

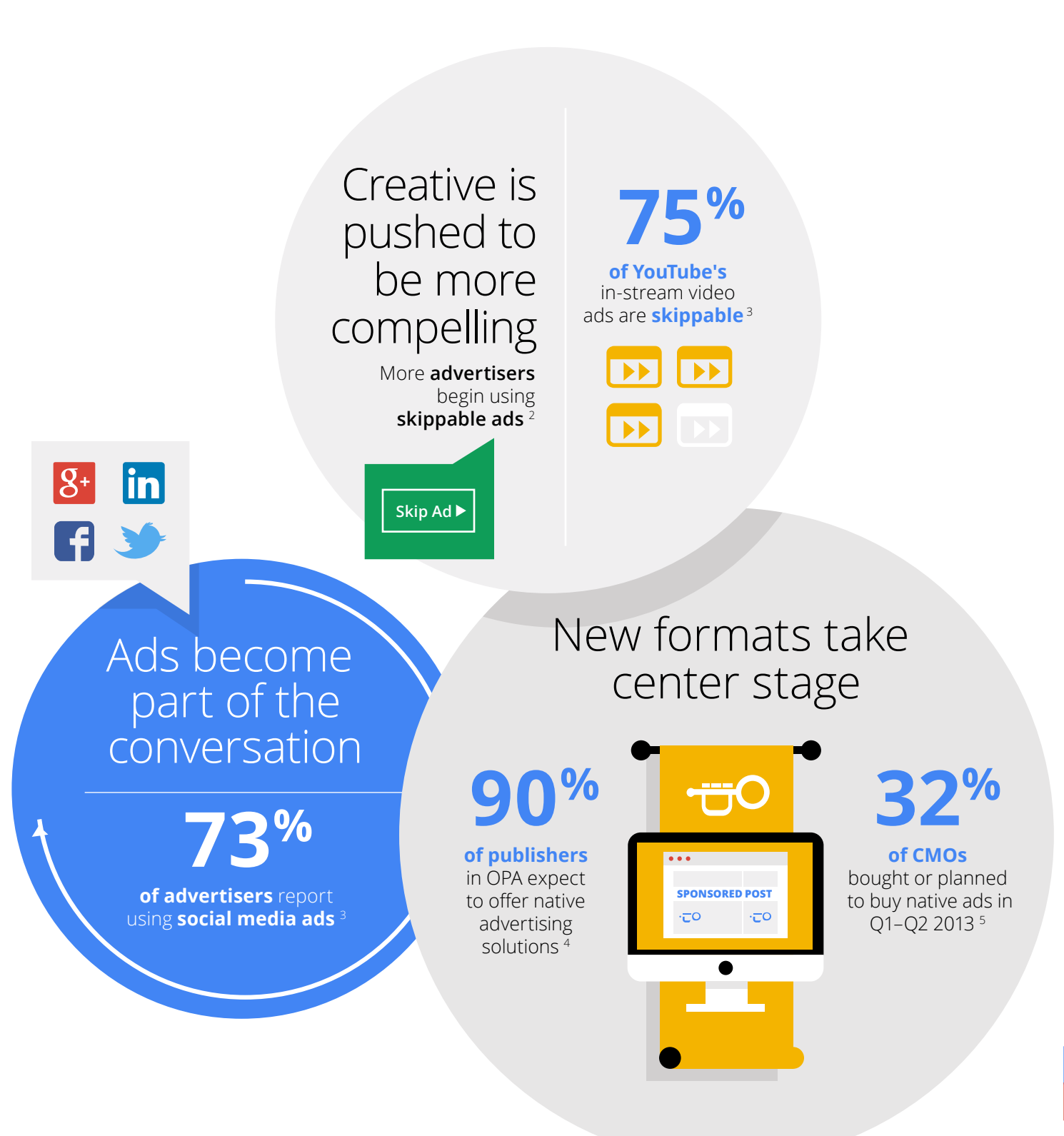
## Redefining advertising

## How 2013 transformed digital marketing

2013: A year of transformation. **Old-school marketing met new technology and redefined traditional models.** 20% of organizations incorporated digital into each marketing function.<sup>1</sup> Budgets are no longer siloed. Let's look at how technology has been redefining the digital opportunity over the last year.

## Redefining "creative"

Technology made creative more intelligent



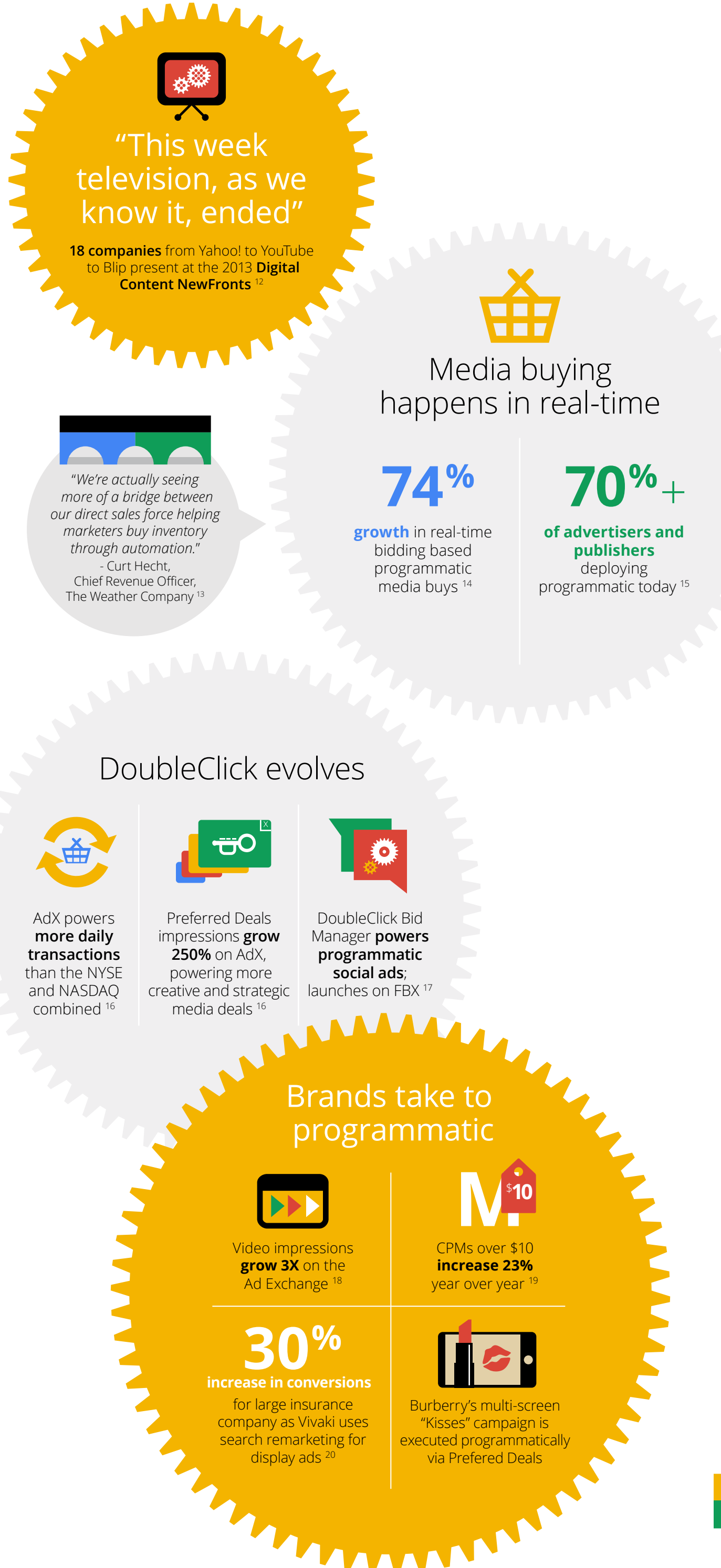
## Redefining "integrated"

The new 360 looks at cross-screen, cross-format ad campaigns



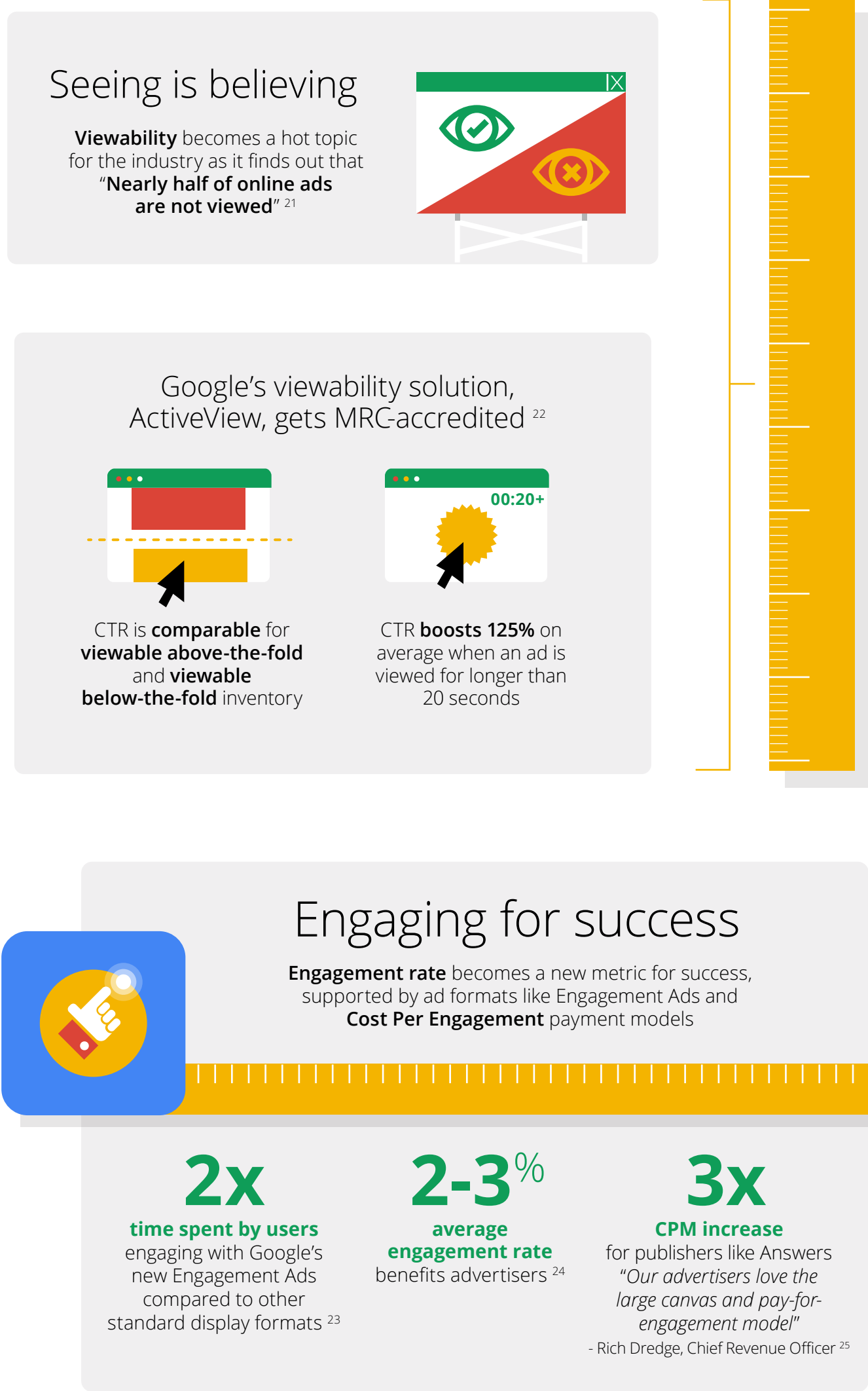
## Redefining "buying"

No longer an afterthought: the way digital spend is committed has changed



## Redefining "success"

New metrics and technologies to measure success held digital accountable



Let's raise a toast to the year that was and the people who defied the norms and redefined advertising and marketing—from creative design, to media planning, to buying and measurement.

Sources:  
<sup>1</sup> Adobe Study: "Digital Distress: What Keeps Marketers Up at Night?" September 2013  
<sup>2</sup> Google Study: "Highlights from DoubleClick Video Advertising Momentum" June 2013  
<sup>3</sup> Google Internal Data  
<sup>4</sup> DPA Study: "Premium Content Brands Are Native Buyers" July 2013  
<sup>5</sup> Google Analytics Study: "Going Native" November 2013  
<sup>6</sup> Google Analytics Study: "The Future of TV" August 2013  
<sup>7</sup> Google Analytics Study: "Unlocking the HTML5 Opportunity" September 2013  
<sup>8</sup> Google Internal Data  
<sup>9</sup> comScore Media Metrics: "Ranks Top 50 U.S. Web Properties for August 2012" August 2012  
<sup>10</sup> Yahoo! Study: "Sponsoring Integrated Multi-Screen Experiences" November 2013  
<sup>11</sup> Google Analytics Study: "The State of U.S. Browsers in a Mobile Era" November 2013  
<sup>12</sup> Forbes Article: "Television Ends, Connected TV Begins at NewFronts 2013" May 2013  
<sup>13</sup> Programmatic in the Future Publishers Study: August 2013  
<sup>14</sup> Advertiser Article: "Nearly One-Fifth of US Display Spending Will Be Automated This Year" August 2013  
<sup>15</sup> Ad Study: "Programmatic: Core Metrics, Data, Technology and the Future of Audience Engagement" November 2013  
<sup>16</sup> Google Internal Data  
<sup>17</sup> DoubleClick Bid Manager joins FBX, Facebook's Real-Time Bidding Exchange, October 2013  
<sup>18</sup> Google Study: "Highlights from DoubleClick Video Advertising Momentum" June 2013  
<sup>19</sup> The Brand Revolution is Underway, March 2013  
<sup>20</sup> The Brand Revolution is Underway, March 2013  
<sup>21</sup> Media Study: DoubleClick Video Site Study, August 2013  
<sup>22</sup> AdAge Article: "More Than You Thought: Nearly Half of Online Ads Aren't Viewed" June 2013  
<sup>23</sup> The Importance of Being Seen: Viewability and Brands, April 2013  
<sup>24</sup> Google Internal Data  
<sup>25</sup> Google Engagement Ads data, January - Nov. 2013  
<sup>26</sup> Google Internal Data  
<sup>27</sup> The Brand Revolution is Underway, March 2013