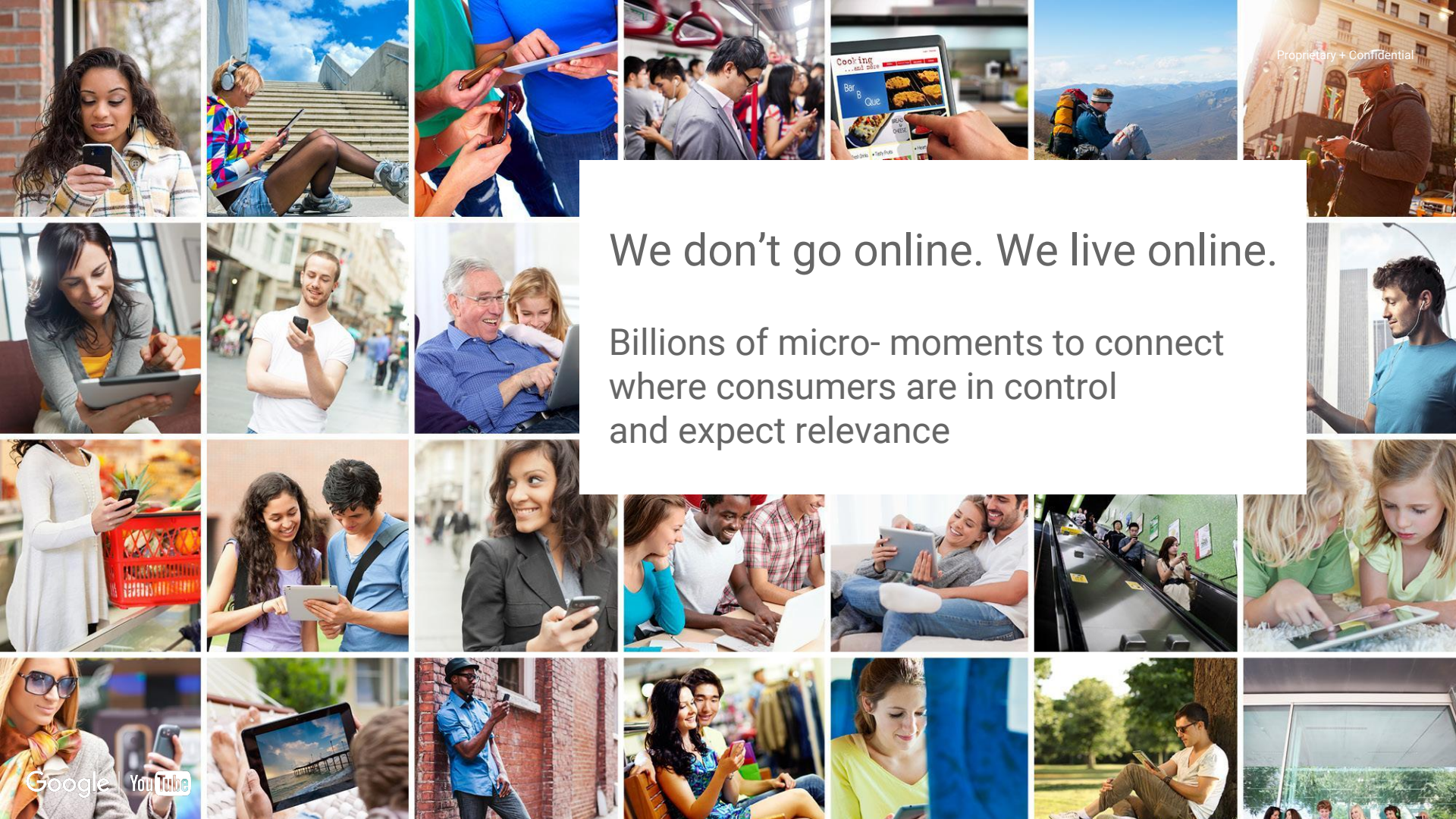


# Winning The Moments That Matter



I-CAN-FIX-THIS  
MOMENTS





Proprietary + Confidential

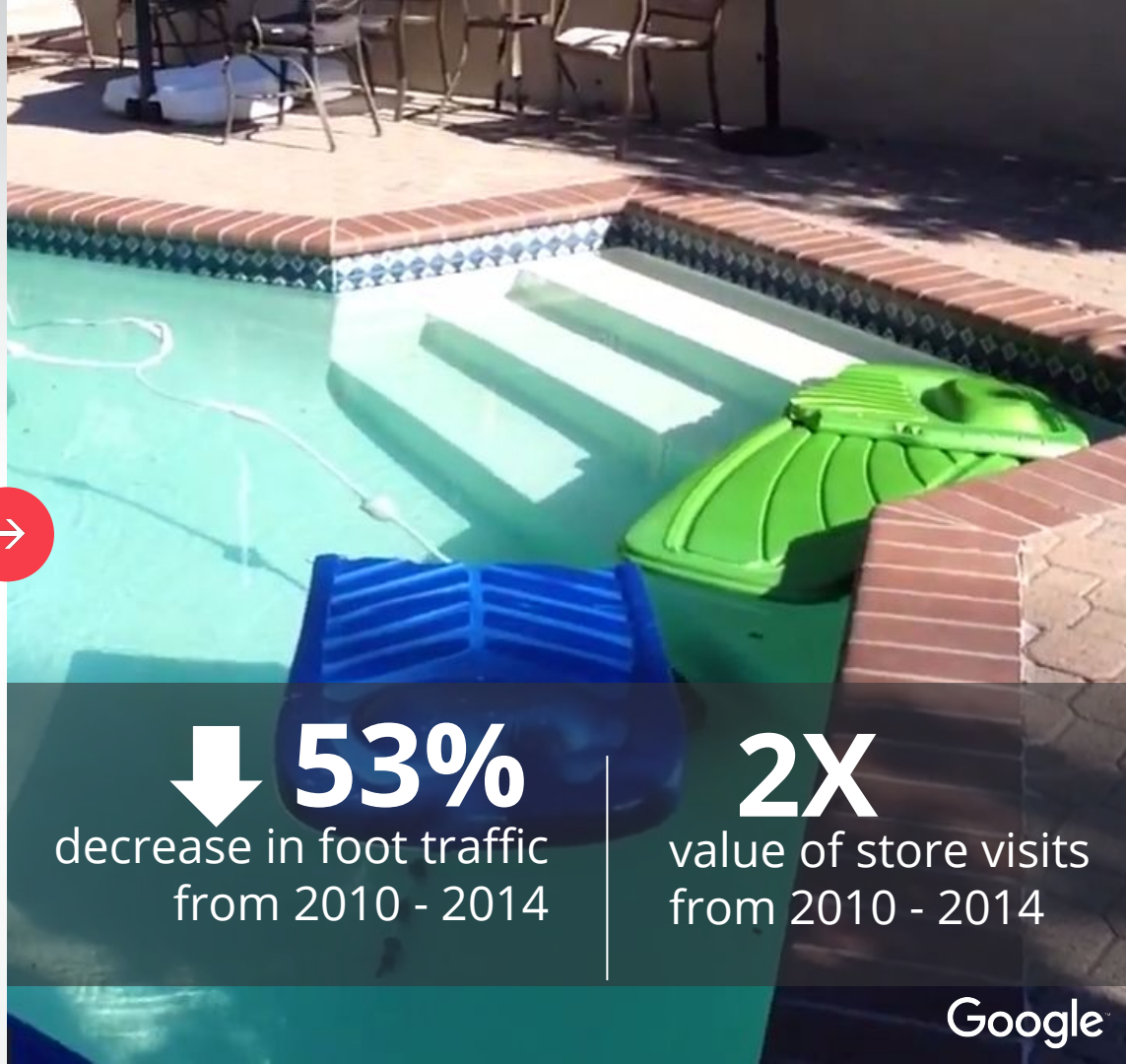
We don't go online. We live online.

Billions of micro- moments to connect where consumers are in control and expect relevance

Google YouTube

“I want to  
get it done  
immediately.”

Today's Consumer wants  
immediate gratification in the  
moment.

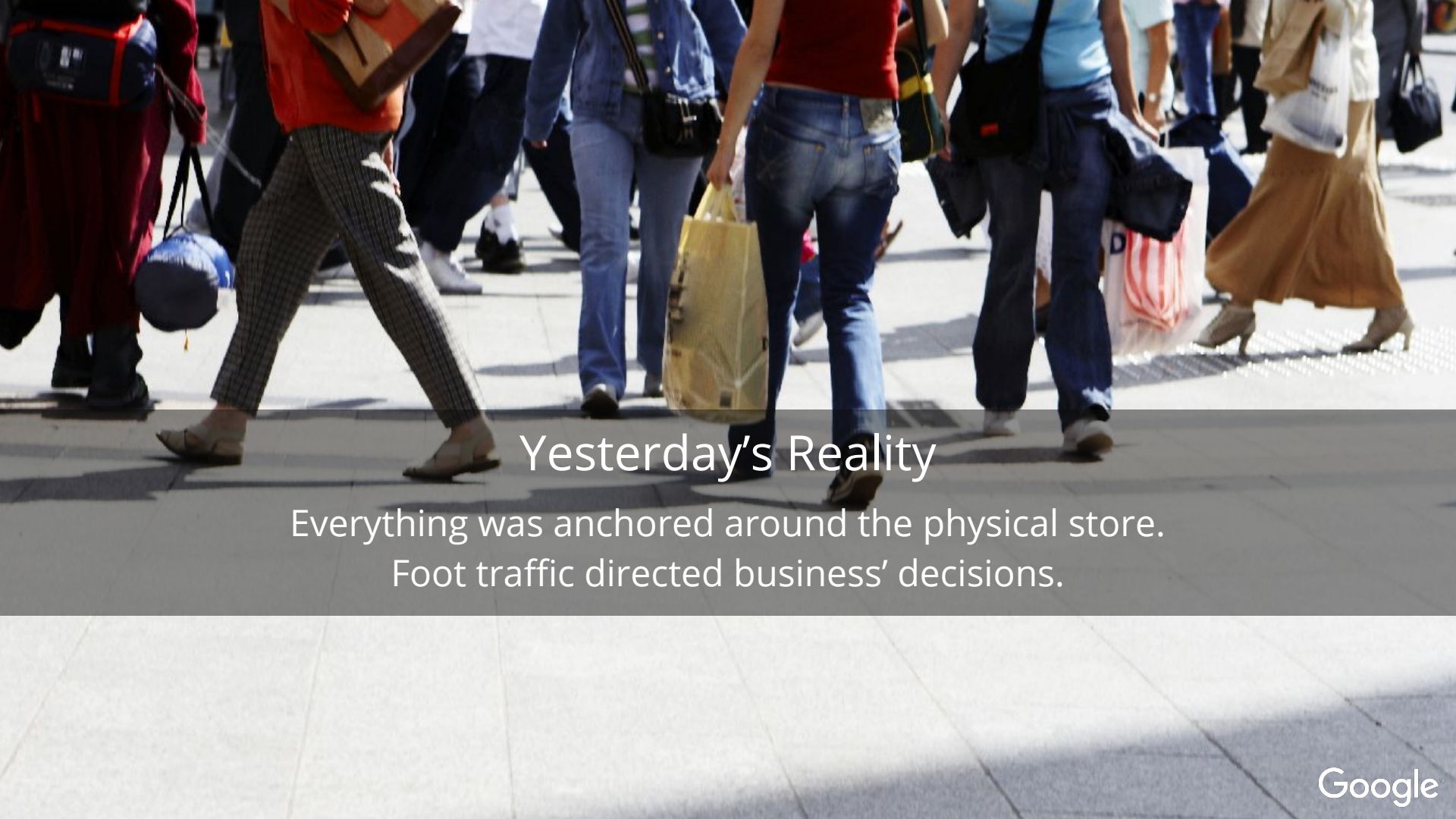


↓ **53%**

decrease in foot traffic  
from 2010 - 2014

**2X**

value of store visits  
from 2010 - 2014



## Yesterday's Reality

Everything was anchored around the physical store.  
Foot traffic directed business' decisions.

A person's hand is holding a smartphone in a clothing store. The phone screen displays a red t-shirt with the text 'HONESI' and 'HONESI' below it. The background shows a rack of clothes, including a red t-shirt and a blue t-shirt. A green horizontal bar is on the left side of the image.

Today's Reality: Digital drives in-store traffic

# Romania is online

# 7 out of 10

(73%) of the consumers are online at least once a day

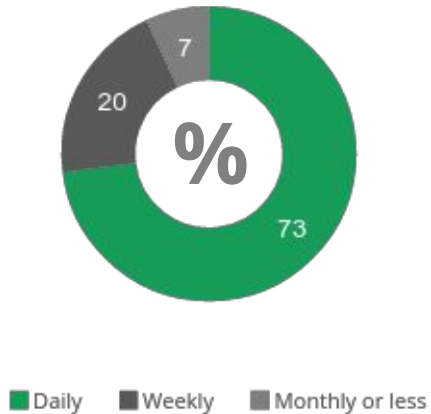




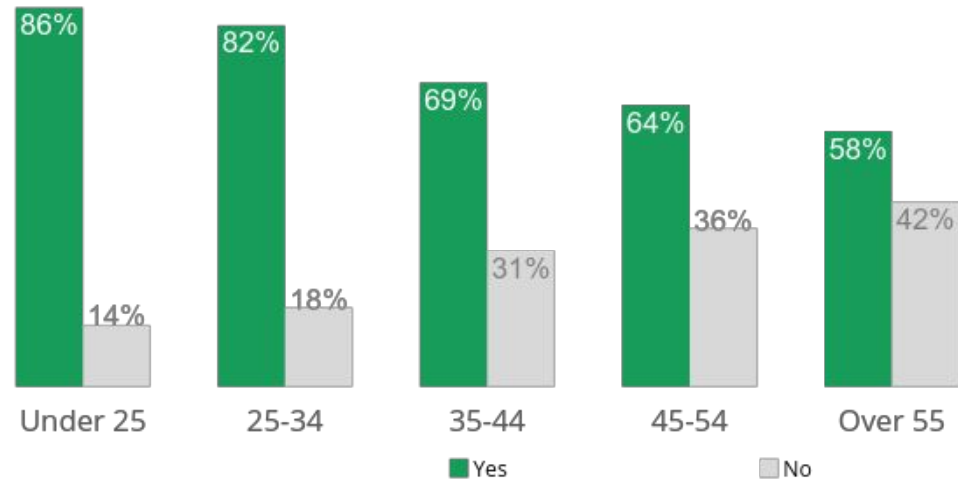
# Romania is online

Especially consumers under 34 years old are online often

How often do you go online?

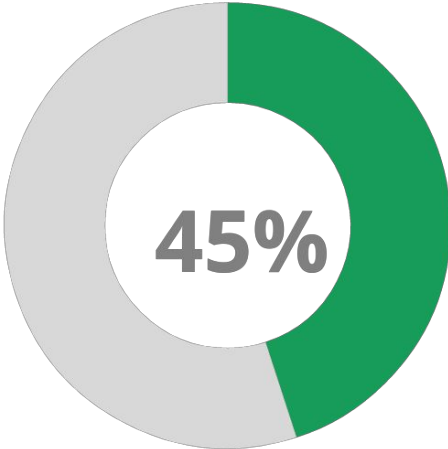


Do you go online every day?



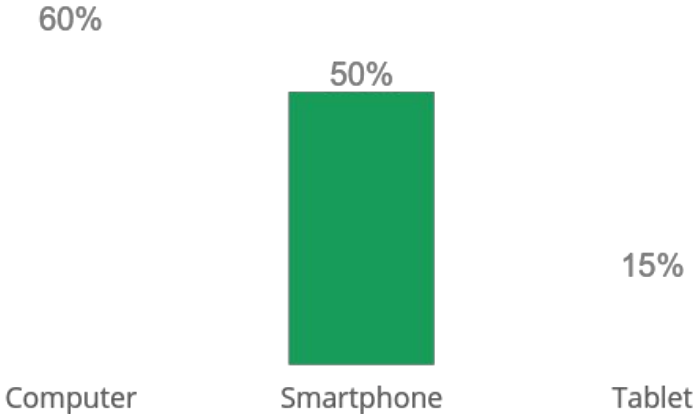
# Romania is online

The consumers are **online** while watching TV



Use devices to go online while watching TV

Which devices do people use to go online while watching TV



How do I find more customers?

How do I stand out in a cluttered marketplace?

How can I measure results and drive ROI?



I want-to-watch

I want-to-know

I want-to-find

I want-to-buy

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



Google | YouTube

© Google Confidential and Proprietary

How can you win in these moments?

How can you achieve mass reach and impact, despite fragmentation?



# I want to know moments

**66 %**  
of smartphone users turn to their phones to look up  
something they saw in a TV Commercial. \*

\*Google Consumer Surveys, U.S., May 2015, n=1,243.

# In which industries are consumers researching online?

Car Insurances



Cinema Tickets



Clothing & Footwear



Do it yourself



Flight Tickets



Groceries



Ground Travels



Hair Care



Home appliances



Home Furnishings



# In which industries are consumers researching online?

Hotel Stays



Laptops



Make-up



Mobile Phones



Music



Personal Loans



Real Estate



Restaurants



Televisions

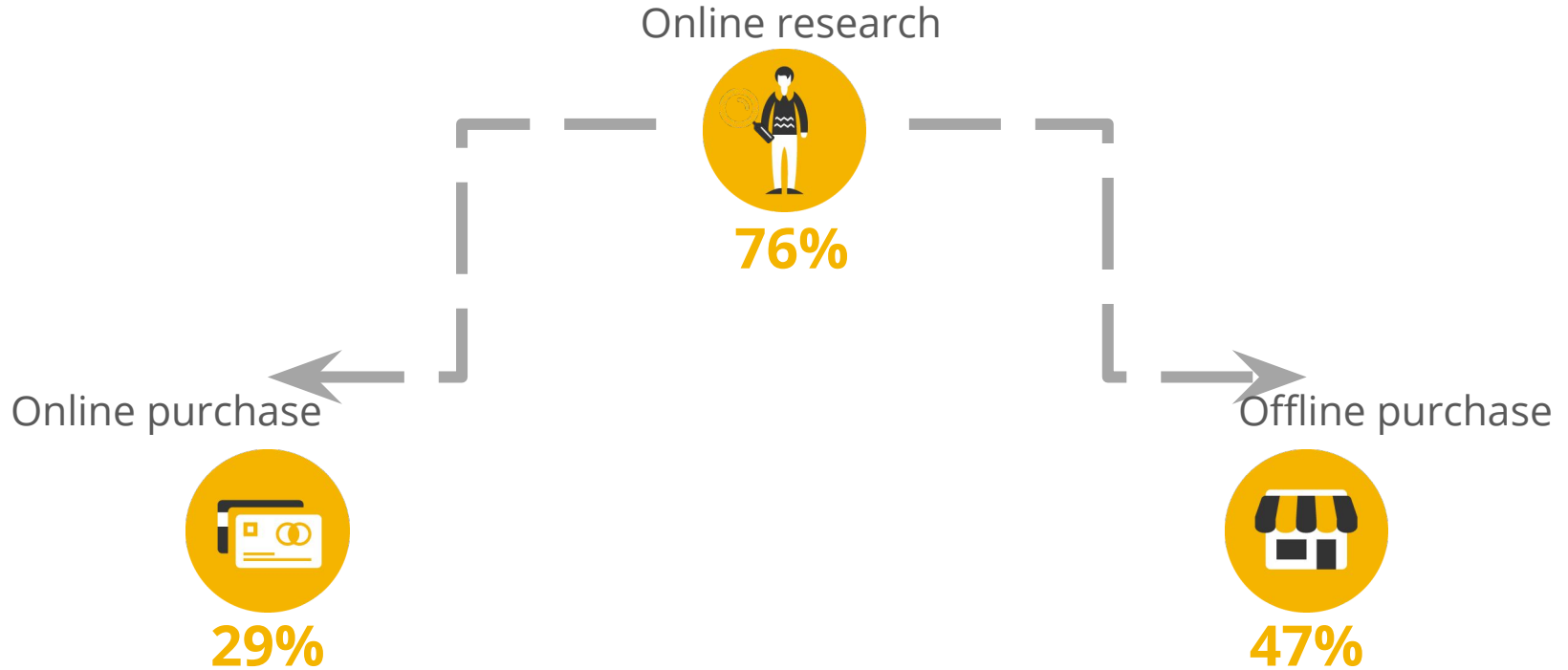


Vitamins & OTC Remedies\*





# The Online Customer Journey



# I want to find moments

**82 %**  
of smartphone users use a search engine when looking  
for a local business.\*

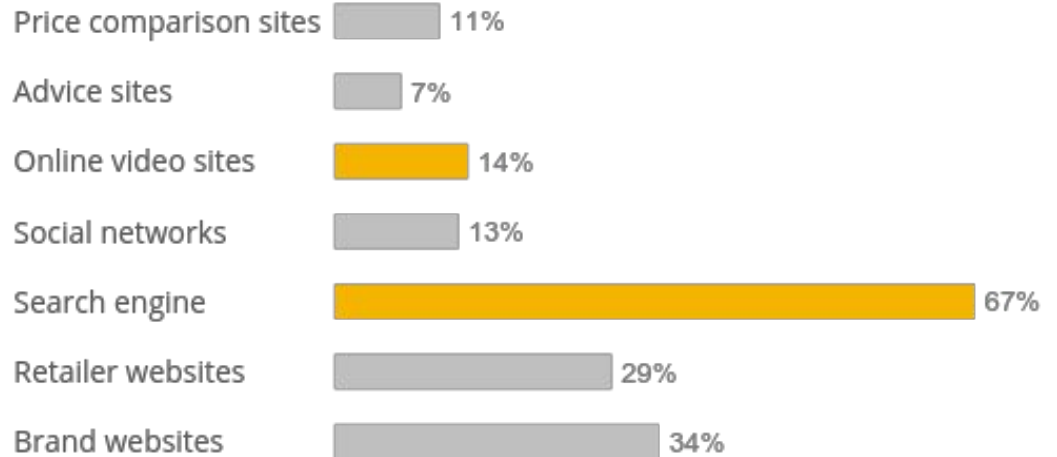
\* The Consumer Barometer Survey 2014/2015, U.S

# Research leading to a purchase

Search engines are essential in the purchase decision

**67%** 

Use a search engine to get informed before making a purchase.



# Local Behavior

How do people research for local businesses?

62%



Researched locally  
a day or less before  
visiting.

... and 75% only consider 1-3  
local businesses before deciding  
where to buy.

# I want to watch moments

**100M+**  
**hours of “how-to” content have been watched in**  
**Youtube so far this year.\***

\*Google Data, North America, January 1–May 5, 2015, “How-to” video classification based on public data such as headlines, tags, etc., and may not account for every “how-to” instructional video available on YouTube.

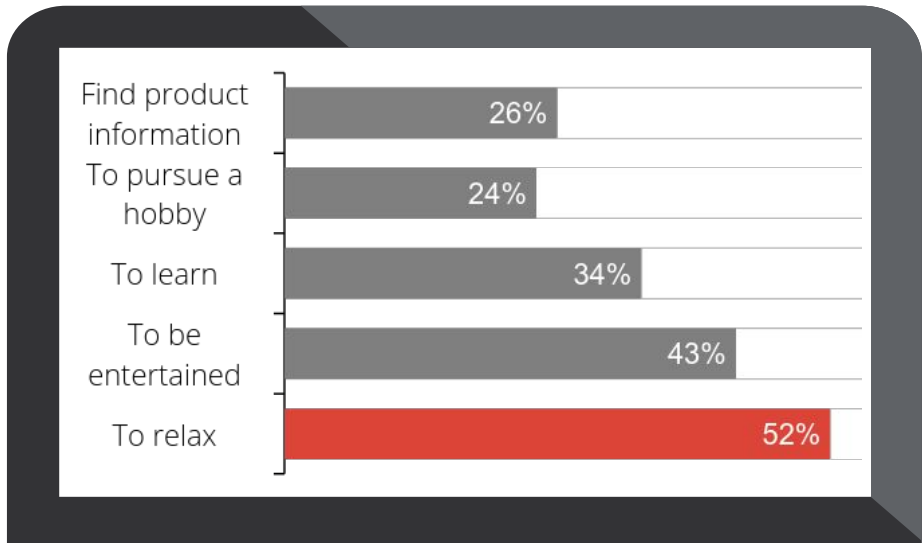
## The Smart Viewer is a Mobile Viewer

7 out of 10

consumers  
are watching online video  
on their smartphones\*



# Why are we watching online video?



5 out of 10 of the consumers are watching videos because they **want to relax**

What motivated people to watch online videos in the last week?

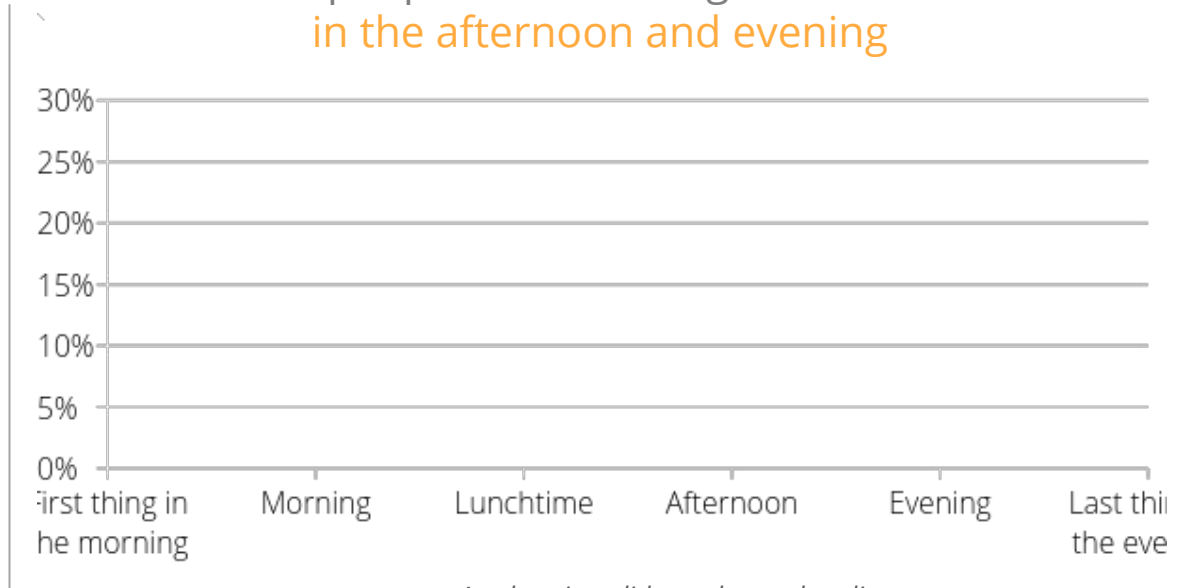
# Short videos in the evening

37% of the consumers watch videos that are 5 minutes or shorter



*How long were the online videos people watched in the last week?*

Most people are watching online video in the afternoon and evening



*At what time did people watch online video in the last week on a weekday?*



# The Smart Viewer is a Focused Viewer

## 4 out of 10

watch **online video content** related to their surroundings



## 56%

are focused when watching online video

A person is holding a smartphone in their right hand. The phone screen shows a red t-shirt with the word 'ONIONSI' printed on it. The background is a blurred retail environment with various clothing items. A yellow horizontal bar is on the left side of the image, partially overlapping the text.

Today's Reality: Smartphones are  
in-store shopping assistants



Reach your consumers anytime, anywhere

We check our phones  
**150** times per day

**1 in 3** smartphone video minutes  
is consumed outside the home

# People are going mobile, but some issues occur

53% 

are experiencing issues when accessing websites via their smartphone



When problems occur, 32% find another website that works better on a smartphone

# I want to buy moments

**82%**  
of smartphone users consult their phones while in a store deciding what to buy.\*

\*Consumers in the Micro-Moment, Google/Ipsos, U.S., March 2015, n=5,398, based on internet users.

# Easy to find, easy of purchase!

# 5 out of 10

of the consumers  
only consider 1-2 brands  
before purchase



...which makes it crucial for the brands to be top of mind

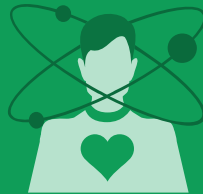
How do I find more customers?

**REACH** better qualified people at scale



How do I stand out in a cluttered marketplace?

**IMPACT** the purchase decision and win in the moments that matter



How can I measure results and drive ROI?

Drive measurable **RESULTS**



# Reach the right people at scale







Find more **valuable** customers

Who has **chosen to interact**  
with my brand?

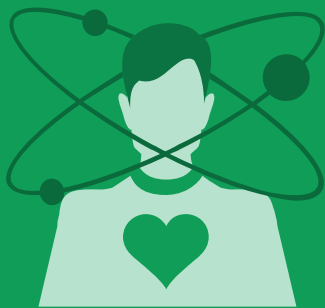
Superdrug  
superdrug.com



You can skip  
to video in 5



# Impact people's decisions and actions



# Durex impacted ideas about technology and relationships

Durex wanted to remind people of the values they stand for (inspiring greater connections between couples), and increase relevance with potential consumers. They chose TrueView ads because of the longevity of YouTube videos - they can be viewed anytime, not just in a feed. With 1B+ global YouTube searches related to sexual health each year, they also wanted to leverage the discoverability.



People are having

20%

less sex  
than in 2000



# Results

Durex made quite the impact on these consumers, and increased likeability and purchase intent, according to a Nielsen study. They also drove more views than they imagined, and at a lower cost.

## 60M+

video views with a lower CPV than target and 15% in earned views

## 194 years

of video watch time

## 3x

subscribers on the Durex channel



**Drive Results**  
you can measure  
and optimize





Everyday, your business has  
countless conversations  
with customers.

Some conversations can  
grow your business, while  
others can hinder it.





Measure what works first  
and then scale



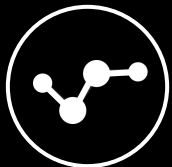
Focus on the  
Right **Metrics**

Choose metrics that align with your business goals.



Value Customers  
**Appropriately**

Measure customers, not transactions.



Attribute **Value**

Give credit across channel, device, and media.



Measure Your  
**Impact**

Use experimentation to uncover the incremental impact of your marketing.

# THANK YOU

QUESTIONS? [emiliab@google.com](mailto:emiliab@google.com)