Rethink measurement for growth

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MEET STACEY
Stacy's Journey

- Google Search for “minivan with side camera”
- Google search for “Brand A”
- Google Search for “best Brand A deals”
Stacy's Journey

71% Occurred on Mobile

139 Google Searches
14 YouTube Videos
89 Images
69 Dealer Interactions
186 Manufacturer Interactions

*Touchpoints = searches, website visits, video views, clicks. Source: Luth Research ZQ Intelligence™ - Luth analyzed the digital activity of its opt-in panel participants.
Leading marketers are evolving their approach to measurement
RETHINK MEASUREMENT FOR GROWTH
Rethink measurement for growth

1. WHAT MATTERS?
   Do metrics match business objectives?

2. WHAT’S WORKING?
   Do we know what’s really driving results?

3. WHAT’S POSSIBLE?
   What else can drive outcomes today and over time?
WHAT MATTERS?
Do metrics *match* business objectives?
70% used their phone prior to a purchase
Organizations that tie marketing metrics directly to business objectives are 3x more likely to hit their goals.
9x

gap between customer lifetime value and CPA

g.co/profitplaybook
What is your **most important business goal** and do you have a KPI assigned to maximize it?
WHAT’S WORKING?
Do we know what’s really driving results?
What’s Working?

75%

start on one device, but finish on another
What’s Working?

3x more likely to believe estimates are fundamental.
Advertisers around the world are now using cross-device insights to measure up to 16% more conversions.
What’s Working?

1B+

store visits globally since launch
What’s Working?

98% shop digitally

3/4 start on a mobile device
What’s Working?

3x

more valuable
than single channel
customers
Question to Ask: What’s Working?

Are you identifying gaps in your measurement, and constructing a model to **fill those gaps** — across devices + channels + high value customers?
WHAT’S POSSIBLE?
What else can drive outcomes today and over time?
What’s Possible?

5x incremental return from mobile
What's Possible?

2x more likely to conduct big bet experiments
Are your experiments answering the big, strategic questions?
FIND YOUR FIRST STEP
FORWARD ON THIS JOURNEY
RETHINK MEASUREMENT FOR GROWTH