



# Multiscreen Solutions for Marketers

People are  
multiscreening



# You should be too

01

Be present across screens



02

Get the experience right



03

Understand the full value of mobile



# 01 Be present across screens





We search for everything...

Bourke St bakery

Nail salons

NAB ATMs

Calories in soy latte

Bose headphones

Weather forecast

Queensland getaways

Pizza

Myer's hours

Hoyts show times

Mattress sales

Directions to Ferry Terminal

Movie reviews

We search for everything... at any time

Bourke St bakery

🕒 1:45

Nail salons

🕒 12:40

Dyson D3 vacuum

🕒 9:06 am

NAB ATMs

🕒 8:12

Calories in soy latte

🕒 7:26 am

Bose headphones

🕒 2:42

Weather forecast

🕒 7:10 am

Queensland getaways

🕒 9:18 pm

Pizza

🕒 7:30 pm

Myer's hours

🕒 2:35 pm

Hoyts show times

🕒 3:40 pm

Mattress sales

🕒 2:30 pm

Directions to Ferry Terminal

🕒 11:22 am

Movie reviews

🕒

We search for everything... across devices

Bourke St bakery

🕒 1:45

Nail salons

🕒 12:40

Dyson D3 vacuum

🕒 9:06 am

NAB ATMs

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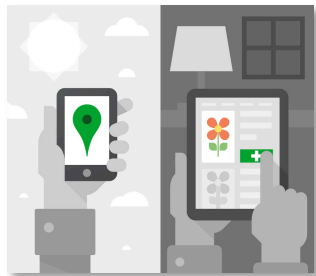
Directions to Ferry Terminal

🕒 11:22 am

Movie reviews



# Introducing enhanced campaigns



**Smarter ads**  
for varying user contexts

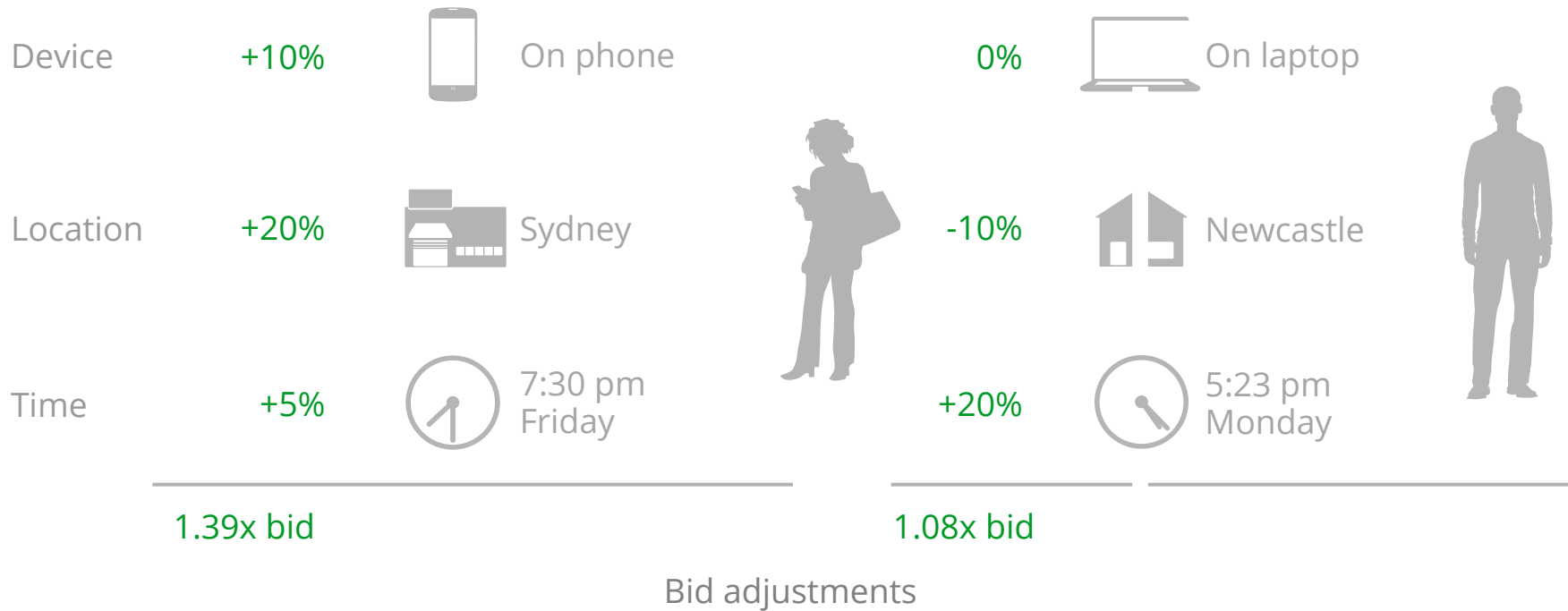


**Powerful tools**  
for the multi-device  
world



**Advanced reports**  
to measure more  
conversion types

# Powerful marketing tools for the multi-device world



# Smarter ads for varying user contexts



Monday



**Saratoga Pizza** – Order online, ready in 15 minutes.

[www.saratogapizza.com.au](http://www.saratogapizza.com.au)

Fast, free delivery or dine in.

118 people +1'd or follow Saratoga Pizza

[Order Online Now](#)

[\\$7 Dine-in Lunch Specials](#)

[Delivery Map](#)

[Office Delivery Menu](#)



Saturday

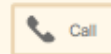


**Saratoga Pizza – \$3 Slices**



1.1k

[m.saratogapizza.com.au](http://m.saratogapizza.com.au)



Enjoy our \$3 counter slices.

Or try a \$10 carryout dinner.

[Directions - \\$10 Dinner Specials](#)



Friday



**Saratoga Pizza** – Order online, ready in 15 minutes.

[www.saratogapizza.com.au](http://www.saratogapizza.com.au)

Fast, free delivery or dine in.

118 people +1'd or follow Saratoga Pizza

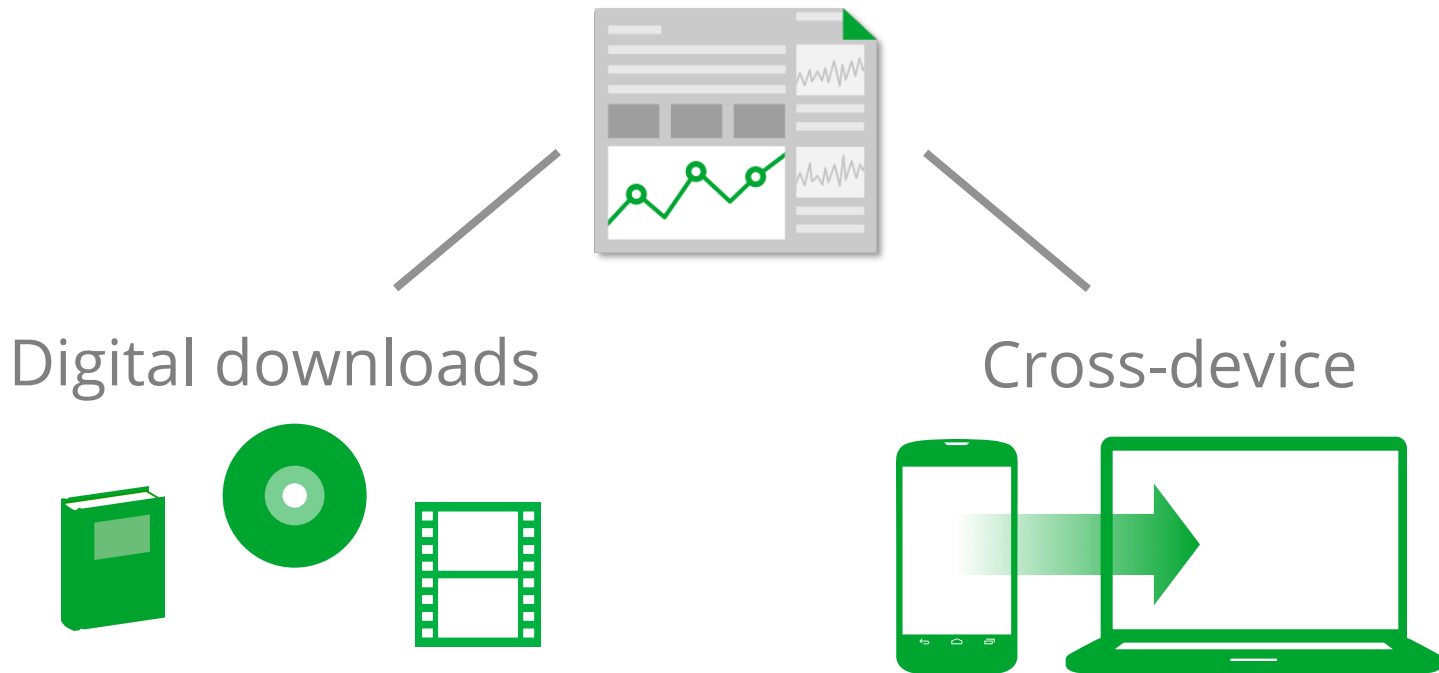
[Order Online Now](#)

[2 Large Pizzas for \\$15](#)

[Delivery Map](#)

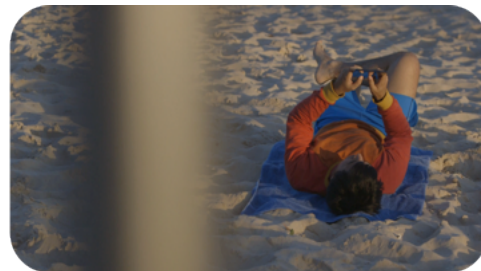
[Dinner Side Salads and Desserts](#)

# Advanced reporting to measure more conversion types

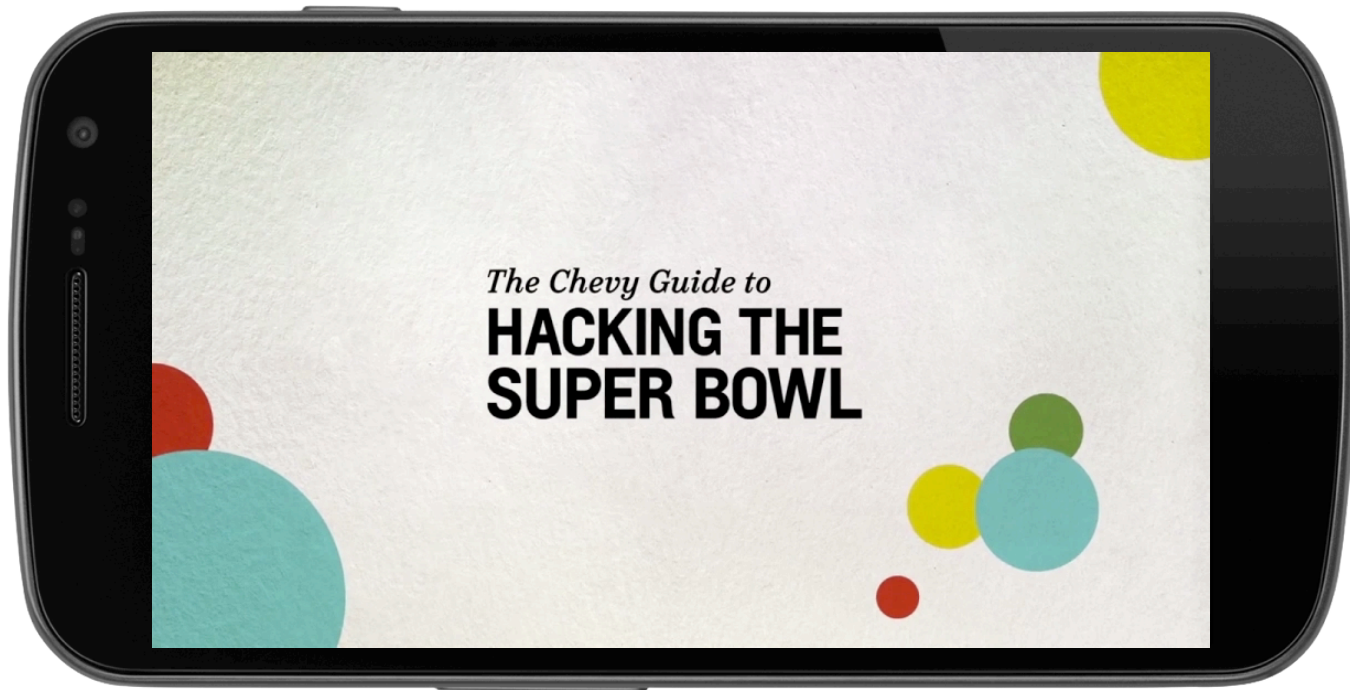




# People are doing a lot more than searching



Tap into simultaneous usage habits



# Use device specific capabilities



# 02 Get the experience right



# How does Mobile Change your Value Proposition?



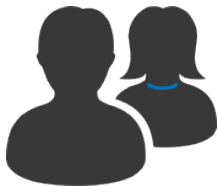
86% of smartphone users have looked for local information

88% have taken action as a result



22% of consumers were influenced by smartphones to change their mind about an in-store purchase

31% of consumers use their smartphones to purchase a product or service



Over 50% of Australian mobile users use their devices for daily social network activities



Over 1/3 of YouTube video views are on mobile now

Source: “Our Mobile Planet: AU” Google/Ipsos, 2012, Google Internal Data

# A mobile optimised site is no longer a nice to have



75%

of mobile users say they're more likely to revisit mobile friendly sites



59%

have quickly moved to another site if they don't see what they are looking for right away

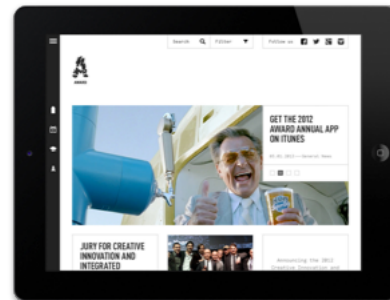
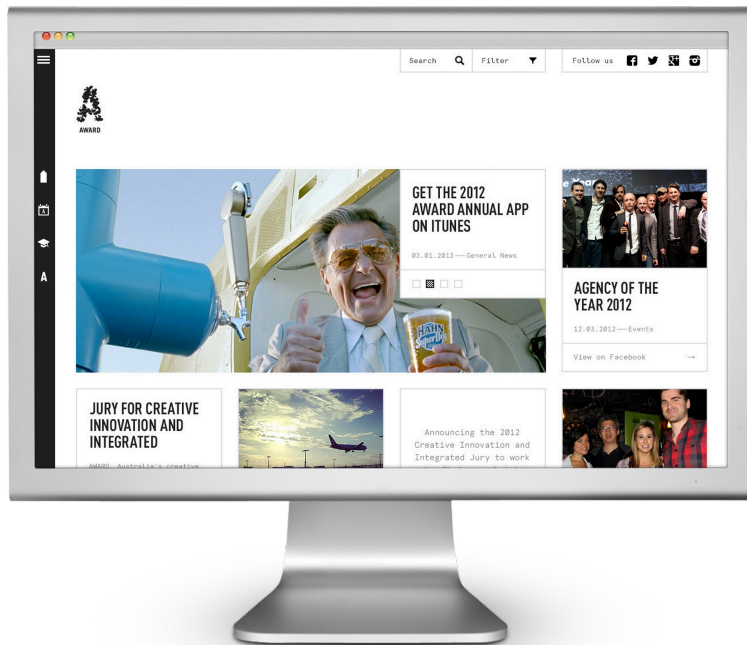
Source: "What users want most from mobile sites today: AU", Google/Ipsos, 2013

# Tap into simultaneous usage habits





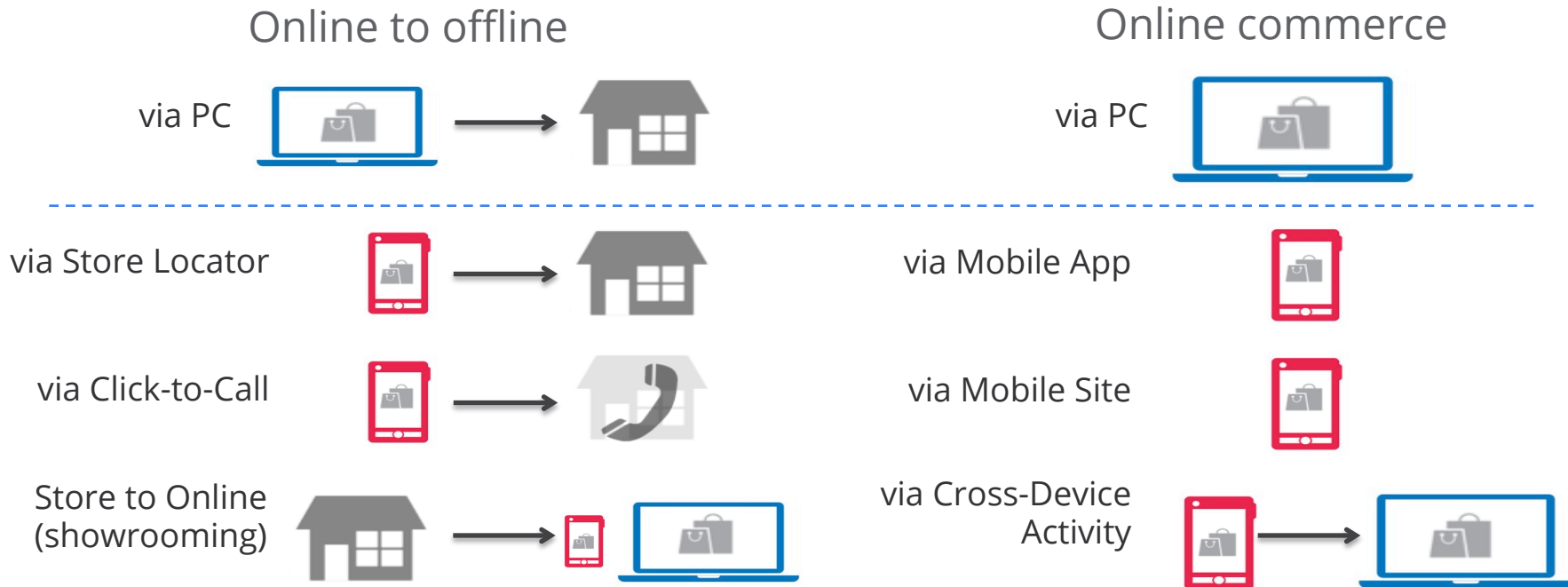
# Responsive site design



# 03 Understand the full value of mobile



# Mobile paving new paths between consumers and conversions

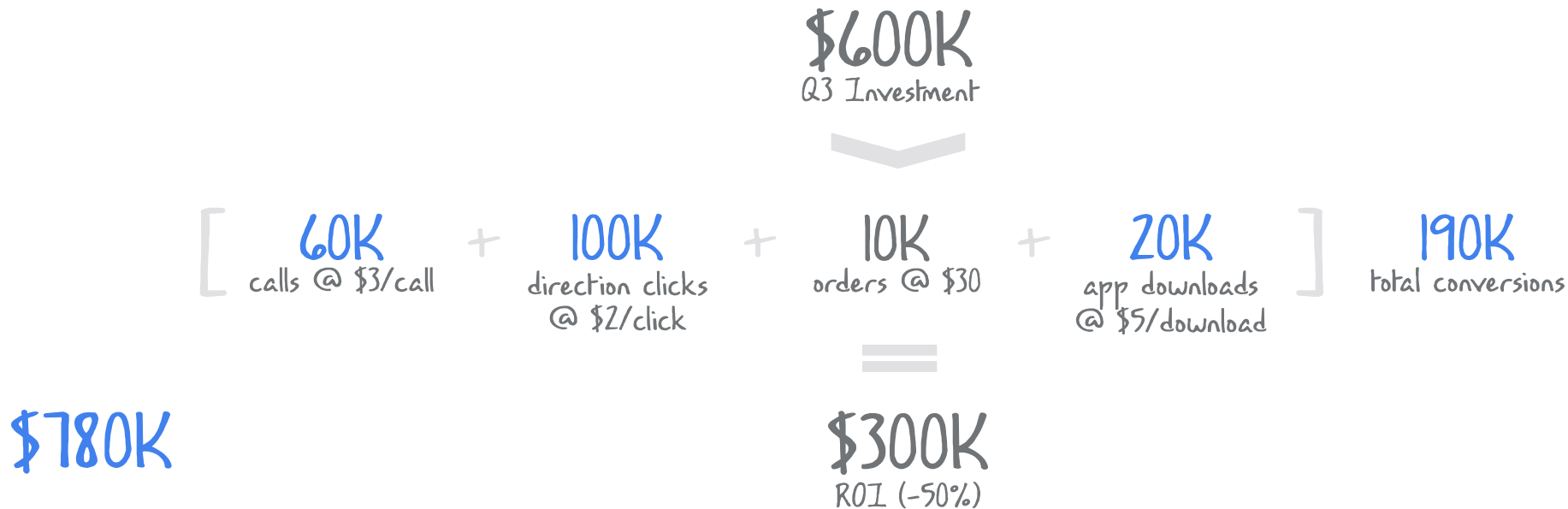


# What mobile conversions are you driving?

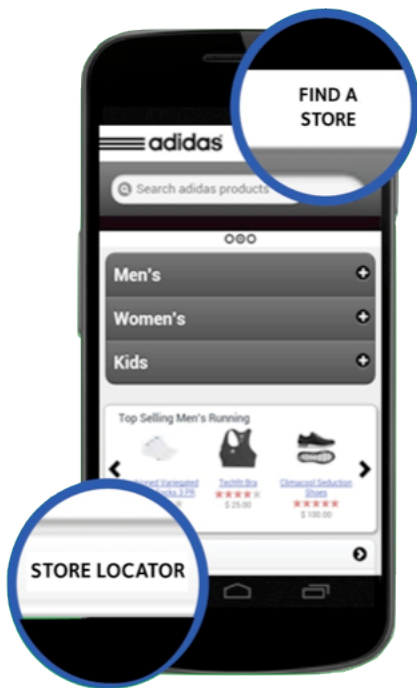


Source: “Our Mobile Planet: AU” Google/Ipsos, 2012

# Most advertisers frame mobile conversations too narrowly



# An advertiser getting it right and getting ahead with mobile ROI



An advertiser getting it right and getting ahead with mobile ROI





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