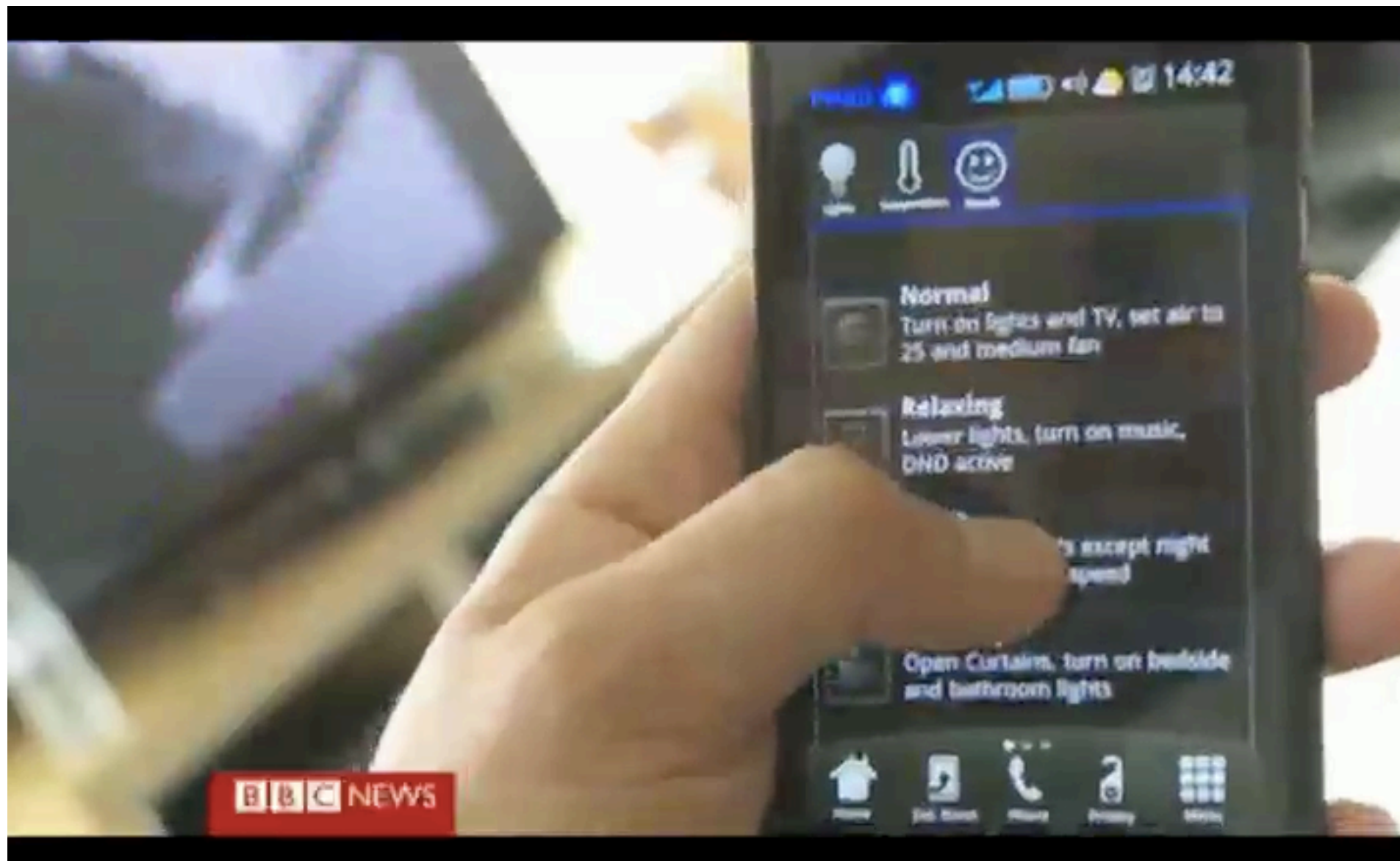




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@Svdubs



Understanding the value of mobile



Applying the desktop model to Mobile:

The right approach?

A black smartphone is shown with a white rectangular overlay on its screen. The overlay contains a calculation in bold black text. At the top is '£600K' followed by 'Q3 Investment'. Below this is a downward-pointing chevron. Then '10K' is shown, followed by 'Orders @ £30'. Below that is an equals sign. At the bottom is '£300K' followed by 'ROI (-50%)'. The background of the phone's screen shows a blurred image of a hand holding another smartphone.

£600K
Q3 Investment
▼
10K
Orders @ £30
=
£300K
ROI (-50%)

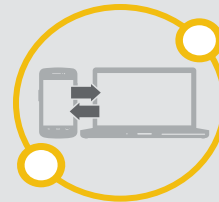
Mobile conversions take new forms



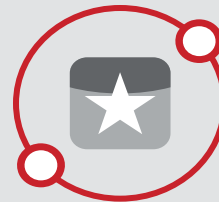
In-store



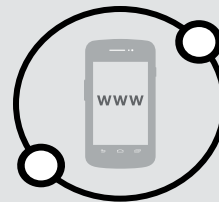
Via phone call



Cross device



From apps



On the mobile web

Assigning Value to Mobile Conversions

Considering all mobile conversion types

£600K

Q3 Investment



10K

Orders @ £30

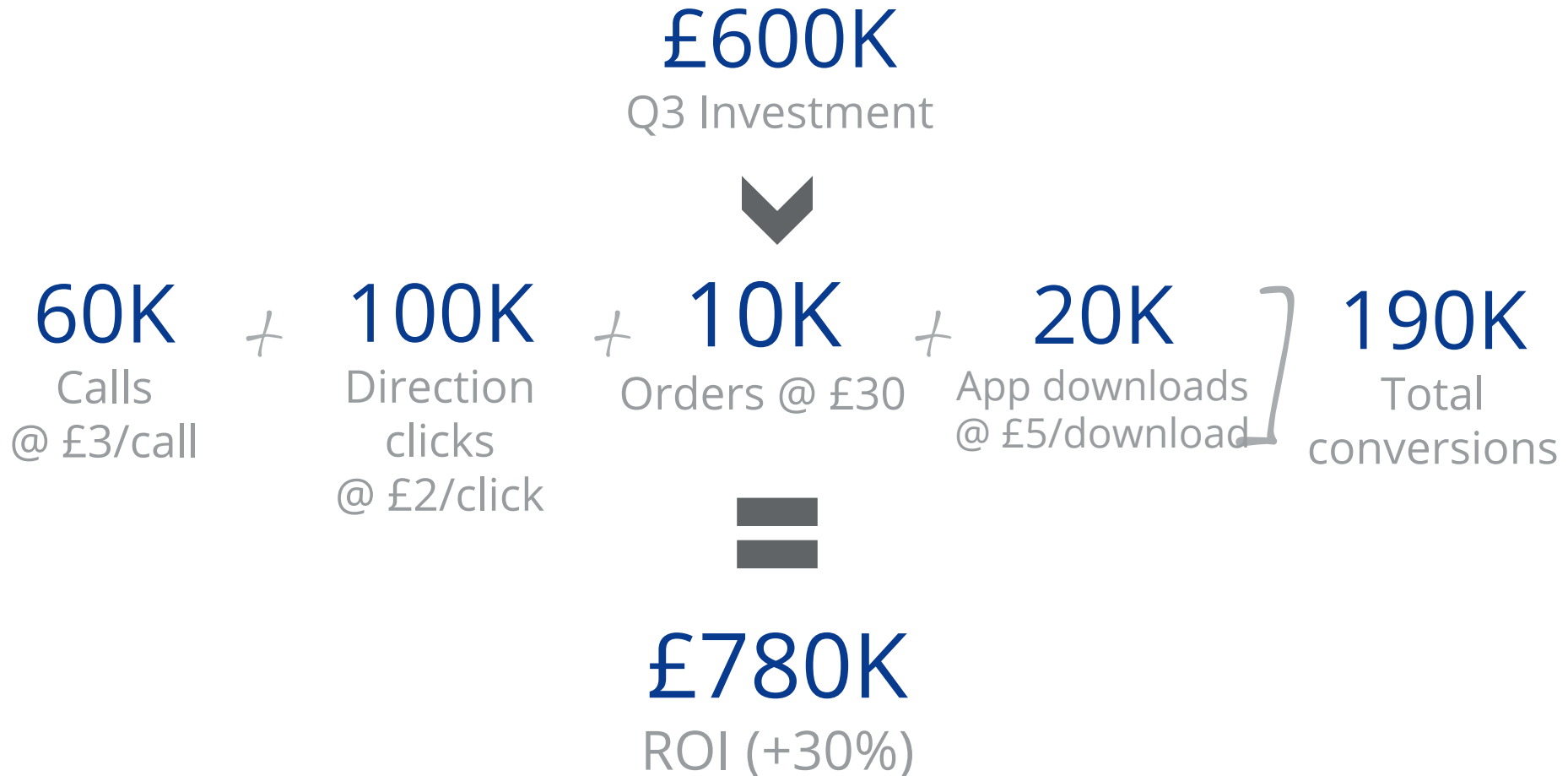


£300K

ROI (-50%)

Assigning Value to Mobile Conversions

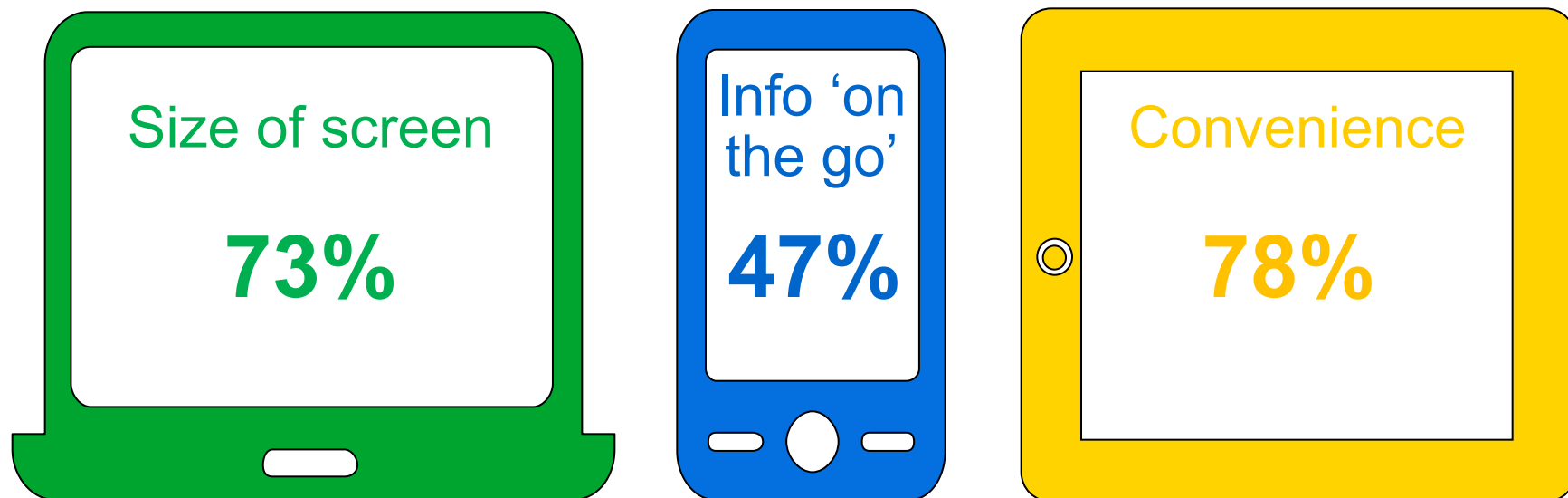
Considering all mobile conversion types





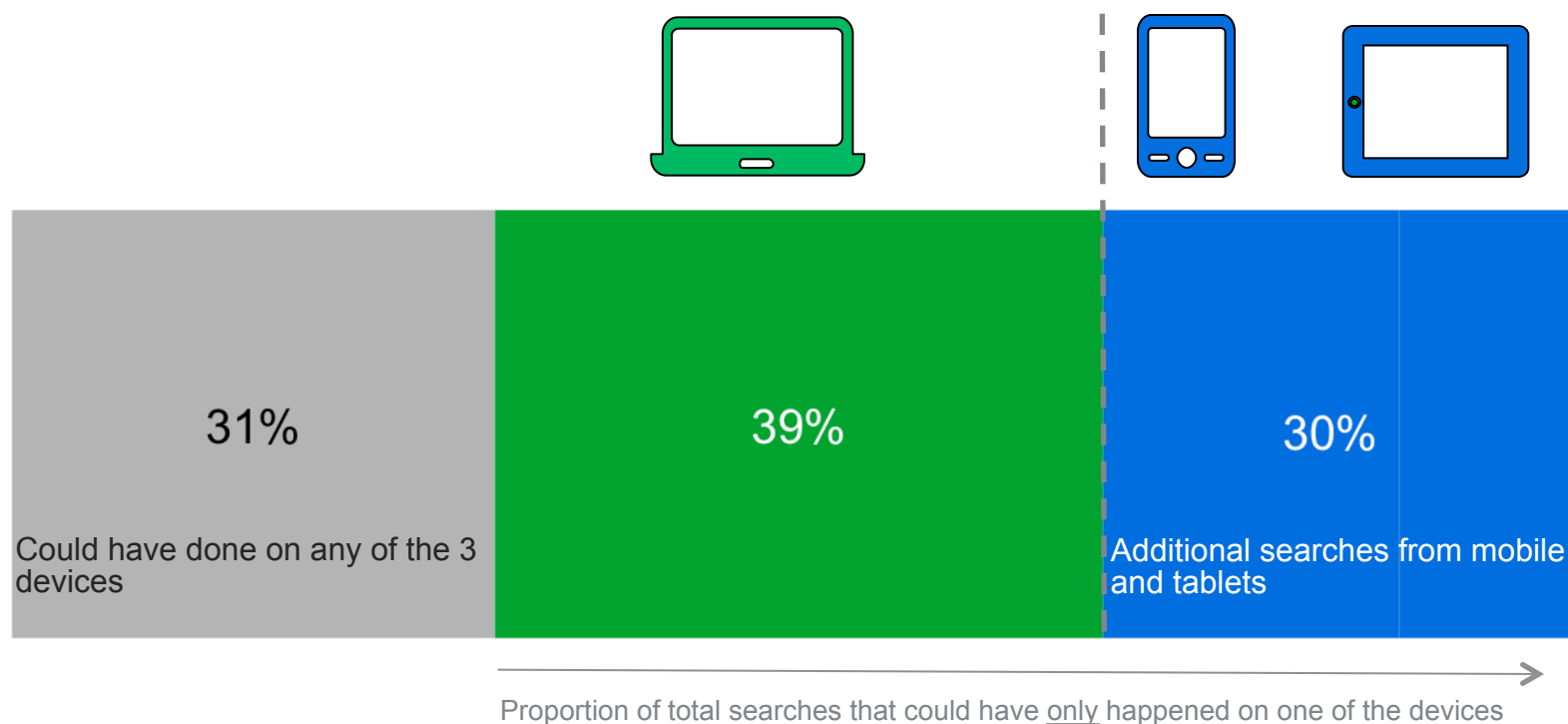
20

Understand What Your Customers Reach for First to Search on and Why:



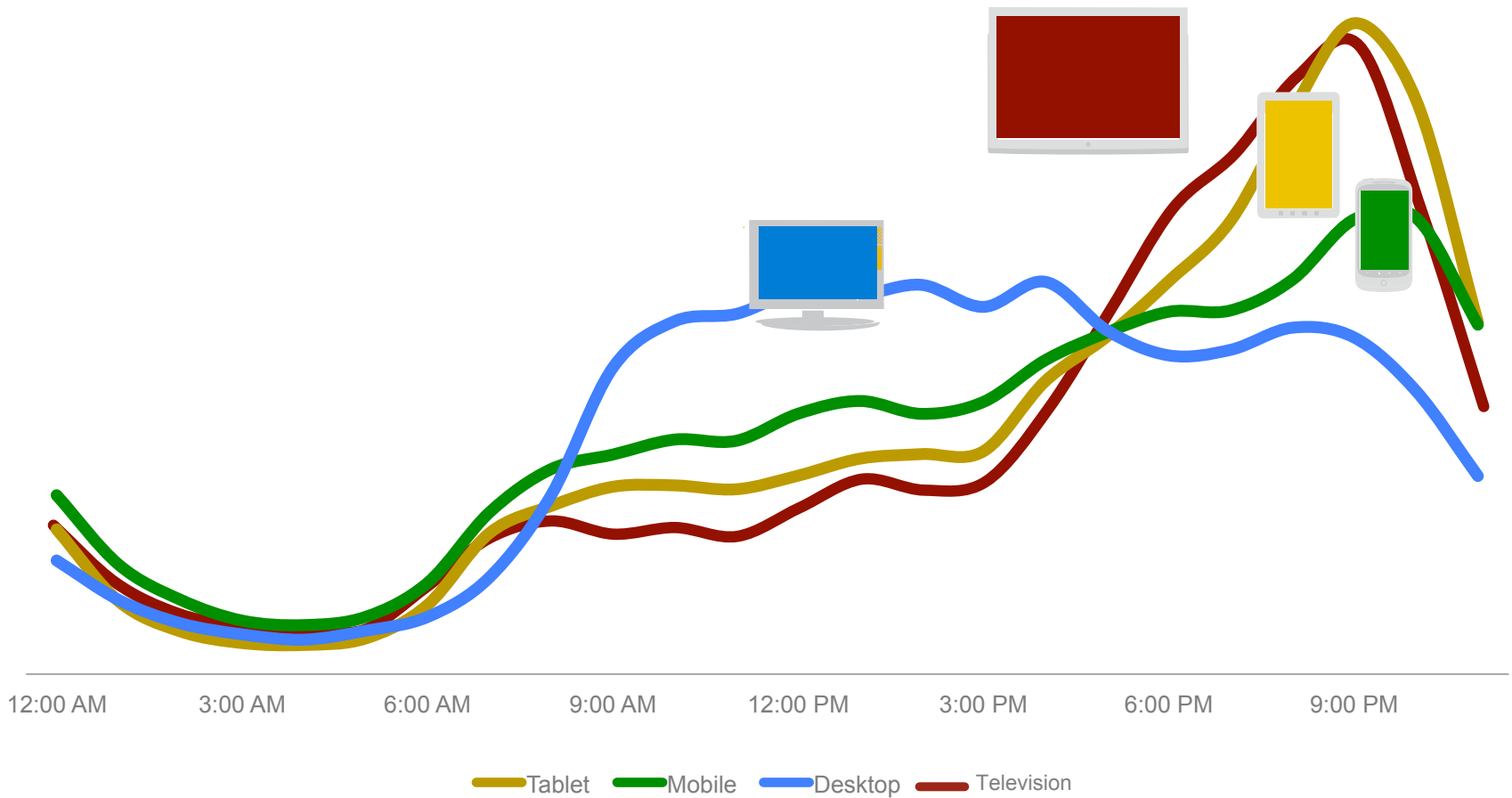
Source: 3 screen owners only
 Base: Reach for tablet first (51); smartphone (45); PC/laptop (75)

Tablets and Mobile are adding 30% Additional Searches



Source: 3 screen owners only
 PC5/MO5: When you used your [DEVICE] would you have done this at this specific moment had you not had access to it? (Base: Behaviours followed up – Search (169))

A four screen world throughout the day



Hourly Distribution of Searches by Platform and UK Television Viewing
(Searches do not reflect absolute traffic volume)

Source: Google Internal data, Broadcast Audience Research Board (BARB)



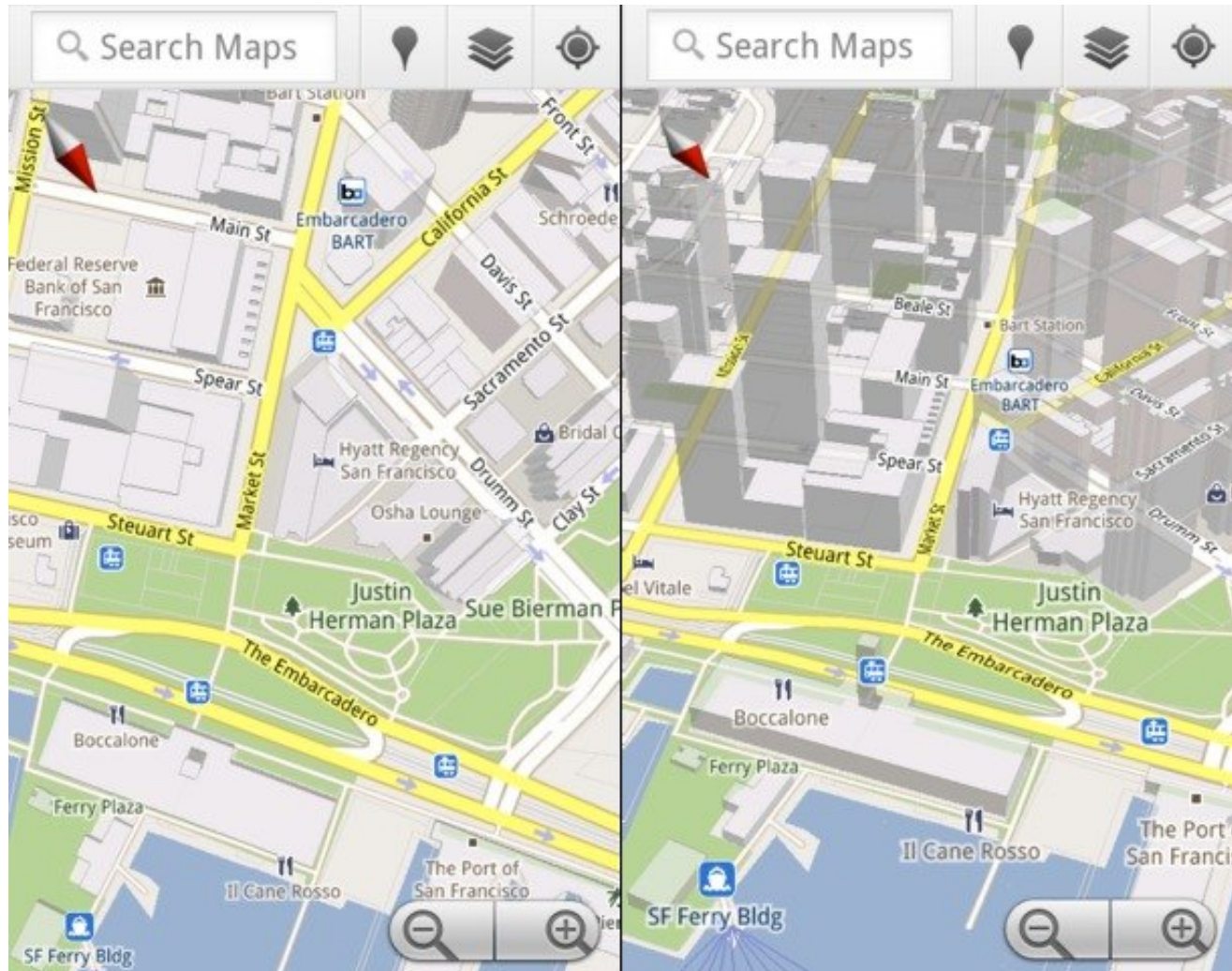
KEEPING UP WITH THE CONSUMER

TAB SYNCING IN CHROME

In this age of multi-device usage, we thought consumers would find it useful if they could quickly access their open tabs across multiple devices.



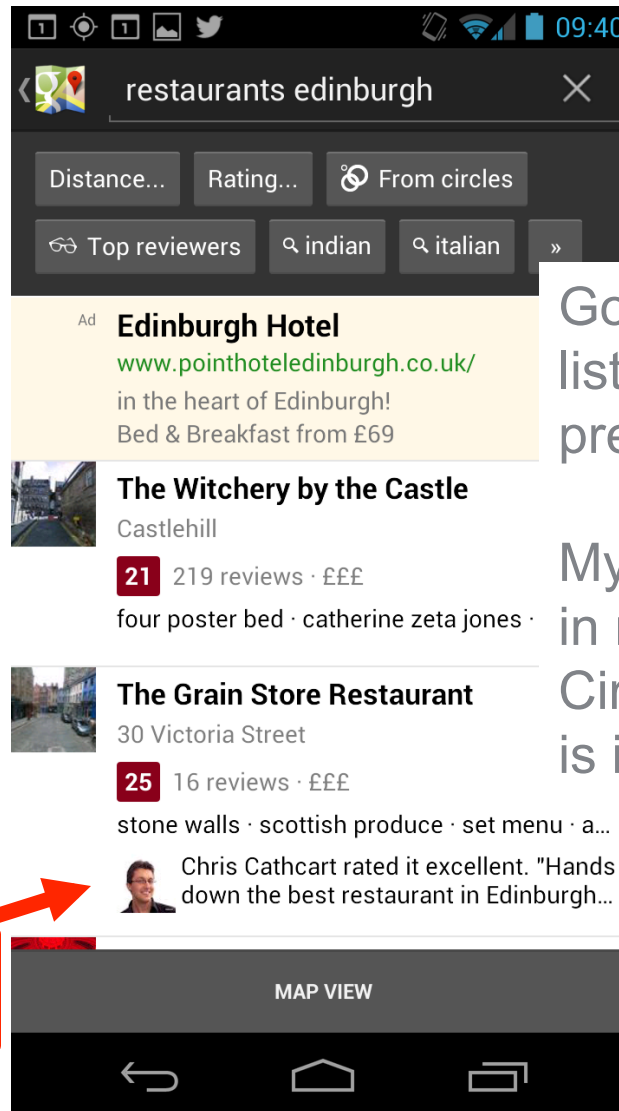
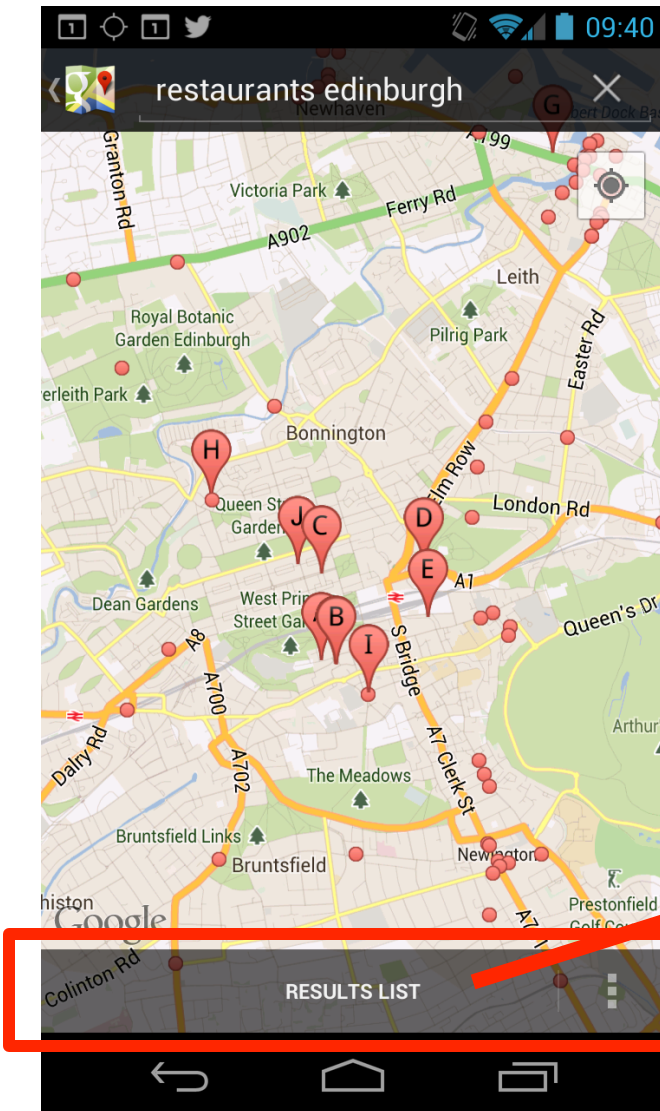
Live Demo – 3D Maps





RESULTS LIST

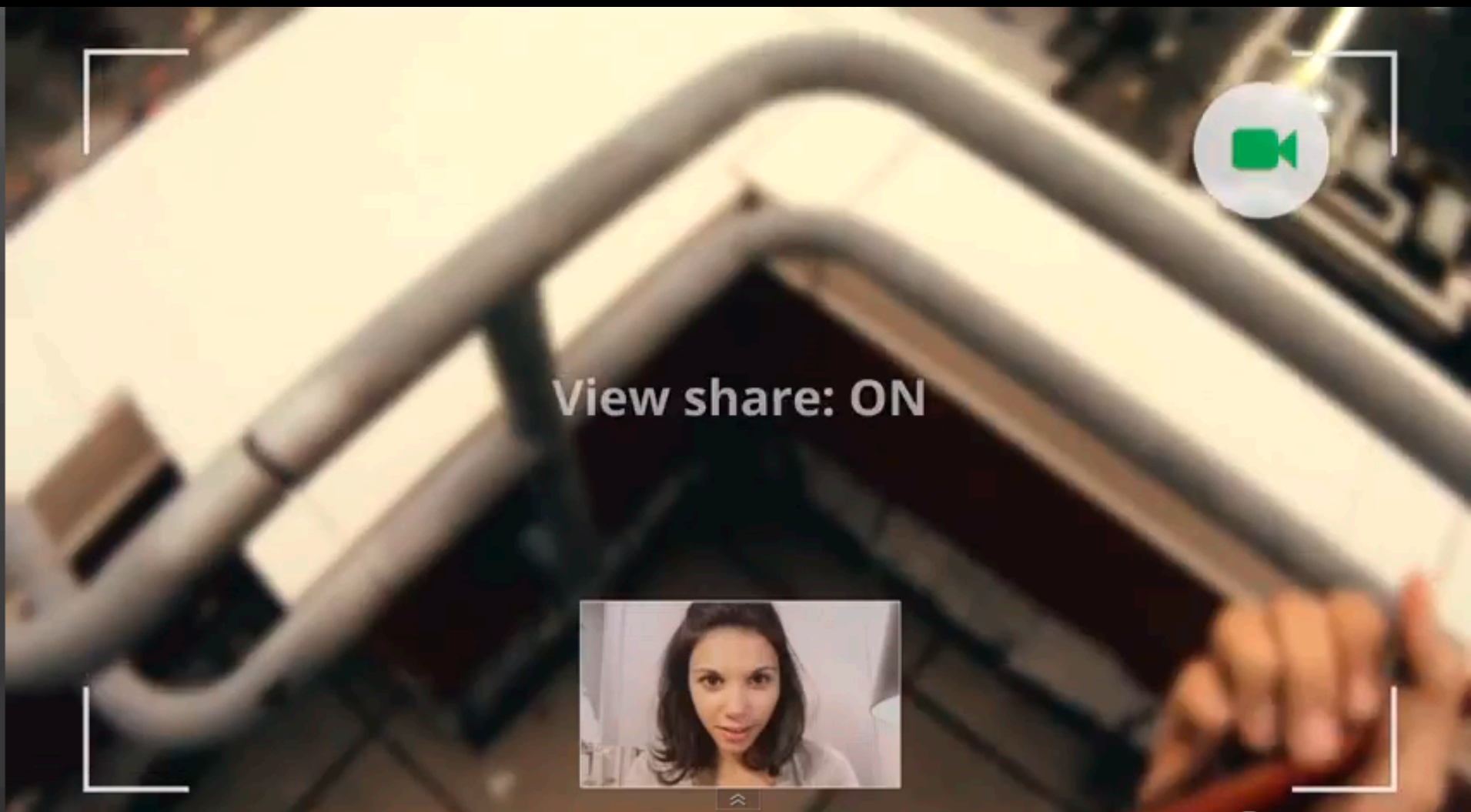
Live Demo – Social in Google Maps



Google Maps results list can be filtered by preference.

My colleague Chris is in my Google+ Circles so his review is instantly included.





Thank you!

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Online Tools – Live Demo

1. Ourmobileplanet.com
2. Howtogetmo.com
3. TheMobilePlaybook.com
4. ThinkWithGoogle.com
5. [Google Mobile Ads Blog](#)