




think
with Google™

The image features the 'think with Google' logo centered within a large, light-colored circle that has a wood-grain texture. This central circle is set against a background of a white brick wall. Surrounding the central circle are three other circles: a large teal circle in the top right, a medium blue circle in the bottom right, and a teal circle in the bottom left. The text 'think' is in a dark grey sans-serif font, and 'with Google' is in a smaller font, with 'Google' in its signature multi-colored font.



How advertisers benefit from Google Machine Learning

Focus: Media Planning

Meinolf Meyer, Google

Head of Business Development DACH, DoubleClick

June 22nd, Berlin, Germany

#twg17



We're
moving
from mobile
first
to AI-first

Google I/O 2017

[Link with more Info](#)

A collage of four images showing people in various settings using mobile devices. From left to right: a woman in a blue shirt smiling while looking at her phone; a woman with long blonde hair holding a phone; a group of people, including a woman with a red shopping bag, looking at a phone; and a man in a blue shirt looking at a phone in a retail or office environment.

Machine Learning (ML)

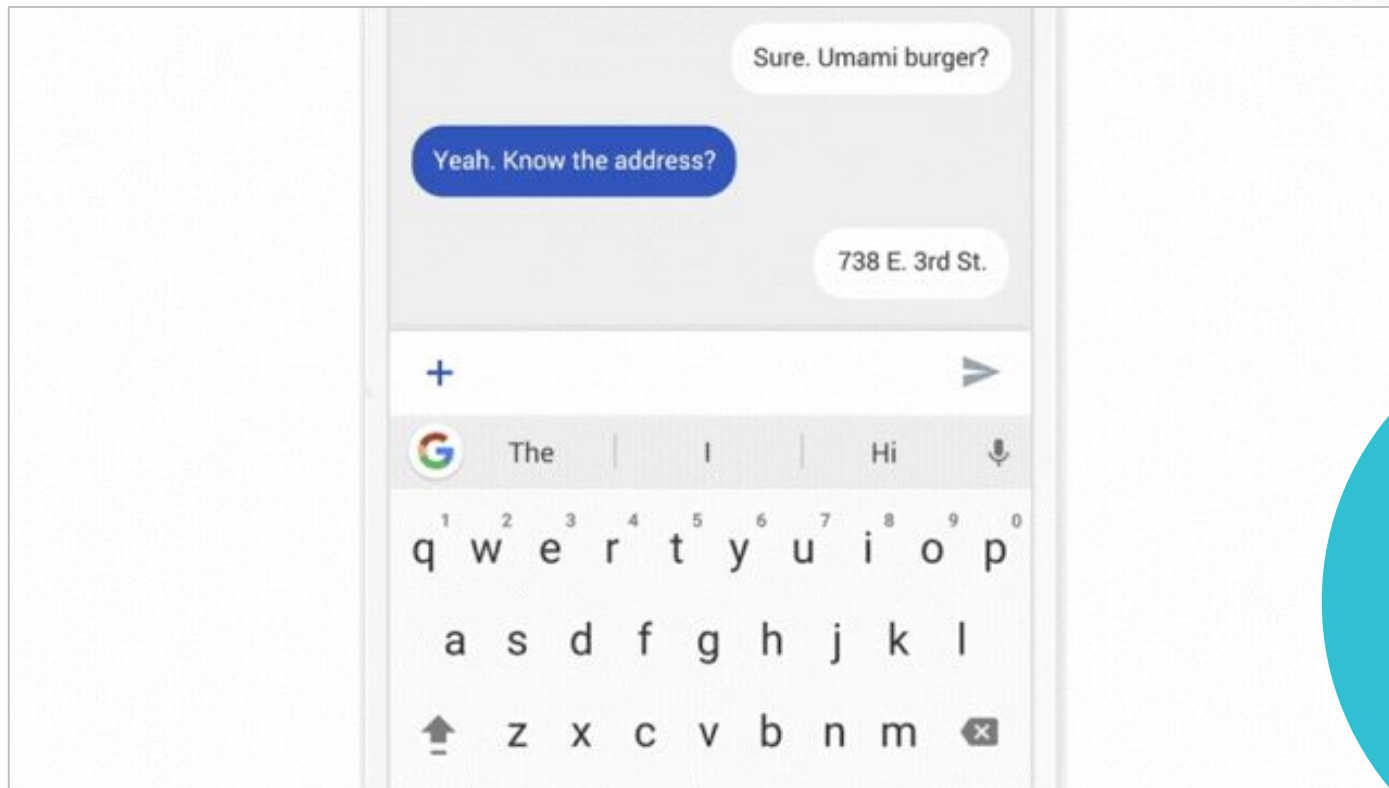
A method in which algorithms are used to autonomously learn from data and information - teaching a computer to recognize and learn from patterns by example rather than explicit rule-based programming

Why
now?

More data available

More computing power

A more complex world



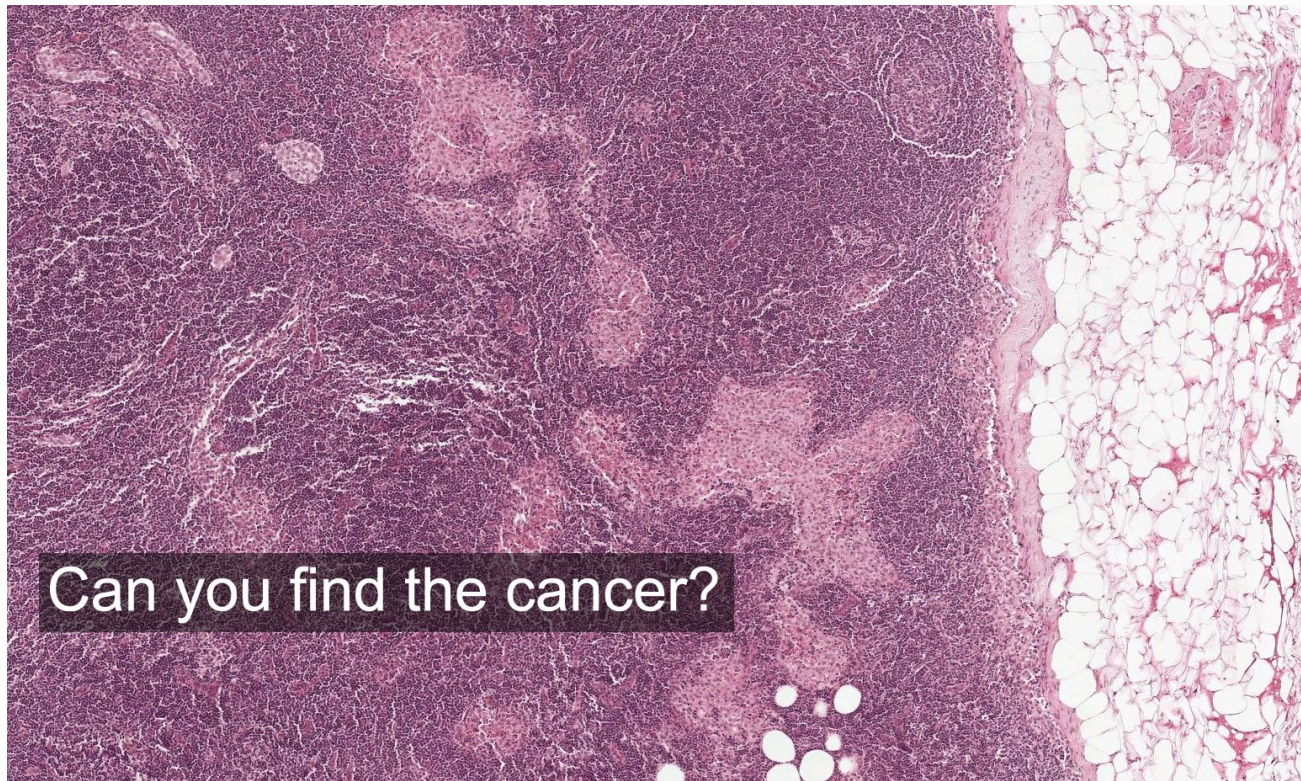
"Federated Learning" on phones

Google.ai,
May 2017

Tested on Android:

Distributed learning on each phone to make keyboards smarter

[Link with more Info](#)



Can you find the cancer?

Open-source tools and joint research:
Teaching computers to detect breast cancer

[Link with more Info](#)

Computer
Vision for
Healthcare

Google.ai,
May 2017

Our Agenda



Context

Programmatic = Data + Tech + Process



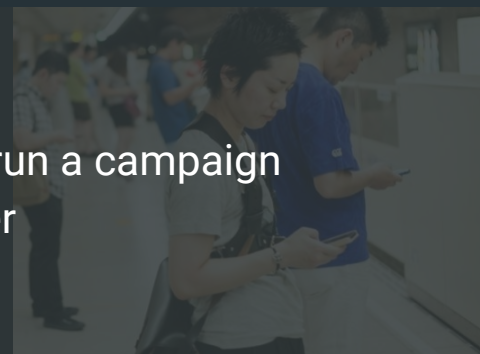
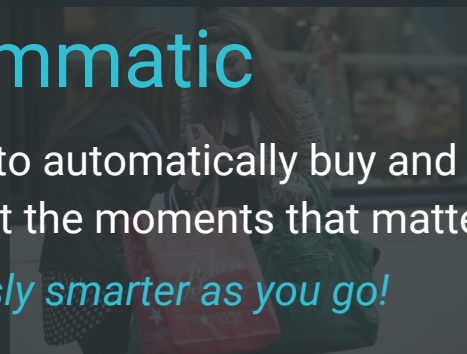
New DoubleClick Features

Machine Learning at work



Process

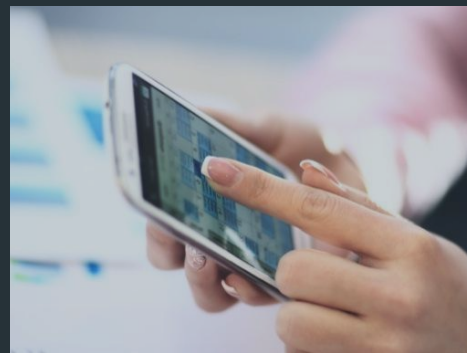
How to make use of it



Programmatic

using technology and audience insights to automatically buy and run a campaign
... reaching the right user at the moments that matter

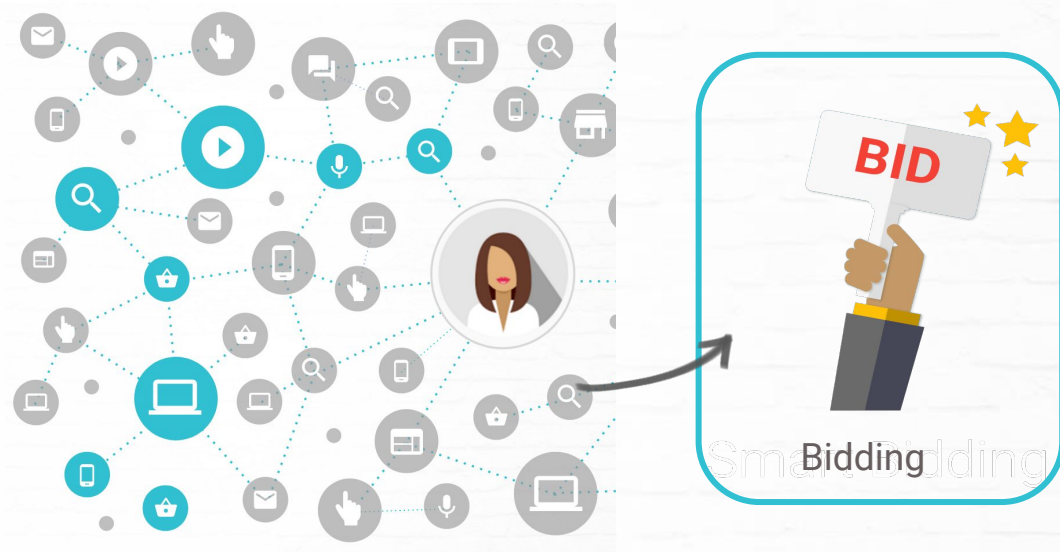
... and get continuously smarter as you go!



ML supporting all steps of the programmatic journey



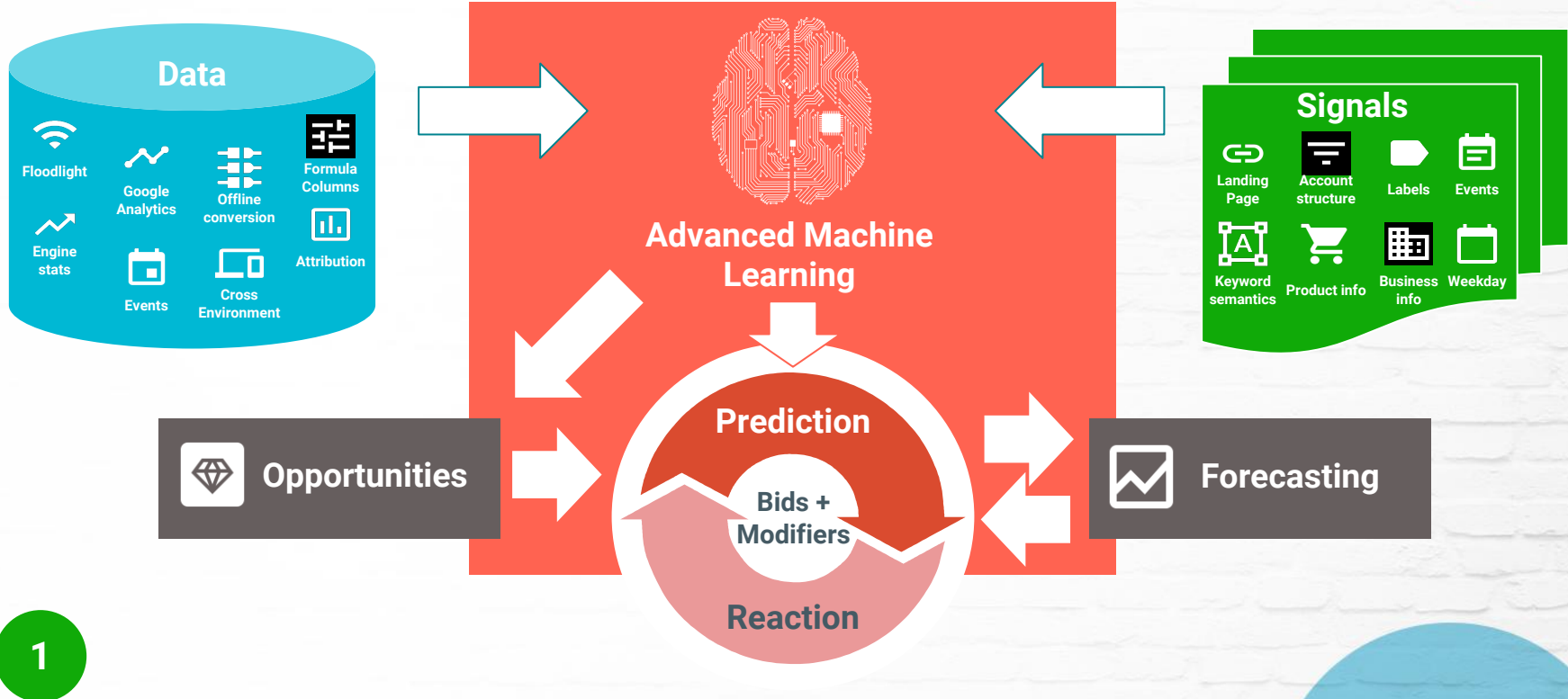
ML-enabled automated bidding on search, display and video in DoubleClick



- Automated bidding announced May 2017
- Available in DoubleClick

[Link with more Info](#)

EFFICIENT MEDIA BUYING: BIDDING IN DOUBLECLICK



Media planning gets a boost from Google Machine Learning



1. Capture

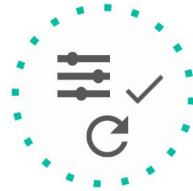
Capture goals
Key Performance Indicators
Audiences



2. Recommend

Planning recommends
a campaign

ML-powered



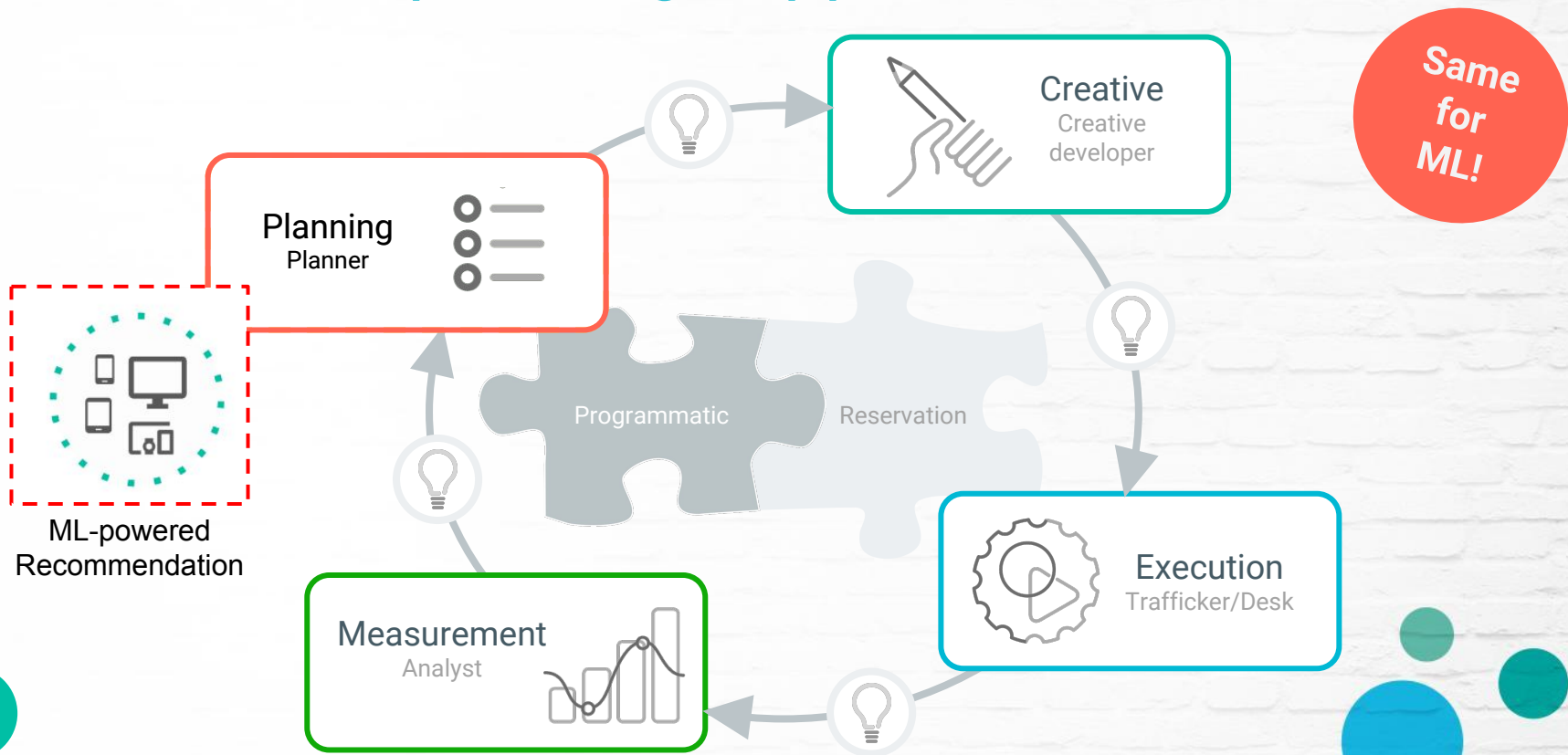
3. Execute

Campaign is generated
automatically, but you
always have full control

- Planning in DoubleClick Bid Manager announced May 2017
- In Beta

[Link with more Info](#)

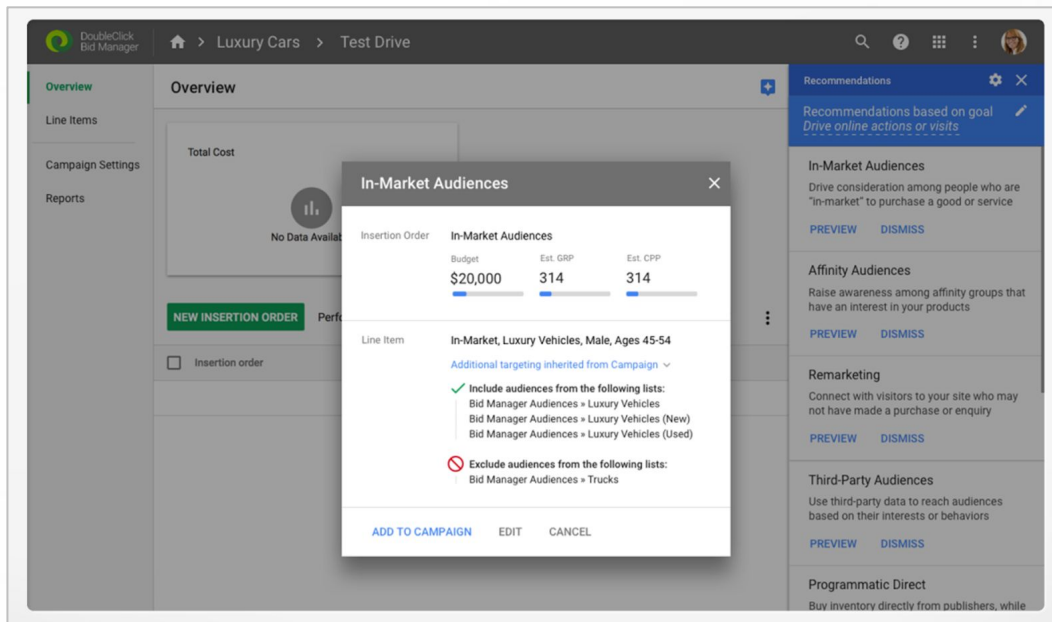
Modern media planning happens in iterations



2

USER CENTRIC CAMPAIGNS: PLANNING

Very positive feedback from beta clients

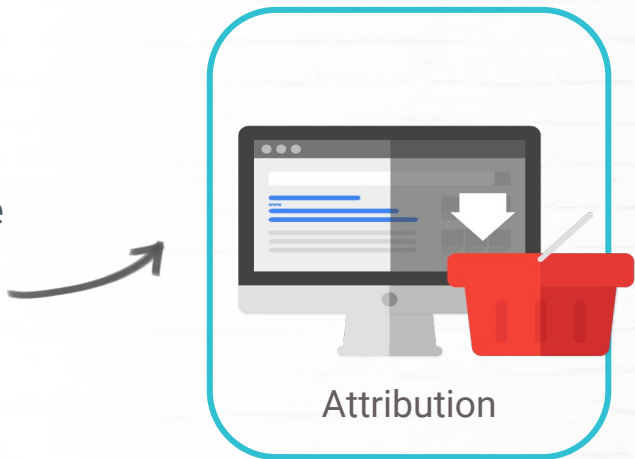


"Planning in DoubleClick Bid Manager helps us find the right inventory and strategies in a matter of seconds. Now we can invest even more time in understanding our audience rather than how we should reach them."

- Louise Lévesque,
Vice-President,
Marketing & Sponsorship,
National Bank of Canada

All Google attribution tools in one place now

Which value does each touchpoint have in a **multi-channel** and **cross-device** customer journey?



- Google Attribution Announced May 2017
- Available in 2018

[Link with more Info](#)

Attribution becoming actionable



**ML-powered
attribution**

**Programmatic
Connectors**

**Use attributed values
in bidding**

Advertisers can adjust algorithms based on their data and goals: “Custom algo”



Standard Algo =


Standard KPIs

Custom Algo =

Your KPIs

- Custom Algo announced May 2017
- In limited beta

[Link with more Info](#)



How
can we make
use of all
of this?

SHIFT TO MORE HIGHER VALUE WORK IN DIGITAL MARKETING

Media plan 1.0: silos, environment focus

Example
New
dog food

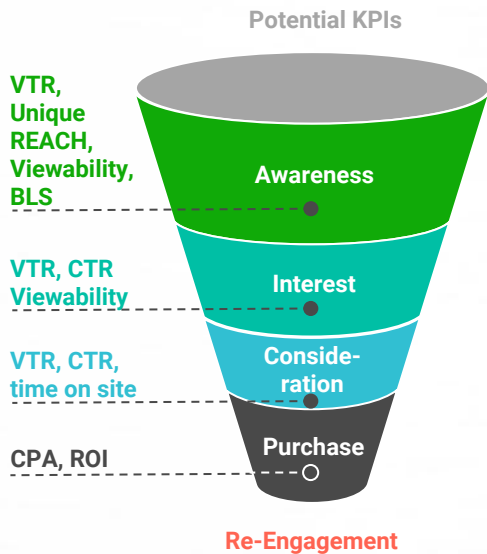
Online Publisher	Site	Creatives	Targeting	Frequency Cap	Impressions	Price	Start + End Date
Publisher A	ABC.com	Pre Roll 30"	F 20 -49	2 / day	2.500.000	12 € CPM	01.05. - 15.05.
Publisher B	123.com	Billboard	F 20 -49 Pet Owner	2 / day	2.000.000	8 € CPM	01.05. - 15.05.
Publisher C	youtube.com	Pre Roll 20"	Dog Lovers	3 / day	1.000.000	10 € CPM	07.05. - 21.05.
Publisher D	XYZ.com	Ad Bundle	F 20 - 40 Dog Owner	3 / week	1.500.000	5 € CPM	07.05. - 21.05.
Trading Desk (Programmatic)	PMP: Publisher A PMP: Publisher B OA: Cross Exchange	Ad Bundle Half Page Ad Billboard	Video Retargeting	3 / day	750.000	3 - 5 € CPM	15.05. - 31.05.

- Media plan consisting of top 5 - 10 publishers (environment bookings)
- Mainly demo targeting in use
- Programmatic was mainly used for Retargeting / and additional reach
- Programmatic made up around 10% - 15% of the whole media plan

SHIFT TO MORE HIGHER VALUE WORK IN DIGITAL MARKETING

Now: connected media, audience focus

Example
New
dog food



	Data	Formats	Environment	Impression	CPM
Targeting Awareness	Demographic: F 20 - 49	Pre-Roll 20" BB HPA	PG 1: Publisher AA PG 2: Publisher AB PMP 1: Publisher A	2.000.000	15 - 20€
Targeting Interest	Google Affinity: Dog lovers, 3P data: Pet owners	Pre-Roll 20" BB, HPA TrueView	PMP 1: Publisher A PMP 2: Publisher B PMP 3: Publisher C	1.000.000	15 - 20€
Targeting Consideration	User viewed Video, visited Website, searched for pet KW	TrueView BB HPA	PMP 1: Publisher A PMP 2: Publisher B OA: Whitelist	250.000	10 - 15€
Targeting Purchase	User visited product page, abandoned shopping cart	Bumper Ads Ad Bundle	OA: Cross Exchange	50.000	5 - 8€
Targeting Re-Engagement	User purchased product 1 month ago (CRM data)	Bumper Ads Ad Bundle	PMP 1: Publisher A PMP 2: Publisher B OA: Cross Exchange	50.000	5-8€

5 Key Takeaways

1

Google builds **Machine Learning capabilities** into many **products and provides technology** for everybody to use

2

Programmatic involves smart deployment of **data and Machine Learning**

3

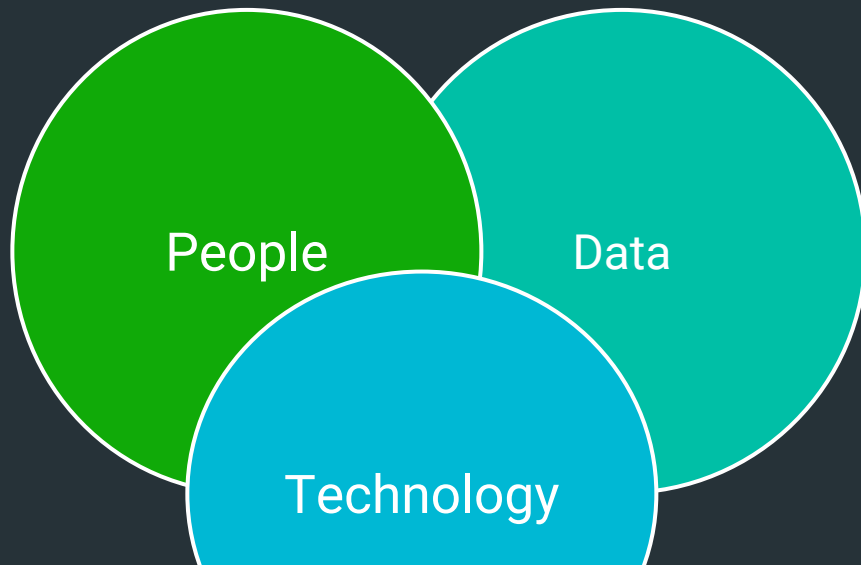
Advertisers at all stages of their programmatic journey can use **Machine Learning-enabled features in Google's ad platforms** DoubleClick and GA360

4

Hot and new is **Planning in DoubleClick Bid Manager**, helping to automate the media planning process

5

With ML, **budget allocation and media planning** are becoming more efficient, but require now much more thinking about business goals, client journeys - way beyond sales or reach KPIs



Here to help

you use technology and audience insights to automatically buy and run
a campaign reaching the right user at the moments that matter

Google Teams - DoubleClick Teams - Certified Partners

Thank you!

#twg17

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