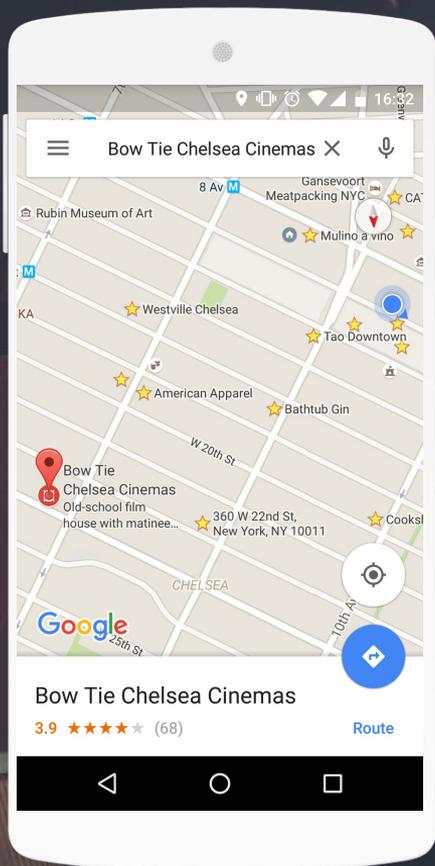


# Unlocking Micro-Moments Through Programmatic

Mark Seidenfeld, Head of MBS Russia

Google | DoubleClick





Google best drama movie tonight

Google the walk review

← the walk trailer ×

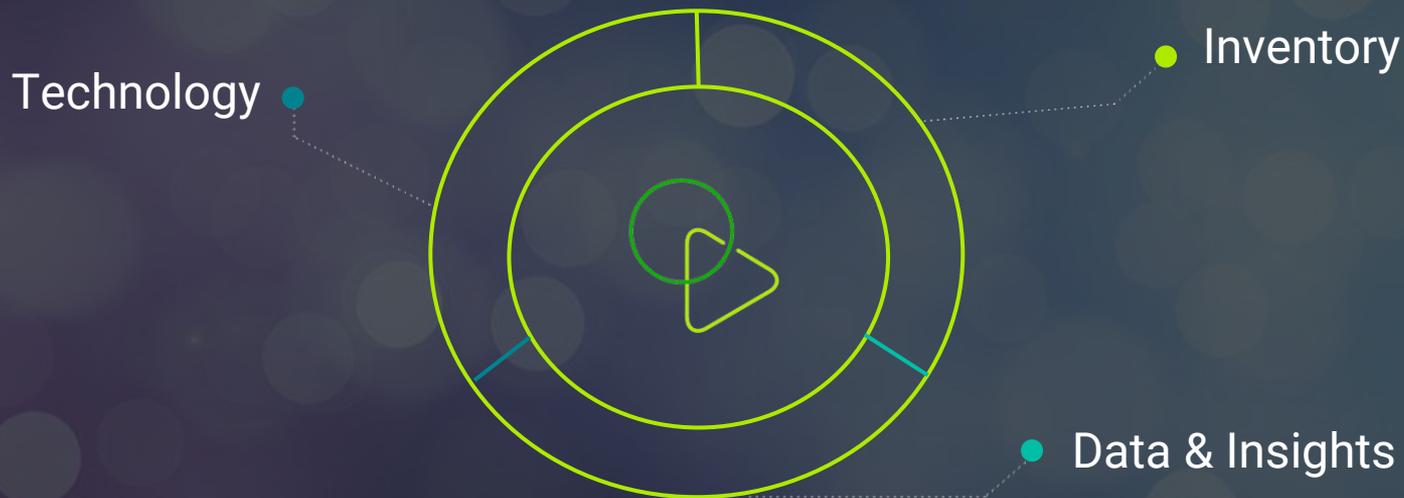
Google the Walk movie near me

# Mobile has shifted consumption habits



Reach ~~the~~ right person  
with ~~the~~ right ad  
at ~~the~~ right time

It's about marrying:





Collect audience interactions across all touch points



Use real-time data to identify the most important moments



Regularly analyze audience, creative & media insights

# Merge your organized data and build custom audiences

1

First party data

G

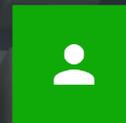
Google data

3

Third party data



Custom audience #1



Custom audience #2



Custom audience #3

# 1



Organize audience insights to find the moments that matter

■ Online  
■ Offline

	Site visitor	Product page	Converters/ Goal Reach	New/Return users
First party data	<input type="checkbox"/> Search (Keywords)	<input type="checkbox"/> Site Recency /Frequency	<input type="checkbox"/> Advert Engagement	<input checked="" type="checkbox"/> DMP Audience
	<input type="checkbox"/> Other	<input checked="" type="checkbox"/> CRM Data	<input checked="" type="checkbox"/> Other	<input type="checkbox"/> Other
	<input checked="" type="checkbox"/> In-market	<input checked="" type="checkbox"/> Similar Users	<input type="checkbox"/> Affinity	<input checked="" type="checkbox"/> YouTube Channel
Third party data	<input type="checkbox"/> Weather	<input checked="" type="checkbox"/> TV Sync	<input type="checkbox"/> Other API	<input type="checkbox"/> Other API
	<input checked="" type="checkbox"/> BlueKai In-market	<input type="checkbox"/> Other segment	<input type="checkbox"/> Other segment	<input type="checkbox"/> Other segment



Leverage  
audience  
driven  
creatives



Deliver  
message in  
the right  
context



Capture data  
with every  
engagement  
point



Develop multi-  
screen  
experiences in  
HTML5



Measure  
and do  
more of  
what works

Our cross-device graph ensures reach, accuracy and user privacy

Google

has 7 properties with +1B users



# See



Did the intended audience see your ad?

# Think



What did they think as a result?

# Do



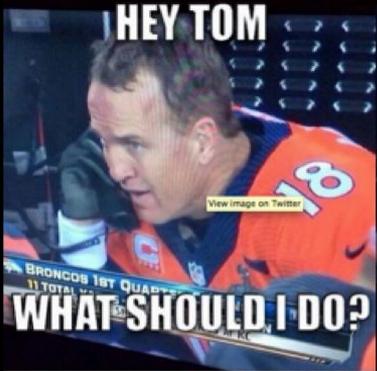
Did they take action or purchase as a result?



 **BRONCOS 1ST QUARTER OFFENSE**

**XLVIII FOX**

**11 TOTAL YARDS - FEWEST THIS SEASON**





+

 **28** 2ND 2:23 **0**  [SEE THE GIFS >](#)

=

Ads



400K

user generated GIFs

9 min

spent in experience



Thank you

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Google |  DoubleClick