



Ziengs

US

DEPOT

SPURLEY

SALE SALE

SALE SALE SALE



V&D

HEMA

PINKY

PINKY

Luikse Wafels

Eent v...





金行  
TIANG BI

港 新運色者新  
教考貨車 大小巴 二

紐約  
相執音响

GoldStar  
高仕達牌  
合電業公司

行銀隆永

ROGON  
Camera  
麗雅相機

德安駕康學校  
TEL: 5778667  
包考約士 代辦林超

LEUNG PHARMACY CO.  
JM

油氣

SONY

Seasonal  
Specialty

SALE  
-30% OFF

SPRING/SUMMER' COLLECTION

Price List

Sample  
Appearance

A busy outdoor market scene with a blue speech bubble overlay. The market is held on a cobblestone street lined with brick buildings. Numerous people are walking, some carrying shopping bags and others pushing carts. A blue speech bubble with a tail pointing towards the market stalls contains the text "Clear purchase Intension & conversion possibility".

Clear purchase  
Intension &  
conversion  
possibility

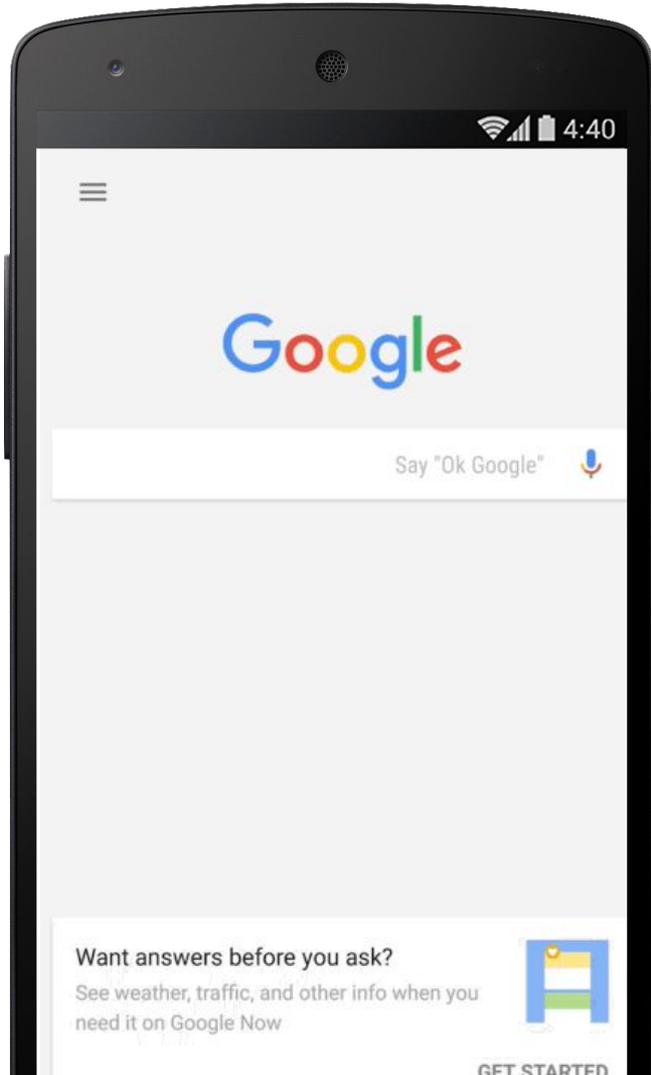


# Driving Growth in a Mobile-First World

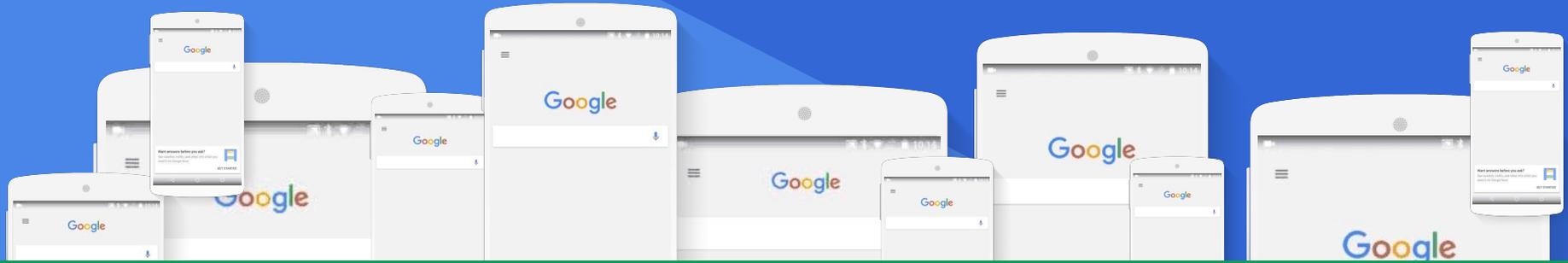
Marcel in 't Veen

15 November 2016

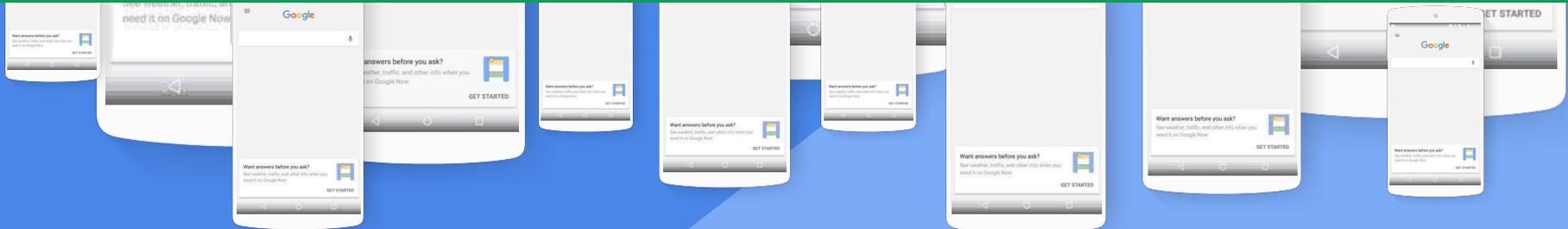




Google internal data, Global, March 2016.



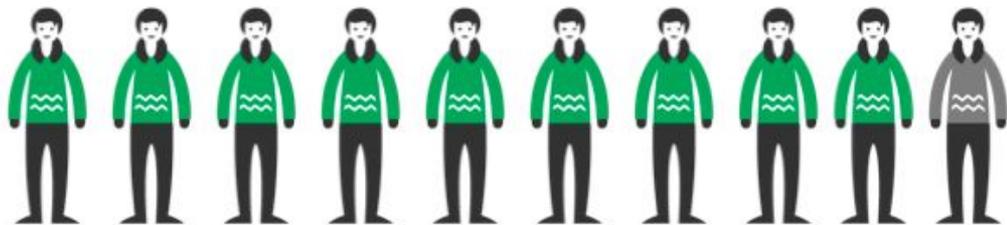
Over half of those searches happen on **mobile.**



# Where are the consumers? **Online!**

9 out of 10

of the consumers  
are online at least once a day.

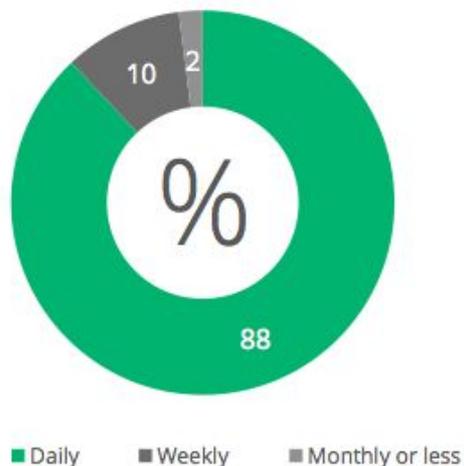


...making The Netherlands the country in Western Europe with **most daily users**

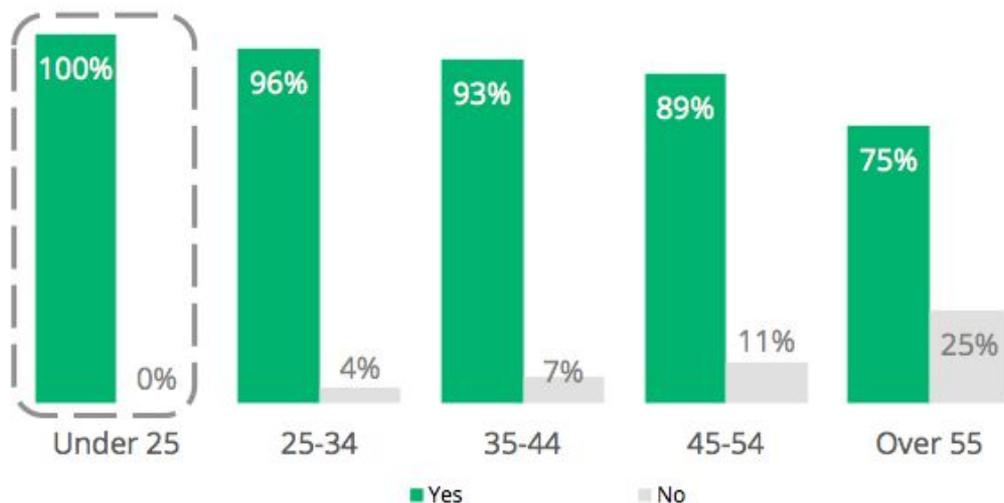
# The Netherlands is online

Young people in The Netherlands are always on!

How often do you go online?



Do you go online every day?



# Why do people go online?

The consumers go online for **personal reasons** and to look for information

63% use the internet for personal reasons



84% state that the internet is the first place they look for information\*

84%

# Netherlands has more screens than ever



devices pr. person



There are  devices connected to the internet pr. person in Netherlands 2015.

This is 16% more than 2013

# Netherlands has more screens than ever



3,6

devices pr. person



There are 3,6 devices connected to the internet pr. person in Netherlands 2015.

This is 16% more than 2013

# 3 out of 4 have a smartphone

Which devices do people use?

Tablet



58%

Smartphone



76%

Computer



89%

# THE WORLD HAS CHANGED...

2010 WORLD CUP, SPAIN VS NETHERLANDS



DESKTOP

MOBILE

GOOGLE, INDEXED SEARCH QUERY VOLUME



Google

# THE WORLD HAS CHANGED...

2014 CHAMPIONS LEAGUE FINAL, ATLETICO VS REAL

DESKTOP

MOBILE

GOOGLE, INDEXED SEARCH QUERY VOLUME

Google



If

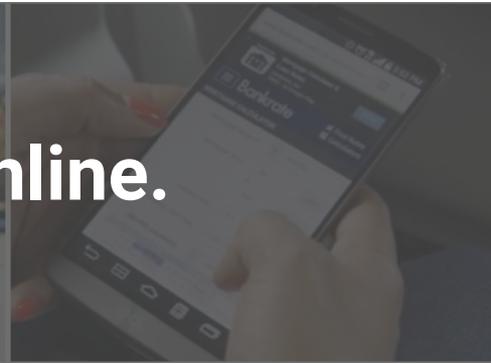
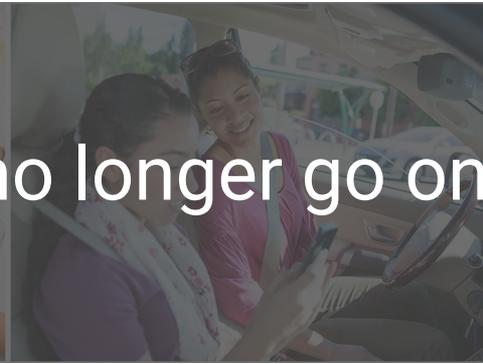
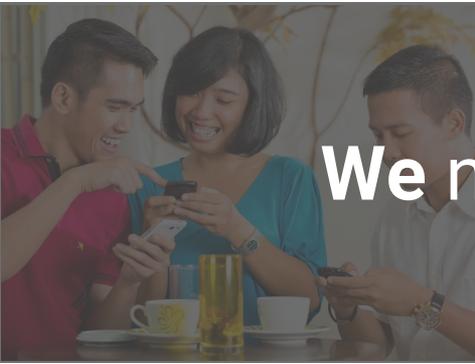
# How

How should you  
invest in mobile?

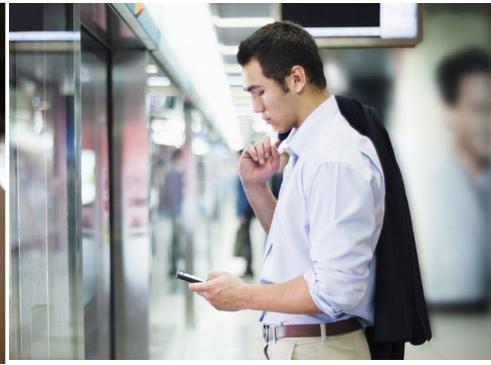
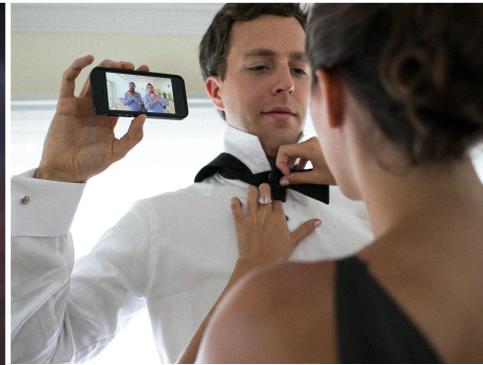
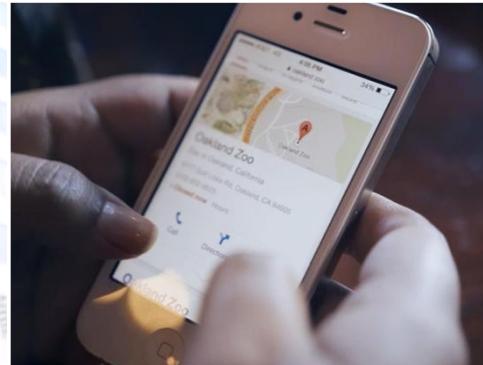


More moments  
than ever before





We no longer go online. We live online.



# Poll: How many times a day does the average person check their phone?



# 150x per day



Wake up and  
read news online  
6:50am



At bus stop, listen  
to new music playlist  
8:30am



On the bus, read articles  
about Coachella  
8:42am



On bus, check email  
for sales this weekend  
5:29pm



Buy new tote to  
take to Coachella  
11:15am



At work, book  
Coachella tickets  
11:36am



Use maps to get  
directions to  
Creole food truck  
1:13pm



Browse festival  
styles on YouTube  
7:15pm

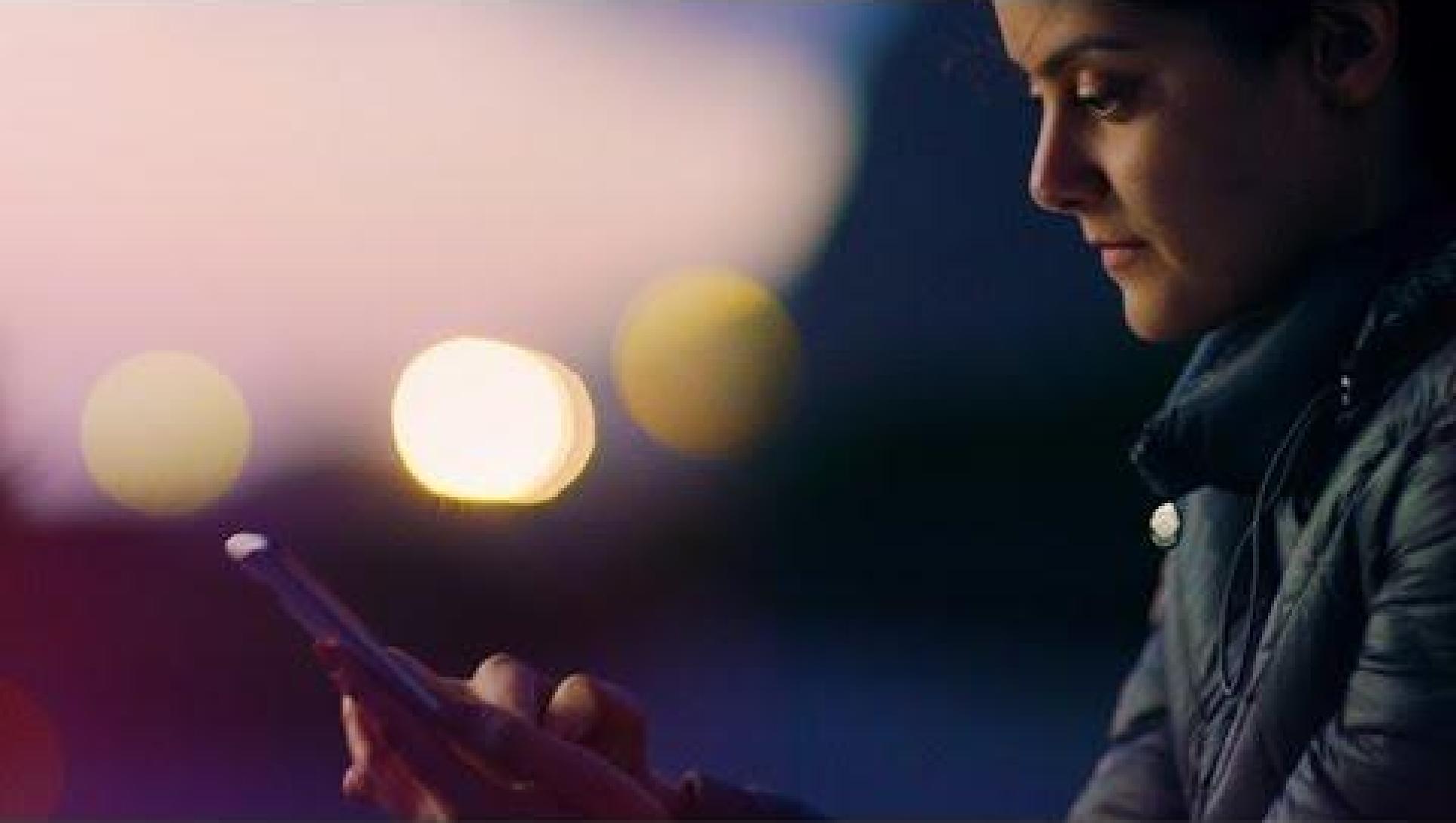


Use flashlight app to  
find dropped earring  
11:09pm



At lunch, play Scrabble  
while waiting in line  
1:33pm

# Micro-Moments

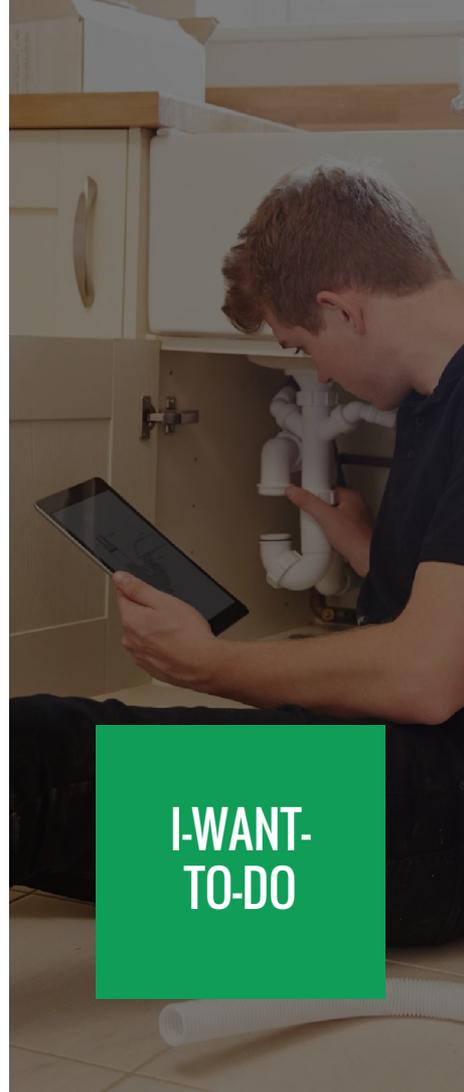




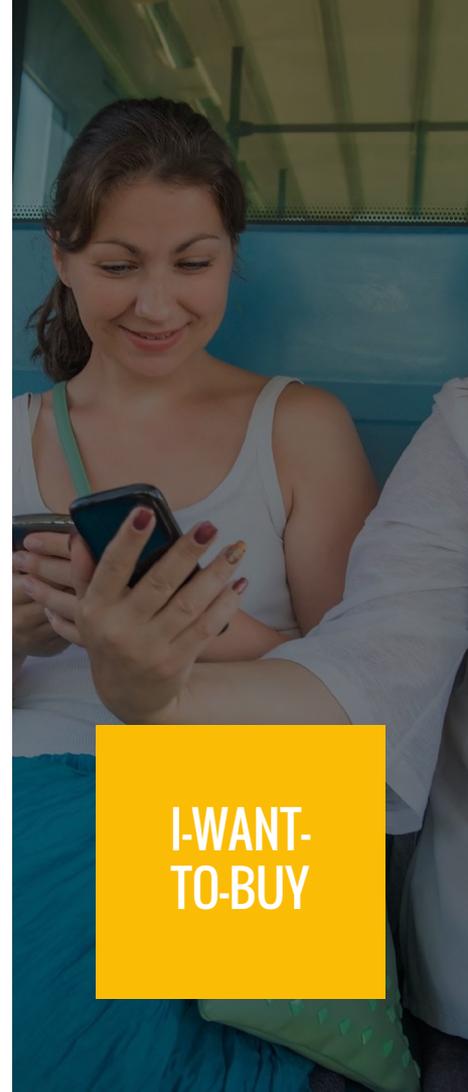
**I-WANT-  
TO-KNOW**



**I-WANT-  
TO-GO**



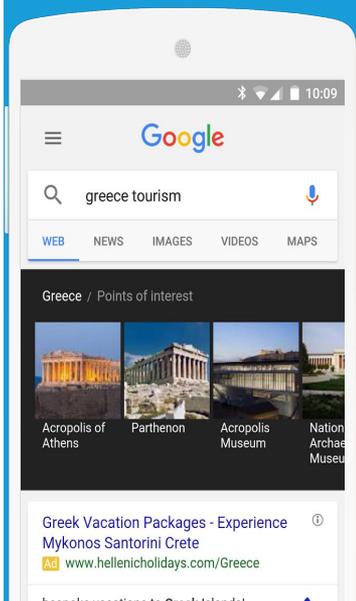
**I-WANT-  
TO-DO**



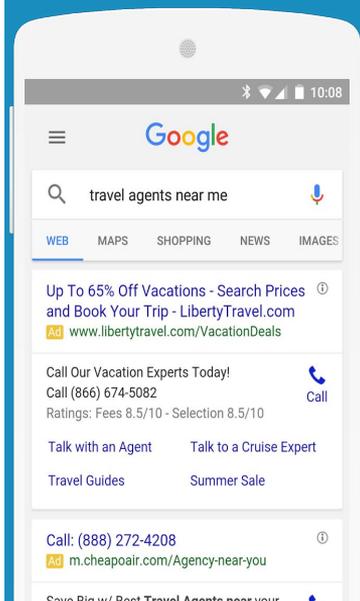
**I-WANT-  
TO-BUY**



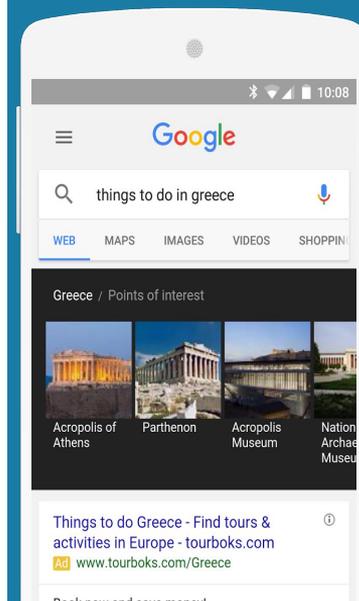
## I-want-to-know moments



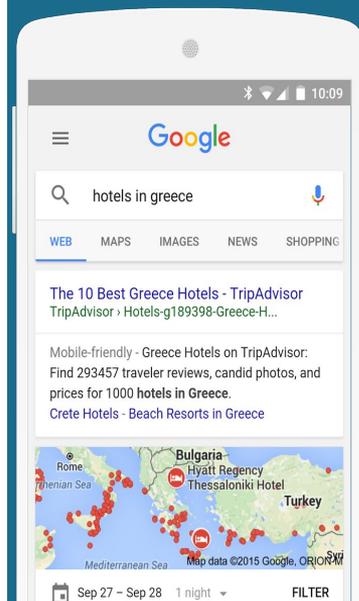
## I-want-to-go moments



## I-want-to-do moments



## I-want-to-buy moments





I-want-to-know  
moments



I-want-to-go



I-want-to-do  
moments



I-want-to-buy  
moments



Consider the most searched topics for your brand or category. Try those searches on desktop and mobile. Are you there, and do you like what you see?



What is the share of consumer intent you're capturing with your mobile marketing strategy? How big is the gap versus desktop? How big is the gap versus your peer set?



**Intent:** Are you only there at the bottom of the funnel or are you there across the full range of consumer needs, wants, and curiosities?



**Context:** Are you also considering the various contexts of those needs, and are you adjusting your strategy accordingly?



Be there



Be useful



Be accountable

Make a  
moments  
map

Understand  
customer  
needs

Use context to  
deliver the  
right  
experience

How do I  
seize the  
moment?



Optimize  
across the  
journey

Measure every  
moment that  
matters

# Back Up

Detail Slides & Best Practice macy's



Be there

1. Talk to your customers
2. Win mobile-centric searches
3. Answer top questions



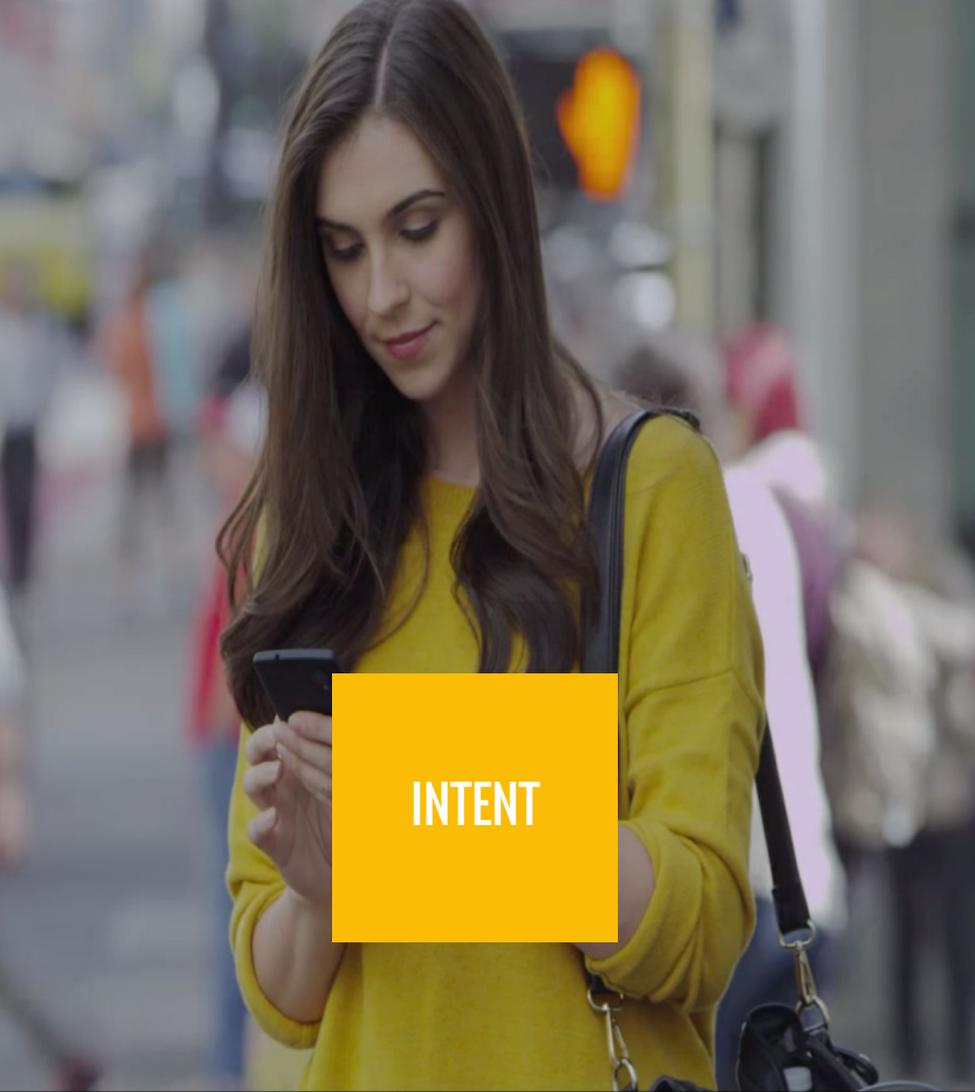
Be useful

1. Build content for real needs
2. Connect online to offline
3. Be mobile-optimized

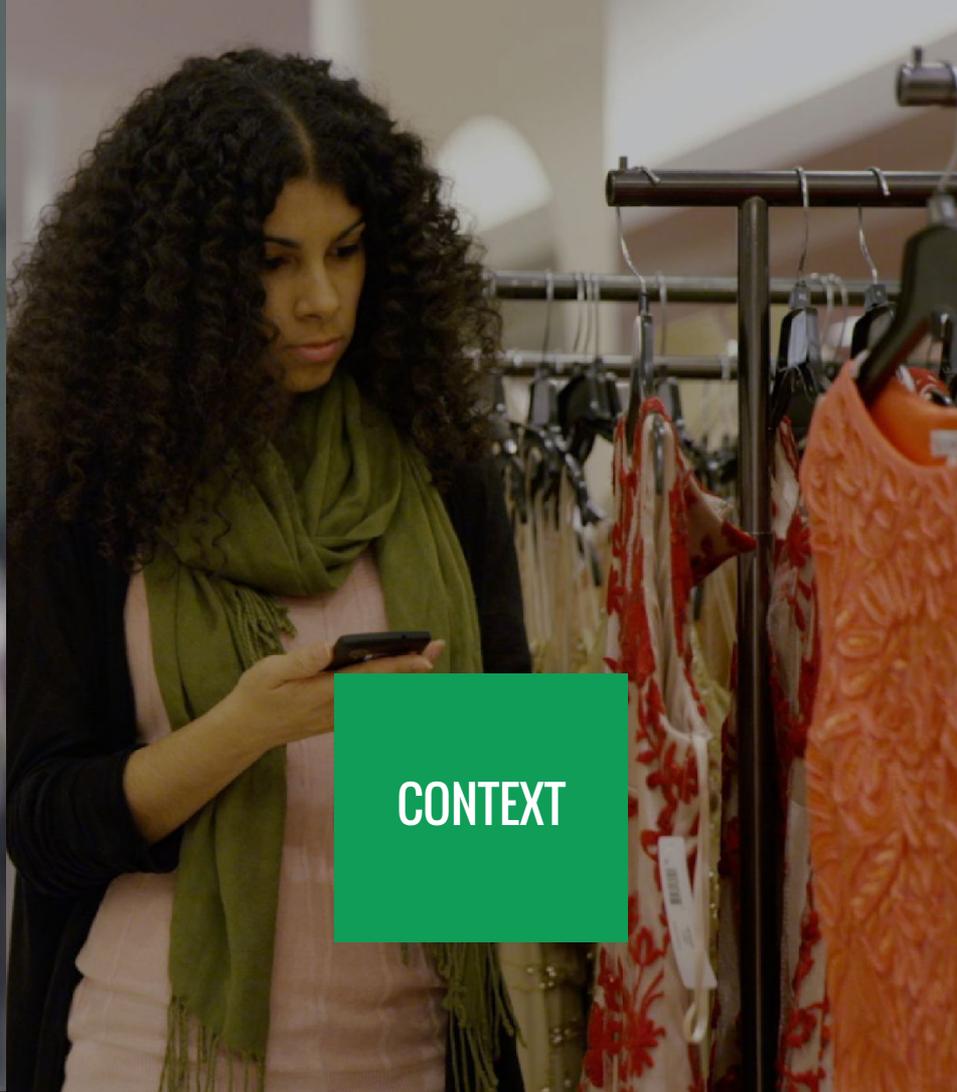


Be accountable

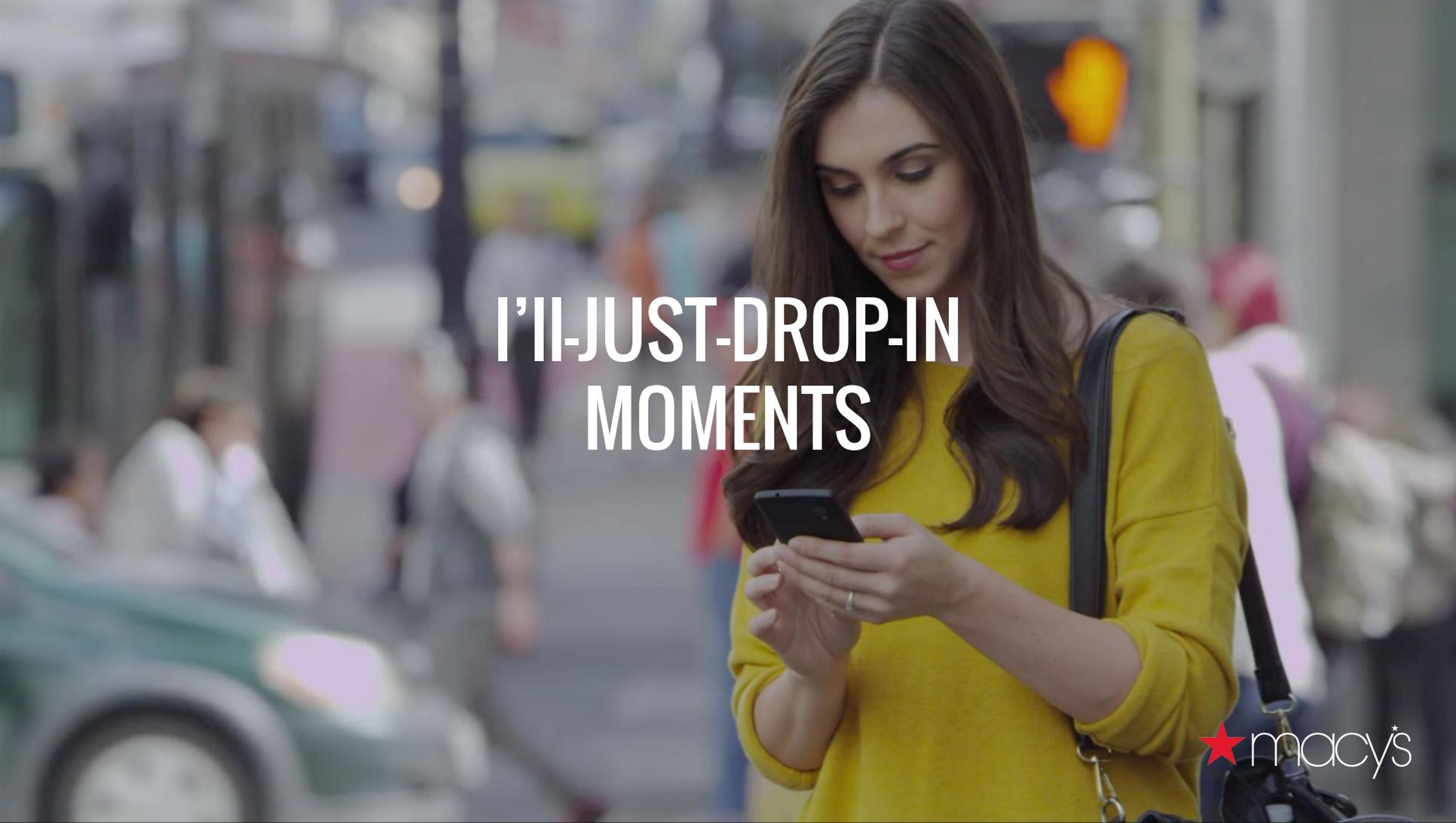
1. Start with business outcomes
2. Use new tools and estimates
3. Be entrepreneurial



**INTENT**



**CONTEXT**



**I'II-JUST-DROP-IN  
MOMENTS**

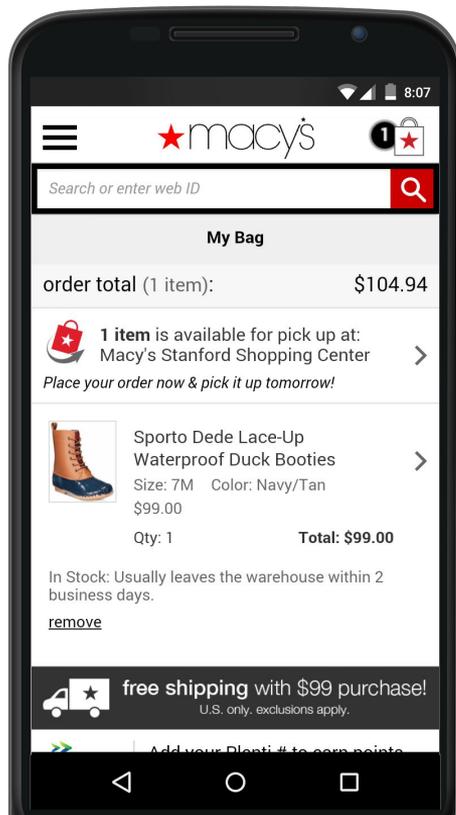
★ macy's



**I-WANT-  
TO-BUY  
MOMENTS**

# Macy's Goes Omnichannel to Meet

Customers Everywhere, Online and Offline



## Method

1. Deployed location ads on mobile with the nearest store location and click-to-call functionality
2. Broke down silos between digital and physical marketing stores to adapt with a single view of the customer, inventory and business



“ The bottom line is, we're indifferent to whether she converts in the store or online. We just want her to shop with Macy's.”

Jennifer Kasper  
Group Vice President,  
Digital Media & Multi-Cultural Marketing  
Macy's

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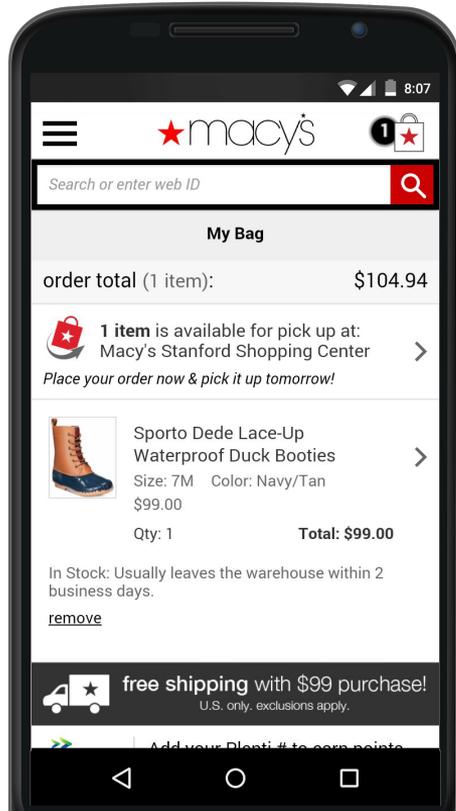
**1:6**  
increase in  
mobile clicks vs.  
desktop clicks

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**25%**  
return on  
ad spend

# Macy's Goes Omnichannel to Meet

Customers Everywhere, Online and Offline



Be there



Be useful



Be accountable