

Insight, Innovation and Product Road Map for Mobile

June, 2010

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Account Executive, Mobile Ads



1 Insight

2 Innovation

3 Product Roadmap

Mobile Is Big – But You Already Know This



6.7B

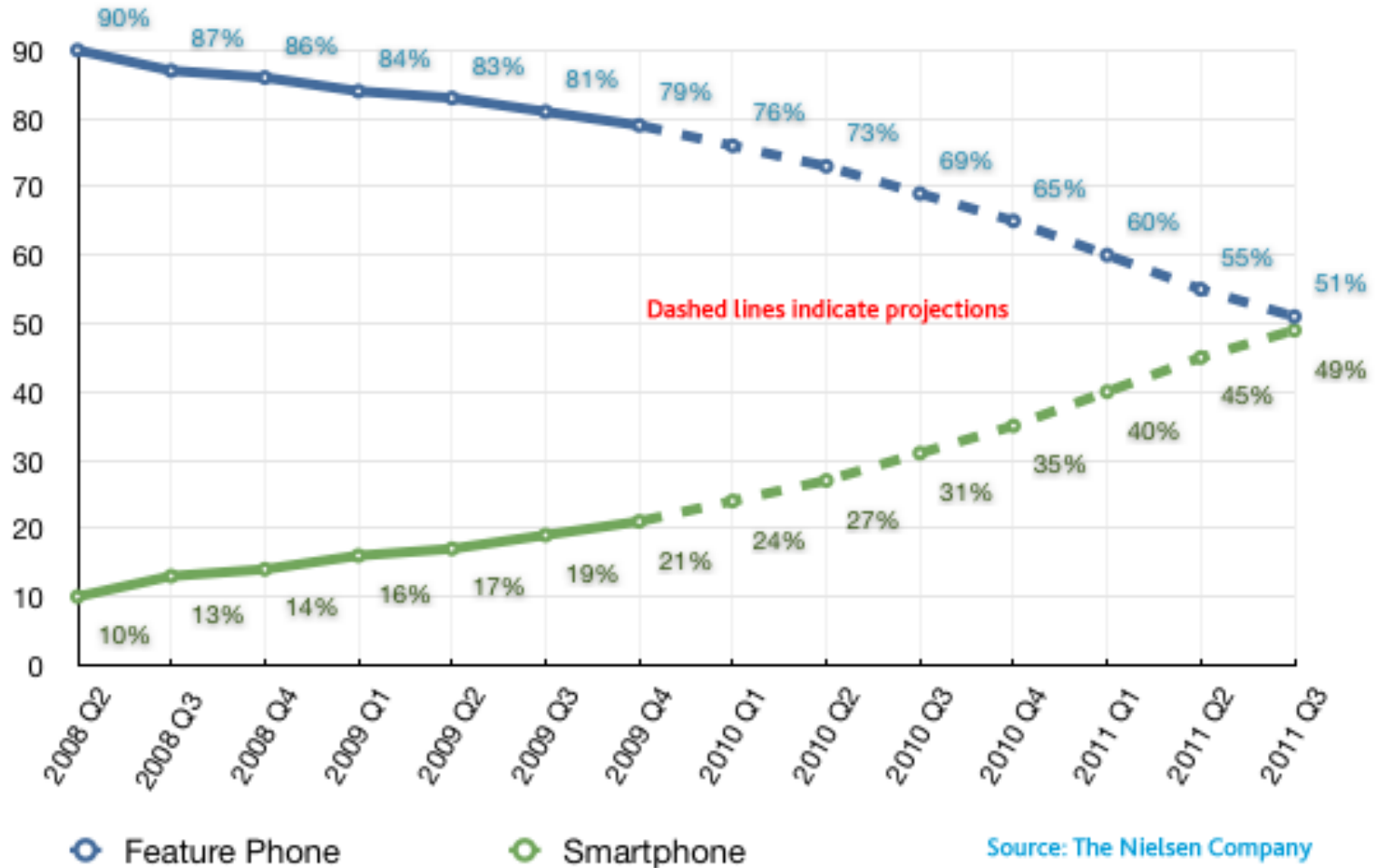


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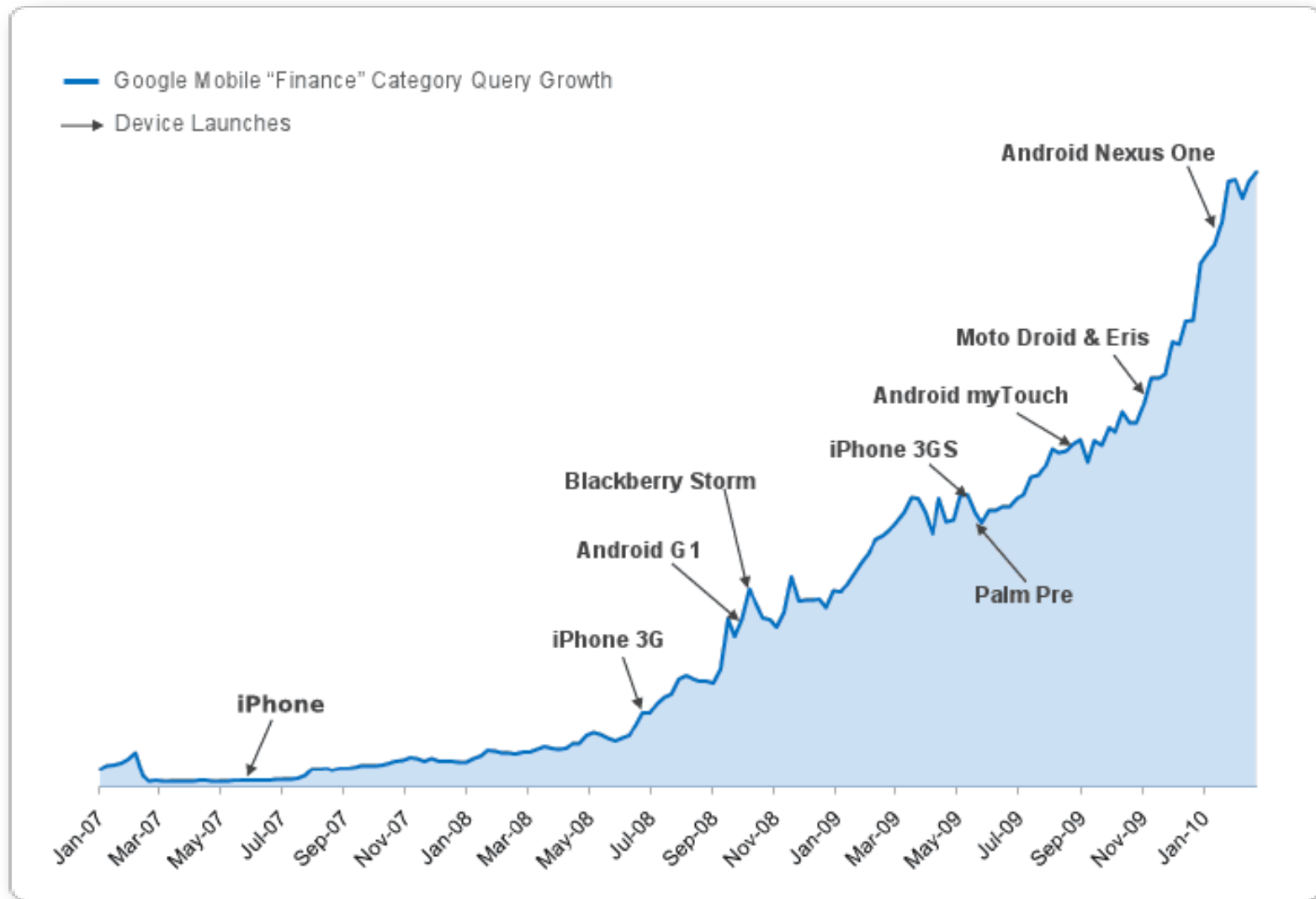
Mobile will create the **ability to individually target more people** than any other channel

Smartphones will surpass feature phones by 2011

US Smartphone Penetration & Projections



Mobile Search Growth Follows Device Launches

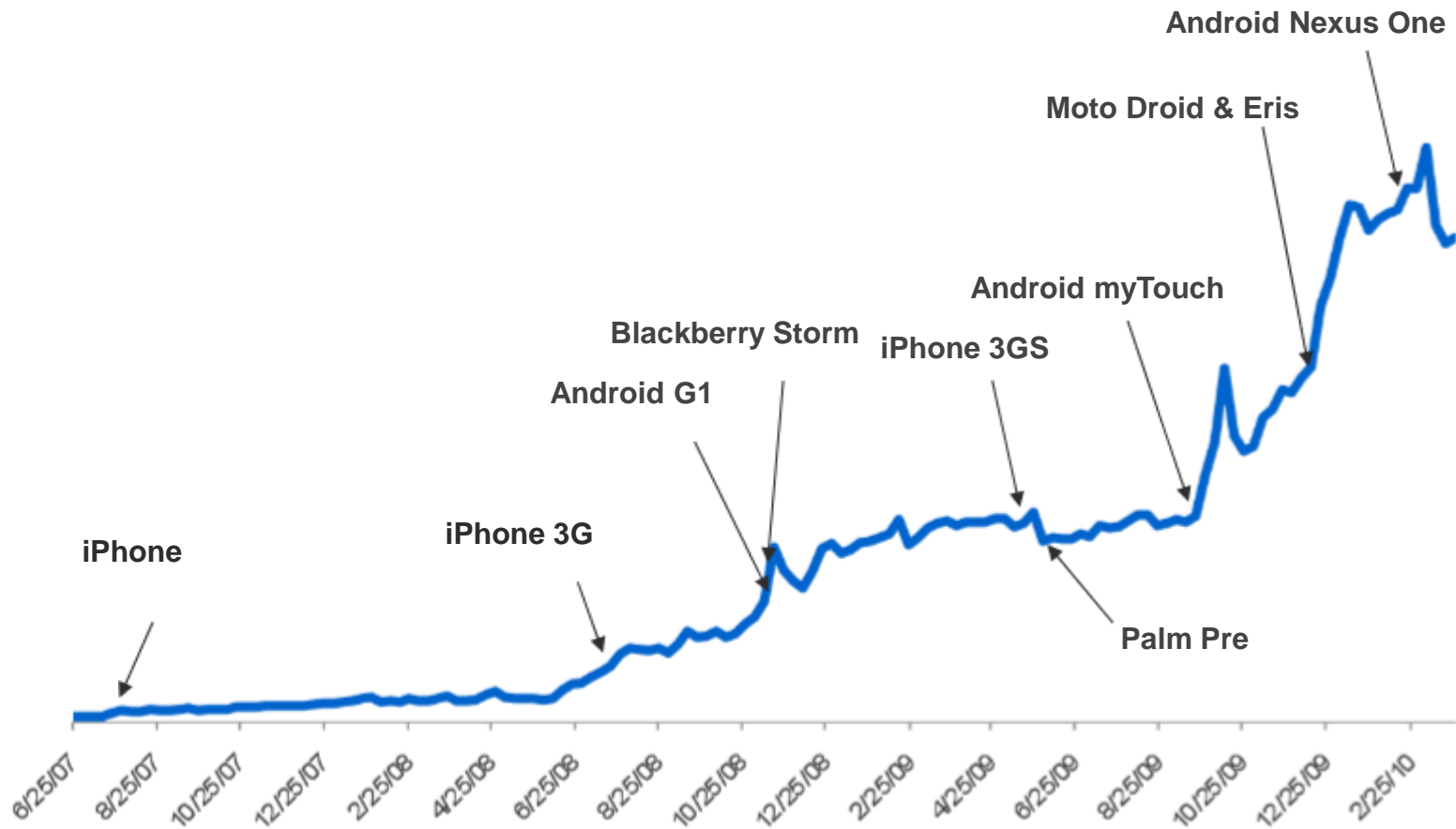


Google Confidential and Proprietary

Source: Google Internal Data, based on a basket of 20,000 keywords within the Finance category

Finance – Banking Category

- Google Mobile “Banking” Category Query Growth
- Device Launches



Source: Google Internal Data, based on a basket of 20,000 keywords within the Finance category

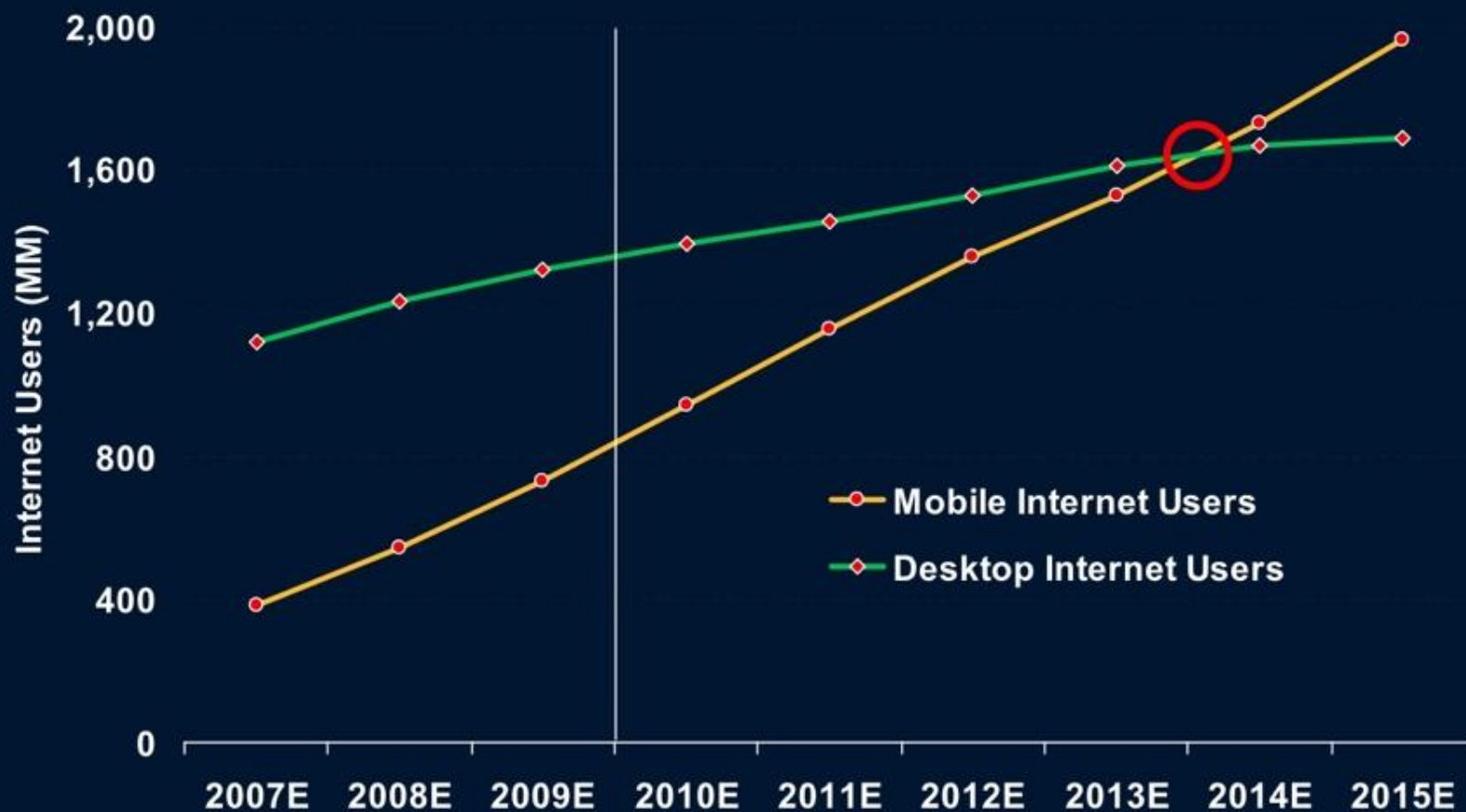
Apps: New Ecosystem

- Over **3B** downloads and counting
- Average Android user downloads **40 apps**
- 25% of iPhone & Android users spend **2 hrs/day** in apps



Mobile Users > Desktop Internet Users Within 5 Years

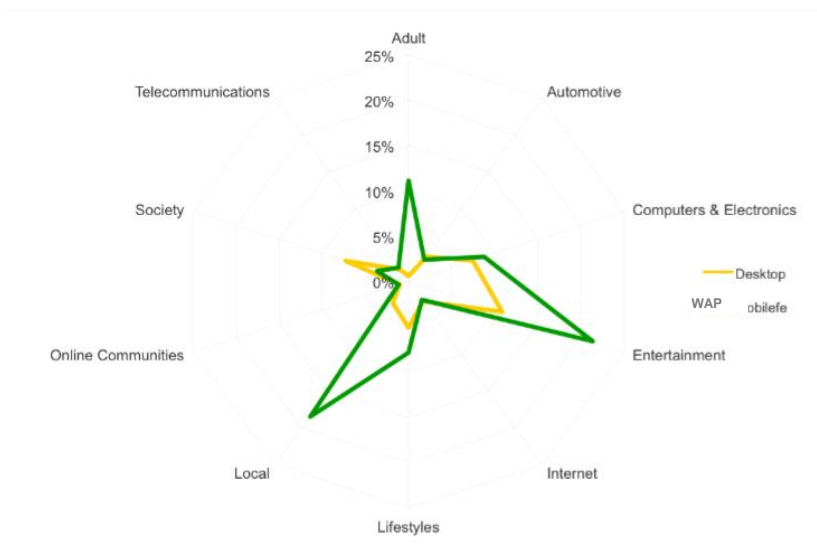
Global Mobile vs. Desktop Internet User Projection, 2007 – 2015E



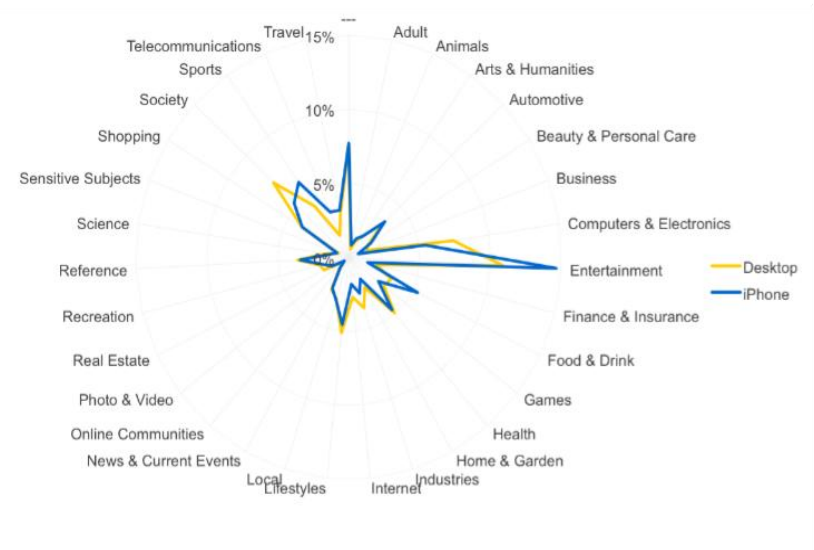
If They Search On Desktop, They Search On Mobile

Transfer your learnings from AdWords to **bridge the gap** as consumers transition from online to mobile.

Mobile Search Categories on WAP vs. Desktop



Mobile Search Categories on iPhone vs. Desktop



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The Way We Interact With Products, Services, and Each Other Has Changed



speaker
voice

camera
eyes

touch screen
skin

gps chip
location

microphone
ears



9:32 AM



Google goggles labs



Landmark

Paris Hotel and Casino

Paradise, United States

www.panora...



Paris Hotel and Casino

Web Results

Paris Las Vegas - Wikipedia, the free encyclopedia

Paris Las Vegas is a **hotel and casino** located on the Las Vegas Strip in in **Paradise**, Nevada | Resorts in the **United States** | Resorts in Las Vegas ...

http://en.wikipedia.org/wiki/Paris_Las_Vegas

Paris Las Vegas, Las Vegas, NV - Reviews and Hotel Information ...

Paris Las Vegas Hotel and Casino was a very nice place. Atrium Suites **Hotel Las Vegas**: 4255 S. **Paradise** Road, (formerly Crowne Plaza), Las Vegas, ...

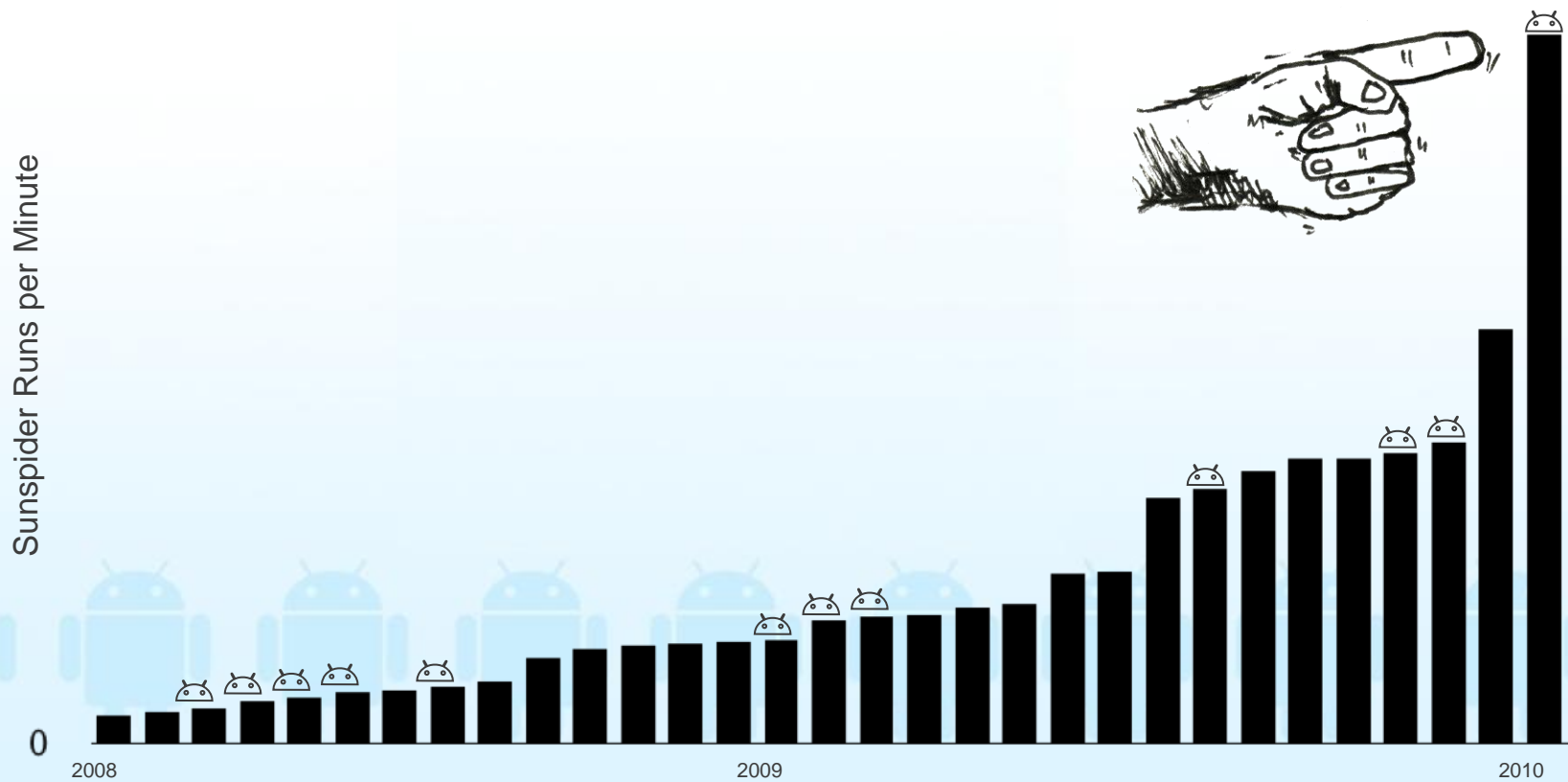
http://www.virtualtourist.com/hotels/North_Ame...

Paris Hotel/Casino- Las Vegas, NV - VirtualTourist.com

Paris Hotel/Casino tips and photos posted by real

Android 2.2 “aka Froyo” = World’s Fastest Mobile Browser

11



ANDROID

Android Personal Finance Apps

Android Market

This is a showcase for some of the featured and top ranked applications and games available on Android Market. For a comprehensive, up-to-date list of the tens of thousands of titles available, check out Android Market on your handset.

Featured

Top Free

Top Paid

Category

Finance



BBVA Móvil



Market Millionaire
Enhanced



USAA Mobile



Mortgage Calculator



Mileage



Receipt Filer Lite



金太阳



かけ〜ぽ



Currency



Stock Quote



Simple Tip Calculator



寶來行動精靈

BBVA Móvil

Developer: [BBVA](#)

Locate the ATM and Branches of the BBVA bank in Spain. As well, you can locate Servired, 4B, Euro6000 ATMs. New! Rotate your phone and view the amazing augmented reality mode. This application also enables you to easily access the BBVA Mobile Banking. You can access your accounts everywhere and anytime.



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What's Google Doing



Android: First open and free mobile platform built from the ground up for mobile.



*HTC G1
2008*



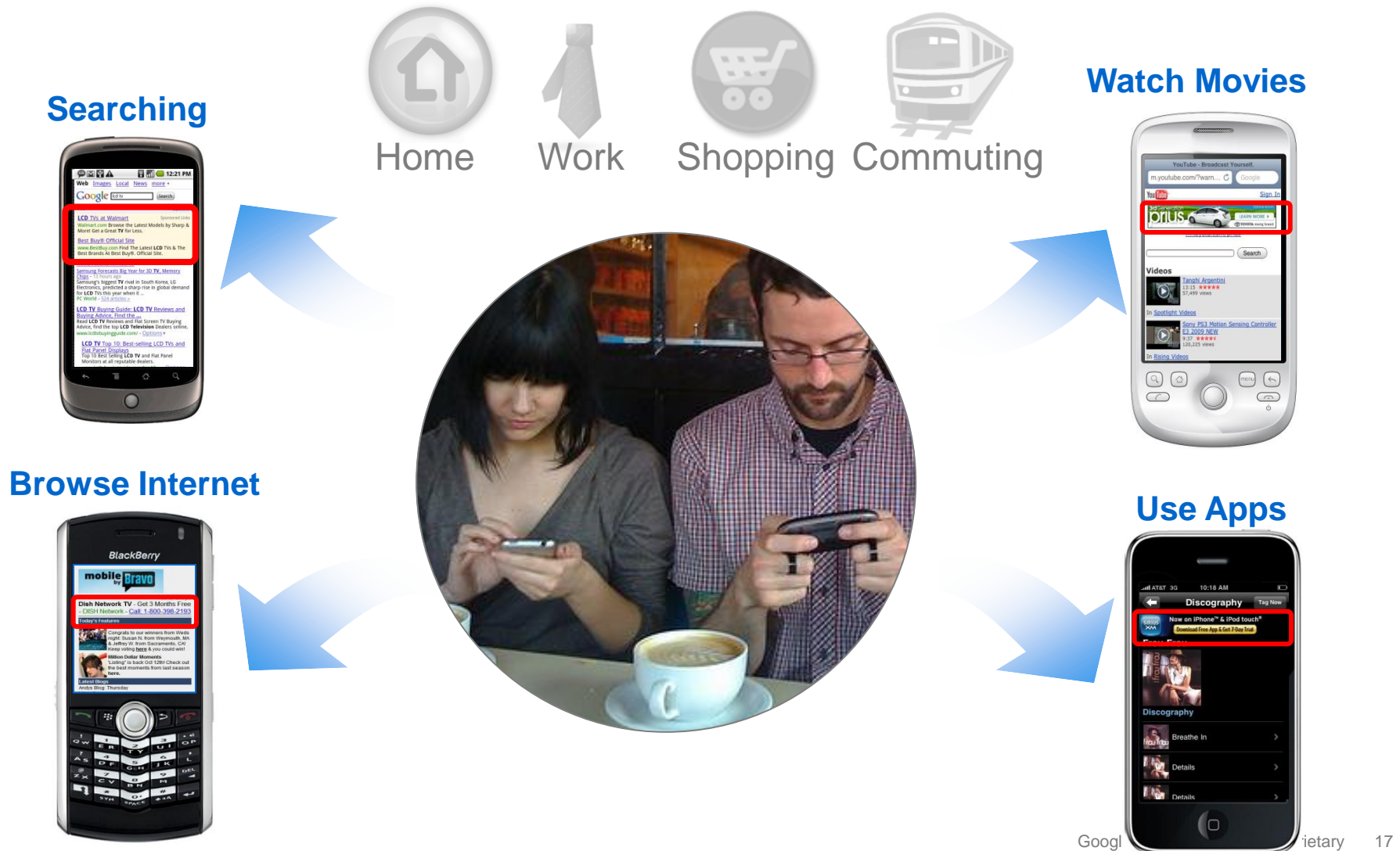
**65 partners, 26 devices with 59 operators in
48 countries and 19 languages**



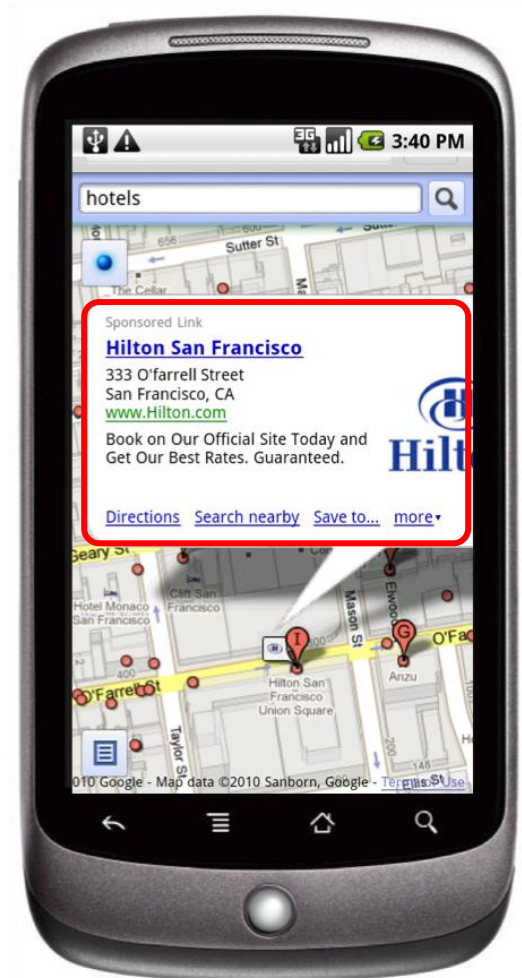
*HTC Nexus
2010*

- **No. 2 Mobile Web Browsing** OS ~ US Smartphones
- 40% of Android Owners Use Apps 50x+ Per Month
- 100,000 Devices Shipping Daily

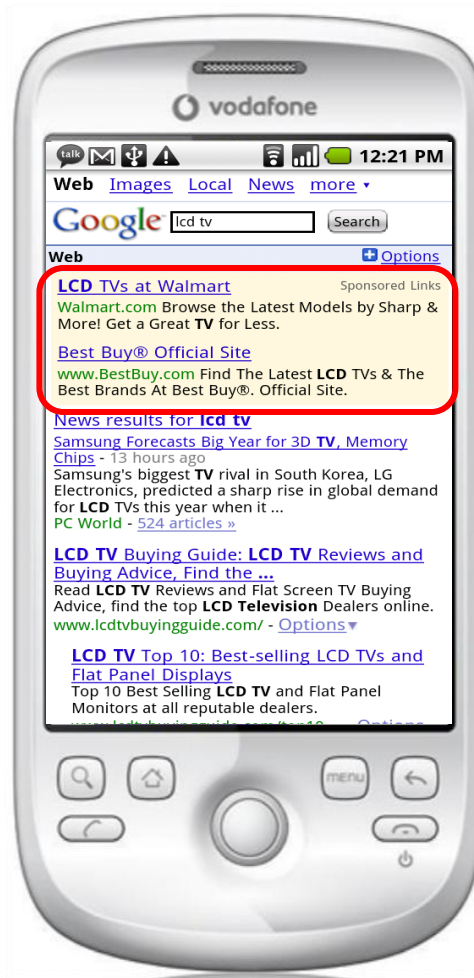
Engage your Consumers Across Multiple Activities



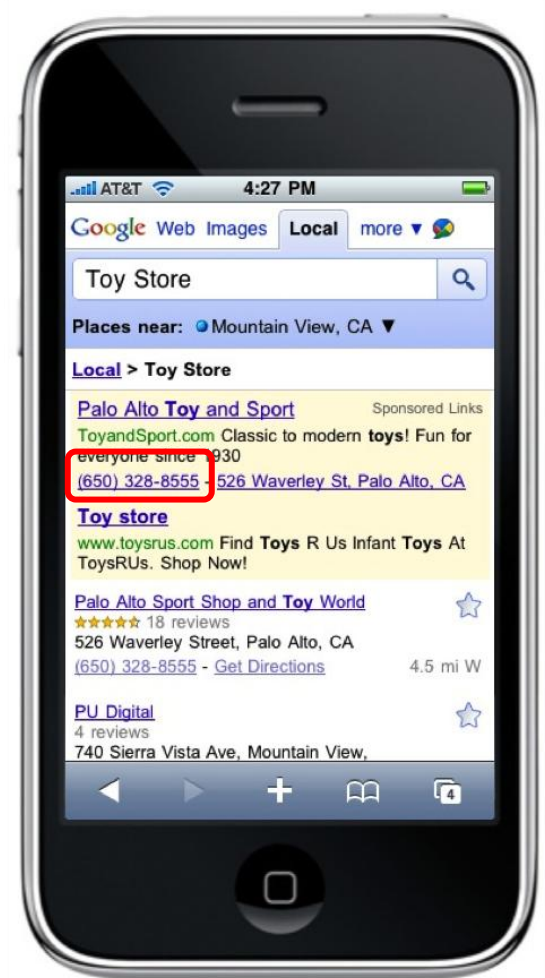
Start With Search



Sponsored Ad Listings



Search



Click to Call

Case Study: More Conversions, Lower Cost



“ Mobile advertising seems to be a well-kept secret.... we’re finding that mobile can actually deliver a lower cost per conversion than desktop targeted ads. ”

Danny Huynh, Associate Search Director
for Razorfish

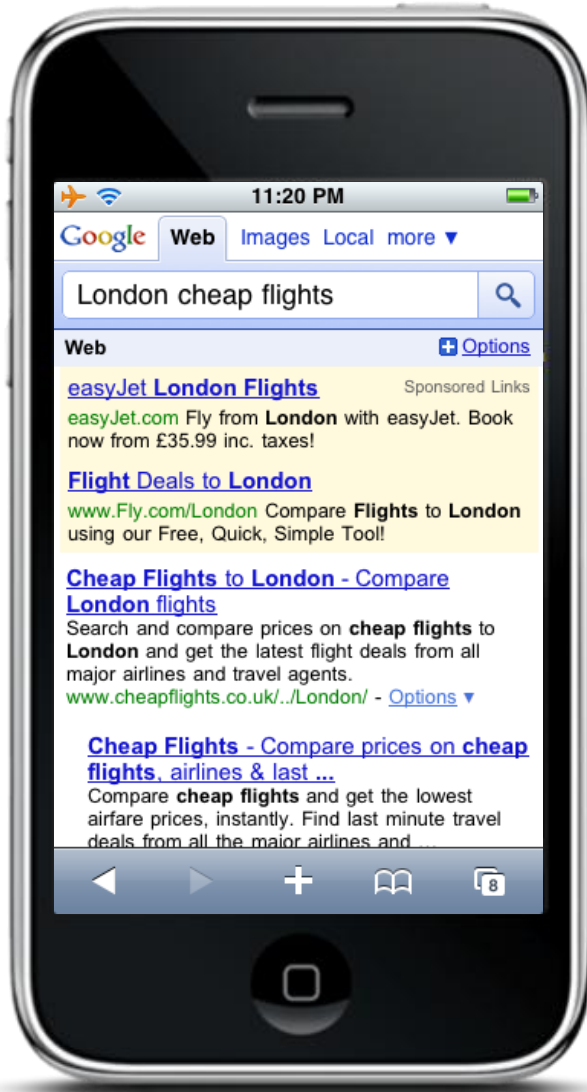
Results

- ✓ 7.5% more efficient cost per conversion compared to desktop campaigns
- ✓ Over 9.3% more conversions with mobile-specific ad text

Case Study: Mobile is Closer to Point of Sale

The easyJet logo is displayed in white lowercase letters on an orange rectangular background.

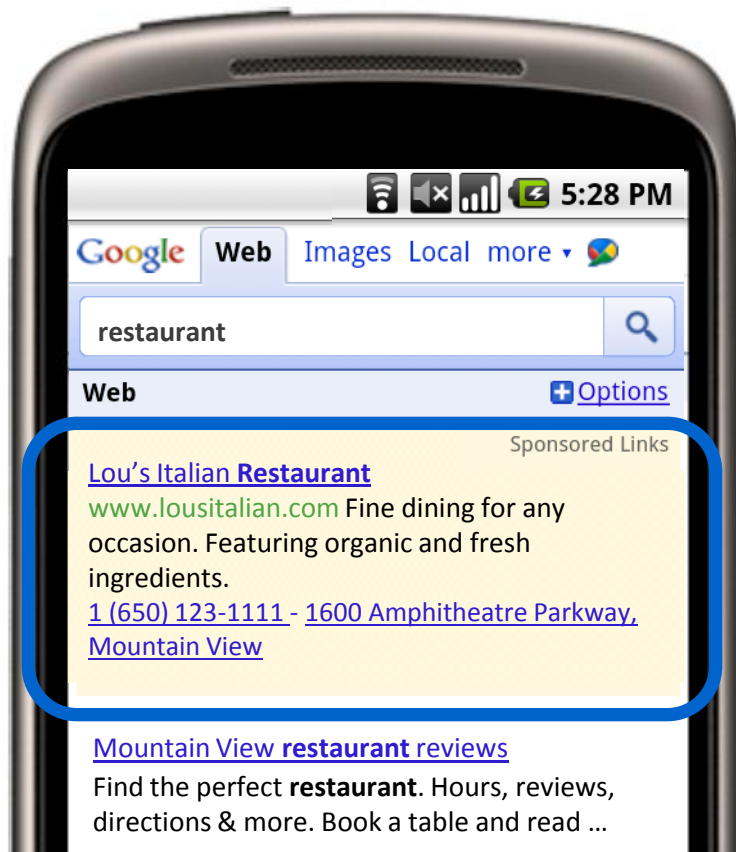
- 38% of bookings on mobile were for flights that departed within 10 days (vs. 13% for desktop)
- ROI of 11:1, i.e. £11 return for every £1 spent
- *"Hundreds of bookings a month from mobile devices"*



Click-to-Call on Mobile Devices

“ Our clients in local services want phone calls.... With mobile advertising, we can reach customers in the right place and in the right mindset, resulting in very high quality leads. ”

Howard Lerman, Chairman, Co-Founder & CEO for Yext

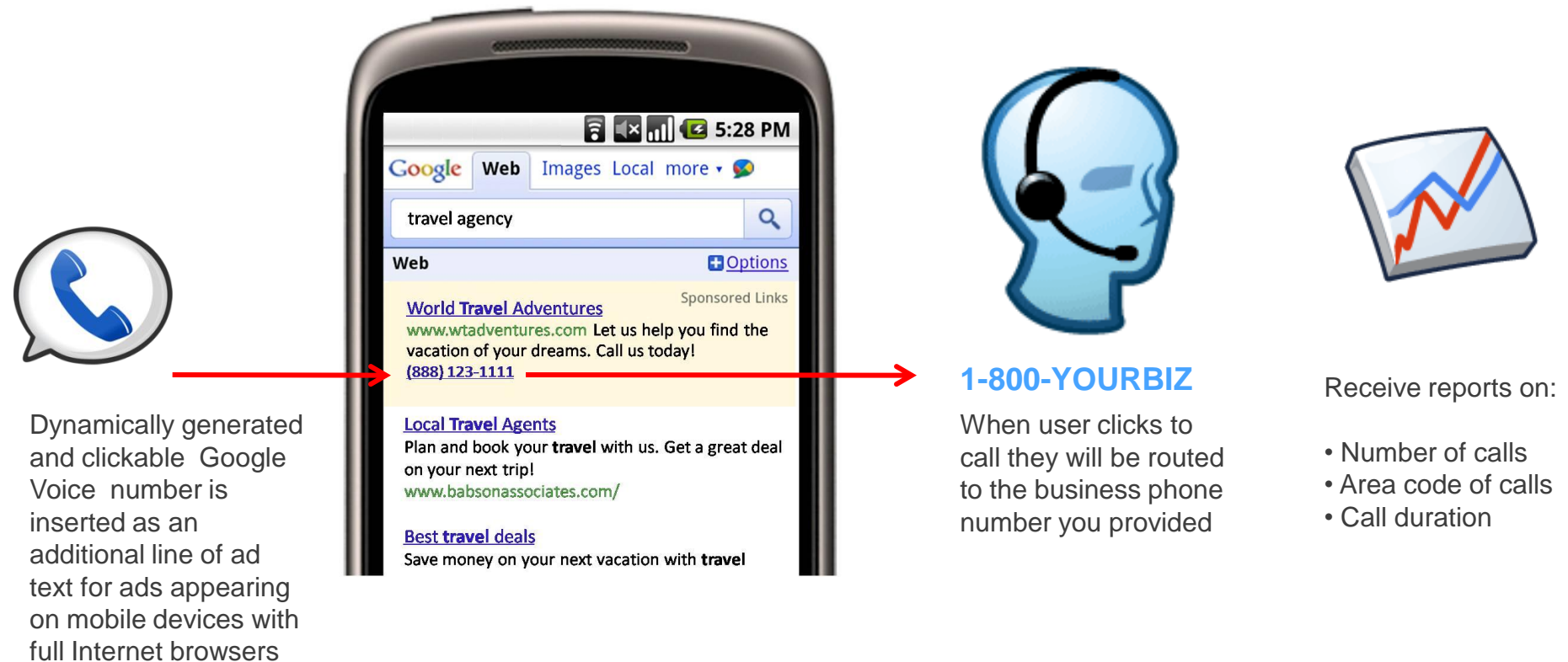


Sample Results

- ✓ Advertisers saw a **5-30% increase in CTRs**, without cannibalizing URL clicks.
- ✓ Generated high-quality **incremental** leads
- ✓ Calls were **22% more likely to be relevant** than other lead sources
- ✓ Calls were **31% more likely to result in an appointment** than other lead sources

AdWords Call Tracking for Click-to-call Ads

- **Click to call** feature enable users to easily call your business when they see your ad on their mobile phone.
- **Call tracking** provides insightful data on the calls and campaigns driving ROI.



Coupons Plusbox (Beta)

Ads appear on high end devices (e.g. iPhone, Android and Palm WebOS) on Google.com, Google Maps for mobile, and in voice and text search results in the Google mobile application.



- ✓ Motivate customers to spend.
- ✓ Differentiate your business.
- ✓ Encourage users to interact with your ad.
- ✓ Measure the value of your advertising.

Reach Your Consumers on the Mobile Web

Google Content Network

Reach the growing audience that **uses High End phones** to access websites.

Reach: 1000's of mobile optimized sites

- Websites: iPhone/Android, full HTML, WAP
- iPhone & Android apps
- m.youtube.com

Target Via:

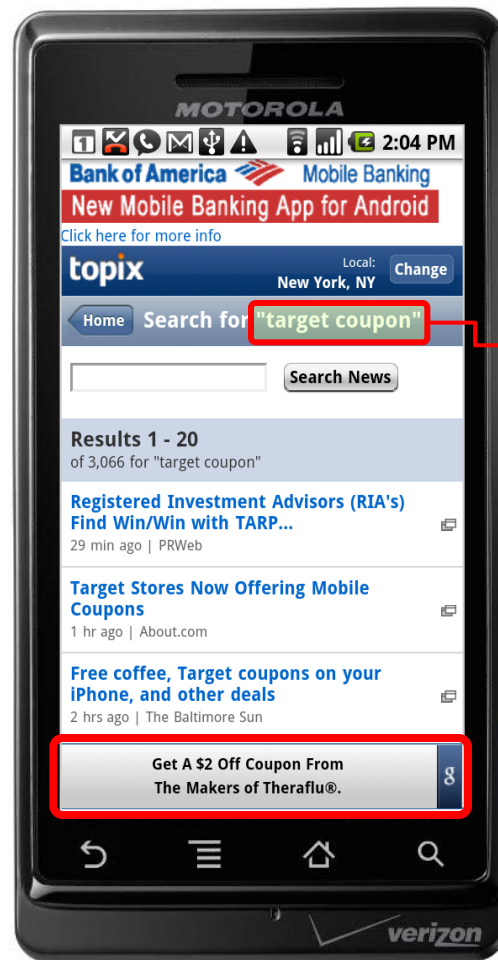
- Keyword Contextual
- Channel/Category

Cost:

- CPC or CPM

Ad Specs:

- Text or Image
- 300x50. 7.5k Max File Size



User Search for "Target Coupon"

Be A Part of The Explosion

Ads for Mobile Applications:

Hundreds of trusted premium publisher partners

- Full Reporting
- \$2-8 Avg CPM's

Many Targeting Options

- Run Of Network
- Specific Placements
- Category Targeting
 - Finance
 - Dining
 - Sports
 - News
 - Entertainment
 - Many More

Billions Of Monthly Impressions



Shazam



Flixter



Spotify



Pandora



Qik



Urbanspoon



Sports Tap



Dolphin



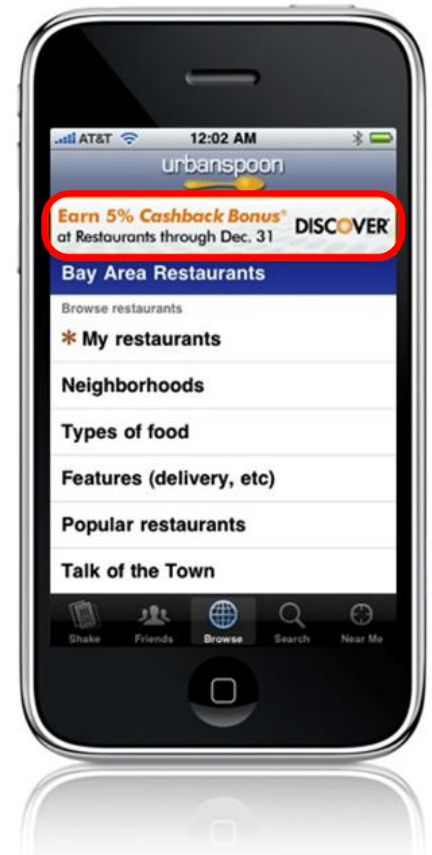
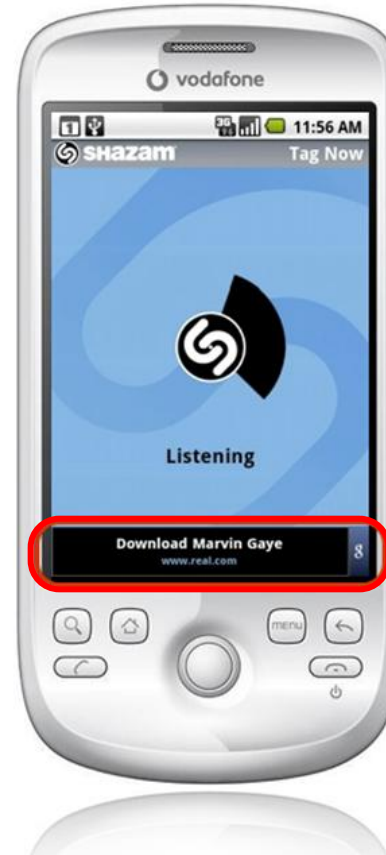
Back-grounds



Big Oven



Bill Miind



With New Engaging Ad Formats: Expandables

New ad format for clients advertising on mobile content and mobile apps that allows users to click to expand the ad banner to view additional content without leaving the mobile site or app.



Promote Your Apps

App Download Case Study: Increased Conversions on Apps



Apps

Search

Results

Improved
Performance:

8 to 10 times higher
CTR

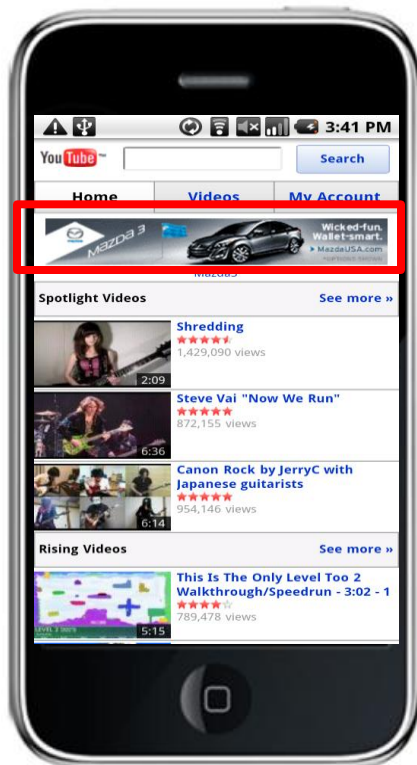
Increased downloads:
Achieved an
estimated 20% of total
app downloads



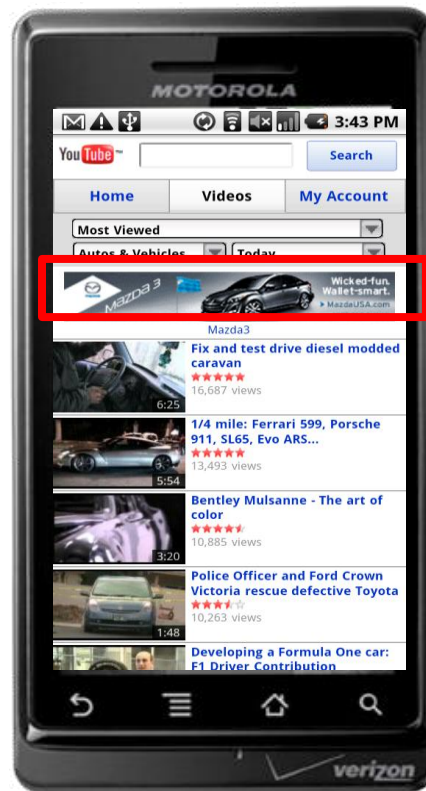
Engage Your Audience Exclusively on YouTube

Roadblock gives you exclusivity with users browsing mobile video content

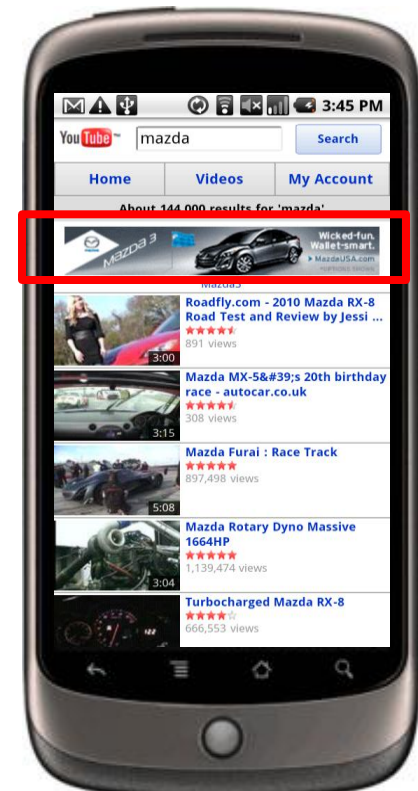
Homepage



Browse



Search Page



over 8M daily impressions
100% SOV for your brand

Best Practices Are Emerging

Create a positive mobile experience for your users

- ✓ Optimize your website for mobile devices and create mobile specific landing pages or websites
- ✓ View your website from different mobile phones to understand your users' experiences
- ✓ Enable analytics and conversion tracking. Look at your website's traffic to see what percentage is coming from mobile phones
- ✓ Have a strong mobile call-to-action and ensure that your conversion event makes sense for mobile

Connect with your mobile users

- ✓ Create separate mobile specific ad campaigns
- ✓ Use click-to-call ads if your business takes calls or has a national call center
- ✓ Leverage mobile search, CTC, in-app advertising, mobile YouTube ads to reach your audience. Find your audience where they are and use the right ad for the right activity.

Landing Pages are Key To Conversions

Good



HTML Site on
iPhone

Better



Optimize
Mobile
Landing Page



iPhone App

Multiple Reports Available Help Optimize Mobile

Reports	Desktop	iPhone/ Android	WAP
Placement / Keyword Performance	✓	✓	✓
Ad Performance	✓	✓	✓
URL Performance	✓	✓	✓
Ad Group Performance	✓	✓	✓
Campaign Performance	✓	✓	✓
Account Performance	✓	✓	✓
Demographic Performance	✓		
Search Query Performance	✓	✓	✓
Placement Performance	✓	✓	✓
Click to Call Report		✓	✓
Mobile Segmentation Reports		✓	✓

Thank You!

