



Google

# Rethink measurement for growth

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MEET STACEY

# Stacy's Journey



Google Search  
for "minivan with  
side camera"



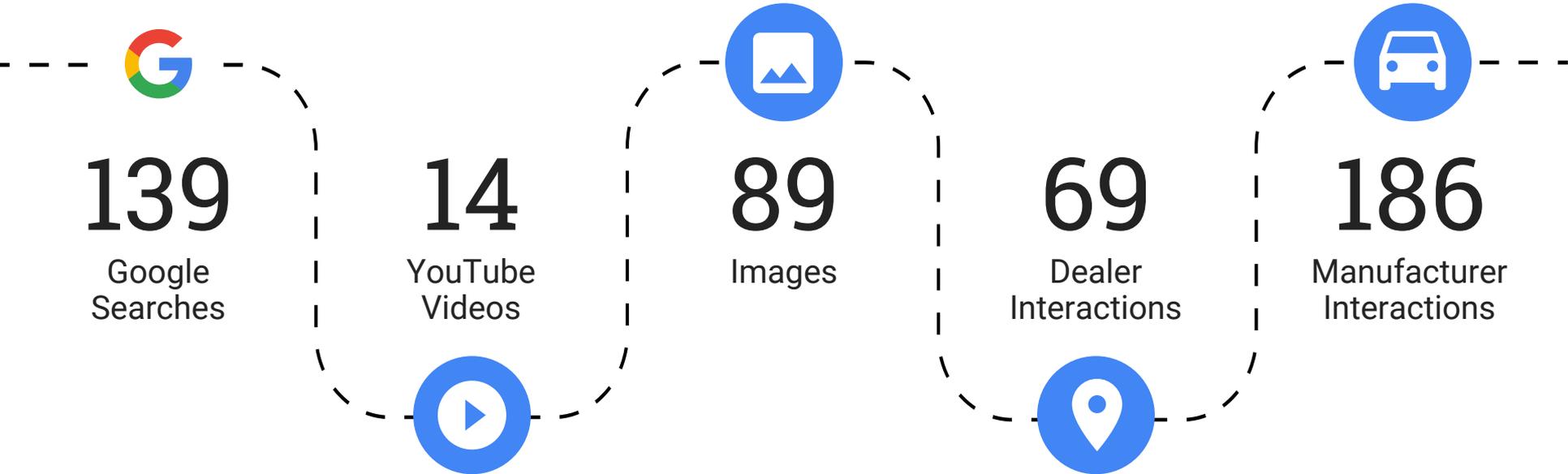
Google search  
for "Brand A"



Google Search for  
"best Brand A deals"

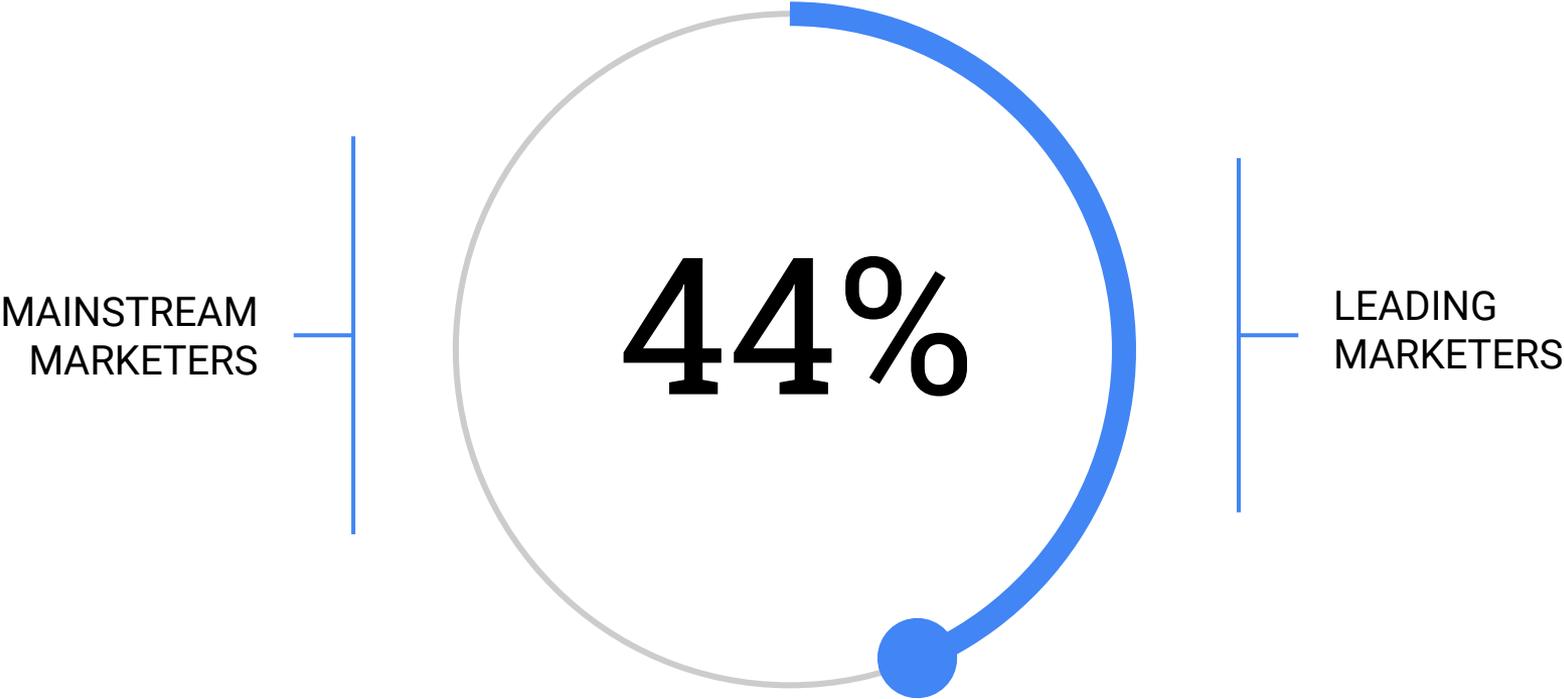
# Stacy's Journey

## 71% Occurred on Mobile



\*Touchpoints = searches, website visits, video views, clicks. Source: Luth Research ZQ Intelligence™ - Luth analyzed the digital activity of its opt-in panel participants.

# Leading marketers are evolving their approach to measurement





**RETHINK MEASUREMENT  
FOR GROWTH**

# Rethink measurement for growth



## 1. WHAT MATTERS?

Do metrics *match* business objectives?



## 2. WHAT'S WORKING?

Do we know what's *really* driving results?



## 3. WHAT'S POSSIBLE?

What *else* can drive outcomes today and over time?



# WHAT MATTERS?

Do metrics *match* business objectives?

What Matters?

70%

used their phone  
prior to a purchase



## What Matters?

Organizations that tie marketing metrics directly to business objectives are

**3x**

more likely to hit their goals



What Matters?

9x

gap between  
customer lifetime  
value and CPA

[g.co/profitplaybook](https://g.co/profitplaybook)







Question to Ask:  
What Matters?

What is your **most important business goal** and do you have a KPI assigned to maximize it?

A photograph of two young women standing in a shopping mall, looking at their smartphones. The woman on the left has long blonde hair and is wearing a black leather jacket over a plaid shirt. The woman on the right has brown hair tied back and is wearing a light-colored blazer. They are both holding smartphones and appear to be engaged in a conversation or looking at something on the screens. The background is a blurred view of a shopping mall with various shops and people.

# WHAT'S WORKING?

Do we know what's *really* driving results?

What's Working?

75%

start on one device,  
but finish on another



What's Working?

3x

more likely to  
believe estimates  
are fundamental



## What's Working?

Advertisers around the world are now using cross-device insights to measure up to

**16%**

more conversions



What's Working?

1B+

store visits globally  
since launch



What's Working?

98%

shop digitally

3/4

start on a  
mobile device



# What's Working?



# 3x

more valuable  
than single channel  
customers

Target : Expect More. Pay Less x

www.target.com

weekly ad find stores REDcard registries & lists free shipping on orders of \$25+ & free returns.

categories deals search my account 0 items

clearance  
save up to 40%\*  
patio clearance

keep things cozy all year

prep for cooler temps

\*see offer details restrictions apply.

https://www.google.com/#q=discount+patio+furniture target logo

**Outdoor Furniture & Patio Furniture Sets : Target**  
www.target.com/c/patio-furniture-garden/-N-5xtor Target Corporation  
Items 1 - 24 of 2031 - Shop for patio furniture online on Target.com. Find patio ... Clearance (42)  
Clearance (42) ..... Camden Patio Dining Chair (4pk) with Gray .

**Patio Furniture - Kmart**  
www.kmart.com/outdoor-living-patio-furniture/b-24532 Kmart  
Kmart has the best patio furniture. Find styles from Jaclyn Smith, Grand Harbour, and Essential Gardens.

**Outdoor - Outdoor dining furniture, patio furniture & more - IKEA**  
www.ikea.com/us/en/catalog/categories/departments/outdoor/ IKEA  
Outdoor. Just add sunshine. There's never a bad time to start dreaming of warmer weather. That's why we have the basics for planning your comfy outdoor ...

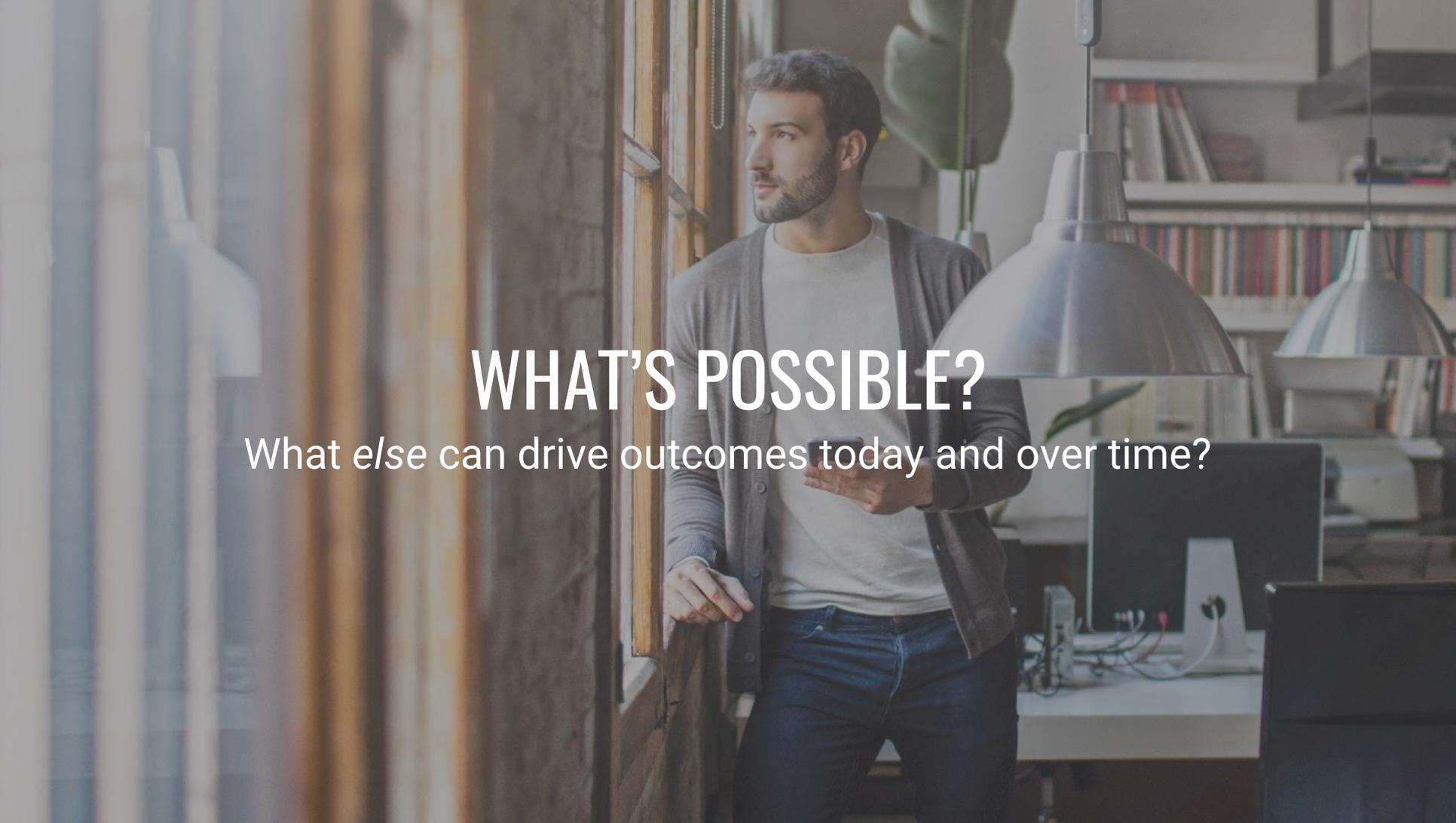
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patio & garden



Question to Ask:  
What's Working?

Are you identifying gaps in your measurement, and constructing a model to **fill those gaps** – across devices + channels + high value customers?



# WHAT'S POSSIBLE?

What *e*/se can drive outcomes today and over time?

What's Possible?

5x

incremental return  
from mobile

photobox



What's Possible?

2x

more likely to conduct  
big bet experiments





Question to Ask:  
What's Possible?

Are your experiments  
answering the big,  
**strategic questions?**

A person in a dark coat stands at the top of a long, curved staircase on a bridge. The bridge has a complex metal truss structure. The person is looking away from the camera, towards the horizon. The sky is overcast.

**FIND YOUR FIRST STEP  
FORWARD ON THIS JOURNEY**



**RETHINK MEASUREMENT  
FOR GROWTH**