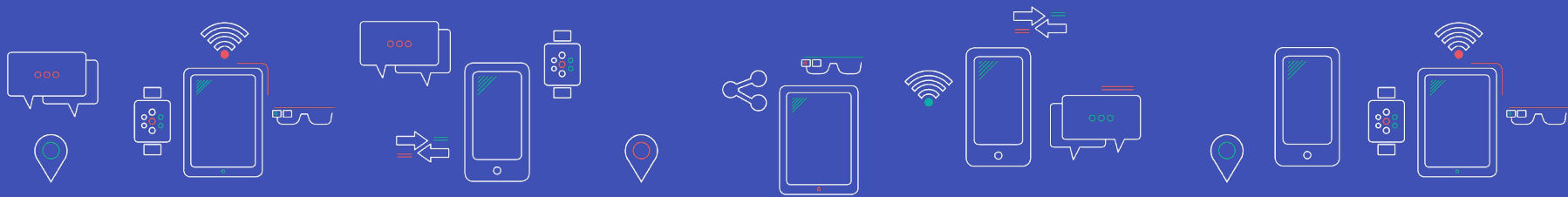
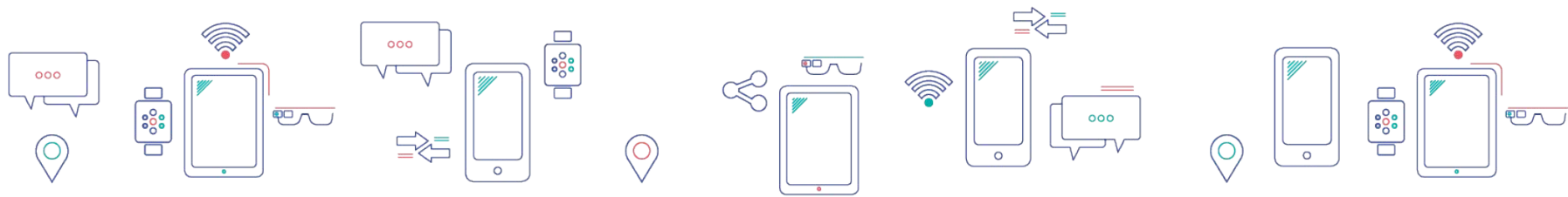


Mobile Academy 17

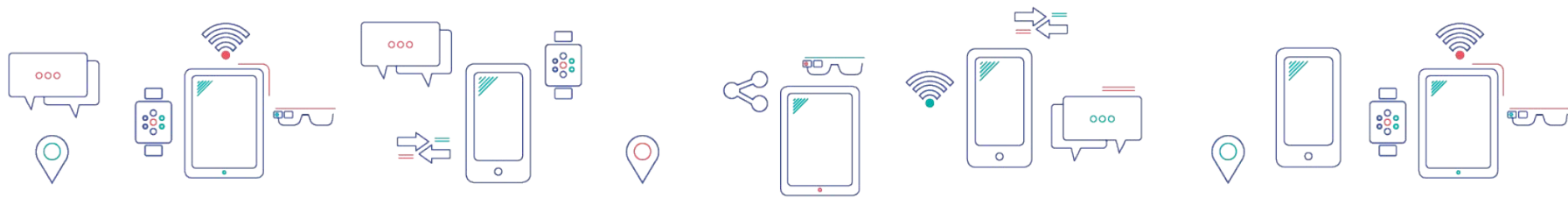




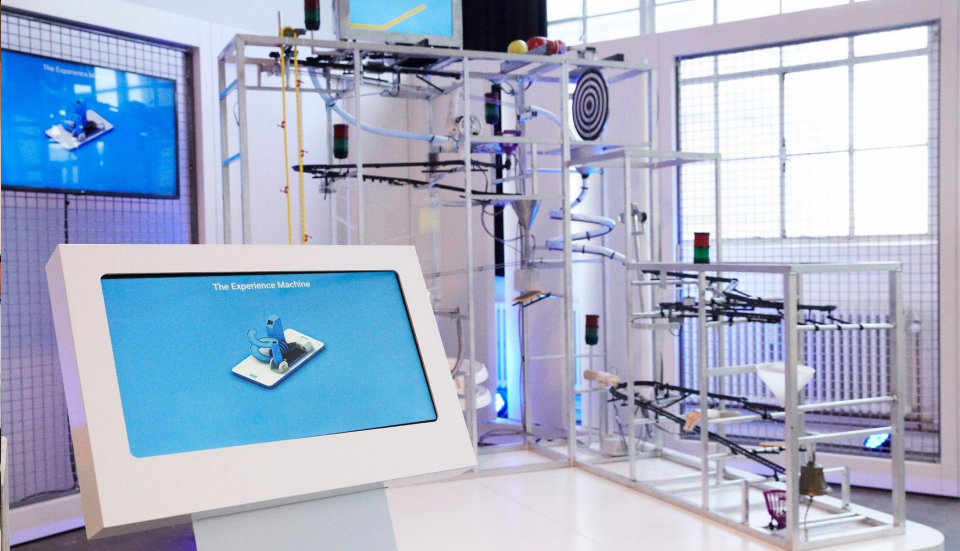
Welcome to Module 3



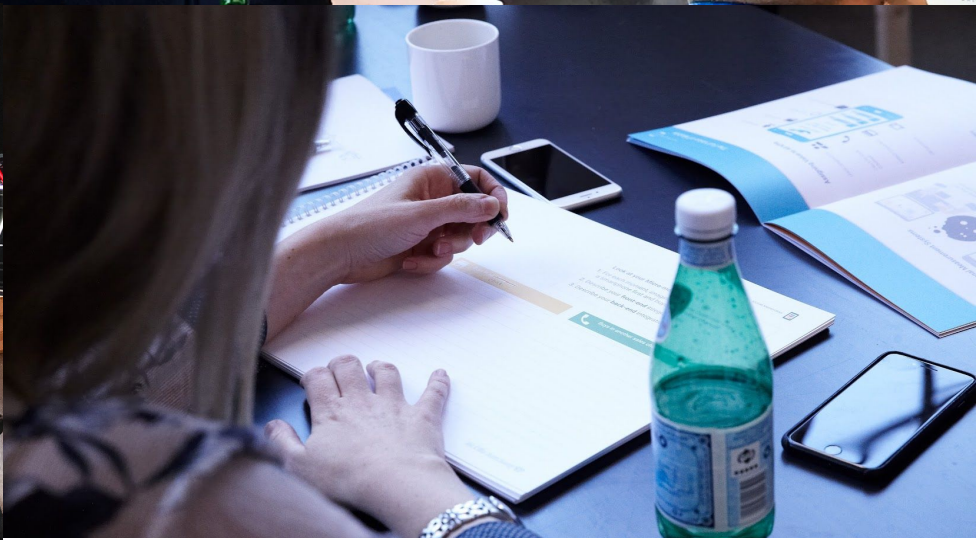
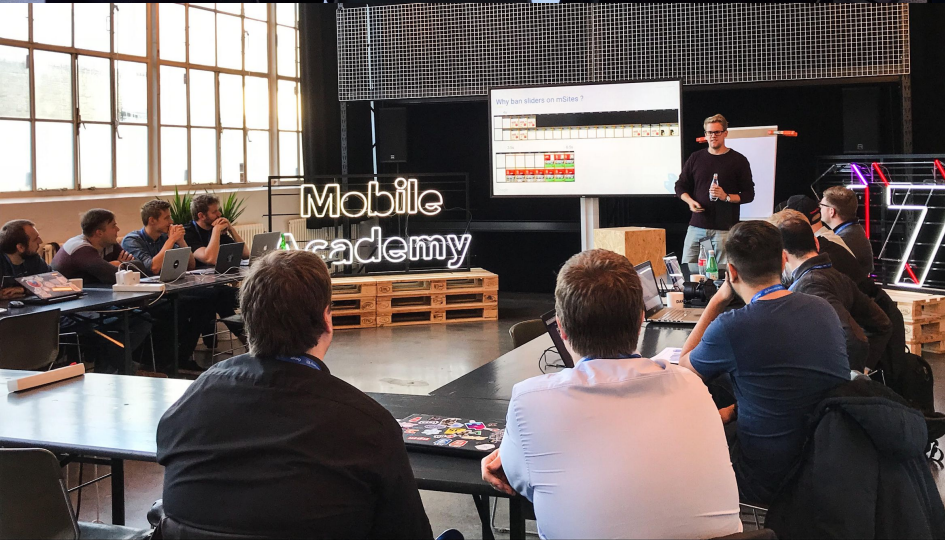
Let's refresh memories first!



10



2.





Mobile Academy 2017

1.

Module 1
Mobile Wake Up

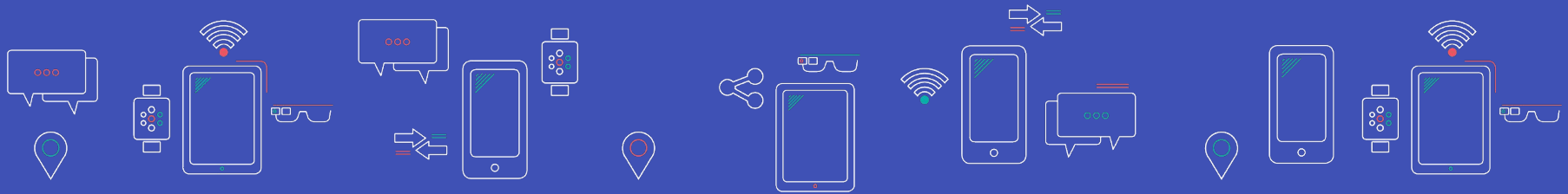
2.

Module 2
Mobile Masterclass
Conversion Workshop
Speed Hackathon

3.

Module 3
Mobile: Build for the future

Build for the future





Program

Kick off

Stay Fast - Stay Engaged

Work session on Assets

Karen Persøe - Google

Future of Search

Work session on Advertising & Audience

Martin Stenner - Google

Mobile Measurement

Work session on Measurement

Thomas Bering - Google

How to organize for mobile growth?

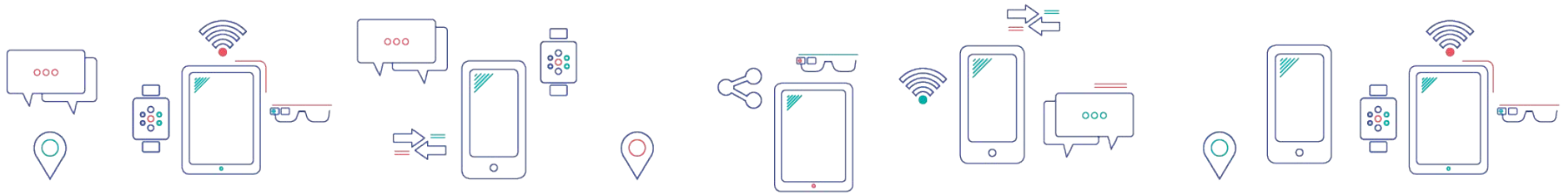
Work session on People & Org

Peter Scharff - Google

Closing & Graduation

Light Lunch

But first, quiz time!

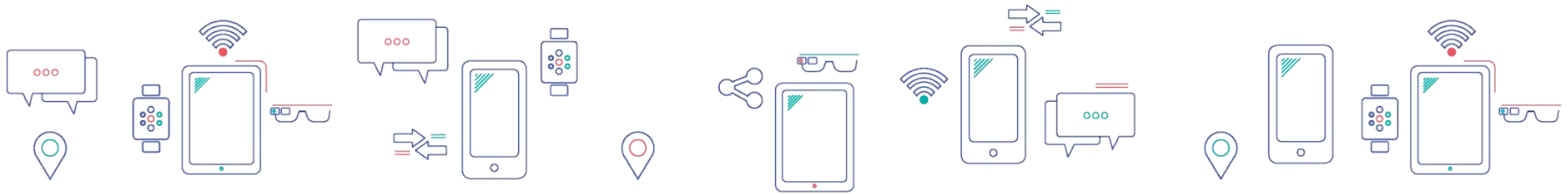




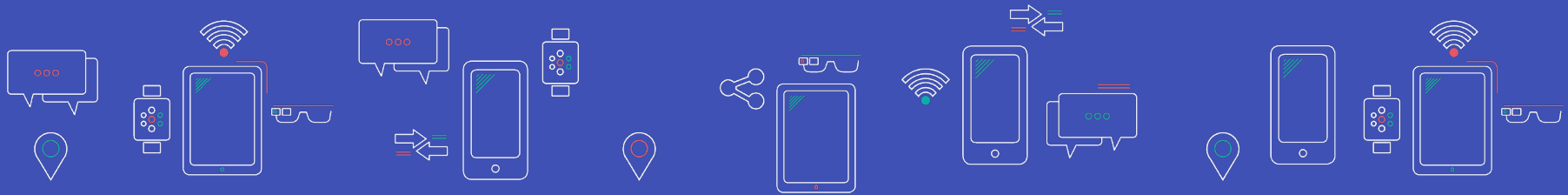
Join the quiz!

Go to: www.macademy17.com

Code: Class

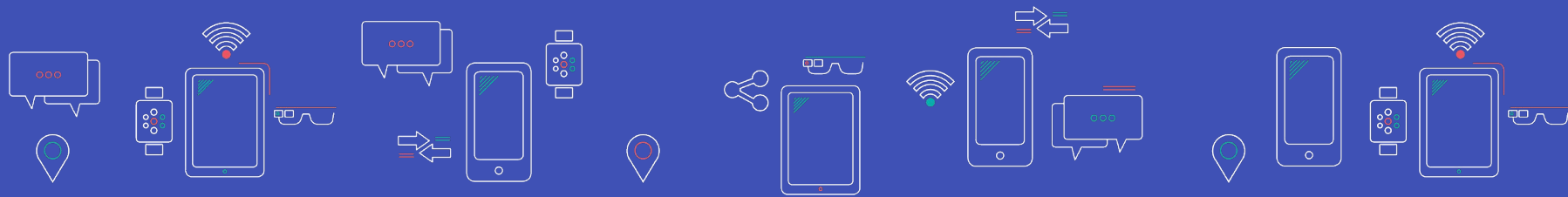


Mobile Academy 17



Stay fast - Stay engaged

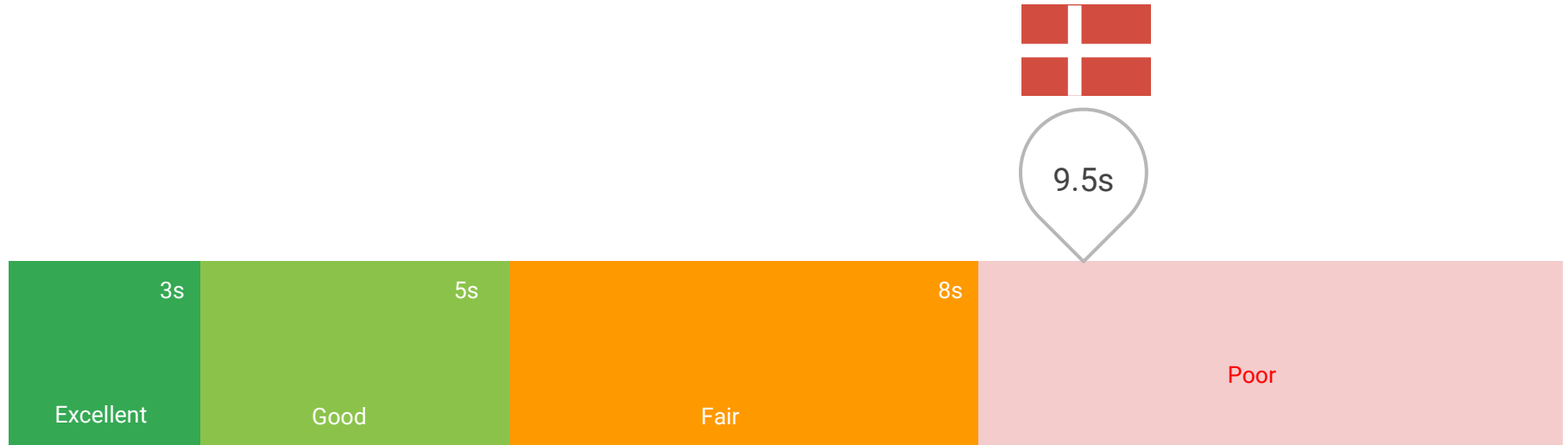
Karen Persøe - Google







Users generally have a poor experience on mobile





iTunes Store

Yelp



Instagram



Twitter



Facebook

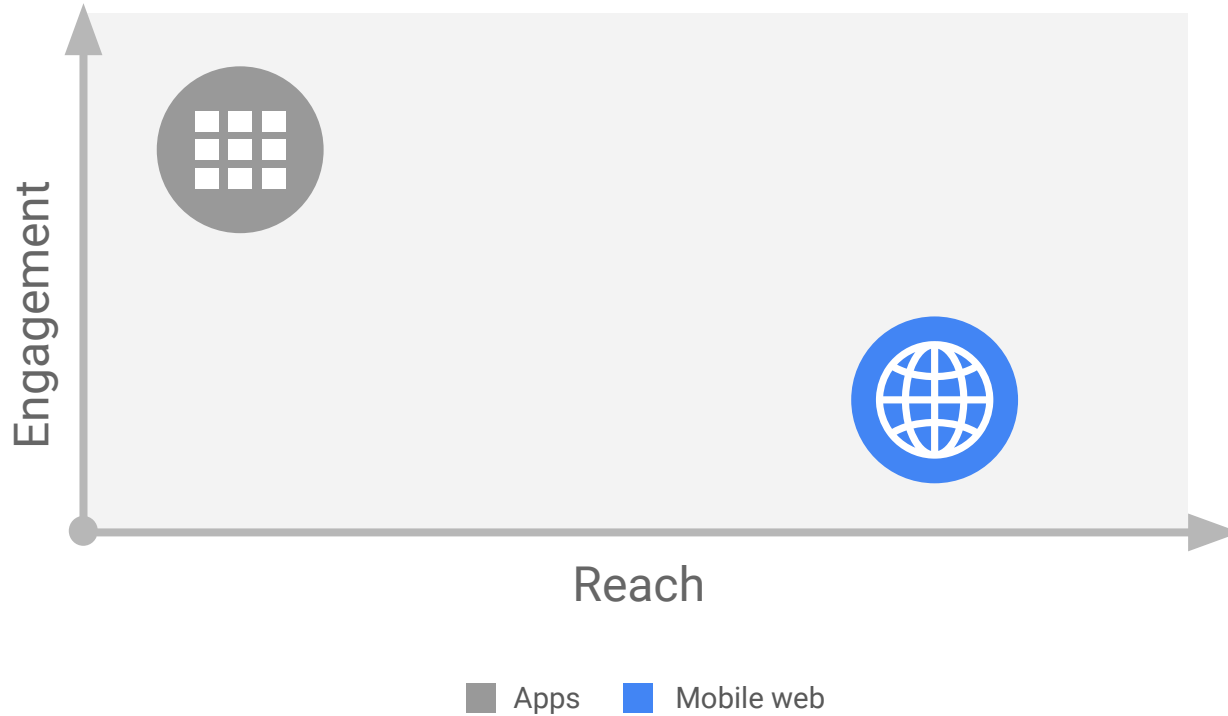


Phoster

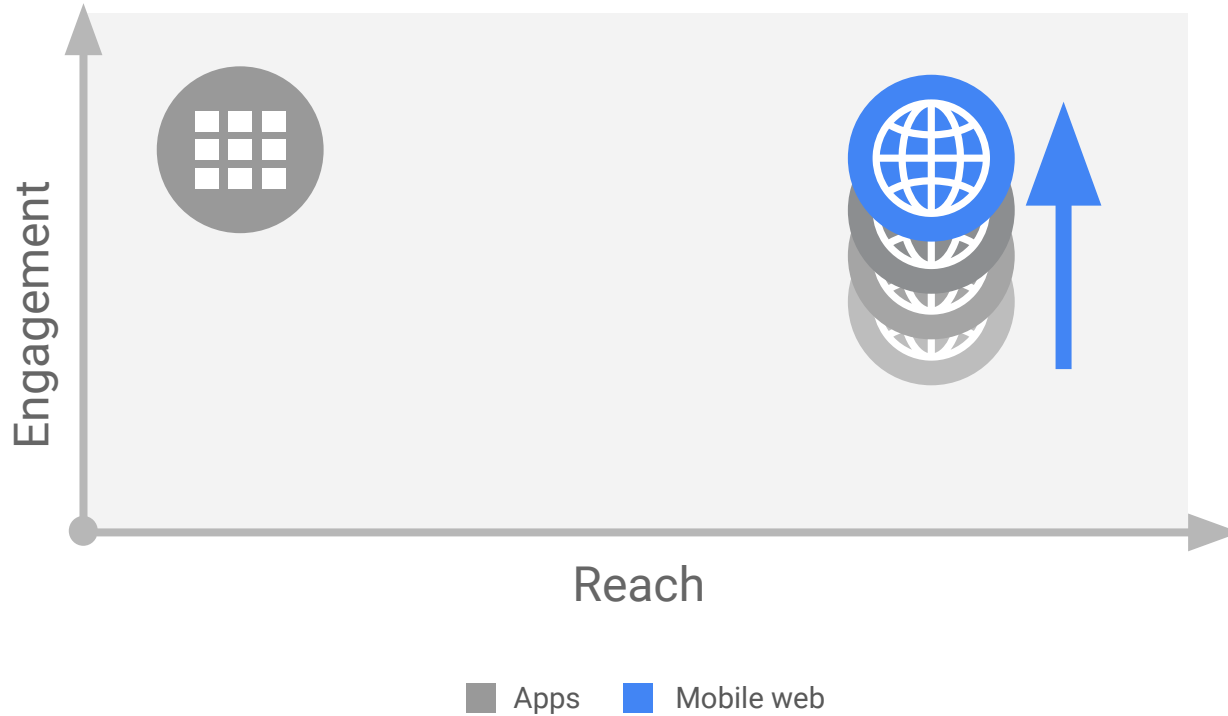


Game

The web offers great discovery, but engagement is low



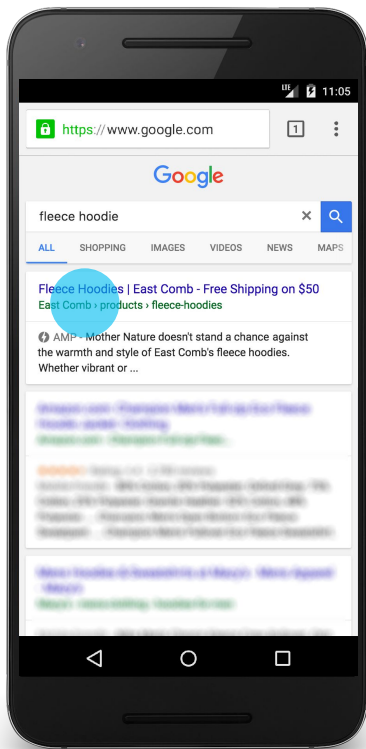
What if we could have high engagement and high discovery



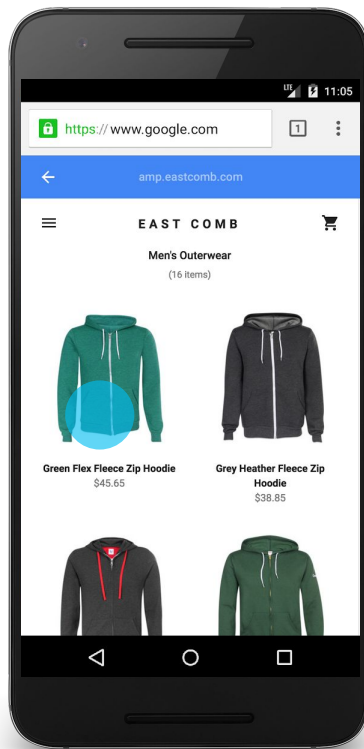


Focus on the user,
and everything else will follow

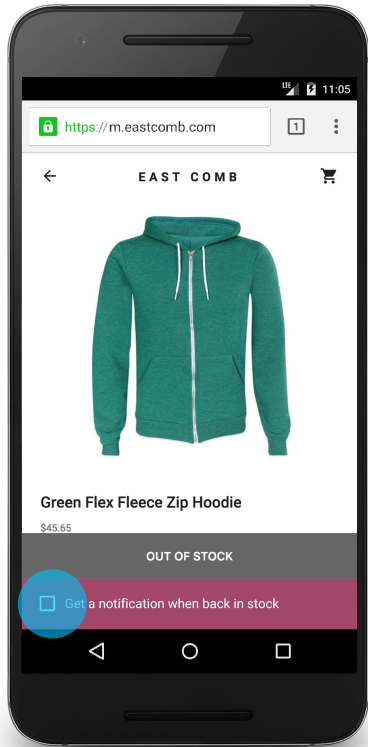
Start with a search



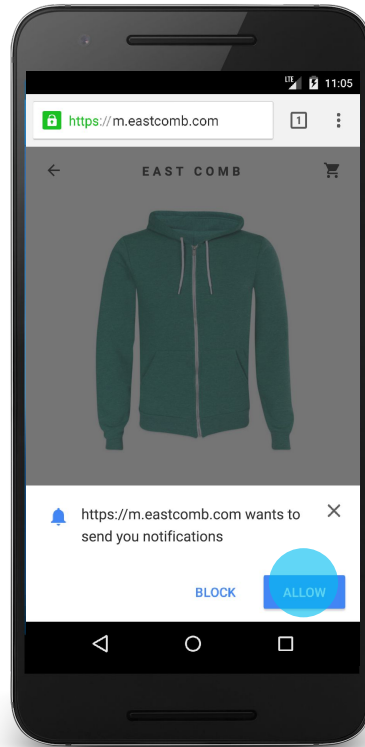
Explore the category, pick your favorite



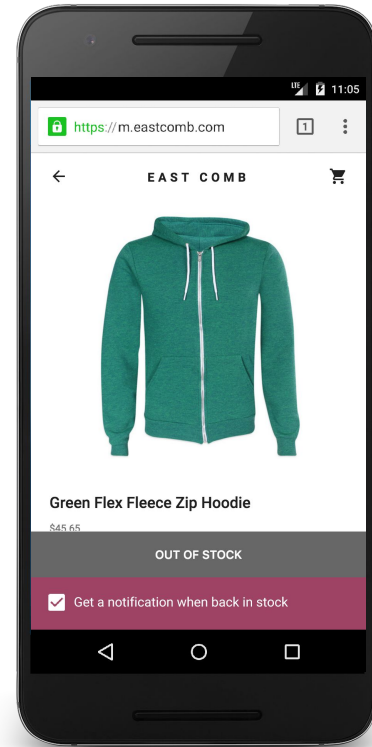
See that it's out of stock



Ask to be notified



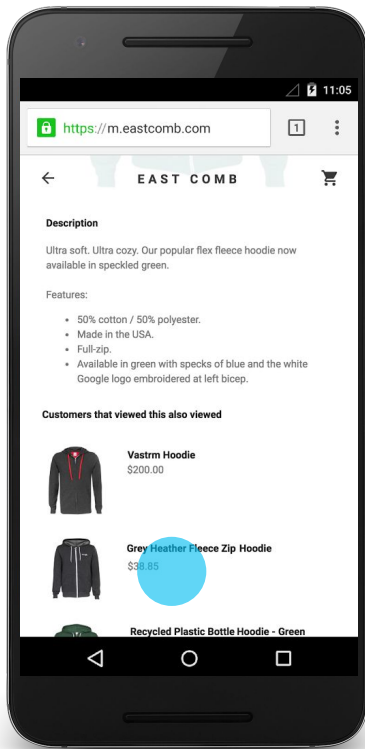
Stay up-to-date



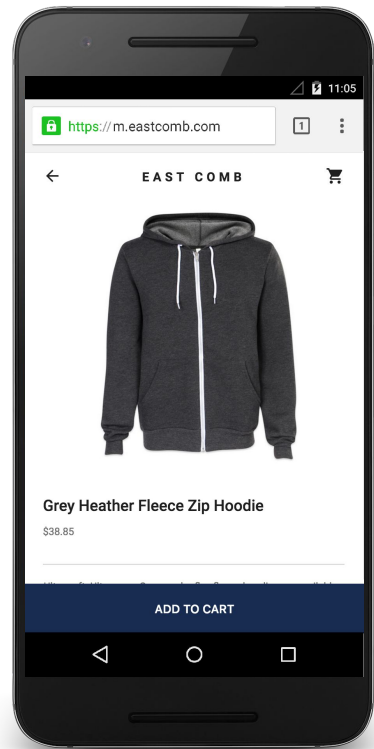
User loses connection



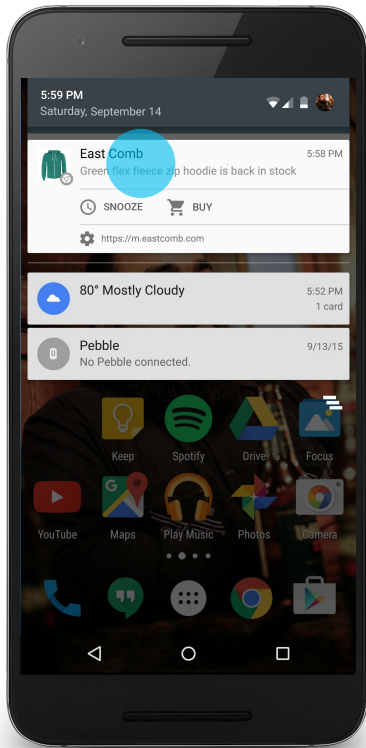
But continues exploring...



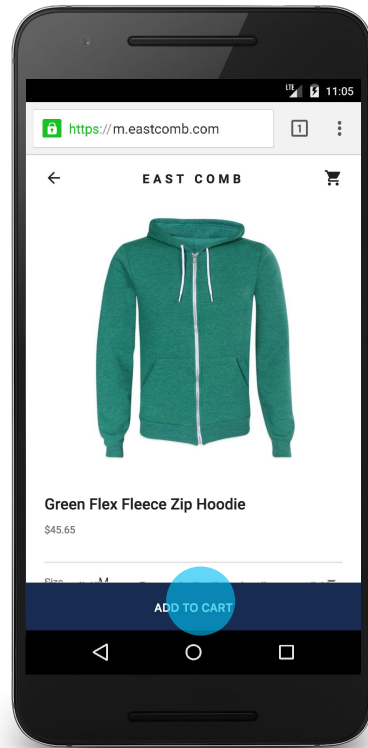
...even with no reception



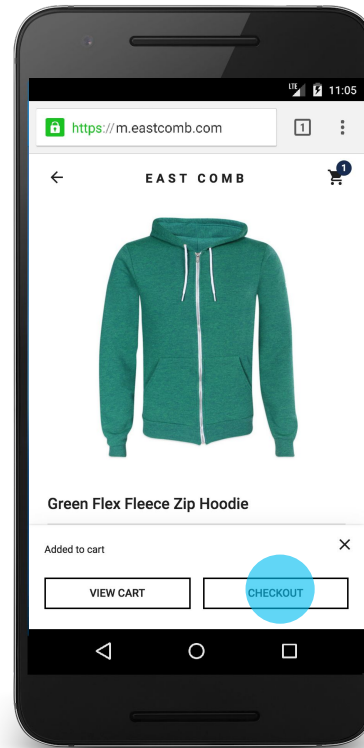
Get notified by the website



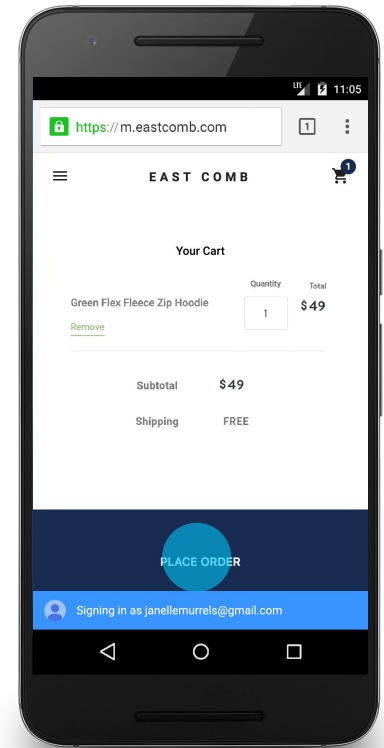
Add to cart



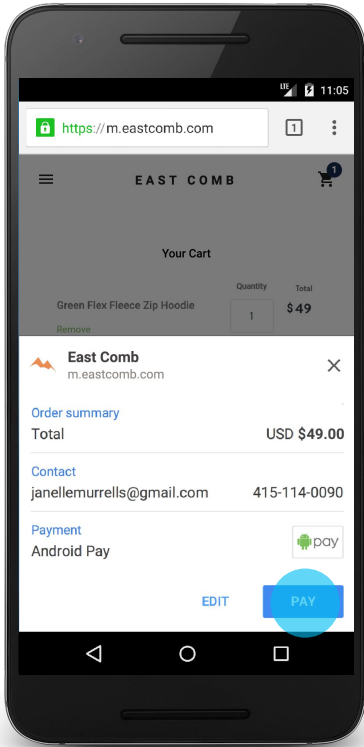
Checkout your basket



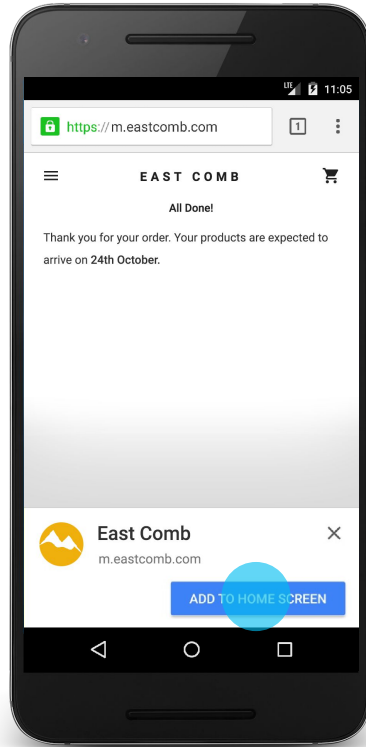
Get signed in automatically



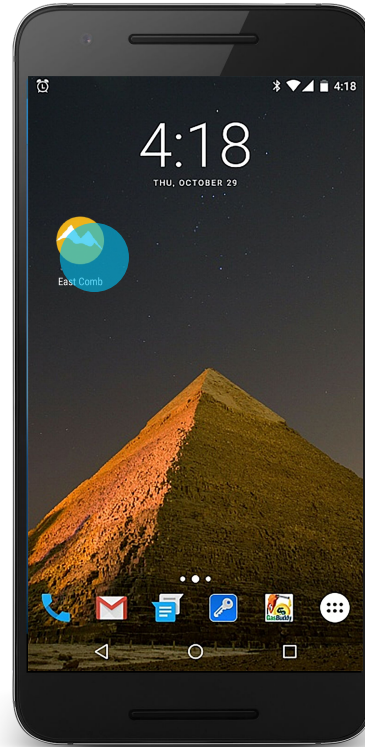
One tap to pay



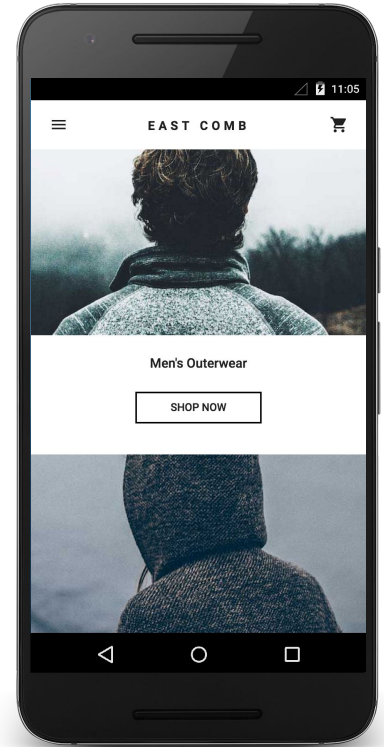
Add to homescreen



Access with ease



Re-engage on the go



The web does ~~not meet~~
can exceed user expectations today.

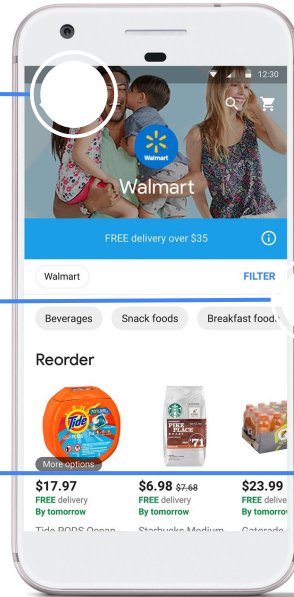


What if: there is no screen?

Connect your personal account

Use Google Assistant to buy

Buy without any screens



Radically improving mWeb experiences

Progressive Web Apps

Accelerated Mobile Pages

Push Notifications

Seamless Sign-In

One Tap Checkout

Add to homescreen

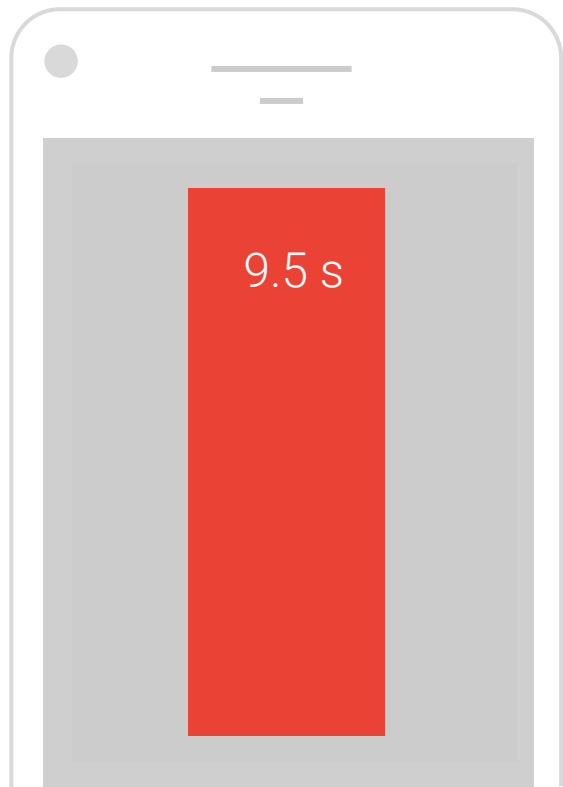
Acquisition

Engagement

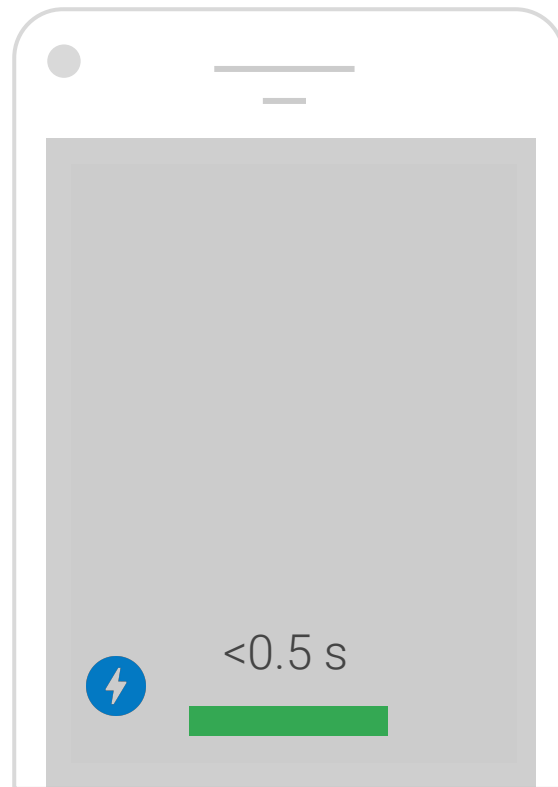
Conversion

Retention

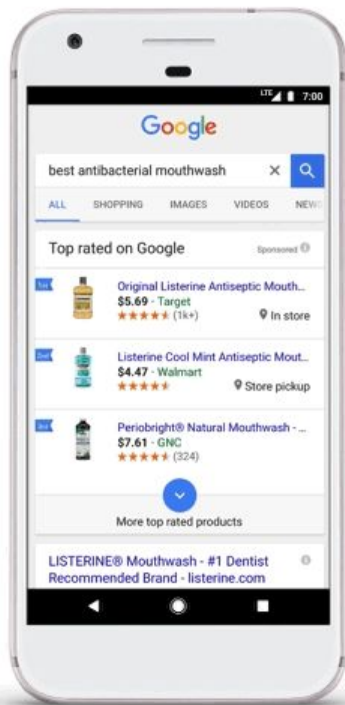
Average DK Website



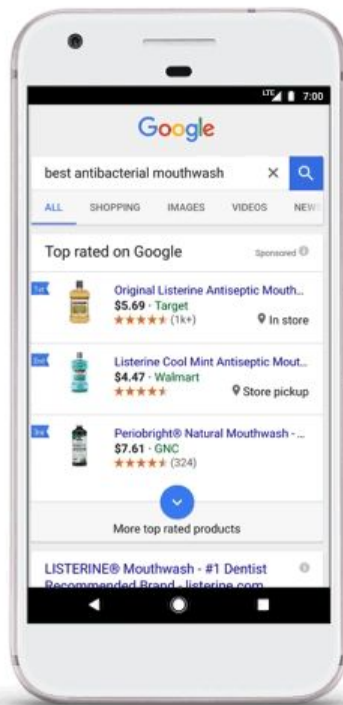
Average AMP page



AMP Landing Page



Regular Landing Page



Demo Only



Leading French organic retailer doubles mobile conversions with AMP

5x

INCREASE IN MOBILE
PAGE SPEED

80%

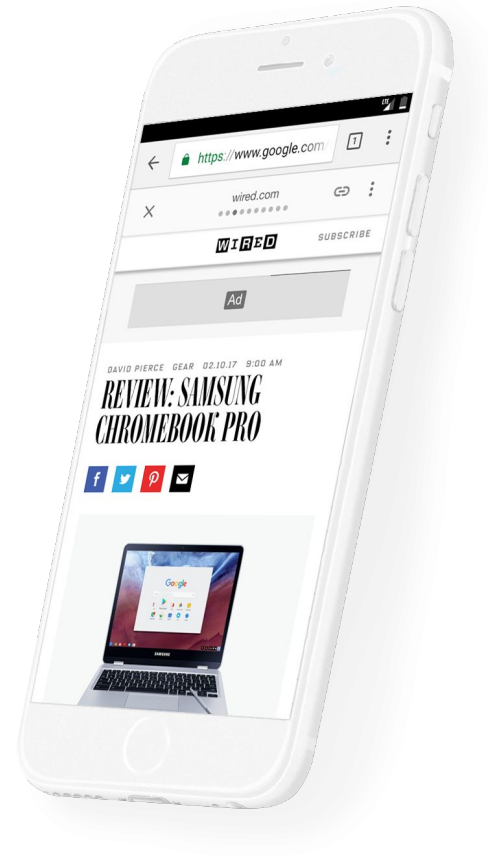
INCREASE IN MOBILE
CONVERSION RATES

66%

DECREASE IN MOBILE
ACQUISITION COSTS



**80% of development
teams build an AMP
Landing Page <1 week.**



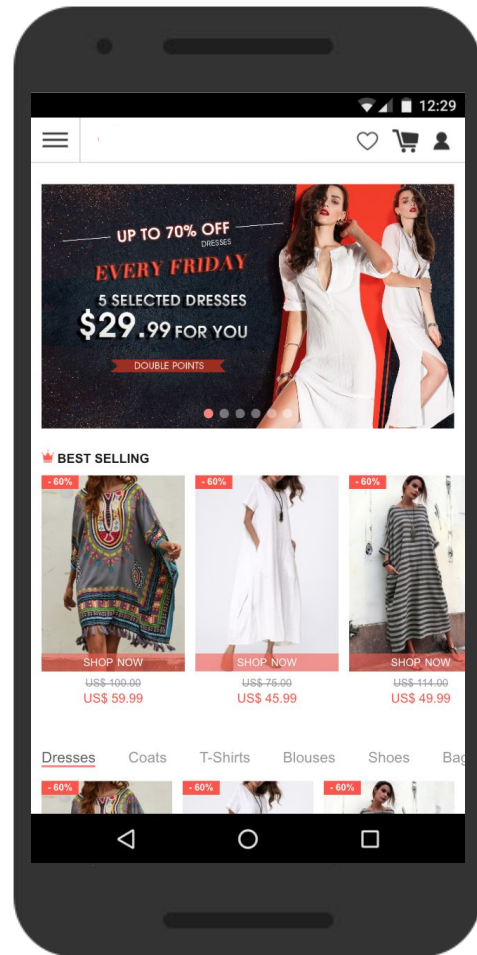
| The AMP* Solution

Accelerated Mobile Pages, for ecommerce

Floryday spent 2 weeks implement AMP pages, started the deployment of AMP in September, starting with the homepage, then with category and product pages.

“AMP+Ad truly help us improving bounce rate and conversion rate on our mobile platform, thanks for Google team’s helping on this which also develop our IT team as well ”

Floryday General Manager



*AMP (Accelerated Mobile Pages) : [more info](#)

Results

From 14.9 to a 1.7 second mobile page load time

-10%

Bounce Rate

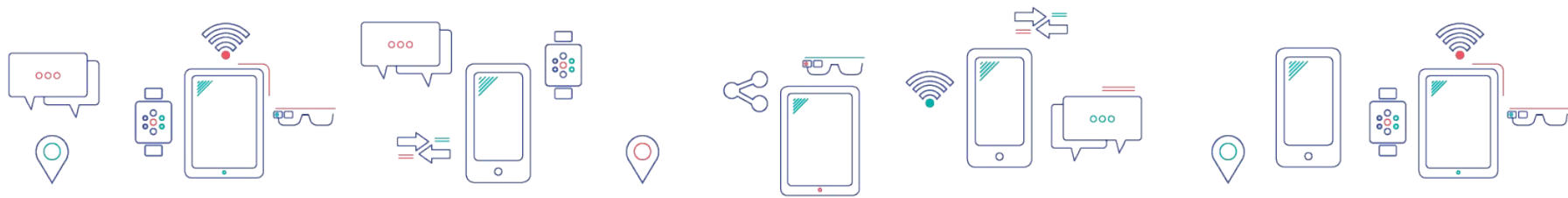
Floryday bounce rate drop
10% after AMP page
launched

+43%

mCvR

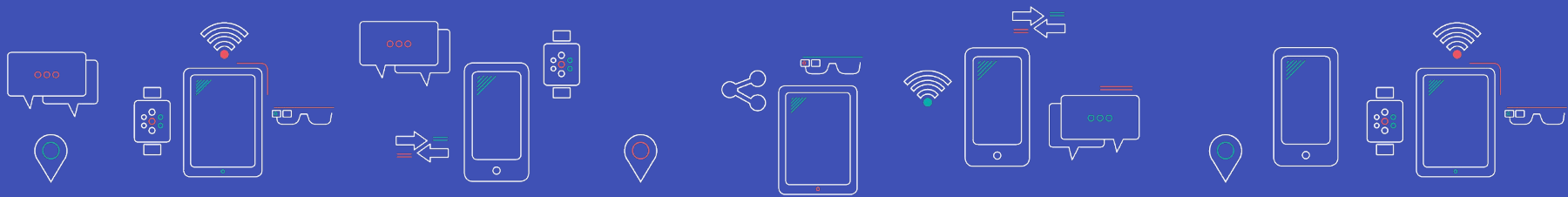
Floryday mobile conversion
rate increased by 43% via
AMP + AdWords

Let's put this to work!



Future Of Search

Martin Stenner - Google



“The perfect search engine should understand exactly what you mean and give you back exactly what you need.”

- Larry Page








Trillions of searches per year

50% occurring on mobile

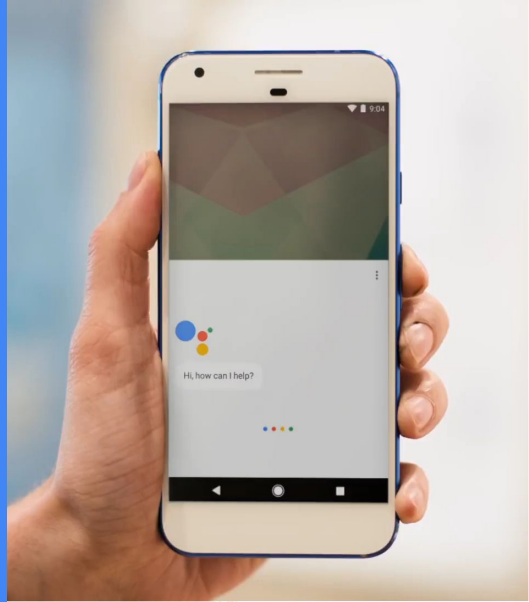
A hand is shown holding a glowing blue document or tablet, which is the central focus of the image. The background is dark and blurred, suggesting a person's face and hands in a dimly lit environment. The text is centered over the document.

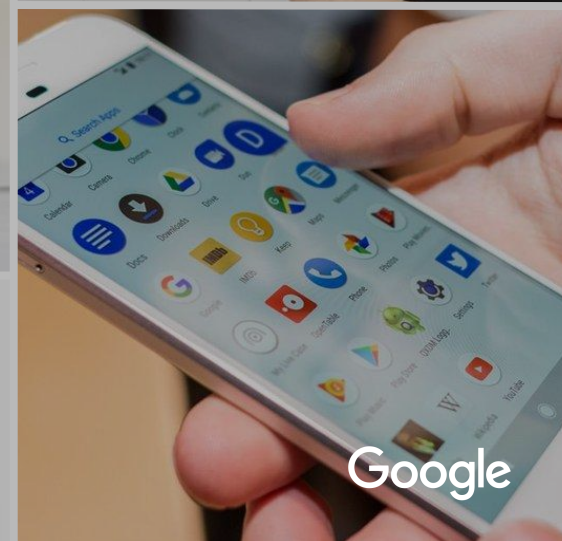
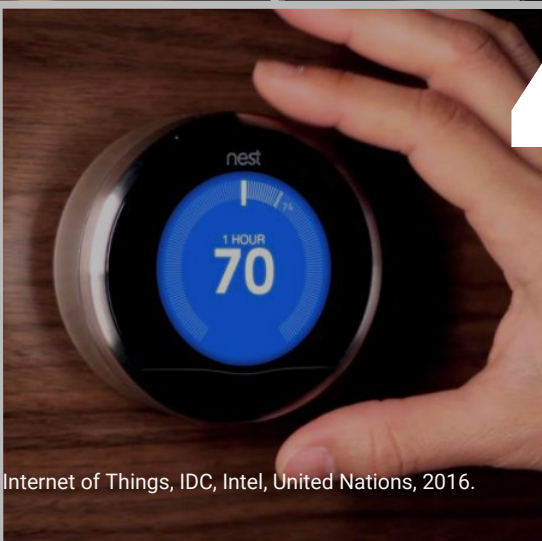
But the revolution
is **just beginning**

“In the next 10 years, we’ll shift to a world that is AI-first”

– *Sundar Pichai, CEO Google*

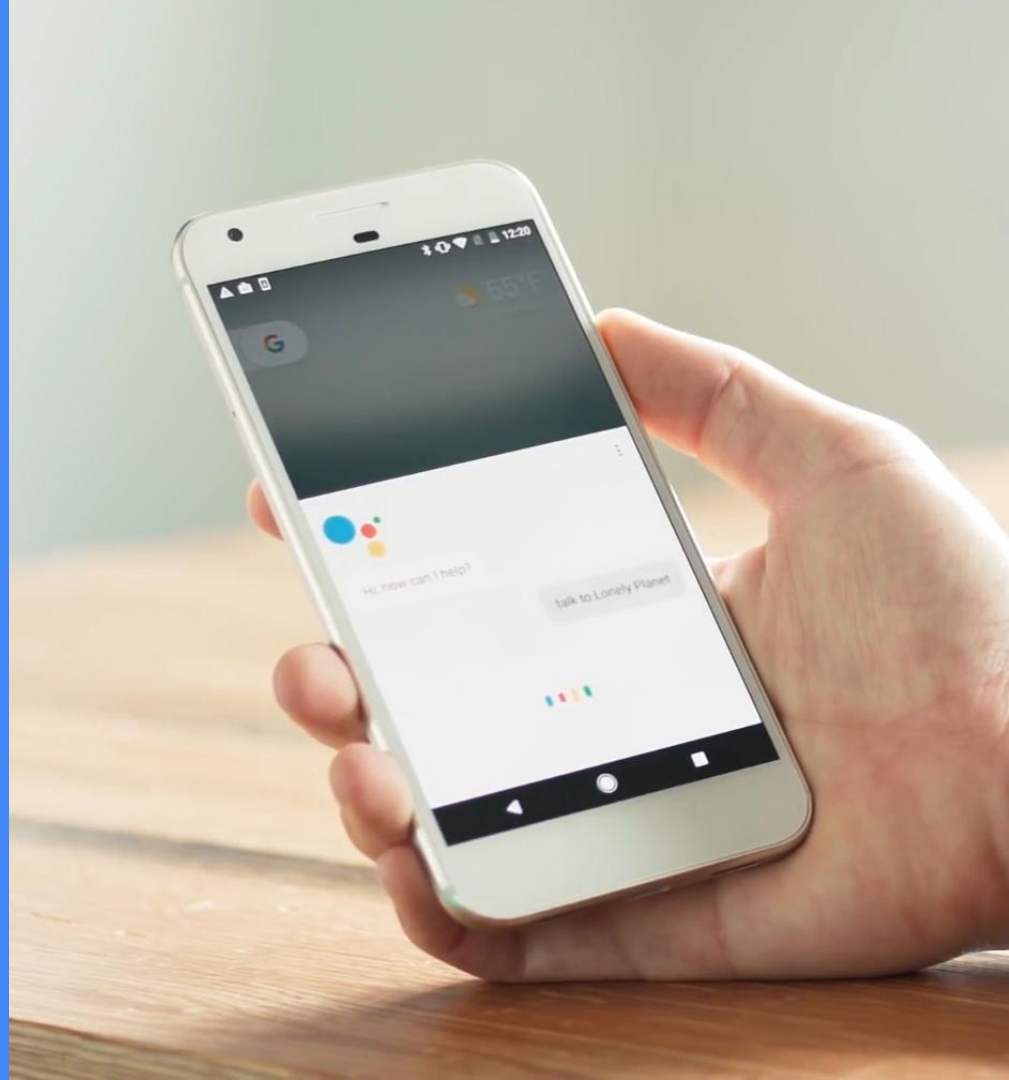
Computing
becomes
universally
available



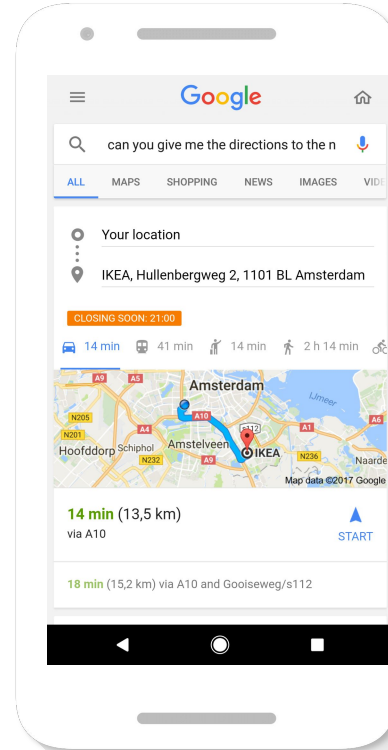
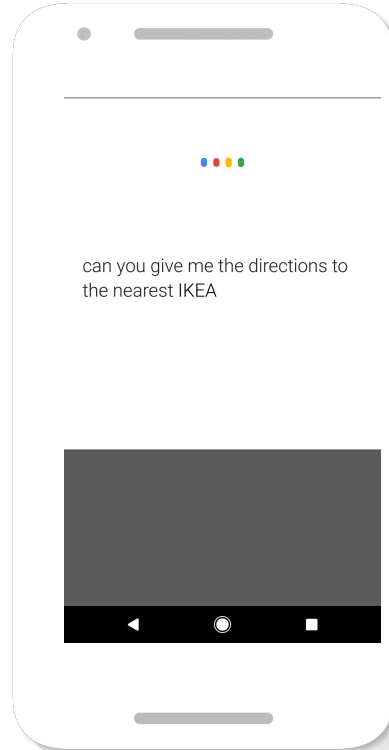


Source: A Guide to the Internet of Things, IDC, Intel, United Nations, 2016.

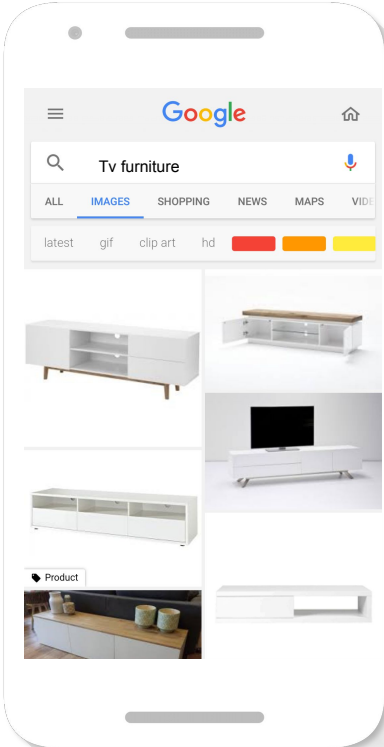
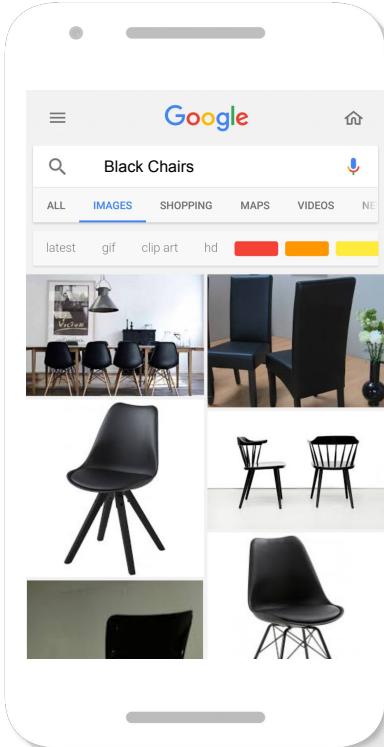
Human
computer
interaction
becomes
more intuitive



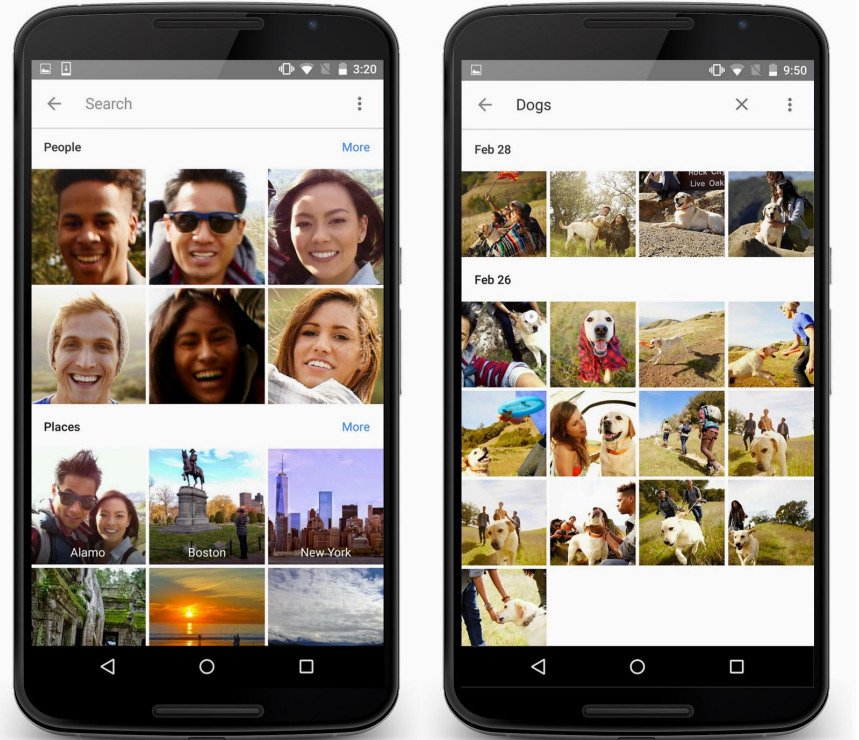
We're already seeing a second revolution linked to mobile phones



Next to voice search, image search is also becoming more popular



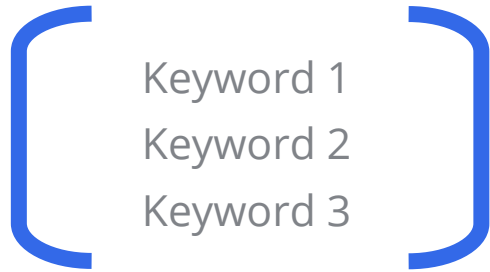
Products with AI will offer more intelligent, delightful experiences





How does the switch to AI first impact
your marketing activities?

Search Engine Advertising



Keywords



Ads

CPC

Bids

Voice & Image Search will change the way we look for information

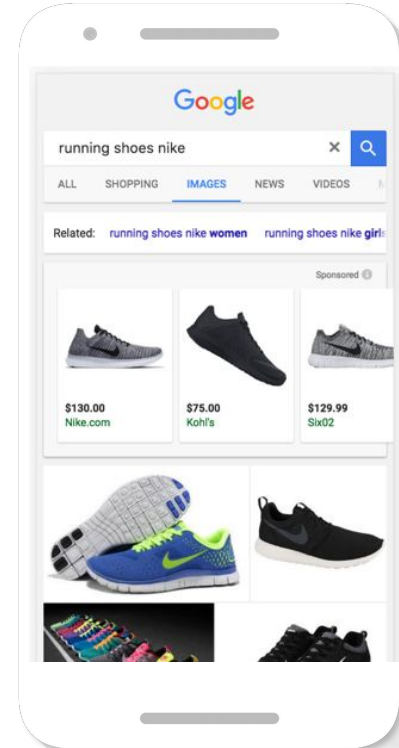
Voice Search

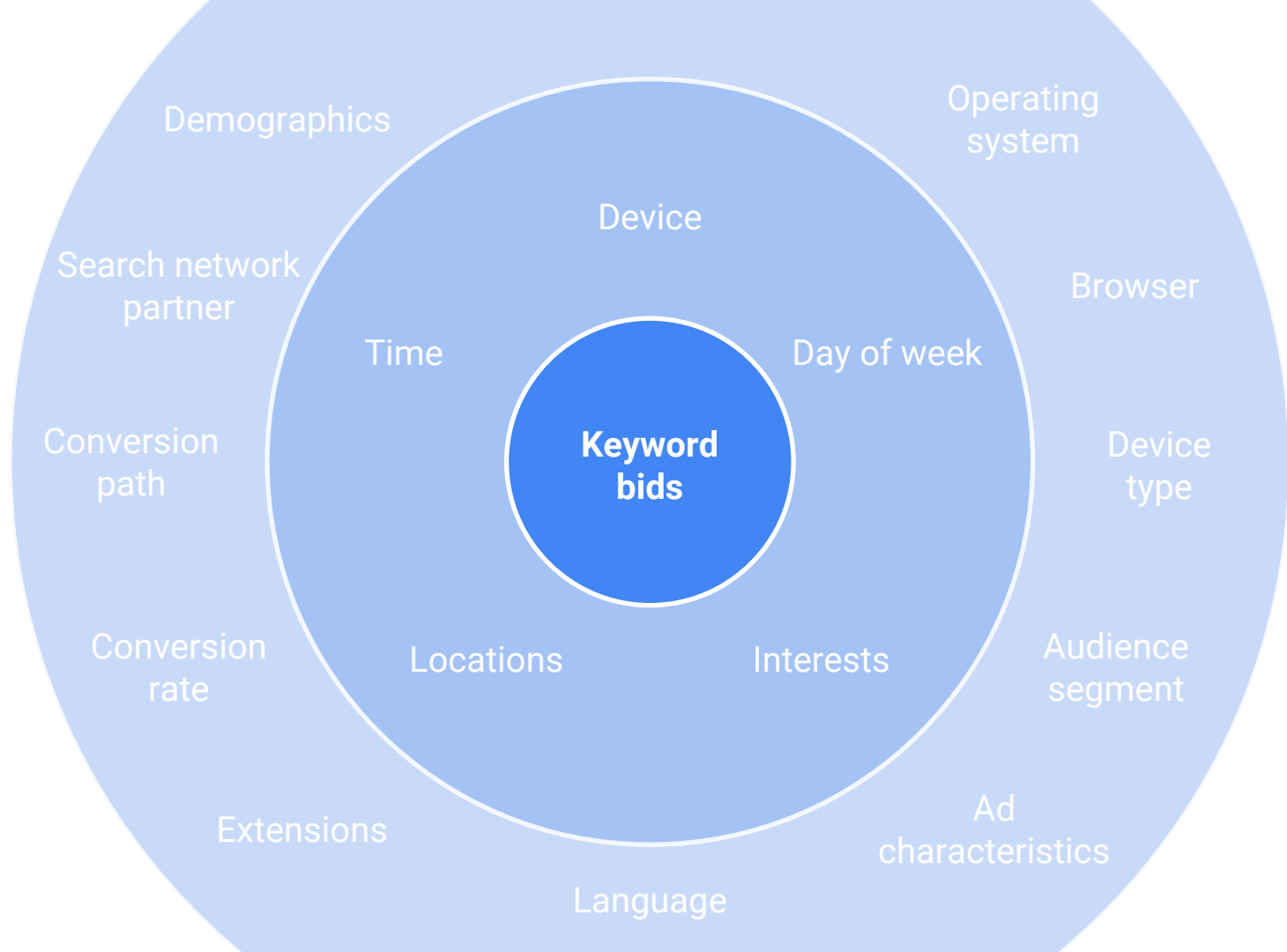
What do I need to think about when getting a **mortgage**?

How much interest on average do people pay for a **mortgage**?

Where's the closest bank where I can get **mortgage** advice?

Image Search





Keyword bids

Device

Time

Locations

Interests

Day of week

Audience segment

Demographics

Operating system

Browser

Device type

Ad characteristics

Language

Extensions

Conversion rate

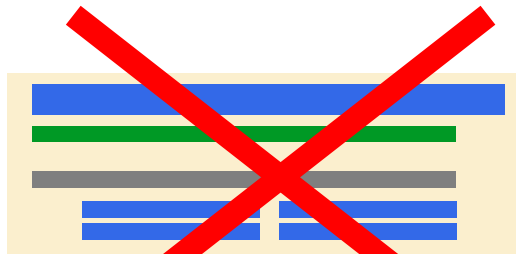
Conversion path

Search network partner

We can no longer effectively manage our search campaigns manually



Keywords



Ads



Bids



Advertise based on website or product feeds



Automate your bidding

Smart suite of ad products



Automate your bidding:

- Smart Bidding

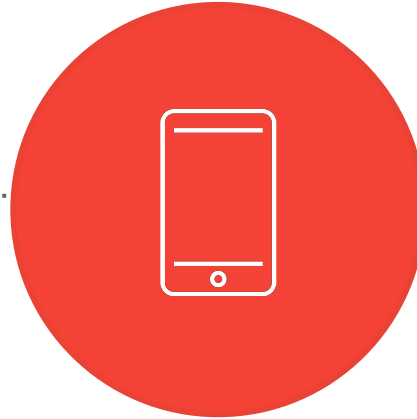
Automate your targeting:

- Dynamic Search Ads
- Shopping Ads

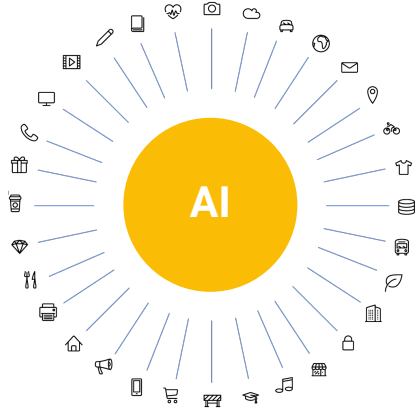
What do you need to remember?



FROM DESKTOP
FIRST



TO MOBILE
FIRST



TO AI
FIRST

Combine the power of AI with human insights to make your marketing even smarter

Computer Performance



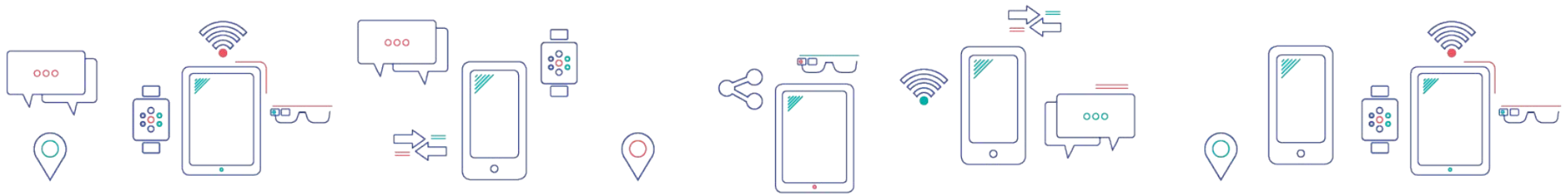
Human Insights



Smarter marketing campaigns



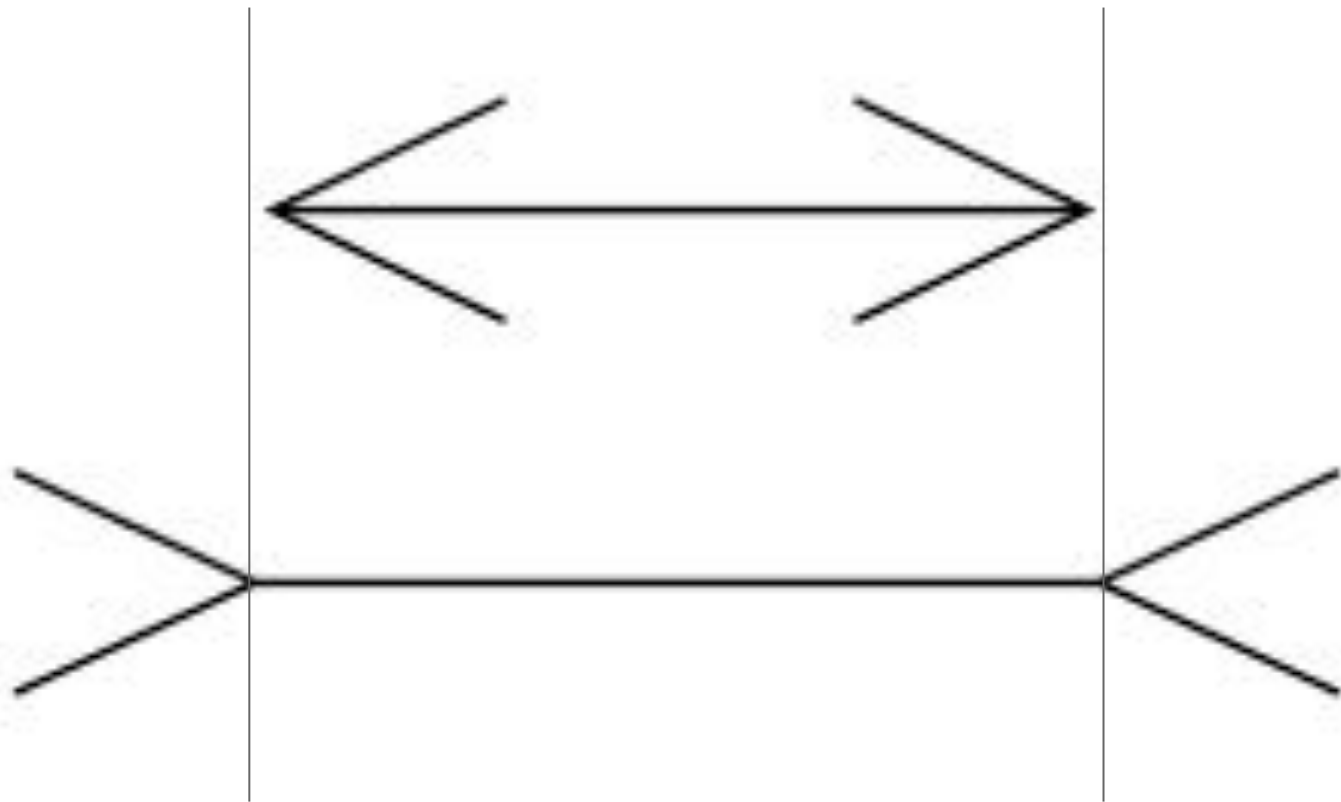
Let's put this to work!

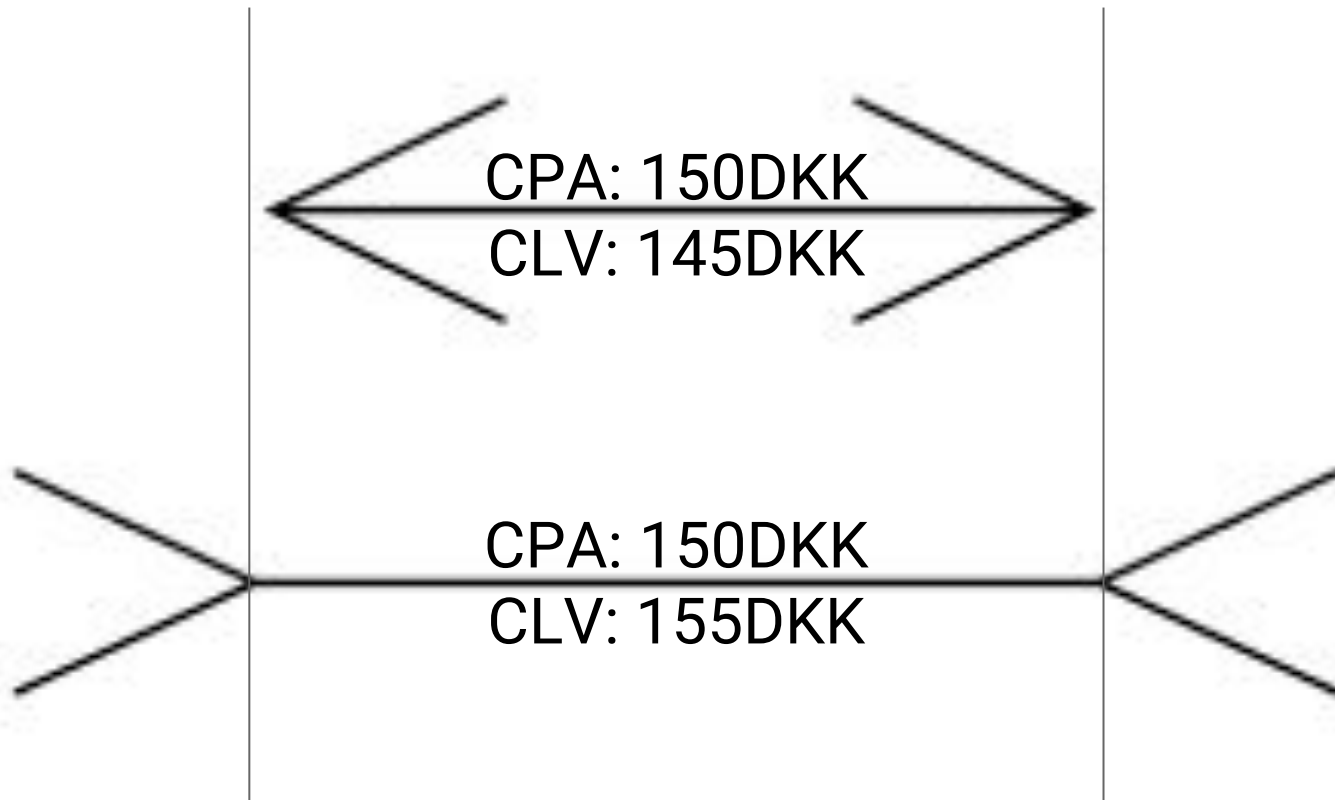


A photograph of two young women in winter attire. The woman in the foreground has long black hair and is wearing a white fur-lined jacket with purple floral embroidery on the sleeve. She is smiling and looking at a smartphone held in her hands. The woman behind her has bright pink hair and is wearing a grey knit hat and a grey cardigan over a blue shirt. They appear to be in a retail environment, possibly a clothing store, with a glass display case visible on the right. The background is softly blurred, showing other people and store lights.

FOCUS ON CUSTOMER VALUE

Value customers, don't just count them

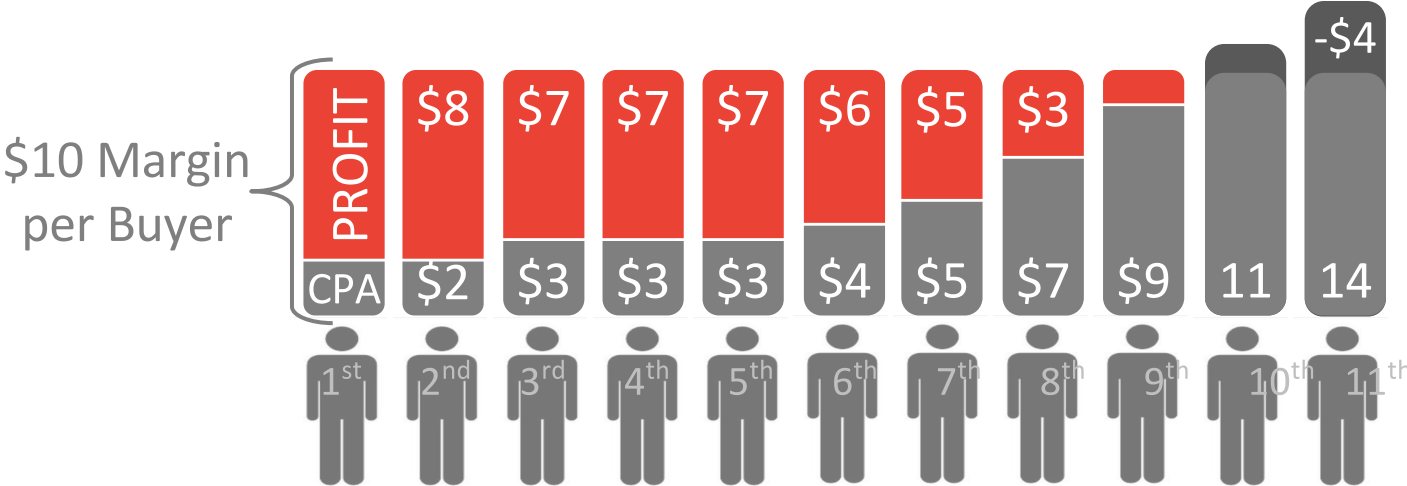




Say there are
11 reachable potential
clients

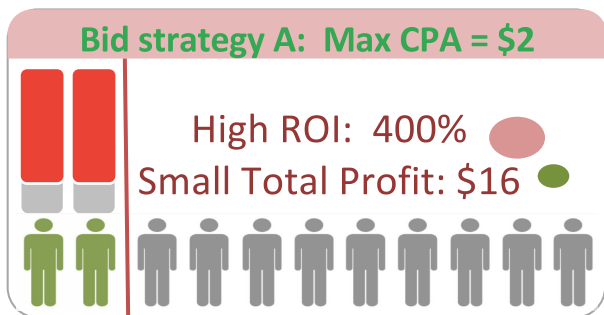


How many of those potential clients will you try to acquire?

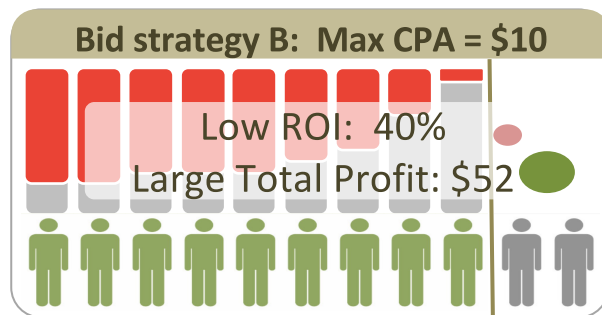


Total Profit vs. Ad Spend Efficiency*


* Measured in ROI of ad spend, aka ROAS



OR

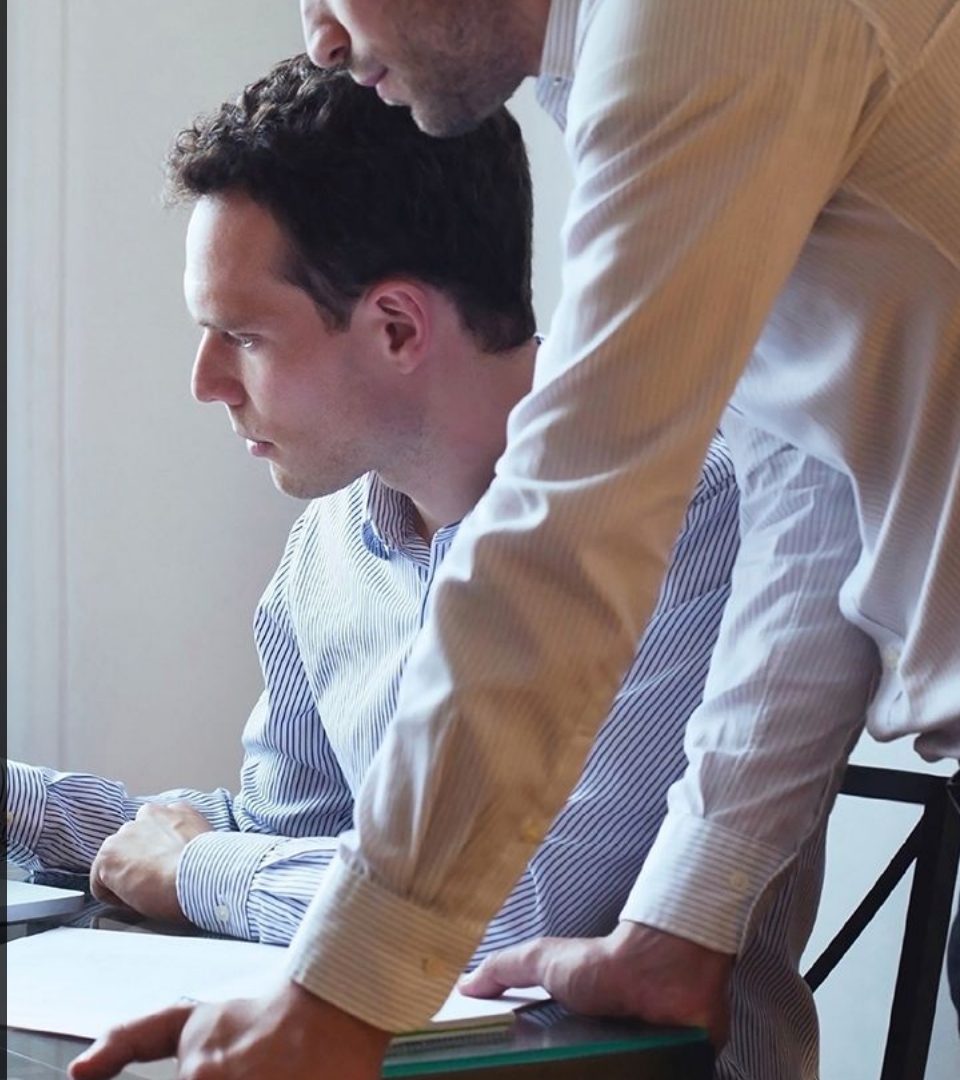


?



Marketers who tie
performance to
business objectives

3x more likely to
hit their goals





Do you know the value of your customer segments, and are you using that information to inform and attribute your marketing strategy and tactics?



TREAT SEGMENTS DIFFERENTLY

Don't market to the average



BRIEF

Study: iPhone X owners spent 2x more than other mobile holiday shoppers

AUTHOR

Robert Williams

PUBLISHED

Nov. 28, 2017

Brief:

- Owners of the iPhone X, Apple's newest smartphone, spent nearly 2x the average amount of other smartphone shoppers on Thanksgiving and Black Friday, according to a study by AppsFlyer made available to Mobile Marketer. The mobile analytics platform examined about \$100 million of in-app purchases from 130 leading shopping apps in the U.S.

Conventional metrics do not reflect the long-term differential value of mobile, multi-channel customers

★ macy's

8X

Multi-channel (including mobile) customers spend **8x** more than single-channel customers

Walgreens

6X

Mobile app-users spend **6x** more than non-app users

photob★x


5X

Mobile-users are **5x** more valuable than non-mobile users

🎯 TARGET

3X

Multi-channel (including mobile) customers spend **3x** more than store-only customers

A man and a woman are looking at a tablet together. The man is on the left, wearing a light blue shirt and a striped tie, and is pointing at the screen. The woman is on the right, wearing a green turtleneck sweater and glasses. The background is a light-colored wall with some sticky notes on the left side.

Organizations that leverage customer behavioral insights outperform peers by

85% and **25%+**
in sales growth in gross margin



Zmarta
Gör din ekonomi smartare

LÅN FÖRSÄKRING KREDITKORT SPARANDE ZMARTA TIPS [ANSÖK NU](#)

Zmarta är en ny finansiell tjänst där du jämför lån och försäkringar för att hitta de bästa alternativen.

Zmarta låter flera olika långivare och försäkringsbolag tävla om att ge dig det bästa erbjudandet, så att du kan välja det som passar dina behov bäst. Det är lika enkelt som det är kostnadsfritt.

[ANSÖK NU](#) ▶ SE FILMEN OM ZMARTA

- Låna upp till 500 000 kr
- Räntor från 3,25 %*
- 17 års erfarenhet
1 miljon nöjda kunder
- Över 20 långivare
1 kreditupplysning (UC)

"Before the implementation, we used to discuss how much our advertising with Google should cost. Now we are discussing how much we earn."

– Mattias Hallgrim, CMO, Zmarta Group


"... Revenue has increased by 111%, while return on investment has grown by an impressive 59%..."

What:

- Develop accurate understanding of marketing efforts' impact on bottom line
- Refine optimisation techniques to attain comp. adv

How:

- Used Google UA measurement protocol
- Moved beyond single device attribution
- Shifted from CPA to profit-driven optimisation
- Multiple signals to understand mobile impact

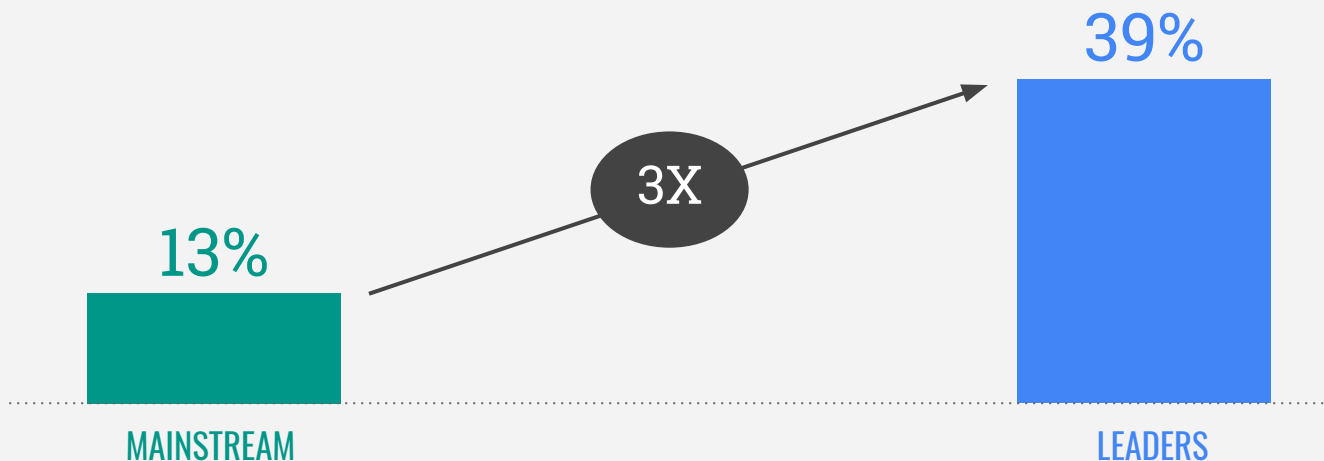


Leading marketers are

50%

more likely to increase investments
in capabilities like machine learning
to predict customer needs

“There will always be gaps in the data connecting people, channels and devices”

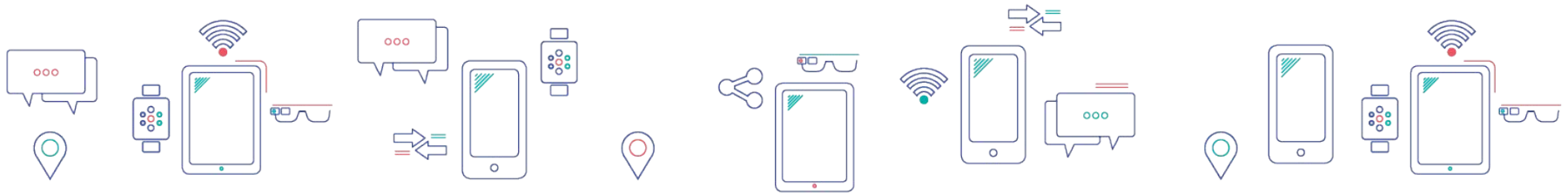


Leaders are *3x as likely to strongly agree* that there will always be gaps in the data connecting people, channels and devices.



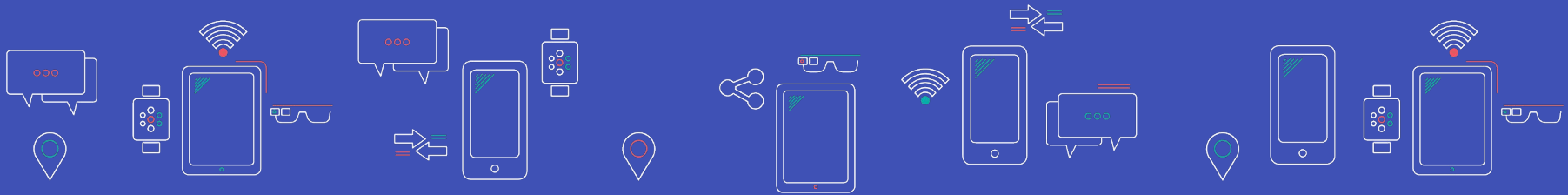
What new customer
insights could we unlock by
combining and measuring our
customer data differently?

Let's put this to work!



People & Organization

Peter Scharff - Google



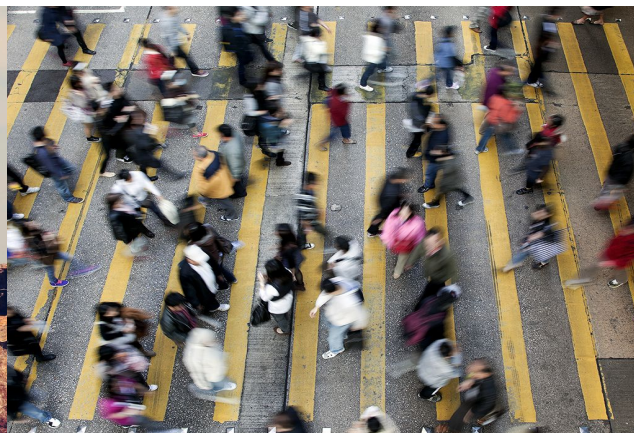
The challenge

Google



Relevant

What would it take to make things personal at scale?



Convenient

What would it take to make things friction-free?



Fast

What would it take to make things instant?

Move everything in parallel to avoid snapbacks based on interdependencies

- ★ **Vision and leadership**
Without executive vision to win in mobile you will not win in mobile
- ★ **Customer centricity**
The starting point for everything if to win in mobile
- ★ **People and operations**
Getting the right people & partners in place organized efficiently
- ★ **Innovation**
The realization that we need to do something drastically different and the resources to do so
- ★ **Tech, data and automation**
The enabler to win in mobile

KPI structures that supports the transformation

Mobile KPIs

&

Transformational KPIs

examples:

Mobile vs Desktop
Conversion Rate

Mobile traffic vs
conversions

examples:

% budget in
experimental innovation

of learnings

Weekly management dashboard

Required additional capabilities to win with Mobile

Capability

Innovative/creative bus dev

Design

Software developers

Conversion Rate Optimization (CRO)

Responsibility

Mobile requires a completely new approach to customer interaction

Mobile design experience, understanding small screens

Continuous understanding of new modern web such as AMP

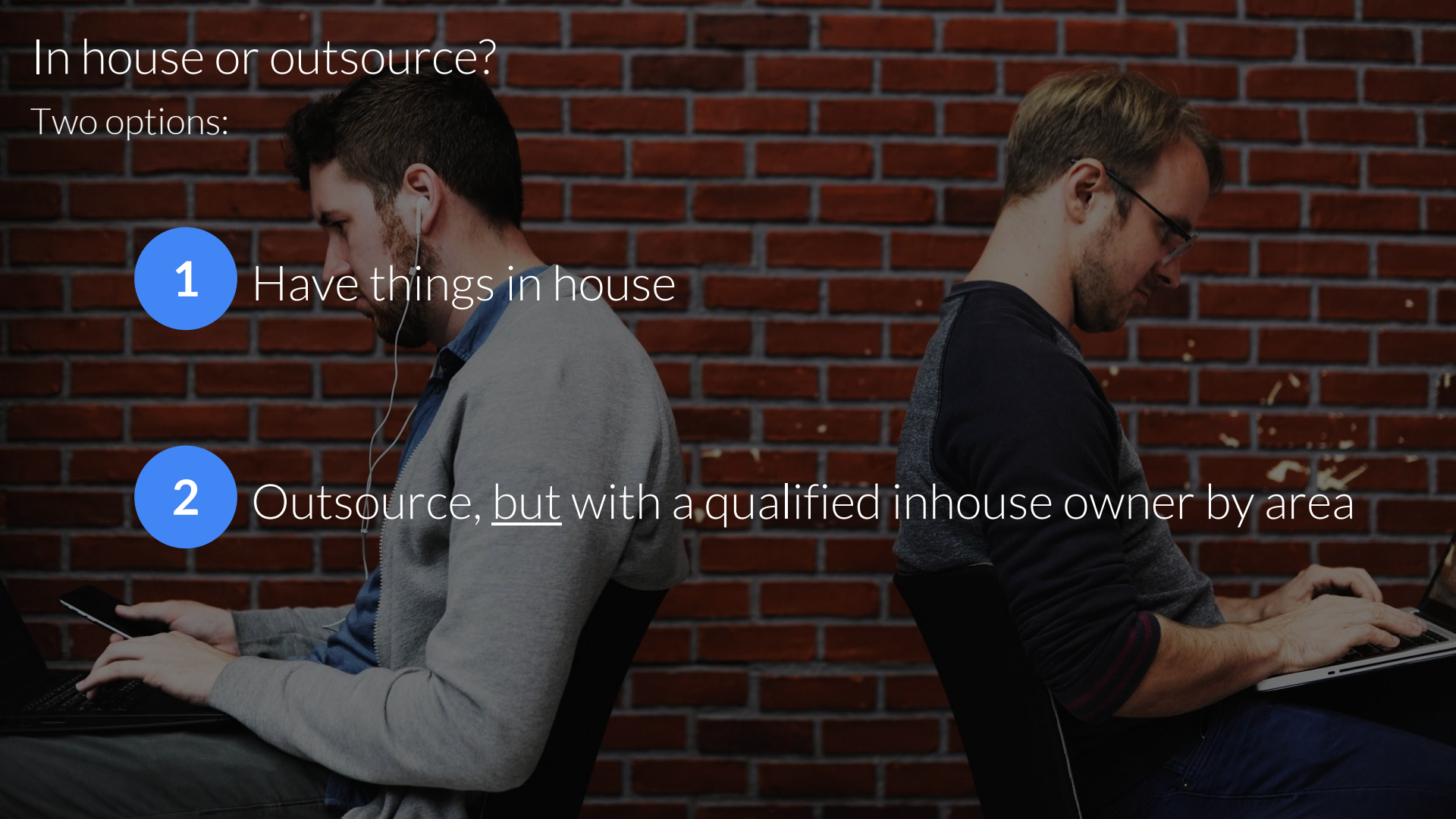
Continuous improvement of site

In house or outsource?

Two options:

1 Have things in house

2 Outsource, but with a qualified inhouse owner by area



Give everyone a voice

fixmobile@yourdomain.com





In a rapidly changing world, the only long-term sustainable strategy & competitive advantage is **learning** things faster than the world changes around you, and translating that into meaningful **innovation**

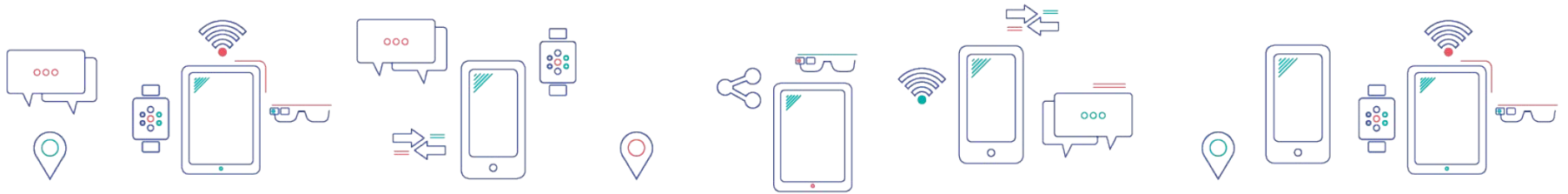


Setting your organization up for success

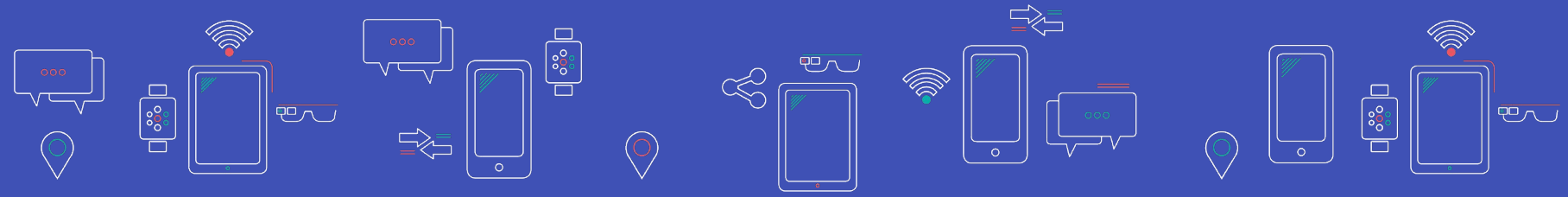
- 1 Move everything at the same time
- 2 Have KPIs supporting both mobile and transformation
- 3 Organize with one team around the customer journey
- 4 Get the right people in the right place
- 5 Always innovate



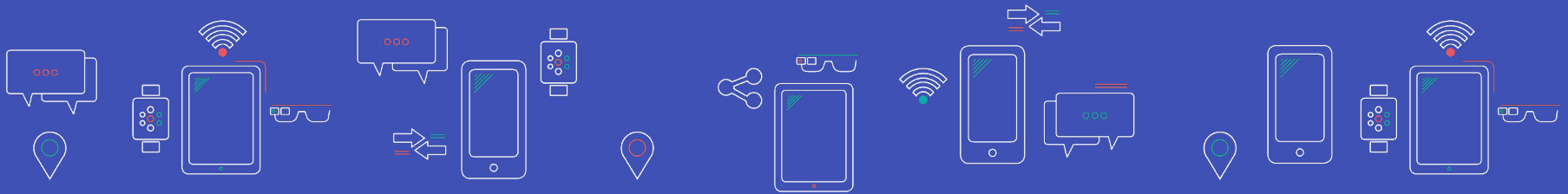
Let's put this to work!



Mobile Academy 17



Over to you!



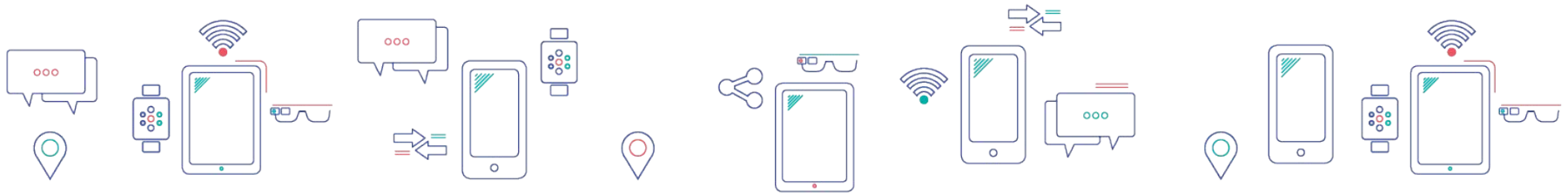


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Let's meet again in 2018!





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