

Realising the Potential of Mobile Measurement

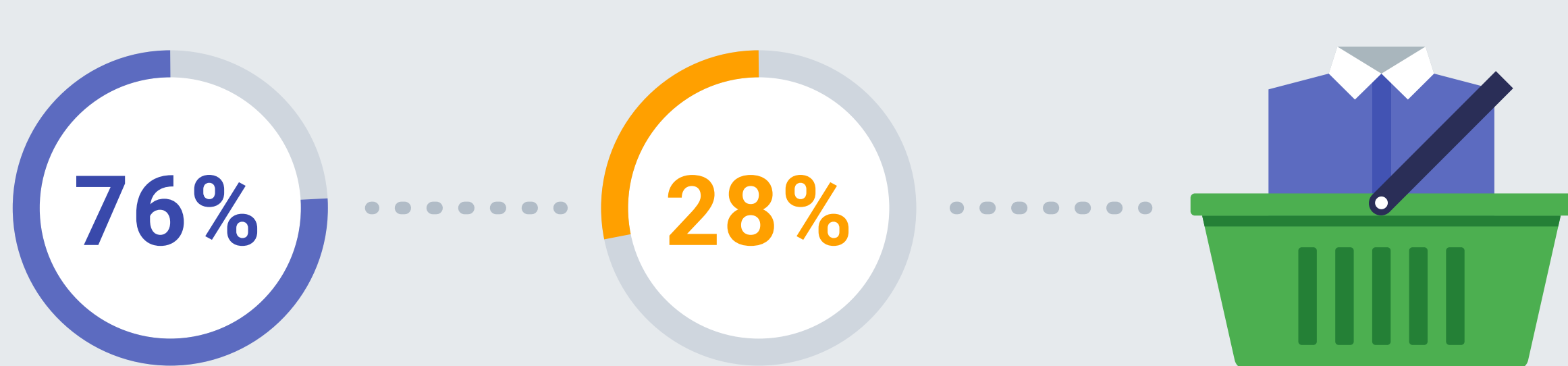


Mobile influences consumers' purchase decisions:

69% of smartphone owners turn to mobile search first in a moment of need.¹



76% of people who search on their smartphone for something nearby visit a related business within a day, and **28%** of those searches result in a purchase.²

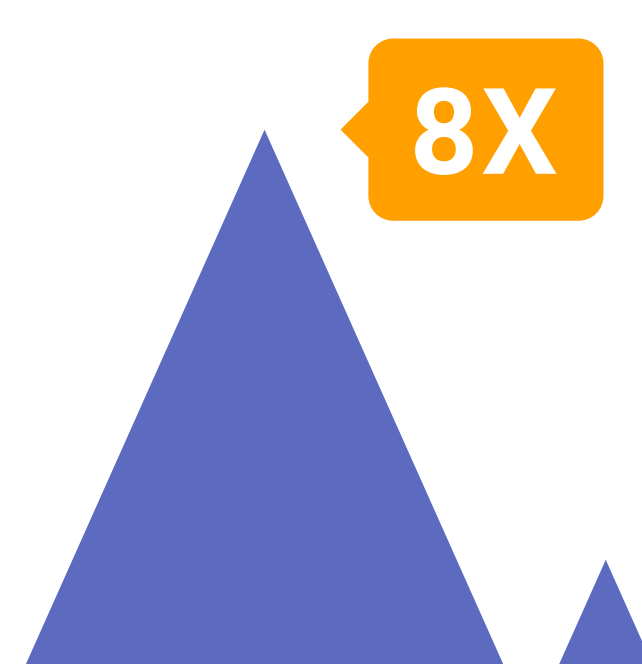


When smartphone users shop, they buy:

Walgreens shoppers who use its app spend **6X** more than those who don't.³

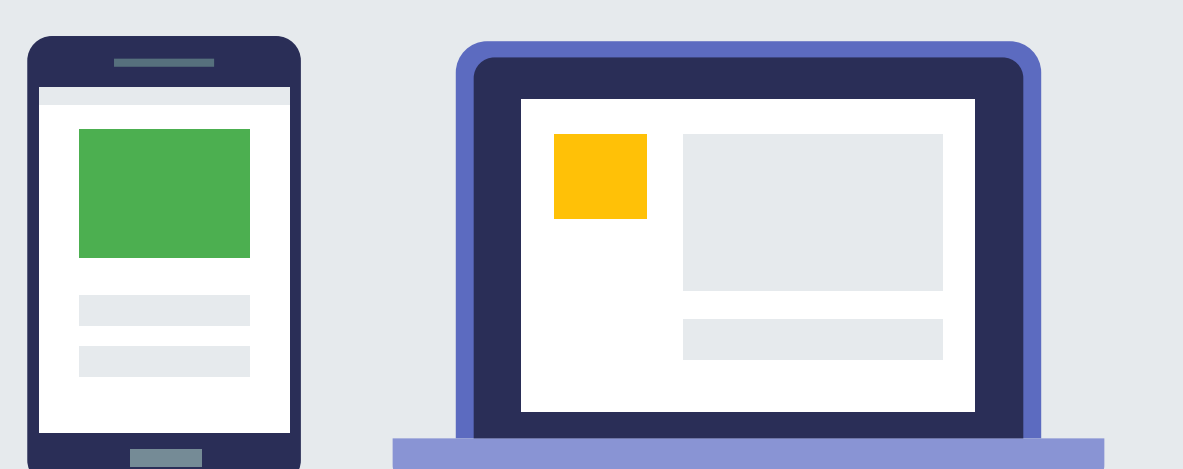


Macy's customers who use multiple channels (including mobile) spend **8X** more than those who shop in just one channel.⁴



To capture the true impact of mobile, marketers have to evolve the way they measure this new behaviour:

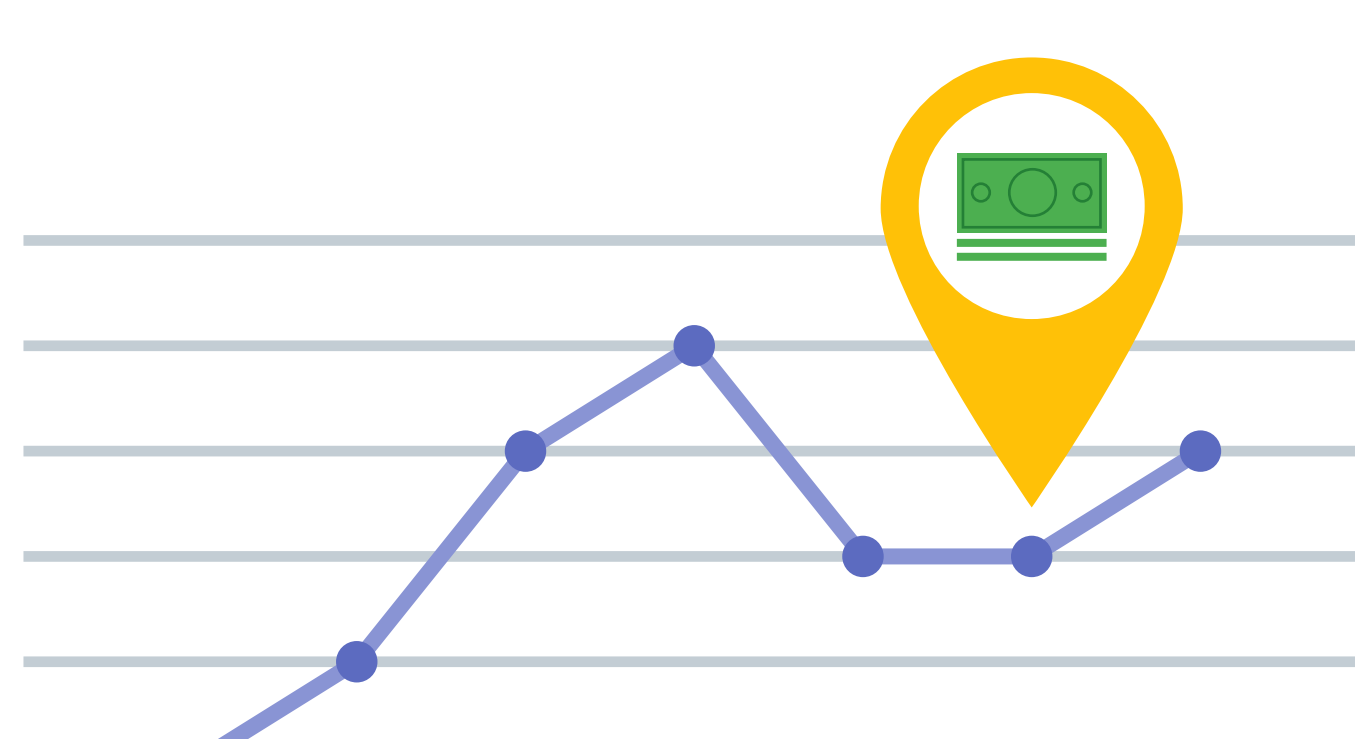
Leading marketers are **75%** more likely than the mainstream to have moved to a more holistic model of measurement in the last two years.⁵



Leading marketers are **83%** more likely than their peers to include cross-device data in their modeling.⁶

How to drive growth with mobile:

Focus on business metrics: 95% of leading marketers agree that "to truly matter, marketing analytics KPIs must be tied to broader business goals."⁷



Bridge gaps with estimates: Leading marketers are **71%** more likely than the mainstream to regularly use estimates to bridge gaps in measurement and analytics practice.⁸

Embrace big-bet experiments: Top marketers are more than **twice** as likely to conduct big-bet experiments than the mainstream.⁹



SOURCES

- 1 Google/Purchased Digital Diary: How Consumers Solve Their Needs in the Moment, May 2016, Representative sample of U.S. smartphone users = 1000, Responses = 14,840, Needs = 10,544.
- 2 Google/Purchased Digital Diary: How Consumers Solve Their Needs in the Moment, May 2016, Representative sample of U.S. Smartphone users = 1000. Local searchers = 634, Purchases = 1,140.
- 3,4 Bain Analysis, Mobile Marketing: Don't Miss the Moment, 2016.
- 5,6,9 Econsultancy and Google, Analytics and Measurement Survey, 2016, Base: n = 502 marketing and measurement executives at North American companies with over \$250MM in revenues / n = 132 leading marketers; n = 305 mainstream marketers.
- 7 Econsultancy and Google, Analytics and Measurement Survey, 2016, Base: n = 500 marketing and measurement executives at North American companies with over \$250MM in revenues / n = 132 leading marketers.
- 8 Econsultancy and Google, Analytics and Measurement Survey, 2016, Base: n = 500 marketing and measurement executives at North American companies with over \$250MM in revenues / n = 112 leading marketers; n = 170 mainstream marketers.