



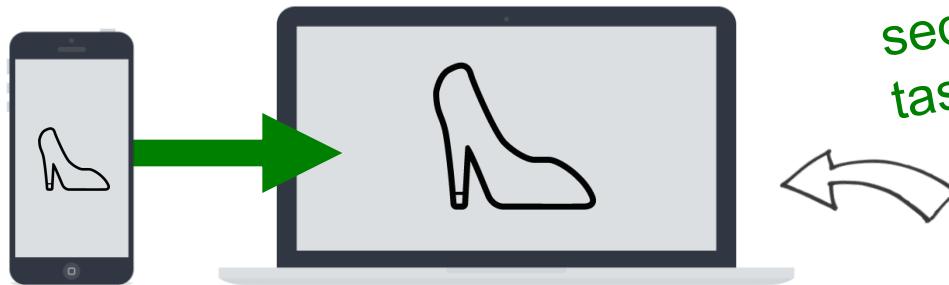
# THE NEW MULTI-SCREEN WORLD

## UNDERSTANDING CROSS-PLATFORM CONSUMER BEHAVIOUR

FREDERIC HANSEN

# FROM A USER'S PERSPECTIVE MULTI-SCREEN USAGE

## SEQUENTIAL USAGE



90% use multiple screens sequentially to accomplish a task over time.

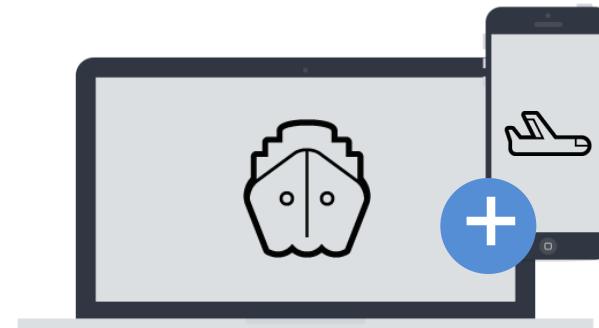
98% move between devices on the same day.

## SIMULTANEOUS USAGE

*Multi-Tasking – Unrelated Activity*



*Complementary Usage – Related Activity*



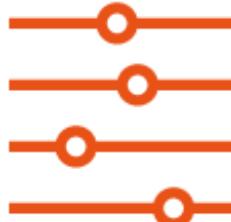
# EVERYTHING STAYS DIFFERENT CREATE A MOBILE EXPERIENCE



CALL TO  
ACTION



SITE SEARCH



FILTERS



CURATION



CLICK TO CALL



SAVE TO ...



EFFICIENT  
FORMS



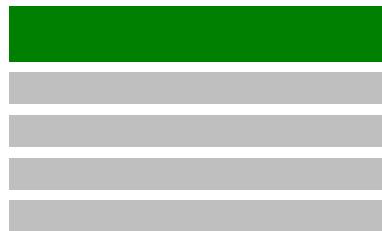
MAPS

LIVE  
**BEST PRACTICE**

# THE BUSINESS PERSPECTIVE

## MONETIZE MULTI-SCREEN INTERACTIONS

»Enabling customer relationships between buyers and **sellers** is the lifeblood of our business.«



Premium Products

&



Online Advertising

# MOBILE ADS

# 4 KEYS TO SUCCESS

Search Query: “Audi



Audi A4 used cars  
[www.audipacific.com](http://www.audipacific.com)  
Contact Us Today & Find The  
Audi A4 Of Your Dreams!

## CONTEXTUAL RELEVANCY

User Location:  
“London”

Audi Center London  
[www.audilondon.co.uk](http://www.audilondon.co.uk)  
Audi Center in London  
More Than 200 Used Audis

## GEOGRAPHIC RELEVANCY



## DYNAMIC AD SIZES



## RETARGETING

# MORE REVENUE BY ADDING COMPETITION? THE SECRET OF DYNAMIC ALLOCATION

In order to keep your website **fast** and user friendly, **avoid complex structures** with too many competitors, unnecessary passback routines and redundant settings.



LIVE  
**BEST PRACTICE**