



THE NEW MULTI-SCREEN WORLD

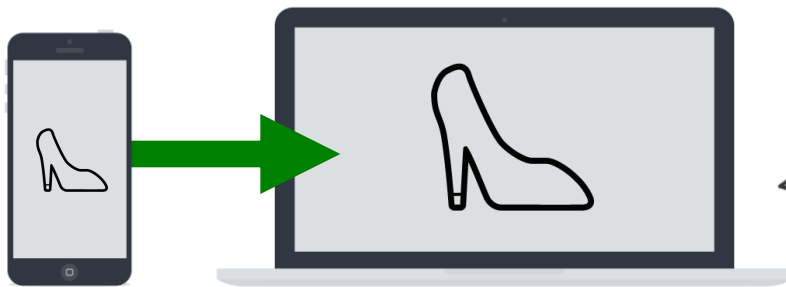
UNDERSTANDING CROSS-PLATFORM CONSUMER BEHAVIOUR

FREDERIC HANSEN

FROM A USER'S PERSPECTIVE

MULTI-SCREEN USAGE

SEQUENTIAL USAGE

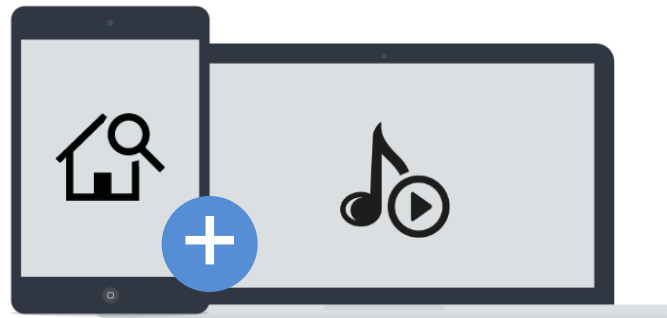


90% use multiple screens sequentially to accomplish a task over time.

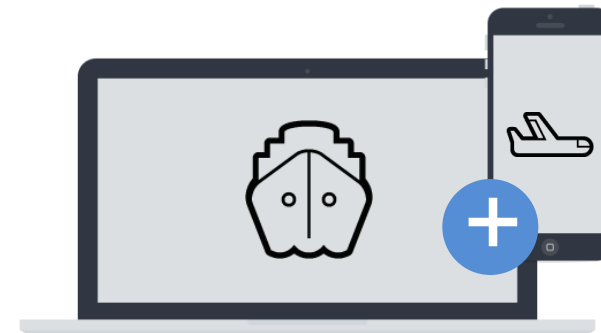
98% move between devices on the same day.

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

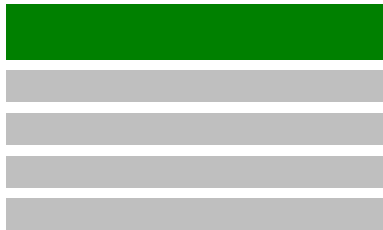
LIVE

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

Contact Us Today & Find The
Audi A4 Of Your Dreams!

CONTEXTUAL RELEVANCY

User Location:

"London"



Audi Center London

www.audilondon.co.uk

Audi Center in London
More Than 200 Used Audis

GEOGRAPHIC RELEVANCY



DYNAMIC AD SIZES

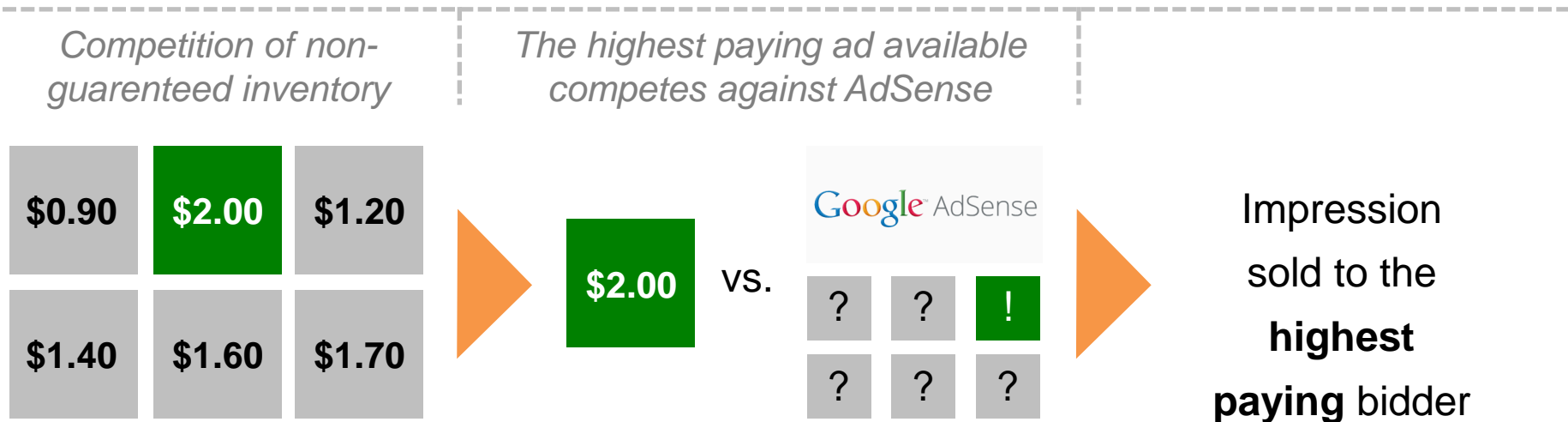


RETARGETING

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