



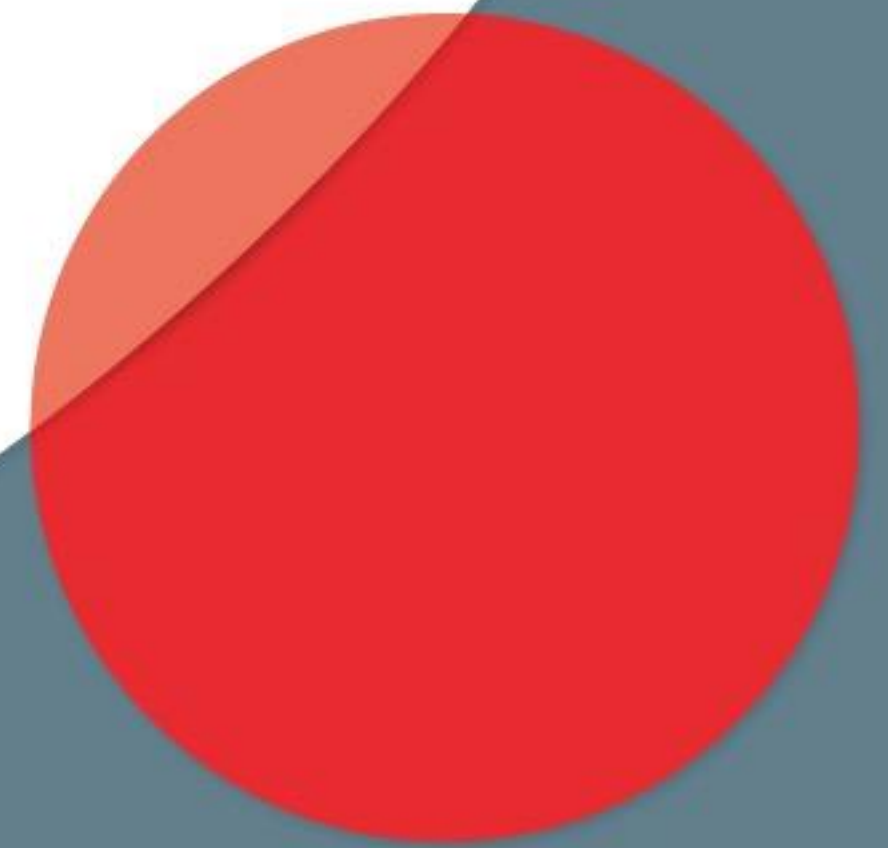
thinkbrand
with Google™

The image features the text "thinkbrand" in a sans-serif font, with "think" in grey and "brand" in red. Below it, the word "with" is in grey, followed by the Google logo in its multi-colored font, and a trademark symbol. The text is centered within a large white circle. The background is a dark blue-grey color with several overlapping circles of varying shades of blue and one red circle in the bottom right corner.

YouTube ROI

Pierric Duthoit, Google

Sector Lead Branding
Russia



The CMO Dilemma



“Half the money I spend on advertising is wasted; the trouble is I don’t know which half.”

John Wanamaker - The Father of Modern Advertising
1838-1922

How much is marketing
contributing to sales?



Nestlé

How do I make my
marketing more effective?



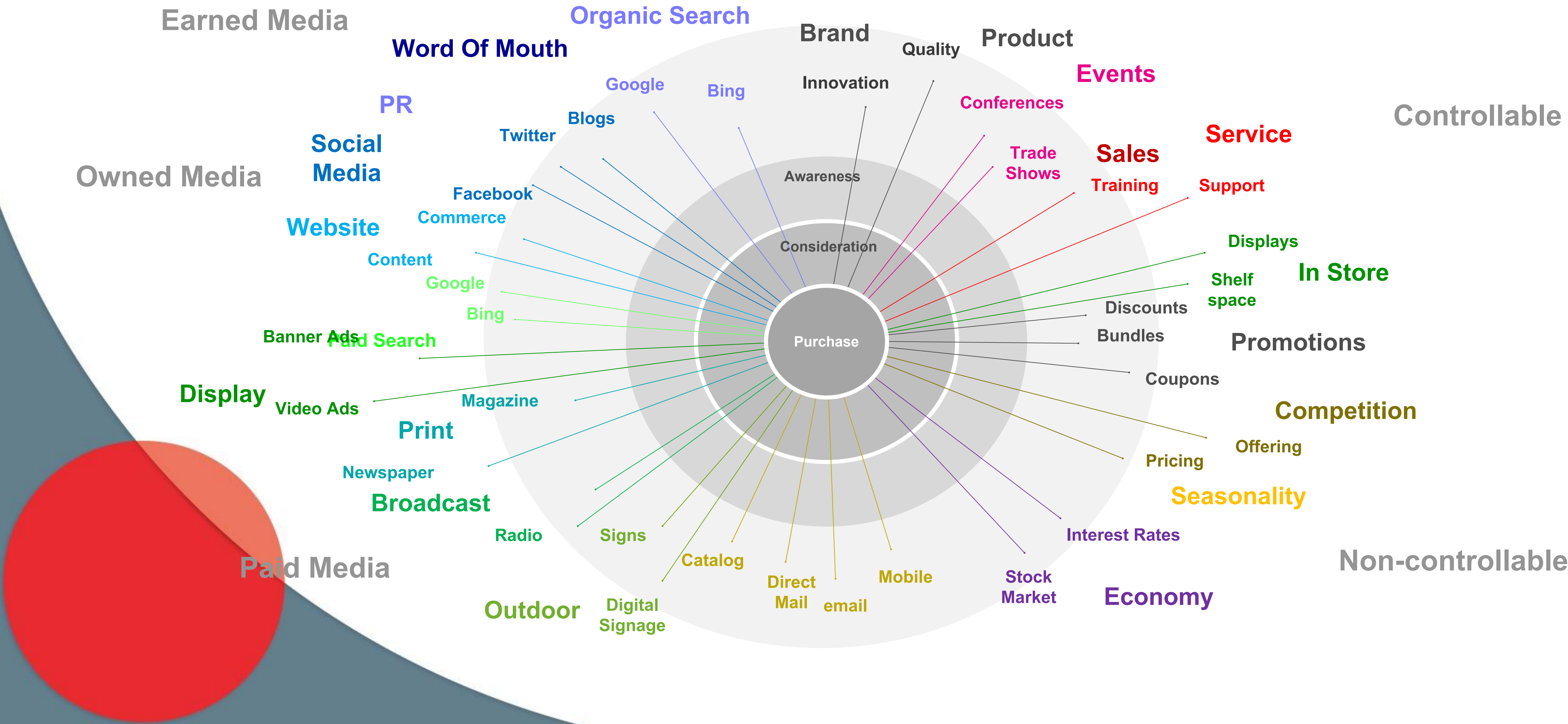
PEPSICO

Google's challenge



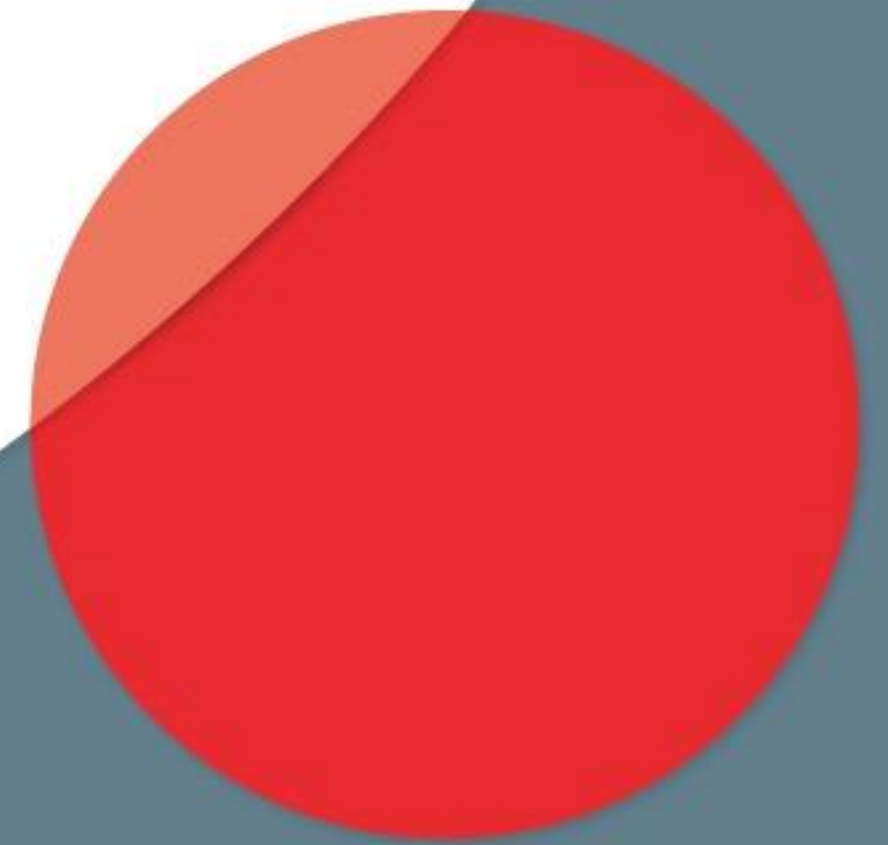
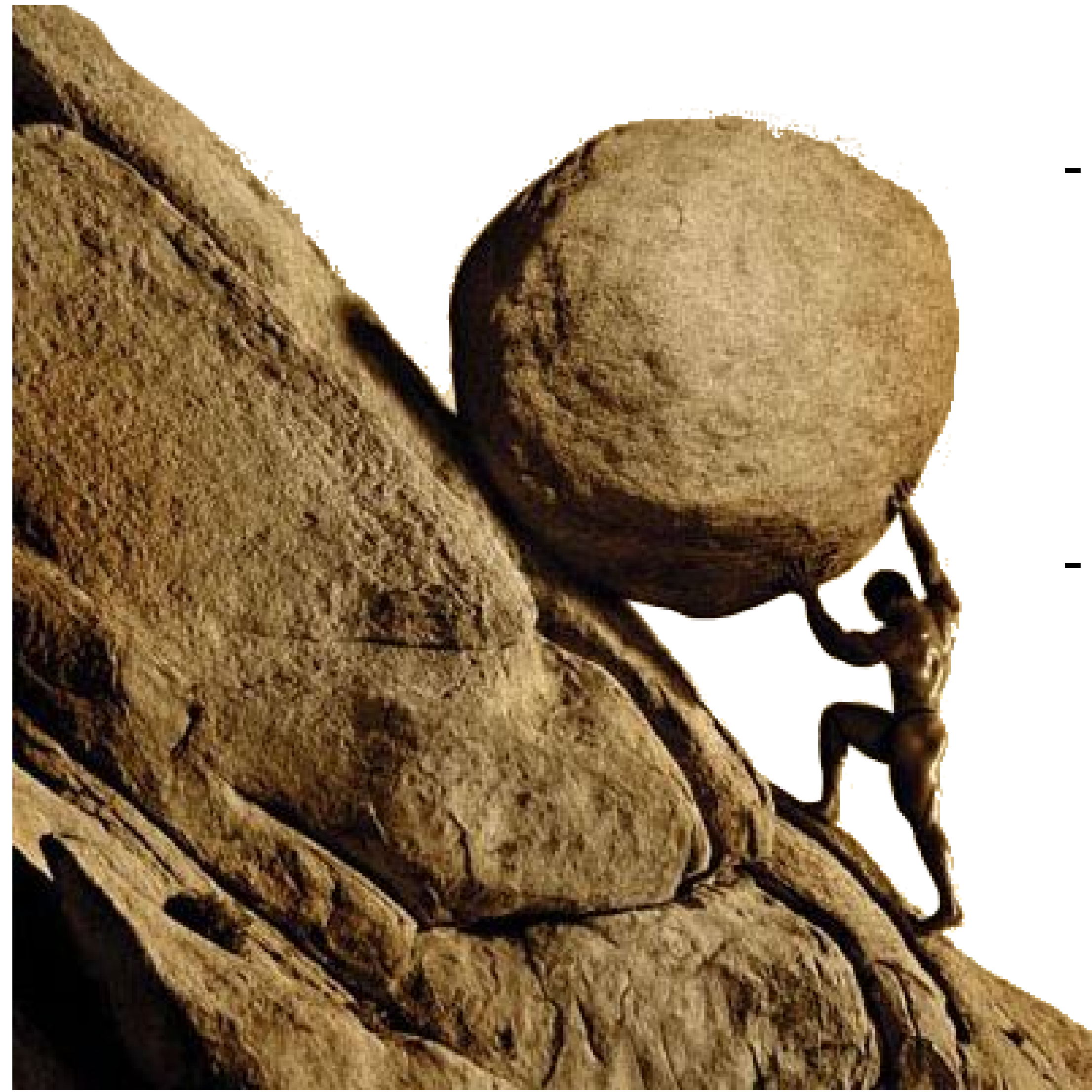
Partner with brands to prove with data that Google drives significant sales results.

MMMs analyze the complex ecosystem of factors affecting sales



Google's proposition

- Partner with brands and 3rd party companies to launch **Media Mix Modeling** studies across all EMEA (56 studies)
- Have a local + category approach



Results of the 56 studies

Re
cu
de
in

Source



**WIN
A TRIP FOR 2
TO PARIS!**

Skip Ad ►

media mix
d, data
nended
d be at
t levels.

ampaigns, 2013-2016,
YouTube Challenges TV On Advertising ROI. [Think with Google](#). April 2016.

Maximise sales by optimising the Media Mix

Research shows that at current spend levels, **YouTube delivered higher ROI than TV in 77% of studies.**



In more than 80% of media mix optimisations we studied, data showed that the **recommended spend on YouTube should be at least double that of current levels.**

Sources: Google and 3rd Party Research, 2013-2016, 56 studies, Europe.

Sources: Google and 3rd Party Research on 17 campaigns, 2013-2016, Europe.
YouTube Challenges TV On Advertising ROI. Think with Google. April 2016.

think with Google™

YouTube ROI



Case Study

YouTube proved effective at driving sales for Snickers

Analysis of Mars' mixed media campaign for Snickers reveals that YouTube delivers a better ROI than TV



Case Study

Media Mix Study recommends Guinness quadruples YouTube Investment

A two year study of the impact of Guinness' current media mix model on sales shows an increase in YouTube ad spend would boost sales.



Case Study

New study shows YouTube delivers higher ROI for retailer than TV

Retailers now operate in a fast-changing environment where customers expect a seamless, omnichannel experience and trends in consumer behaviour rapidly change.

Focus on Russia



NIELSEN MARKETING MIX

To integrate ROI thinking into every aspect of business decisions by identifying the drivers of success

VARIABLES



Weekly Volume Trends

DEPENDENT VARIABLE



Media



Trade
Promotion



Consumer
Promotions



Other Factors

.....Seasonality,
Weather, Holidays,
Launches,
Competition

INDEPENDENT VARIABLES

MODEL

MARKET MIX MODEL REGRESSION

Econometric modeling of store
level data

RESULTS

EFFECTIVENESS AND EFFICIENCY OF EACH MARKET LEVER

UNDERSTAND THE IMPACT OF EACH ELEMENT IN MARKETING PLAN

Copyright ©2013 The Nielsen Company. Confidential and proprietary.

NESCAFÉ®

Adrenaline RUSH™

thinkbrand
with Google™

Thank you!



thinkbrand
with Google™

The image features the text "thinkbrand" in a sans-serif font, with "think" in grey and "brand" in red. Below it, the word "with" is in grey, followed by the Google logo in its multi-colored font, and a trademark symbol. The text is centered within a large white circle. The background is a dark blue-grey color with several overlapping circles of varying shades of blue and one red circle in the bottom right corner.