

Constantly Connected
Consumer Guidebook



Google

Guidebook Structure



	Introduction: Engaging the Constantly Connected Consumer
1	Learn More About Your Audience
2	Develop a Content Strategy
3	Tell the Right Story to the Right Person
4	Measure and Optimize
	Conclusion

Introduction: Engaging the Constantly Connected Consumer

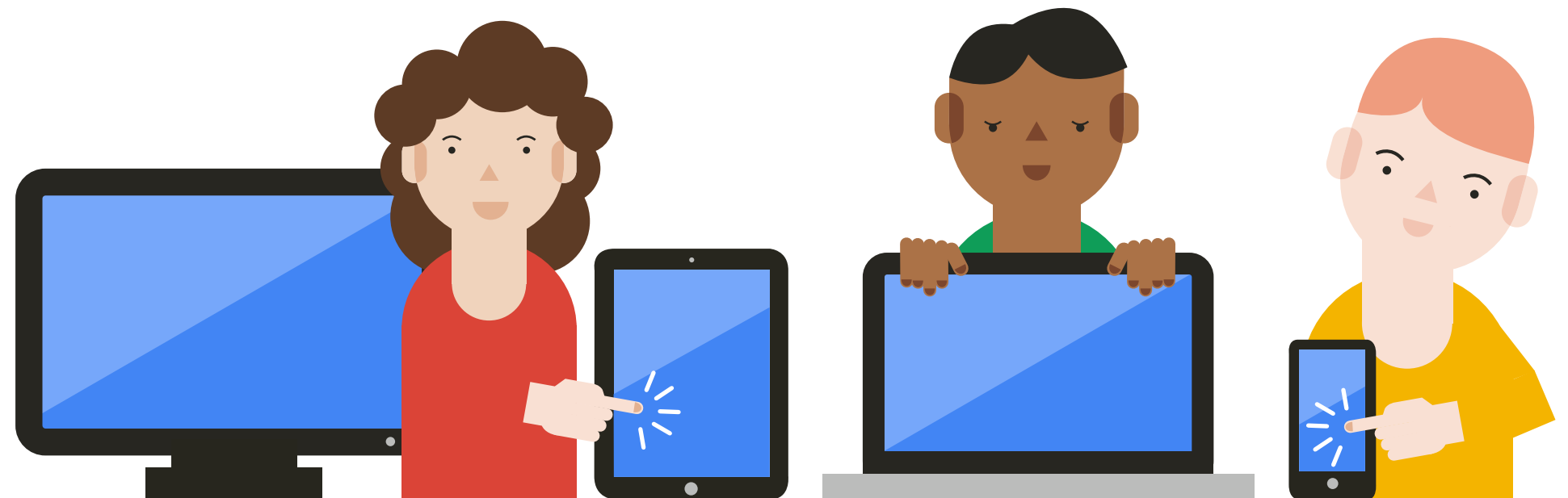
Mobile devices. Tablets. Computers. Connected TVs. Nearly every kind of media is now accessible with the touch of a finger. Consumers are constantly connected and constantly reachable, and brand marketers are following them toward new opportunities and deeper relationships.

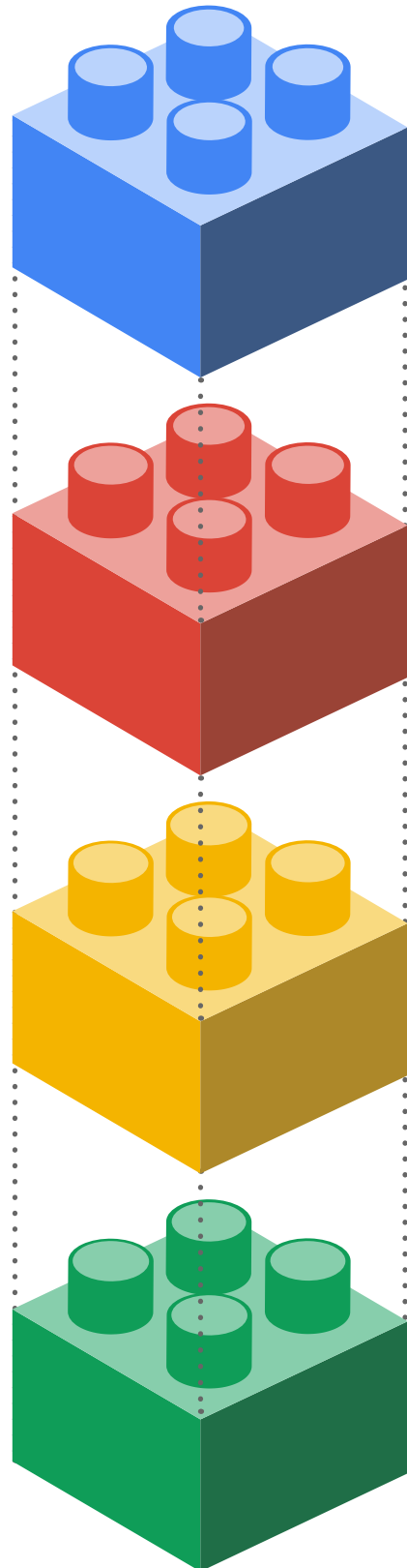
This guidebook will help you learn more about those new relationships and the digital tools that make them possible.

The way we connect has changed

The behavior of constantly connected consumers is giving brand marketers a chance to rethink many of our most battle-tested strategies.

These best practices from some of the industry's leading marketers will help you engage your constantly connected consumer more successfully.





Guidebook Structure

The guidebook is divided into four sections:

1. Learn More About Your Audience

- Where do they spend their time?
- What are they passionate about?
- Find the questions your customers are asking

2. Develop a Content Strategy

- **Hero** – Create iconic experiences
- **Hub** – Where your brand values meet your audience's passions
- **Help** – Answer their questions

3. Tell the Right Story to the Right Person

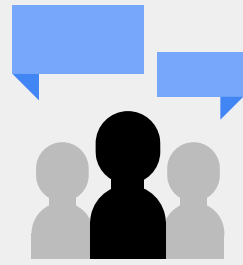
- Find your audience through affinities and context
- Engage through choices and storytelling
- Expand and amplify with similar audiences and social

4. Measure and Optimize

- Use the right metrics
- Move beyond proxies
- Optimize for your goals

01 | Learn More About Your Audience



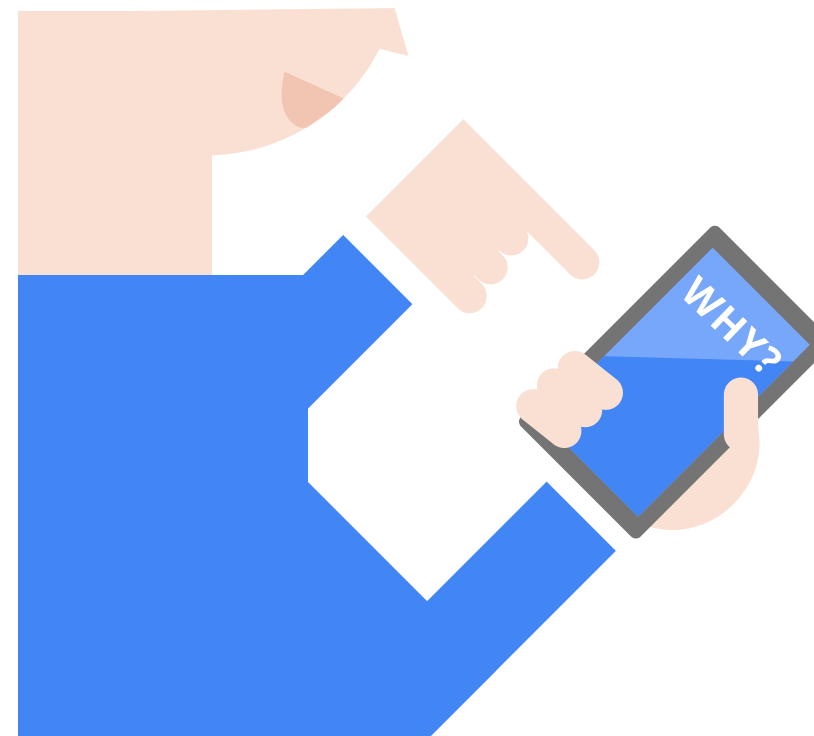


Leading brands do more than show up in search results.

They learn what their audience cares about so they can always be present when their brand and category is relevant.

Where do they spend their time?

Know where your consumers spend their time and you'll know where to engage them. Are they mostly on mobile? Do they find you through your YouTube page, G+ page or related category content? Do you have a young audience that prefers video to text? How do they like to buy?



STEP 1

Find out where your customers spend their time



Create your own chart at think.withgoogle.com/mobileplanet to uncover the mobile behavior of your audience.

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The key lies in understanding WHY. Why do consumers act a certain way? What needs are they trying to fulfill? Let that drive your content and the channels you use to engage your audience.
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What are they passionate about?

To provide more value to your audience, align your passions with theirs. Your brand’s value proposition differs in various consumer moments. Consumers choose the brands that engage them around their passions and interests **42% more often** than those that simply urge them to buy their product, according to a 2014 TNS, Ogilvy and Google study.

What is an insight? It comes from understanding the why.



GLACÉAU VITAMINWATER: SOMETHING IN COMMON

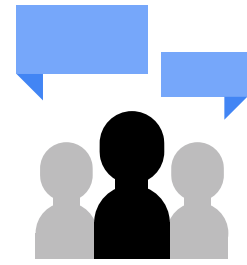
Glacéau vitaminwater identified music as a common passion point between its brand heritage and its audience of multicultural millennials. The company then developed ‘Uncapped,’ a series of live music events held in nine American cities, with up-and-coming artists like Bon Iver and Run the Jewels. The vitaminwater team made YouTube the center of their efforts, developing more than 50 concert videos and putting them front and center where their audience was looking. They ran TrueView video ads on content their audience loved, used mobile media to capture users on every screen and remarketing to re-engage past audiences with new content. It all led to higher video viewing and engagement rates with their users and an increase in brand awareness and buying intention.

STEP 2

Identify your customers’ passion points



- Create a Google consumer survey [google.com/insights](https://www.google.com/insights) to find out what people care about.
- Check social media and blogs to see what your audience is talking about.
- Find your target consumer’s heroes and what those people represent. If an audience cares about Michelle Obama, what else might they care about? What related things you can align your brand to?
- Pick a passion. You might have a different story to tell each audience. One will resonate with a parent who cares about cooking and family; another will work for a single professional who loves skiing and concerts.



Find the questions your customers are asking

Research will show you what people want to know about your category or brand. Good marketers make sure they're present when their audience asks for something – either actively by searching or subscribing, or passively by looking at related content. And better marketers add something useful or magical to the consumer's experience in that moment.



**McDONALD'S:
"OUR FOOD. YOUR QUESTIONS"**

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McDonald's Canada took a proactive approach to learning their customers' thoughts with a campaign called "Our Food. Your Questions." They invited customers to ask anything through Twitter and Facebook, then responded to 10 of the best questions with a series of informative and entertaining YouTube videos, like *What is in the sauce that is in the Big Mac?*, *How is a hamburger patty made?* and *Why does your food look different in advertising?* The videos got millions of views and prompted customers to submit more questions and reveal even more about what was on their minds. McDonald's answered more than 19,000 questions in their first year, and said its website visitors were spending an average of 4.5 minutes while reading about 12 questions. In 2014, McDonald's expanded the campaign into the United States, its largest market.

STEP 3

Discover what your customers are asking



- Use Google Trends (google.com/trends) to look for high-volume searches in your category.
- How do your competitors use social media to answer consumer questions? Check out their YouTube, G+, Twitter, Facebook and other social media pages to find out.



STEP 3

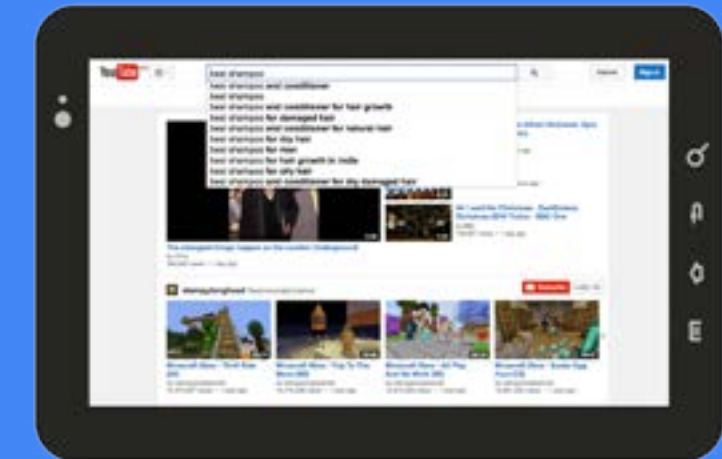
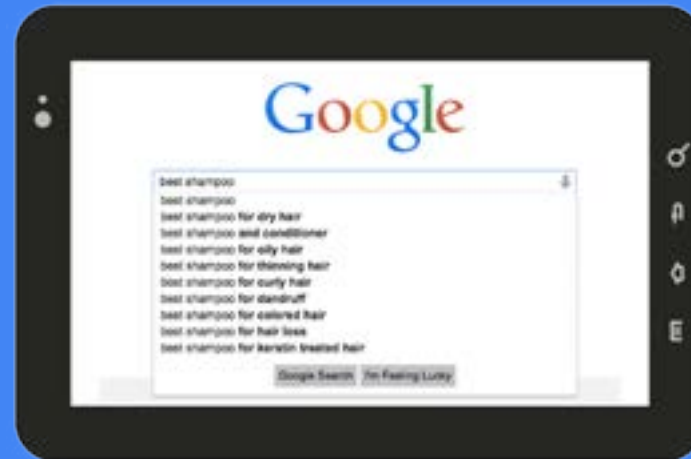
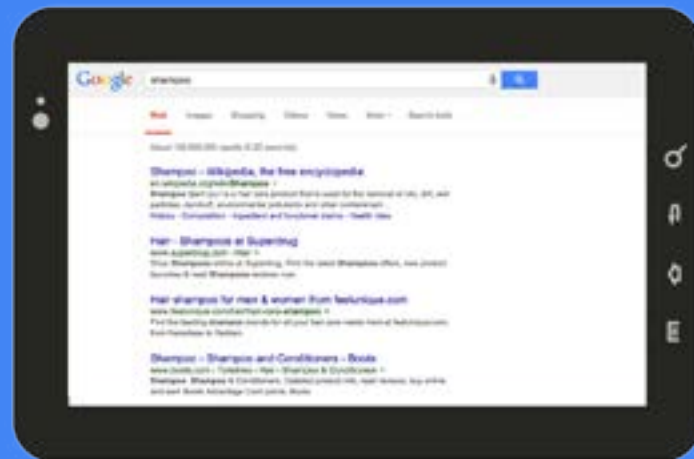
Discover what your customers are asking



Type your brand name, category and related searches into Google and YouTube. Do you see yourself there – or your competitors?

Go to google.com and type in the questions you've discovered. See what appears on auto-fill before you press enter. For example, typing best shampoo may lead to this:

Now do the same searches on YouTube. Look at what's the same, and what's different. Identify the top five questions people are asking in your brand or category.





Be true to your brand as you join the conversation

Finally, once you've discovered your customers' questions and their passions, you can align your assets, content and media at the intersection of their interests and your own brand values. Be sure to identify the overlap (or gap) between the two and make your strategy authentic, distinct and uniquely you.

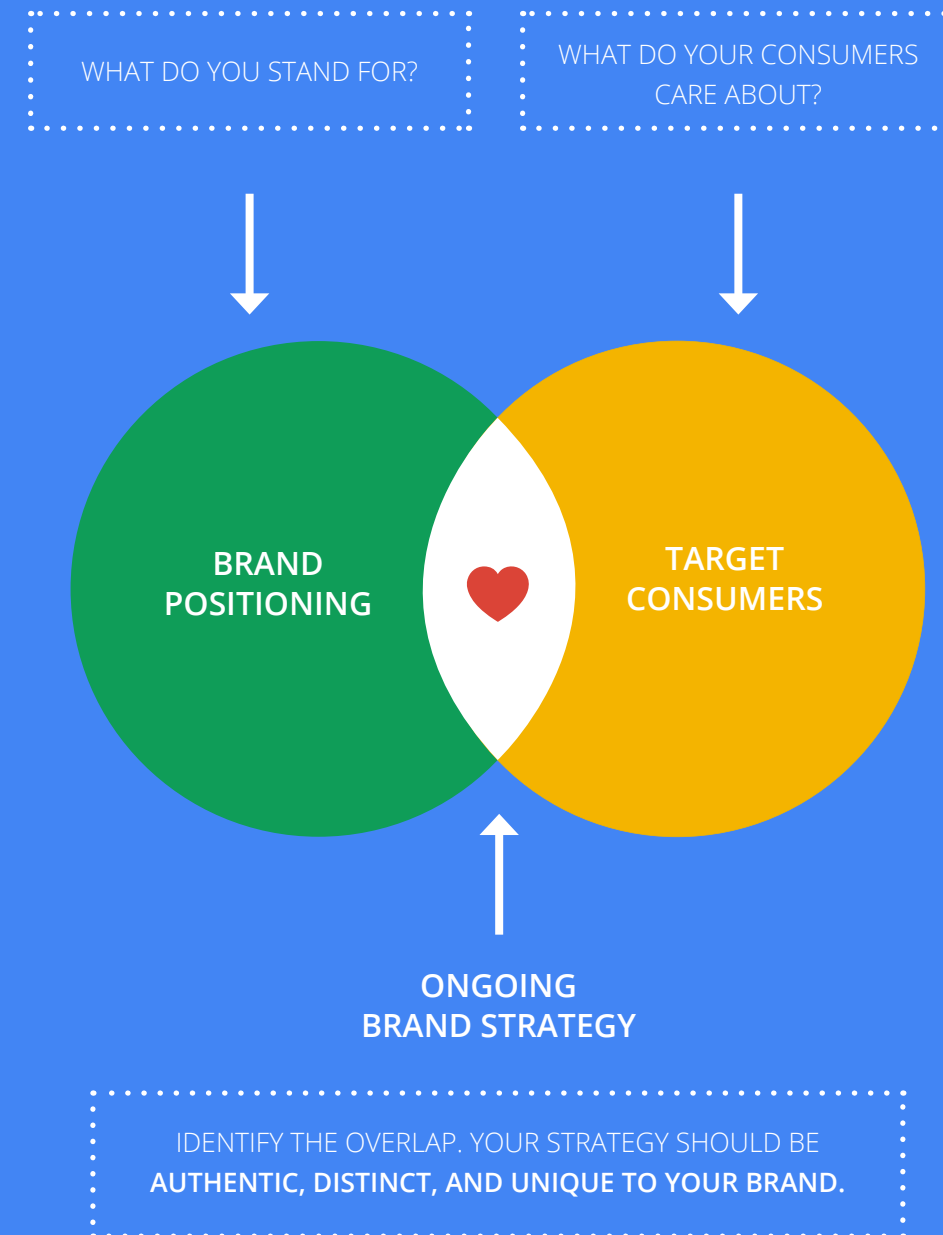


HOME DEPOT: ALWAYS THERE

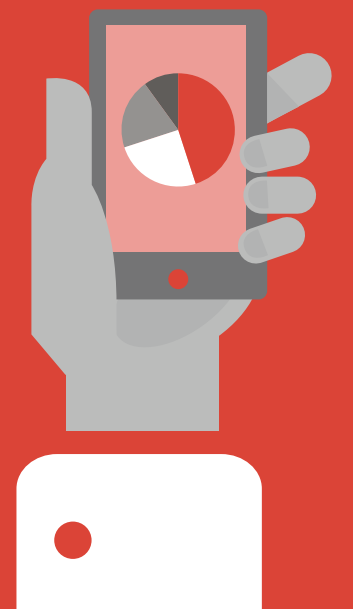
Home Depot is an expert at being there for its customers. Whether people are searching for how to program a thermostat, repair a toilet or tile a bathroom floor, Home Depot's how-to videos are easy to find. Expedia does something similar with guides that help travelers choose between Los Angeles, London, and Lombok.

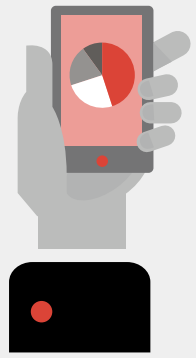
STEP 4

Make sure you have the right to enter the conversation



02 | Develop a Content Strategy





Constantly connected consumers seek out brands at moments that matter to them: when they're making a choice and reaching for information. Brands who are available in those moments have a huge advantage in winning new customers. Here's how to be there.

The Moments That Matter

First, focus on the customer's journey. Map the right brand message to a customer's touch points, then distribute your content strategically so that it can be seen at those key moments. Whether you're supplementing a traditional flighted TV campaign, or bringing parts of your marketing to digital, putting the right content and media in the right consumer moments is critical.

We suggest you shape your content and media strategy around three types of moments: Hero, Hub, and Help. Each is based on different insights and requires a different media strategy. Let's go over each in more detail and see how to align them with a media strategy that suits you.

DO MARKETERS DREAM OF VIRAL VIDEO?

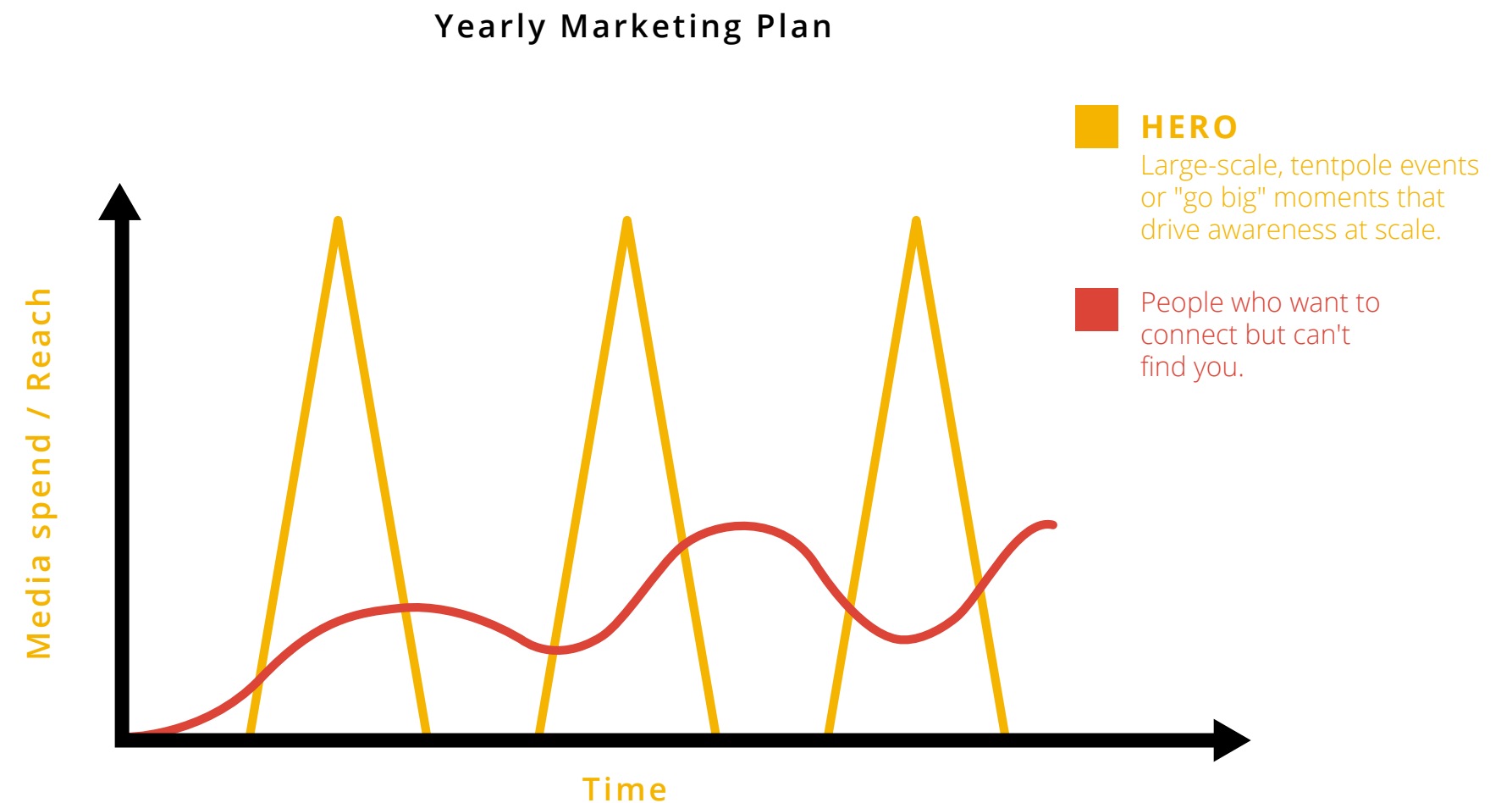


One viral video can build up a business overnight – or knock it down just as fast. But don't get hung up on online video becoming a double-edged sword. Focus instead on connecting with the people who are passionate about your brand or category. Answer their questions and follow this framework and you can build an engaged audience that will help you grow your customer base.

Hero Content

Hero content is large tent-pole events or “go big” moments that raise brand awareness. These flighted campaigns provide a significant step change to your audience growth. Think of them as your *Dove Real Beauty Sketches* moment – or even your *Lego Movie* moment.

You may already do hero moments. A brand may have only one or two a year. They could revolve around a product launch, a seasonal or cultural event, or perhaps a major event that you’ve created – like the ALS Ice Bucket Challenge, or Small Business Saturday from American Express.



Hero Content



AÉROPOSTALE: HERO MOMENT

For its first experiment with Google digital hero content, fashion retailer Aéropostale teamed up with YouTube star Bethany Mota to co-create a fashion line and a TrueView ad campaign. The campaign led to a 145% year-on-year rise in searches for the brand on YouTube and a significant increase in store visits and sales.

Take your existing flighted campaign content and look for opportunities to amplify that compelling creative across all your media channels and all screens: TV, desktop, tablet, and mobile. This could mean adding a live-streamed event, a popular video, a Google+ Hangout with high-profile talent or a cross-promotion with a YouTube star.

Insights

Your content should...

Make it discoverable with...



BIG IDEA!

**CREATE
ICONIC
EXPERIENCES**

**FLIGHTED
MASS REACH
PRODUCTS**

Hero

Hero content

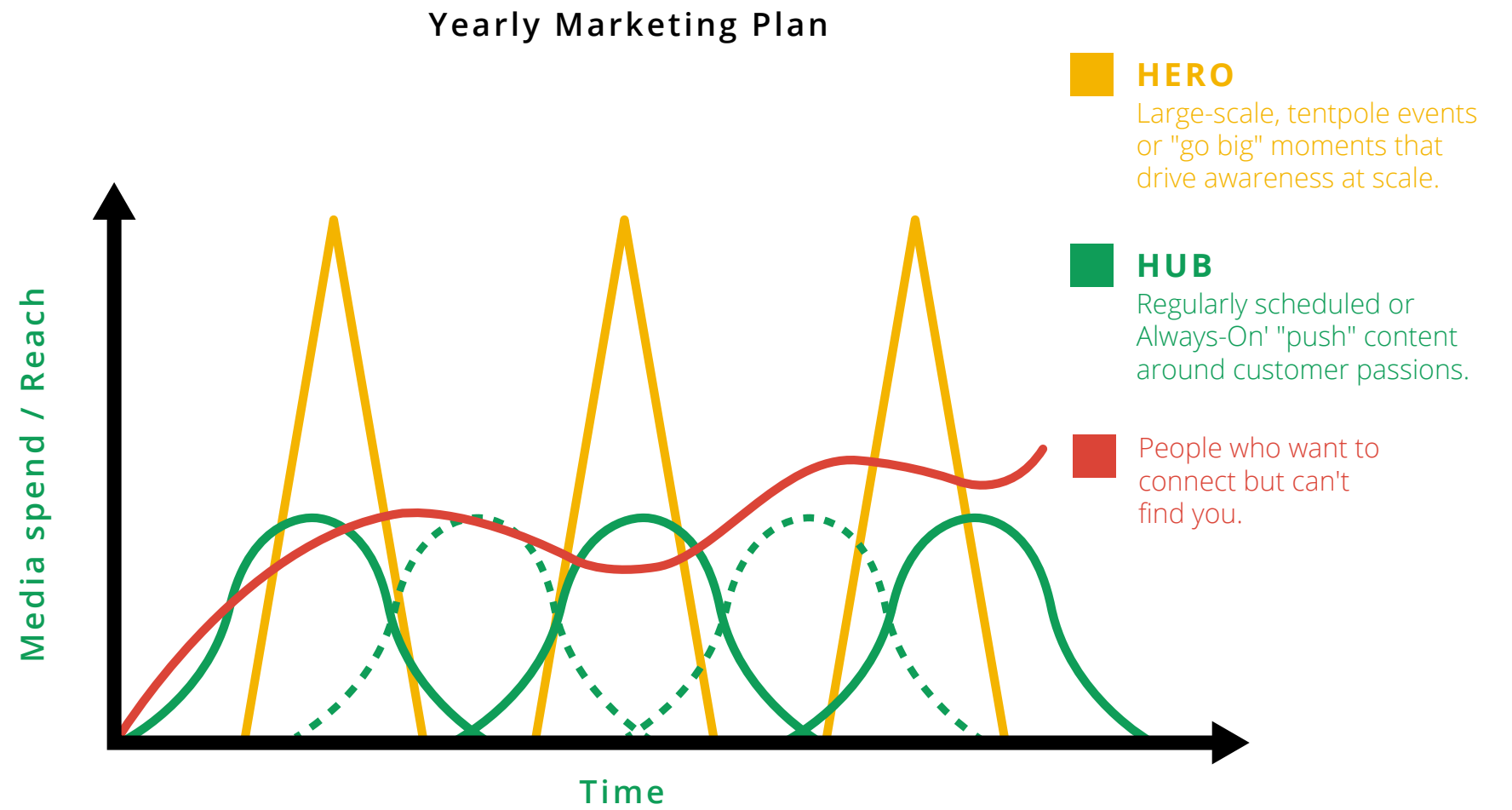


- Identify tent-pole events or moments relevant to your audience.
- Develop a content calendar for all event-related videos.
- Gauge interest for the event using *Google.com/trends* – before and during your campaign.
- Release ancillary videos around Hero content in the lead-up to the event.
- Activate Hero content across all your media channels and all four screens.

Hub Content


Every community is driven by its members' passions. Whether the community is about cars, gaming or food, brand marketers know the importance of identifying the culture and becoming an active and welcomed participant. Hub content is a way to be a part of that conversation and reinforce how your brand's core values overlap with your audience's.

Uncover their passions, celebrate their heroes and contribute to the things that matter most to them and you'll be on the best path to success.




Hub Content

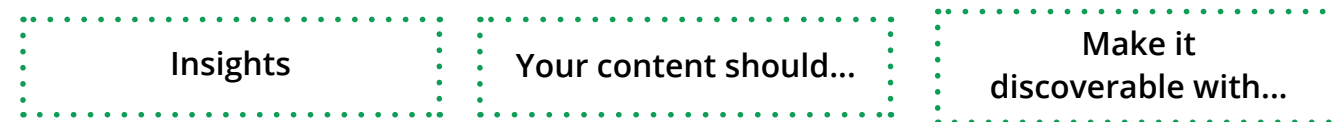
Bring your brand magic to life by spreading your Hub content to all the places online where your consumers spend their time. Targeting options across Google's network can help you reach key psychographics.

Hub content 

- Identify your audience's passions (section 1).
- Choose the story that will fuel their passions.

Hub content 

- Help the right people find it by using choice-based ad formats:
 - Video content with TrueView in-stream and Lightbox ads.
 - Display and image content across the Google Display Network and with G+, Facebook, Twitter and Instagram.
 - Text content with search and social channels.
 - Social media content, correctly organized.
 - YouTube playlists organized around different passion points.
- For more organizational and channel tips, see the *Creator Playbook for Brands*.



Help Content

With Hero content you've built awareness, and with Hub content you've influenced consideration. Now Help content will help consumers learn more about you, answer the questions they're asking, and bring value to those considering your brand or category.

Compelling Help content can include product tutorials, customer service, and how-tos that answers your category's most popular search queries. It's about more than just making your FAQs available in a video or social post. Help content should build and maintain a regular dialogue with your audience so you're viewed as a trusted resource. It's content you can serve 365 days a year.

JAMIE OLIVER: FOOD TUBE

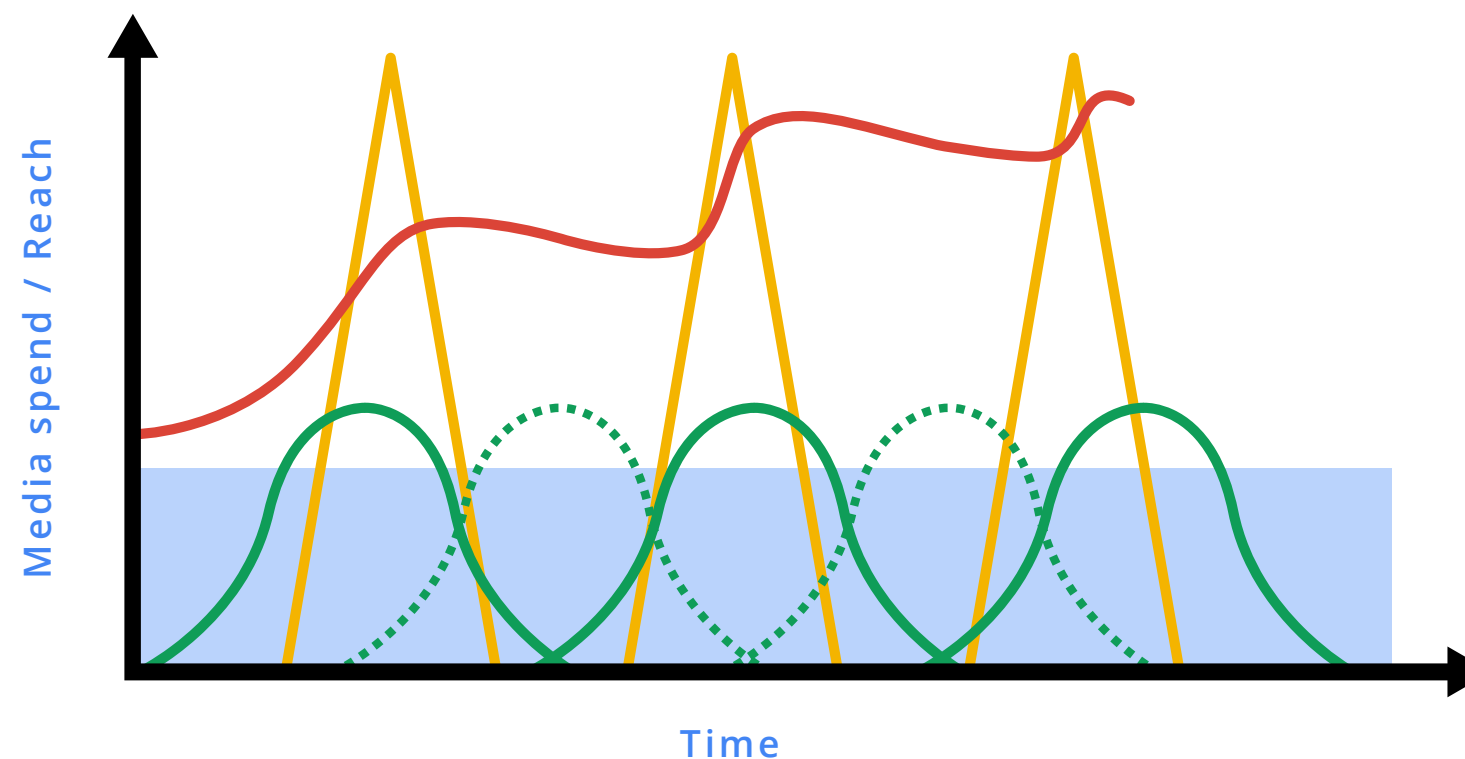


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 Chef Jamie Oliver has seen the power of Help programming. Before relaunching his YouTube channel, Food Tube, his content schedule was erratic – even going up to 18 months

with no uploads at all. His channel revamp included the addition of quick, easy-to-make videos like *What's Jamie Eating Today?* They may be shot on his phone with minimal editing, but they give loyal fans a fun-to-watch glimpse into Oliver's world.

But great content alone is not enough. An activation strategy goes hand in hand with content. You need to make

it easy for your audience to find your content at the very moment they are asking their question. We know people search on Google and YouTube, and look at social channels to find answers. Your customers define themselves in real-time through what they read, watch, share, 'like', +1 and retweet. Promoting your content through search-based channels and social media means your answers will naturally appear whenever someone is looking.



- **HERO**
Large-scale, tentpole events or "go big" moments that drive awareness at scale.
- **HUB**
Regularly scheduled or Always-On "push" content around customer passions.
- **HELP**
Always-On "pull" content optimized to users' intent and interests.
- People who want to connect but can't find you.

Help Content



VICE: SPREADING CONTENT ACROSS THE WEB

Global multimedia company VICE's strategy begins with creating compelling content. But it also maximizes the opportunity for success by embracing off-site sharing across many social media sites. In the case of two of its breakout videos in May 2012, Suicide Forest in Japan and The World's Scariest Drug, both were

shared on *reddit.com* within the first two days of upload, which helped drive 80K and 60K views, respectively. This created a snowball effect – other sites embedded the content, prompting viewers to share across social media channels. The external traffic to these videos also led to new viewership across legacy content by way of suggested video referrals. VICE's content continues to be embedded on top blogs and sites, which prove to be a reliable traffic source.

Insights

Your content should...

Make it discoverable with...



WHAT ARE THEY ASKING?

ANSWER THEIR QUESTIONS

ONGOING CHOICE-BASED PRODUCTS

Help

Help content



- Identify the questions you should be answering (section 1).
- Promote your content based on type so your audience can discover it when it's most relevant.
 - Promote video content through YouTube in-display.
 - Promote display and image content on social channels.
 - Be the most compelling answer as users explore and ask questions about your brand and category.

03 | Tell the Right Story to the Right Person





In the past, marketers could only target and advertise to broad demographics. They might even disappear for months between their brand campaigns. But now digital has given brands a way to reach individuals based on their behavior and true affinities. Most importantly, brands don't need to vanish ever again.

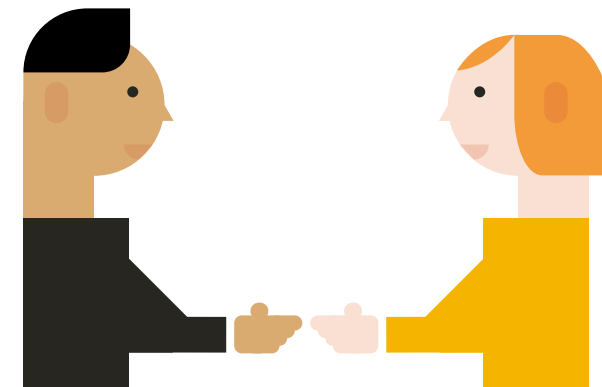
Digital offers two-way conversations with your consumers. Digital natives have high expectations. They don't want to be talked at: they want to be invited into a discussion.

Savvy marketers deliver the right message at the right time as well as rich and memorable online experiences.

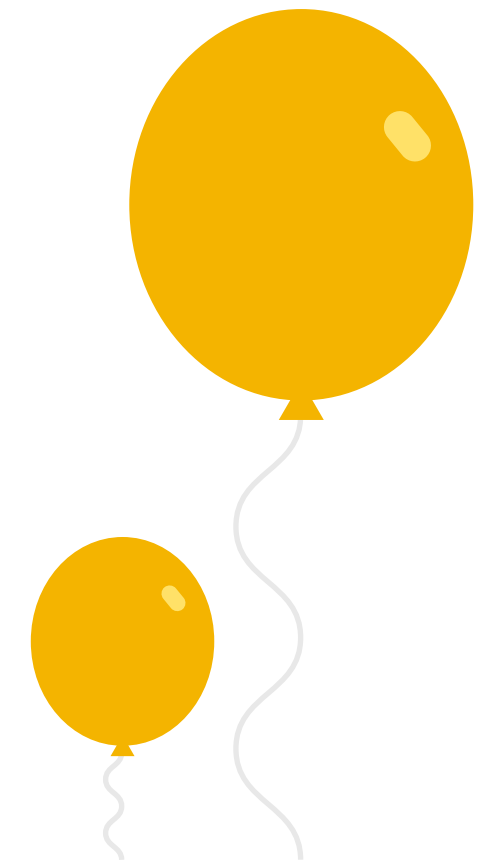
Here's how it's done:



FIND



ENGAGE



EXPAND

Step 1: Find your audience through affinities and context

It's impossible to tell a story that resonates deeply with every single person in a large demographic group. Two women can be the same age and live in worlds that are completely different based on lifestyle and family decisions.

That makes it important to tailor your message to the specific cares of each audience. Google has made this kind of tailoring easier by creating what we call **Affinity audiences**. These are carefully-crafted personas that help a brand reach its most desirable audiences at scale.

Marketers sometimes want to tailor their message to an even more specialized audience. For example, instead of sports fans, the target might be avid marathon runners. **Custom Affinity audiences** can create profiles tailored just for that kind of precise audience.

If you're focused on performance, **In-Market audiences** is a powerful way to drive consideration among people who are actively researching or planning to buy the products you offer. The ability to find and reach a person who is in-market for your product is naturally very valuable: you can engage them with the right message as they're in the right mindset.



Step 2: Engage your audience through choice and storytelling

Once you know who your customers are, what they care about, and where they are, you want to **engage your audience by letting them choose you.**

This is a simple way to eliminate waste, drive consideration and also measure how much value you're providing. Start thinking of digital ads as an "invitation to connect" – a means to pique your customer's interest and ask them to say "yes" to your brand.

Google believes in the power of choice. We think that advertising will be almost entirely choice-based in the near future.

So, will people really choose to watch ads or brand content? If it's inspiring, entertaining or educational, the answer is definitely yes. Our AdMob studies have shown that view-through rates on mobile are actually three

times higher when we give viewers a choice. And those who choose to watch are 75% more engaged than those who have no choice, a 2012 IPSOS-Google study found. Brands can provide content that people seek out just like any other content creator.



LAND ROVER BUILDS CHOICE INTO THEIR BROADER DIGITAL STRATEGY

In 2012, Land Rover began focusing on constantly connected consumers on Facebook, Google+, Instagram, Twitter, YouTube, Pinterest and Tumblr. Their goal: drive engagement whenever consumers raised their hands. Historically, car shoppers would visit several car showrooms before buying. But research from Google, TNS, and Polk shows that digital is changing that traditional purchase path. People make up their

minds about car brands in other ways, through friends or online experiences. By the time shoppers get to a showroom today, they tend to know what they want. Realizing this, Land Rover adopted Google Lightbox ads (formerly Engagement ads) to help them appear in the influential brand moments that happen on the consumer's schedule rather than in the traditional launch period. Land Rover targeted customers who had passively indicated that they were in-market for a luxury car to help them touch and feel the cars digitally, then send them into the showroom to test drive the real thing. The ads were a success, delivering over 11 million impressions and 228,000 engagements for Land Rover.

Step 2: Engage your audience through choice and storytelling

Keep telling your story to the right people

Moving people to listen is important. But moving people to remember and care is what great brands are built on. Seamless storytelling means bringing a creative idea to life in formats that fit the experience, go direct to the consumer and are free from the typical creative constraints.

Google can help you find the right consumer for your message and use your insights to tell better stories. For example, a consumer might first encounter your new diaper brand when they see your broad-reach, awareness-driving celebrity endorsement ad. Some will ignore that ad, but others will watch the video or engage with the ad because you've piqued their interest.

Next, you can offer a more targeted ad for consumers

in active consideration, such as an ad that highlights product benefits for parents and provides reviews from friends or experts. Finally, if this consumer engages again, you can drive her to action with click-to-buy extensions, coupons, or store locators. This is sequential storytelling: different messages for different people to nudge them along the path to purchase.



CASE
STUDY

IRN-BRU: RE-INVESTING IN THOSE WHO CARE MOST

The popular Scottish soft drink Irn-Bru used YouTube's remarketing technology in an innovative way. They created a list of super-viewers by serving three ads sequentially and waiting to see who watched all three. By the third ad, the view rate was double the average and half the cost per view.



Step 3: Expand and amplify with similar audiences and social

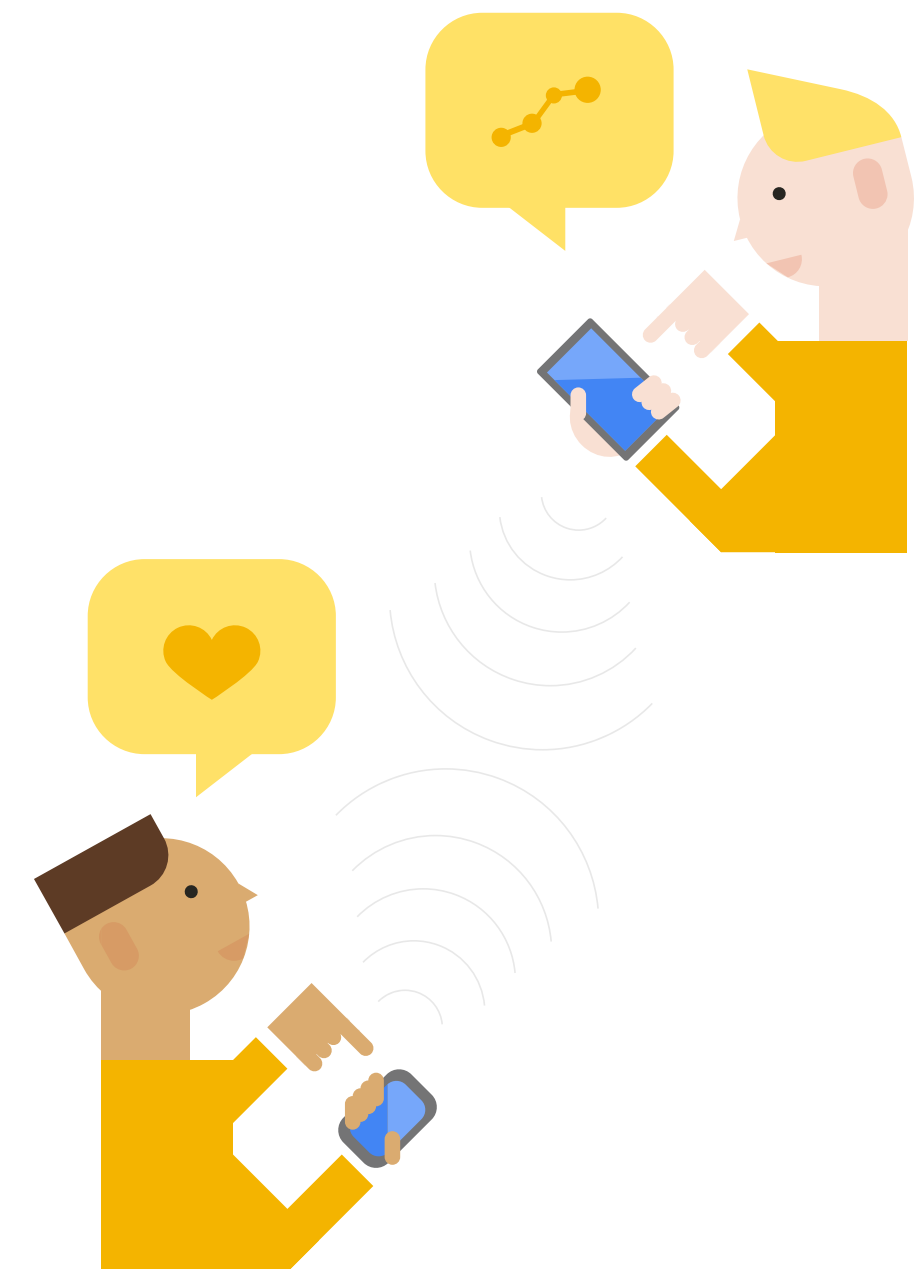
Once you've used sequential storytelling to find the people who remember and care, use them to expand your audience. Google products can help you look at your data to find other qualified customers who share interests with that known audience. It's a simple but powerful way to find more people who are probably considering your category or brand.

When you have people who listen, remember and care, Google can help you deepen the relationship by moving them to participate. When asked how they show their loyalty to their favorite brands, **69%** of consumers said they buy more from the company, but **78%** said they spread the word and tell others about the brand, according to a recent ClickFox survey. Those loyal customers are ready to help you expand your brand, if only you'll invite them to share and give them ways to do so.

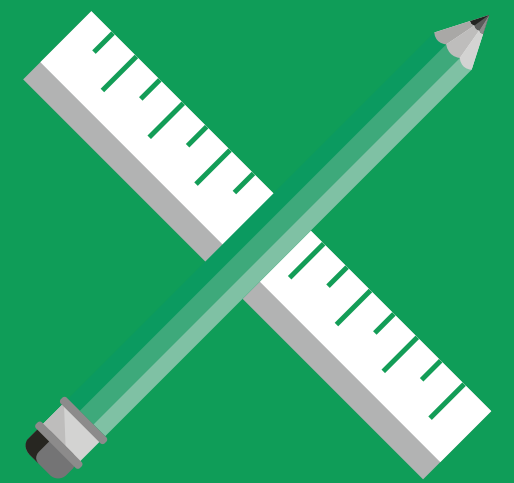


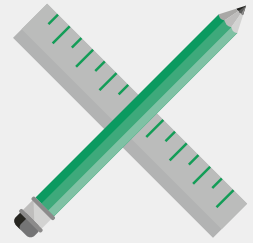
LOEWS HOTELS & RESORTS: FIND PEOPLE SIMILAR TO YOUR CUSTOMERS

After finding success with Contextual Targeting and Remarketing on the Google Display Network, Loews Hotels & Resorts expanded their efforts with Similar Audiences. It reaches new potential customers who have the same browsing patterns as your current site visitors. For Loews, this meant reaching potential customers who might not even know the brand but were likely to be interested in their hotels. The result: Loews found a 10% overall increase in revenue across all its 19 properties, a 9% lift in bookings and a 5% increase in unique site visitors.

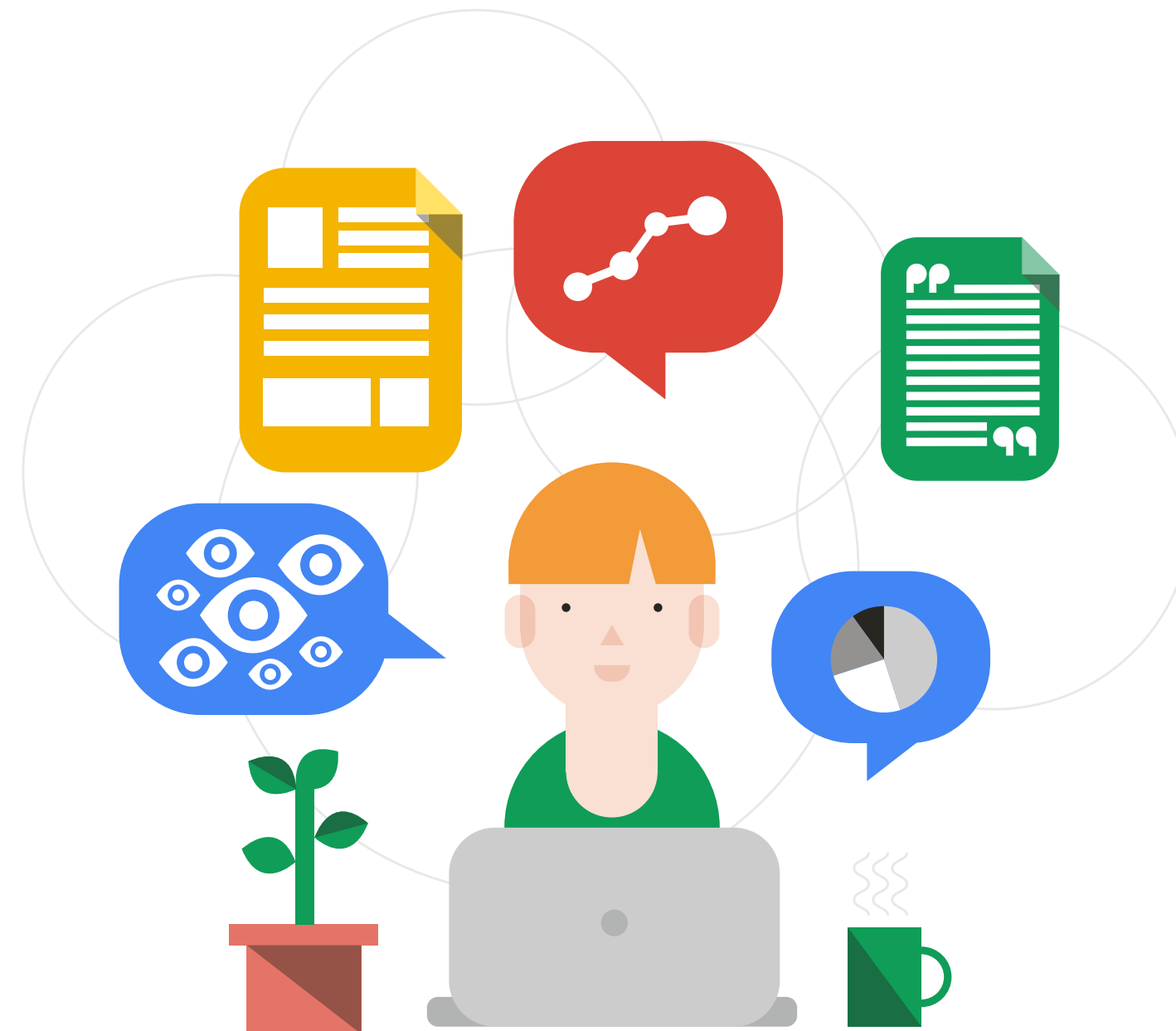


04 | Measure and Optimize





Imagine telling a joke but not finding out until weeks later if people laughed. That's what happens in traditional brand advertising, with the long lag times between launching a campaign and seeing results. But what if you could get results right after you launch, and optimize your brand campaign while it was still running? We believe brand marketing should be exactly this responsive.



Use the right metrics

The world's major brands are now building their marketing campaigns for the digital world, from Dove's Real Beauty Sketches to Toyota's Car Collaborator to Kate Spade's holiday ads to Unilever's Project Sunlight. These brands and their agencies don't want fuzzy numbers; they want metrics that are as meaningful and actionable as clicks and conversions have become for performance advertising.

A huge opportunity exists today to shift brand measurement from pain points to proof points. This means harnessing speed, scale, interactivity and all the advantages of digital. That will help build solutions that get to the heart of what brands really want to know: Do we reach the right people? And do they care enough to take action?

To make the best decisions you need the right insights – and that means the right metrics.



WAS MY PRODUCT SEEN BY THE RIGHT PEOPLE?

54% of ads running on the web aren't seen by the user, comScore estimated in 2013. That means that \$22.1 billion in display dollars were wasted without having any impact at all.

Paying only for ads that are actually viewed helps you win more value and influence online, because it delivers more qualified eyeballs to your brand for the same investment as traditional digital advertising. That's why at Google, it's now standard that you pay only for display ads that are viewed, not just served.

Residential solar power pioneer SunRun knows what can happen when the right people see an ad. SunRun's targeted ads to build awareness for its services led

to a 215% increase in website visits from their target audience. Similarly, the producers of the Broadway musical "Rodgers + Hammerstein's Cinderella" decided that to be successful in the long run, they needed to market to local New York audiences. Their subsequent targeted TrueView campaign led to a 12% rise in ticket sales.

Move beyond proxies



DID MY ADS CHANGE ATTITUDES?

Most brands want to measure the impact of their advertising on core metrics like awareness, favorability, purchase intent and, ultimately, sales.

Google's Brand Lift measures the impact of advertising across YouTube and Google Display Network campaigns through lift metrics like ad recall and brand awareness (both measured by surveys) and brand interest (as measured by search queries). Brands can run one study or parallel studies depending on the metrics they want to assess. For the first time, advertisers can move beyond proxy metrics like clicks, impressions and watch time, and focus on the metrics that really matter.

Measurements for ad recall and brand awareness are built off the backbone of Google Consumer Surveys and are powered by a best-in-class innovative methodology built by our top researchers and statisticians. They're integrated directly into AdWords for video.

BUT HOW DOES GOOGLE RUN THIS TYPE OF SURVEY EXPERIMENT?



How does Google run survey experiments? The first step is to segment users into two groups, one consisting of those who saw ads from your campaign, and another of those who didn't. Both groups are surveyed and analyzed for their organic search results, with bias correction applied to ensure that both groups are similar. The fast, free results are shared with you so that you can **optimize based on what drives real, actionable, and attributable lift**. You'll also get updates as new results come in.

Move beyond proxies

Measuring lift in brand interest through tools like Brand Lift shows advertisers the real impact of their display and video campaigns. It goes beyond traditional clicks and conversions to measure intent in the form of incremental related searches on Google.com.

See how your ads change consumer search behavior and you'll know how well they're generating interest in your brand. You'll gain valuable insights into things like brand, product and creative association. You'll also be able to optimize your campaigns based on differences in behavior by geography, demographics and ad frequency.



MONDELÉZ: DIALING IN THE DETAILS

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Brazilian food and beverage giant Mondelez wanted to make sure their videos were resonating with their target audience. After running a brand lift report, they found that viewers were dropping off after five seconds. Mondelez paused the campaign and adjusted their creative to mention the brand within the first five seconds, show the product and include a clear call to viewers not to skip the ad. Modifying those first few seconds of the video drastically improved the view-through rate. Overall, the new ad showed a 57% lift in ad recall and a 26% lift in brand awareness when compared with a control group.

BUT HOW DOES GOOGLE ATTRIBUTE SEARCHES TO SPECIFIC CAMPAIGNS?



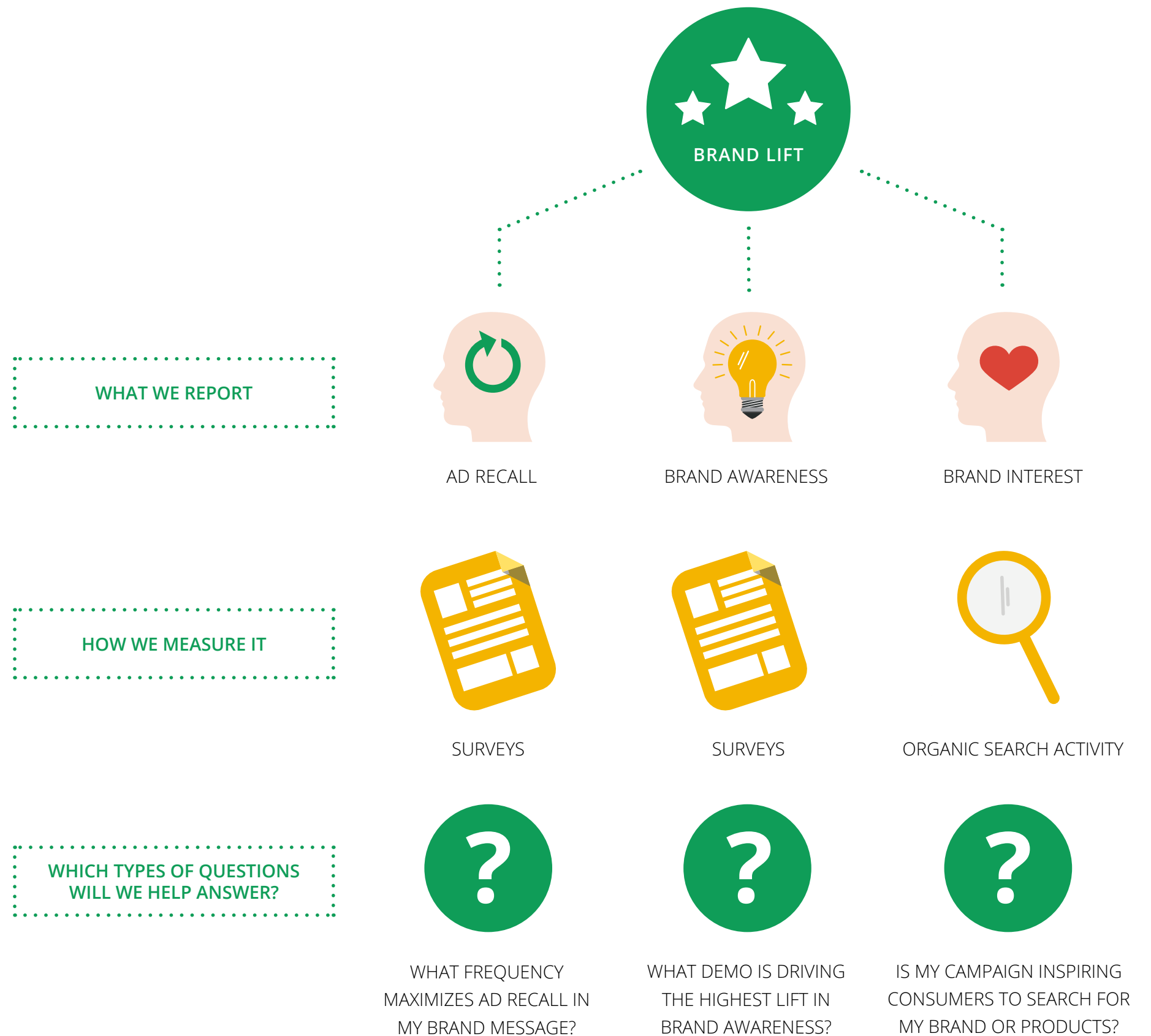
Brand interest measures the aggregate increase in search volume on brand-related keywords among those who saw your ad and those who did not. The difference in search behavior between the two groups shows the impact of your campaign and allows us to measure the incremental audience interest in your brand.

Optimize for your goals

How do I best reach the constantly connected consumer?

Traditionally, you might plan, shoot and run one ad over a six-month period, then wait another four to six weeks to learn the results. But for the same budget, you could plan and shoot 10 YouTube ads, run them all at once, measure results within a week, and then quickly optimize for the most successful content.

Adapting to constantly connected consumers means setting goals and optimizing based on ongoing feedback from your campaign performance.



Optimize for your goals

Step 1: Set clear goals

Many advertisers tend to focus on discrete short-term goals, such as “total video views” or “impressions.” But in the constantly connected world, engagement and conversion are critical KPIs. It’s not just about how many people see your ad, but about how many people engage with you. Your goal is to reach people who care about you.

Step 2: Use the feedback loop

Marketing to constantly connected consumers lets you learn and improve continuously based on previous performance. For example, current reporting for TrueView shows which videos drive the most views, shares, or clicks. This information can be used to optimize with the tactics described earlier, and then be measured again. It’s the feedback loop that is critical –

you have actual performance data you can use to make improvements immediately.

To optimize from the metrics that matter:

- Choose the efficiency metrics that are most important for you in the long term. (Hint: these usually will be a cost-per metric of some kind.)
- Set an ongoing measurement plan. Track the optimizations that lead to improved performance.
- Set up Brand Lift surveys to track key brand metrics that drive your business.
- Look for opportunities to develop creative content variations. Monitor keywords and find other contexts where your message would be relevant.
- Use TrueView as your anchor and orchestrate coverage across platforms, especially between big tent-pole awareness campaigns to capture consideration or interest.



GLAD: FINDING THE PARTY AND ADDING TO IT

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Glad launched its Trash Crashers campaign on YouTube in 2014. The series of fun trailers showcased the strength of Glad garbage bags as the Trash Crashers team crashed a party to entertain guests while cleaning up. To create a complete user experience, Glad built a digital hub on Glad.com. A pre-roll urged consumers to watch and share the longer-form videos to earn a coupon. The hub also included behind-the-scenes clips and strength tests, plus a display of all the social chatter surrounding the campaign. The target consumers were constantly connected women aged 25–54, particularly moms. “This target is always on,” says Glad’s media manager, Ka Chan. “She is a very connected consumer at home, at work and on the go.” The Trash Crashers campaign was a hit: The click-through rate (CTR) was 24%, and the ads earned over 2.5 million video views from Glad’s target audience – with a 13% lift in brand awareness among those exposed to the ads.

Conclusion

The power to shape global conversations is no longer limited to celebrities and world leaders. Any brand can become an influencer and be part of the cultural zeitgeist. Any brand can connect emotionally with its audience. Any brand can deliver the right message at the right time based on where people are and what they care about.

Constant connectivity has multiplied the number of moments in which marketers can connect with people. Not only are there more moments to consider, but each gives you the chance to speak to people in real-life situations with better, more useful information. That combination is a marketing gold mine.

The key for brands is to understand their value proposition for different consumers in different moments, and align their messaging behind that. We're all building toward a future where brands matter more than ever in consumers' lives. Offering users the chance to engage and gives brands the insights they need about who is engaging and when.

