



Google

# Rethink measurement for growth

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A photograph of a woman and two children looking out of a car window. The woman, on the left, has short brown hair and is smiling. The two children, a girl and a boy, are on the right, both with their mouths open in excitement. The text "MEET STACEY" is overlaid in the center.

MEET STACEY

# Stacy's Journey



Google Search  
for "minivan with  
side camera"



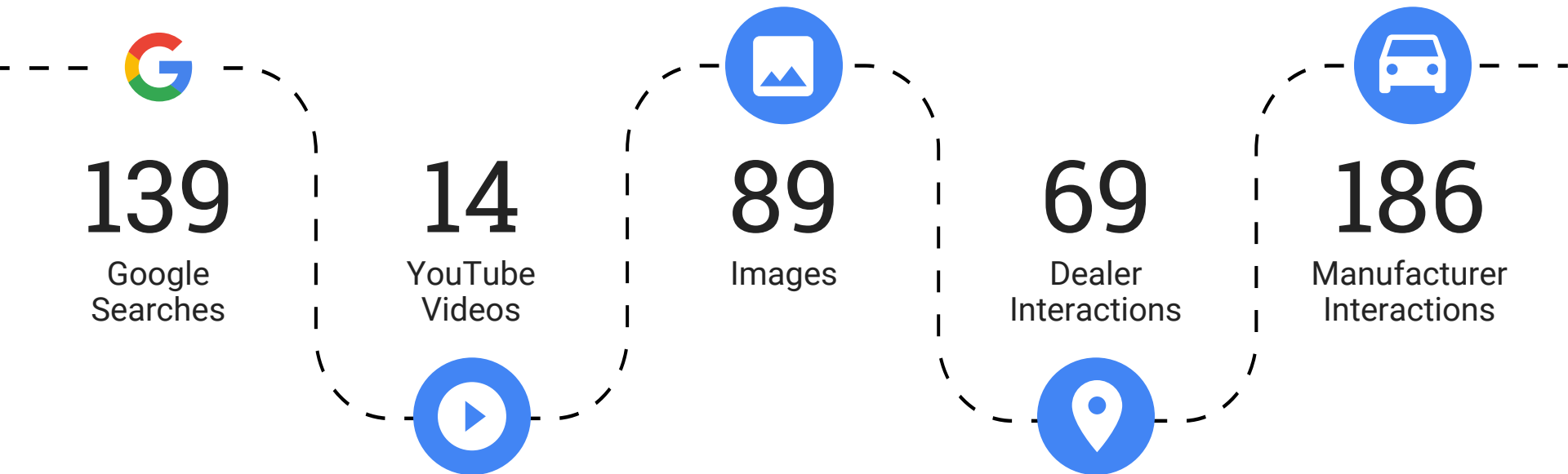
Google search  
for "Brand A"



Google Search for  
"best Brand A deals"

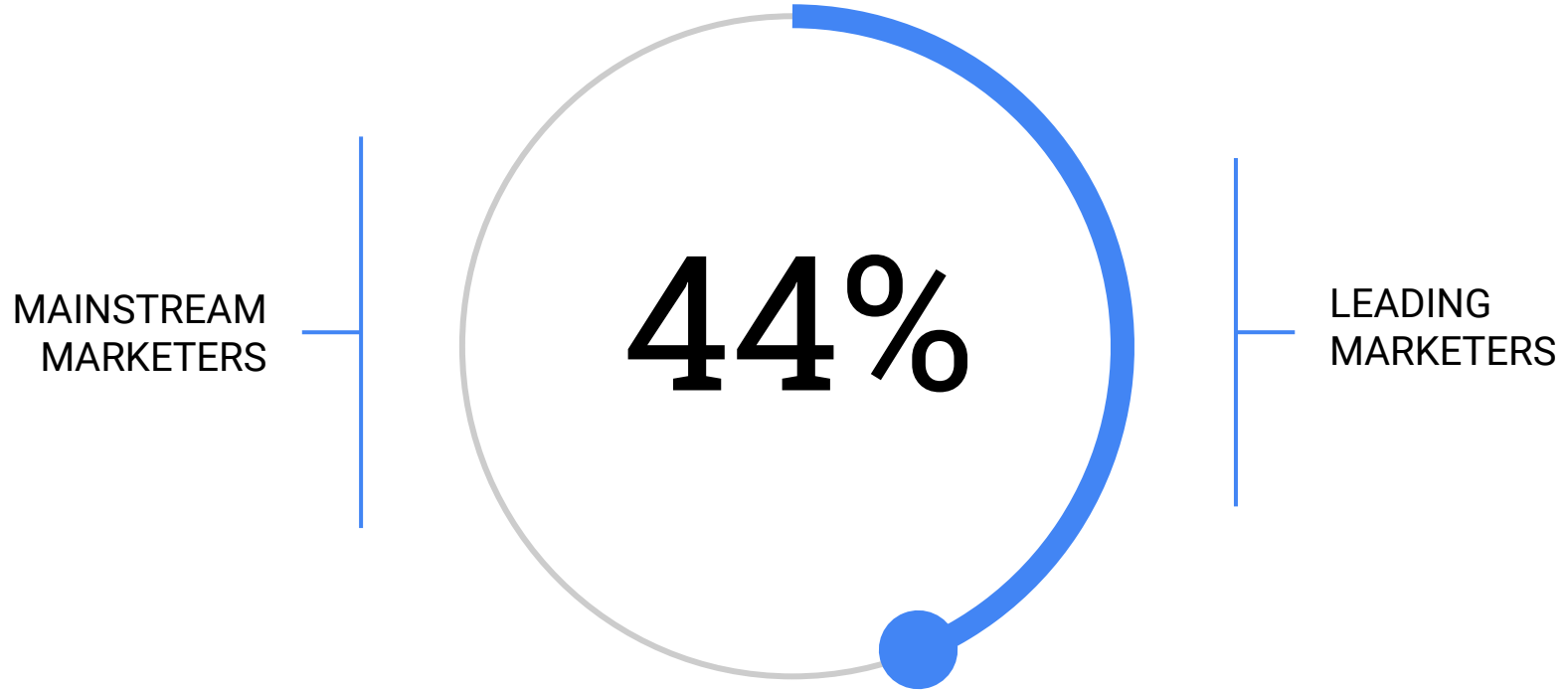
# Stacy's Journey

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

7



## 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 front of a large window, looking at their smartphones. The woman on the right is wearing a light-colored blazer and has sunglasses on her head. The woman on the left is wearing a dark jacket over a plaid shirt. They are both holding shopping bags. The background shows a blurred city street scene.

# 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?



20

# 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 sign in 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

## Outdoor Furniture & Patio Furniture Sets : Target

[www.target.com/c/patio-furniture-garden/-N-5xtor](https://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](https://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/](https://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 ...

## Patio Furniture Clearance

[www.searshomeapplianceshowroom.com/](https://www.searshomeapplianceshowroom.com/)  
Get Up to 70% Off Select Places. Visit Sears® Appliance Showroom Now  
Services: Blade Sharpening, Key Cutting, Screen Repair...  
9186 Retail Rd, Dallas - (214) 706-9994 - Open today - 10:00 AM - 9:00 PM

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?

A man with a beard, wearing a grey cardigan over a white t-shirt and blue jeans, stands by a large window, looking out. He is holding a smartphone in his left hand. The background shows a modern office interior with bookshelves, a desk with a computer monitor, and two large, silver, dome-shaped pendant lamps. The overall atmosphere is professional and contemplative.

# WHAT'S POSSIBLE?

What else 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, wide staircase that leads up to a bridge. The bridge has a complex, geometric steel structure with many diagonal beams. The person is looking away from the camera, towards the bridge ahead. The sky is overcast and grey. The overall mood is contemplative and inspiring.

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





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