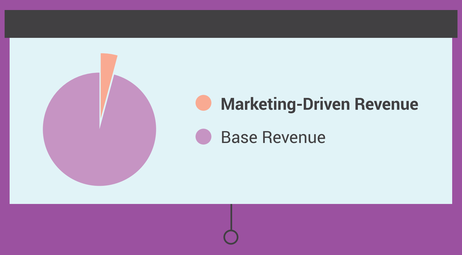
Maximising Smartphone Revenue:
Australian Marketers Shift to Digital

Calling all OEMs! To maximise return on spending, smartphone marketers are considering how they can optimise their media investments. Google and MarketShare conducted Marketing Mix Modelling for the Smartphone OEM category in Australia* to reveal how various marketing channels impact revenue.

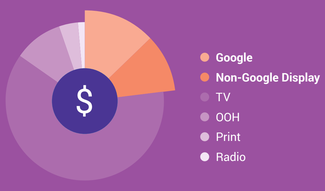
Press 1 for more insights.

In Australia, marketing efforts drove 4.2% of total smartphone revenue.

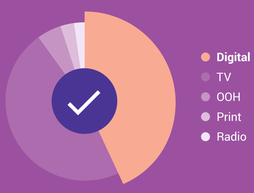


Digital media contributed 44% of marketing-driven revenue, despite getting just 22.9% of the budget.

Average OEM Marketing Spend



Marketing-Driven Revenue



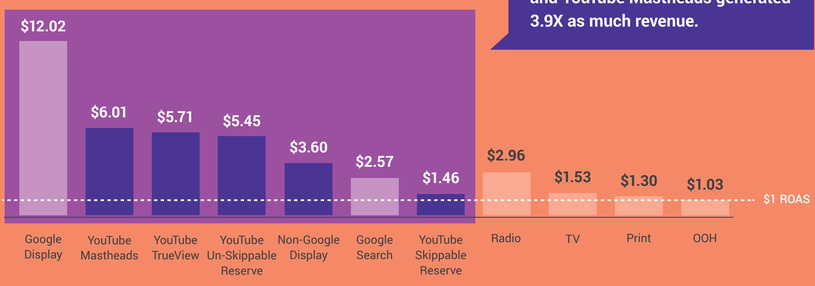
At current spend, digital is seeing a better return on investment than traditional channels.

Marketing Efficiency Index = % Marketing Contribution / % Marketing Spend

Among the Google ad types, YouTube and Google Display have the most room to grow.

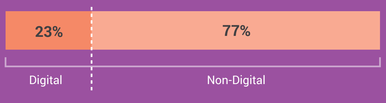
Revenue per $1 of Advertising Spend (at current average spends)

Google Display generated 7.9X as much revenue per $1 spent as TV and YouTube Mastheads generated 3.9X as much revenue.



This is how smartphone marketers can optimise marketing investment to maximise revenue:

Current smartphone budget split



Optimised budget split

Optimisation yields up to an 8% increase in marketing-driven revenue.‡

* The modelling period spanned 2011– 2013 and included 5 OEMs with a combined revenue comprising over 80% of OEM category sales.
** Refers to revenue directly attributable to the paid media channels included in the model shown (Google Display Ads, Google Search Ads, YouTube Mastheads, YouTube Video Ads, YouTube TrueView Ads, Non-Google Display, TV, Print, Radio, and Out of Home).
† Non-Google Display is an estimate of display spend from Nielsen, based on a panel which does not include data from Facebook or Twitter.
‡ Results are directional. Optimisation does not take availability of inventory into account.

Source: Google/MarketShare, "Media Mix Optimization," July 2015.