



# Mobilizing Healthcare

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Emerging Sector Lead, Mobile Display, Google

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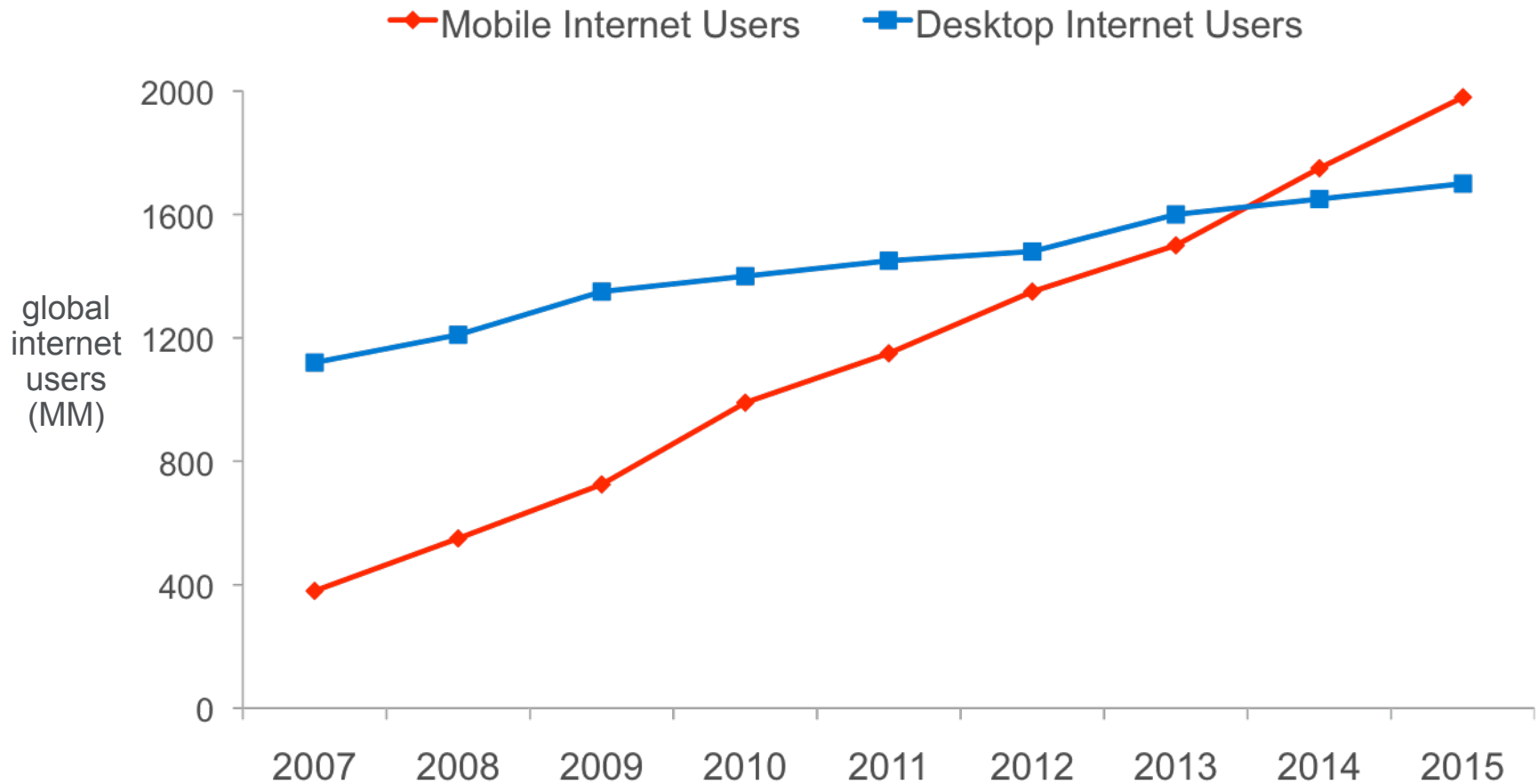
Director, Emerging Platforms, Google

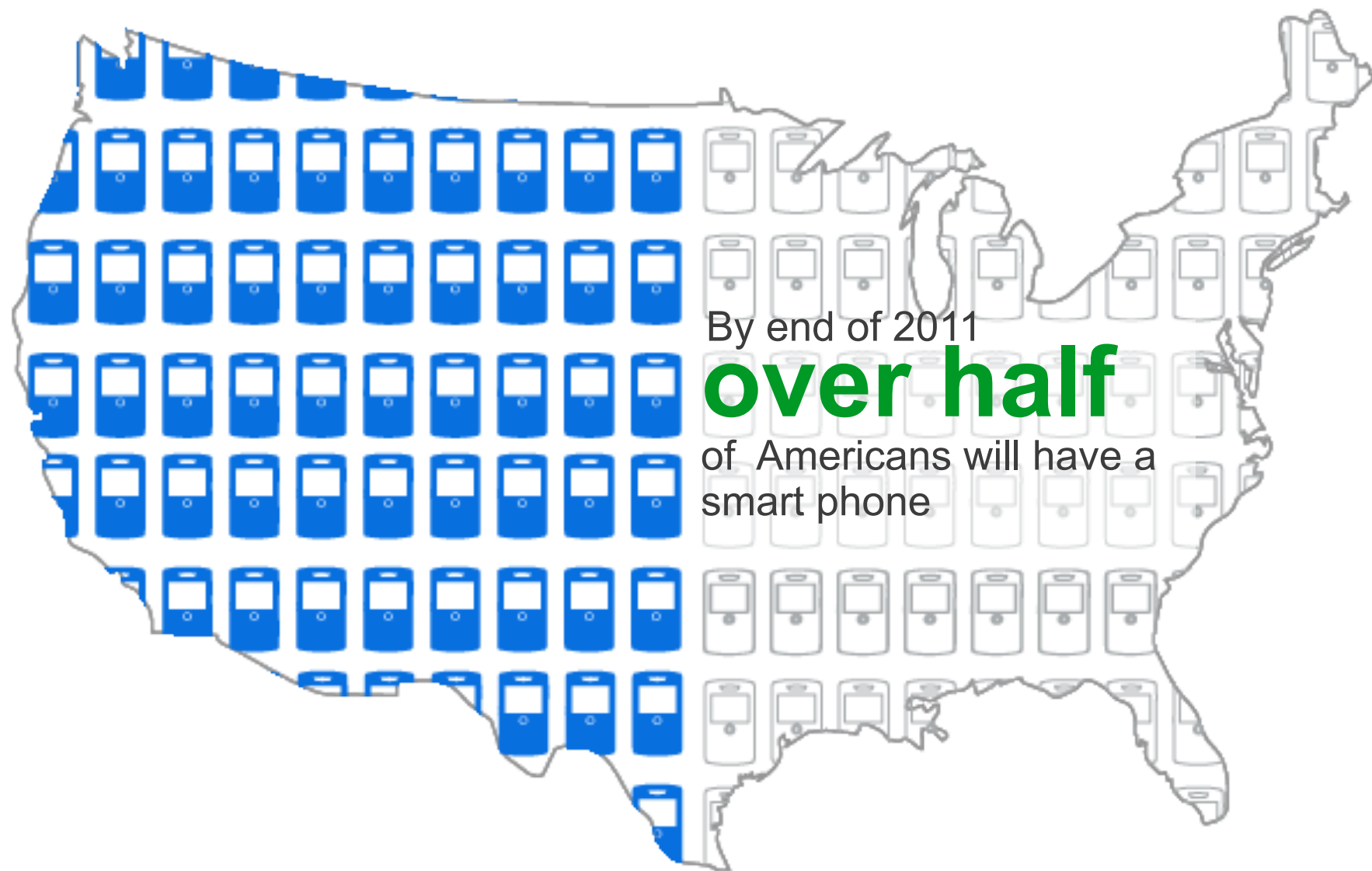




# Mobile Becoming Just as Prevalent as Online

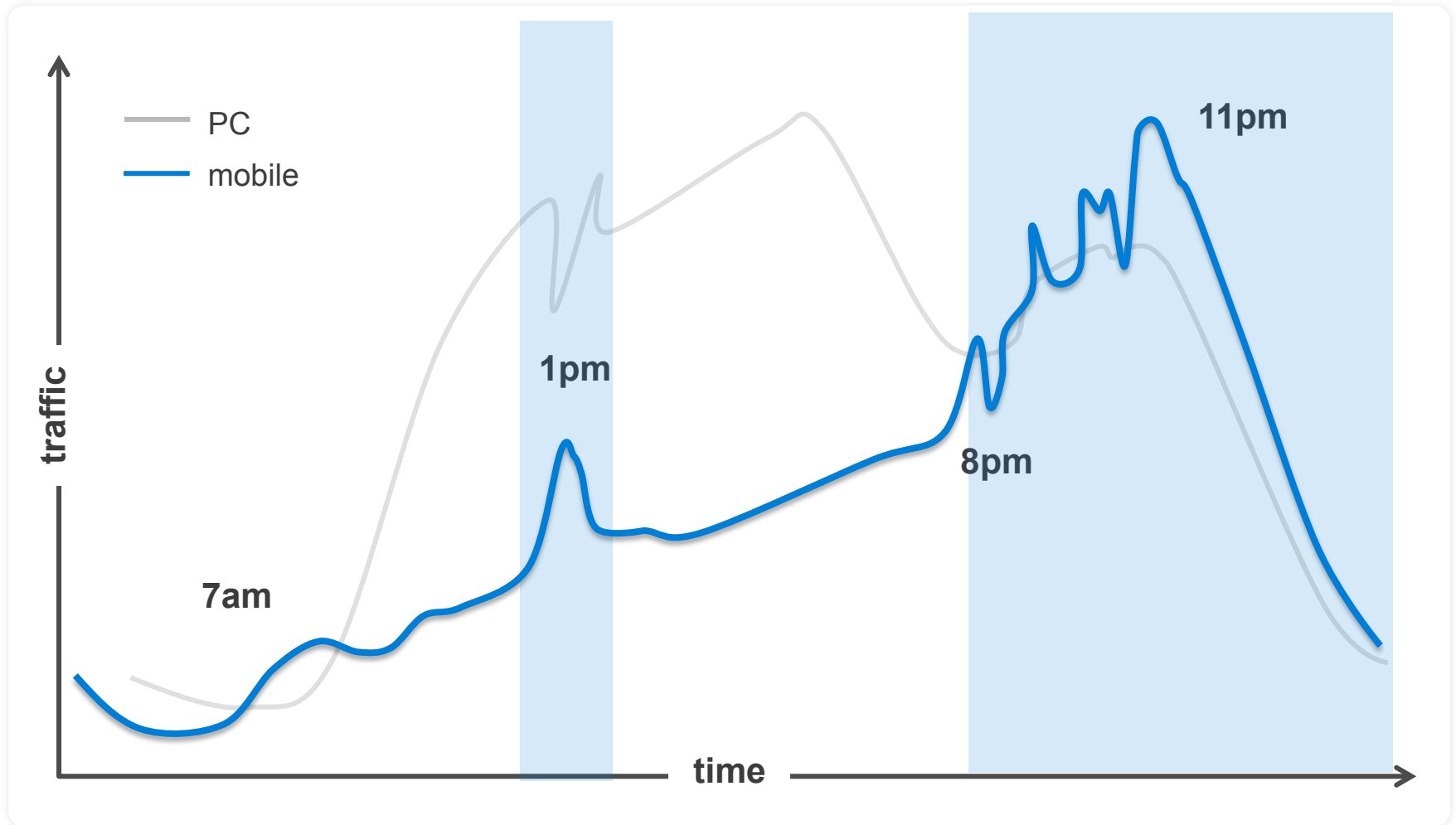
global mobile vs. desktop internet population, 2007-2015





By end of 2011  
**over half**  
of Americans will have a  
smart phone

# Mobile Allows For Constant Connectivity



# How can Brands Innovate to Reach These Consumers?



# 3 purposes for accessing the mobile web

1

## Browsing

Reach consumers as they're browsing content across the mobile web

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2

## Information Seeking

Reach consumers when they're researching symptoms, brands, etc

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3

## Purchasing

Reach consumers who are ready to make a health purchase

# Reach Your Consumers with Mobile





In 2010 more than **20 million** US consumers used a mobile device to access health information

Source: Manhattan Research, 2010

# Reach Consumers Browsing the Mobile Web

Google click to video ad format  
user clicks on ad



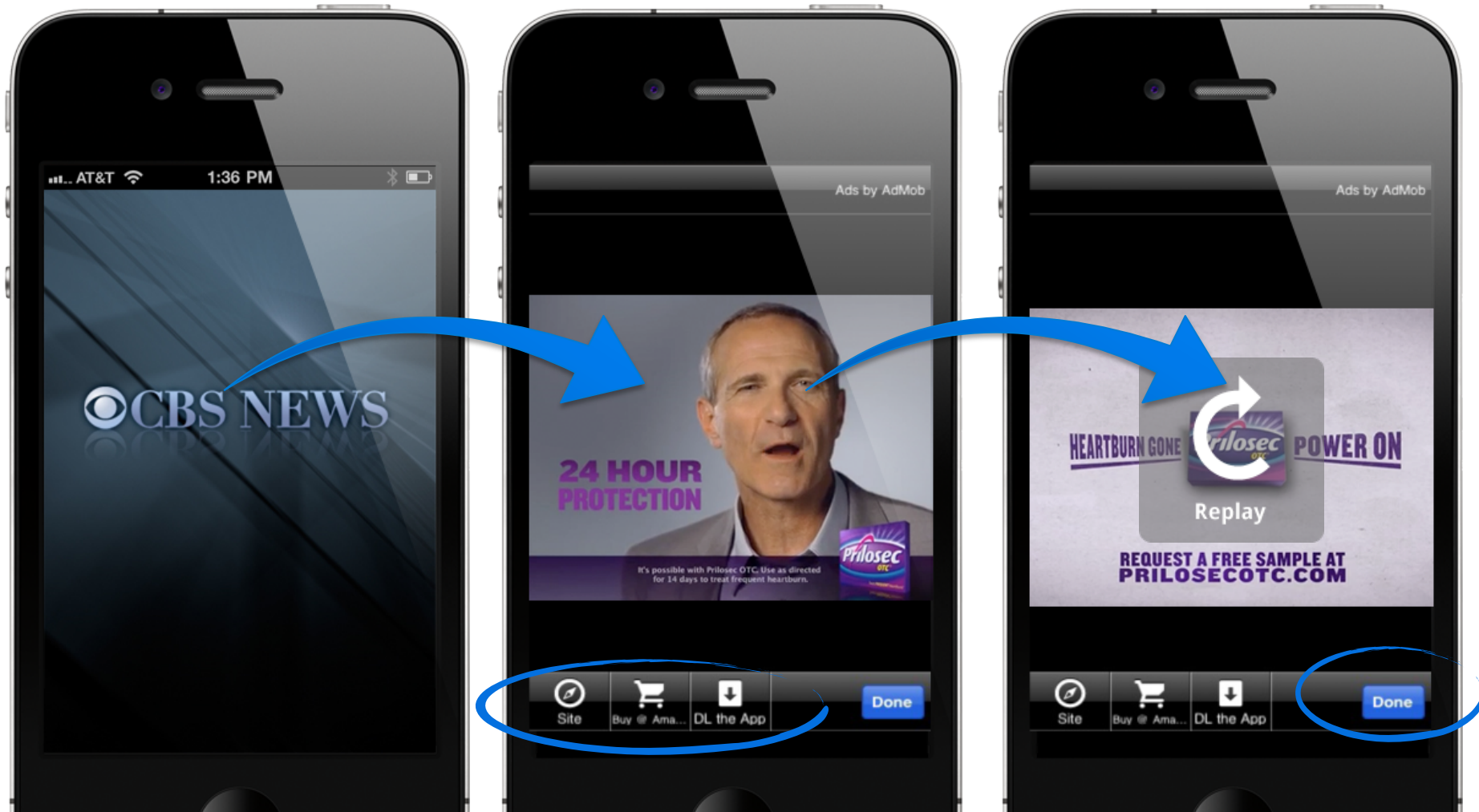
# Reach Consumers Browsing the Mobile Web

## Google auto-play interactive video ad format

User launches app;  
app load screen

Video starts and plays on even after  
other action buttons are initiated

Video can be skipped  
anytime or replayed



# Case Study – Unilever Lynx



# Inform Your Consumers with Mobile



# Search is the #1 Smartphone Activity

- **77%** use a search engine weekly
- **77%** use their smartphone in a store
- **27%** look up health-related info



# Doctors Use Mobile for Research & Reference



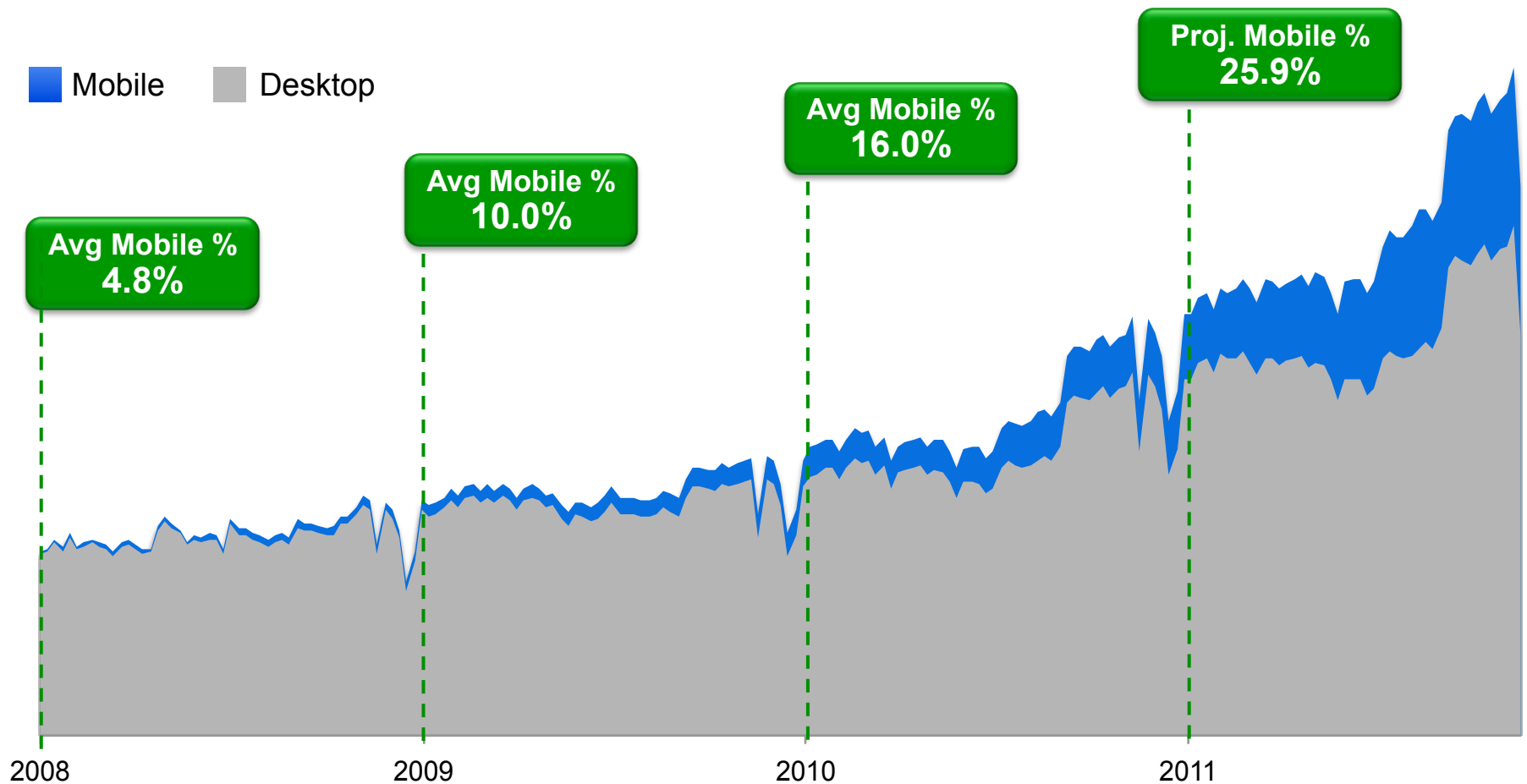
**72%** of physicians own a smartphone, and that number is expected to grow to **81%** by 2012.

**1 in 5** physicians owns an iPad, and it is projected that by 2014, **virtually all doctors will use a tablet** of some sort.



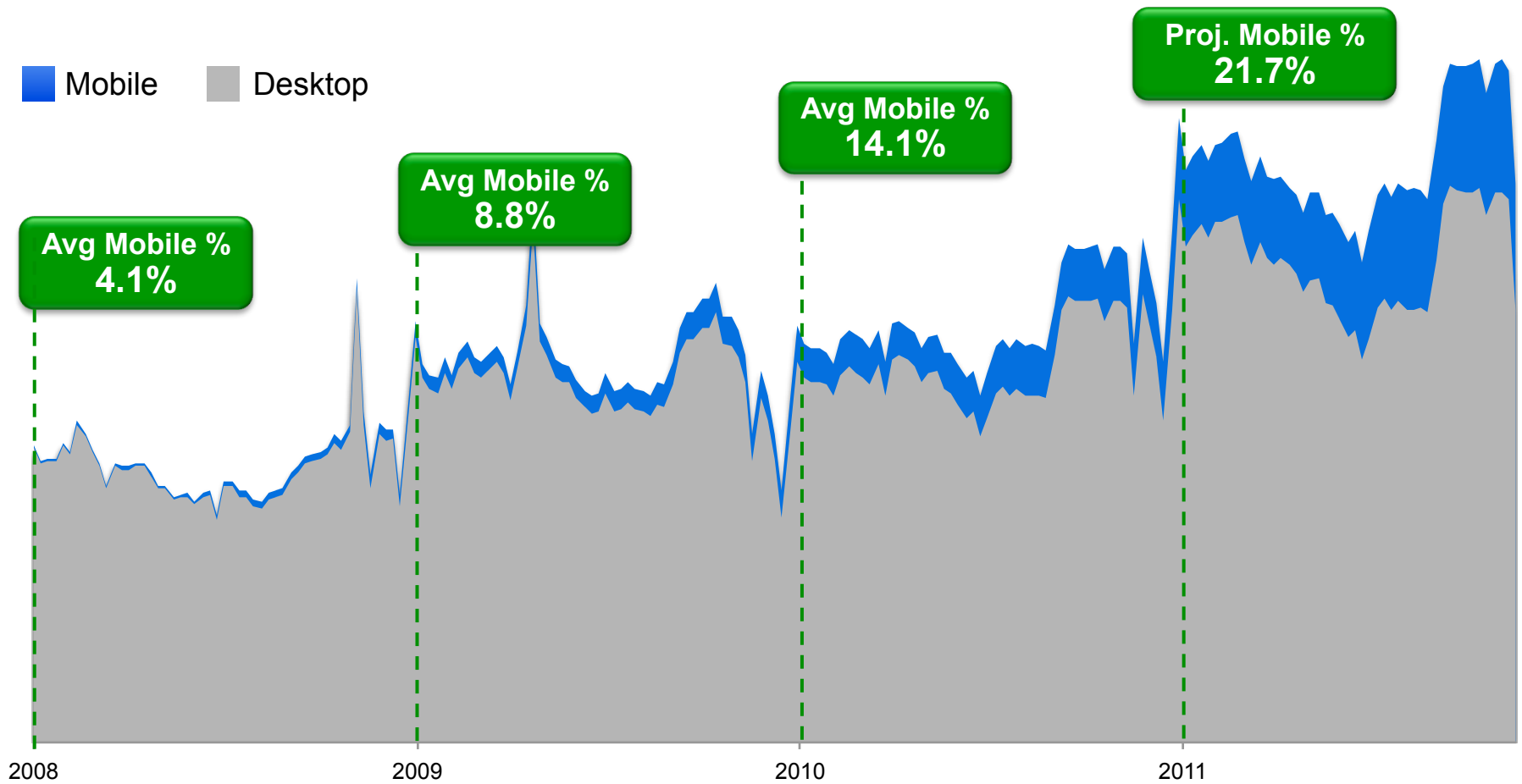
# Mobile Will Add 26% More Rx Searches

US search traffic, mobile and desktop



# Mobile Will Add 22% More OTC Searches

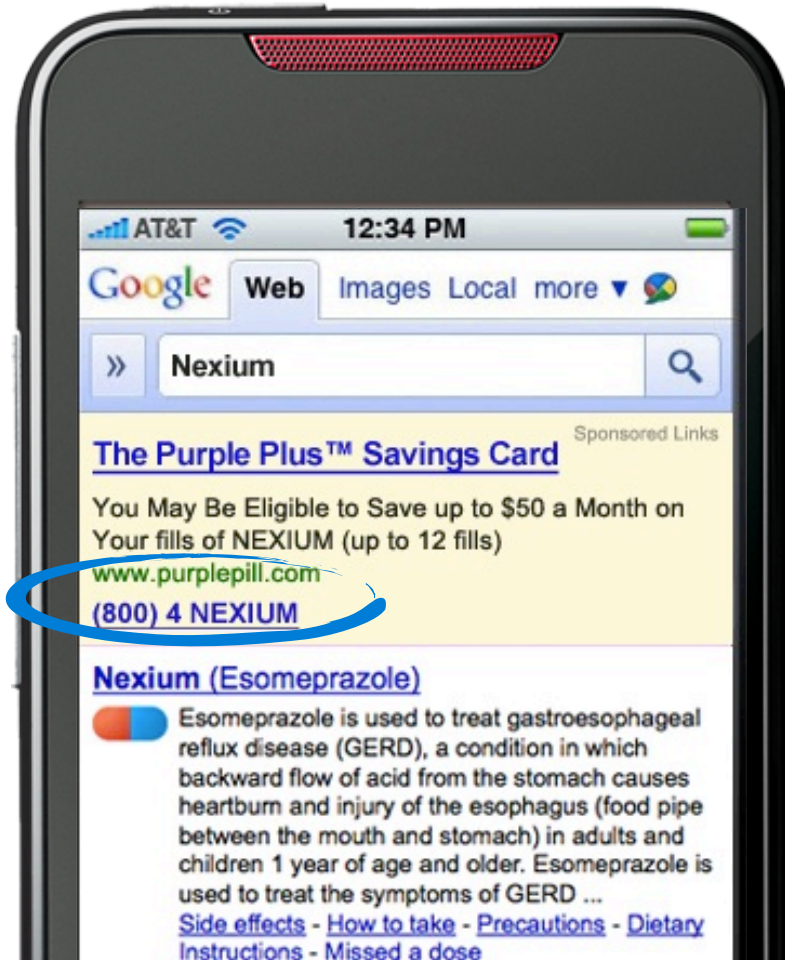
US search traffic, mobile and desktop



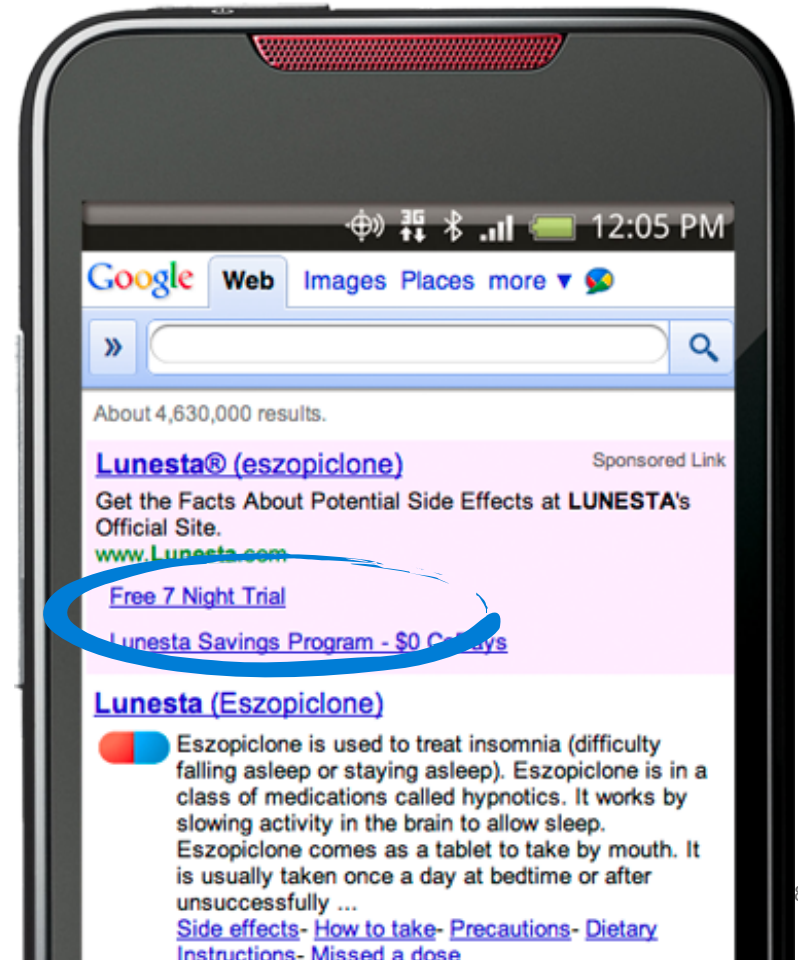
# Inform Shoppers on the Mobile Web

## Google search ad formats

Click to Call  
5 to 30% CTR increase



Site Links  
More options, more conversions



# Inform Shoppers When They're At the Shelf



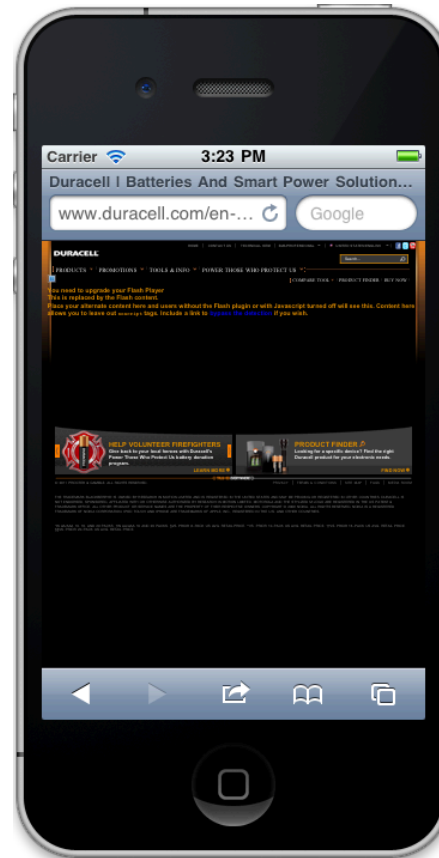
# Where Do We Go From Here?



# The First Step is Mobile Landing Pages

did you know  
**79%** of large  
advertisers **do not**  
have mobile optimized  
websites?

Make sure you know  
what your consumer  
see when she goes to  
your brand's website  
on her mobile phone.

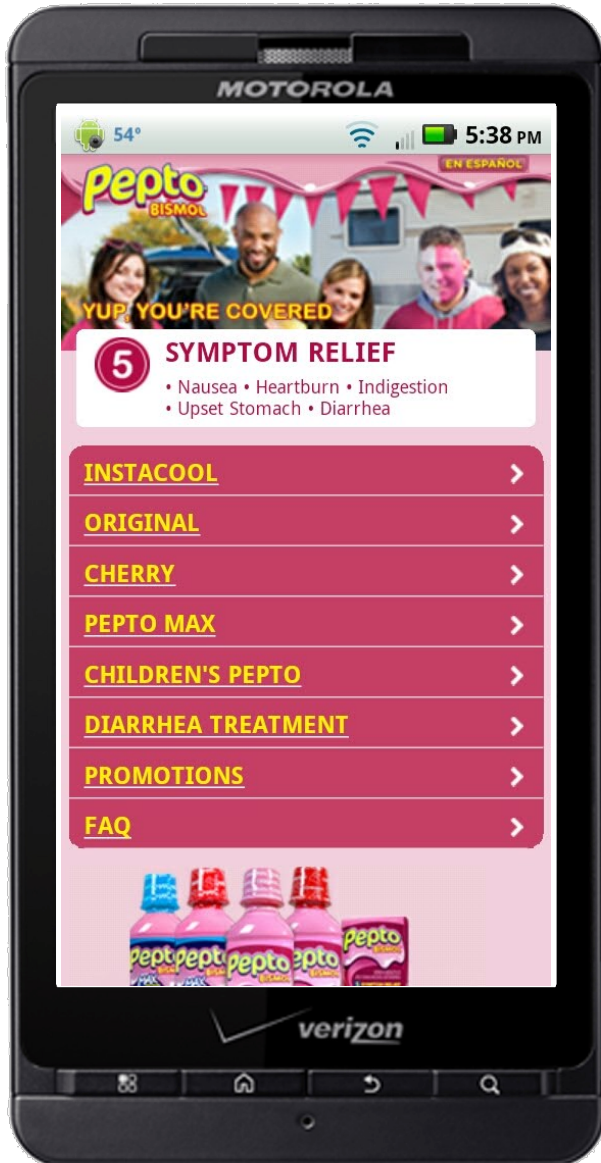


Duracell.com



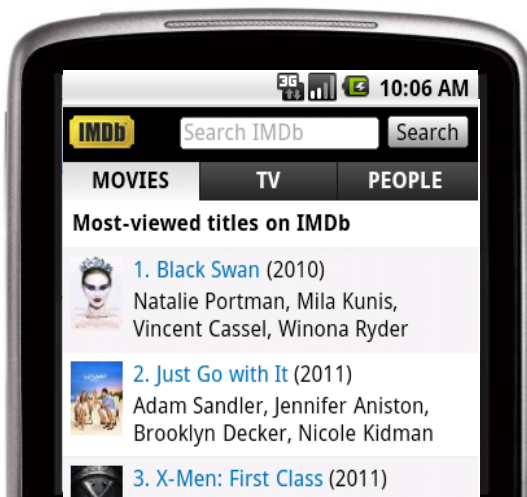
Febreze.com

# A Better Experience is Needed, Quickly

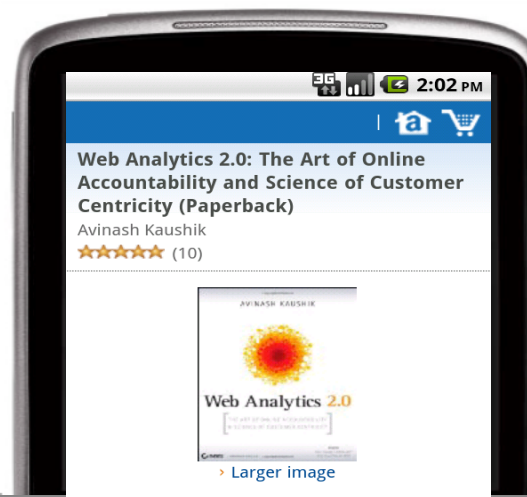


# Best Practices for Building Your Mobile Site:

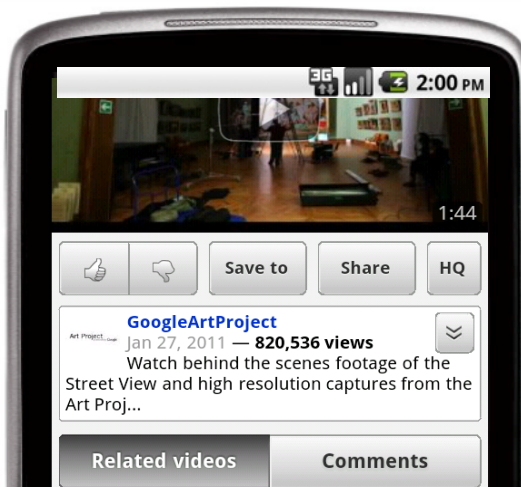
## 1 Prioritize Content



## 2 White Space



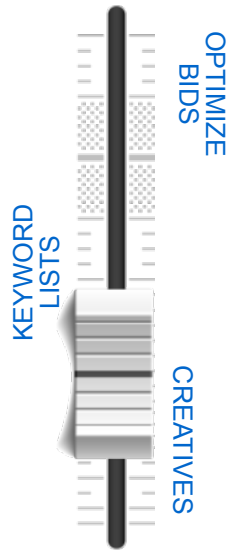
## 3 Big Buttons



## 4 Easy to Convert



# Also Important to Separate Mobile Campaigns for Better Results



## Exercise more control

Gain better visibility and have more control



## Budget & bid separately for mobile

5 ad slots available on mobile vs. 10 for desktop



## Customize your ad creative for mobile

Create mobile specific ad copy and call to action.

# Mobile Summary

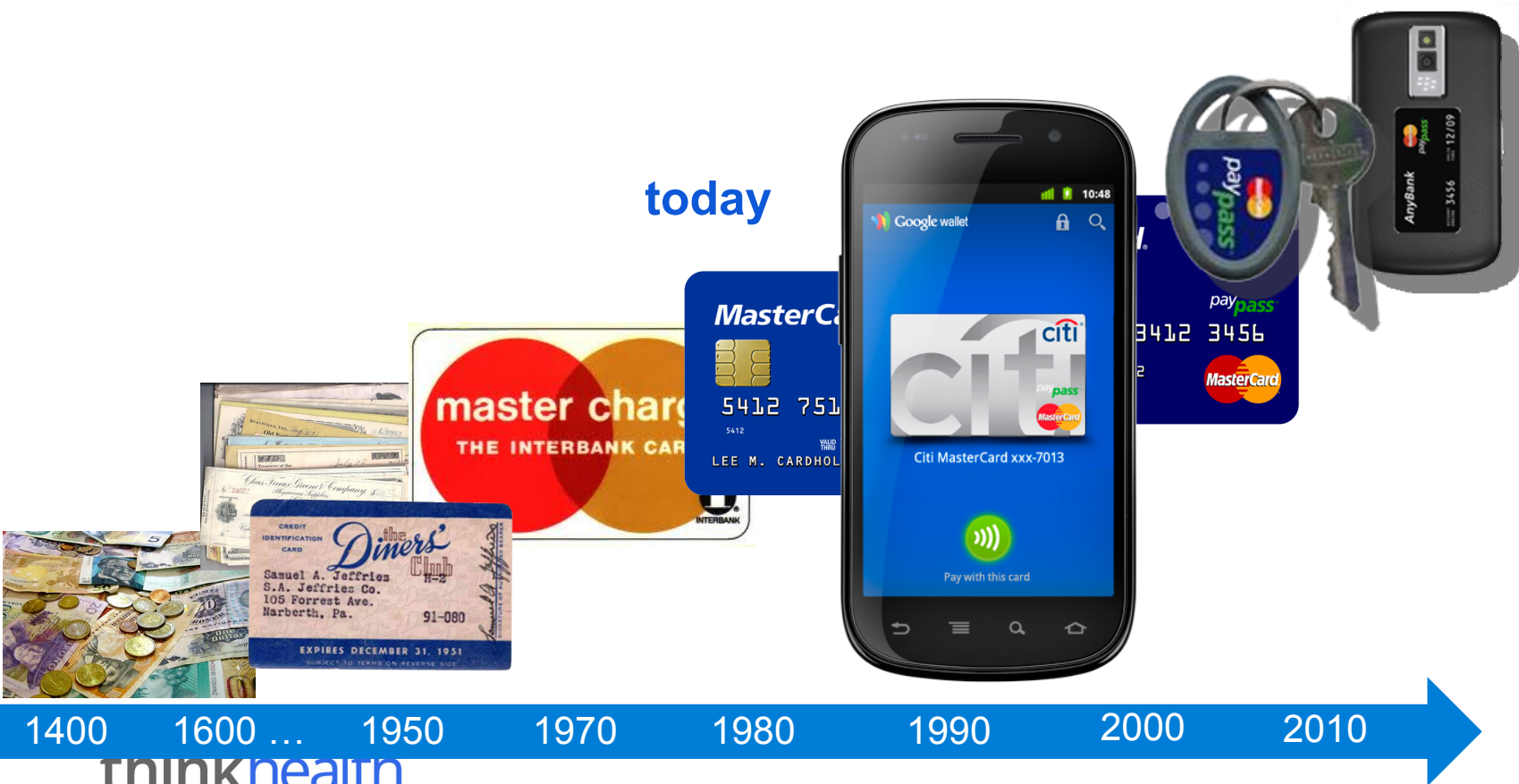
- ✓ **Build a mobile presence** to allow consumers to interact with your brand on-the-go
- ✓ **Connect consumers with your brand** when they are both browsing and information seeking



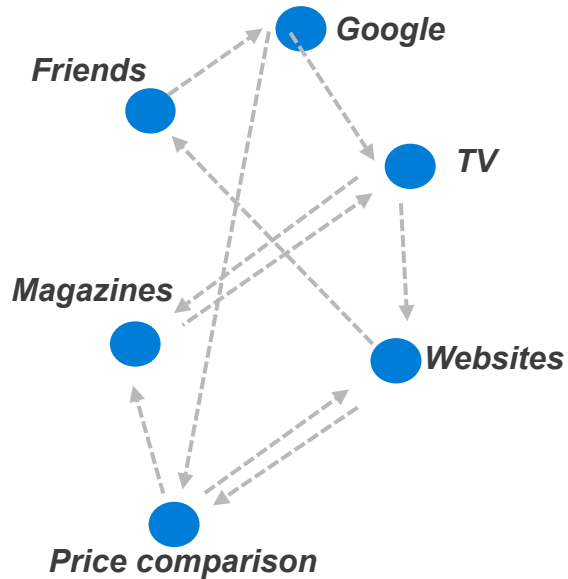
# Mobile Commerce



# Evolution of Payments



# Consumers are Always Connected



**1 in 3** Americans own a smartphone; **39%** are Android handsets

# 79%

of consumers use a smartphone while shopping

Mobile is revolutionizing the way we live – and the way we transact.

Transactions via mobile will continue to grow  
and **exceed \$1 trillion** by 2015

# What We Know:

all commerce is digital, and needs to be more

personal



local



mobile



# Mobilizing Shopping



# Google Shopper

an app that enables users to search by text, voice, bar code and image recognition to find retailers, discover offers, look up product info and reviews, and check inventory at local stores



## value proposition

businesses can reach users on the verge of a purchase decision and deliver relevant content to inform that decision

## opportunity to collaborate

provide real-time inventory availability, offers and pricing in order to drive “instant gratification” purchases

## adoption

6.5M users, with 392K daily page views

# Closing the Loop



# Google Wallet

an app that **makes your phone your wallet**. it stores virtual versions of existing plastic cards. simply **tap to pay** and **redeem** offers using **NFC technology**.



- NFC – existing credit cards & prepaid cards
- gift cards and loyalty
- offers
- open platform for mobile payments

# NFC Technology

goodbye wallets!



by 2013:

series of NFC-equipped phones will exceed  
**\$75 billion.**

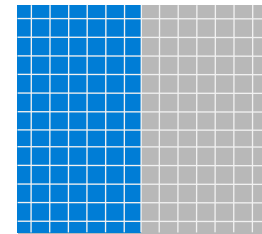


**1 in 5** cell phones worldwide will use NFC technology

by 2014:

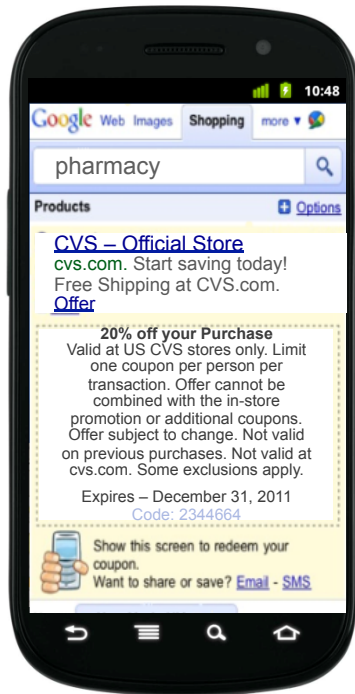
NFC transactions alone will approach  
**\$50 billion.**

we predict  
**50%** of cell phones will use NFC technology



# How it Works

## search



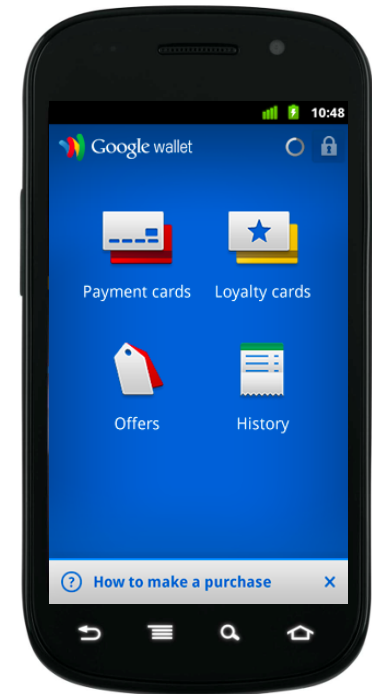
discover offers online or in-app, and save

## pay

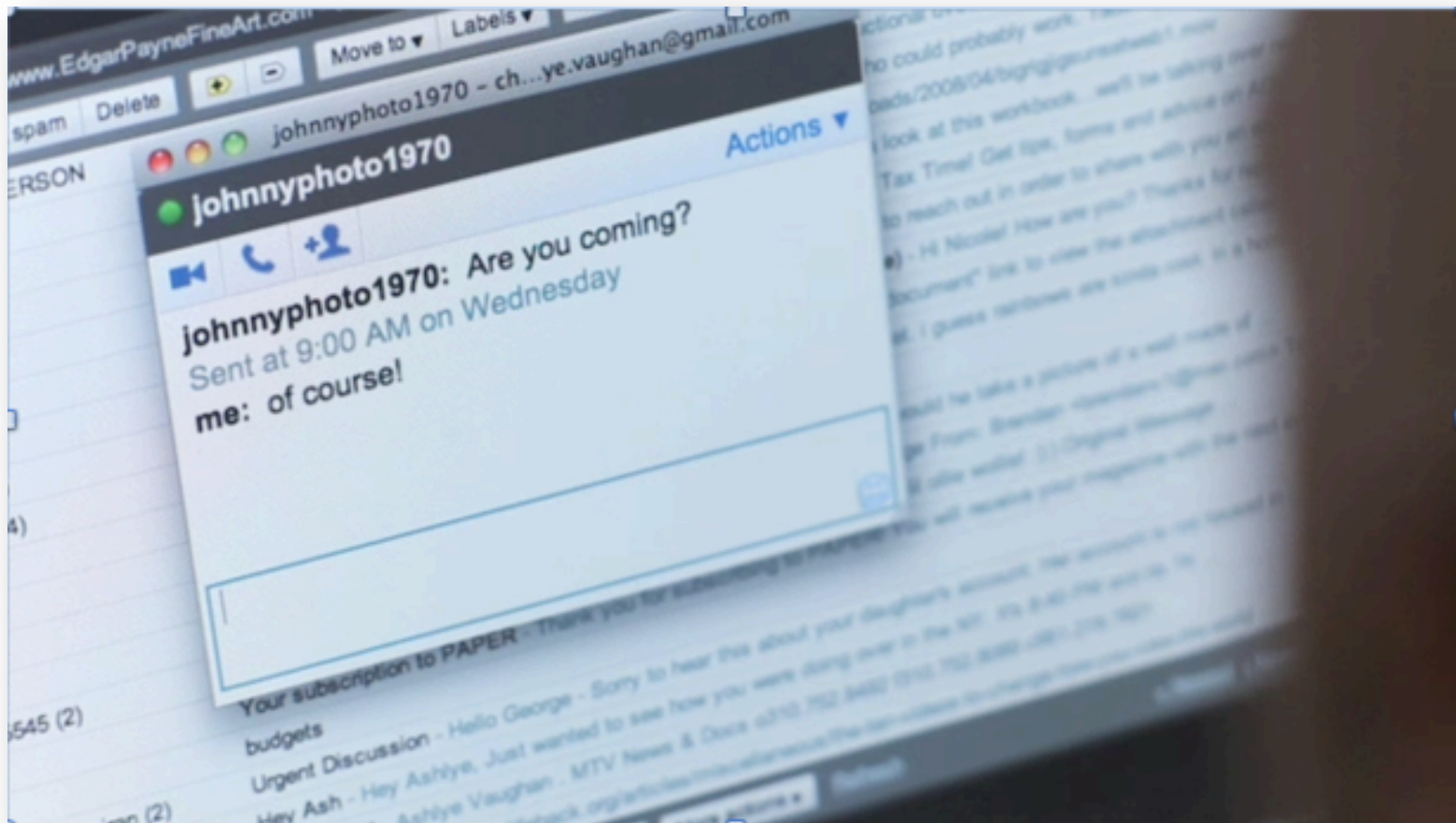


tap to pay and redeem offer at POS

## save



manage and redeem offers, gift cards and loyalty





Google Mobile Ads Android App

**Thank You!**

thinkhealth  
with Google™

Q&A

