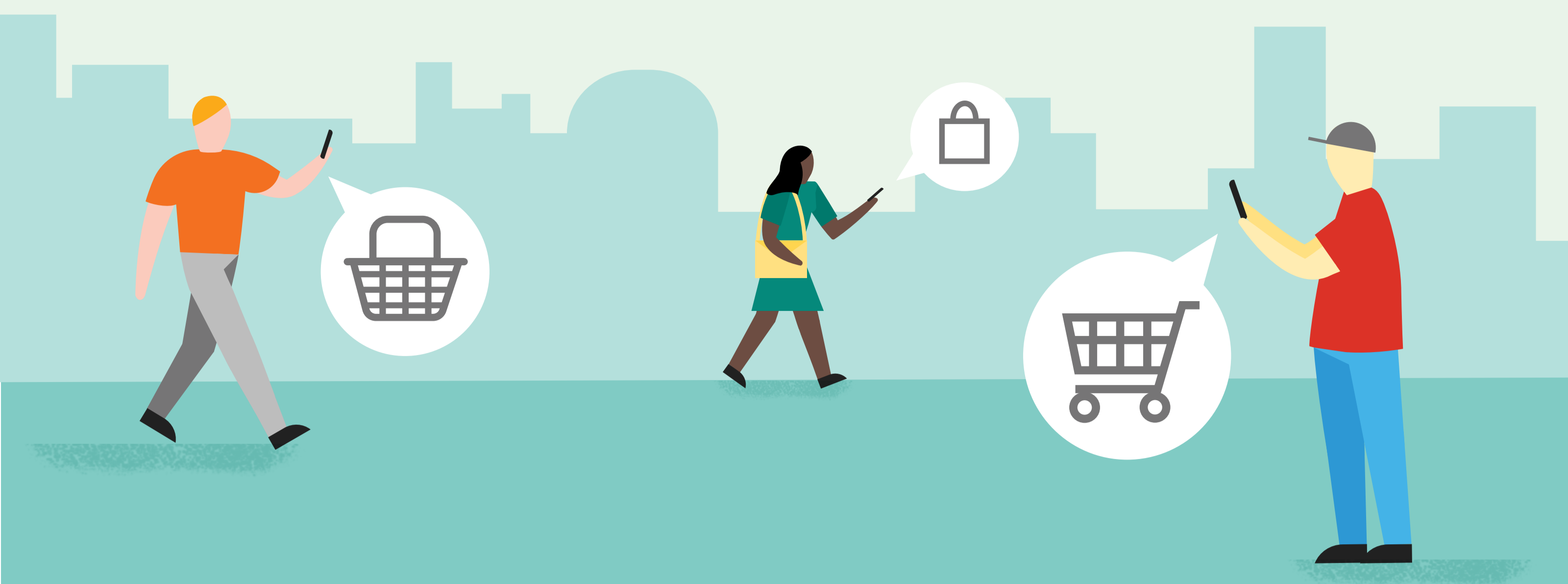
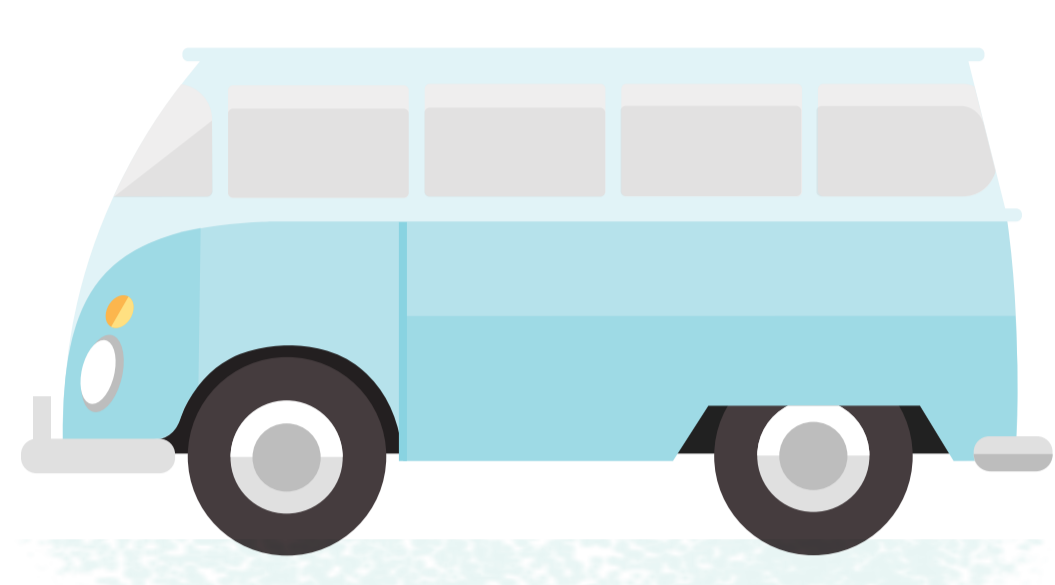


How to Drive Growth in a Mobile-First World



THE WORLD IS FULL OF MICRO-MOMENTS

Mobile offers hundreds of new opportunities to deliver value to consumers in moments of need. For example:



One car buyer had **900 digital interactions** before she purchased her new vehicle and drove it off the lot.¹

Yet, if we continue to use legacy measurement practices—those built for a desktop-first world—we can't realize the full value of these new touchpoints.

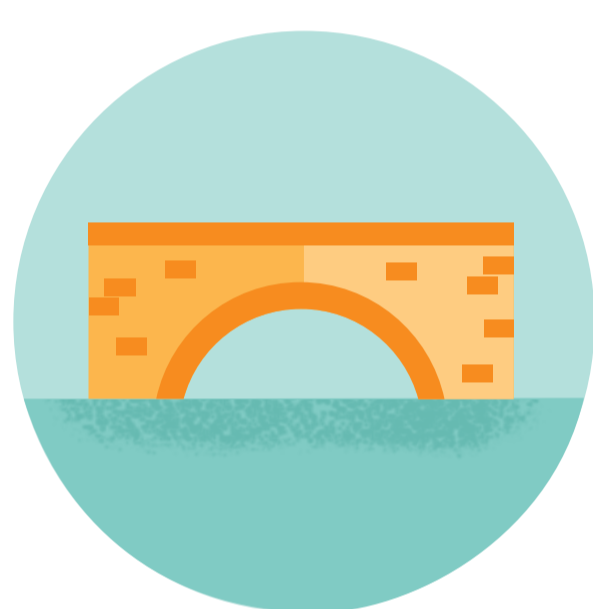
MARKETERS MUST RETHINK MEASUREMENT FOR GROWTH

To evolve your measurement strategy for today's mobile-first world, revisit these three core questions:



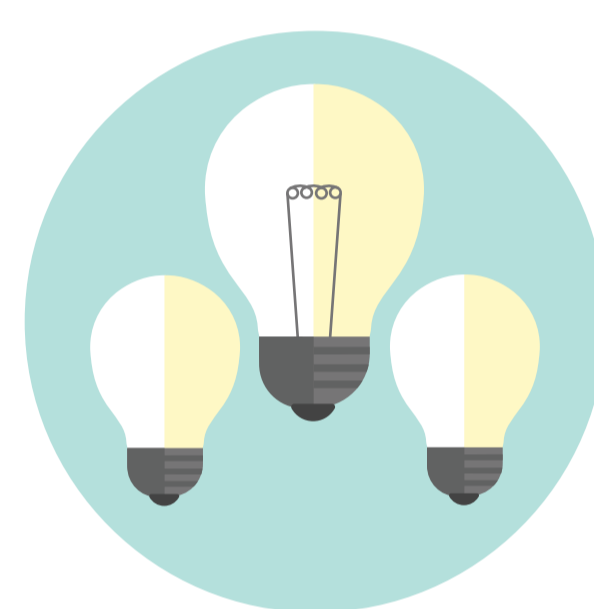
What Matters?

To know what really matters, start with business objectives first, then choose the right KPIs to measure that success.



What's Working?

To figure out what's actually working, build confidence with new tools and estimates that bridge the gaps.



What's Possible?

To learn what's truly possible, empower teams to invest in experiments that answer bigger questions first—optimize later.

TARGET UPDATED ITS APPROACH AND ACCELERATED GROWTH

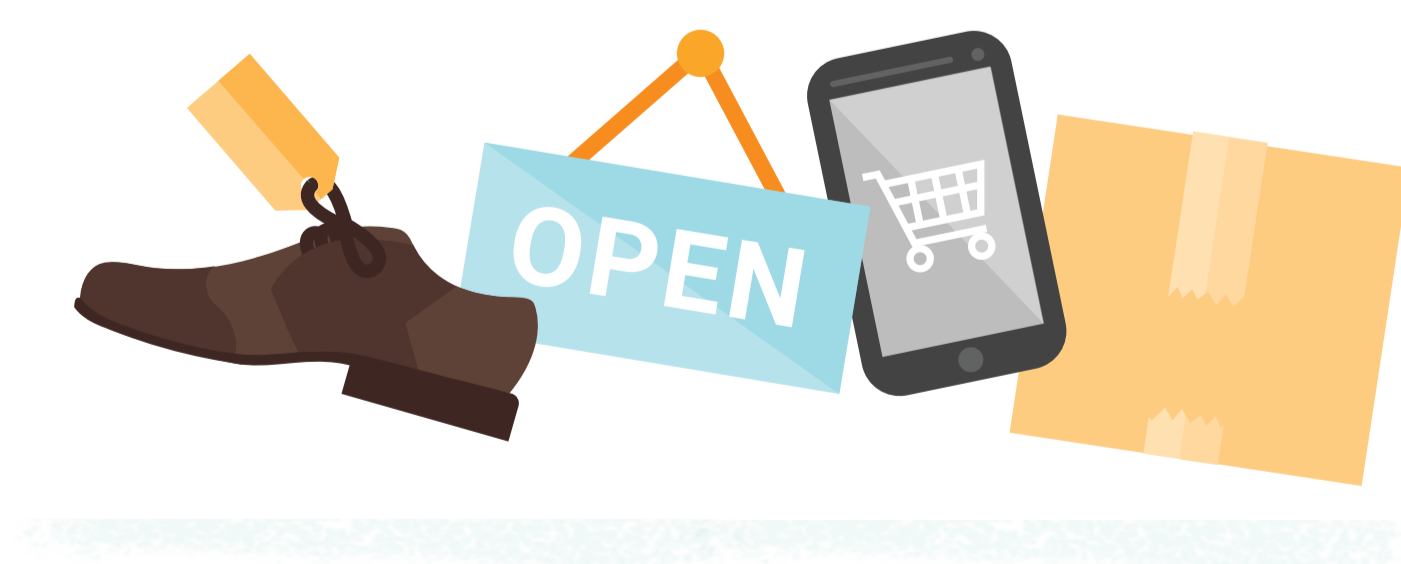


Target's Insight:

98%

of guests shop digitally and three-quarters start their experience on mobile.

This triggered a "seismic acceleration"—a realization that in order to know what **matters**, they needed to rethink a few things. To bridge the gap between digital and store, they started using store visits data to figure out what's actually **working** to drive value for their omni-channel shoppers. Further, this sparked the opportunity to test what's **possible** with a new digital-first approach to their merchandising strategy.



Now, Target's omni-channel shoppers are their most valuable customers, spending **3x more on average** than those who shop single channel.

For more on rethinking measurement for a mobile-first world, visit goo.gl/FiCVdB

SOURCING

¹ Methodology: Google partnered with Luth Research. Luth analyzed the digital activity of its opt-in panel participants. This article details the cross-device clickstream data of one individual named Stacy over a period of three months.