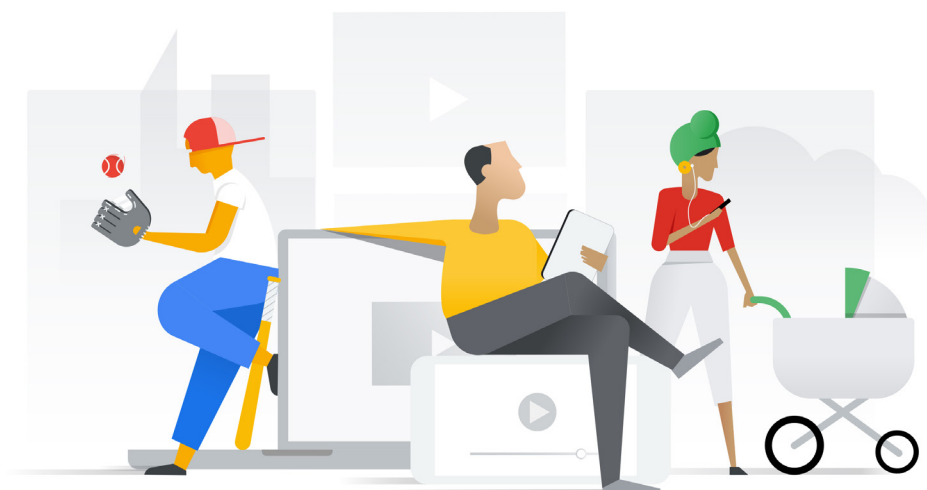


SOLUTION GUIDE

Display & Video 360

The benefits of end-to-end campaign management





FOREWORD

Display & Video 360: The benefits of end-to-end campaign management

Today's customer journey isn't a straight line. It typically spans across different channels and devices along the way. A consumer might watch a video about your brand on their phone while having breakfast, then browse your products on their desktop at work, then go back to their phone to compare different options on their commute home — and finally use their tablet to complete their purchase while watching TV at night.

More channels and more devices give marketing teams more opportunities to reach consumers than ever before — but also more insights to surface, and more decisions to make about audiences, creatives, and media placements. That is why leading marketing teams are making collaboration a top priority.

It's more important than ever for media, data, and creative teams to work together, share insights, and then quickly tailor messaging and creative to drive business outcomes. But collaboration is not just about people working together — marketers also need tools that work together. In fact, [research we conducted with Bain & Company](#) shows that 80% of marketers prefer integrated marketing and advertising technology from a single vendor.¹

Let's take a deeper dive into the power of collaborative campaign management, the strategies of leading enterprise marketers, and how our new end-to-end campaign management solution, Display & Video 360 — part of Google Marketing Platform — can help your teams get more done together.



Jonathan Meltzer
Head of Platforms & Publisher Marketing

¹ Bain/Google Marketing Leaders Study, North America, November 2017. n=516 marketing and advertising media and technology executive decision makers.

Why collaboration is key to successful advertising

Collaboration is crucial when you're trying to create a successful ad campaign – but it isn't always easy for media, data, and creative teams to work closely together throughout the entire process. For many organizations, these teams work in silos, making it difficult to improve efficiency and keep messaging and creative consistent. Another challenge is that each team typically uses its own tools to complete its specific campaign tasks.

When marketing teams operate in silos using different tools, it leads to a fragmented and inconsistent customer experience because you can't have a single view of all your digital ad buys or quickly tailor your messages based on the insights you gather. Using a single product to manage advertising campaigns and workflows end-to-end offers significant advantages compared to a more piecemeal approach. In fact, recent data from Google's Media Lab – the internal team that manages all of Google's advertising campaigns – shows a 1.5X improvement in campaign performance when creative strategies and design are aligned to media, compared to when creative is built in a silo.²

An integrated solution helps teams share campaign data and insights at each step of the process. They can work together to plan campaigns, design and manage creative, organize and create audience segments, find and transact inventory, and measure and optimize results – to ensure they are aligned and moving towards one common goal.

Leading marketers across industries are preparing their teams to adopt integrated solutions, so they can drive better collaboration and increase efficiency. In fact, based on our recent study with Bain, marketing leaders – the top 20% of organizations based on self-reported market share and revenue growth – are 1.6X more likely to prioritize integrating technology³. adidas is just one example of an organization where marketing teams are now prioritizing collaboration and end-to-end campaign management using a single product.

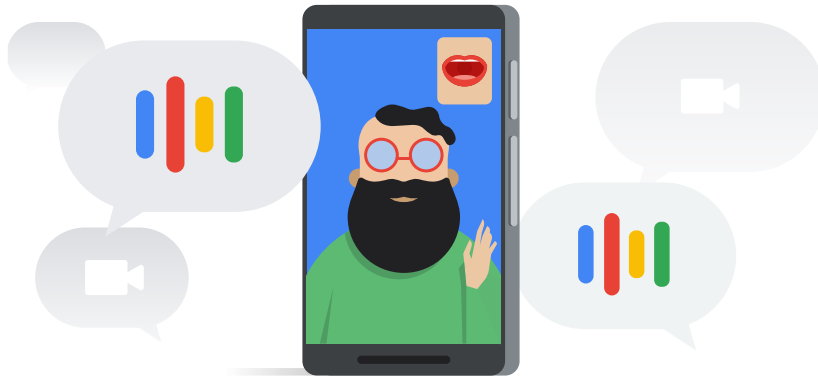
"At adidas, collaboration is one of the things that we focus on as a company overall, to make sure that we're all working more closely with each other. We talk a lot about the consumer journey no longer being linear. It's very difficult to know when the consumer is going to come in contact with your message. And because of that it makes it much harder to deliver the right message at the right time."

–Chris Murphy, head of digital experience, adidas



improvement in campaign performance when creative strategies and design are aligned to media, compared to when creative is built in a silo.

² Google data, North America, Q4 2017-Q1 2018. ³ Bain/Google Marketing Leaders Study, North America, November 2017, n=516 marketing and advertising media and technology executive decision makers. North America Leaders (n=123) are defined using a composite score of self-reported revenue and market share growth.



SOLUTION GUIDE

What media teams are doing to be more collaborative

Using a single, integrated solution supports collaboration by allowing teams to work together in the same environment. But, how do you make sure that you're getting the most out of your technology? You also need to encourage mindset shifts at all levels, promote insight sharing, and consolidate media buys.

Shifting mindsets in digital media

According to research from Econsultancy in partnership with Google, 93% of marketers agree that collaboration across marketing and analytics teams is essential to driving results⁴. Imagine the benefits of your entire organization working together to put insight-driven marketing at the forefront. That might mean reorganizing teams or designing new processes to foster closer working relationships at each stage of the campaign process. It could also mean leading a larger organization-wide effort to shift mindsets and culture. Either way, it's important to explain the benefits of working from a single solution and highlight examples of how collaboration drives better results for everyone. It's a simple idea: Stronger collaboration leads to greater consistency in messaging and more integrated marketing across channels — and across your brand.



of marketers agree that collaboration across marketing and analytics teams is essential to driving results.

⁴ Google/Econsultancy, "The Customer Experience Is Written in Data", U.S., n=677 marketing and measurement executives at companies with over \$250M in revenues, primarily in North America; n=199 leading marketers who reported marketing significantly exceeded top business goal in 2016; n=478 mainstream marketers (remainder of sample); May 2017.

Encouraging insight sharing

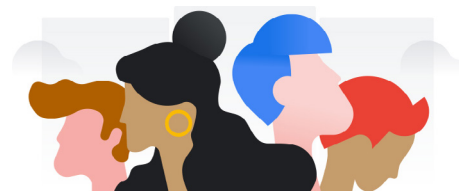
Using one integrated solution makes insights more easily accessible, so teams can take action based on data more quickly. In fact, leading marketers are more than twice as likely as the mainstream to say that they routinely take action based on insights and recommendations from analytics⁵. In practice, this means your analytics team should be able to easily share insights with your media planning and creative teams, so campaigns are anchored on meaningful consumer insights that ensure your marketing resonates with the people you want to reach.

Bringing direct and programmatic buying together

A single solution also allows you to consolidate your reservation and programmatic media buys, which can have a direct, positive impact on the performance of your campaigns. [Our research studies with Nielsen](#) showed that marketers who consolidated traditional reservation deals with Programmatic Guaranteed deals in a single buying platform increased their reach of unique consumers by an average of 11% – for the same investment in impressions. The benefits go beyond improved reach efficiency. With Programmatic Guaranteed you can also use your first-party data, in a secure and privacy-safe way, to reach or exclude specific audiences. For example, one agency that used Programmatic Guaranteed to reach their first-party audiences saw a 67% increase in click-through rate and a 20% rise in view-through rate compared to traditional direct deals.⁶



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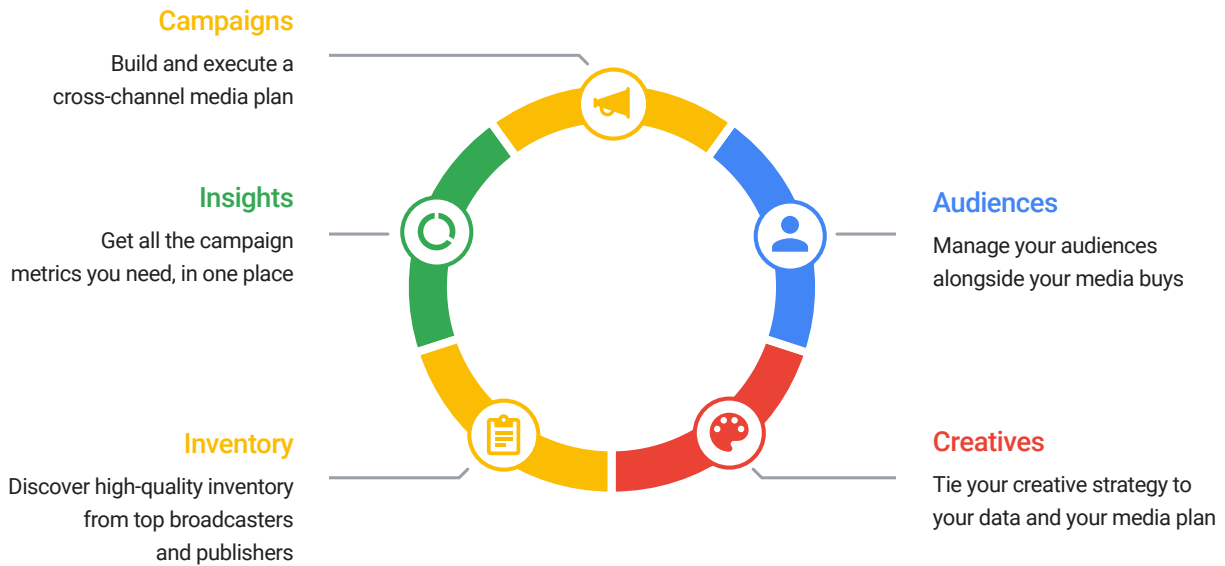


⁵Google/Econsultancy, "The Customer Experience Is Written in Data", U.S., n=677 marketing and measurement executives at companies with over \$250M in revenues, primarily in North America; n=199 leading marketers who reported marketing significantly exceeded top business goal in 2016; n=478 mainstream marketers (remainder of sample); May 2017.

⁶The Boston Consulting Group, "A Guaranteed Opportunity in Programmatic Advertising," February 2018

How Display & Video 360 improves business results

Marketing teams are making collaboration a priority because when media, data and creative teams can easily share campaign data and insights, they work more efficiently and create more impactful ads. Display & Video 360 was built to help teams work together at each step of the campaign process, and is organized around five integrated modules: Campaigns, Audiences, Creatives, Inventory, and Insights.



Campaigns

Display & Video 360 helps media teams create and execute cross-channel campaigns. By accurately predicting reach across different channels, Display & Video 360 allows media planners to carefully design a campaign that will meet business objectives. Once the campaign is running, Display & Video 360's intelligence panel helps teams pinpoint which elements of the campaign are working well and which need improvement, so they can optimize quickly to improve performance based on real-time insights.

"Over the last 18 months, we've been able to revolutionize the way we plan, measure, and optimize, and we're very satisfied with the results we've reached by using Display & Video 360."

—Roberto Eggs, chief marketing and operating officer, Moncler

Audiences

Display & Video 360 allows media teams to build customized audience segments using data from previous campaigns. They can use impressions, clicks, conversions, or a combination of audience lists from different sources (including Google Analytics 360) to arrive at useful insights and tailor campaigns to specific audience interests. The combination of audience management and media buying in the same product gives teams maximum flexibility to define audience strategies and enables them to move quickly to execution.

Creatives

The Creatives module in Display & Video 360 was built to let creative teams collaborate with brand, media, and data teams in a shared workspace. The media and analytics teams can easily share relevant insights with creative teams so they can build and refine creative experiences to match the media plan. Once the campaign goes live, creative teams can see which ads are working and which are not – and even make adjustments to creatives based on early results. Meanwhile, brand and media teams can always see which creatives are available to deploy, so they can continue to iterate and update campaigns based on the audience and media plan.

Inventory

The Inventory module in Display & Video 360 is a one-stop shop to discover high-quality display, video, TV, and audio inventory across a range of formats. Media teams can browse a diverse range of media and audiences, then use the tool to easily negotiate and manage direct deals. With Programmatic Guaranteed, they'll even be able to automate the direct sales deal-booking process and apply real-time audience data to reservation buys.

Display & Video 360 also offers advanced fraud prevention, viewability, and verification to give media buying teams more confidence and control in the ads they're buying and where they're running.

"By consolidating all of our campaigns in Display & Video 360, we can easily control how many consumers we reach and how often we reach them. We can direct that investment to reach more of the people who are likely to fly with us."

–Justyna Valente, digital marketing manager, TAP Portugal

"Our experience with the new data-driven creatives in Display & Video 360 helped in our creative process by allowing our [media, creative, production] teams to work together in a more streamlined way, bringing down in-campaign iterations from a few days to a matter of hours."

–Brigitte Roberge, director of marketing – sponsorships and branding, Desjardins



Programmatic Guaranteed deals are 29% more efficient for agencies than traditional reservation deals measured in hours spent on deal set-up and management.⁷

⁷A Google commissioned BCG report, "A Guaranteed Opportunity in Programmatic Advertising," July-Sept. 2017.

Insights

Once a campaign is live, Display & Video 360 offers all the analytics and reporting capabilities necessary to measure each impression in real time, understand whether the campaign is achieving its goals, and take steps to improve future results. For example, you can see which audiences are responding most favorably to your campaign and apply them to other media buys to reach more consumers who are receptive to your brand or message.

With an ever-changing consumer journey, it is essential to respond quickly based on accurate insights to drive better campaign performance. Instant reporting in Display & Video 360 helps uncover new insights quickly with a visual reporting system that lets you build tables and charts directly in the product without having to export data and analyze it in spreadsheets.



“Our adidas teams work together in one environment where we can see audience insights, what creative we’re running and where, how it’s performing, and make changes almost in real time.”

—Chris Murphy, head of digital experience, adidas



CONCLUSION

Stay up to date with Display & Video 360

With customer journeys becoming more fragmented, leading marketers are working to increase collaboration between media, data and creative teams, so they can easily share insights and improve their ability to deliver relevant and impactful messages to their customers. Collaboration becomes truly effective when everyone is using a single tool, like Display & Video 360, to manage digital campaigns end-to-end.

To stay up to date on all things Display & Video 360, sign up for our Google Marketing Platform newsletter [here](#).

ADDITIONAL RESOURCES

For more on how Display & Video 360 can help your team harness the power of collaboration, check out these resources:



Articles and guides

[Display & Video 360 product overview](#)

[Deeper insights through Google integrations](#)

[Ford Brazil](#) wins with Google Display & Video 360 native ads on mobile

[Avon](#) paints a pretty picture with native ad engagement from Google Display & Video 360

[Scotiabank](#) makes a winning investment with Google Display & Video 360

[OMD](#) revs up high-value traffic for Nissan with Google Display & Video 360

[Racing against time](#): How top brands win consumer moments

About Google Marketing Platform

Google Marketing Platform is a unified advertising and analytics platform that helps enterprise marketers make better decisions faster. With Google Marketing Platform, you're in control of every campaign, so you have the flexibility to adapt to the needs of your business and your customers.

[Find out more](#)