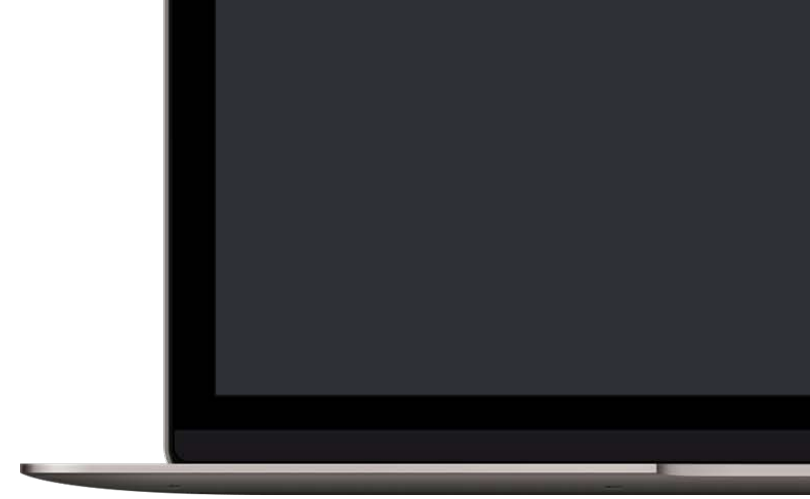




# The Power of Predictive Marketing

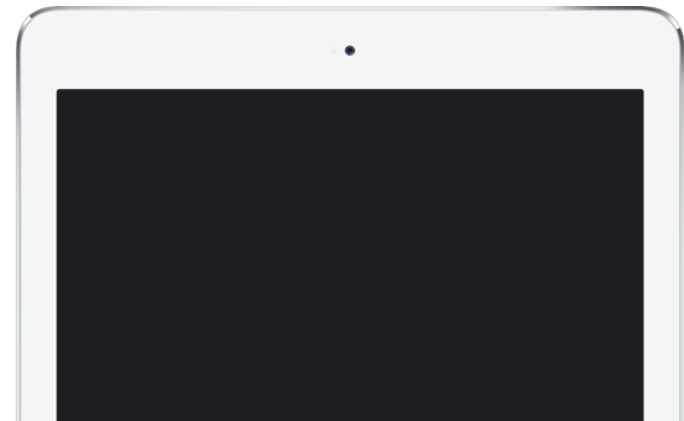
Neil Hoyne - Head of Customer Analytics, Google

**Think Performance Russia**  
**20 June 2017**



# The Amount of Data Continues to Grow Exponentially

More touchpoints, devices and signals to understand the behavior of your customers – both online and offline.

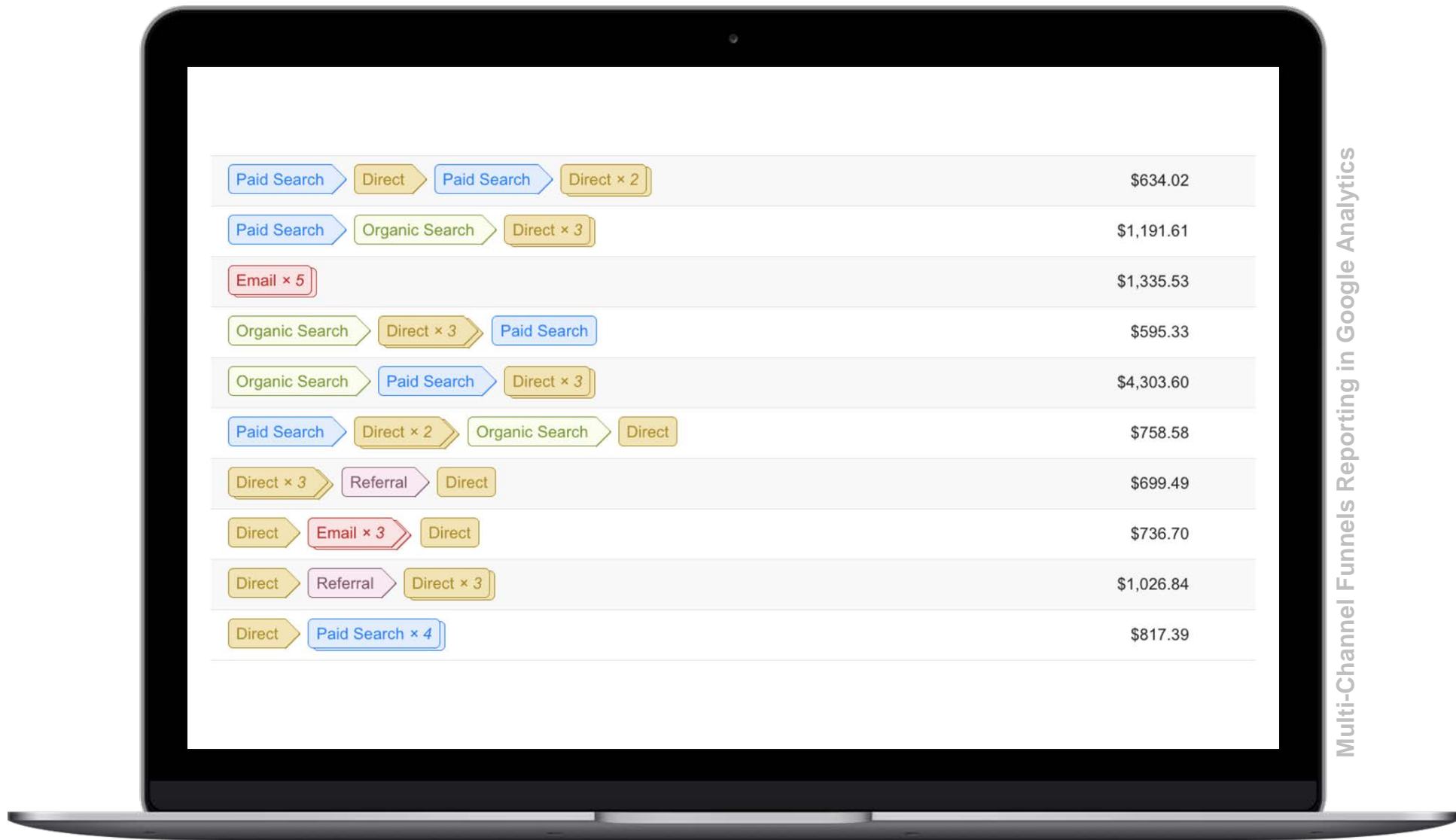


What percentage of marketing decisions do you make using your company's data?

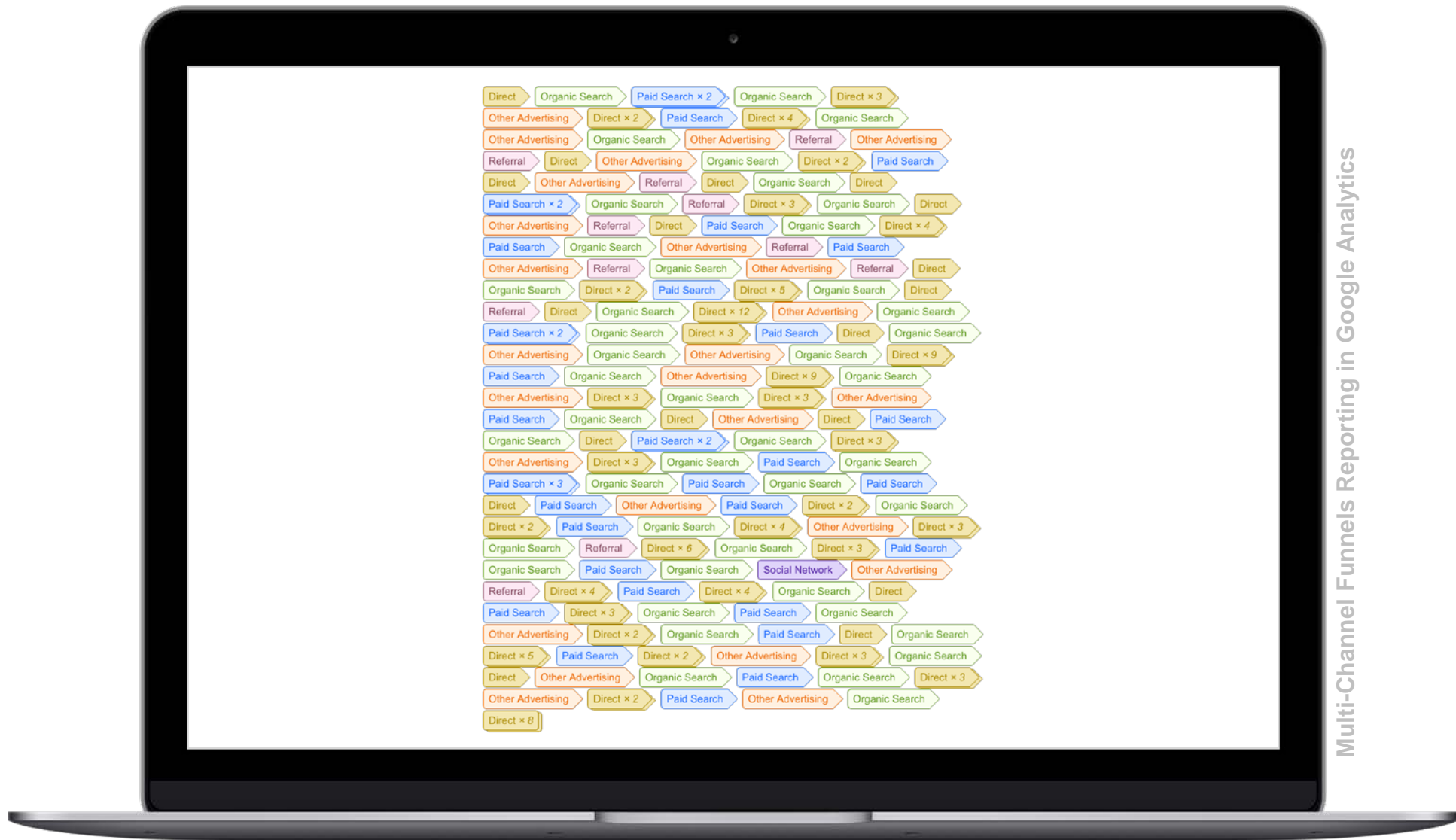
6%

Corporate Executive Board (CEB) Study of  
350 Mid & Senior-Level Marketers

We can help you use data to find  
**the advertising that is most  
impactful** to your customers.



Multi-Channel Funnels Reporting in Google Analytics



Multi-Channel Funnels Reporting in Google Analytics



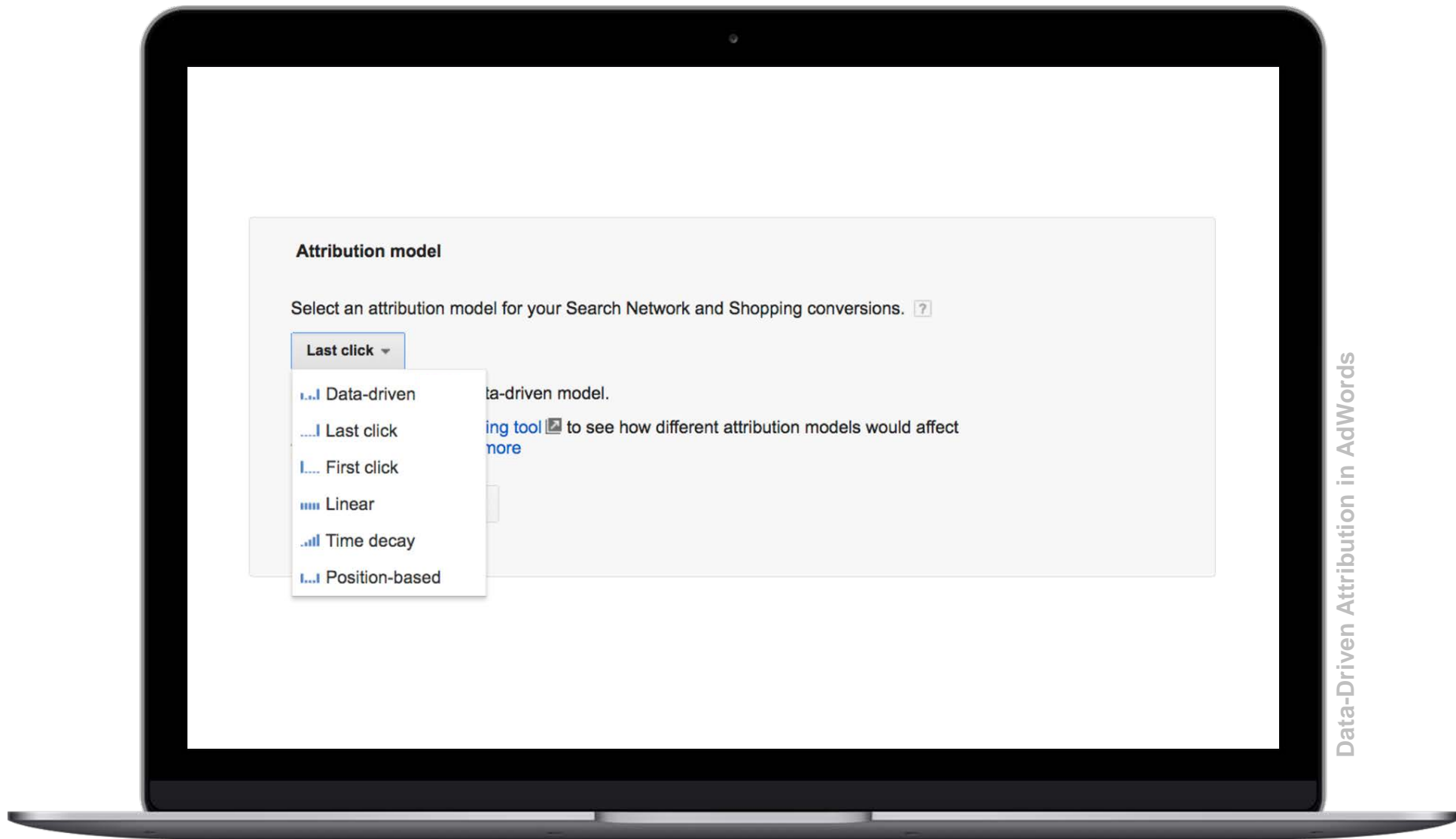
# Does a customer behave differently if you try to influence their journey?



**Would they still take an action if they didn't see  
the second video ad?**







Data-Driven Attribution in AdWords

Using DDA with Smart Bidding, they drove 29% more conversions while reducing cost-per-conversion by 28%.



36% increase in leads and a 20% decrease in cost-per-conversion after making the change to DDA.



DDA with Smart Bidding and Dynamic Search Ads saw conversions grow by 62% at a constant cost-per-conversion.



Using DDA with Smart Bidding, they drove 29% more conversions while reducing cost-per-conversion by 28%.

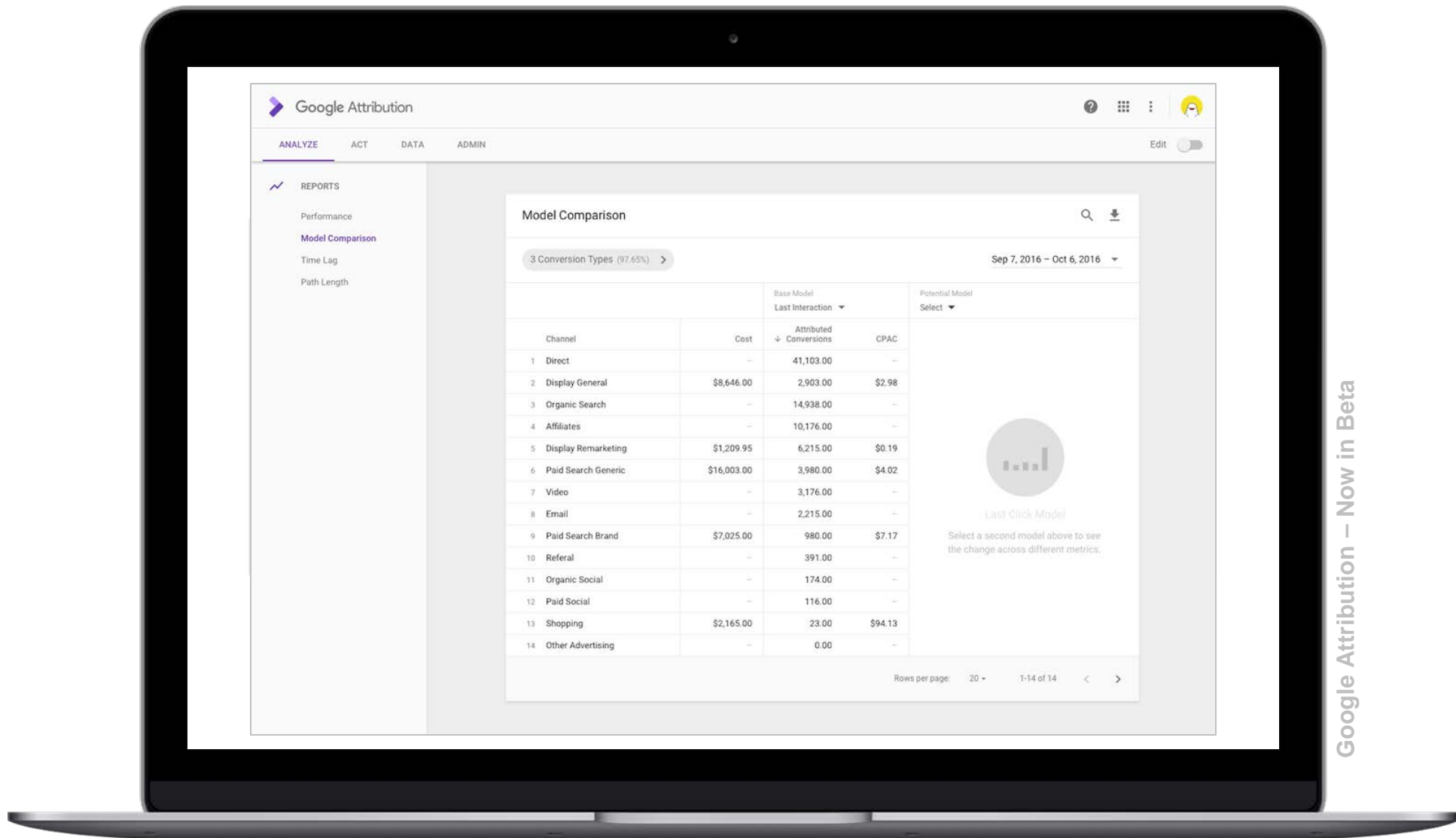


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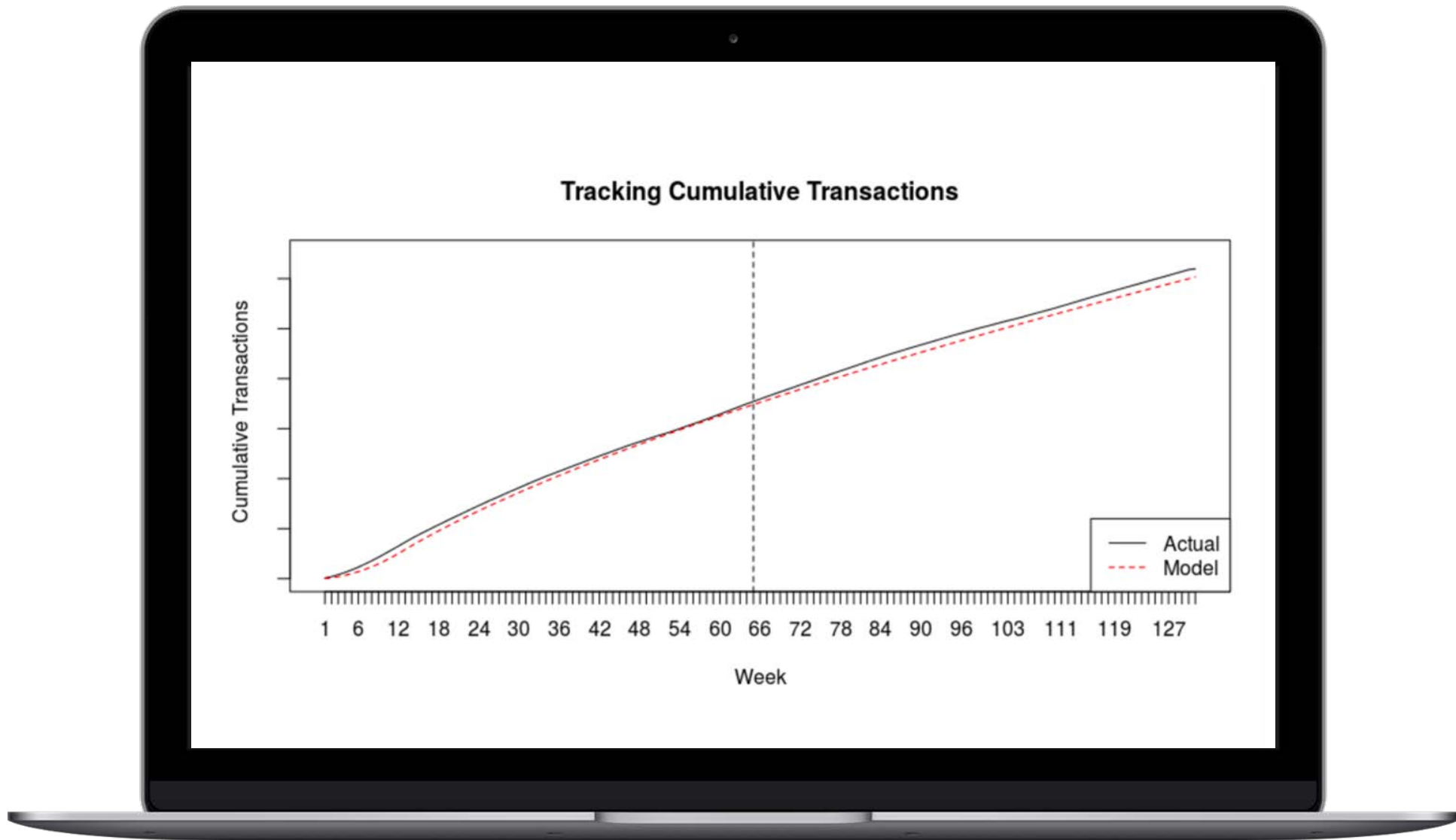


Google Attribution – Now in Beta

We can also help you to  
**acquire, develop and retain**  
your best customers.

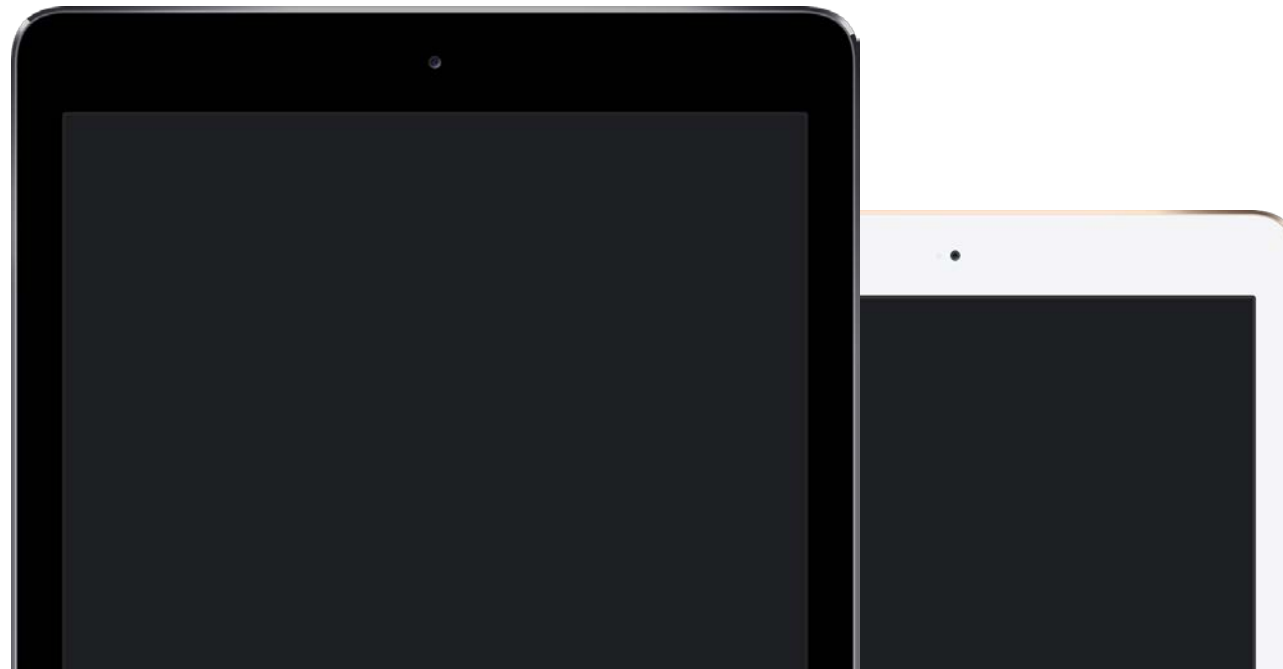


| Segment | Expected Spend | Total Spend   | % of Revenue |
|---------|----------------|---------------|--------------|
| 1       | \$1,842        | \$360 million | 67%          |
| 2       | \$318          | \$65 million  | 13%          |
| 3       | \$156          | \$34 million  | 6%           |
| 4       | \$90           | \$21 million  | 4%           |
| 5       | \$65           | \$15 million  | 3%           |
| 6       | \$44           | \$12 million  | 2%           |
| 7       | \$35           | \$9 million   | 2%           |
| 8       | \$28           | \$7 million   | 1%           |
| 9       | \$17           | \$6 million   | 1%           |
| 10      | \$5            | \$4 million   | 1%           |
| Total   | \$219          | \$533 million | 100%         |



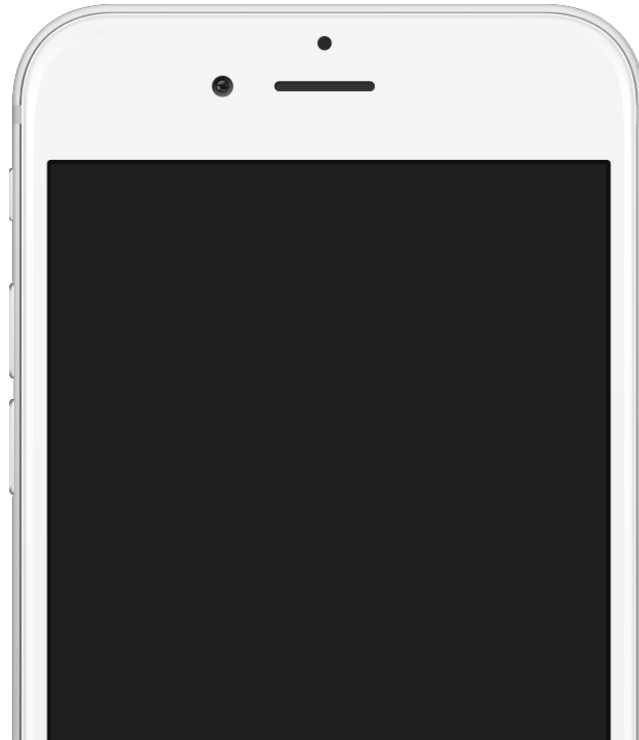
# Does the acquisition channel impact how much a customer will spend?

(Absolutely!)



# Does your mobile app change the way customers will behave?

(Hopefully!)



# All combined with machine learning to help you find the right audience at the right time.

✓ Link Configuration [Edit](#)  
View: All Web Site Data  
Destination account: 599-296-4536

## 2 Define Audience

|  |                |
|--|----------------|
| Create New   | Import Segment |
| Recommended Audiences  |                |
| Smart List ?   |                |
| All Users  |                |
| New Users ?  |                |
| Returning Users ?  |                |
| Users who visited a specific section of my site (e.g. /index.html, shirts, /cart/) ? |                |
| Users who completed a transaction ?  |                |
|  |                |

Audience name ?

High Valuation, No Action in 30 Days



We can help to prove the  
**incremental impact** of marketing  
to your business.

## Brand & Conversion Lift

We can measure changes in brand affinity or ad recall, search query volume or conversions - all for people who saw your ad campaign compared against those who didn't.

## People-Based Experiments

We use an e-mail list of your existing customers, split randomly into two groups. Using Google Customer Match, we then target one of the groups with a specific ad campaign and measure the impact.

## Geo-Based Experiments

We split the market into two, equally-performing segments and expose one to the new ad campaign, measuring the impact across any number of objectives.



This post explores how to run great experiments in your company, based on recent conversations with my friend Astro Teller, Chief of Moonshots at "X" (formally Google X, Google's R&D factory).

X's mission is to invent and launch "moonshot" technologies that could make the world a radically better place... dare I say, help create a world of Abundance.

### Don't miss a trend.

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The background of the slide is a photograph of the Moscow Kremlin at sunset. The red brick walls and towers of the Kremlin are visible, with golden domes of the churches in the background. The sky is a mix of orange, yellow, and blue. In the foreground, there is a river and a road with some cars.

1. Begin to explore **Data-Driven Attribution** within AdWords.

2. Look towards **Customer Lifetime Value** and begin to understand what makes your customer segments different.

3. Strengthen your abilities to **test and validate.**

**Спасибо!**