

think with Google™

2018

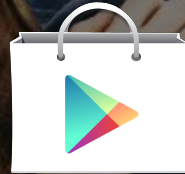


Marketing in the Age of Automation

Ian Carrington

Managing Director Performance Advertising Solutions EMEA, Google

7 key product areas



All with over 1 billion users



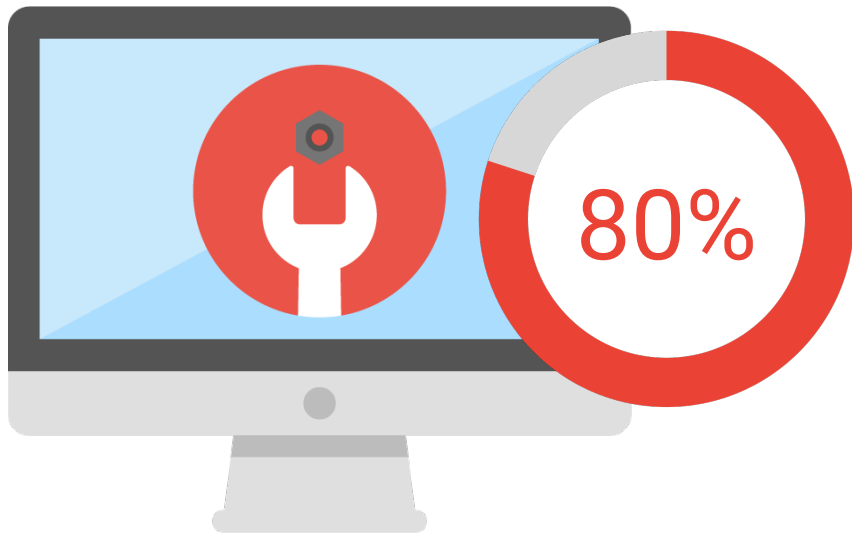
Machine learning is a
“core, transformative way
by which we’re rethinking
how we’re doing
everything.”

Sundar Pichai - CEO of Google Inc.



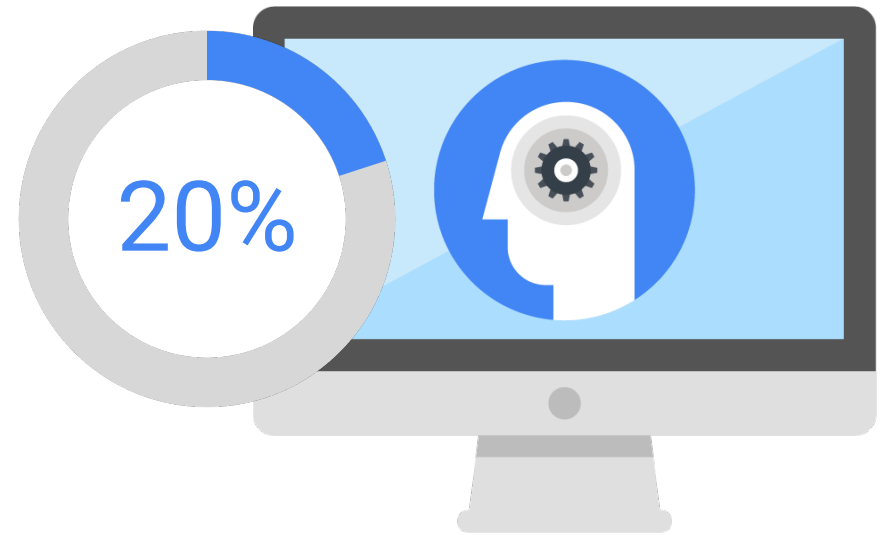
Automation opens up more time to focus on maximizing the big opportunities

Time spent on manual, low value tasks



vs.

Time spent on strategic tasks

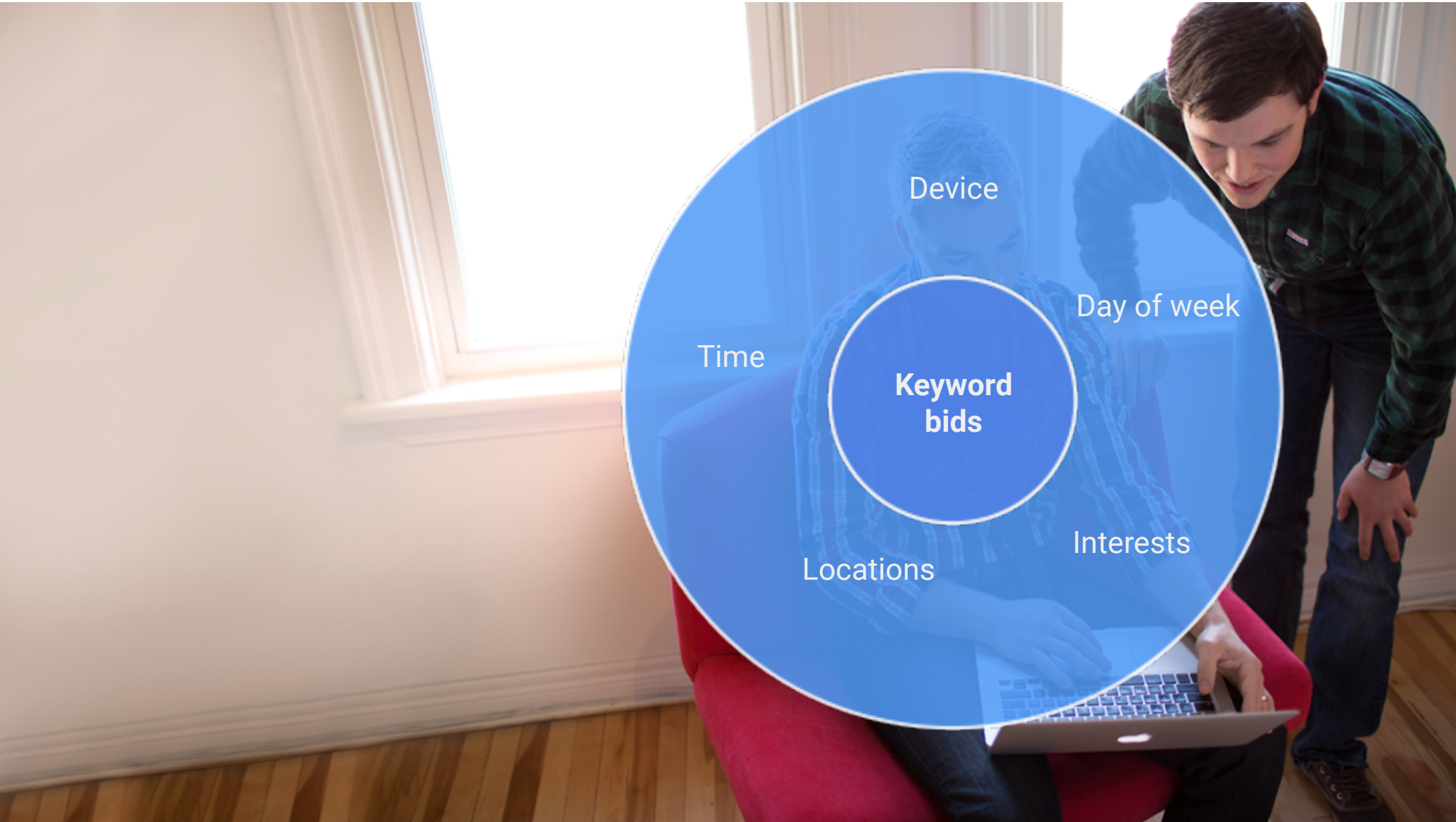


Smart suite of ad products





**Keyword
bids**



Device

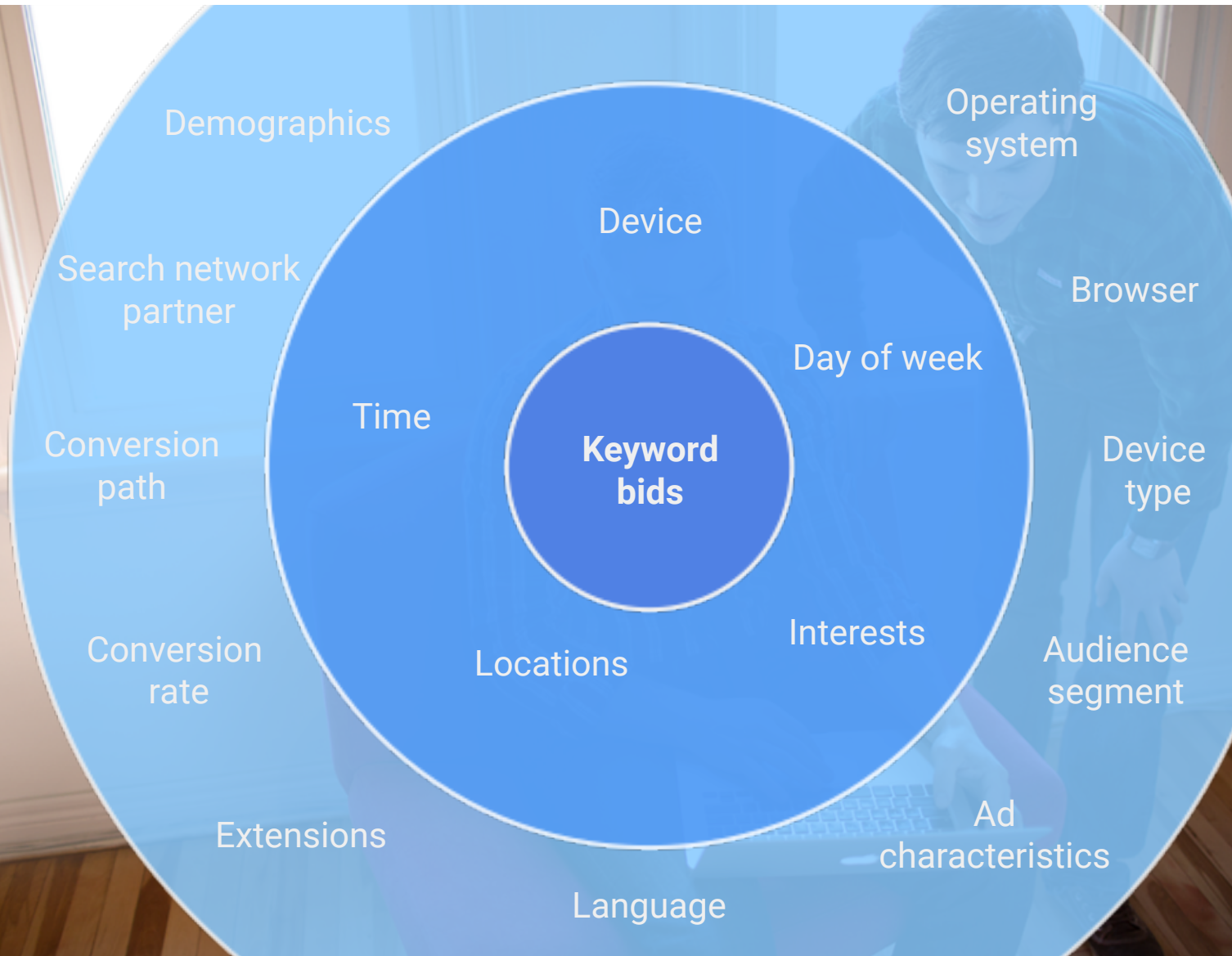
Day of week

Time

**Keyword
bids**

Interests

Locations



HelloPrint™

2 X

more conversions

53%

lower CPAs

Freed up time

to build new
LTV model

A group of female soccer players in orange jerseys are celebrating. One player in the center is holding a large silver trophy. Several players are wearing gold medals around their necks. They are all smiling and shouting with their arms raised in the air. The background is a bright, outdoor setting.

Be the winning team