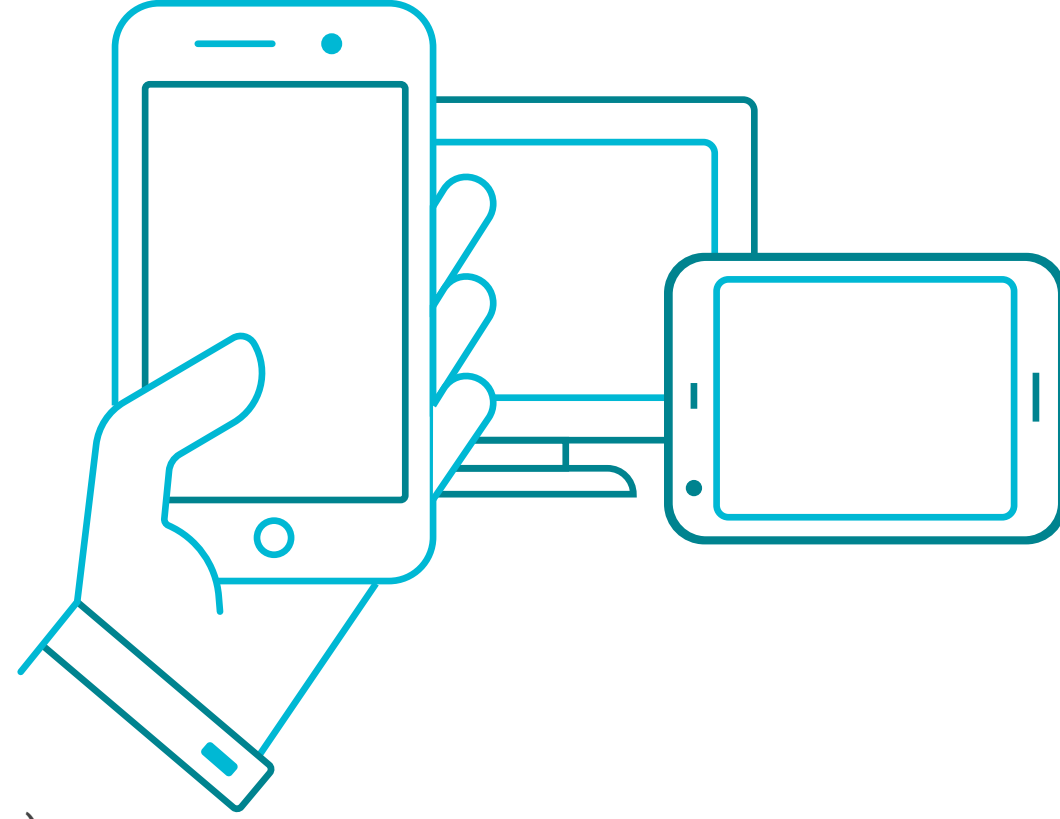


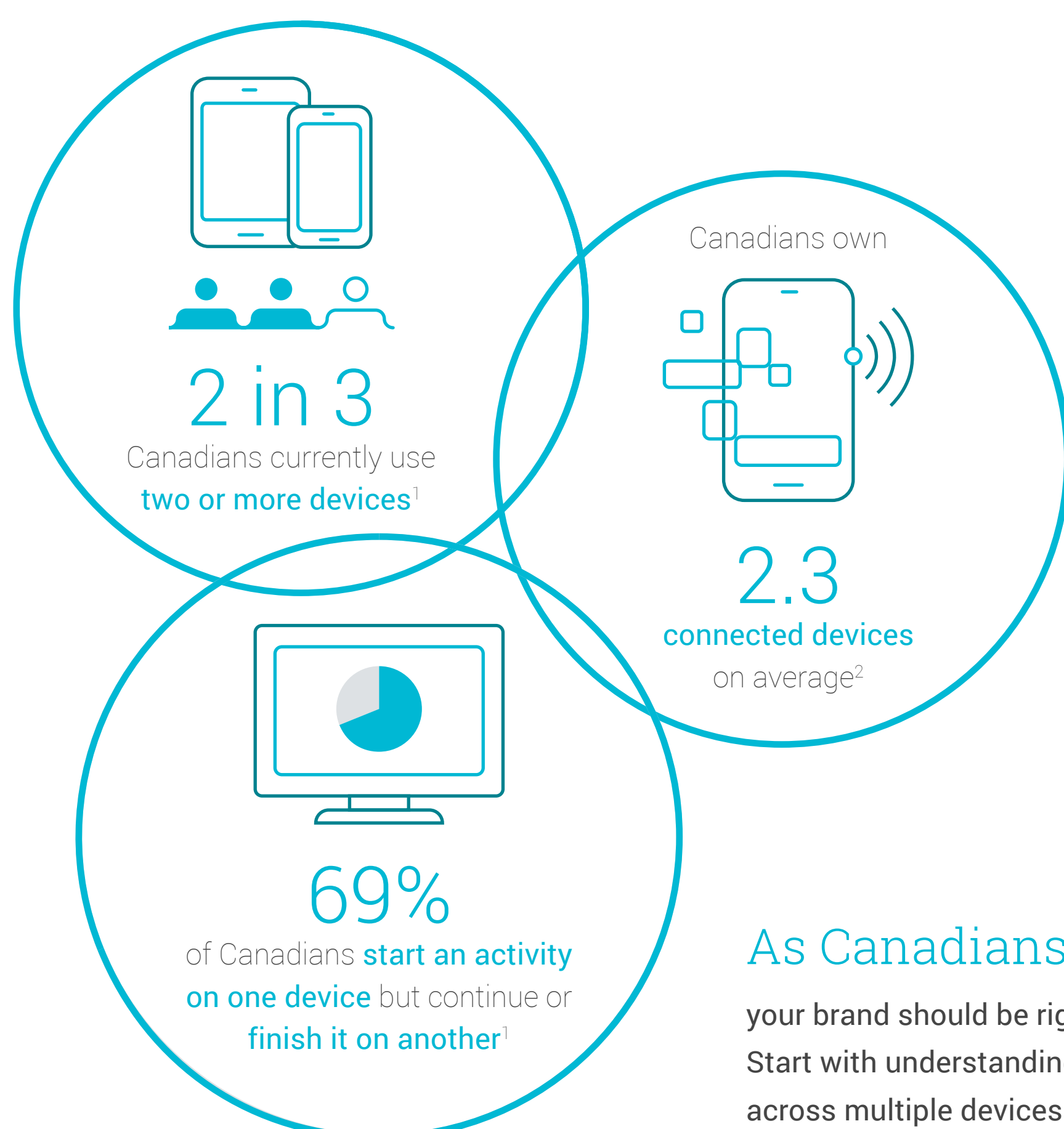
Three Insights for Advertisers From the Canadian DoubleClick Leadership Summit

Canadian consumer behaviour has changed drastically. Everything from where they go to consume content to what kind of advertising resonates has evolved. At the DoubleClick Leadership Summit, we shared data about Canadian consumers along with tools and insights designed to help brands connect.

Canadians Are More Mobile Than Ever Before



From smartphones to laptops to tablets (and back to smartphones again), Canadians hop from device to device without missing a beat.

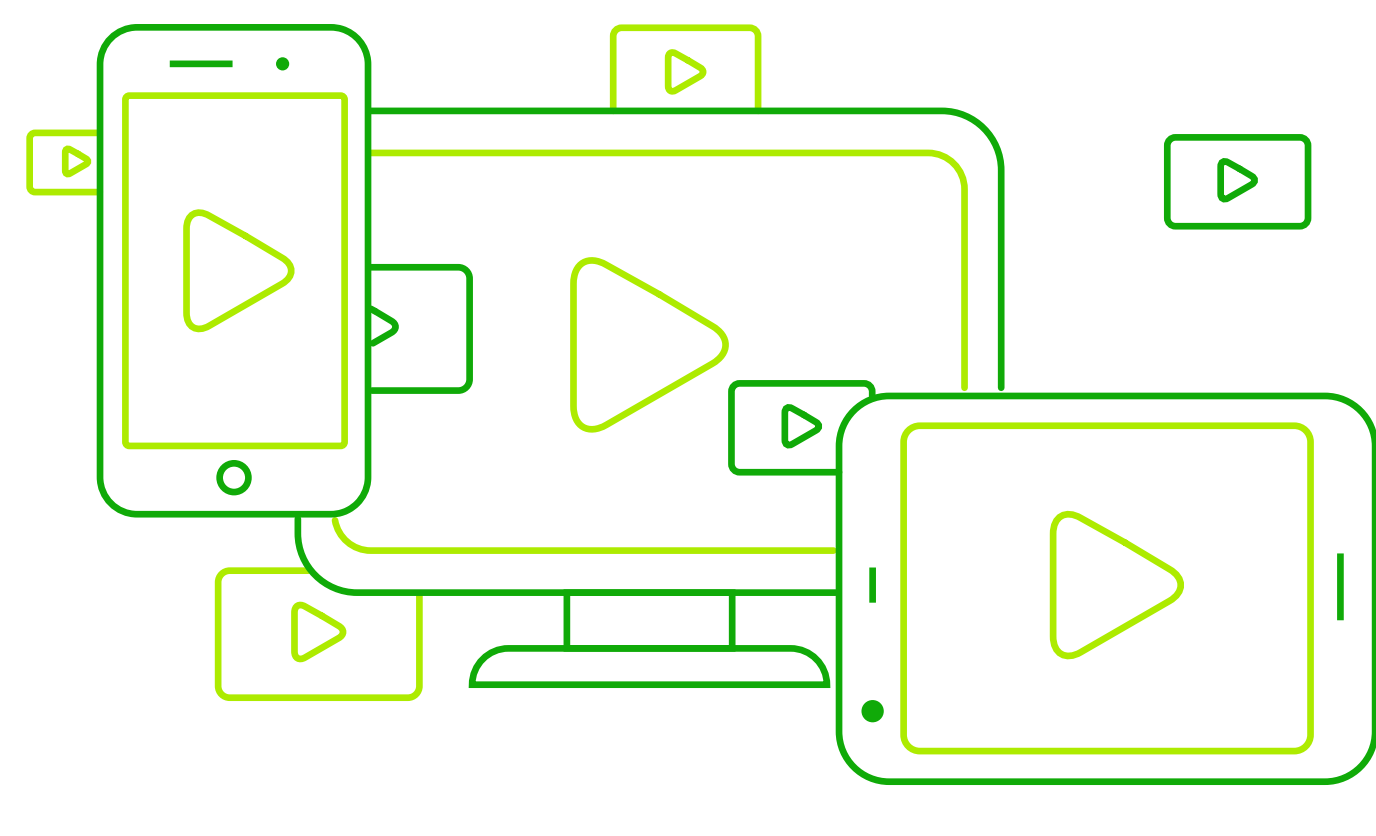


After accounting for cross-device reporting, DoubleClick client American Express Canada saw:³

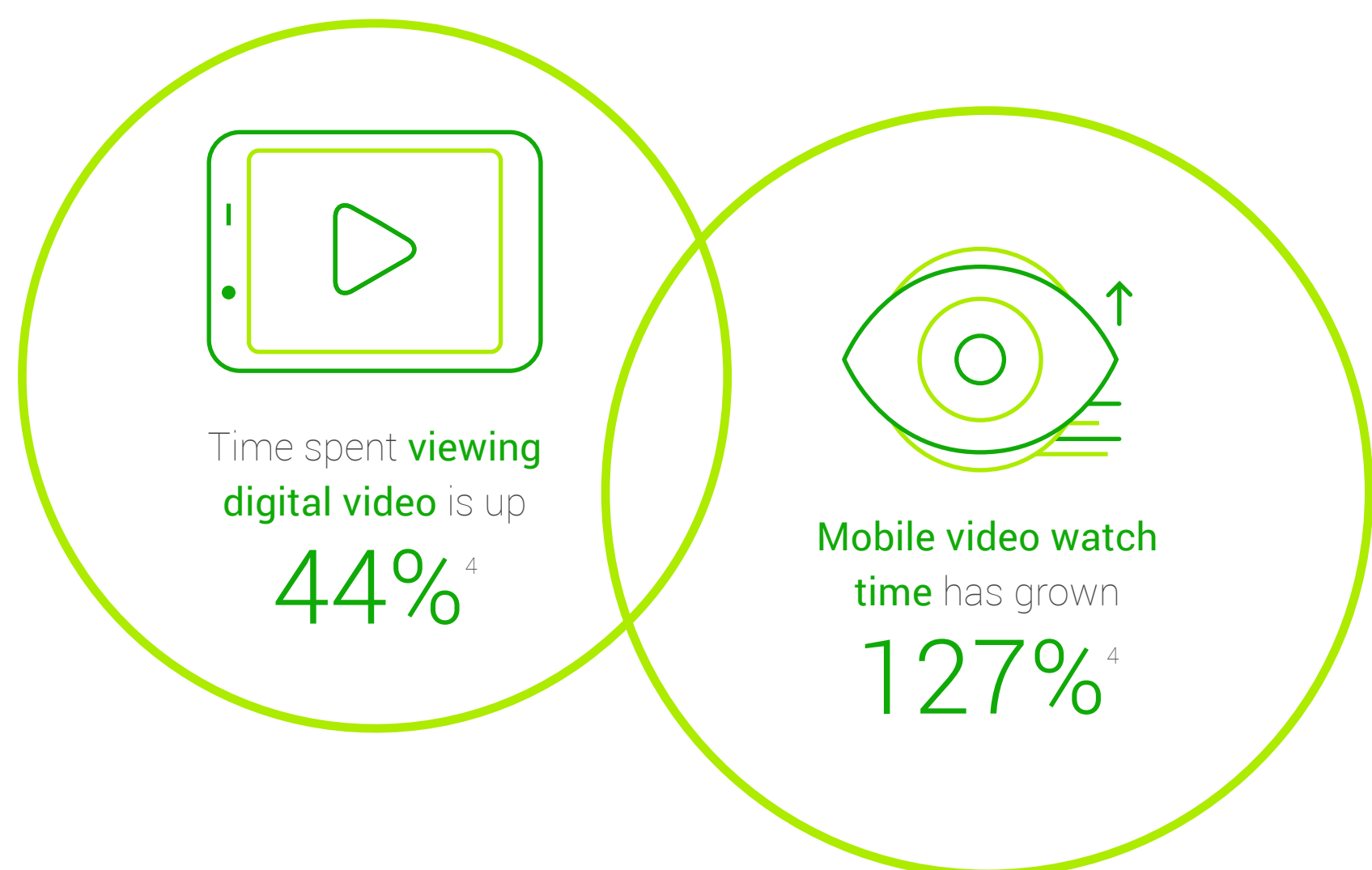
- Mobile-driven conversions were 68% higher than estimated
- 119% uplift in conversions
- 37% decrease in cost per acquisition

As Canadians move from device to device, your brand should be right there with them at each step of the way. Start with understanding how consumers interact with your brand across multiple devices. Then, account for this cross-device activity in your reporting to get a clear view of which devices drive growth.

Canadians Are Consuming More Video Across More Platforms



Over the past four years in Canada:



From 2014 to 2015, video impressions served via DoubleClick Bid Manager have grown:⁵

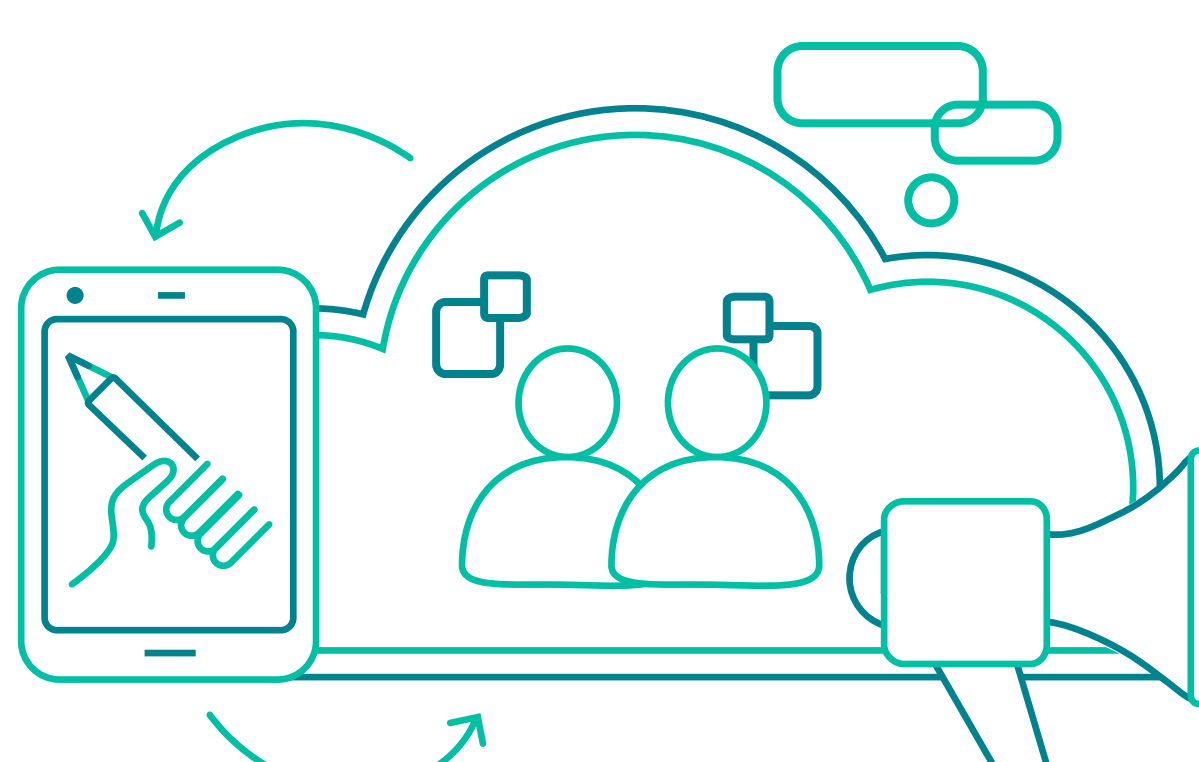
- 33X on mobile
- 32X on tablet
- 225% on connected TVs

Online video represents 1/3rd of the time consumers spend watching ad-supported video (including TV and online video)⁵

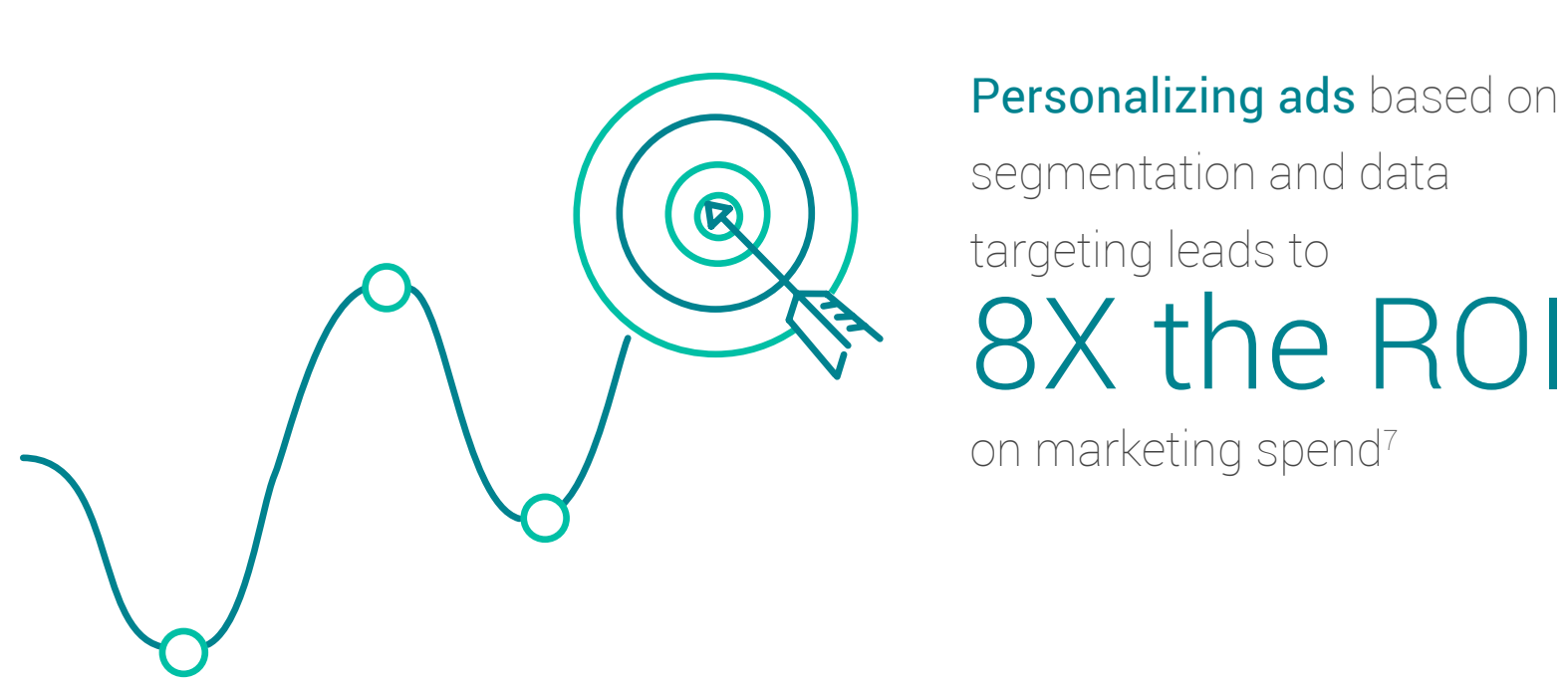
Programmatic Direct video spend by advertisers on DoubleClick Bid Manager grew over 650% from 2014 to 2015⁶

As Canadians spend more time with online video, ask yourself whether your brand's media mix is keeping pace. Online video pairs well with TV, so compare whether your media allocations reflect where your consumers are spending their time and attention. Tools like Programmatic Direct are helping Canadian brands reach the right online video viewers, in the right moments, and at the right cost.

Reach Canadians Through Data + Creativity



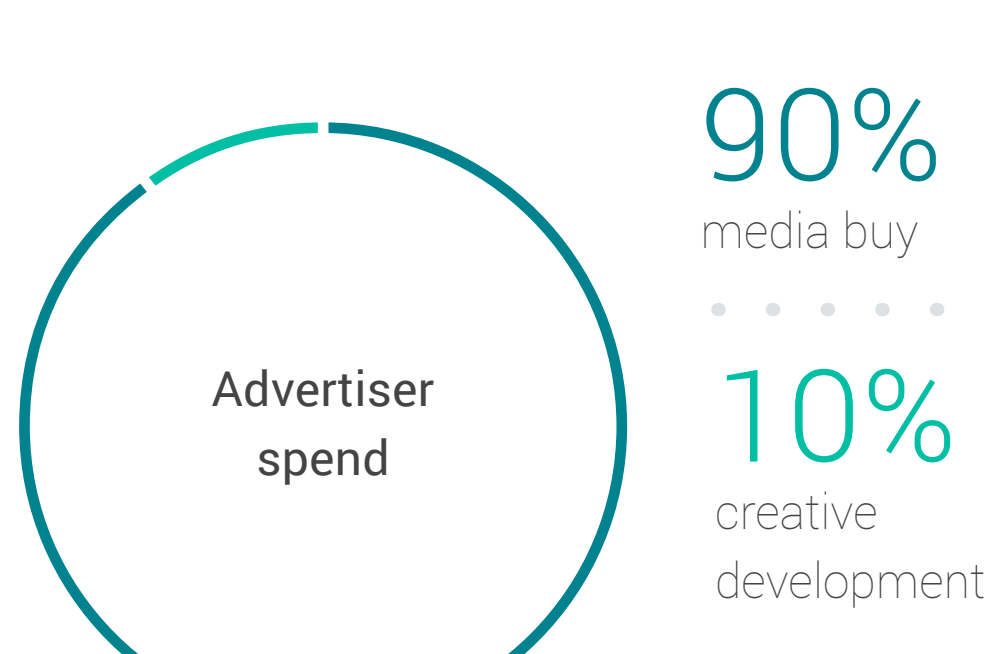
Data-driven solutions can help brands create ads that connect ...



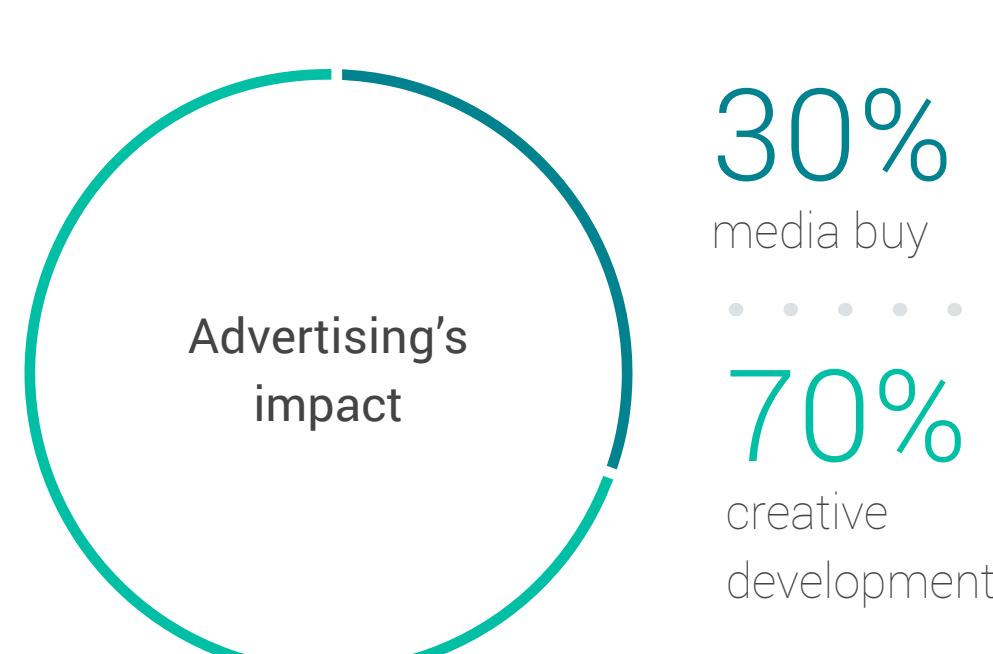
With DoubleClick clients, we've seen that data-integrated campaigns help move users down the funnel more effectively and efficiently:⁸

- 36% median lift in assisted conversion rate
- 47% median cost savings per assist

Advertiser spend is usually:⁹



However, studies have shown that advertising's impact is weighted more heavily to the creative:⁹



Better ads are all about bringing the best data together with the best creative messaging.

Audiences are more engaged when you invest in beautiful, personalized creative powered by first- and third-party data. Data enables you to deliver the right message to the right person.

Sources

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