

THE MOBILE MOVEMENT

UNDERSTANDING SMARTPHONE USERS



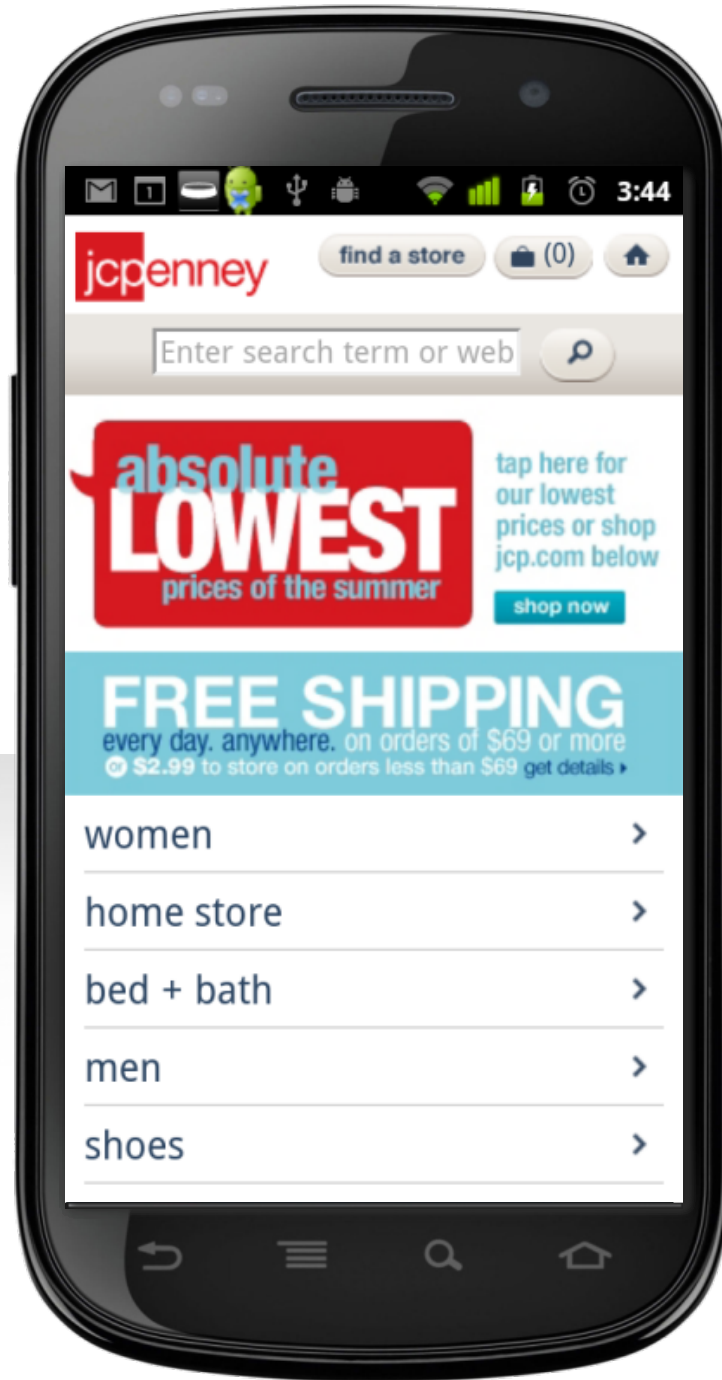
Mobile: A Retail Gamechanger

Jason Spero, Head of Mobile Ads, Americas, Google

July 12, 2011

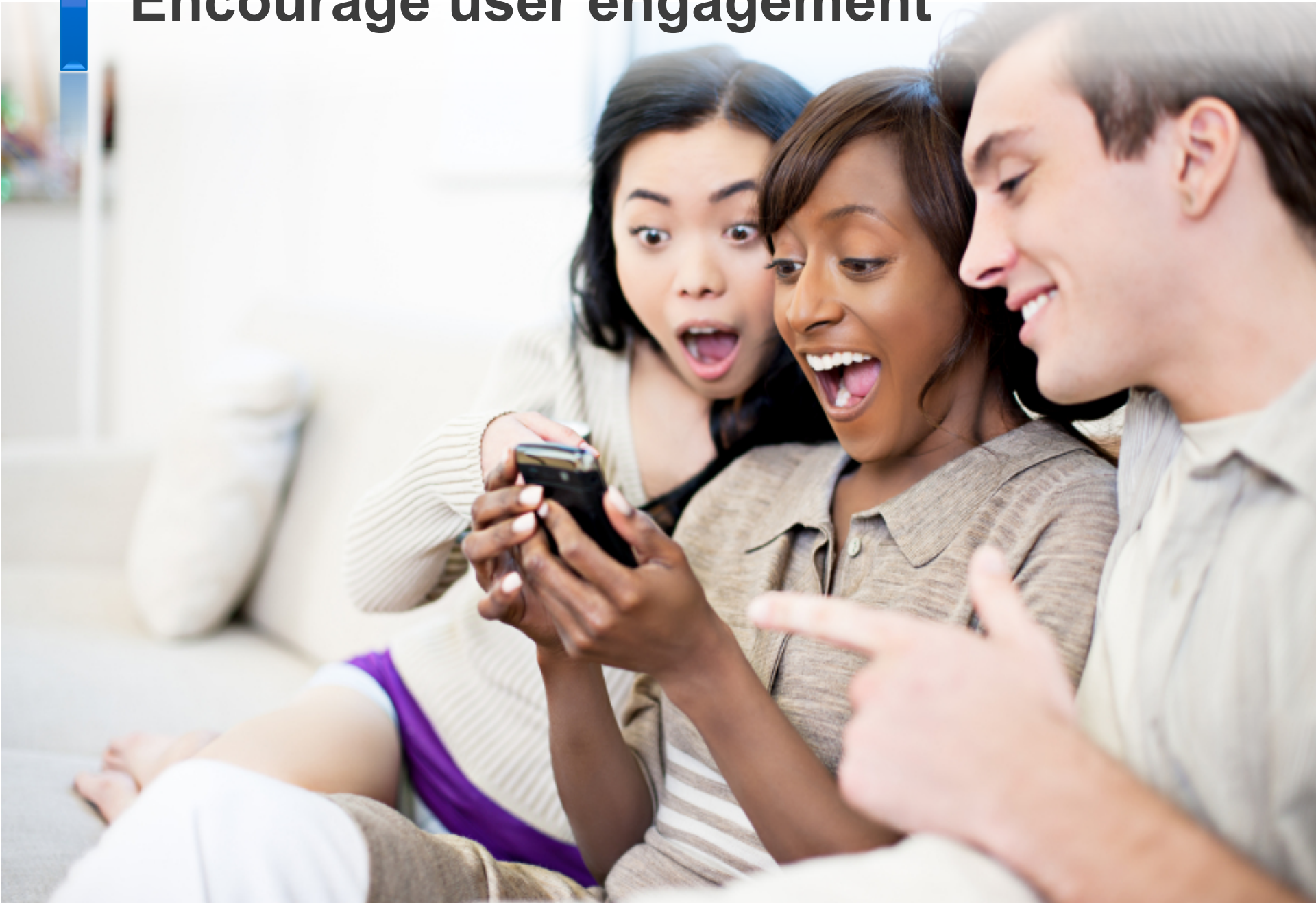
thinkretail
with Google





1

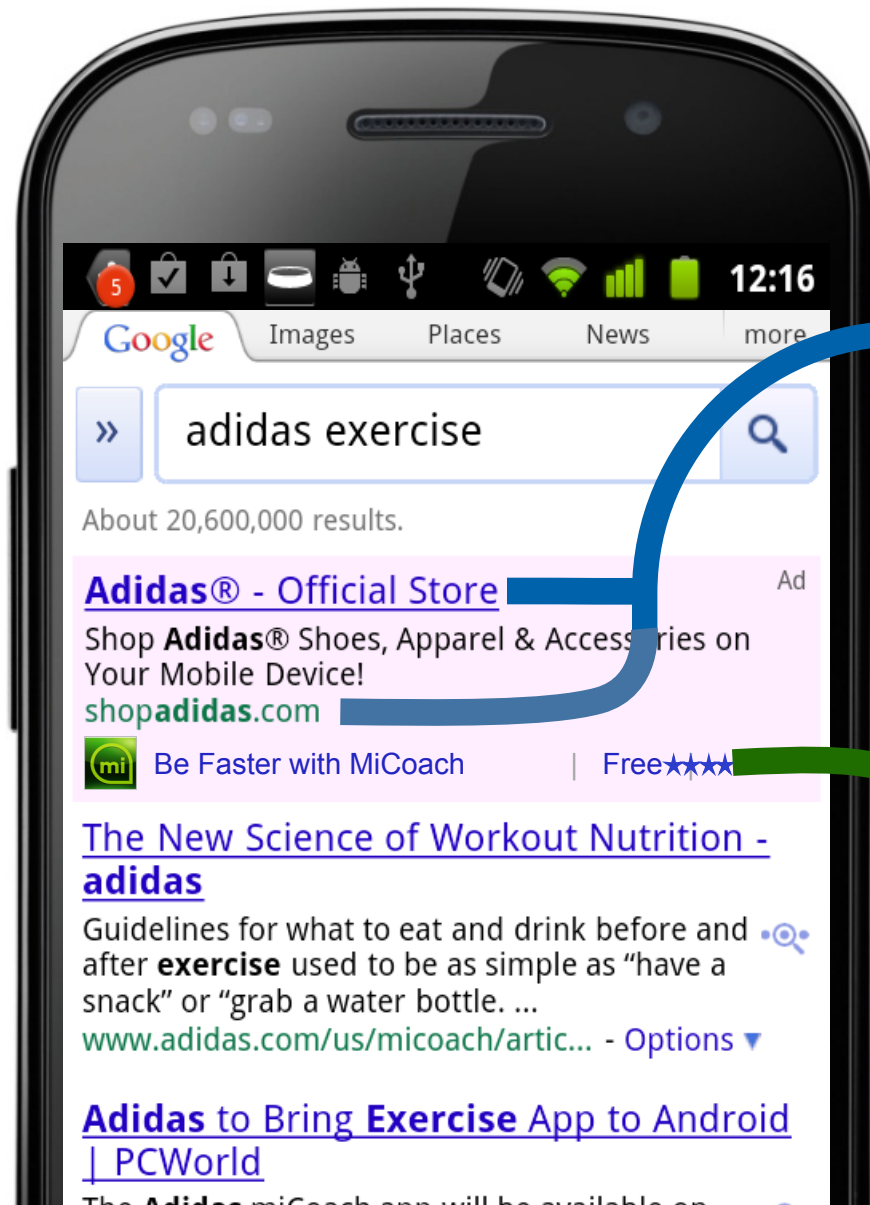
Encourage user engagement



Intrigue users to interact with your advertising



Focus on key brand terms



Mobile Site



Application



2

Localize your messaging

1 in 3

searches have
local intent



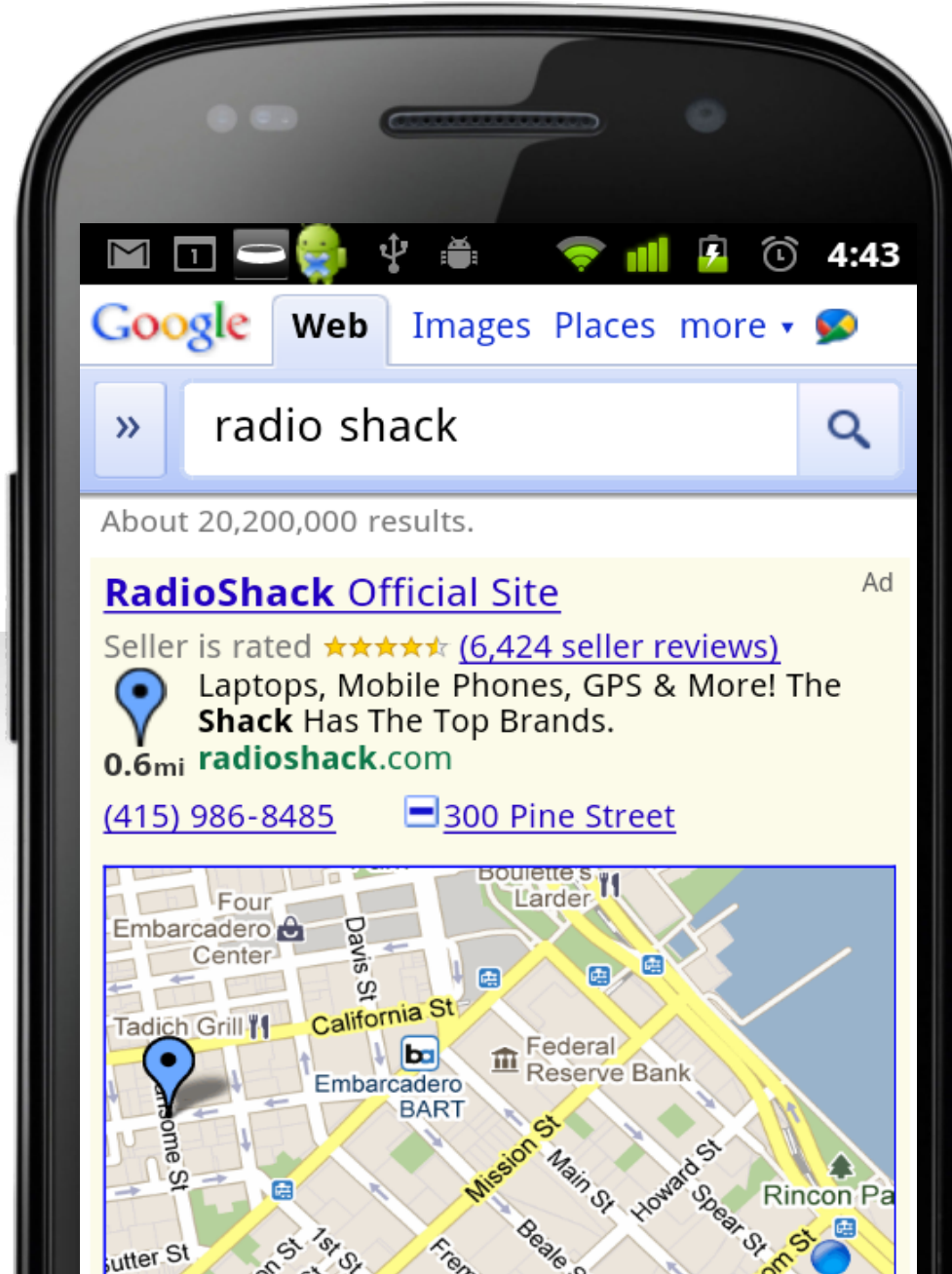
60% Call



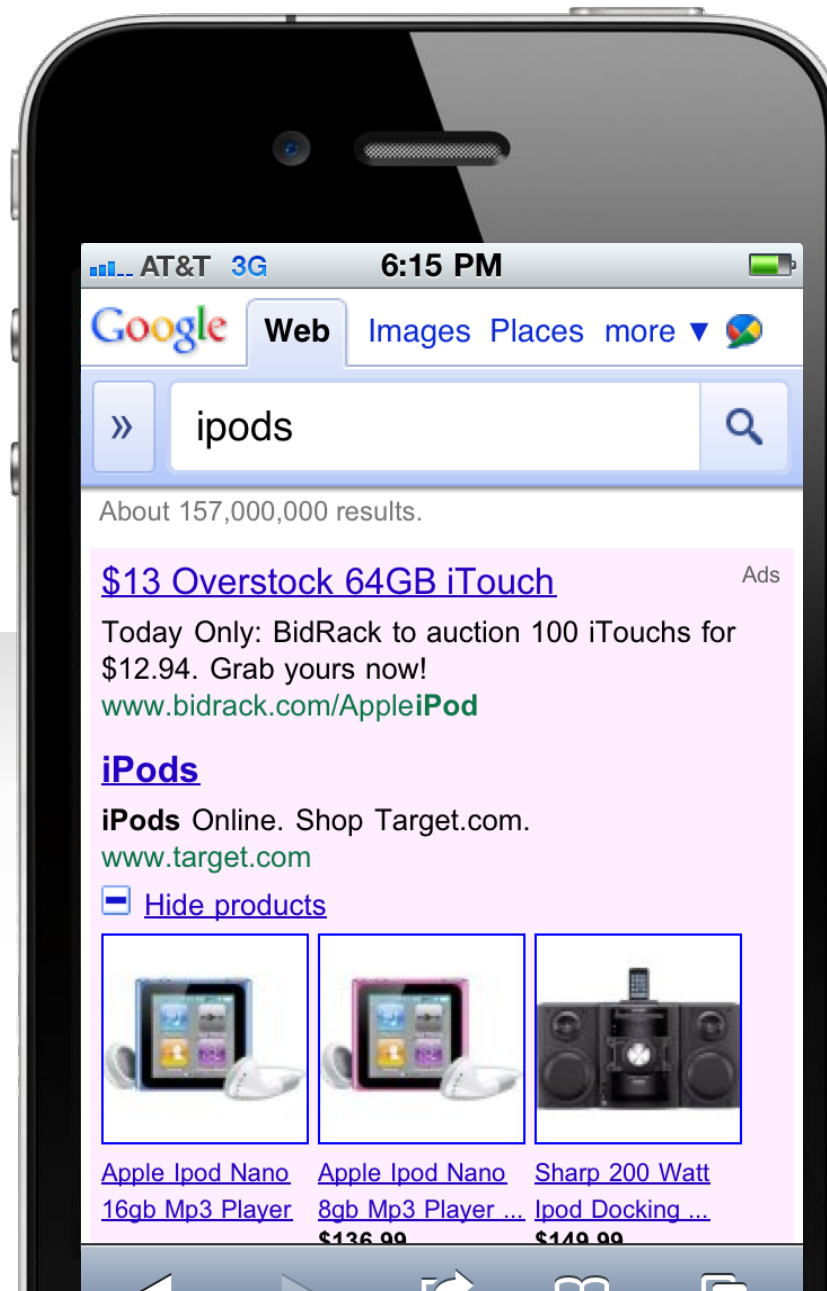
60% Visit

SAKS FIFTH AVENUE

Drive users in-store with search



Drive users in-store with search



Make it simple for users to find your store





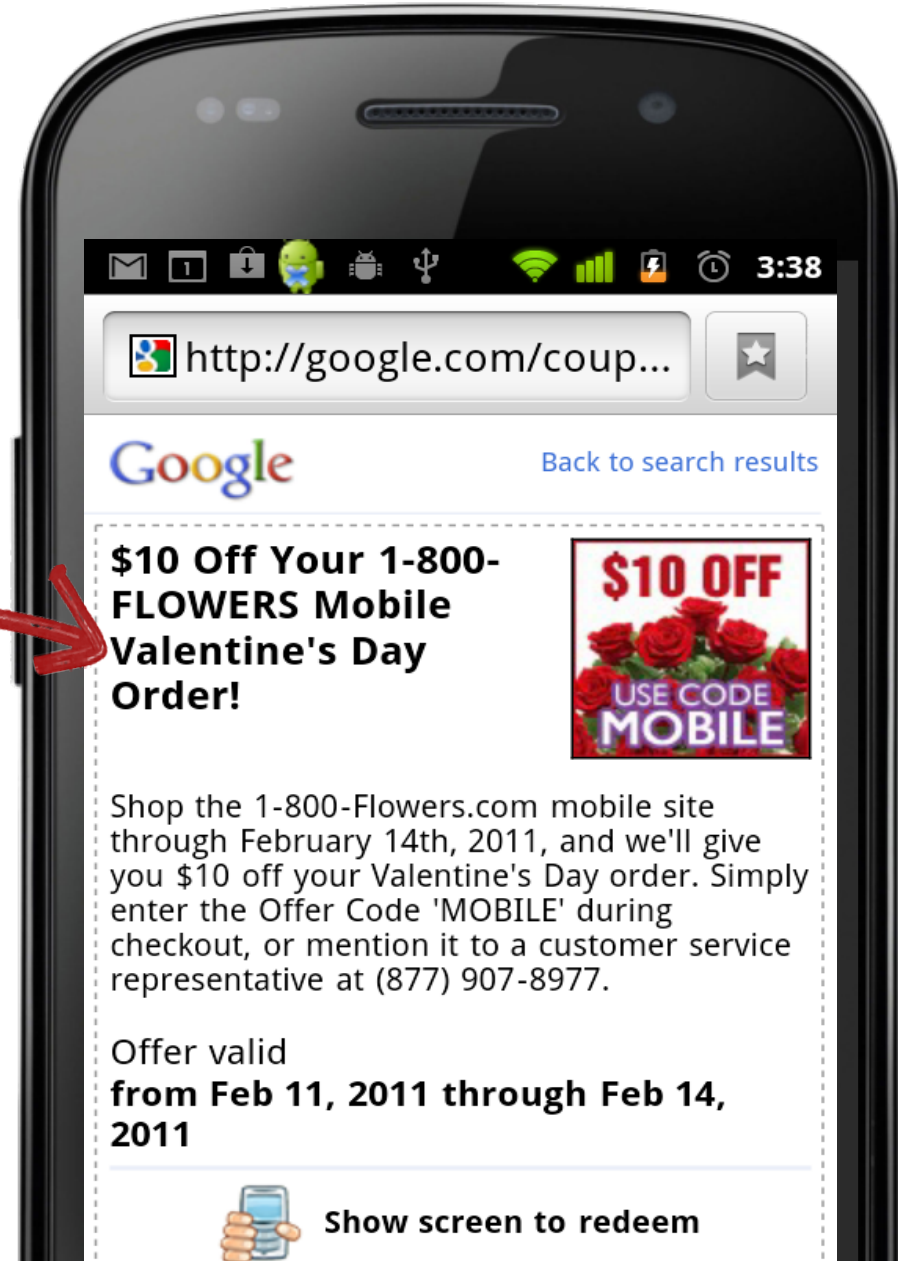
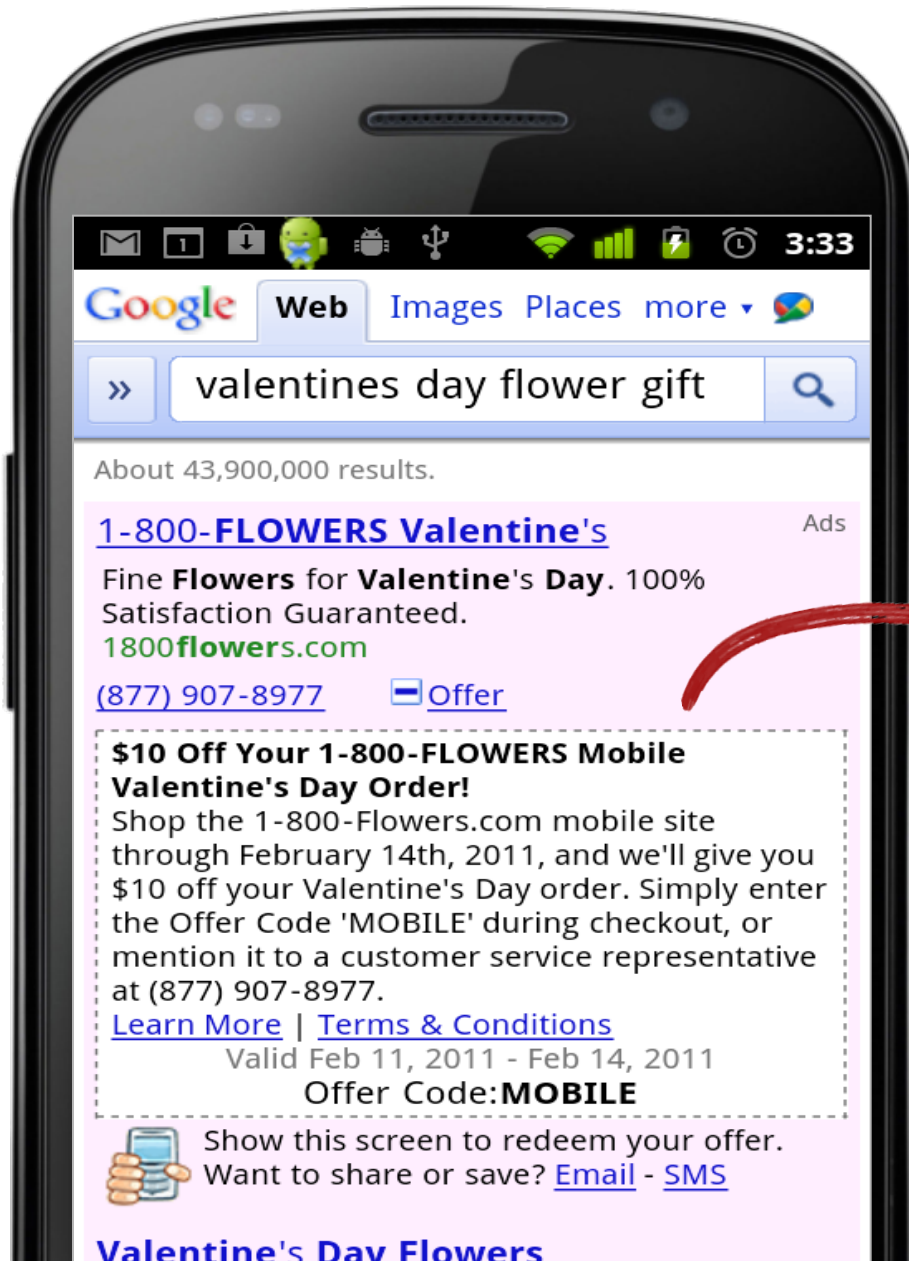
3

Attract users with offers

70%

of smartphone
users use their
phones while
shopping
in-store

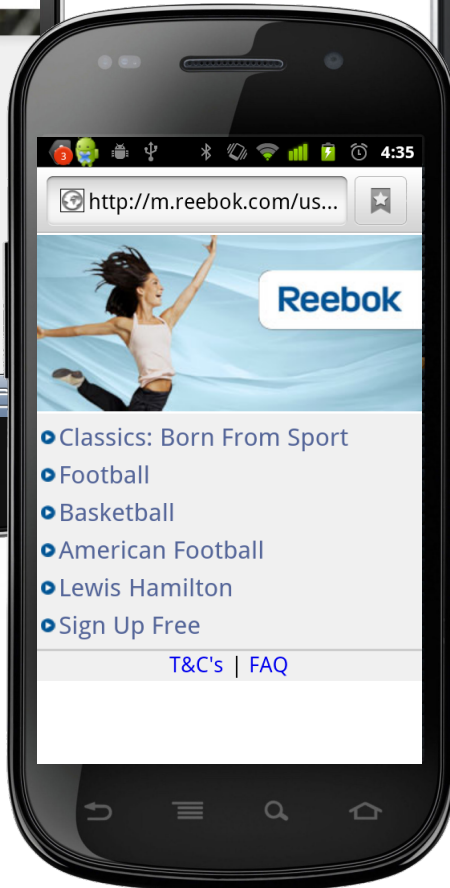
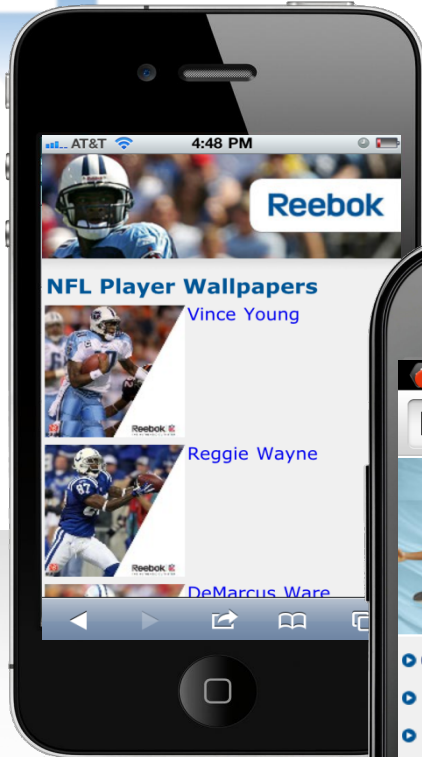
Distribute coupons via search



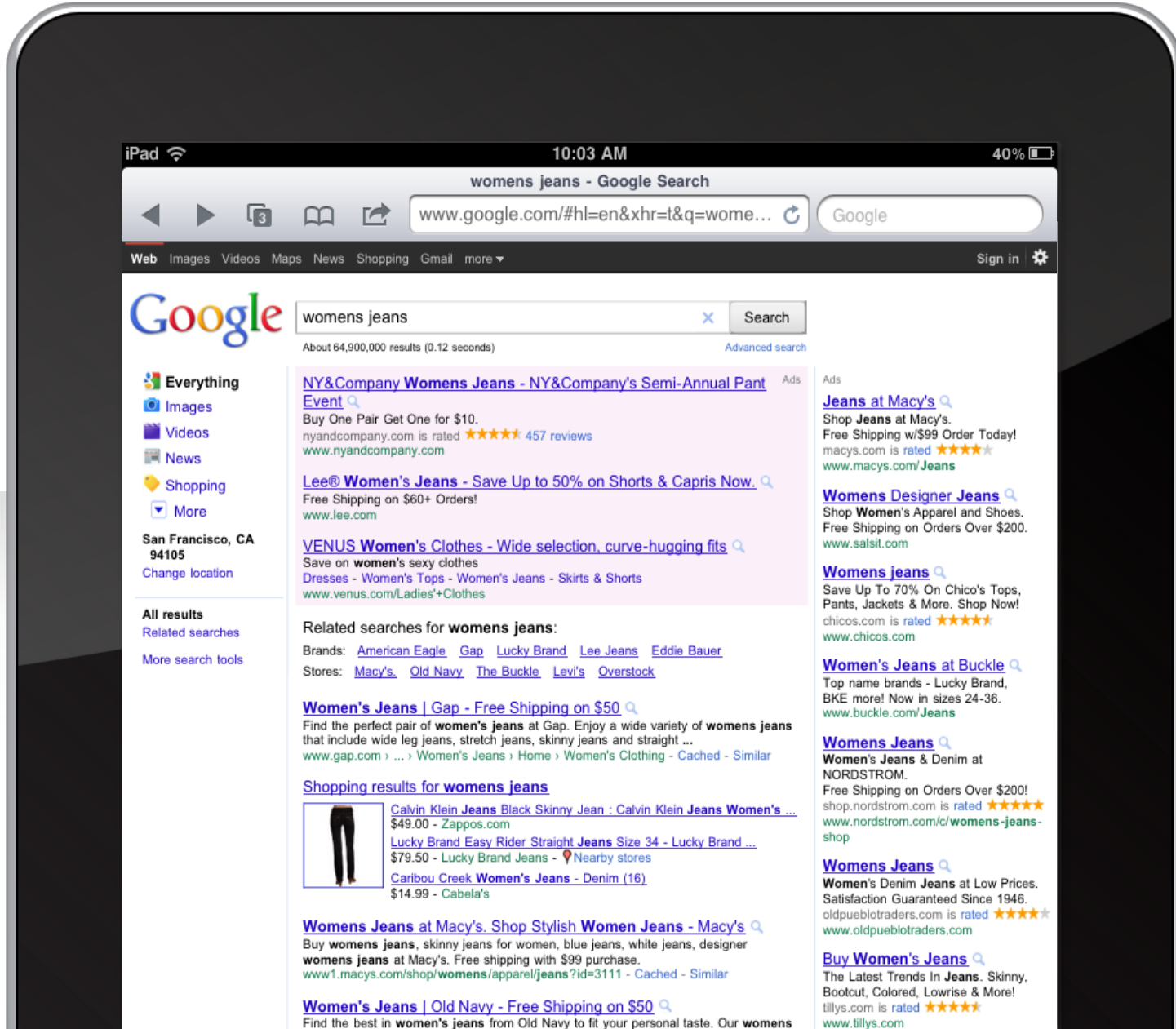
Distribute coupons via display



4 Reach your consumer across platforms



Develop experiences specifically for tablets

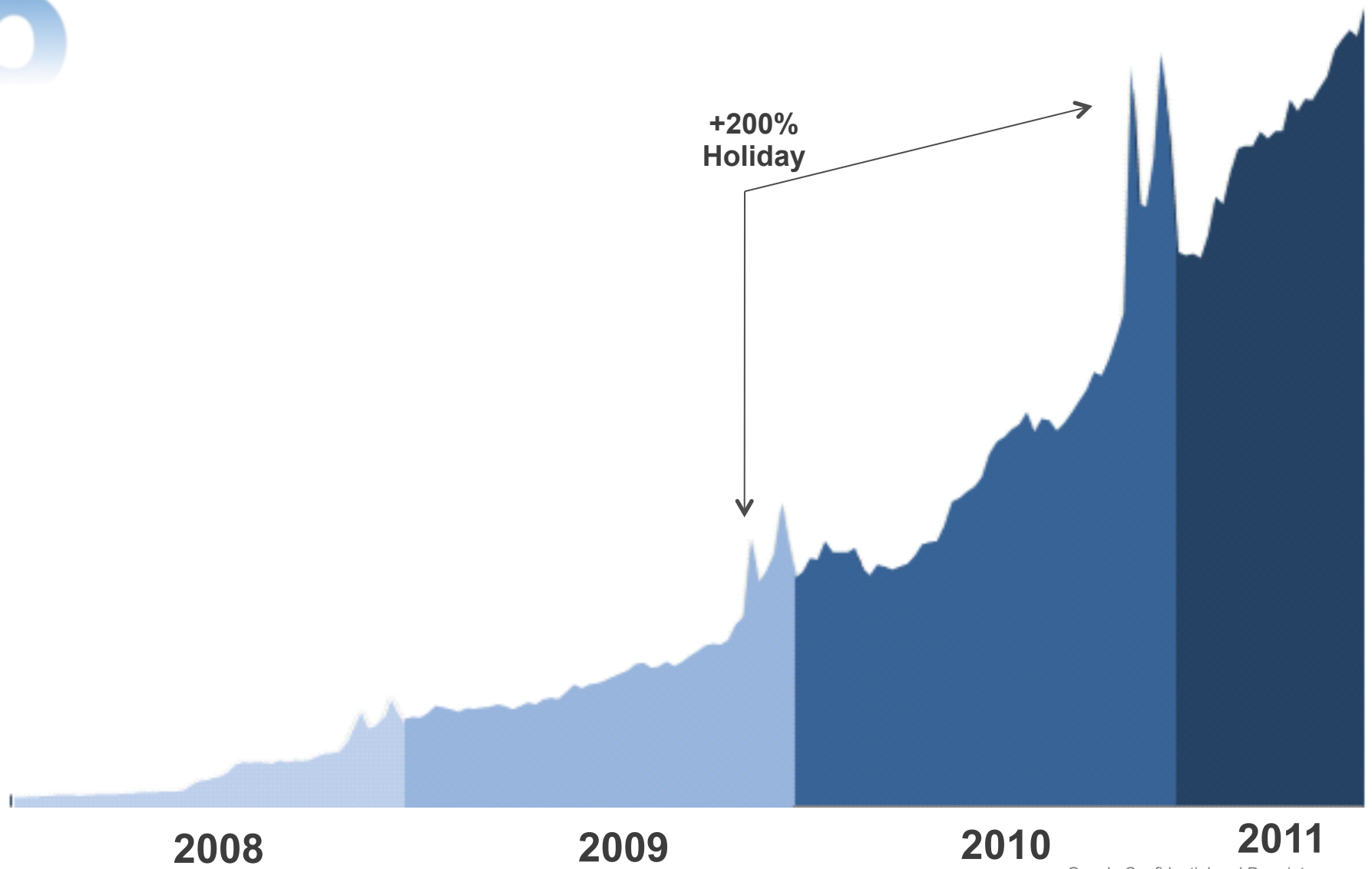


Test new ad formats available on iPad

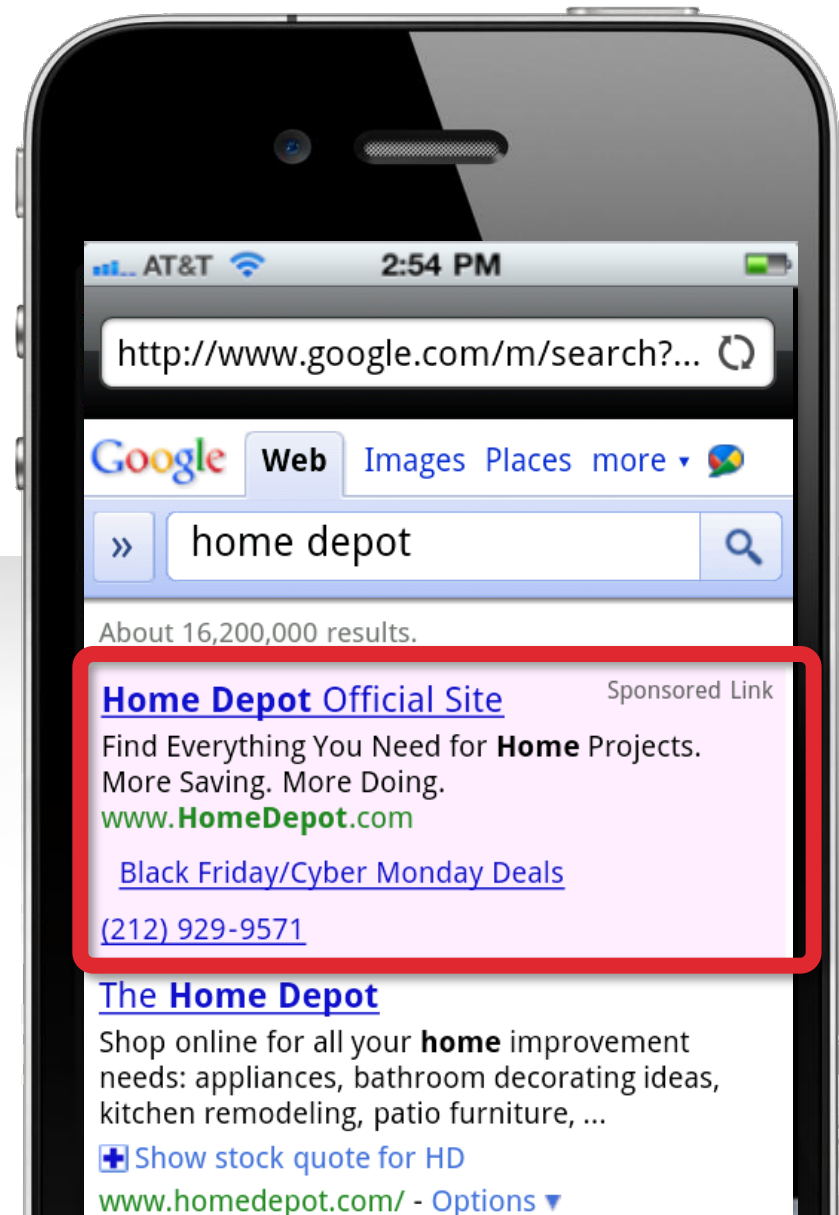
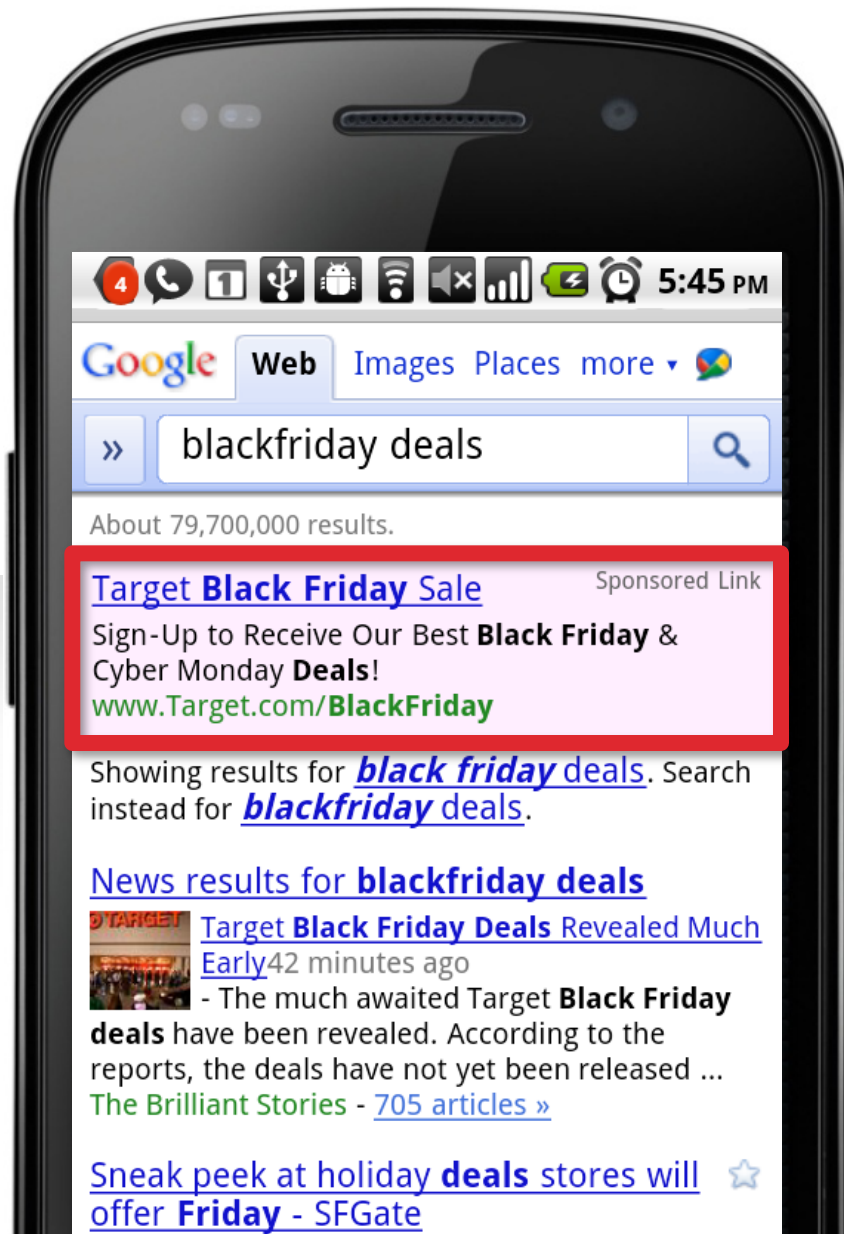


5

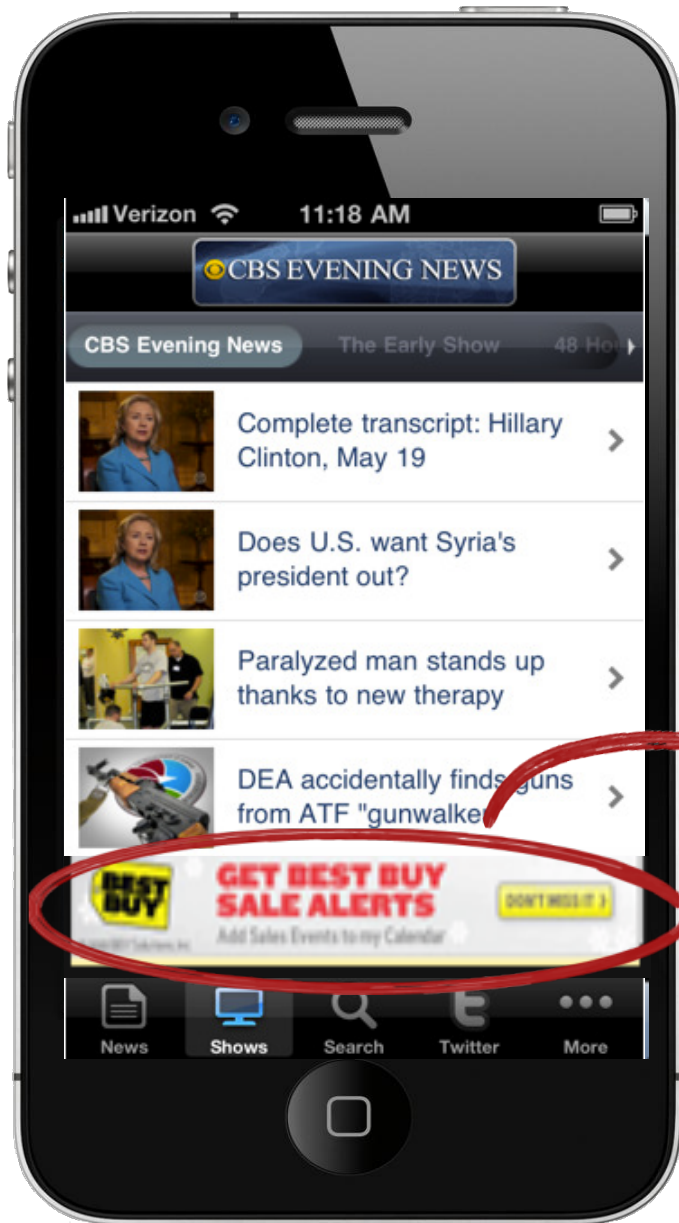
Capture the incremental search demand



Highlight timely deals



Remind users in their calendars



Mobile activates purchases across channels

Ever made a purchase?
(As a result of using a smartphone)

Yes
74%

Purchase Channel

In-store: **76%**



Online using a
computer: **59%**



Smartphone: **35%**



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Google Confidential and Proprietary

Get started now!

1

Encourage user **Engagement**

2

Localize your messaging

3

Attract users with **Offers**

4

Reach your consumer **Across Platforms**

5

Capture the **Incremental** Demand





Thank you.



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