



# Winning The Moments That Matter





How do I find  
**more customers?**

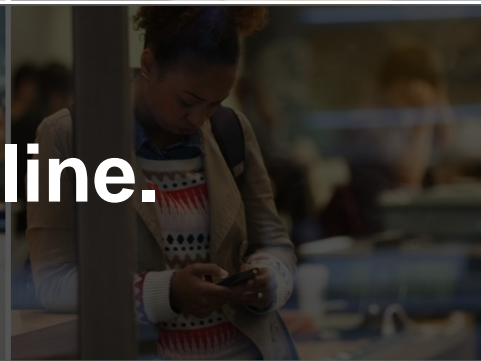
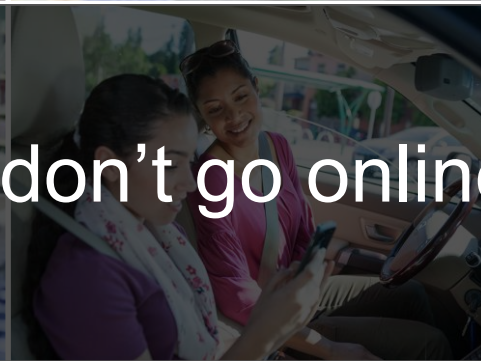


How do I **stand out** in a  
cluttered marketplace?

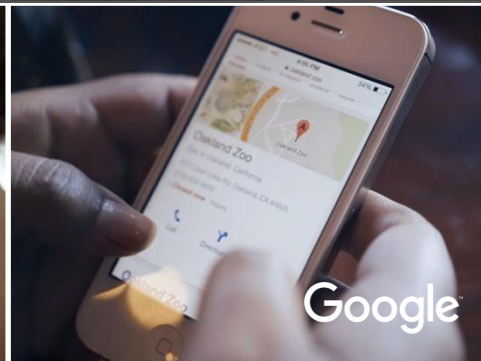
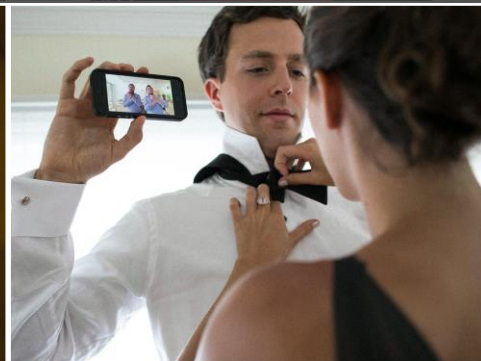
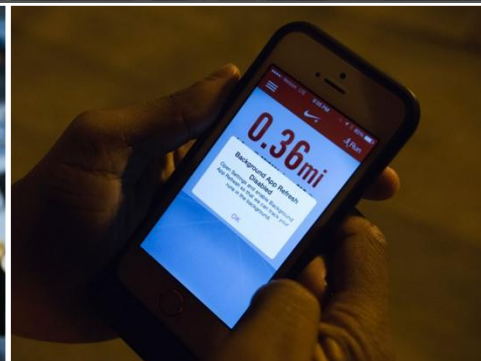


How do I **drive sales** and  
**grow my business?**





We don't go online. We live online.



Google



I want-to-know

I want-to-find

I want-to-buy

I want-to-watch

consumer moments **create**  
**relevant signals**





# finding better answers one trillion times a year

8:00pm  
I want-to-watch



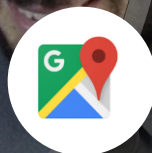
5:00pm  
I want-to-buy



8:00am  
I want-to-know

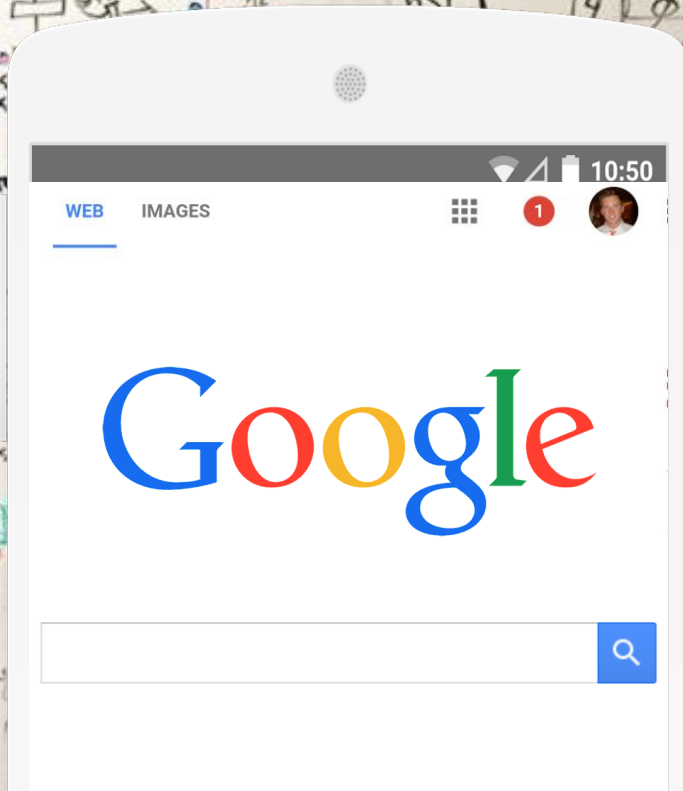


12:00pm  
I want-to-find



Google

finding better answers  
to your marketing challenges



Google



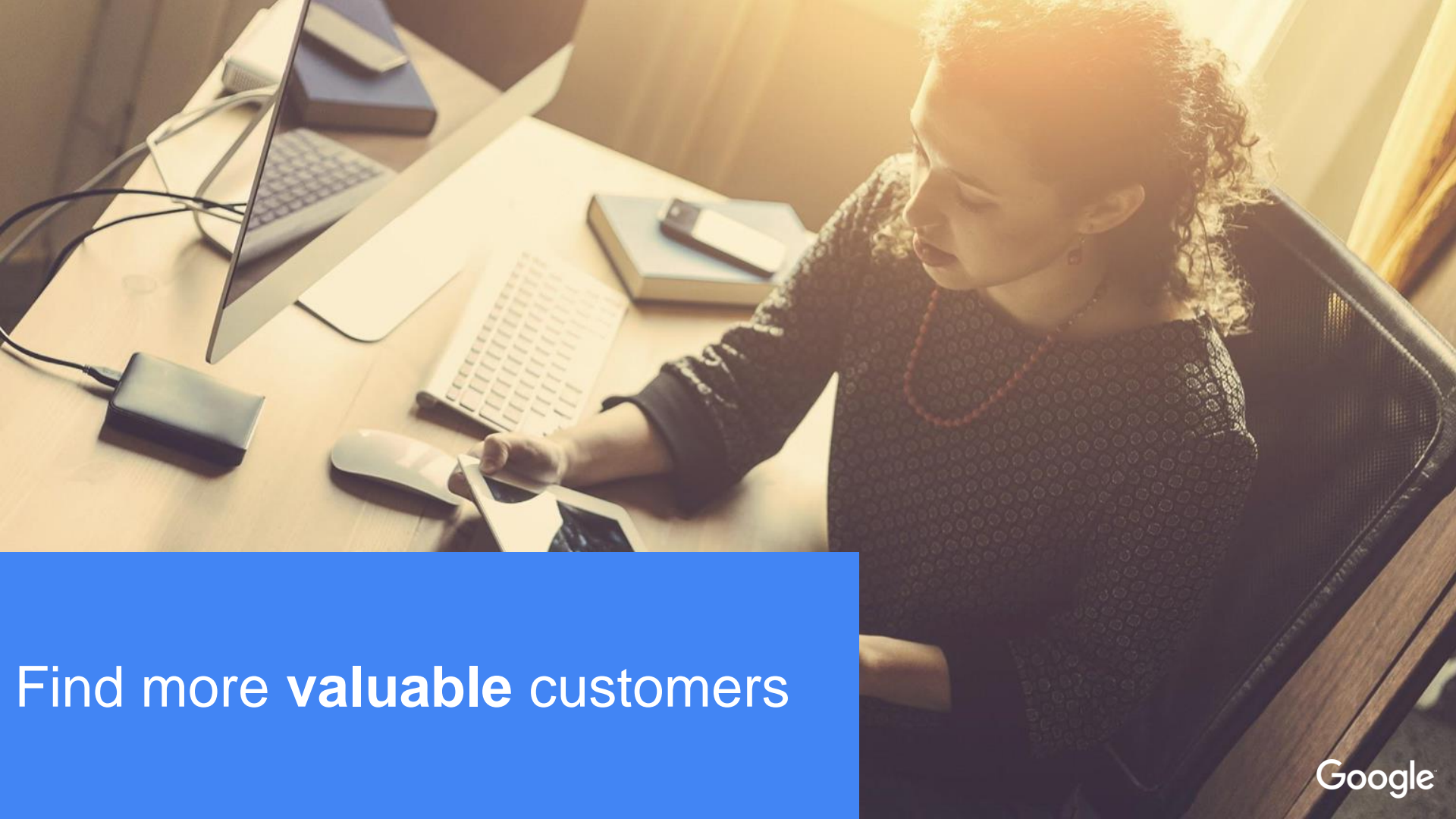
**REACH** better  
qualified customers  
at scale

Modify the **message** to  
reach your customers

Turn intent into  
**LOYALTY**







Find more **valuable** customers

# Google™

reaches

# 2.9B

people every month







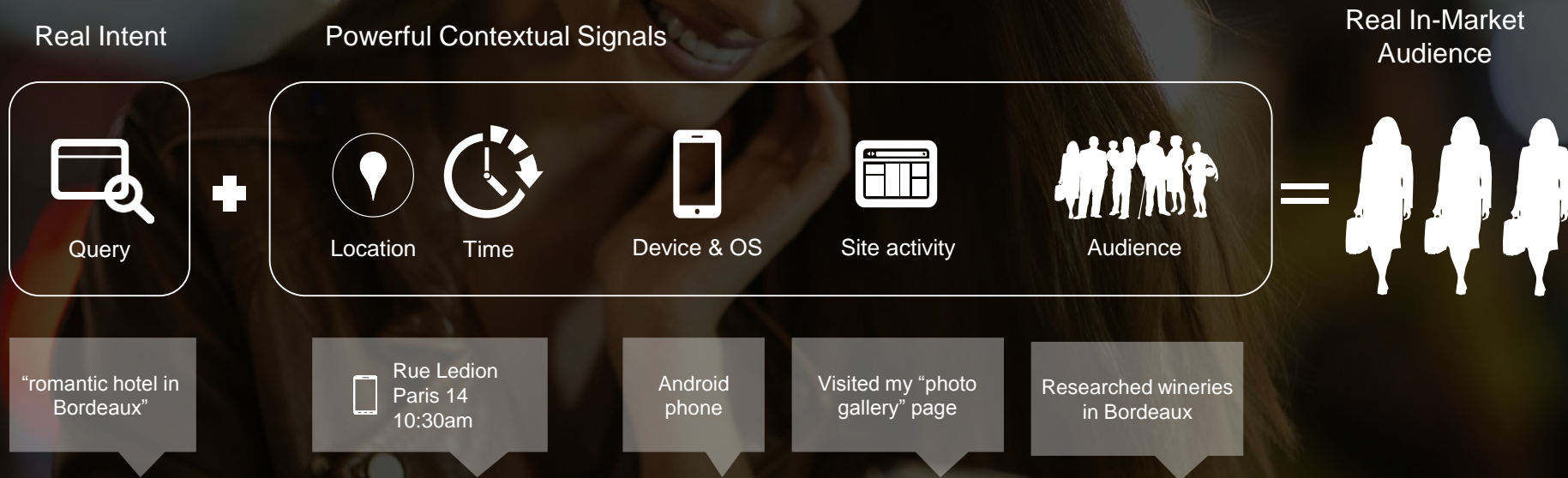
Do not attempt. Closed course

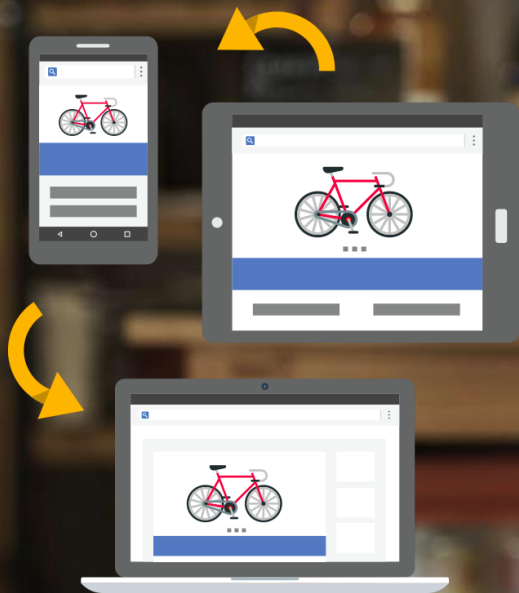


Who is **in-market**  
for my products or services?



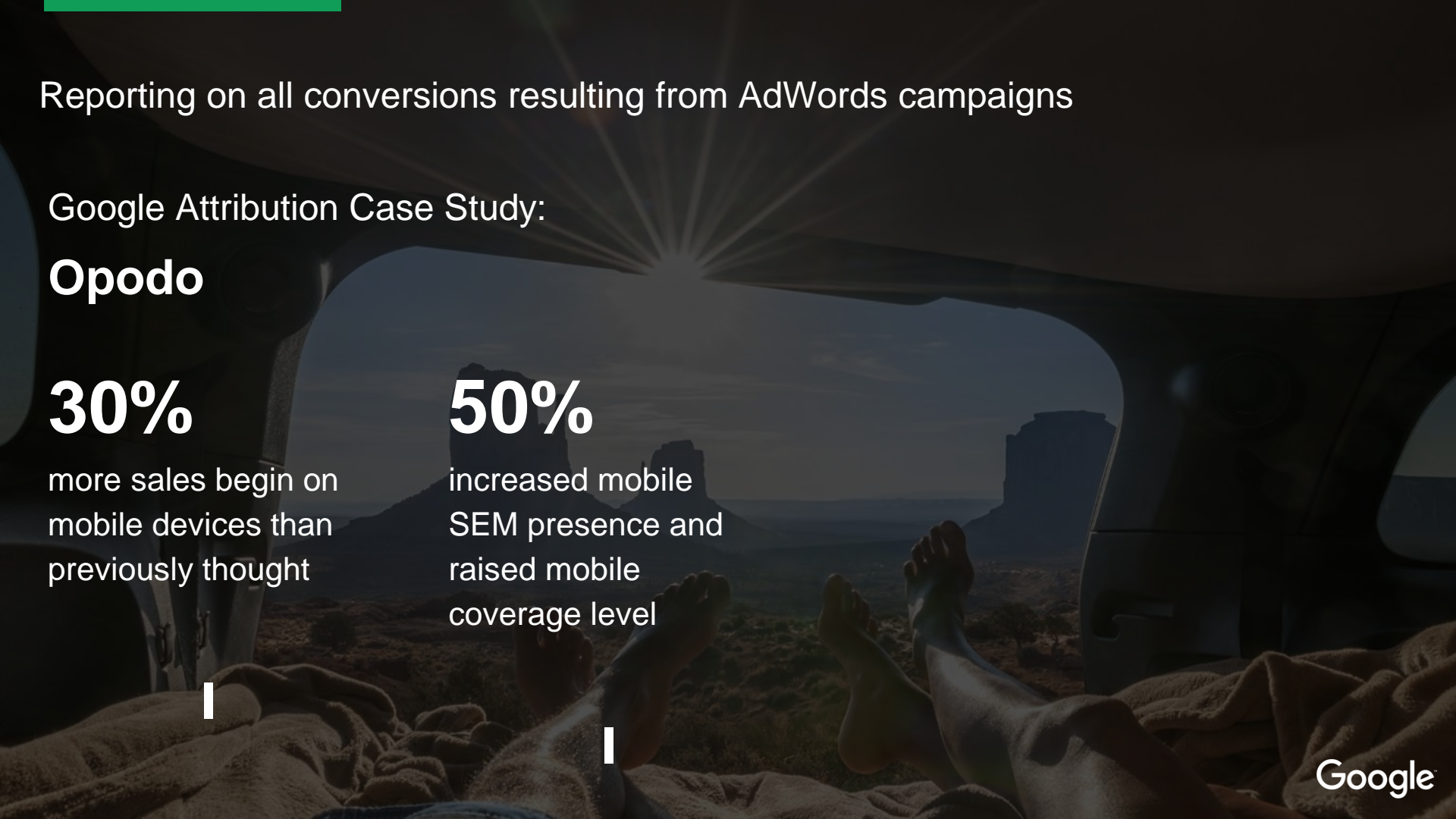
# Win the moments that matter by reaching users with real intent





Travel companies in the UK  
see an average **7%** uplift in  
conversions when they  
include **cross-device** data





Reporting on all conversions resulting from AdWords campaigns

Google Attribution Case Study:

**Opodo**

**30%**

more sales begin on  
mobile devices than  
previously thought

**50%**

increased mobile  
SEM presence and  
raised mobile  
coverage level

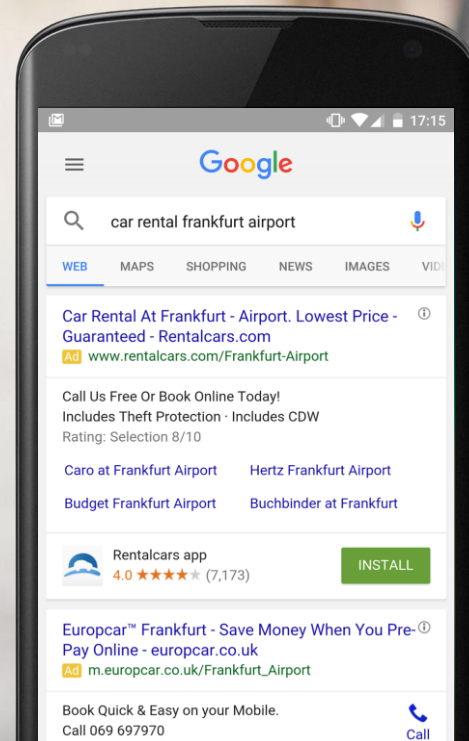


Tailor the **message** to the  
**medium**



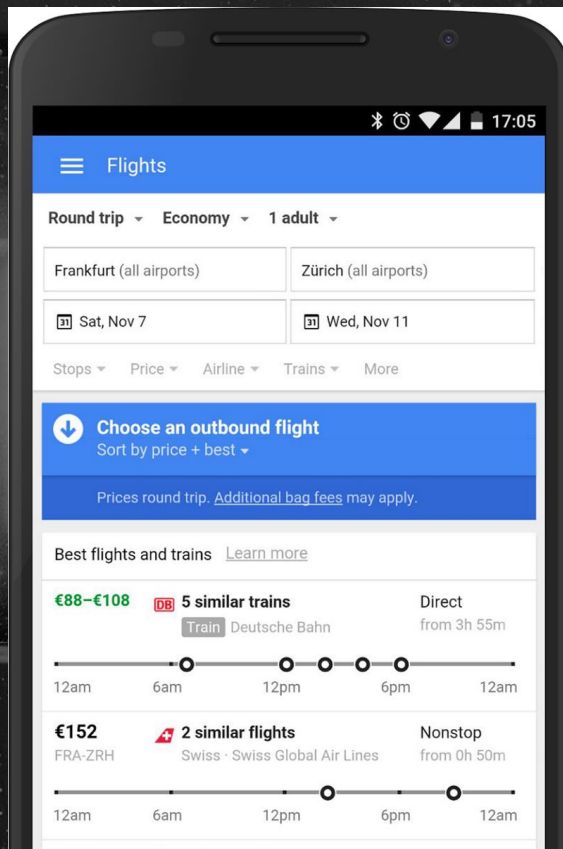


Let users choose how  
to interact with you



Google

# Google Flights now includes train times in Europe





Increase impact through vertical-tailored ads, built for travel

Google Hotel Ads Case Study:

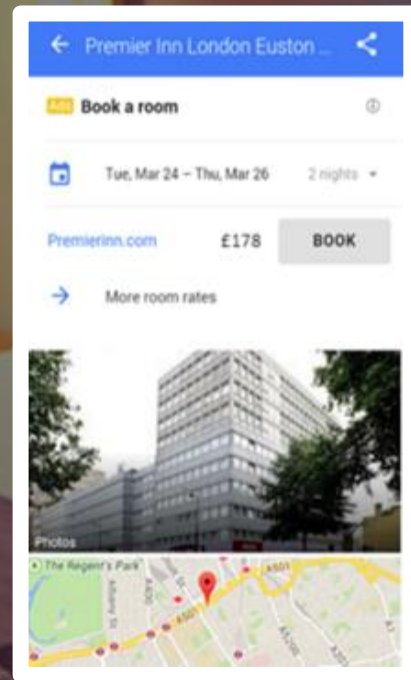
**Premier Inn**

**40%**

more bookings from new customers at 60% lower cost per acquisition

**300%**

increase in return on ad spend vs. non-branded paid search ads



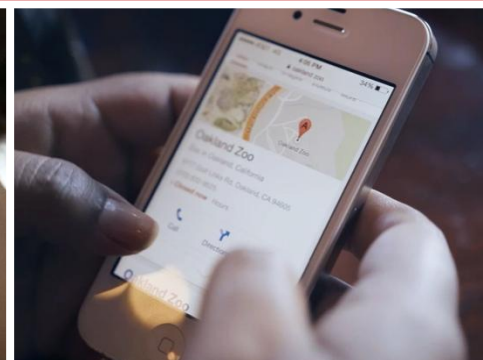
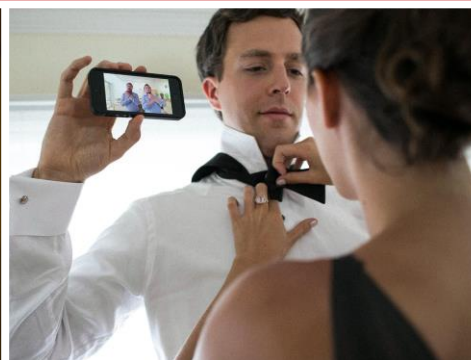
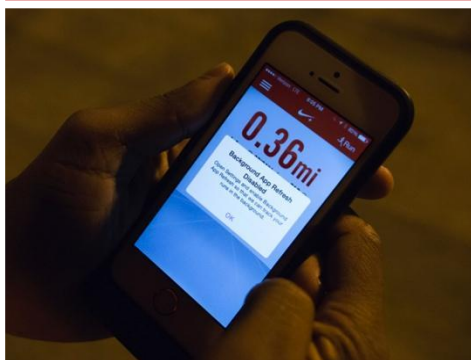
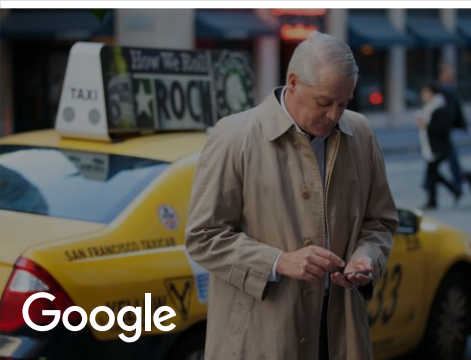
A close-up photograph of a person's hand pointing at a tablet. The tablet screen shows the Google Analytics 'Audience Overview' page. The browser's address bar displays 'google.com'. The page title is 'Audience Overview - Google Analytics'. Below the title, there's a date range selector showing 'Jul 20, 2015 - Aug 12, 2015'. The main content area features a line chart with a blue area fill, showing a fluctuating upward trend. The x-axis is labeled with dates 'Jul 20' and 'Aug 12'. The y-axis represents a numerical value. To the right of the chart, there are tabs for 'Hourly' and 'Day'. Below the chart, there are two small pie charts: one for 'New Visitor' and another for 'Returning Visitor'. The background is slightly blurred, showing a desk with a laptop and some papers.

Reach your customers  
anywhere





Use customer match to reach people who you already know?



**What you know  
about your customers...**

**...should drive your  
messaging across devices**



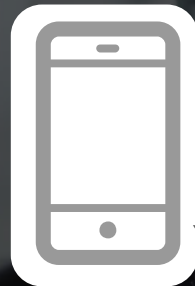
Purchase  
history



Customer  
profiles



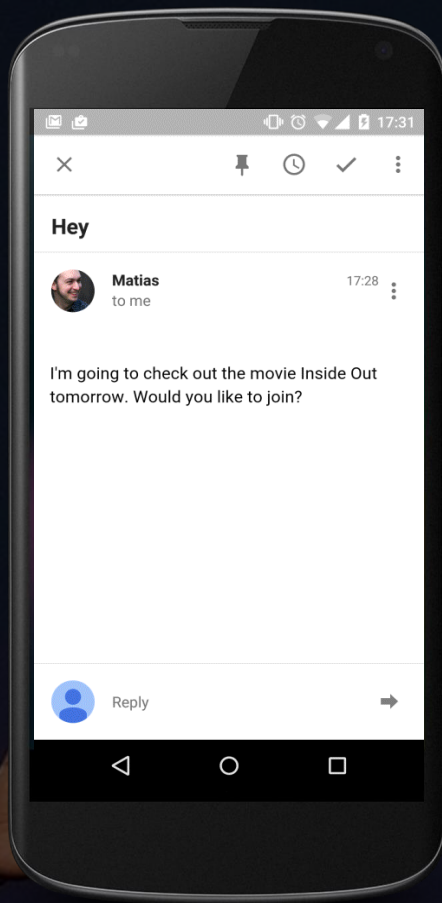
Offline  
campaigns





Increasing **Impact** through app advertising  
that will drive LTV





droid



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**Reach** better  
qualified customers at  
scale

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**Impact** the  
purchase decision to win  
the moments that matter

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Turn intent into  
**Loyalty**



# THE 'I-PREFER-MY- UMBRELLAS-IN-MY- DRINK' MOMENT

Flights to Tenerife



Google