Micro-moments and the full value of online ads
We no longer go online.
We live online.
foot traffic decline 57%
2.6x
value of every visit
64% of all in-store sales are influenced by digital
The ubiquitous smartphone
150% growth in shopping searches on mobile
90% of searches for “what time does [store] open/close” take place on mobile
26% of online retail purchases happen on mobile.
Be present whenever and wherever someone is shopping
Mindset shift #1

Be there
I-need-some-ideas

Which-one’s-best

I-want-to-buy-it
Is-it-available-in-store moments
25% growth in Media Saturn’s online sales
Be There – Best Practices

1. Be there on mobile
2. Be there all the time
3. Be there internationally
Mindset shift #2

Be useful
Help-me-choose moments
300k+ subscribers to Sephora’s YouTube channel
167% increase in mobile orders in one year
Be Useful – Best Practices

1. The right content fast and easy
2. Surface local inventory
3. Buying made simple
Mindset shift #3

Be accountable
I-want-to-buy-it moments
44% of in-store buyers visited the site within 7 days of purchasing.
8% more spent by people who visited the mobile site and purchased in-store
6.4x higher return from search
higher mobile bids than desktop
Be Accountable – Best Practices

1. Move beyond the last click
2. Measure digital’s impact on store visits
3. Measure digital’s impact on store sales
Align-internal-teams moments
Reorganization is helping Macy’s create a better customer experience
How is Google helping marketers measure the full impact of online ads?
Reporting store visits

Tracking how online ads lead to store visits will help to measure the full value of your online ads.

Customer clicks on AdWords search ad on computer, tablet, or mobile device

Customer visits store

Store visit reported
Built on the Google Consumer Surveys technology

Geo-fencing

Leveraging Google Maps perimeter technology, we can target people who have recently left your brick-and-mortar.
Taking it one step further

Coming soon

Target surveys to any location to better understand consumer behaviors and motivations
Beta test examples

Events
Surveying attendees at SXSW

Shopping behavior
Surveying shoppers at big-box retailers

Walmart
Target