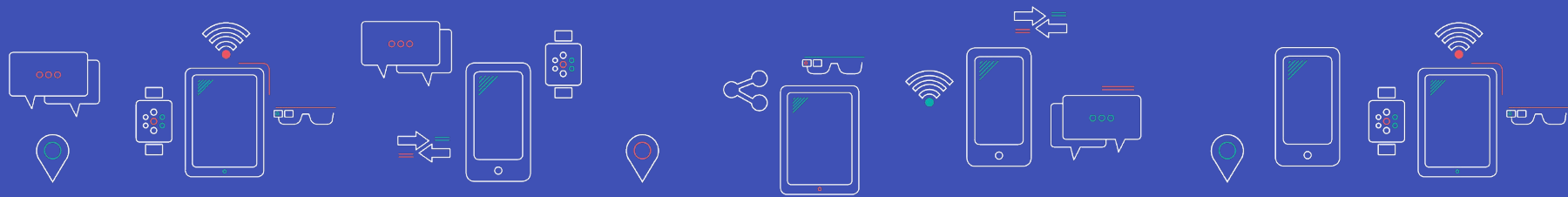
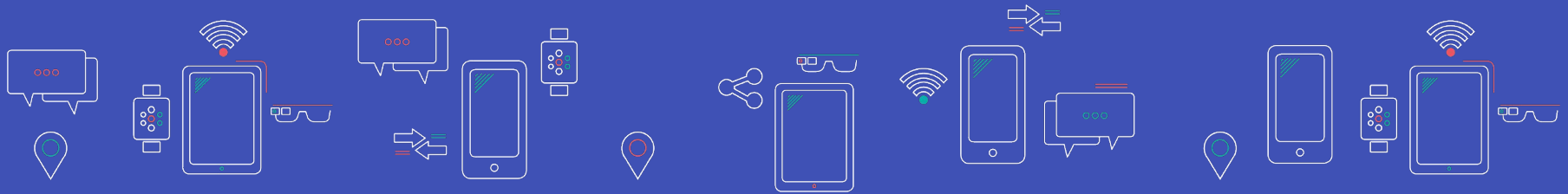


Mobile Academy 17

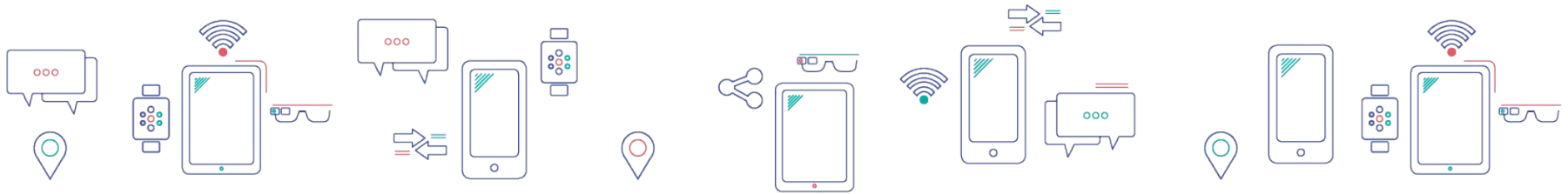


Welcome back!

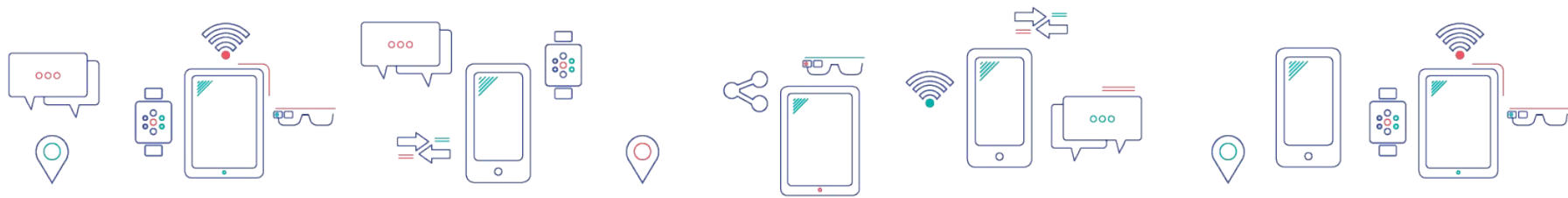




Welcome to Module 3



Let's refresh memories first!





10





2.







Mobile Academy 2017

1.

Module 1
Mobile Wake Up

2.

Module 2
Mobile Masterclass

3.

Module 3
Mobile: Build for the future



Program

Kick off

Start Fast - Stay Engaged

Work session on assets

Future of Search

Work session on advertising

Mobile Measurement

Work session on measurement

How to organize for mobile growth?

Work session on people & organization

Closing & Graduation

Drinks

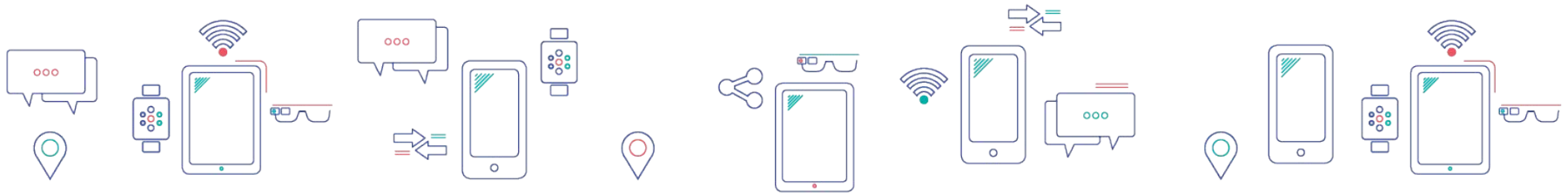
Bas Jansen - Google

Karen Carbonez - Google

Marcel Smal - iProspect

Carel van Straaten & Eva Moerbeek - Accenture

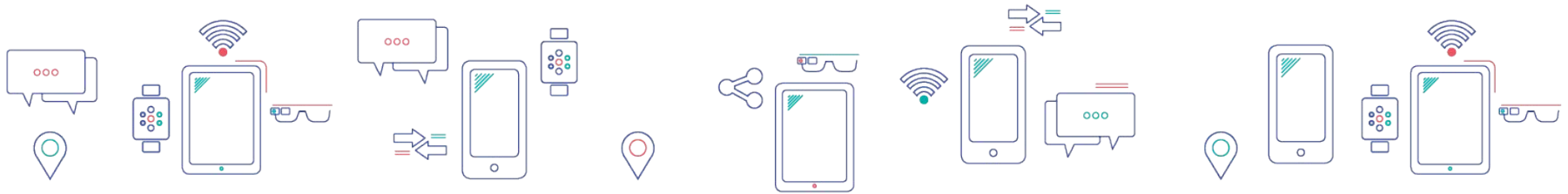
But first, quiz time!



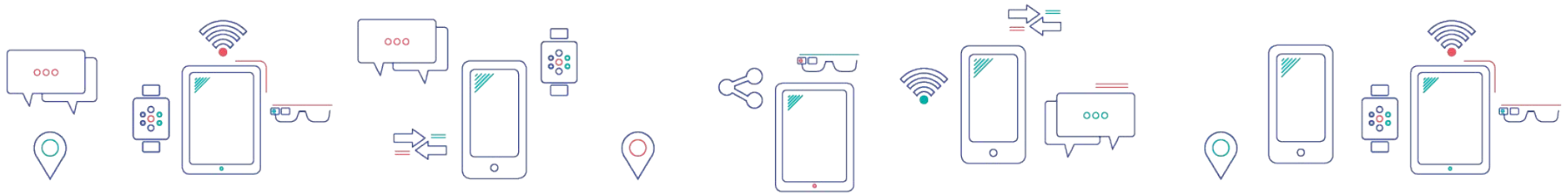
Join the quiz!

Go to: www.macademy17.nl

Code: mobile



And the winner is.....





Start fast - Stay Engaged

By using the latest modern web technology







A close-up photograph of a person's face and hands using a smartphone. The person is looking down at the device. A circular progress indicator is overlaid on the left side of the image, showing a blue segment representing 53% of the circle. The background is blurred, showing other people in a public setting.

53%

53% of users will leave a site that takes longer than 3 seconds to load



iTunes Store

Yelp



Instagram



Facebook



Twitter



Phoster



Game

Why people like native apps



1

Quicker to load



2

More easy to navigate

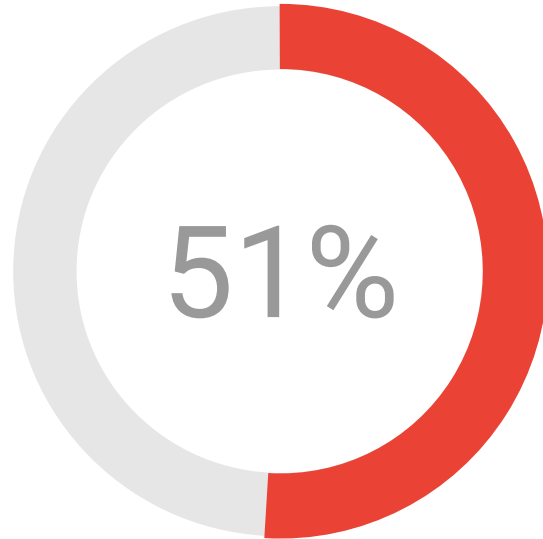


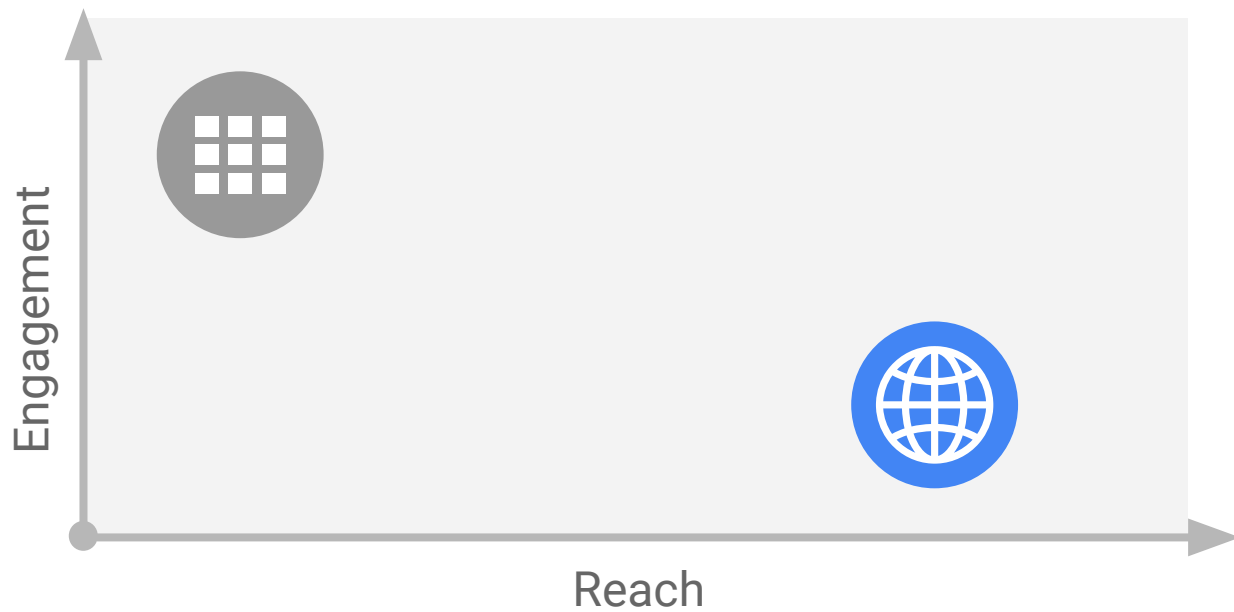
3

Always signed-in

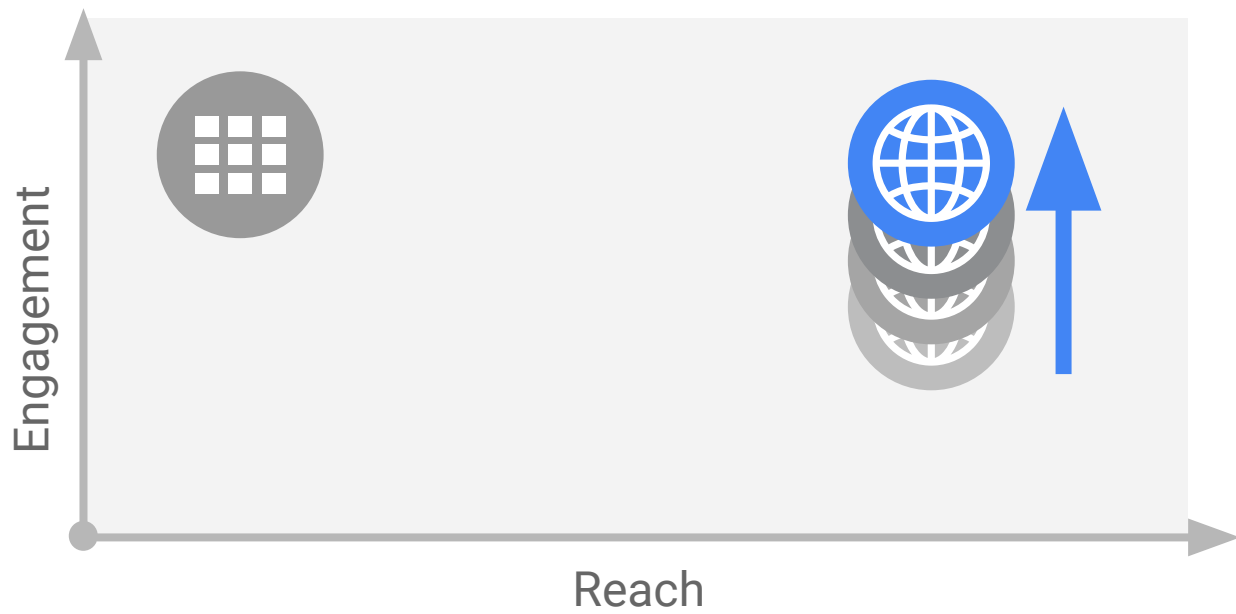
Increasingly harder to build reach with apps

Amount of users who didn't install any apps





■ Apps ■ Mobile web



■ Apps ■ Mobile web

Modern Mobile Web



Start fast

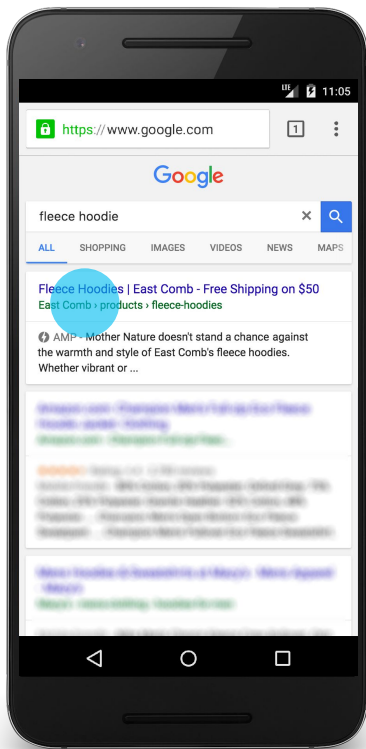


Stay engaged

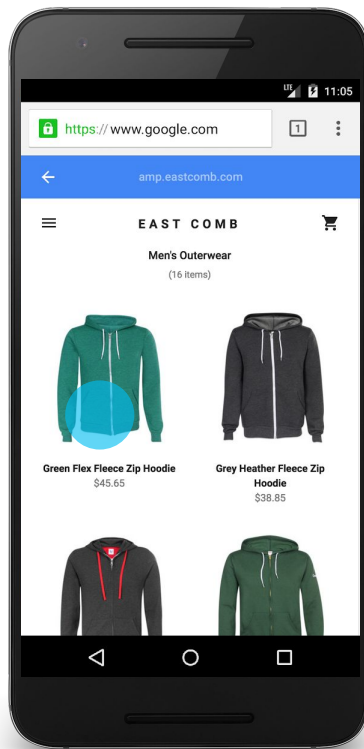


For better results

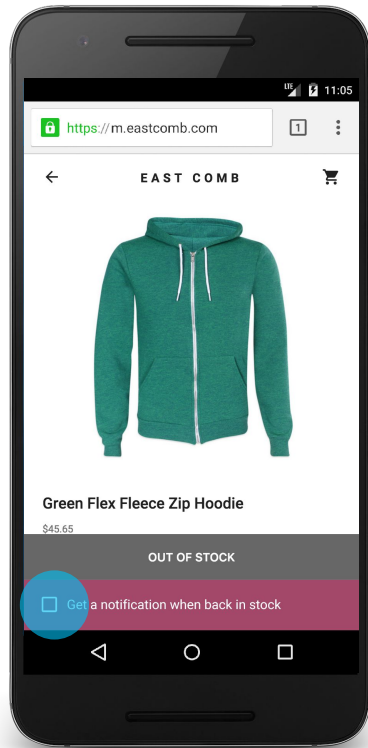
Start with a search



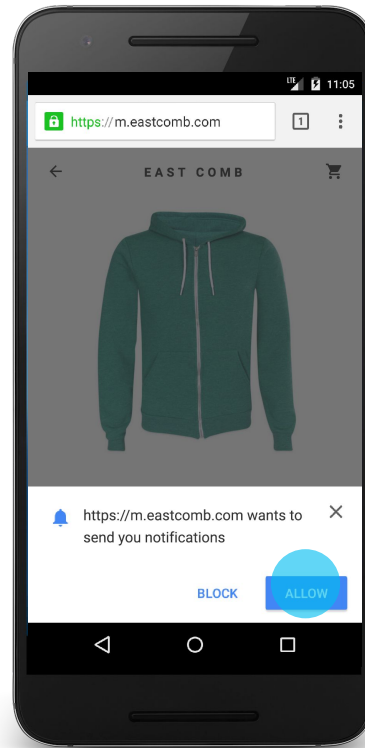
Explore the category, pick your favorite



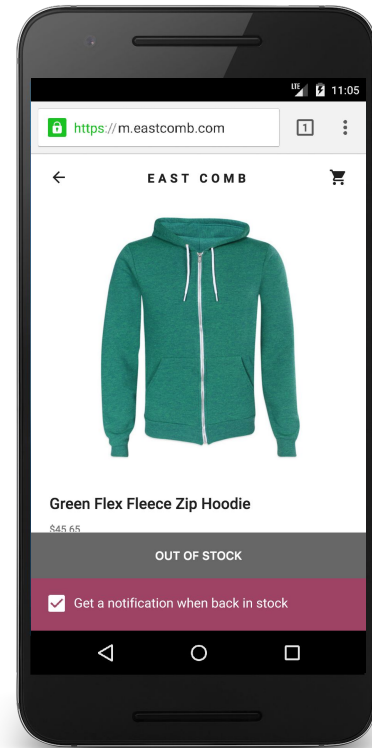
See that it's out of stock



Ask to be notified



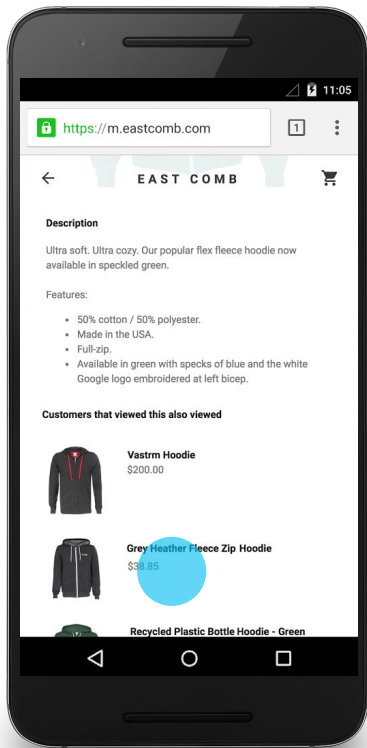
Stay up-to-date



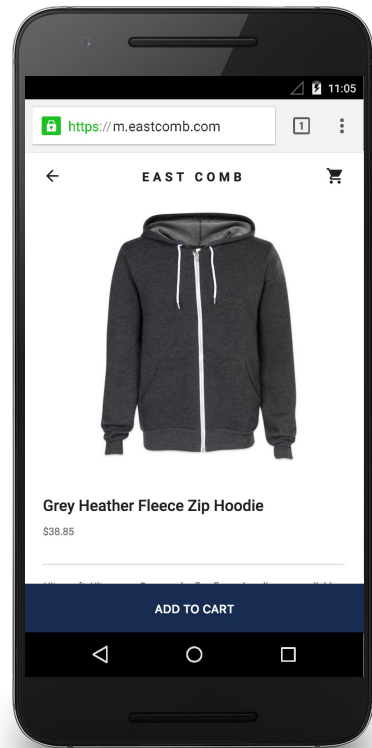
User loses connection



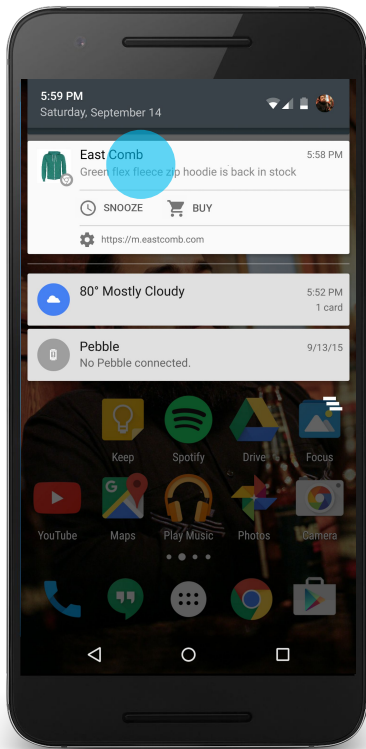
But continues exploring...



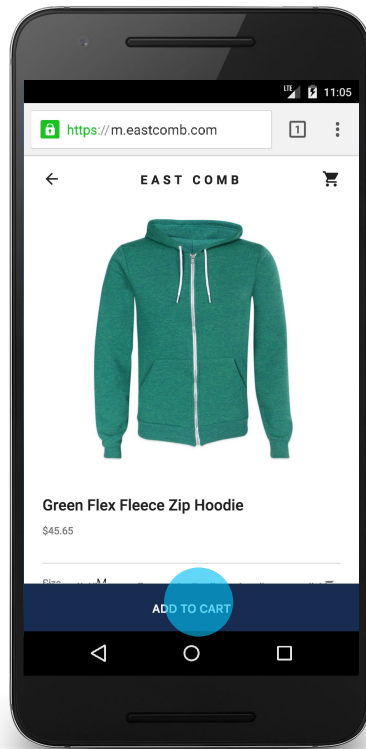
...even with no reception



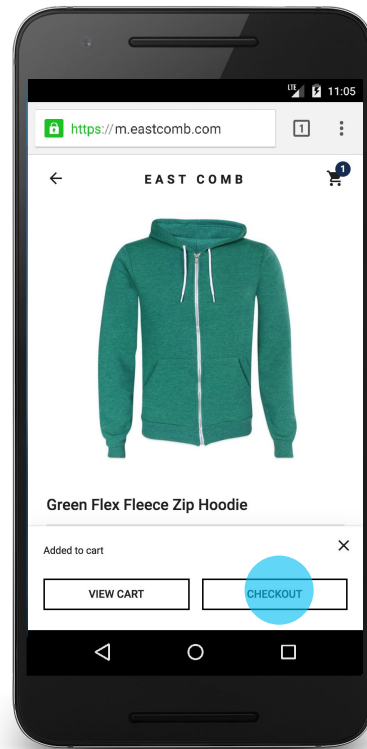
Get notified by the website



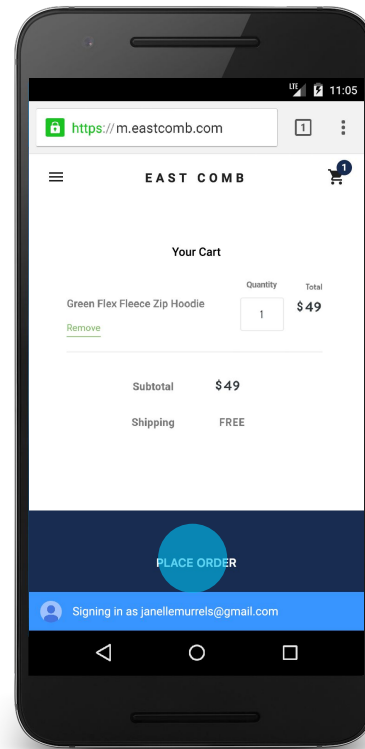
Add to cart



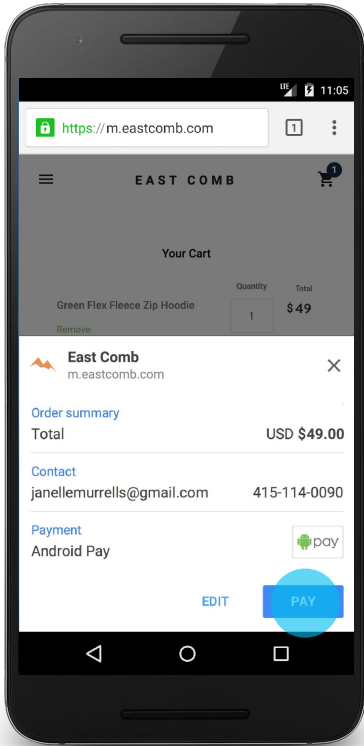
Checkout your basket



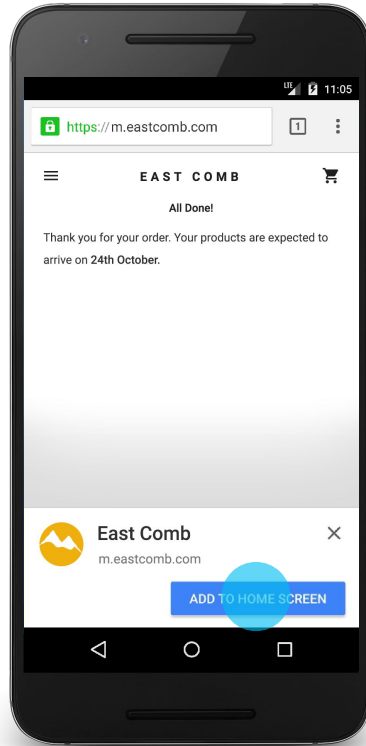
Get signed in automatically



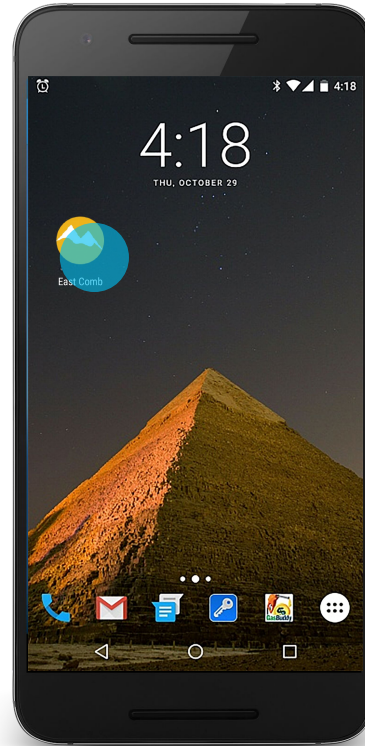
One tap to pay



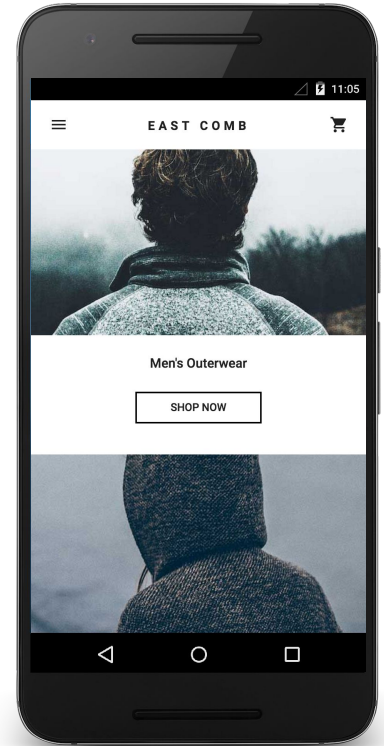
Add to homescreen



Access with ease



Re-engage on the go



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

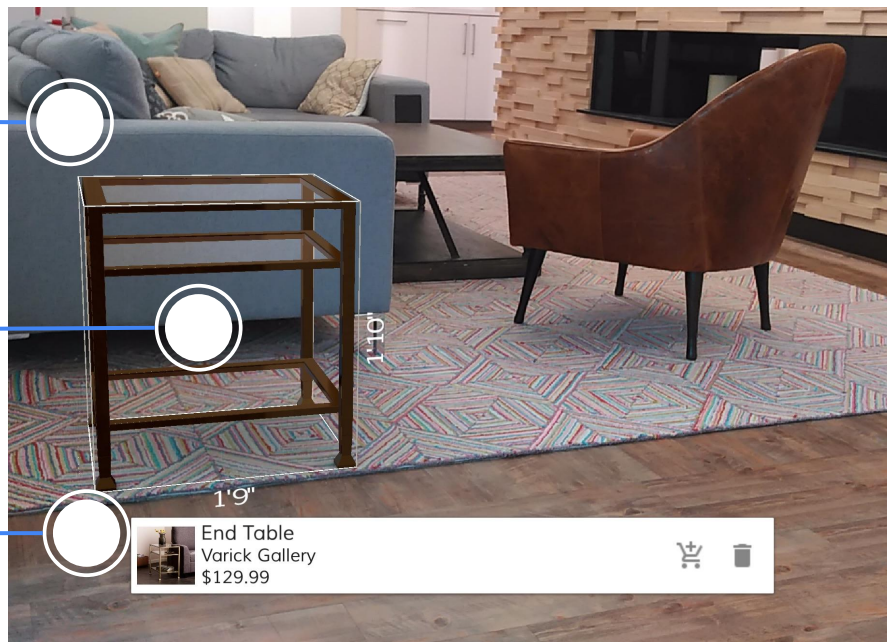


Can you keep up with user expectations?

Measures your living room

Only shows furniture that fits

Bridges online & offline

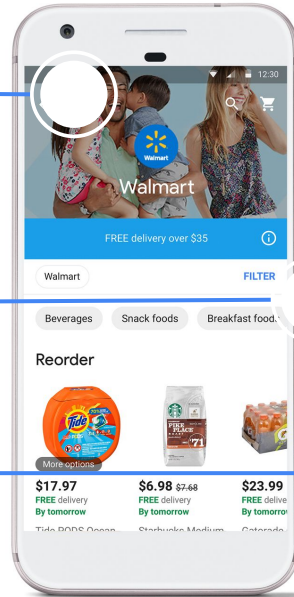


What if: there is no screen?

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

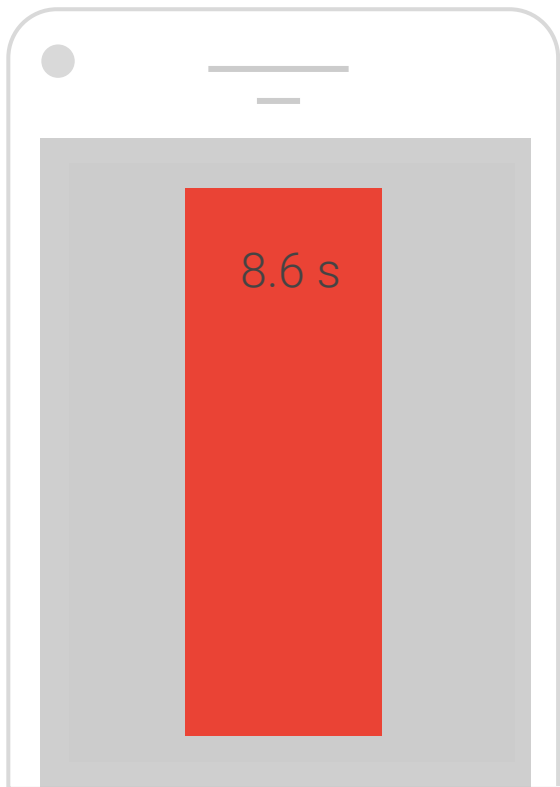
Acquisition

Engagement

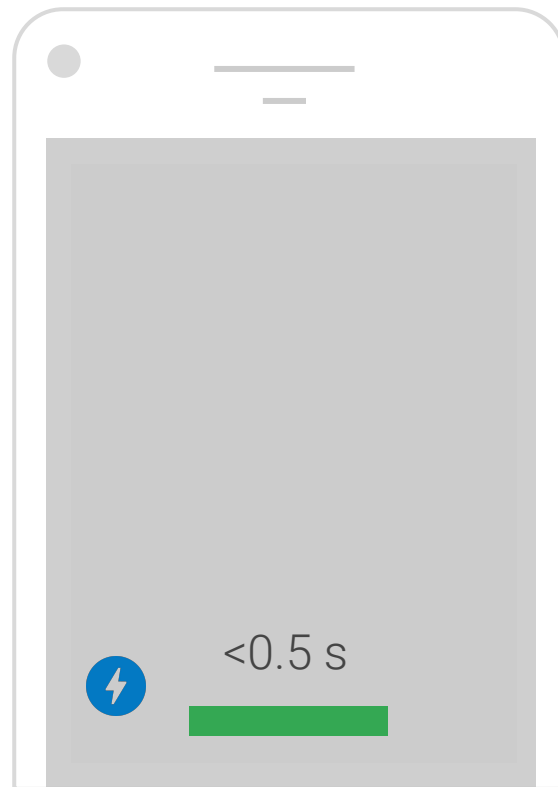
Conversion

Retention

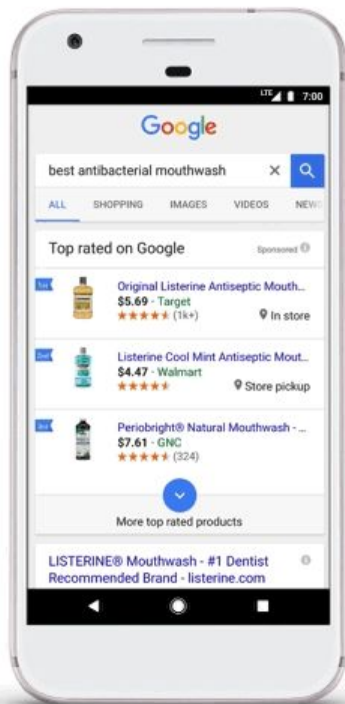
Average NL Website



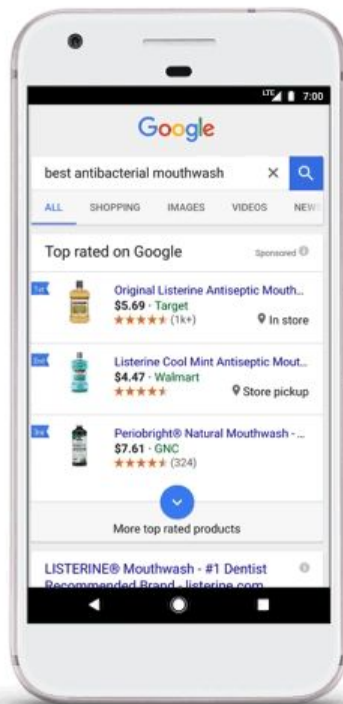
Average AMP page



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





Travix used AMP to show +27% CTR

- From idea to first Proof of Concept live within **5 weeks**
- You can now measure AMP with Google Analytics and use AMP in Google AdWords



“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

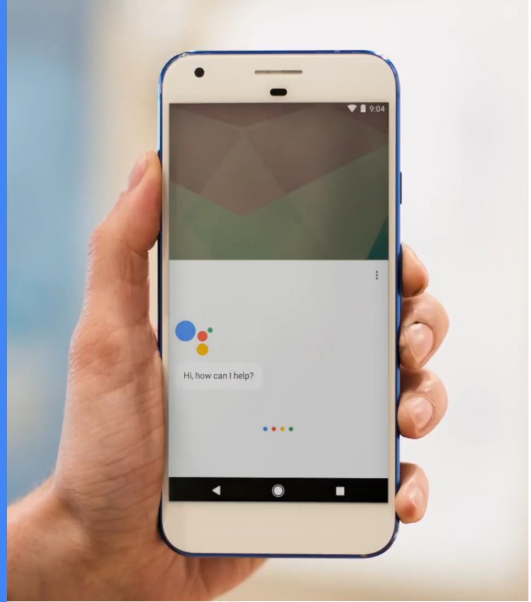
A hand is shown holding a glowing blue document or tablet, which is the central focus of the image. The background is dark and blurred, suggesting a person's face and hands in a dimly lit environment. The text is centered over the document.

But the revolution
is **just beginning**

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

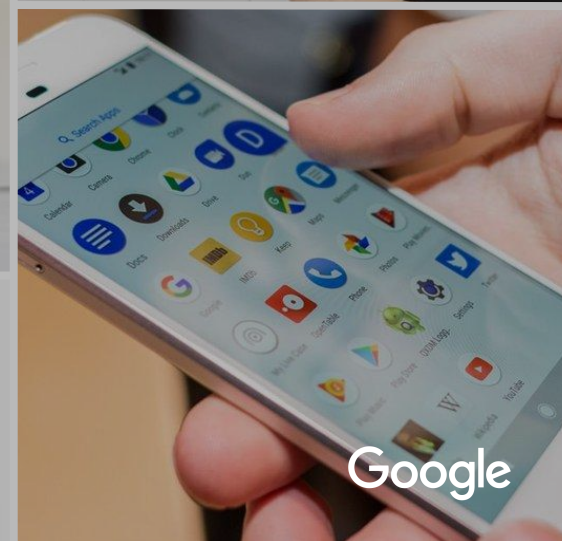
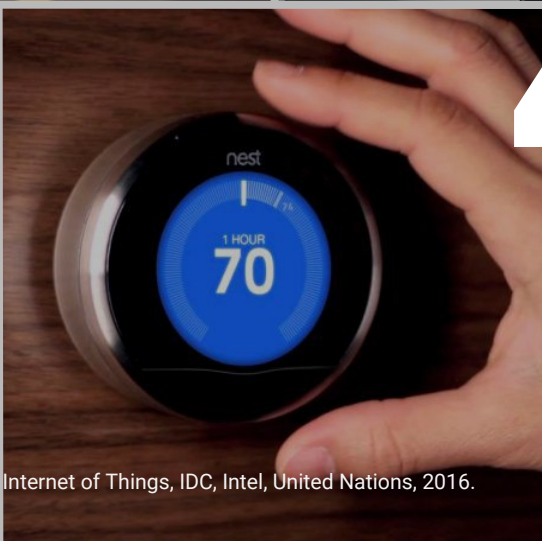
– *Sundar Pichai, CEO Google*

Computing
becomes
universally
available





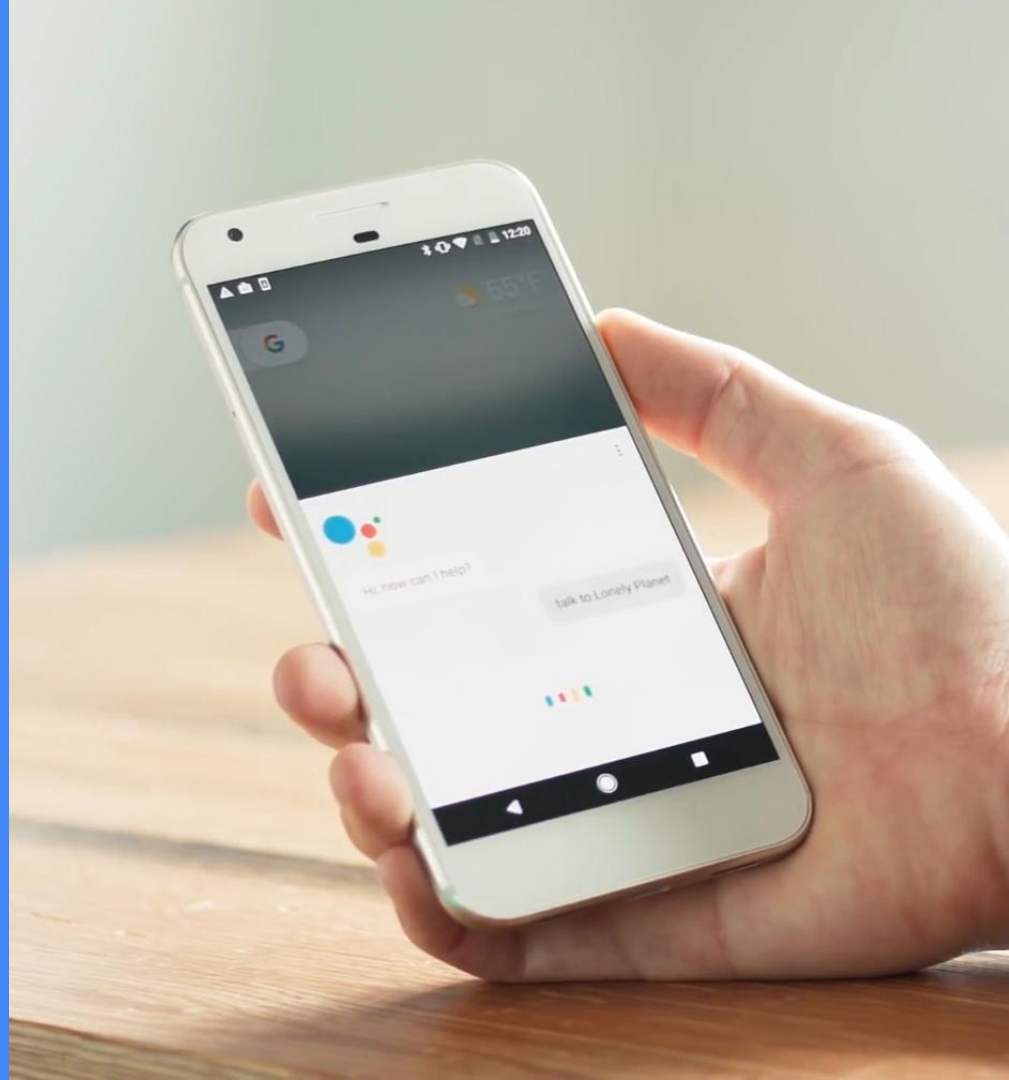
26



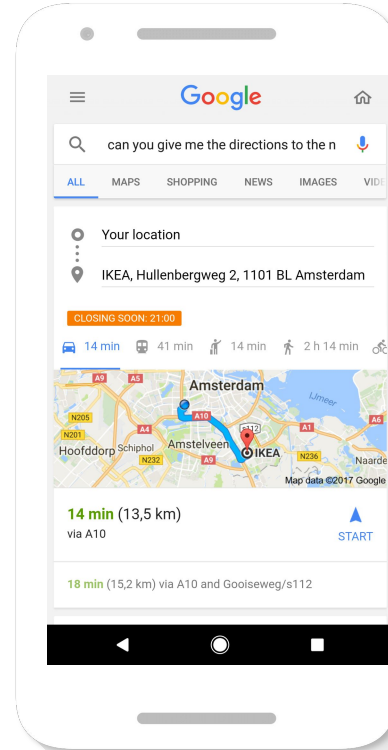
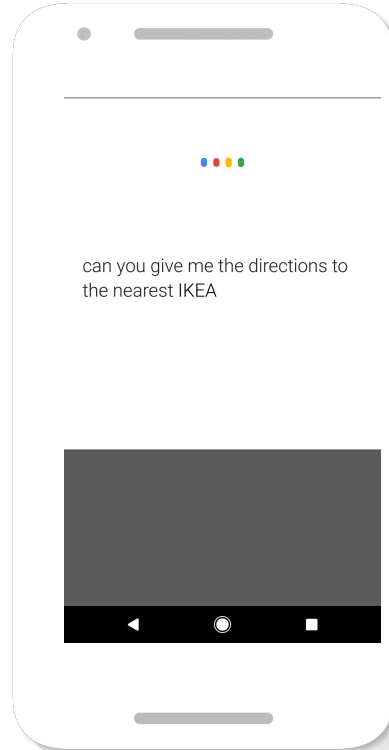
Source: A Guide to the Internet of Things, IDC, Intel, United Nations, 2016.

Google

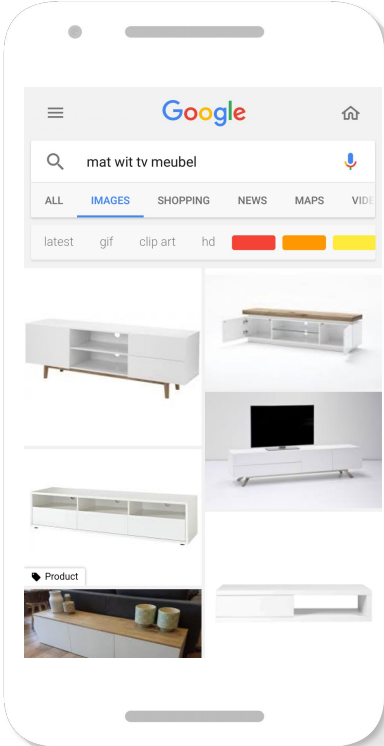
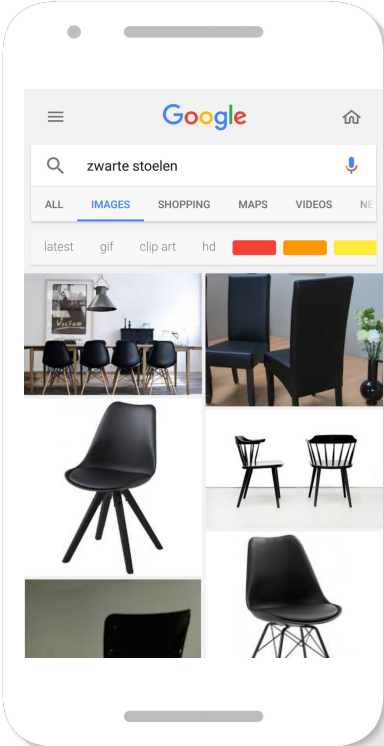
Human
computer
interaction
becomes
more intuitive



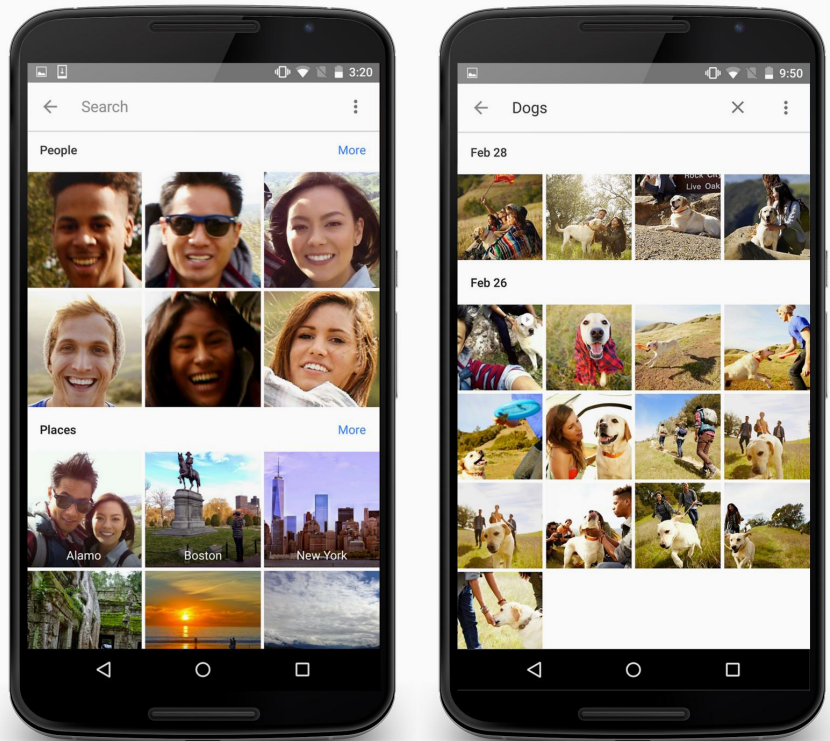
We're already seeing a second revolution linked to mobile phones



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



Products with AI will offer more intelligent, delightful experiences



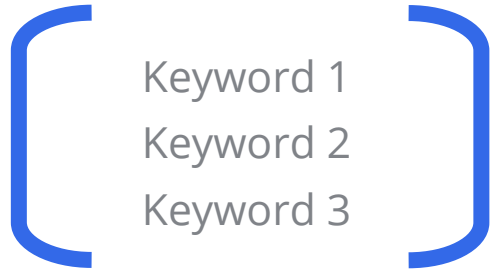




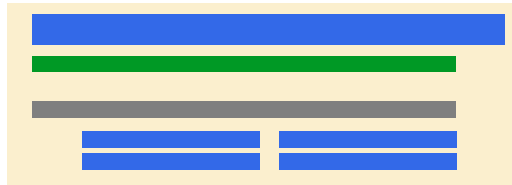
Hi, how can I help?

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

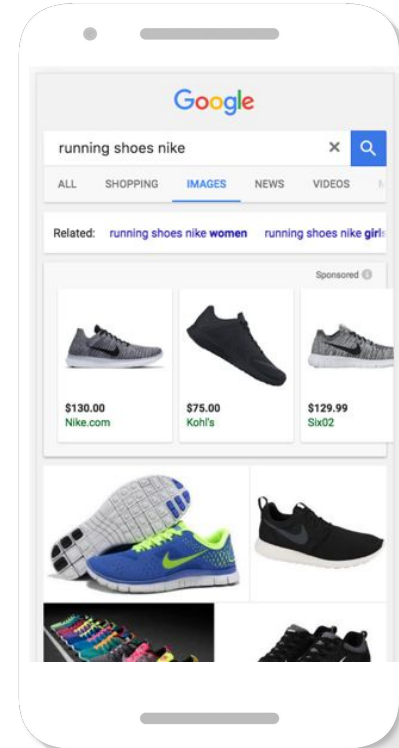
Voice Search

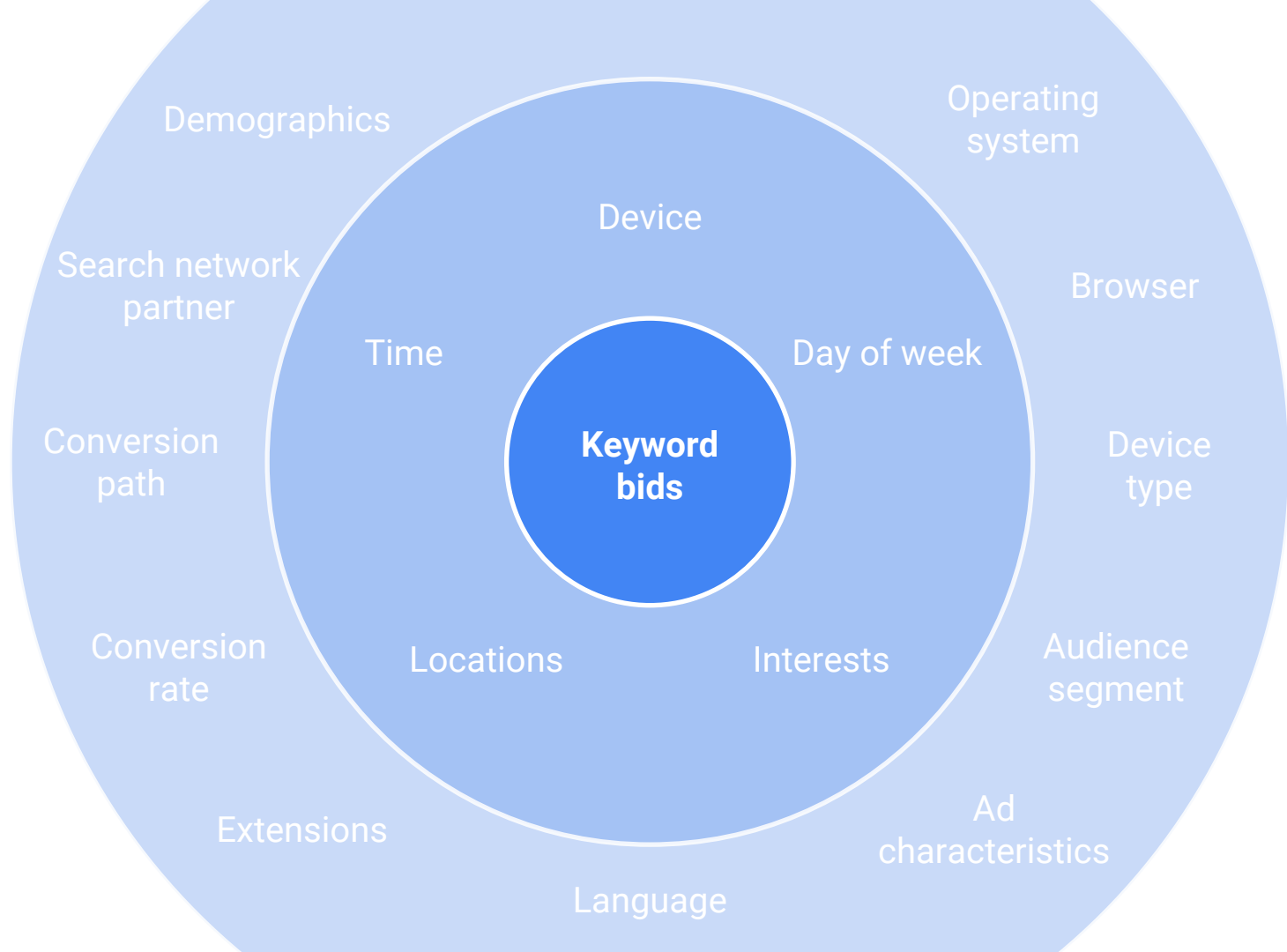
What do I need to think about when I buy a couch?

Which couch should I buy?

Where can I buy a couch?

Image Search





Keyword bids

Device

Time

Day of week

Locations

Interests

Demographics

Operating system

Search network partner

Browser

Conversion path

Device type

Conversion rate

Audience segment

Extensions

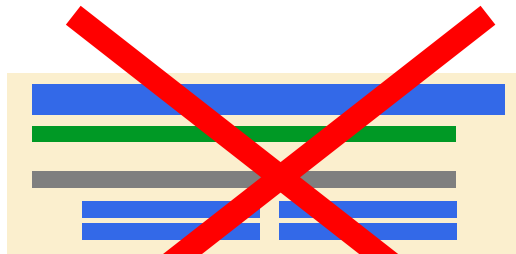
Ad characteristics

Language

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

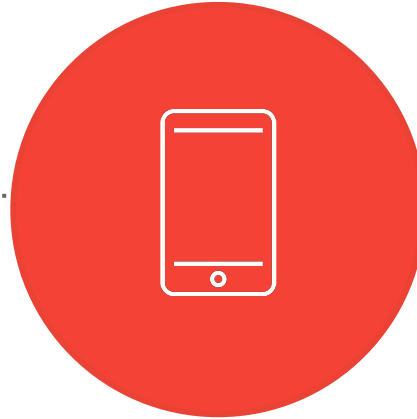
Using Machine Learning in advertising has two main benefits



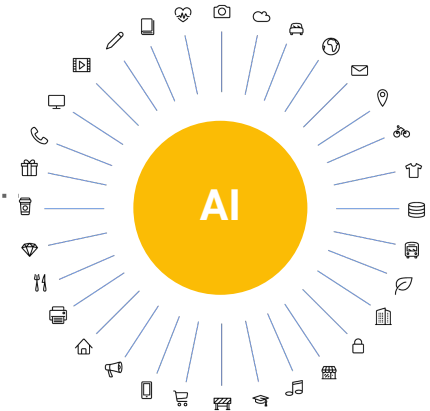
What do you need to remember?



**FROM DESKTOP
FIRST**



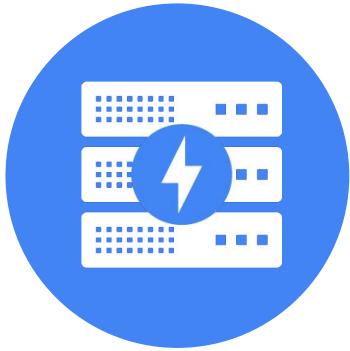
**TO MOBILE
FIRST**



**TO AI
FIRST**

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

Computer Performance



Human Insights



Smarter marketing campaigns





Marcel Smal
Sr. PPC consultant
@
iProspect

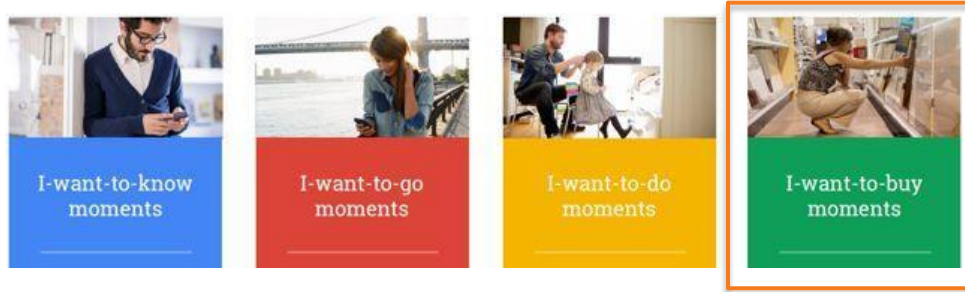
Mobile has changed the landscape of online advertising



When people use mobile search to help make a decision, they are:



Mobile has added extra moments we can interact with prospects; micro-moments.



This is how we often value mobile traffic

Over **50%** of traffic comes from Mobile nowadays.

However, only **20-30%** of transactions take place on Mobile.

Be There

Being There in Micro-Moments, Especially on Mobile

Be Useful

How to Beat Consumer Tune-Out with Useful Content

Be Quick

Speed is Key: Optimize Your Mobile Experience

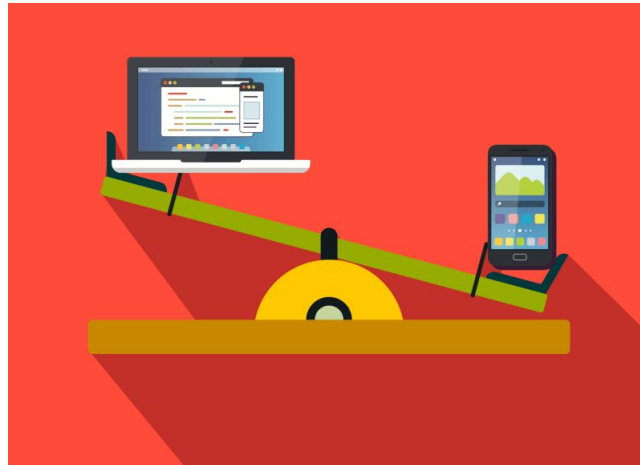
Connect the Dots

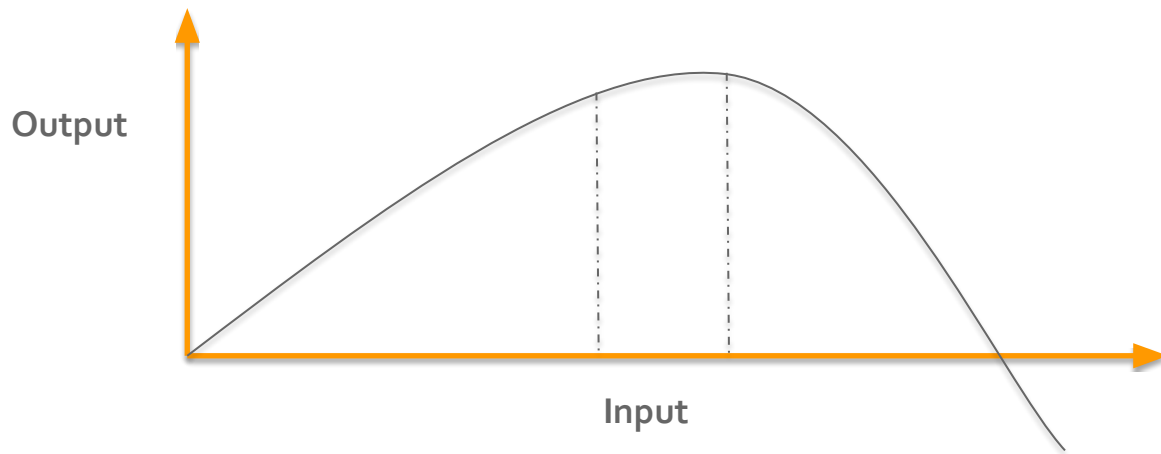
Measuring Your Micro-Moment Strategy

Sticking to traditional last-click transactions/revenue metrics means you are **under valuing** your efforts.

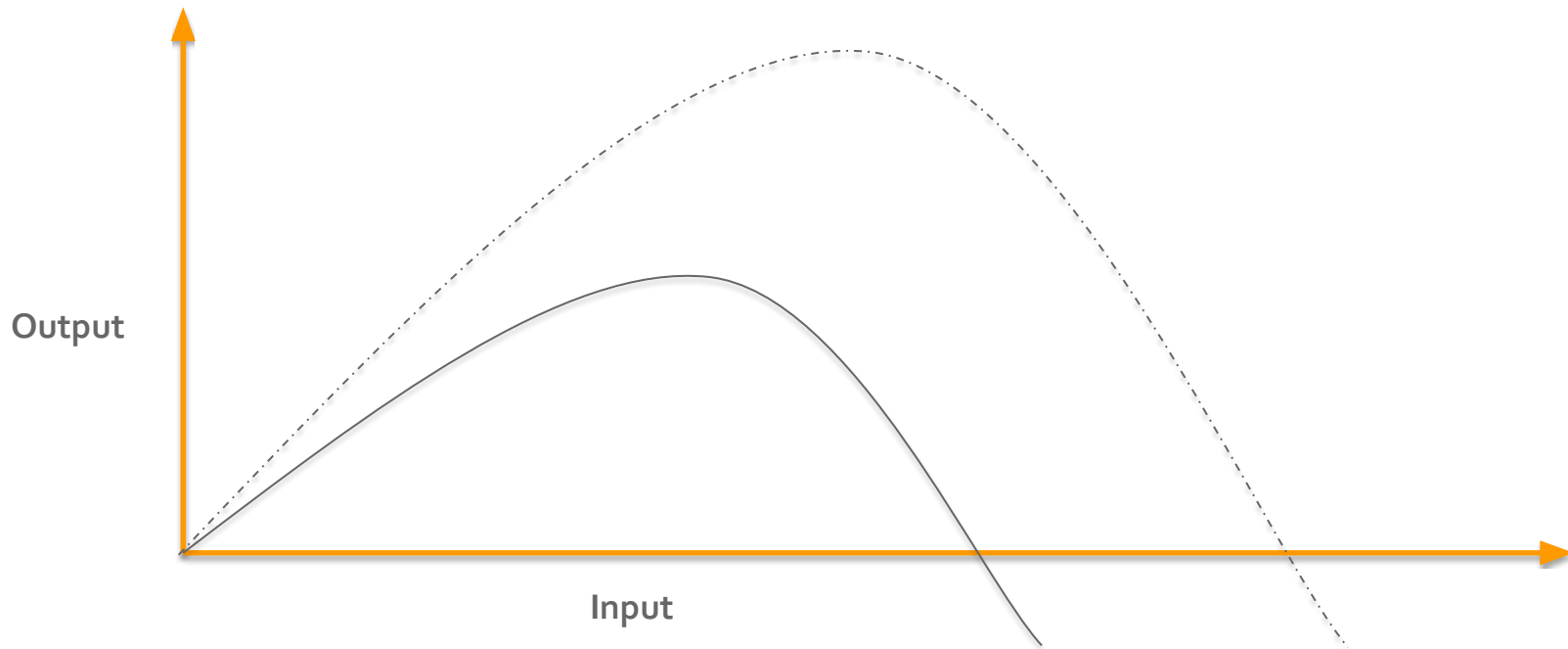


If **mobile** is being under valued, this means **all your efforts** are being under valued: over 50% of traffic is Mobile, and soft-conversions apply to other devices as well.

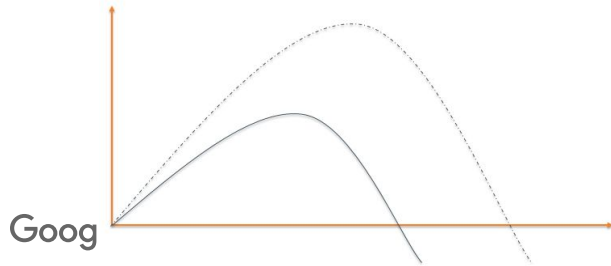
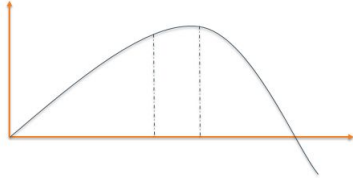


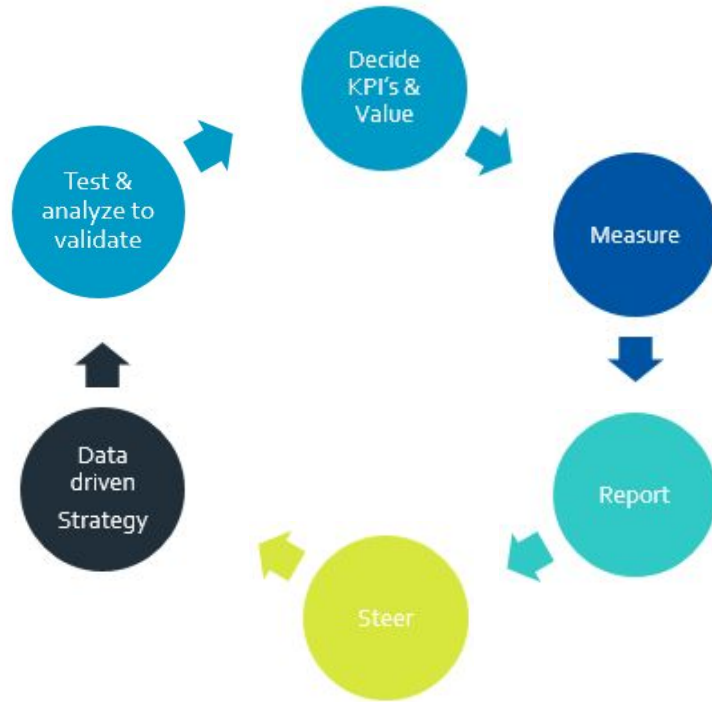


A lot of advertisers spend a lot of time **maximizing** output



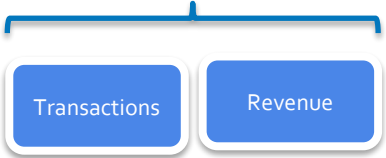
While they should be spending more time in finding out:
- ***What is the output of our efforts?***





Decide KPI's & Value

Hard conversions



Soft conversions



CLV & Spillover



Decide KPI's & Value

It's oké to use proxies

Hard conversion
value



Soft conversion value



CLV



Output

€90



€60



1,5



€225



ROI-target
Google

4



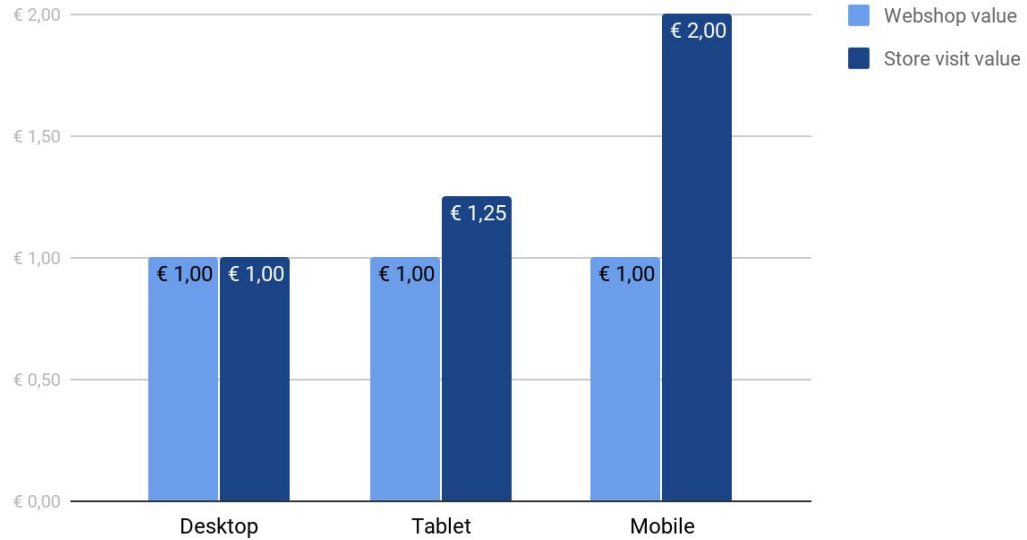
New ROI-target

2,7

Confidential + Proprietary

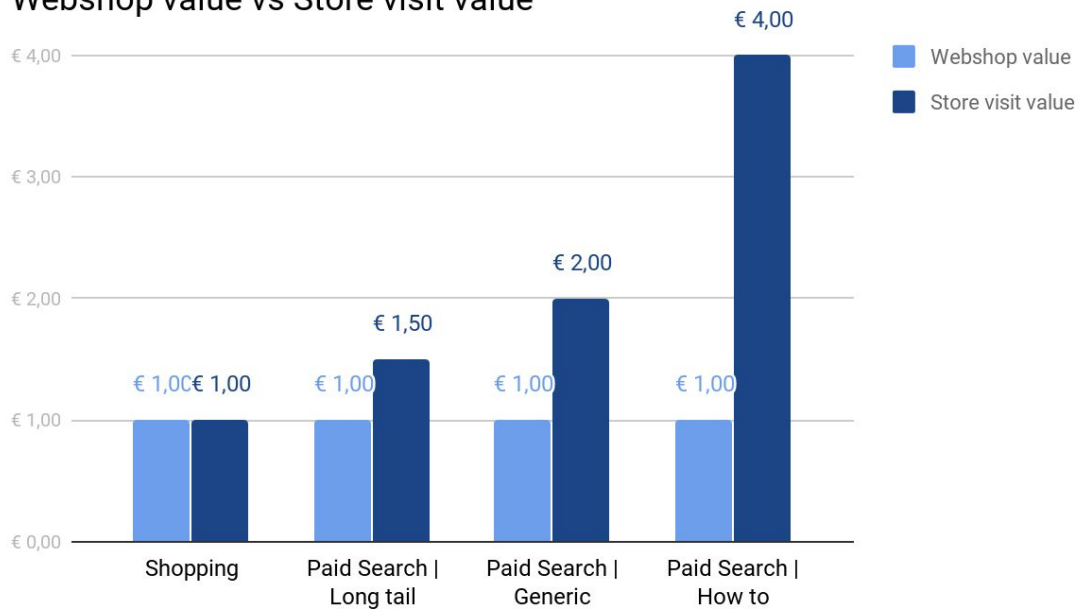
Measure

Webshop value vs Store visit value



Measure

Webshop value vs Store visit value



Report

Conversion	Conversion rate	Value
Store visit	40%	€ 45
Calls	20%	€ 120
App downloads		€ 20
Leads		€ 20

September	Webshop performance				Soft conversions				Total performance		
	Costs	Transactions	Revenue	ROI	Store visits	Calls	App downloads	Leads	Soft Revenue	Total revenue	Total ROI
Non-Branded Generic	€ 8.000	450	€ 40.500	5,1	900	225	135	113	€ 26.550	€ 67.050	8,4
Non-Branded Long-tail	€ 10.000	550	€ 49.500	5,0	660	165	110	138	€ 20.790	€ 70.290	7,0
Non-Branded Shopping	€ 22.000	1300	€ 117.000	5,3	1170	390	260	325	€ 42.120	€ 159.120	7,2



New Total ROI-target



Webshop performance	Soft conversions	Total performance
October		Total ROI Target
Non-Branded Generic		5,0
Non-Branded Long-tail		5,0
Non-Branded Shopping		5,0
<i>Non-Branded App install cmp</i>		5,0
<i>Non-Branded How-to</i>		5,0
<i>GDN Store locator ads</i>		5,0



Data driven strategy

Store visits	Transactions	Revenue
E-mail subscriptions	Leads	New users
App downloads	Calls	Word of mouth
Avg. # of repeat purchases	Brand/Non-branded spill-over	Etc.

If your **measurement framework** is good, then your **strategy** will be good as well.

Now

Upper and mid funnel keywords

Standard ad testing

Search campaigns

Budget based on online revenue

Next

Lower funnel keywords

Omni-channel ad-testing

App install campaigns

Budget based on omni-channel revenue

New

Local keywords

Testing GEO ads

GDN GEO Ads

Budget based on omni-channel + loyalty

Test &
analyze to
validate



Tracking on-site calls

Tools like AdCalls or Bellmetric



Store visit incrementality

Swap cookies with unrelated advertiser



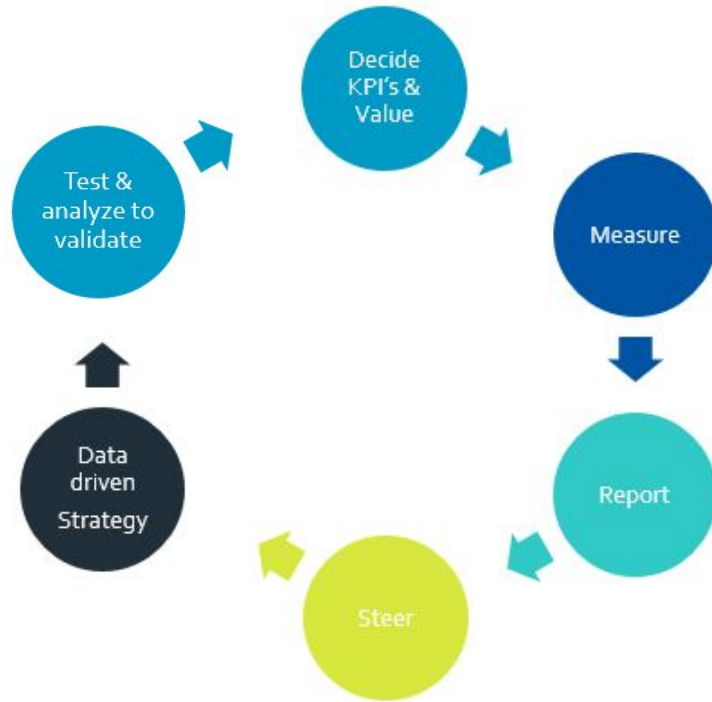
Branded/Non-branded spill over

Analyze conversion paths

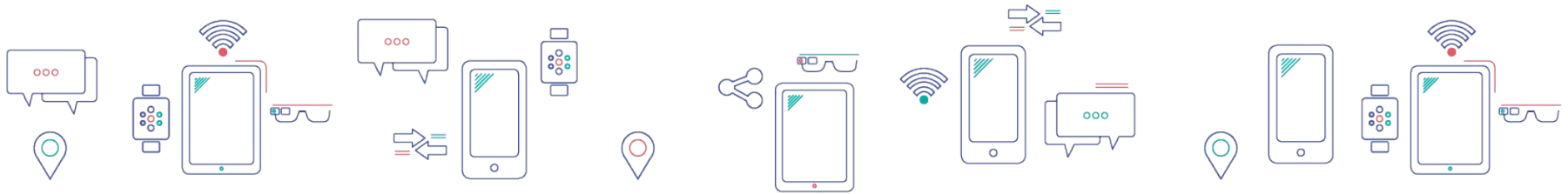


Word of mouth

Exit survey of new user on website



Let's put this to work!





**GOOGLE
MOBILE
ACADEMY**

**PEOPLE &
ORGANIZATION**

12/10/2017

WE ARE EXPERIENCE ARCHITECTS

Creative Agency + **Business Consultancy** + **Technology Powerhouse**



WE ARE THE #1 DIGITAL NETWORK IN THE WORLD

*SOURCE: ADVERTISING AGE 2016 and 2017

Accenture Interactive helps clients create the best customer experiences on the planet, across the entire customer journey.

Accenture Interactive

MOBGEN^o

QUESTION

Why would your consumers download & use mobile apps?

- Ad
- Referred by friend
- Top charts
- Discovery through social channels
- Already using non-mobile version
- Complete a specific task



**IN A WORLD OF LIQUID EXPECTATIONS,
EACH NEW AND AMAZING EXPERIENCE
BECOMES THE STANDARD TO WHICH ALL
OTHERS ARE COMPARED.**

**YOU MUST BUILD
EXPERIENCES THAT
PEOPLE LOVE.**



THE LOVE INDEX: A NEW WAY TO MEASURE BRAND LOVE



FUN

ENTERTAINS ME
MAKES ME FEEL
IMMERSED AND LOSE
TRACK OF TIME



RELEVANT

AGGREGATES
INFORMATION AND
HELPS ME EASILY
DIGEST IT

FINDS THE
INFORMATION I AM
INTERESTED IN

GIVES ME THE
INFORMATION I WANT
AT A GLANCE



ENGAGING

ADAPTS AND IMPROVES
OVER TIME

TAILORS ITSELF TO MY
NEEDS

MAKES ME FEEL COOL

IS INTUITIVE AND EASY
TO USE



SOCIAL

CONNECTS ME TO
PEOPLE

MAKES ME FEEL MORE
CONNECTED WITH
OTHERS



HELPFUL

SIMPLIFIES A TASK

MANAGES AND
ORGANIZES AS ASPECT
OF MY LIFE

“

**ARE WE MATURE IN MOBILE?
.. HOW TO BEST ORGANIZE?
.. HOW TO MEASURE SUCCESS?**

”



STRATEGY

INTEGRATION & INFRASTRUCTURE



GOVERNANCE

SECURITY



SERVICE DESIGN

MOBILE DEVELOPMENT & DELIVERY



OPERATIONS MANAGEMENT

ENDPOINT MOBILE MANAGEMENT



SUPPORT SERVICES

EMERGING TECHNOLOGY



STRATEGY



How does your organization set an overall vision & plan to draw maximum business value from mobility initiatives in the short and long run.

- **Business & Digital Strategy Alignment:** Extent the business & digital strategy and culture leverages the transformative power of mobile technologies
- **Ventures & Partnerships:** How potential partnerships or new ventures opportunities are identified and managed
- **Portfolio Strategy:** Portfolio approach and plan for mobile products and lifecycle
- **Mobile Transformation :** Degree mobility capabilities are leveraged to influence business processes
- **Operating Model:** How the organization is organized to support mobile initiatives
- **Business Plan:** the high level plan / direction to achieve business goals processes for investing mobile initiatives/products

GOVERNANCE

How does your organisation make, sponsor and manage decisions and initiatives around Mobile



- **Standards & Frameworks:** What tools are used to help to bring consistency and efficiency in decision making process
- **Portfolio Management:** Ability to build a mobile roadmap and manage it with the changing demand and supply of mobile services to deliver strategic objectives
- **Policies:** What rules are in place which stakeholders need to adhere to while designing, building or using mobile services
- **Innovation Approach:** Ability to deliver a process by which innovation around mobile is nurtured and tested to find new business opportunities or deliver efficiency
- **Enterprise Architecture:** Ability of enterprise architecture to support growing wave of mobile users, devices, and capabilities
- **Organization Structure :** How is the organization structured to support the focus and agility required for mobility initiatives

EMPOWER THE ENTIRE WORKFORCE TO CONTINUALLY CHANGE AND IMPROVE




1 Focus on optimizing the end-to-end idea-to-delivery process

- ▶ *Quick and successful realization of innovative service is paramount.*





2 Reorganize into multidisciplinary teams with shared goals

- ▶ *Break through the silos and streamline the end-to-end process*
-  *Reorganize functional units into multidisciplinary lines focused on the organisations products or services*



3 Data-driven Autonomy and Responsibility to teams

-  *Enable quick decision making in driving value, Drive down responsibility to where the knowledge is*
-  *Support decision-making with data and share KPIs to truly relate realized changes to business outcomes*



4 Move to a culture of Continuous Reflection and Improvement

- ▶ *Tap into the collective power of your workforce to solve problems and innovate*
- Make learning from failure core the organisation culture*

DUTCH RETAIL COMPANY

MOBILE APP TO DRIVE CONVERSION BOTH ONLINE AND IN STORES

MOBGEN is designing and developing the m-commerce touchpoint, where **experience** is considered a key differentiator.

To obtain and keep a delightful experience, **user insights** are indispensable. For this reason, a Data Analyst is part of the team, feeding the team with user insights to make the right decisions.





TEAMWORK

Data analyst part of the scrum team for one of our Retail clients.



ANALYSIS

Frequent deep dives into user behavior are executed



DECISION MAKING

Qualitative + quantitative data enable data-driven decision making



OPTIMIZATION

Backlog is shaped with optimizations coming from data insights



STRATEGIC PLANNING

Roadmap is a synergy of business goals and user insights



GROWTH

NPS, Sales and Conversion rates have increased

GLOBAL FUEL COMPANY

MOBILE APP TO ENGAGE CUSTOMERS THROUGH RELEVANT EXPERIENCES

MOBGEN is responsible for the design, development and delivery of a world class Marketing app. The app contains multiple **Customer Value Propositions**; Loyalty, Service, Payment and Activity tracking functionalities, which are deployed on a global scale.



GLOBAL APP PROGRAM IN A COMPLEX LANDSCAPE OF INTEGRATIONS AND ALIGNMENT

1

App

570K

Active users

40

Features & functionalities

5

App scrum teams

8

Collaborating parties

38

Countries

16

Languages

12

Releases per year

3

Local steerco's

GLOBAL CAPABILITIES MEAN LOCAL UNDERSTANDING

GLOBAL SCOPE

By using a backend that facilitates flexible, modular deployment, the app can provide an **optimized experience** by enabling and re-using modules for targeted local markets.

STAKEHOLDER

Decentralized steering sessions to align and capture **local requirements** for the global application, whilst keeping Global Product Owner mandate in tact.

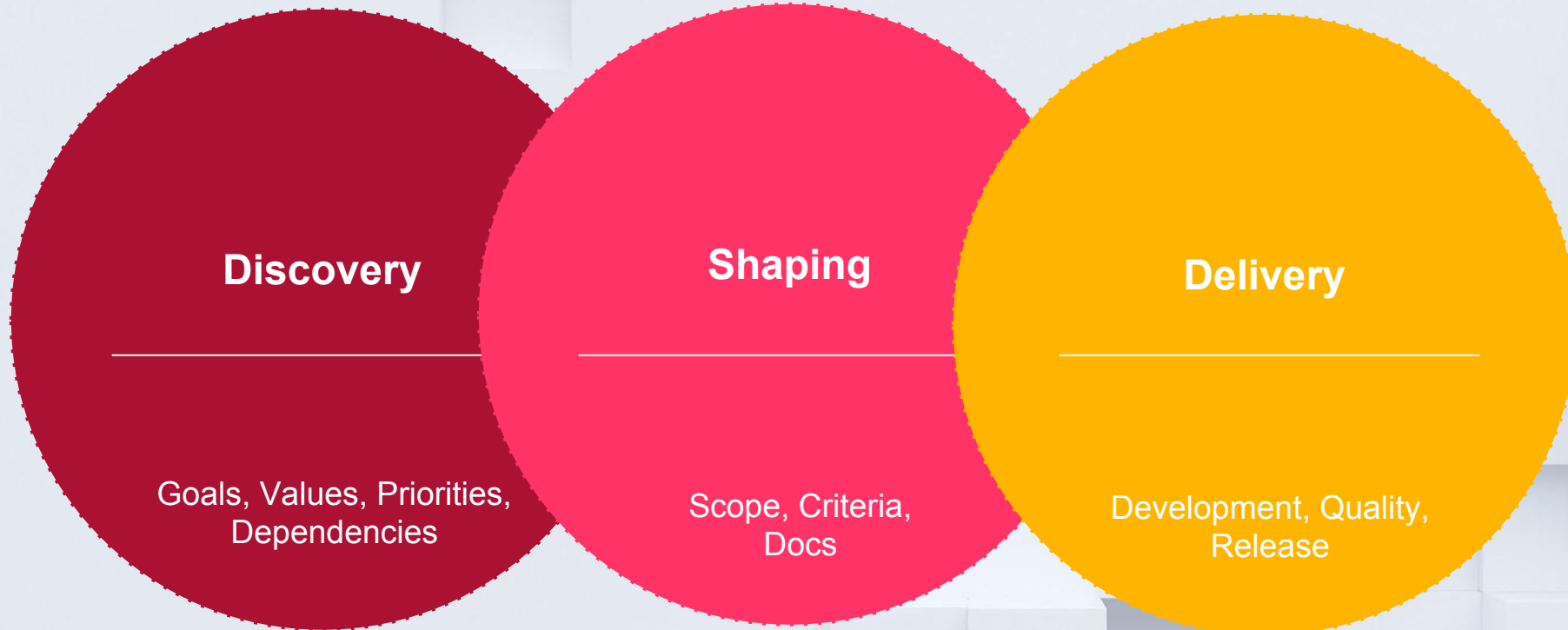
AGILITY

Multiple scrum teams are working agile with their **own purpose**, a specific Value Proposition, prioritizing the epics and stories to ensure that most value is delivered through an **MVP and iterations**.

IT LANDSCAPE

Close alignment planning with **multiple third party suppliers** over the different releases to ensure stability and **minimize impediments** & delays through dependencies.

TEAM ALIGNMENT EMBEDDED IN WAYS OF WORKING





THANK YOU !



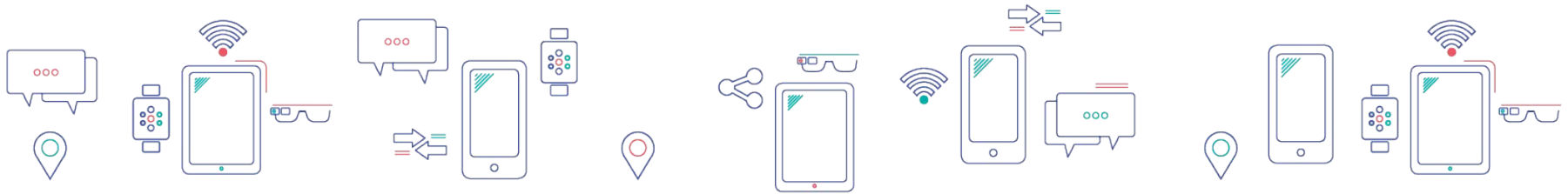
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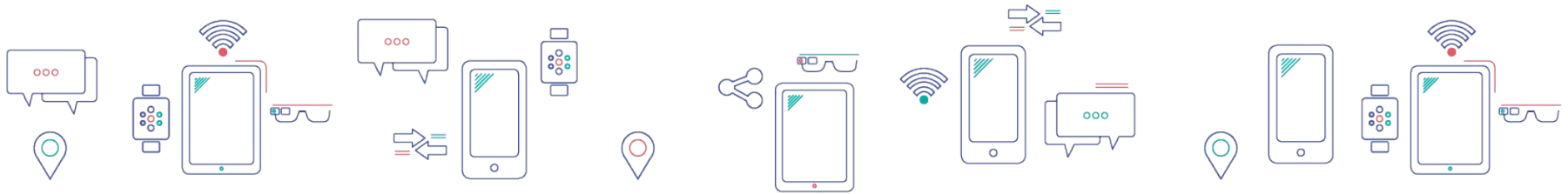
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Let's meet again in 2018!



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