



Getting Google'd

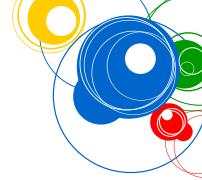
The Classifieds Landscape in a Digital World

Shane Nolan

Head of Online Sales, UK & Ireland



Agenda



Be Found

Making the most of a quickly evolving platform



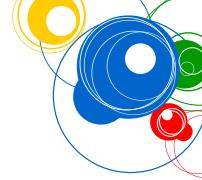
Be Mobilized

How a little device can generate you big revenue



Be Engaged

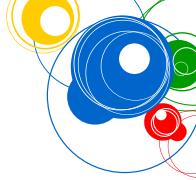
Socializing the Classifieds market with Google+



Be Found



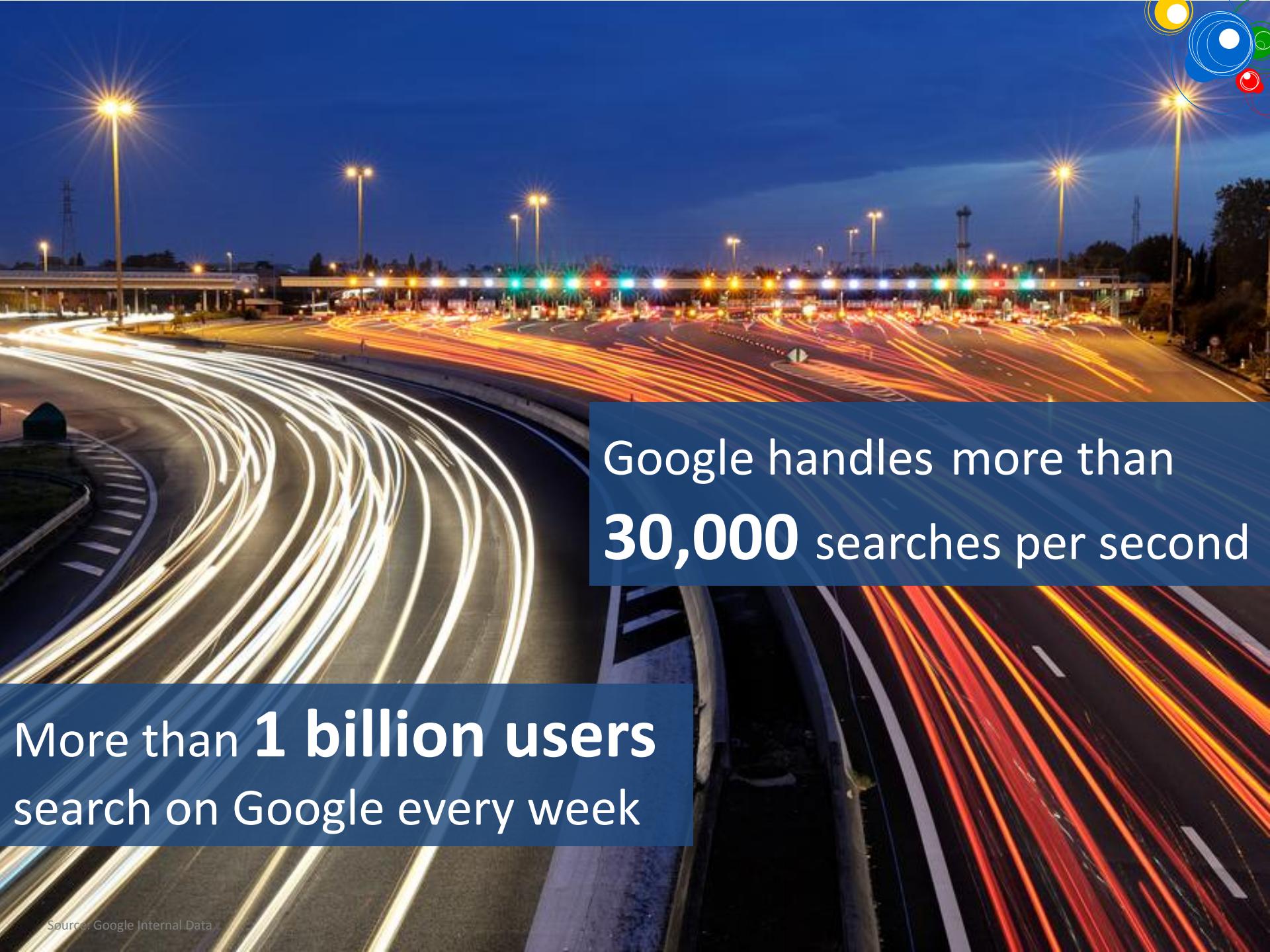
It wasn't always like this



1996 - 16 million people online



In 2011, there are more than
2 billion internet users



Google handles more than
30,000 searches per second

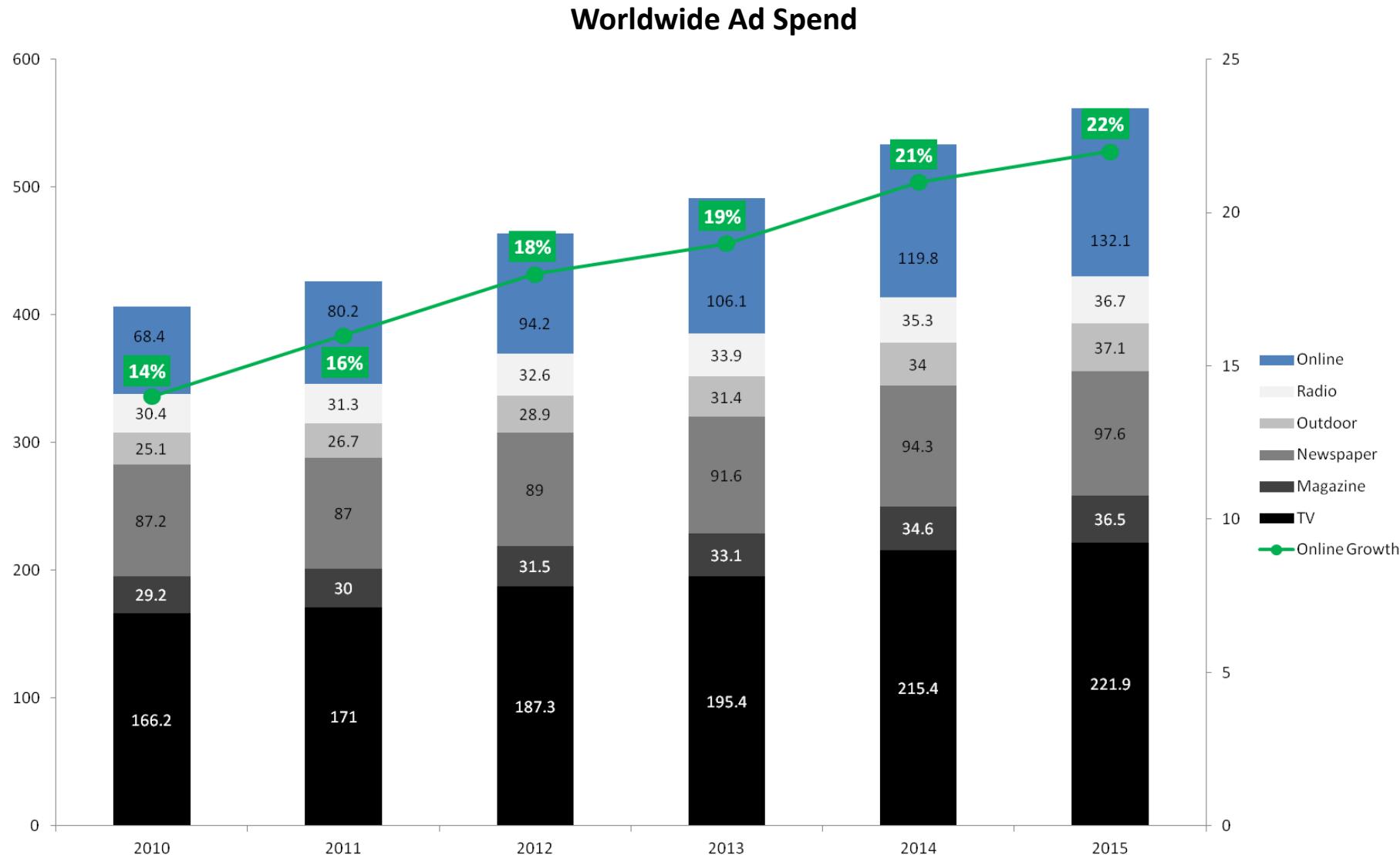
More than **1 billion users**
search on Google every week



79% of Europeans plan to purchase a product or service online in the next 6 months

...that's more than
579 million people

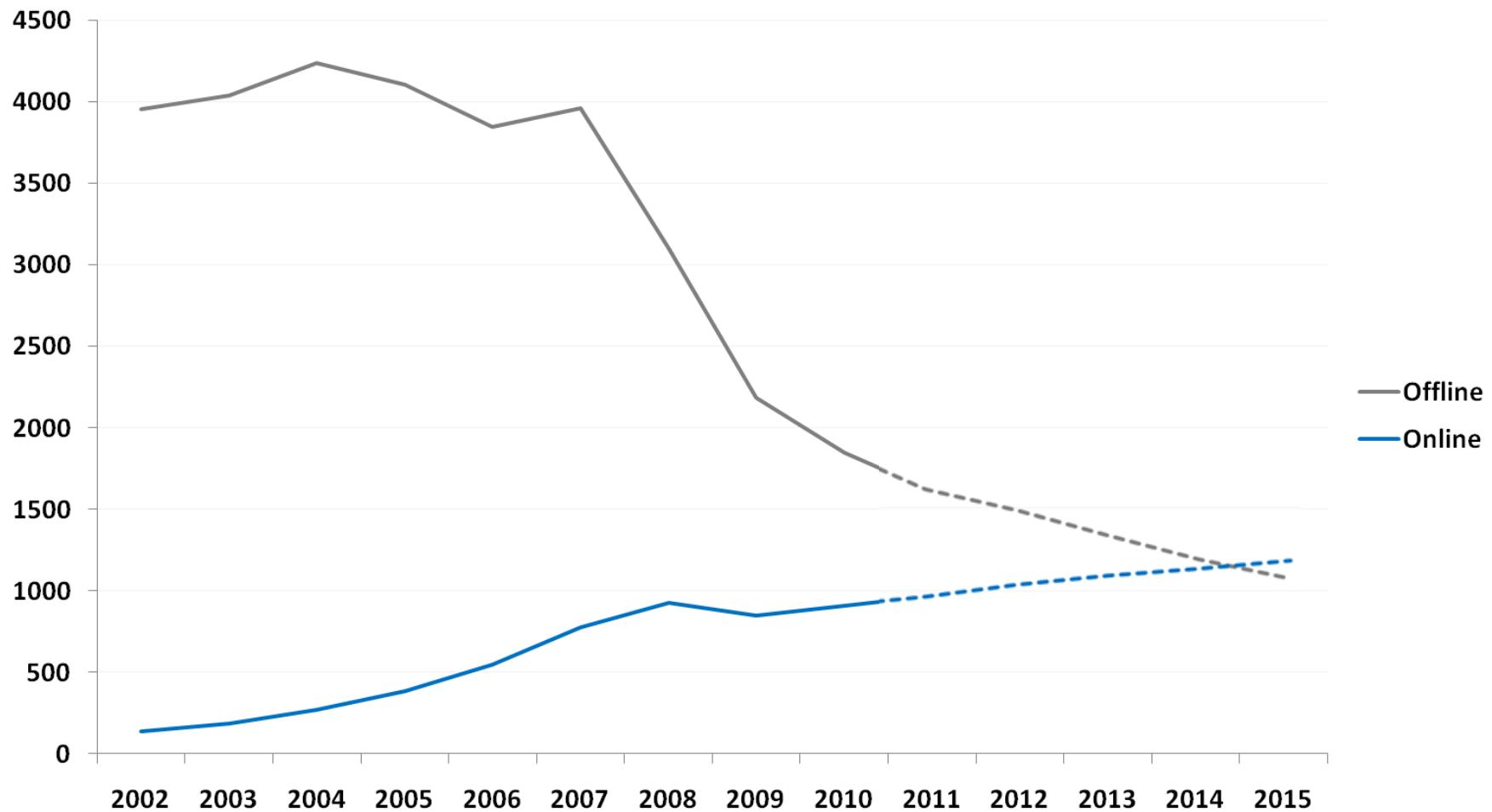
Online is driving worldwide ad spending



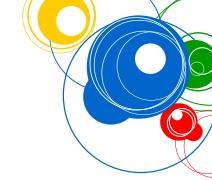
Classifieds advertising spend is moving online



UK Classified Advertising Expenditure by Media (£m)



Advertising dollars are following the users



Classifieds queries on Google

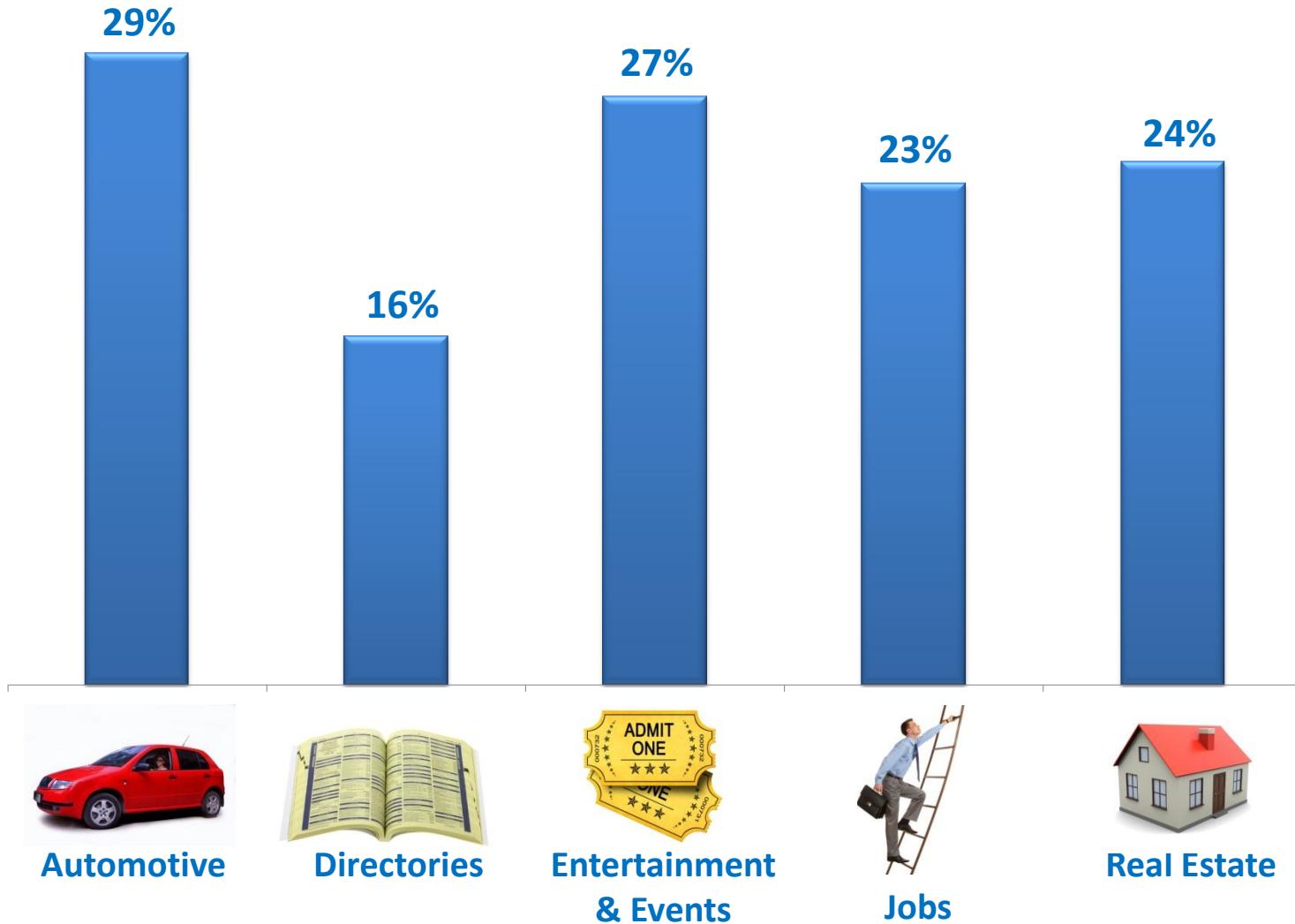
↑ 38% YoY



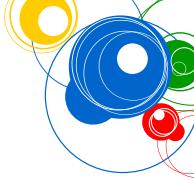
How are key Classifieds areas performing?



YoY Query Growth



2011: More Visual, More Personalized, More Local



Google

new balance sneakers

About 12,300,000 results (0.25 seconds)

Advanced search

Everything Images Videos News Shopping More

Mountain View, CA Change location

Any time Past hour Past 24 hours Past week Past month Past year Custom range...

More search tools

New Balance® Online Store - FS over \$125 & Free Returns. www.shopnewbalance.com
Huge Selection. Sizes 5-20, AA-EE Widths
Running Shoes Athletic Shoes
Walking Shoes Footwear

Home Page : New Balance www.newbalance.com/ - Cached
A community of runners, by runners, for runners. Keep up to date on your sport with the latest events, results and the best from around the web.
Running - Walking/Toning - New Balance Stores - Products

Walking/Toning : New Balance www.newbalance.com/performance/walking-toning/ - Cached
casual shoe that offers extreme comfort while encouraging ...

Walking shoes vs. running shoes : Walking/Toning : New Balance www.newbalance.com/.../walking.../walking-shoes-vs-running-shoe... - Cached
Differences that affect the need for, and design of, two very different ...

Running : New Balance www.newbalance.com/performance/running/ - Cached
Ultramarathoner Anton Krupicka and Designer Chris Wawrousek chronicle the ...

Show more results from newbalance.com

New Balance Outlet Shoe Store www.joesnewbalanceoutlet.com/ - Cached
Shop Joe's New Balance Outlet Store for discounts up to 65% off on **New Balance shoes** and apparel. Free Shipping on orders over \$75.

Shopping results for new balance sneakers

| | | | | |
|--|--|--|---|---|
|  New Balance 574 Suede - Mens - Teal \$45 |  New Balance Men's 574 Suede Shoe. \$50 |  New Balance '1645' Toning Shoe Brown 15 \$45 |  New Balance 574 \$50 |  New Balance KT 655 WN Junior: New \$48 |
|--|--|--|---|---|

Nearby stores

Map of Gilroy Premium Outlets area: A Google map showing the location of Gilroy Premium Outlets. The map includes Highway 152, Highway 101, and Arroyo Circle. A red location pin is placed near the outlet complex. The map is copyright 2011 Google.

Ads:

New Balance Women's WR883 Running Shoe www.amazon.com
\$68.95 - Amazon.com
Free Shipping on Qualified Orders!

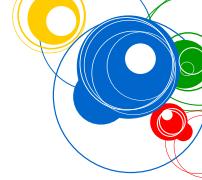
New Balance Classics W574 : New Balance www.zappos.com
\$60.00 - Zappos.com
Free, Fast Shipping and Free Returns!

New Balance 373 Men's Lifestyle & Retro ... shopnewbalance.com
\$49.49 - shopnewbalance.com

New Balance at JCPenney www.jcpenney.com/NewBalance
jcpenney.com is rated ★★★★★
Great Deals of **New Balance Shoes** & Women's & Men's **Shoes** Ship Free.

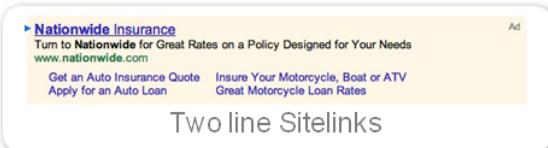
New Balance Outlet Store www.joesnewbalanceoutlet.com
This advertiser is rated ★★★★★
Clearance Prices On Discontinued

New ad formats to reach new customers

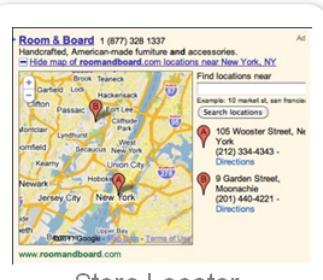


32% of queries with ads have at least 1 new ad format

Location extensions



Two line Sitelinks



Store Locator



Video Extensions

Product Listing Ads

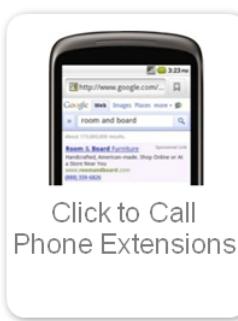
Comparison Ads for Credit Cards



Media Ads

Comparison Ads for Mortgages

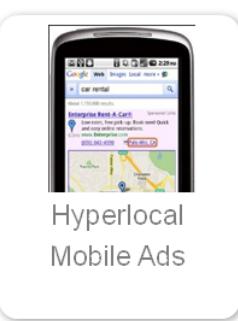
Product Extensions



Click to Call Phone Extensions

Seller Rating Extensions

One line Sitelinks



Hyperlocal Mobile Ads

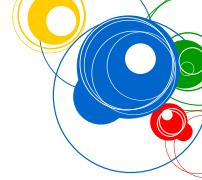
2009

2010

Seller Rating Extensions, Mobile

Ad Sitelinks, mobile

Reach 80% of Internet Users



Google Display Network

YouTube and Google Sites



DoubleClick Ad Exchange



Partner Sites



Sites



Feeds



Games



Social Media



Video



Mobile

Watch This Space



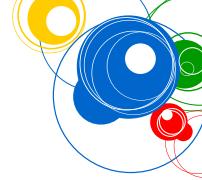
WATCH THIS SPACE. 468x60

How many of Google's Top 1000 clients

- 10%
- 50%
- 70%
- 99%

...are spending
on the Google
Display Network?

Watch This Space



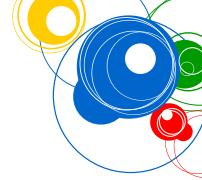
WATCH THIS SPACE. 468x60

How many of Google's Top 1000 clients

- 10%
- 50%
- 70%
- 99%

...are spending
on the Google
Display Network?

Watch This Space



WATCH THIS SPACE.

Sneakers Are Us
Come Check out our Giant Selection of Athletic Shoes and Save Big. Shop Today.

Running Gear
Huge Selection of Running Shoes. We offer Free Shipping and Free Returns.

Runners Kingdom
Need Running Gear?

YouTube phones

Galaxy S - Family Overview
samsungmobileusa 72 videos [Subscribe](#)

Samsung Galaxy S Making the Smartphone Brilliant

1:00 / 1:06 389,386

Live [Add to playlist](#) [Share](#) [Embed](#) [Copy](#) [Report](#)

Comments [View all 13,000 comments](#) [Post a comment](#)

July 26, 2010 187 likes, 13 dislikes

Find out more: <http://www.samsung.com/galaxyS> - Bringing the Galaxy S to the Masses...

Related Comments

1:00 [To continue this video, click here to sign in with your existing account.](#)

1:00 [Log in to continue this video.](#)

1:00 [To continue this video, click here to sign in with your existing account.](#)

1:00 [Log in to continue this video.](#)

Sponsored Links

BE YOUR BEST.
Explore our site for the latest in shoes, clothing and gear.

TUESDAY, DECEMBER 23, 2014

Dealing through the snow...with NORAD, YouTube, Santa and the reindeer!

Santa, Christmas Eve, children all over the world ask themselves, "How does Santa do so many children in one night?"

How does Santa fit so many children in one night? How does Santa get all of those presents into his sleigh? These childhood mysteries are solved in NORAD's annual Santa tracker.

BE YOUR BEST.
Explore our site for the latest in clothing, shoes, & gear.

Ads by Google

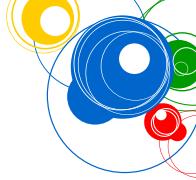
0:35 / 1:55

Behind The Scenes - Win a

468x60

Create Account | Sign In

Display supercharges your Search campaigns

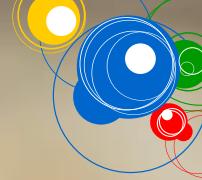


After being exposed to a display ad, consumers are:

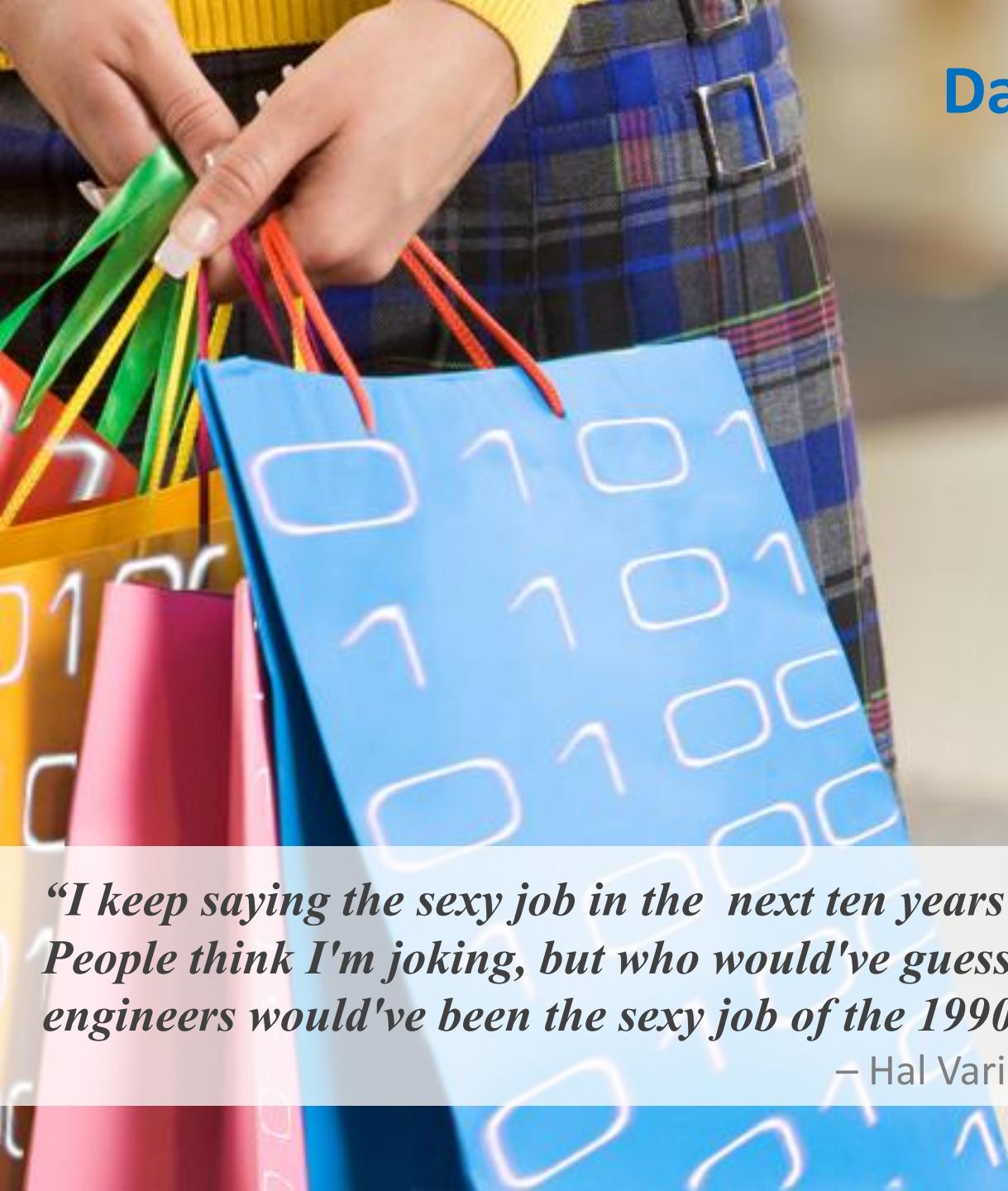
136% more likely to search the brand's keywords

86% more likely to click on a sponsored text ad

140% more likely to click on an organic link



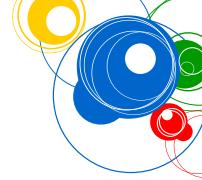
Data is king



“I keep saying the sexy job in the next ten years will be statisticians. People think I'm joking, but who would've guessed that computer engineers would've been the sexy job of the 1990s?”

– Hal Varian, Chief Economist, Google

Google Analytics - Find the answers you need



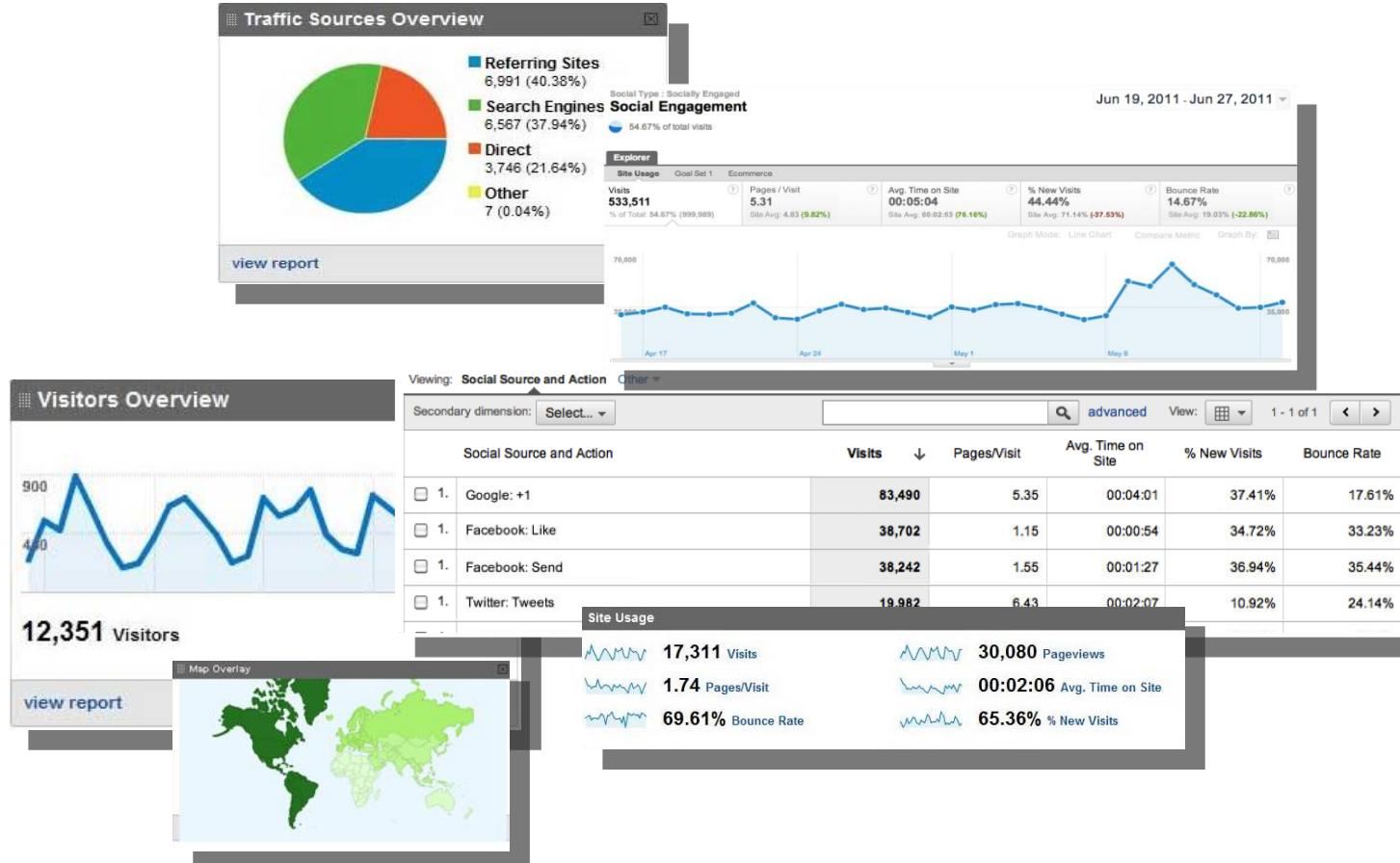
“How can we improve user interaction for our sites and apps?”

“What content are users engaged with?”

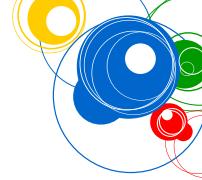
“Are our online campaigns providing a good ROI?”



Google Analytics



Multichannel Funnels



Overview

Conversion: All Type: All

100.00% of total conversion

Overview

There were 75,797 total conversions.

Overview

Assisted conversions

Assisted Conversions

Conversion: All Type: All

100.00% of total conversions

Explorer

Assist Interaction Analysis

First Interaction

Assisted Conversions: 677,969

% of Total: 100.00% (677,969)

Path Length

Conversion: All Type: All

100.00% of total conversions

Performance

| Conversions | Conversion Value | Percentage of Total |
|-------------|------------------|---------------------|
| 1,160,063 | \$4,718,267.07 | 11.60% |
| 251,130 | \$2,127,634.08 | 11.81% |
| 123,223 | \$1,306,316.69 | 0.75% |
| 73,898 | \$900,875.82 | 0.52% |
| 47,097 | \$600,029.89 | 0.43% |

Path length

Time Lag

Conversion: All Type: All

100.00% of total conversions

Performance

Viewing: Time Lag In Days

| Conversions | Conversion Value | Percentage of Total |
|-------------|------------------|---------------------|
| 2,384 | \$428,468.26 | 1.28% |
| 178 | \$33,057.64 | 0.30% |
| 123 | \$27,295.13 | 0.13% |

Time lag

Top Paths

Conversion: All Path Length: 2 or more

23.13% of total conversions

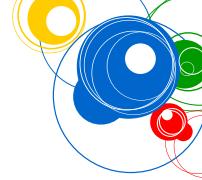
Explorer

Conversions

Conversions: 388,749

% of Total: 23.13% (1,681,021)

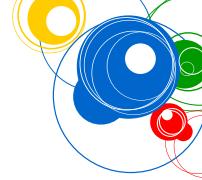
Top paths



Be Mobilized



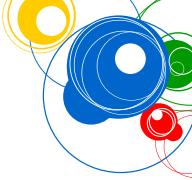
How far have we come?



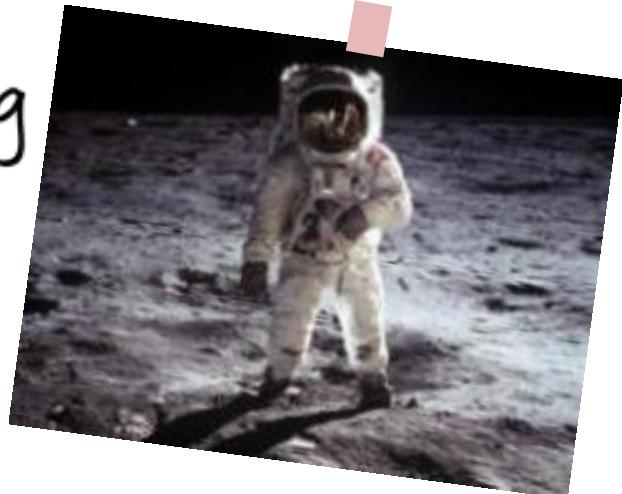
1 Billion

Mobile internet users globally

Faster Technology



nexus S = moon landing



ipad 2 = 10x
ipad



or...

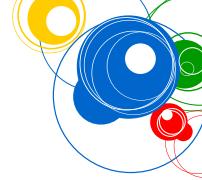
ipad 2 = Cray 2 1985





20%

of UK and US internet
users are already
mobile only



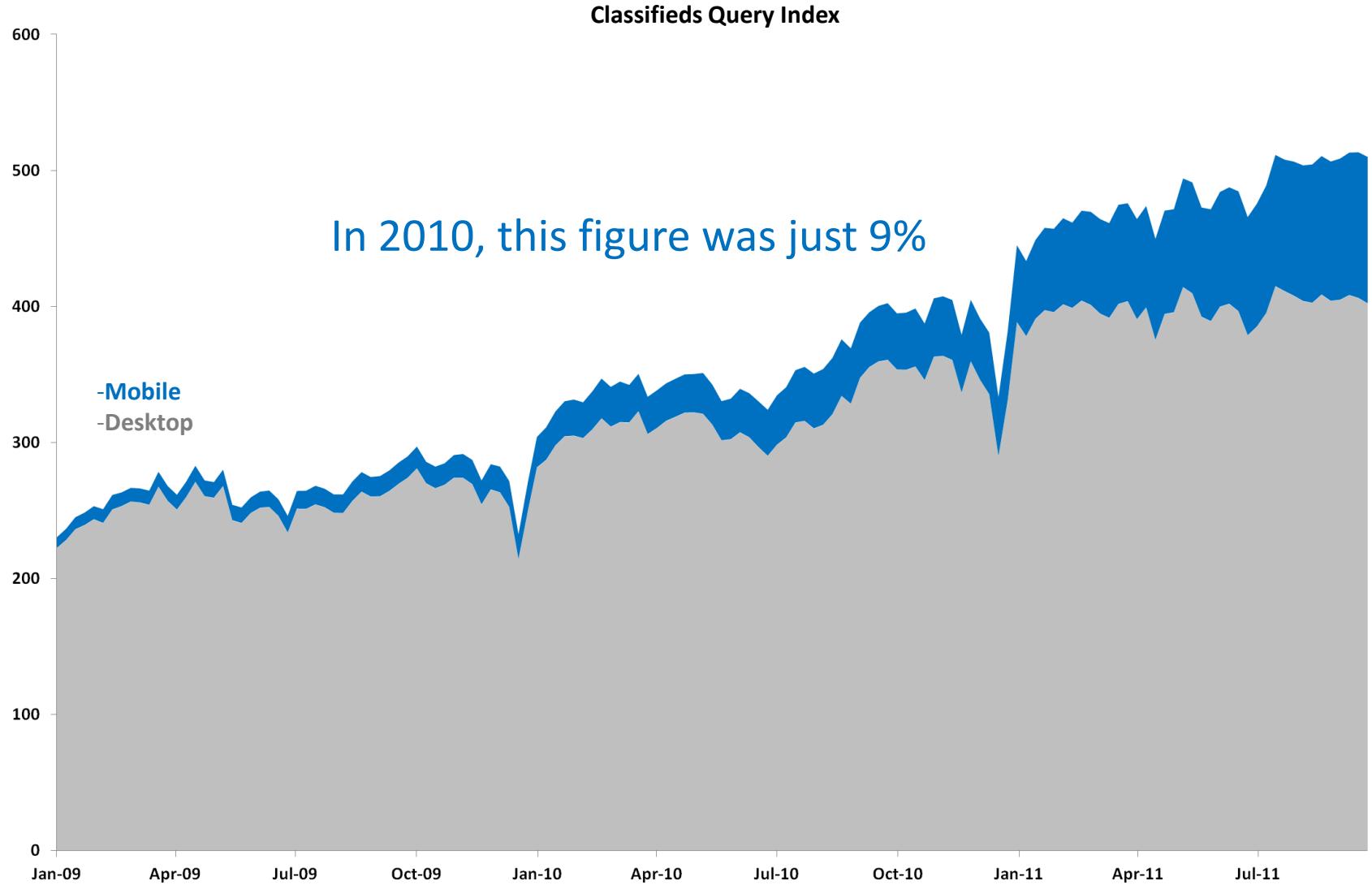
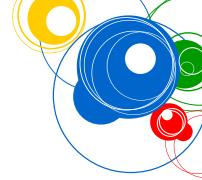
4 Ferraris
are sold on
eBay's Mobile app
every month





Classifieds queries on Mobile devices have
risen by **154%** in the last 12 months

Mobile now accounts for 17% of all Classifieds queries





1 in 3

mobile search queries
have local intent

After looking up
a local business on
their smart phone,

61%

of users called
the business



Mobile-only campaigns are the key



More Control

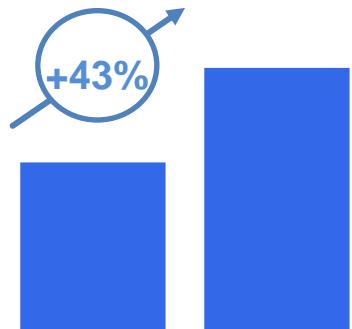


Relevant Messaging

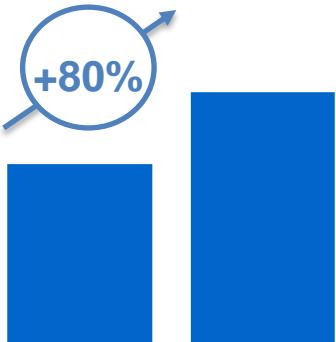


Better Targeting

Conversions



Click Through Rate



Cost Per Acquisition

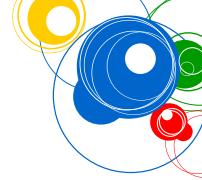


Separating out mobile campaigns from desktop drives

significant performance gains

due to better control of bids, budgets, keywords and landing pages

Familiar and New Ad Formats



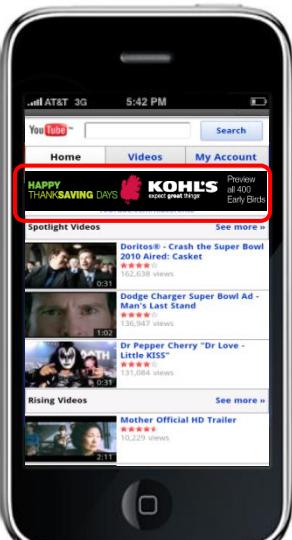
Display Ads



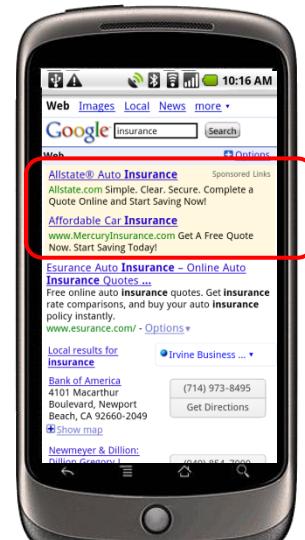
Video Display Ads



m.youtube.com



Search Ads



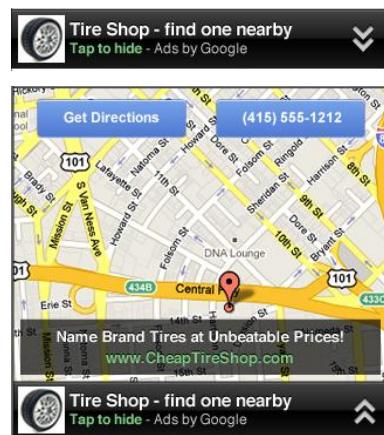
Expandable Image Ad



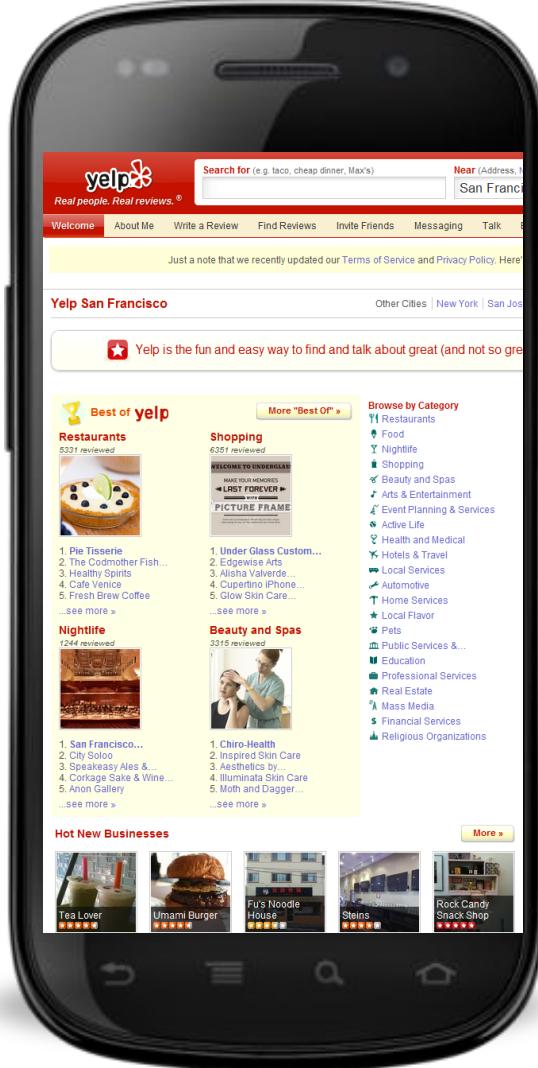
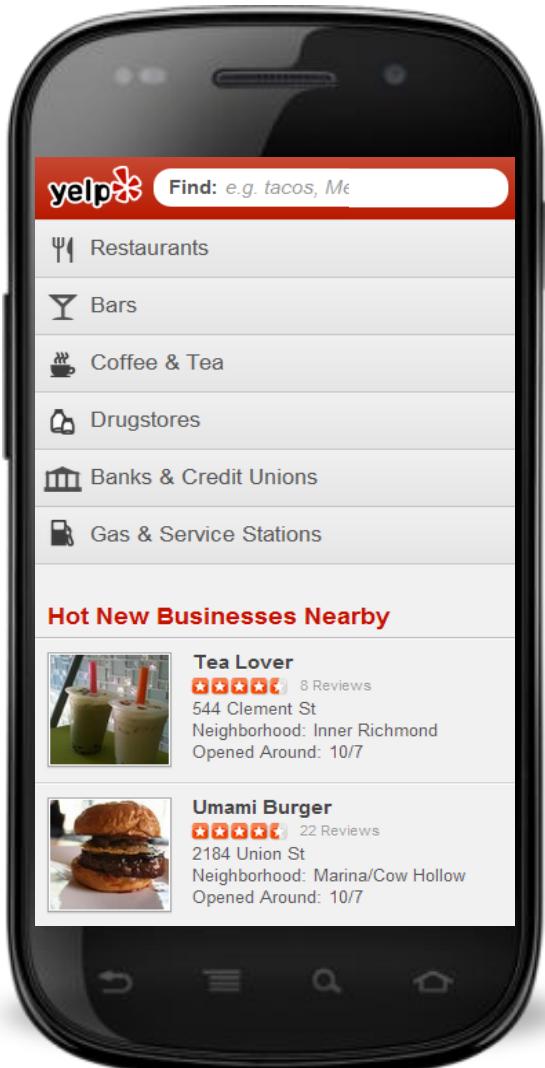
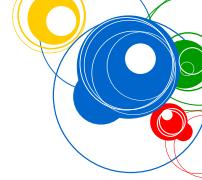
Expandable Video Ad

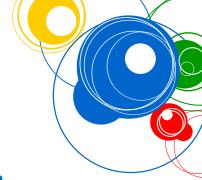


Location Extensions



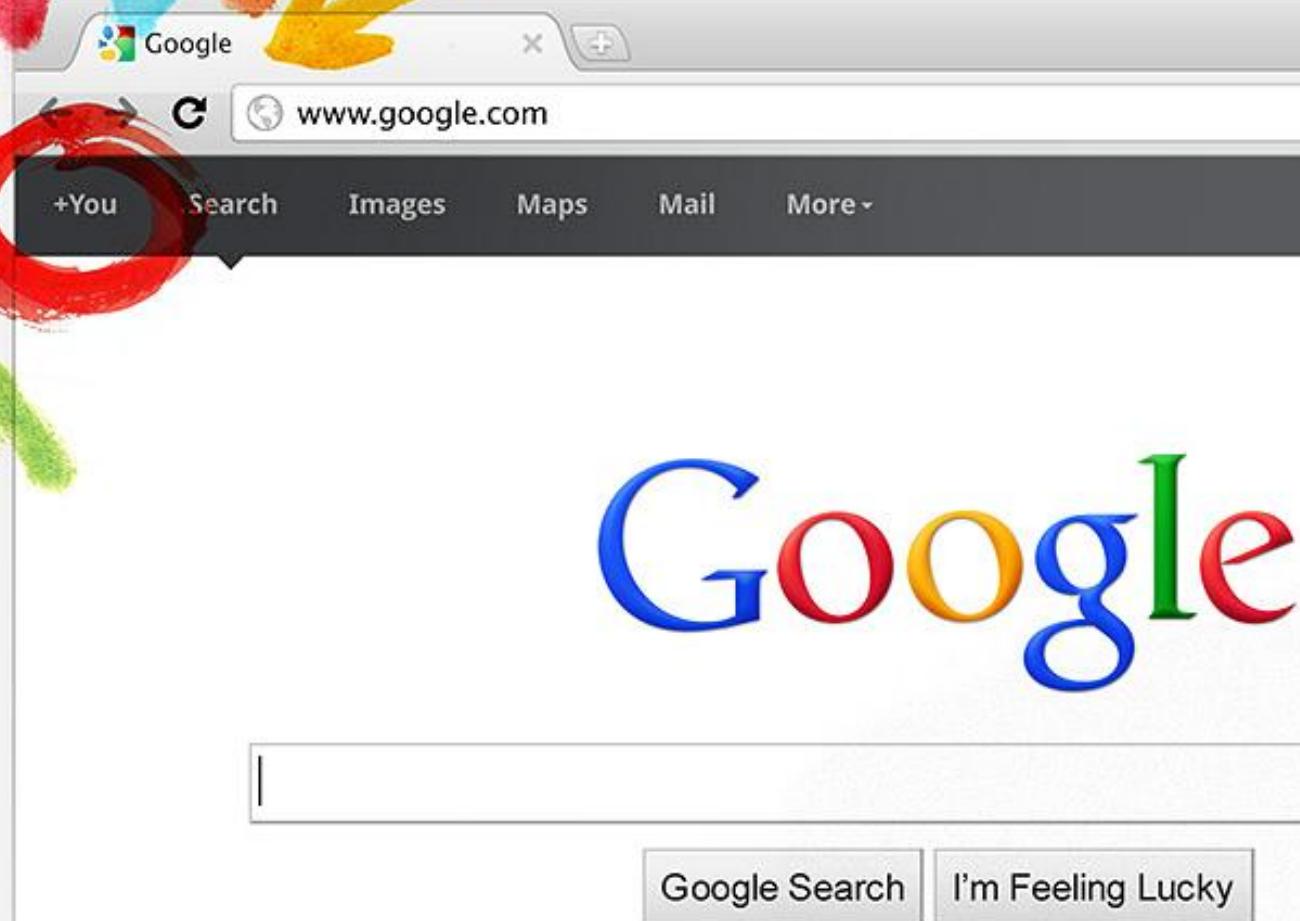
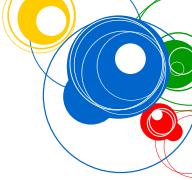
Which site would you rather use?



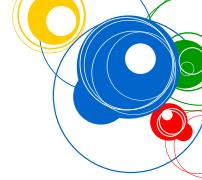


Be Engaged

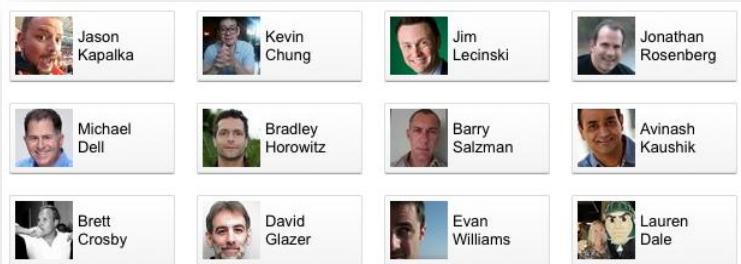




Key Google+ Features



Circles



Hangouts



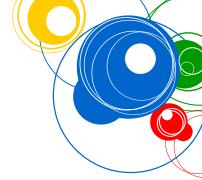
Instant Upload



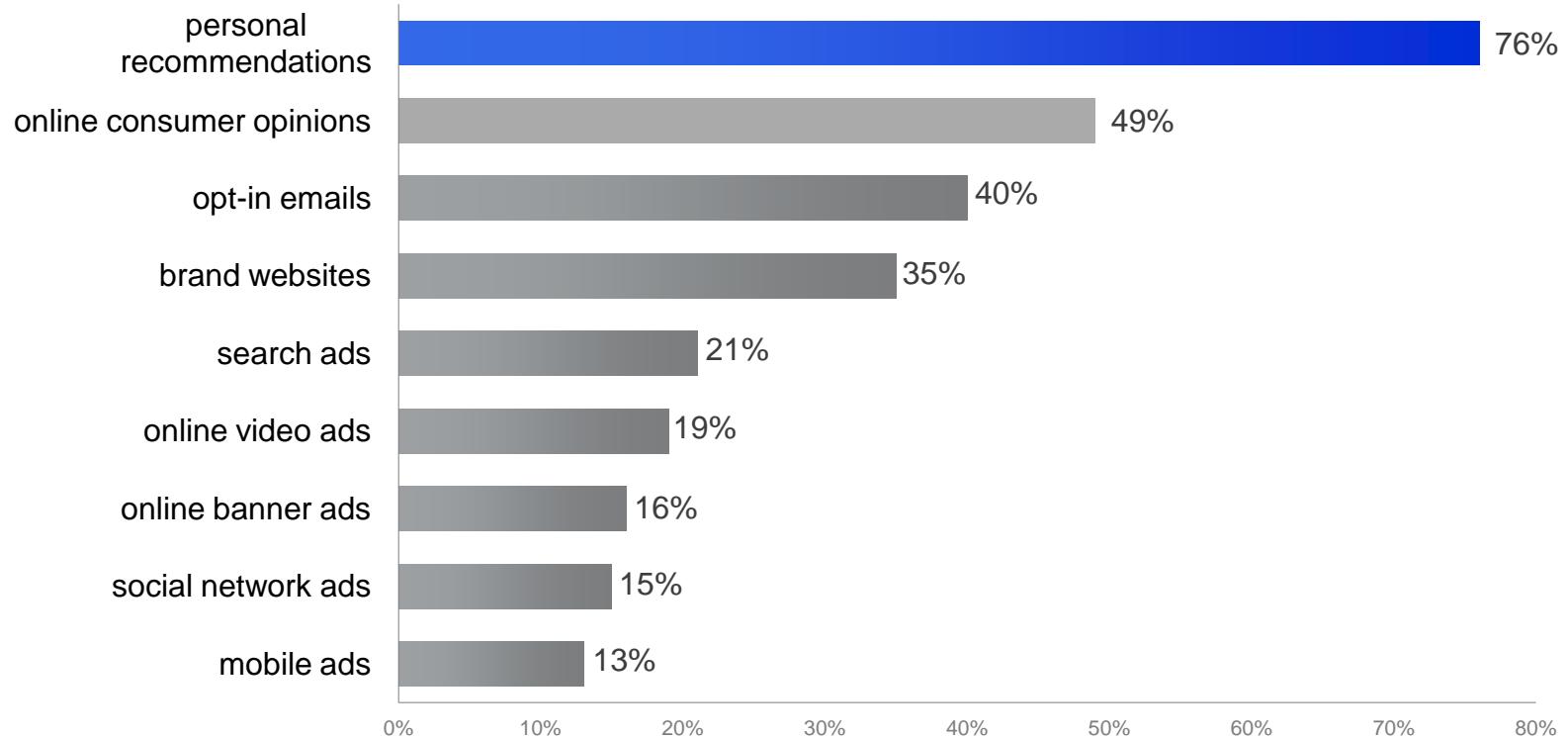
Google+ Search



Personal recommendations are trusted



types of ads/recommendations trusted by US consumers
Q1 2011



source: The Nielsen Company, "Trends in Advertising Spend and Effectiveness," June 10, 2011

Introducing the +1 button



user clicks +1 button on an ad or organic listing

+Cinthya Web Images Videos Maps News Mail more ▾

cinu@google.com 1 | S

Google

jaguar xf

About 9,170,000 results (0.21 seconds)

Search Advanced search

Ads

Jaguar XF      +1'd this

View our new Jaguar XF's model selection for United States www.jaguar.com

Ads

The Used Jaguar XF      +1'd this

Get XF Clearance Pricing
Jaguar Dealers Just Cut Prices.
www.jaguar.reply.com

See your ad here ▾

Everything Images Videos News Shopping Realtime More

New York, NY Change location

Any time Latest Past 24 hours Past 2 days Past week Past month Past year Custom range...

All results Sites with images More search tools

Something different

Official Jaguar XF Site | JaguarPlatinum.com  Learn about XF lease offers & schedule a test drive today. Sales Drive - Request Quote - Test Drive - XF Design www.jaguarplatinum.com

2011 Jaguar XF - \$549/month or 0% Financing | BergenJaguar.com  #1 Volume Jaguar Group in Tri-State www.bergenjaguar.com

Jaguar XF vs Cadillac CTS | Cadillac.com  See How Cadillac CTS Stacks Up to the Jaguar XF. Compare Now. www.cadillac.com/CTS

Jaguar USA - [Jaguar Cars](http://JaguarCars.com)  JAGUAR UNVEILS NEW XK AND XF AT THE NEW YORK AUTO SHOW. Share the excitement of Jaguar's appearance at one of the most prestigious events in the automotive ... Build your jaguar - ALL NEW XJ - Jaguar special offers - Inventory search www.jaguar.com/us/en/ - Cached

You  Darren Danger and  John Corte +1'd this

Jaguar International - Home  Our mission at Jaguar has been to create and build beautiful fast cars. The ... www.jaguar.com/glen/ - Cached - Similar

XF - [Jaguar](http://Jaguar.com)  The XF fuses sports car styling and performance with the refinement ... www.jaguar.com/us/en/xf/ - Cached - Similar

Jaguar USA - XF and XFR WIN 2010 ALL-STAR AWARD  Dec 18, 2009 ... The 2010 Jaguar XF line, powered by new engines and the ... www.jaguar.com > HOME > ABOUT JAGUAR > NEWS - Cached - Similar

Show more results from jaguar.com



+1

Google+ friends and contacts of user now more likely to see endorsed ads

User's friends and contacts see user's endorsement alongside ad

+1 endorsements appear to all

- Gmail & Google Talk chat lists
- members of Google Contacts groups
- followed contacts in Google Reader and Google Buzz
- all Google+ contacts

Your Social Brand Endorsement Platform



Refresh Everything - Want to Change The World & Have Fun Doing it?  

www.refresheverything.com/power-vote
Take the **Pepsi Challenge**.

 **Vic Gundotra**  **Greg Lichtenthal** and 6 other people +1'd this

 14

Ryan Stonehouse publicly +1'd this

Changing the world, one pepsi at a time. I'll drink to that!

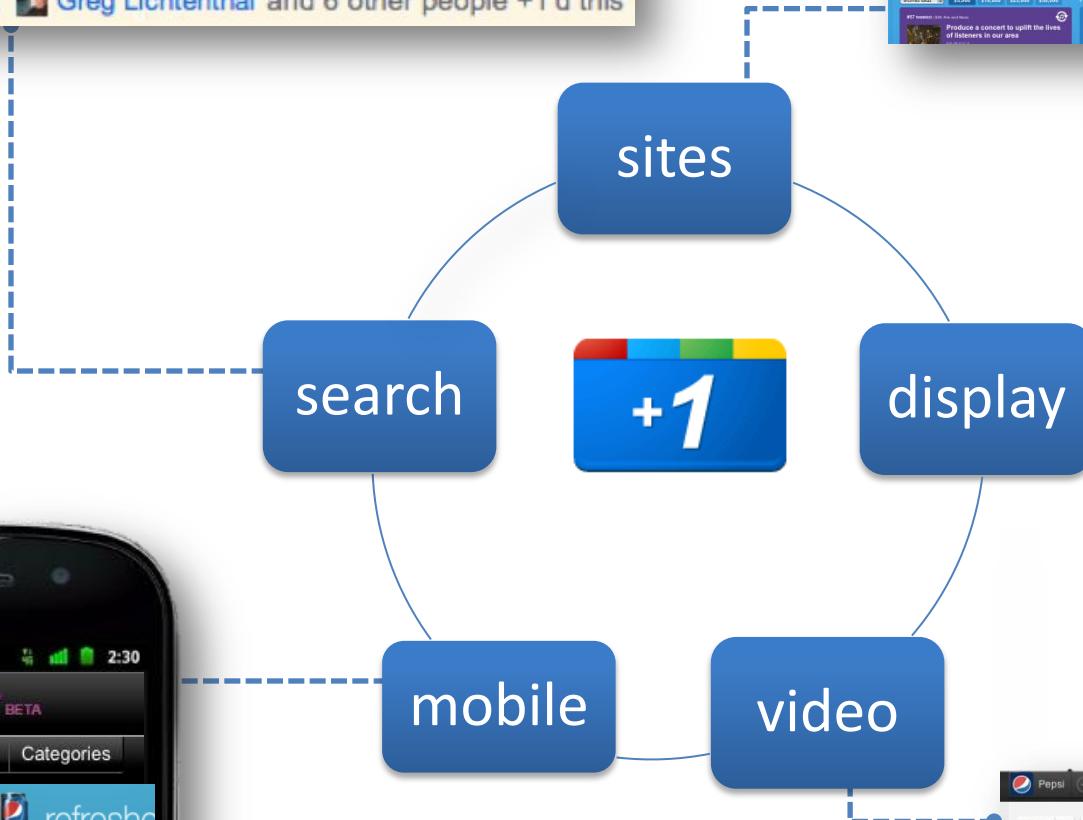
 **Support Your Community - Pepsi Refresh Project**

Pepsi is giving away millions to fund refreshing ideas. Vote for your favorites and buy Pepsi products to get up to 100 extra votes. Buy Pepsi & Power Vote today!



 Your circles  + Add more people

Share



WHAT DO YOU CARE ABOUT?

 You publicly +1'd this **refresh project**

 and 345 others +1'd this

Ryan Stonehouse publicly +1'd this

Changing the world, one pepsi at a time. I'll drink to that!

The Pepsi Refresh Project, 2011



 youtube.com - If you have an idea to improve your community, you could get it funded through the Pepsi Refresh Project! Pepsi is giving away millions of dollars in ...

 Your circles  + Add more people

Share

Google+ Pages



Google+



ford



TEST ACCOUNT

Have Ford in circles (20413)



[View all »](#)

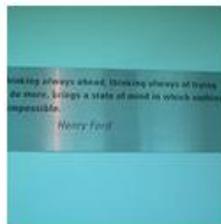
[Block Ford](#)

[Report this profile](#)

Ford Motor Company

Founded by Henry Ford in 1903, we make automobiles. And we like social media.

[Add to circles](#)



Posts

About

Photos

Videos

+1's

Buzz



[Ford Motor Company](#) - 14 Oct 2011 - Public

Los Angeles-area friends: here's a chance to have some fun next week. This test drive is like no other you've experienced, featuring a laser target hunt, in-car cameras, G-force tracking and lap time recording. Check it out and register for your turn behind the wheel.

[2012 Focus Target Hunt](#)

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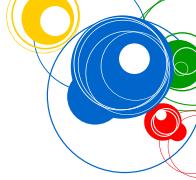
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Key Takeaways



Classifieds advertising is moving online – make sure you're not left behind



New ad formats can help you find new customers



Display will be vital to strengthening your brand



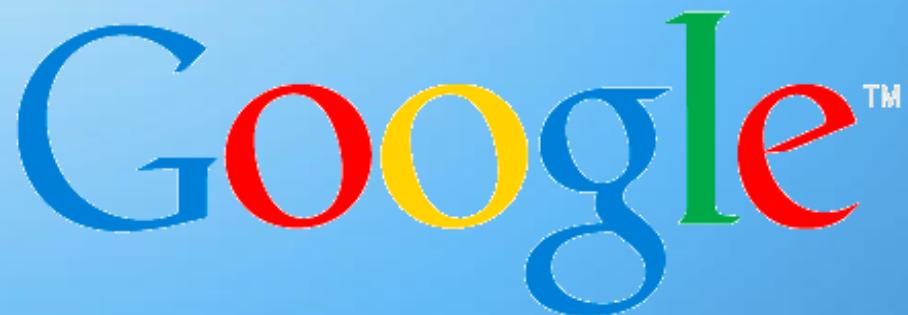
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