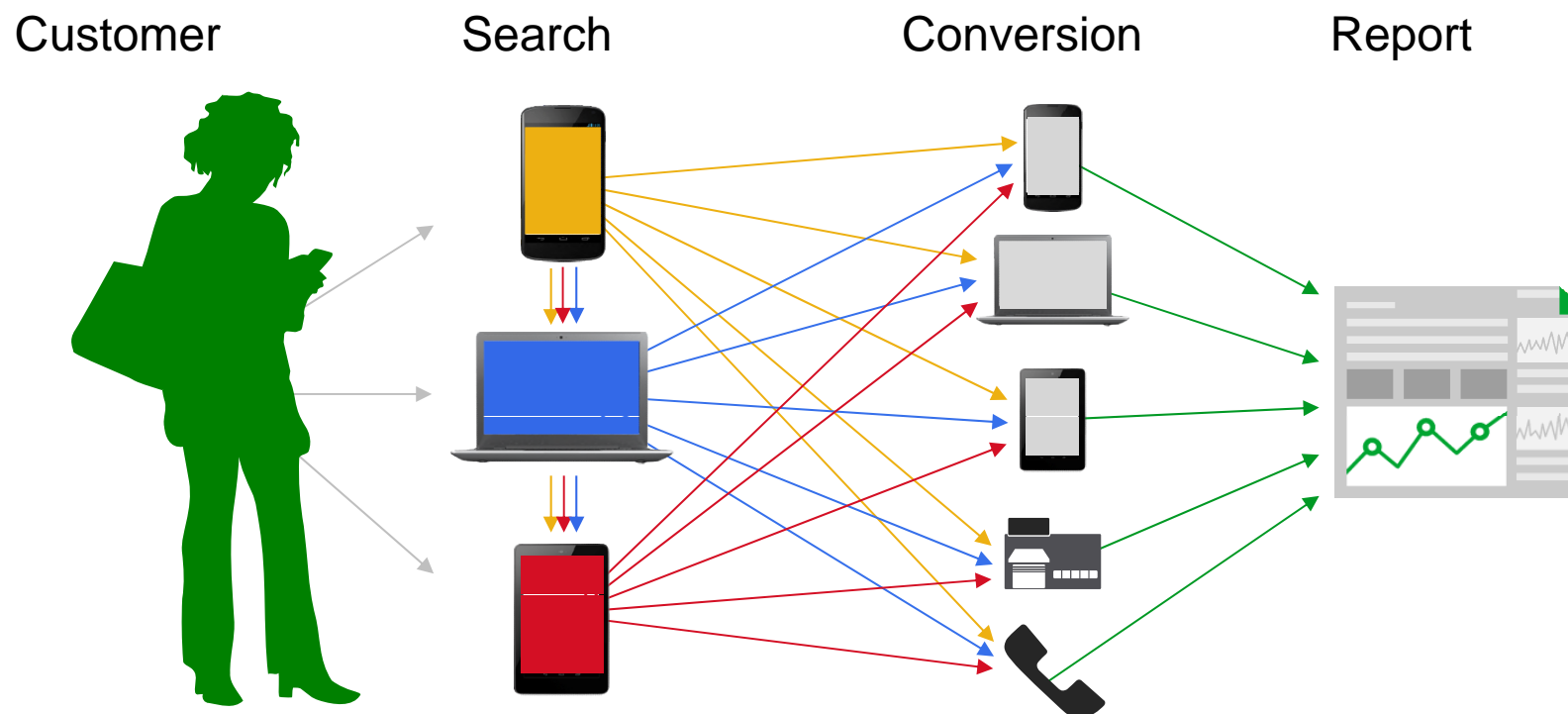
Hourly Distribution of search by platform  
Note: Does not reflect absolute traffic volumes

Device Usage by Device & Day for Travel

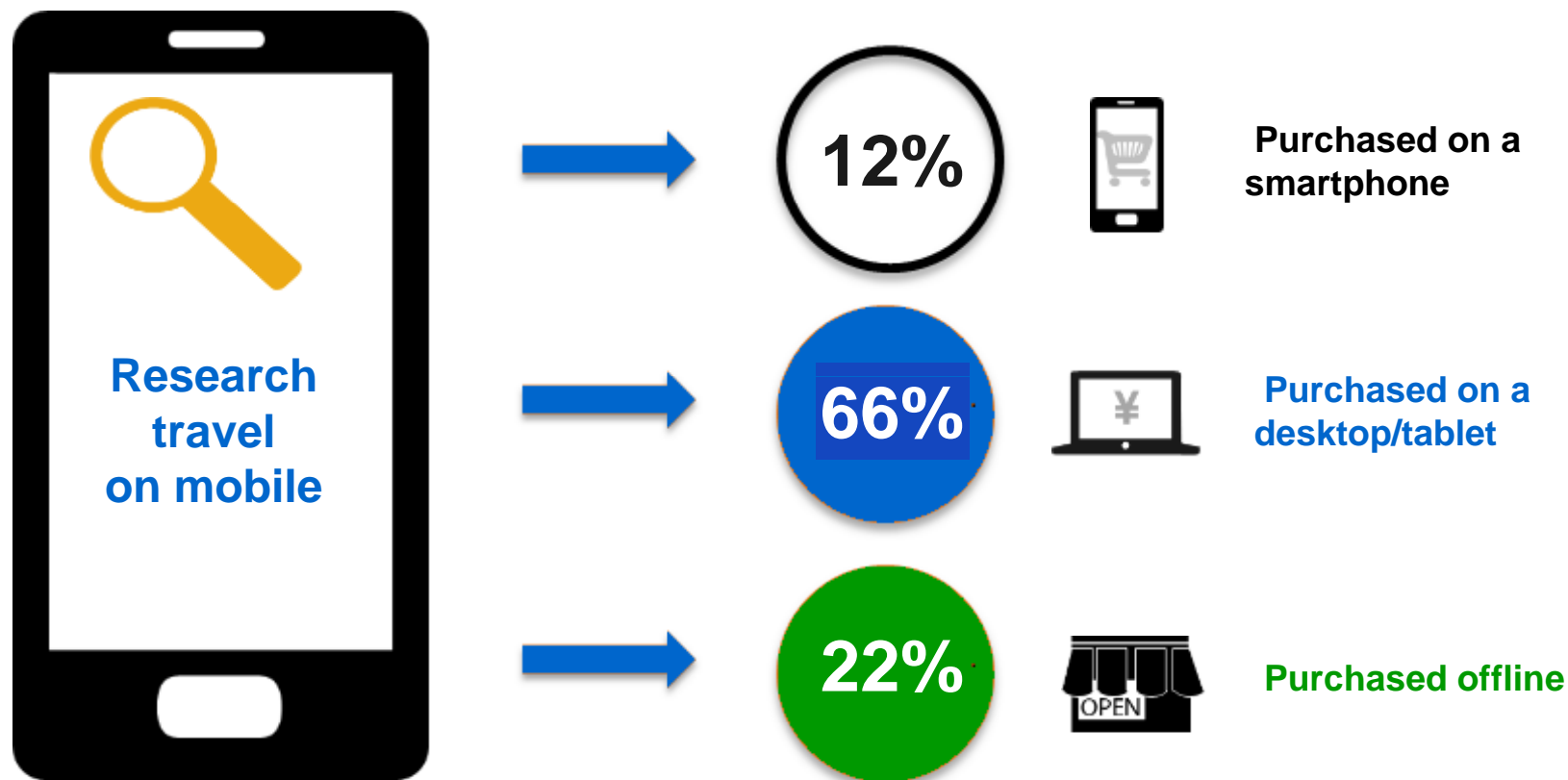


Google internal data for travel related queries by device in the UK.

# 43% of travel purchases are researched across devices



# Mobile Research > Travel Purchase

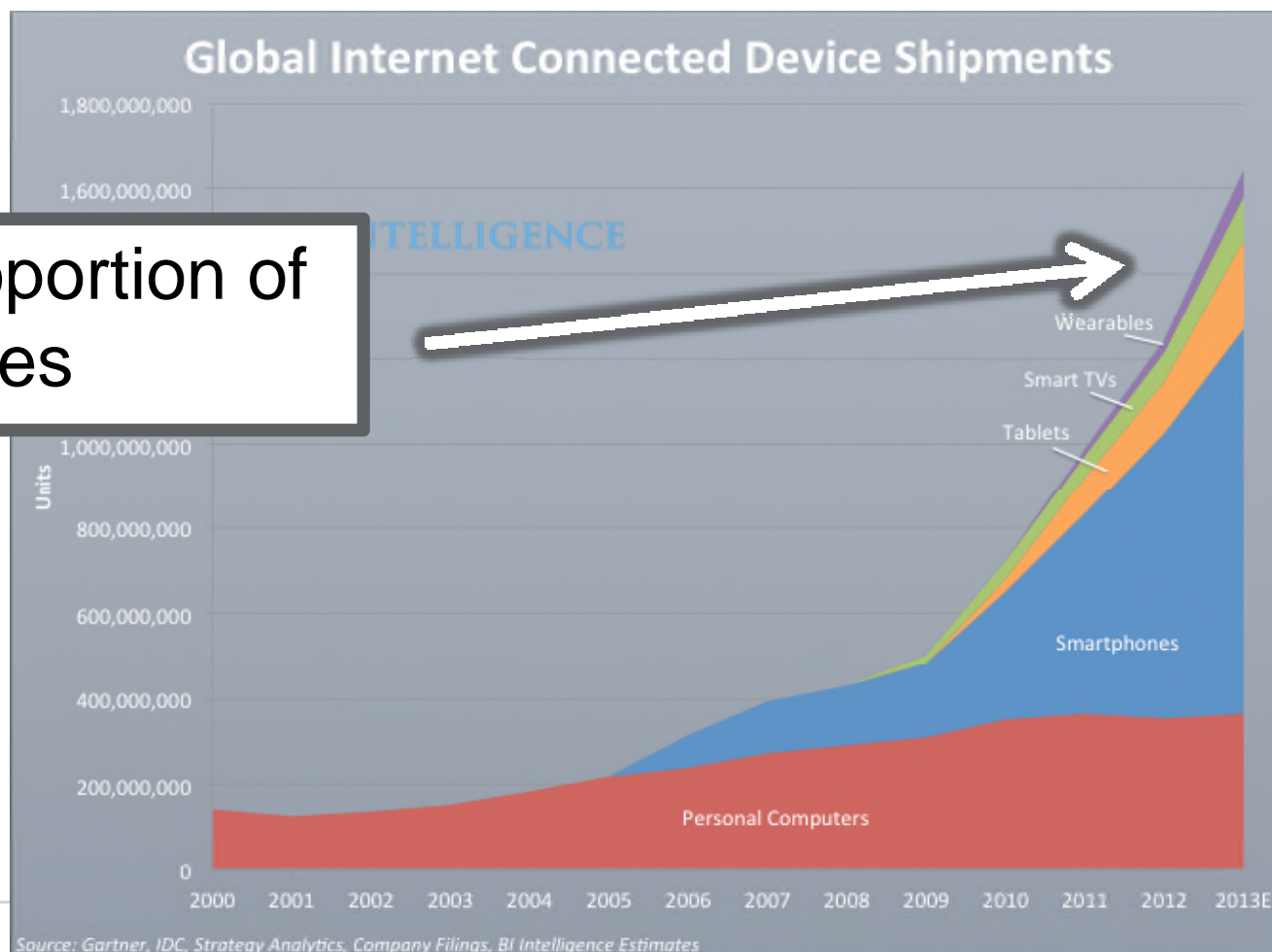


Vertical = TRAVEL  
Country = UK

Q13-Q15: Which sources of information did you seek out to help you with [book/buy product]?  
Q22: When you last [book/buy product], where did you actually purchase, book or order it?  
Base: Product purchasers in the last 12 months who use a smartphone

~60% of devices sold last year were smartphones or tablets

Growing proportion of 'other' devices



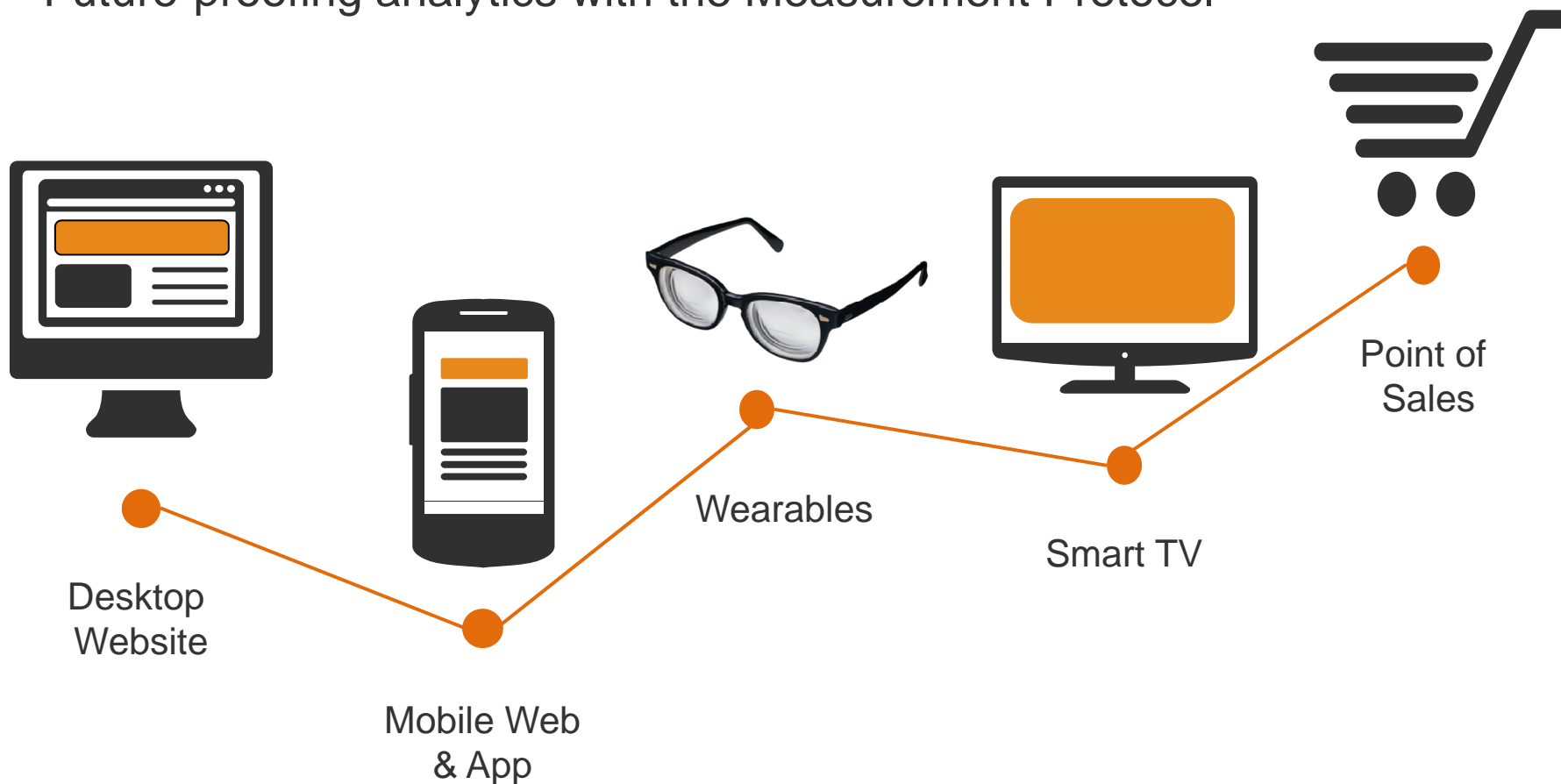


The background is a solid orange color. In the top-left and bottom-right corners, there are white geometric patterns consisting of a grid of lines forming triangles and squares, with small white dots at the intersections. A few dots in the top-left pattern are dark blue.

# Universal Analytics

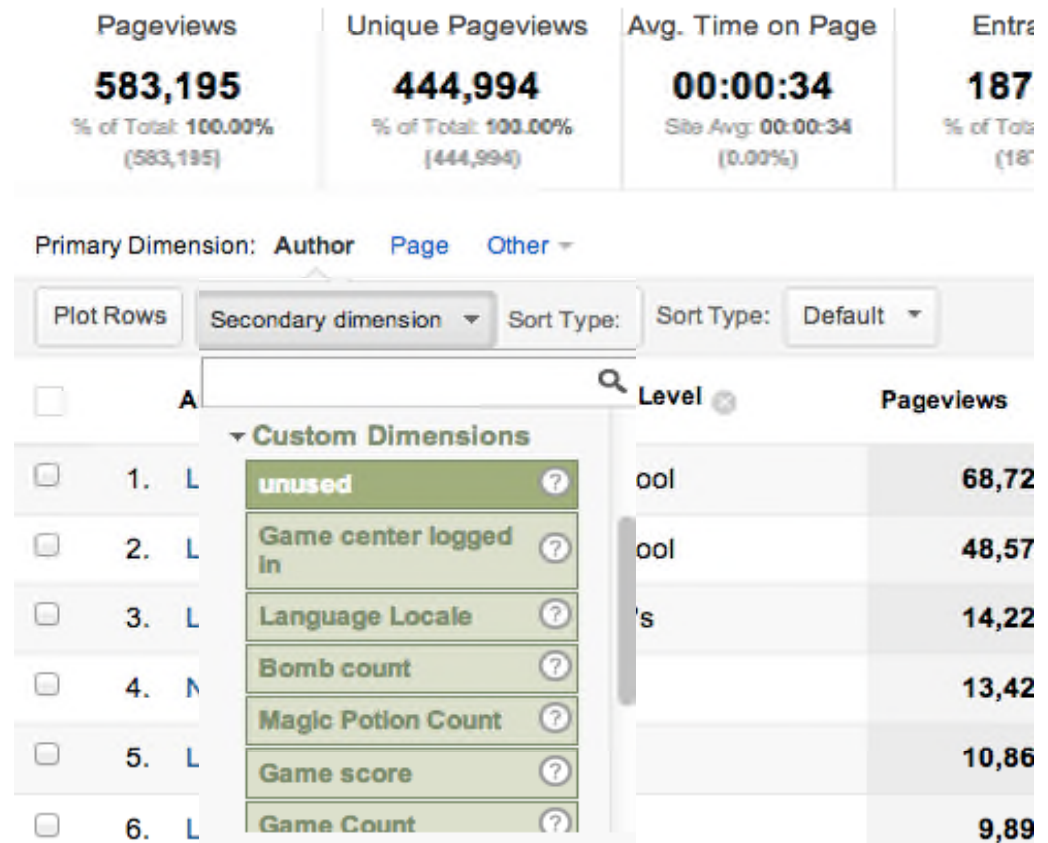
# Universal Analytics

Future-proofing analytics with the Measurement Protocol



# New Dimensions to your Data

Bring additional data into Google Analytics, to help you segment your customer base.





# Offline Conversion Tracking

answers what happens *after* the online action



**RESULT:** Properly attribute offline value to online marketing!

# Mobile App Analytics

- Are your users doing what you expect?
- Where are they spending their time / money?
- Where are they stuck?
- What's blocking them?
- What do they want more of?



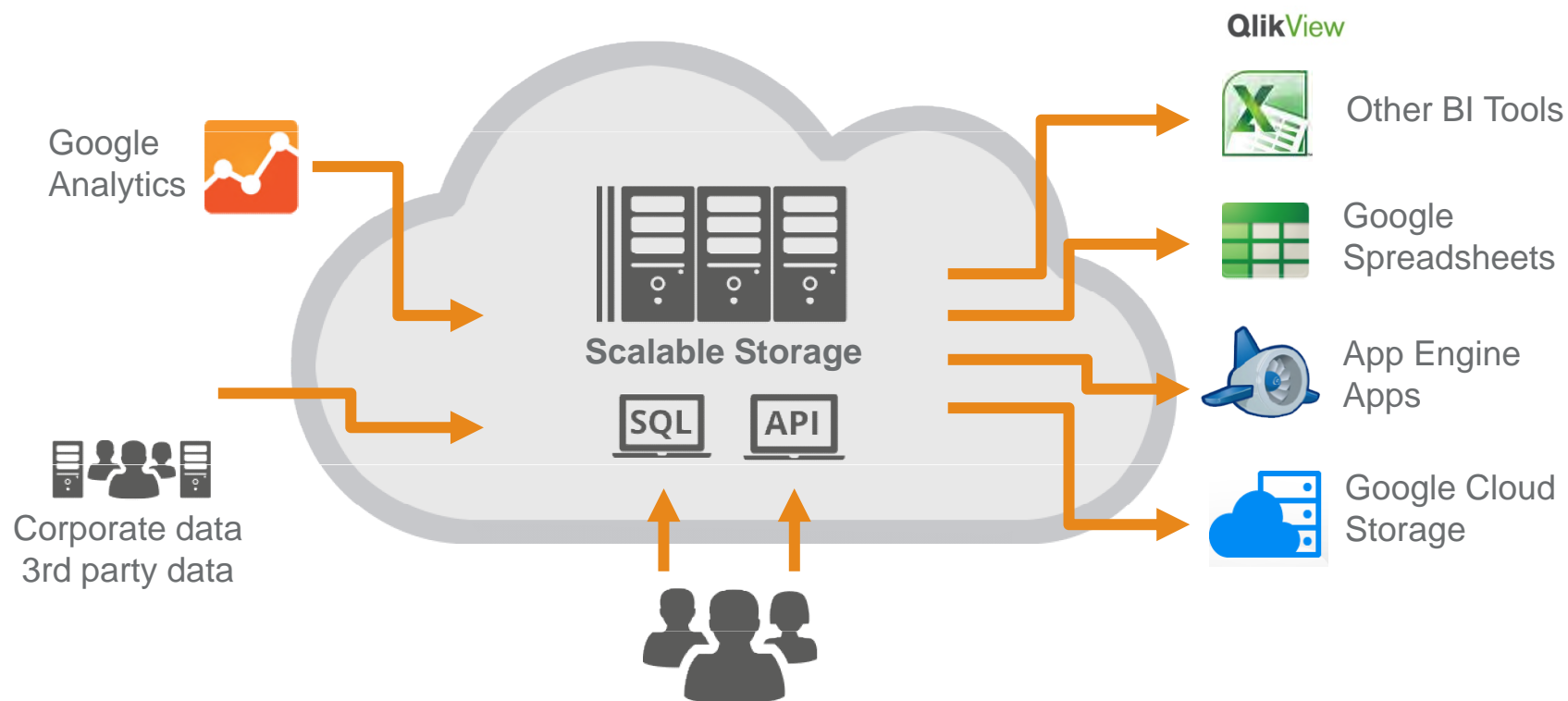
*80% of mobile time is spent in Apps!*



Cross-device, Mobile, Apps, Segments, etc...

**Lots of  
RAW DATA!**

# BigQuery at a Glance



# Programmatic Growth

**In 2020 audience targeting  
investment is projected to  
exceed search spend**

Source: IAB UK 2013



**58% YoY Growth**

**2013 Vs. 2012**

Source: eMarketer Oct 2013, Global

# Access. Empower. Act.



**Access** all your  
data in one  
place, fast



**Empower** with  
powerful insights



**Act** on data by  
applying to  
strategy

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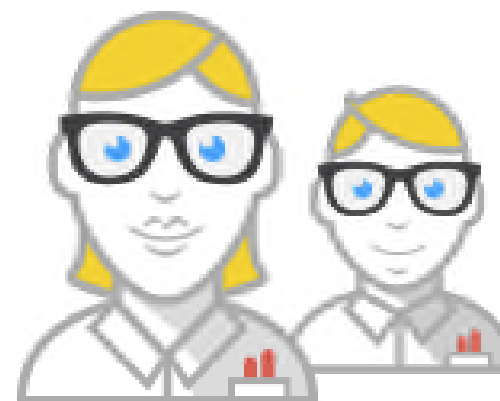
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# In Summary



# “Data Scientist: The Sexiest Job of the 21<sup>st</sup> Century.”

- Harvard Business Review



Register for the Google Analytics Academy:

[analyticsacademy.withgoogle.com](https://analyticsacademy.withgoogle.com)

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# Analytics of the Future



1. Consumers are accessing online content via a growing number of devices
  2. Universal Analytics helps you to measure all these digital touchpoints
  3. Analytics Academy MOOC live now!
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**Thank you!**

The image features a solid orange background. In the top right corner, there is a white grid pattern of thin lines forming a triangular shape. A white line with small dots at its endpoints extends horizontally from the left side of the text 'Thank you!' towards the right, then turns diagonally upwards to the right, ending near the grid pattern.