Google™

Mobile Measurement & Attribution

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Dominik Wöber

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Mobile is the new normal.

Mobile has huge impact.

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Ben
Random CMO

“ *Mobile?*

Yeah, we tried it. Doesn’t convert.

Seriously, ***mobile drives no value for us****. Conversion Rates are terrible, especially compared to desktop!*

”

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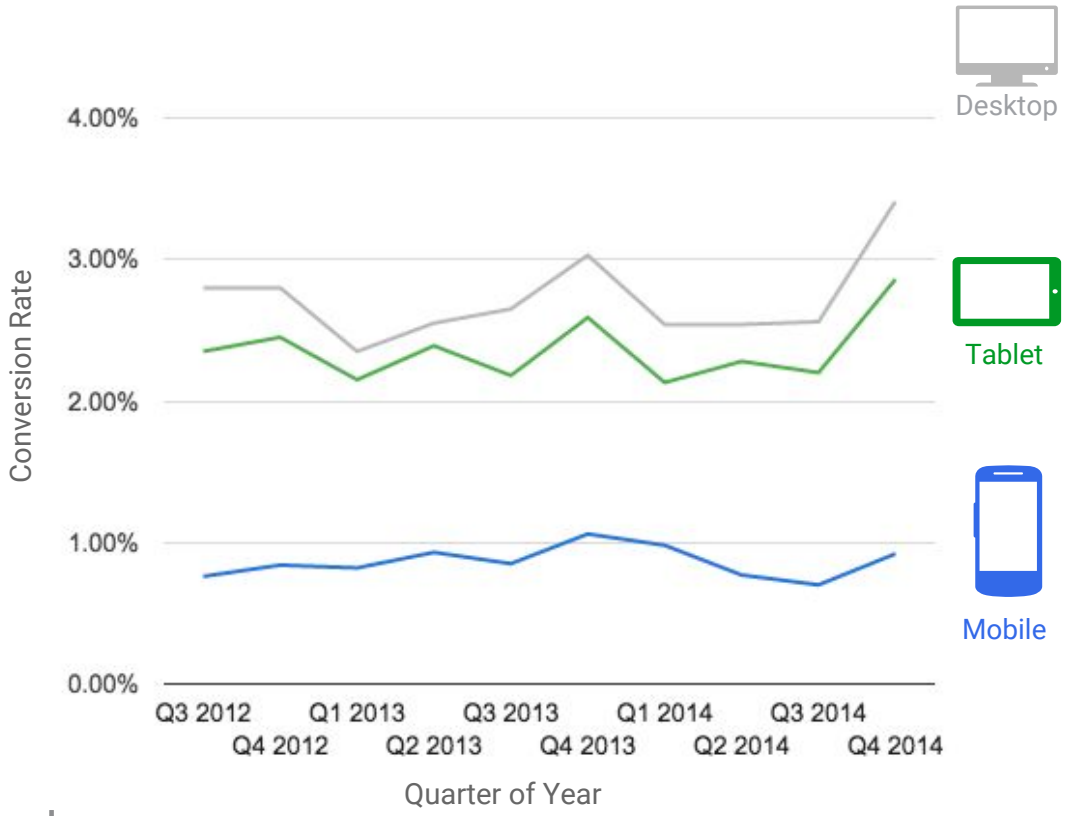
Many CMO's issue: Poor Mobile Conversion Rates



Desktop Conversion Rate is almost 3x the Mobile Conversion Rate.

Source: Monetate Ecommerce Quarterly - http://www.monetate.com/resources/research/

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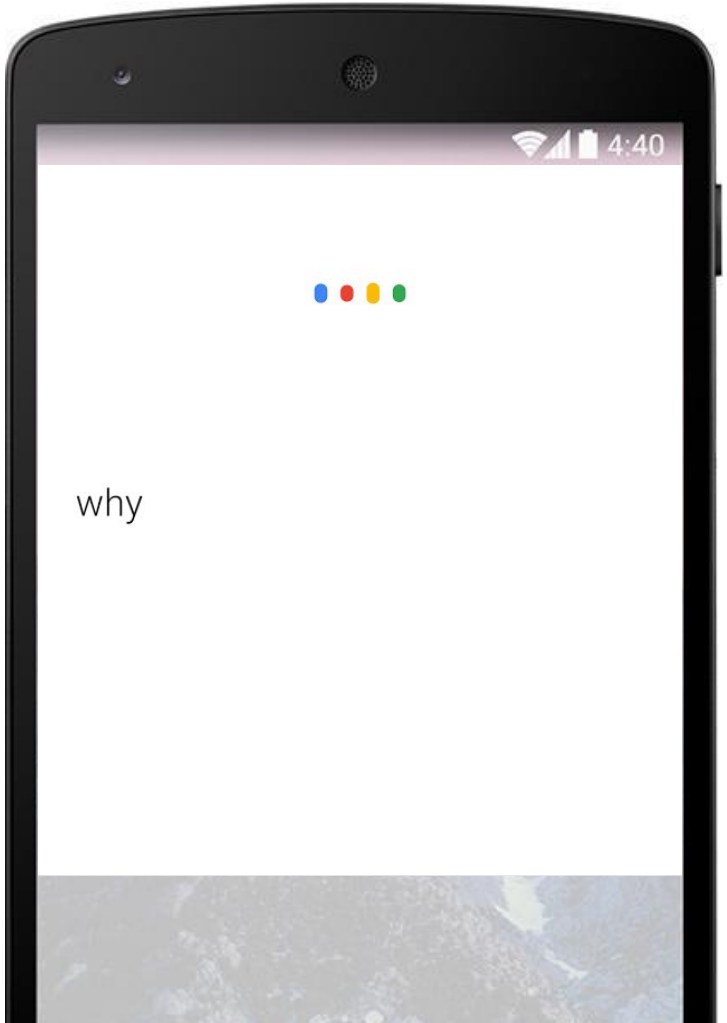

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01

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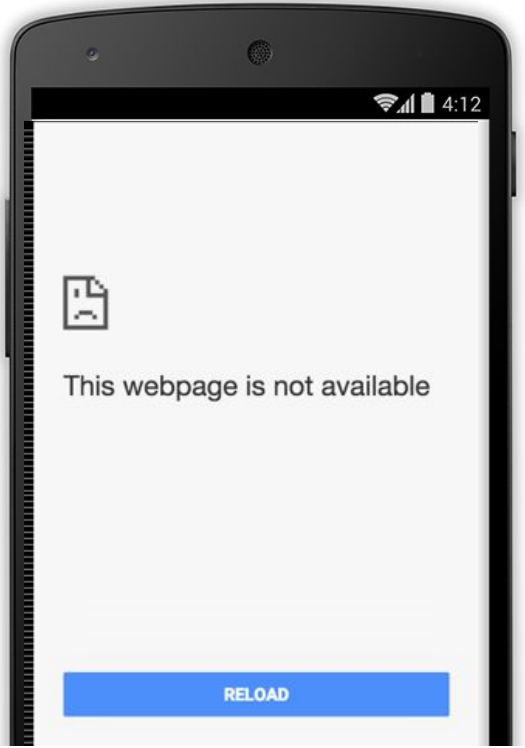
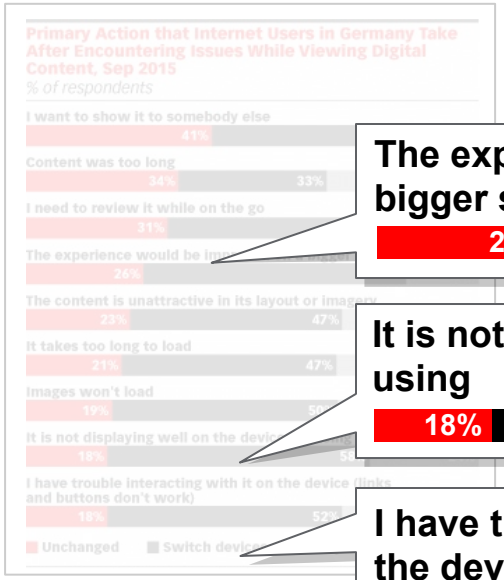
Poor mobile sites force users switch devices





Source: Emarketer 2015

eMarketer™

The experience would be improved on a bigger screen

26% | 58% | 16%

It is not displaying well on the device I'm using

18% | 58% | 24%

I have troubles interacting with it on the device (links, buttons don't work)

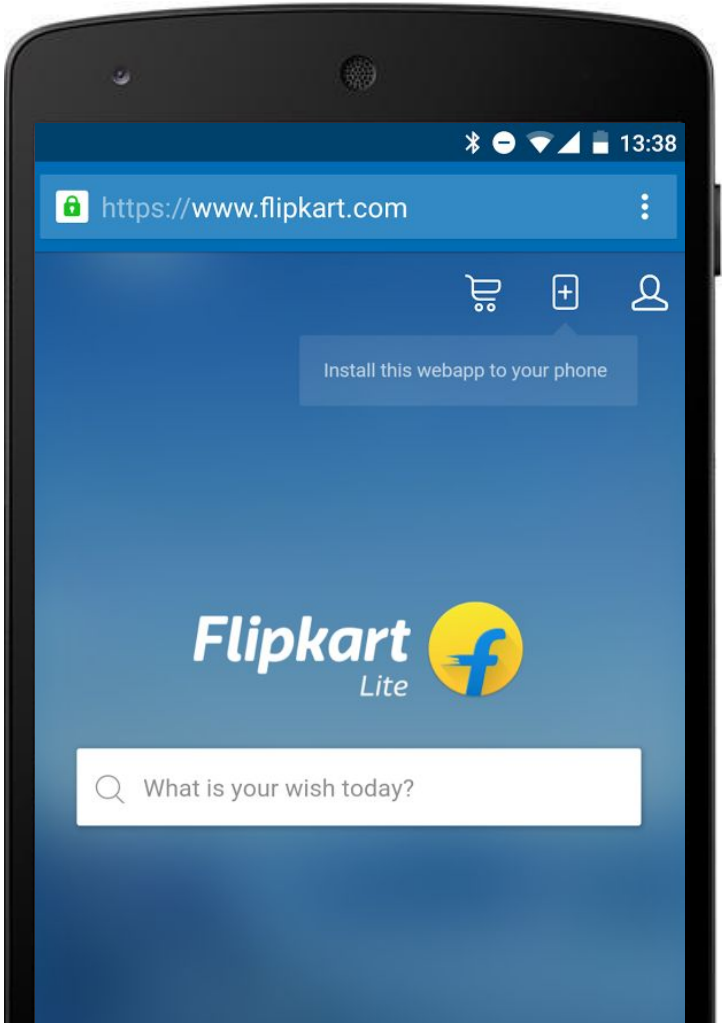
18% | 52% | 30%

Unchanged **Switch devices** **Stop viewing**

What to do about it?

3 helpful resources:

1. Mobile-Friendly Test
2. PageSpeed Insights Tool
3. Principles of Mobile Site Design



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01
Delight users with **great UX.**

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02

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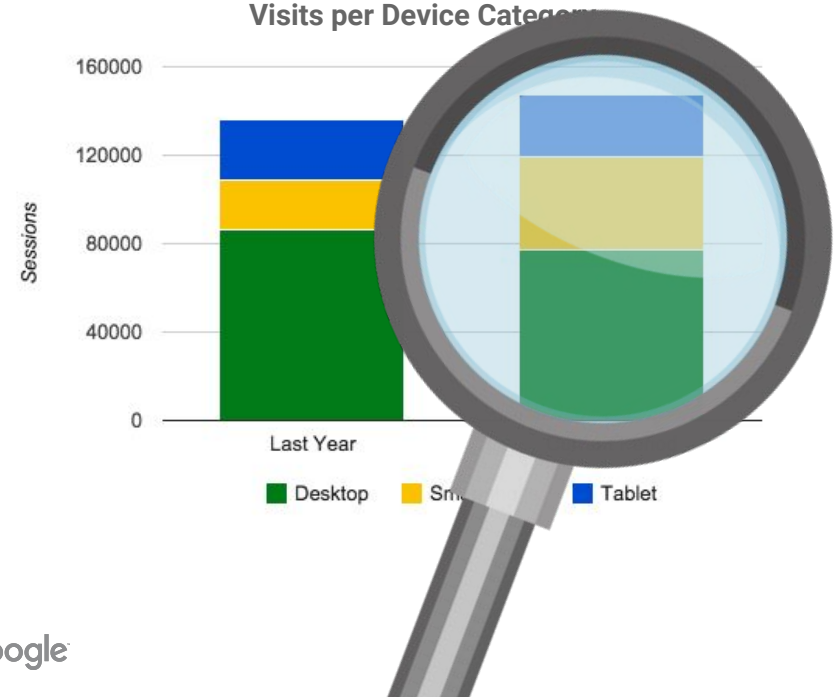
Retail example. All important smartphone metrics seem to point in the right direction, right?



Conversions per Device Categor

Device	Last Year	Current	Change (%)
Desktop	4420	4	-6%
Smartphone	280		+61%
Tablet	1000	1,0	+5%

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Device	Last Year	Current Period	Change
Desktop	5.14%	5.42%	+0.28%
Smartphone	1.22%	1.07%	-0.15%
Tablet	3.70%	3.72%	+0.05%

FOCUS HERE: MULTI-DEVICE CONVERSION RATE

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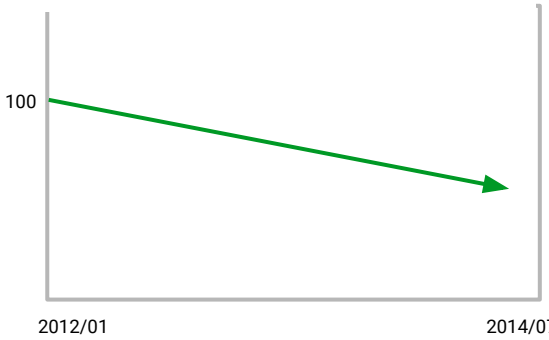
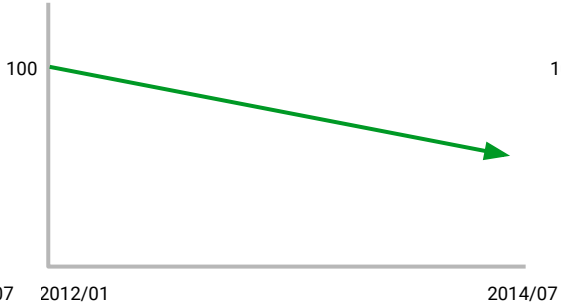
Average **Page views** for Desktop converting sessions (indexed)



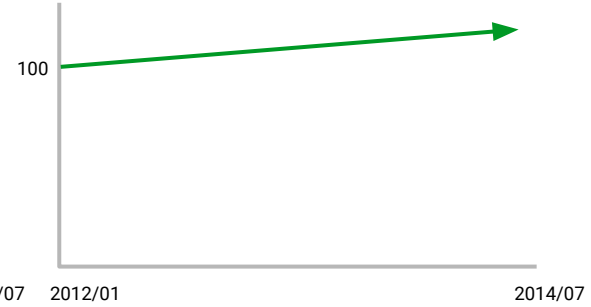
Desktop users now look at less pages before converting!

Average **session duration** for Desktop converting sessions (indexed)



Desktop users now need less time on site to convert!

Percentage of Desktop conversions by **new** users (indexed)



More users now converts during their 1st desktop visit!

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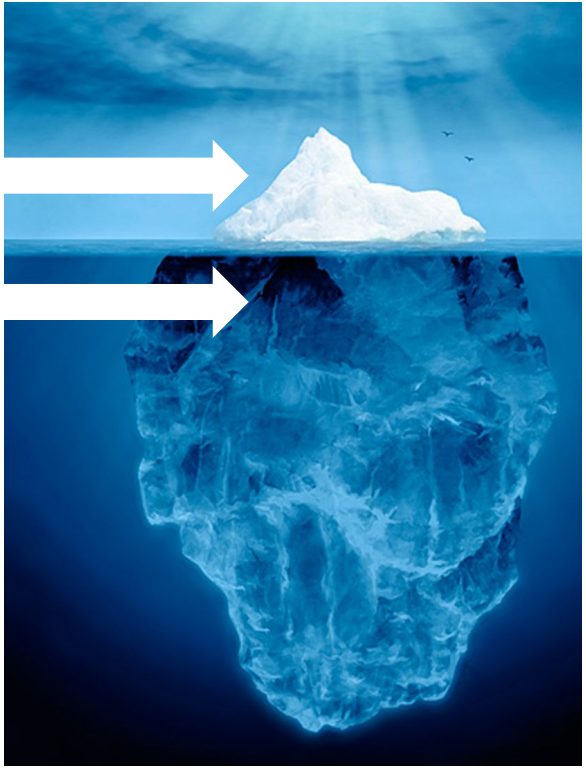
In-device Conversions

X-device Conversions



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How Google's x-device measurement works

Customer researches vacation possibilities on mobile and clicks ad (but does not convert)

User Signed into Google Services on Mobile

Customer visits site directly on their laptop to purchase flights and hotel stay

User Signed into Google Services on Laptop

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The largest logged-in audience on the Internet

Google

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How Google's x-device measurement works

1

OBSERVE CROSS-DEVICE CONVERSIONS FROM SAMPLE

Previously signed into Google properties on multiple devices

2

ESTIMATE CROSS-DEVICE USERS & EXPAND DATA TO NON SIGNED-IN USERS

3

SURFACE DATA IN INTERFACE ONLY WHEN 95% CONFIDENT

“OK, I got the concept...

but how does this look in practice?”

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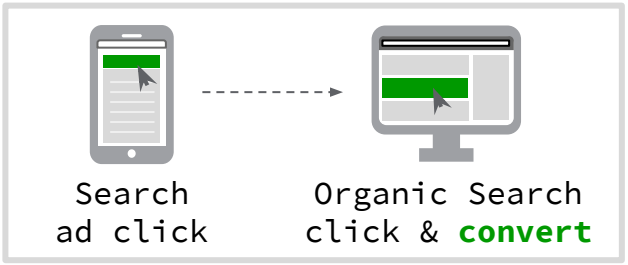

		Campaign	Budget	Status	Impr.	Interactions	Conversions	Cross-device conv.	All conv.
☐	●	Search Campaign A	$500.00/day	Eligible	220,074	3,024 clicks	42.00	8.00	50.00
		Computers					30.00	?? A	
		Mobile devices with full browsers					6.00	?? B	
		Tablets with full browsers			19,417	282 clicks	6.00	0.00	6.00

Where is the conversion counted? **in A or B?**

AdWords Campaign report segmented by device type

Google

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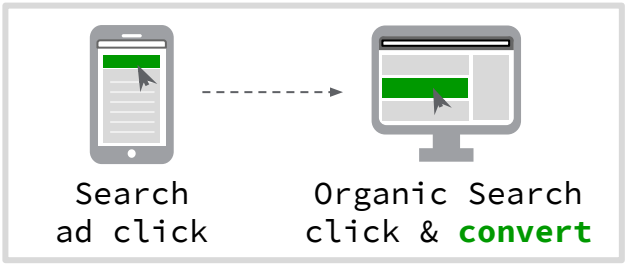

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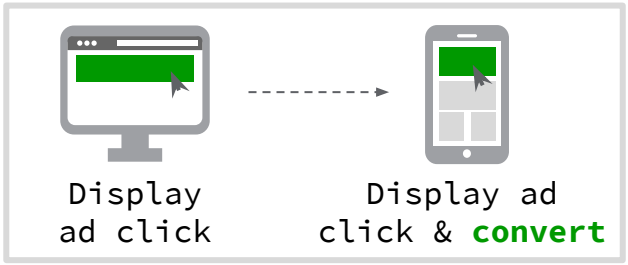

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☐	●	Display Campaign D	$500.00/day	Eligible	220,074	3,024 clicks	42.00	8.00	50.00
		Computers			159,386	1,611	30.00	2.00	32.00
		Mobile devices with full browsers					A ??	?? B	2.00
		Tablets with full browsers			19,417	262 clicks	6.00	0.00	6.00

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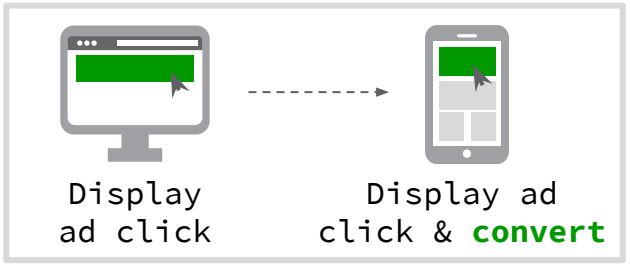

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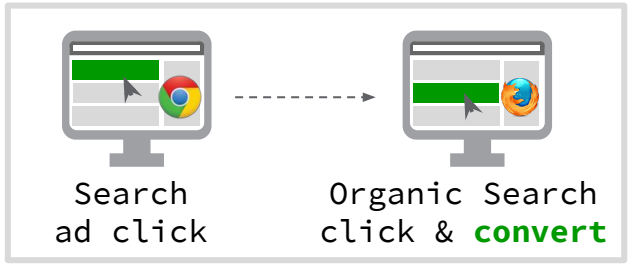

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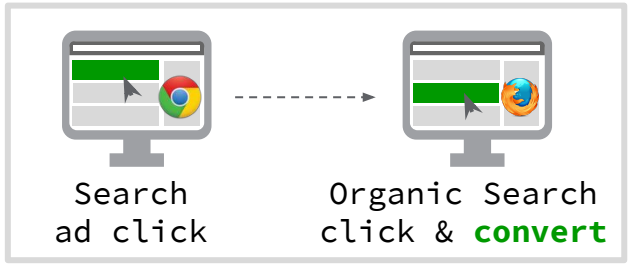

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Google

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02
Understand the X-device impact

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03

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2 common reasons for not seeing x-device conversions

01 **Mobile Site** not properly tagged

02 **Conditional Firing** of the AdWords Conversion Pixel

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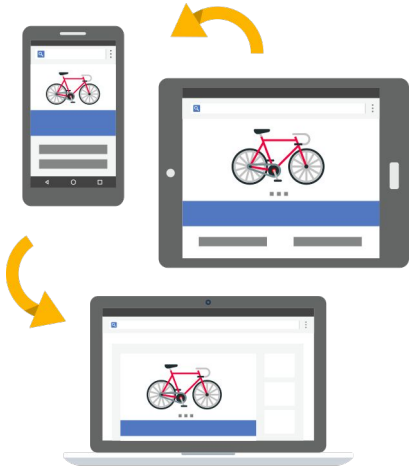
Conditional Firing: *An advertiser changed the AdWords conversion tracking tag to only load for AdWords traffic, which breaks our ability for cross-device tracking.*



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Do not use conditional firing for the AdWords conversion Tag

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04

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Measuring Store Visits as part of All Conversions in AdWords (Beta: large clients only)

Customer clicks on AdWords search ad on computer, tablet or mobile device

Customer visits store

Store visit reported

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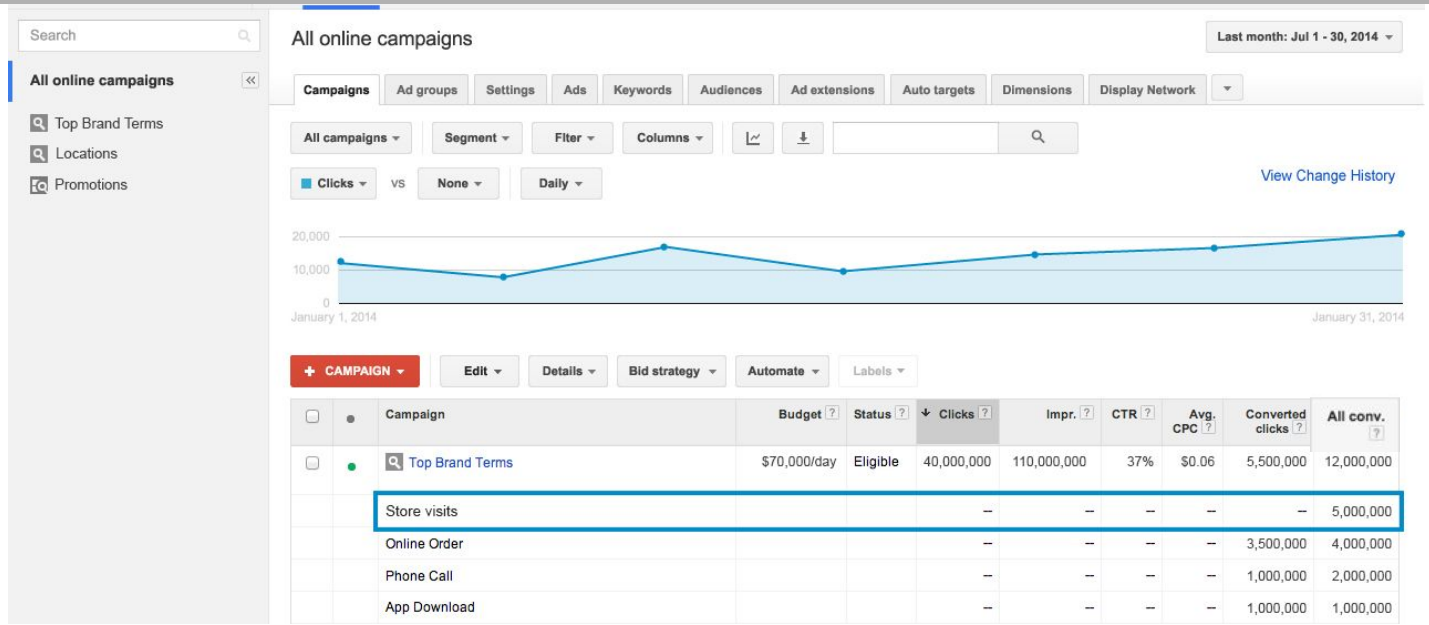
Beta: Where do I find the data in the interface?

Add “All Conversion” column > segment by “conversion type”



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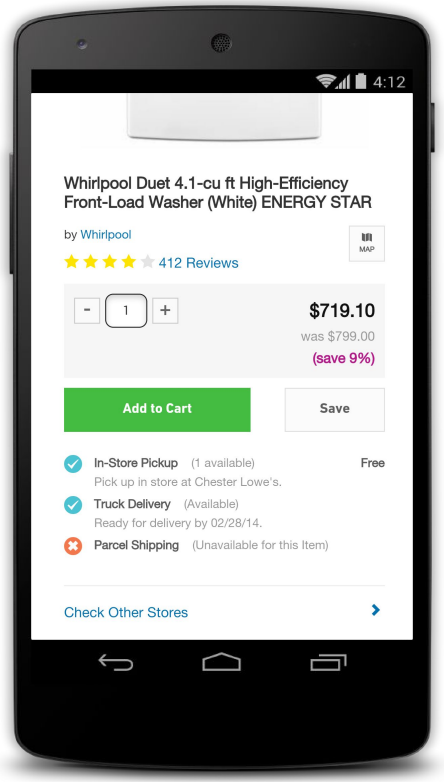

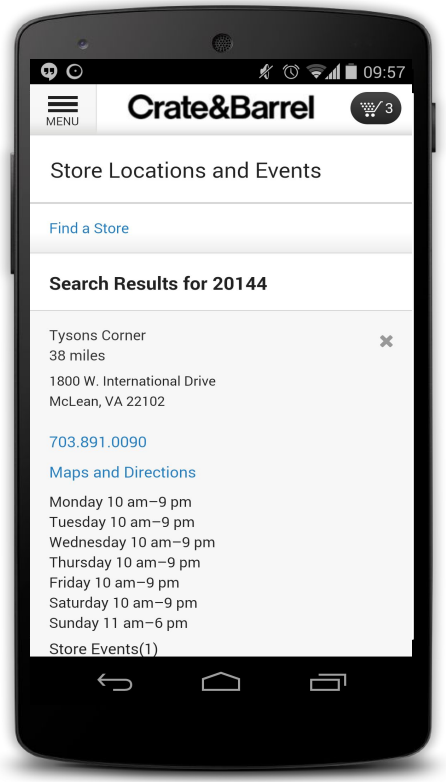

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04

Include Offline impact in your ROI calculation

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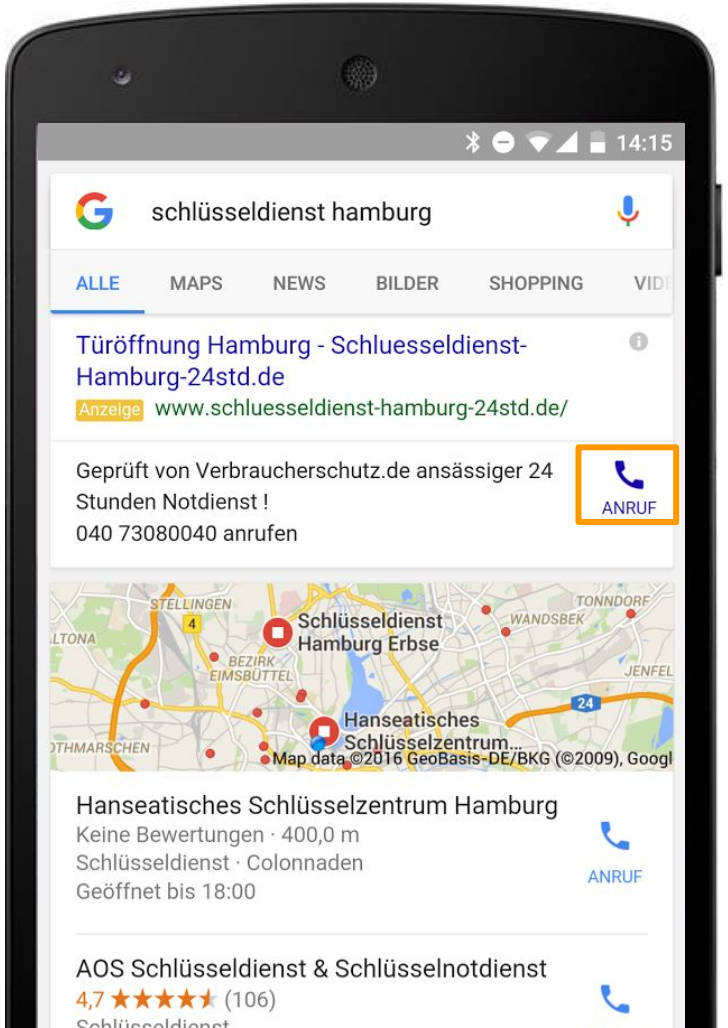
05

46%

of smartphone users agree "When conducting a search on my smartphone, I like that there is an option to easily call a business directly from search results."



Source: Ipsos Moments that Matter Research EMEA, June 2015, Germany

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We also have a great solution to measure website call conversions.

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05

Use our free solution to measure (website) call conversions

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1. Have a **Great UX**
2. Incorporate **x-device conversions**
3. **Conditional firing** ≠ x-device measurement
4. Include **Online 2 Store** behavior
5. Stop ignoring **Online 2 Call** effects

AdWords-Experte

Ihr Nachweis für **Wissen, Kompetenz und Professionalität**

- Zeigen Sie, dass Sie sich im **Online-Marketing bestens auskennen und lassen Sie sich von Google zertifizieren**
- Legen Sie die **sechs Zertifizierungsprüfungen** ab in den Bereichen AdWords Grundlagen, Suche, Display, Shopping, Video und Mobile
- Nutzen Sie unsere speziellen **Lernvideos und Live-Trainings** auf dem Weg zu Ihrer AdWords-Experten-Zertifizierung
- Anmeldung unter **g.co/AdWordsExperte**

Digital-Experte

Squared Online DACH ab September 2016

Squared ONLINE

- Umfassender und **berufsbegleitender Onlinekurs** (Zeitdauer: 5 Monate)
- Strategischer Überblick über die **Disziplinen der Digitalwelt**
- Vermittlung von **Führungs- und Kooperationskompetenzen**
- Werkzeuge und Strategien für die Arbeit in einer **integrierten Marketingumgebung**
- Innovatives, interaktives **Online-Learning im virtuellen Klassenzimmer**
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