



Display - The secret weapon in performance marketing

the future of rich media & video

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Display benefits

Obvious benefits:

- ❑ Our brains interpret images faster than text, moving images more so
- ❑ The ability to use sound and motion increase persuasion

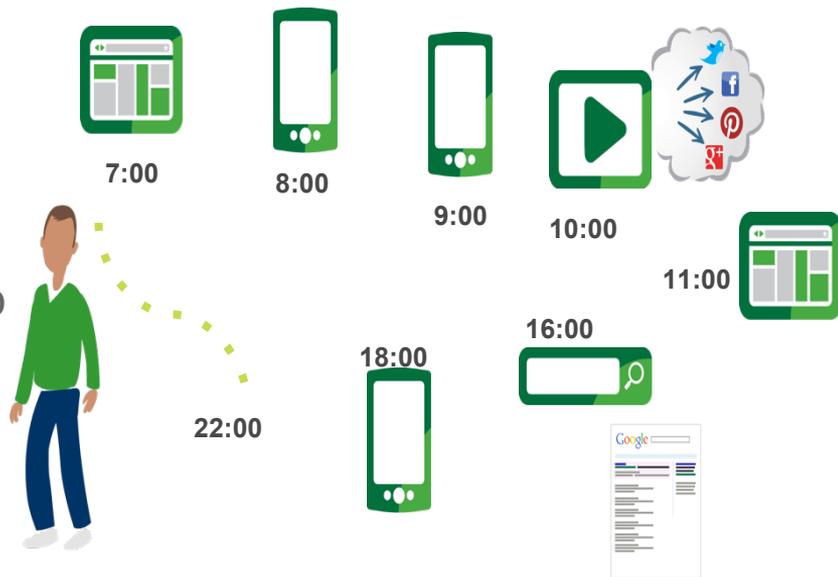


Not so obvious:

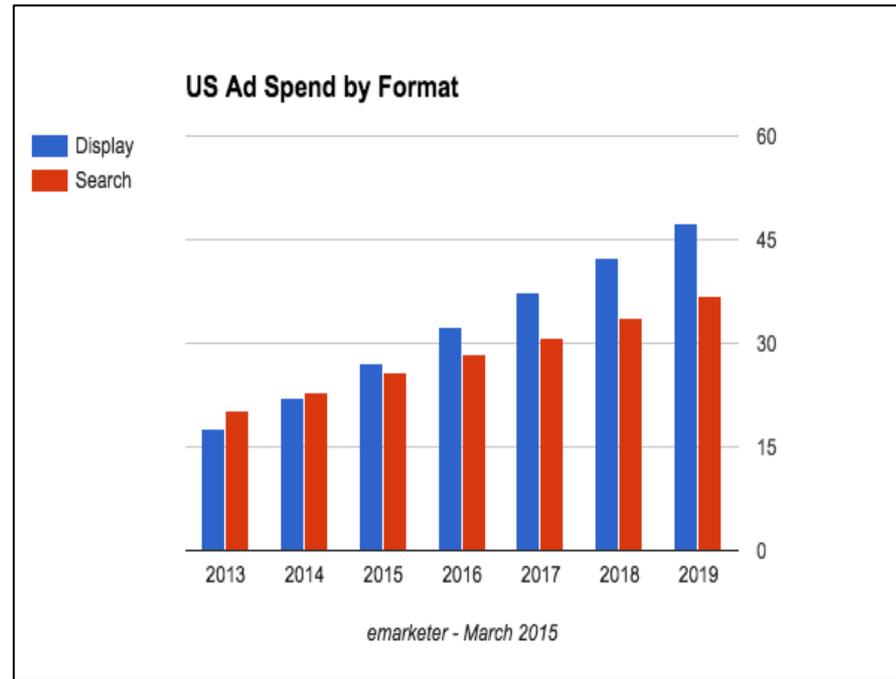
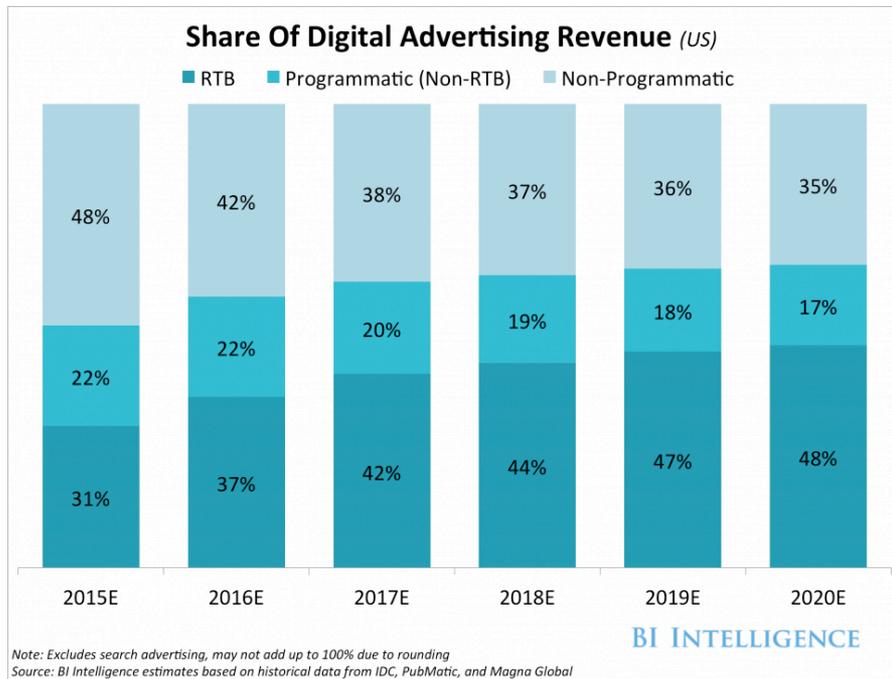
- ❑ Ability to use programmatic buying strategies like targeting and media optimization
- ❑ Flexibility thanks to dynamic creative
- ❑ Attribution - track the customer across devices and platforms based on views, not just clicks

Rise of the machines AKA Programmatic

- ❑ Targeting used to be proprietary to the network: Google segments on Google inventory only, no 3rd party data
- ❑ Programmatic decouples inventory from targeting allowing the best combinations to be used
- ❑ Comprehensive, cross device, behavioral analysis for improved segmentation has become competitive



The Growth of Programmatic



Multiple channels for ads, devices and systems

Formats: Display, Search, Maps...



Channels: Web, Social, Apps



Systems: CRM, Loyalty, DB...



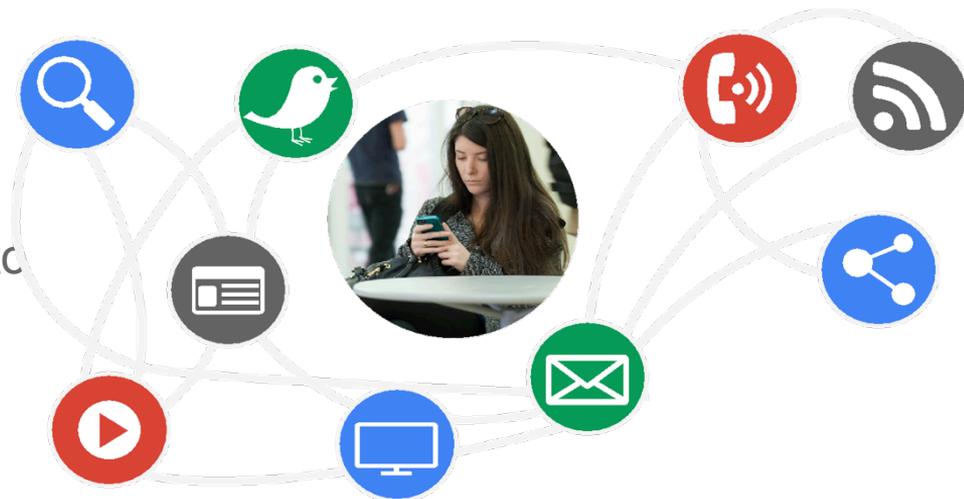
Devices



Google

Multi touch attribution AKA 'End of last click'

- ❑ Combine 1st and 3rd party data in a manner unique to each advertiser
- ❑ Combine data from devices, sites, CRM, call center, POS, email, etc into one analytics data repository



Standard and custom attribution models
CPA auditing based on custom rules and look back windows.

Use Cases

Analyzing digital media including search, display, email



Measuring conversions across apps, mobile and desktop sites, call center

Increased direct marketing revenue by 20%

Determined that 50% of applications were impacted by display

25% reduction in CPA

30 % reduction in advertising admin time



Data-Driven Attribution - How it works

Algorithms determine the value of each touch point

Value per touch point changes per segment



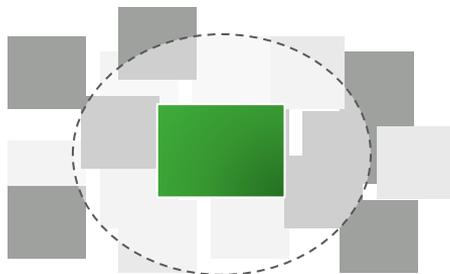
Dynamic Creatives

- ❑ Customized creatives on the fly through one ad campaign based on unlimited factors: Targeting, weather, remarketing lists, product availability, etc.
- ❑ Creative elements are changed dynamically by rules or auto optimized to particular goals
- ❑ Reports include element level data which is also reflected in analytics

Auto-optimize headlines

Auto-optimize images

Auto-optimize call-to-action



The system learns what combinations work the best and begins to favor them over lesser-performing combinations.

Dynamic creative examples



Serve certified pre-owned offers to sites that cover used cars



Serve new car offers to sites that cover new cars



Serve better service message to car comparison sites



Retarget only past site visitors who visited the checking section of the site with a checking offer



Retarget site visitors to any other sections of the site with a generic message



Retarget only past site visitors who visited the credit card section of the site with a credit report offer

Dynamic creatives in remarketing

CARS / CROSSOVERS & SUVs / TRUCKS & VANS / ALL

Shopping Tools Locate A Store Ownership Chevy Culture

2013 Sonic Hatchback | 2012 Sonic Hatchback Model Overview Photos & Videos Models & Specs Compare Build Your Own Search Inventory

Build Your 2013 Sonic Hatchback

1 Trim 2 Colors & Wheels 3 Options 4 Accessories 5 Summary

2013 Sonic Hatchback LS Manual \$15,095*
Includes \$500 Cash Back

View Standard Equipment

Exterior: Victory Red \$0
Standard: [Color swatches]
Premium: [Color swatches]

Interior: Jet Black/Dark Titanium, Sport Cloth seat trim \$0
Cloth: [Color swatches]

Chat Now

Enlarge +

Exterior: Front Back Side Interior: Front Side

The All-New 2012 CHEVROLET SONIC

VIEW INVENTORY

35 MPG HWY

DELTA

BOOK A TRIP

From Airport To Airport

NYC LAX

Outbound: NYC - LAX

NEW YORK AREA AIRPORTS, NY (NYE) to LOS ANGELES, CA (LAX)

ONE PRICE PERIOD

STEP UP TO ECONOMY COMFORT

Outbound Flights	ECONOMY	FIRST/BUSINESS
7:00AM JET + 10:05AM DL 763 Nonstop 6hr 5m	Economy (E) from \$337.00 Select lowest price	Business (B) from \$2,531.70 Select lowest price
9:00AM JET + 12:00PM DL 120 Nonstop 6hr	Economy (E) from \$337.00 Select lowest price	Business (B) from \$2,531.70 Select lowest price

DELTA NONSTOP NYC

Win the ultimate trip from NYC to LA

START PLAYING

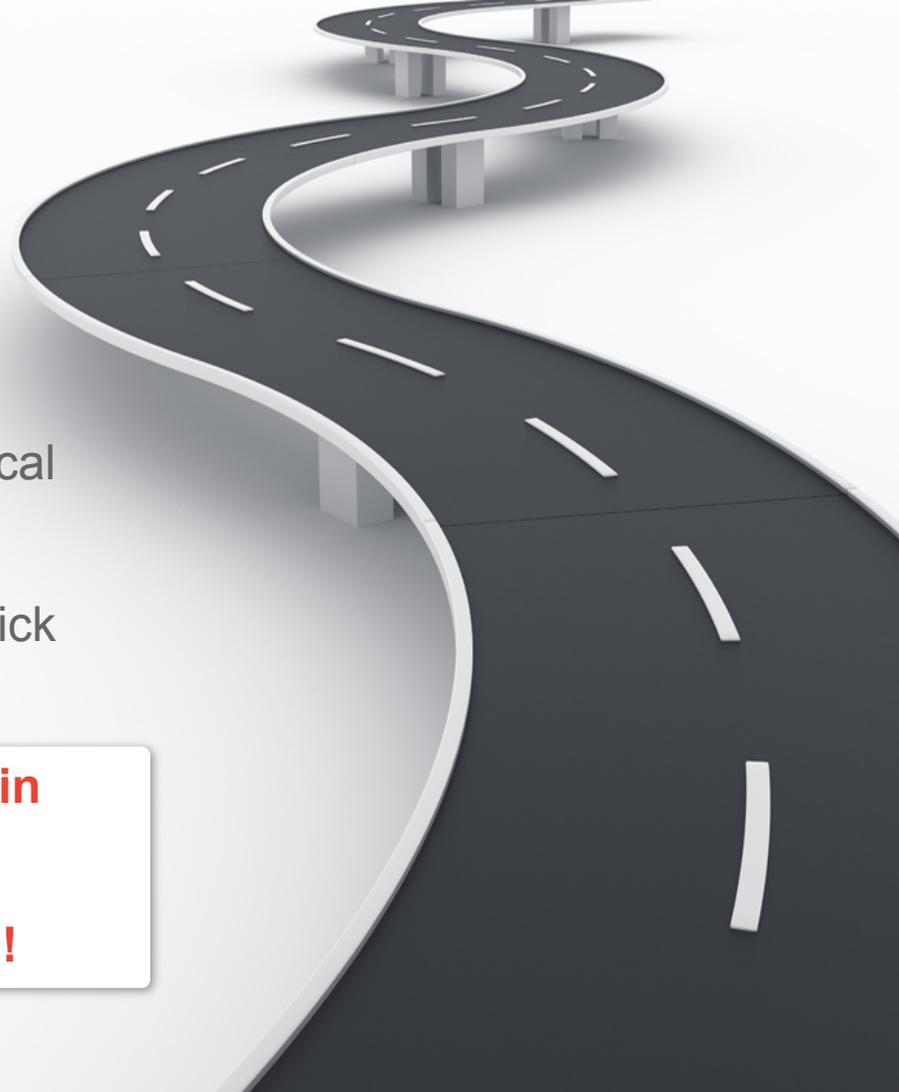
NO PURCHASE NECESSARY. Promotion ends 12/31/12. To enter and for Official Rules, visit www.delta.com/nonstopnyc

Think Local

- ❑ Local behavior patterns and unique data sources
- ❑ Deep segments come from players with local teams
- ❑ 300 data providers connected to DoubleClick including Russian companies

Are you making effective use of display in performance marketing today?

Your competition may be ahead of you !





Thank You

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