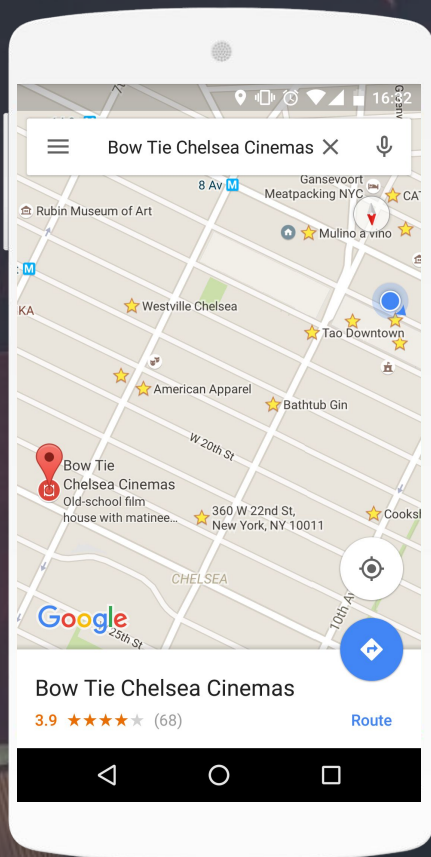


Unlocking Micro-Moments Through Programmatic

Mark Seidenfeld, Head of MBS Russia

Google | DoubleClick





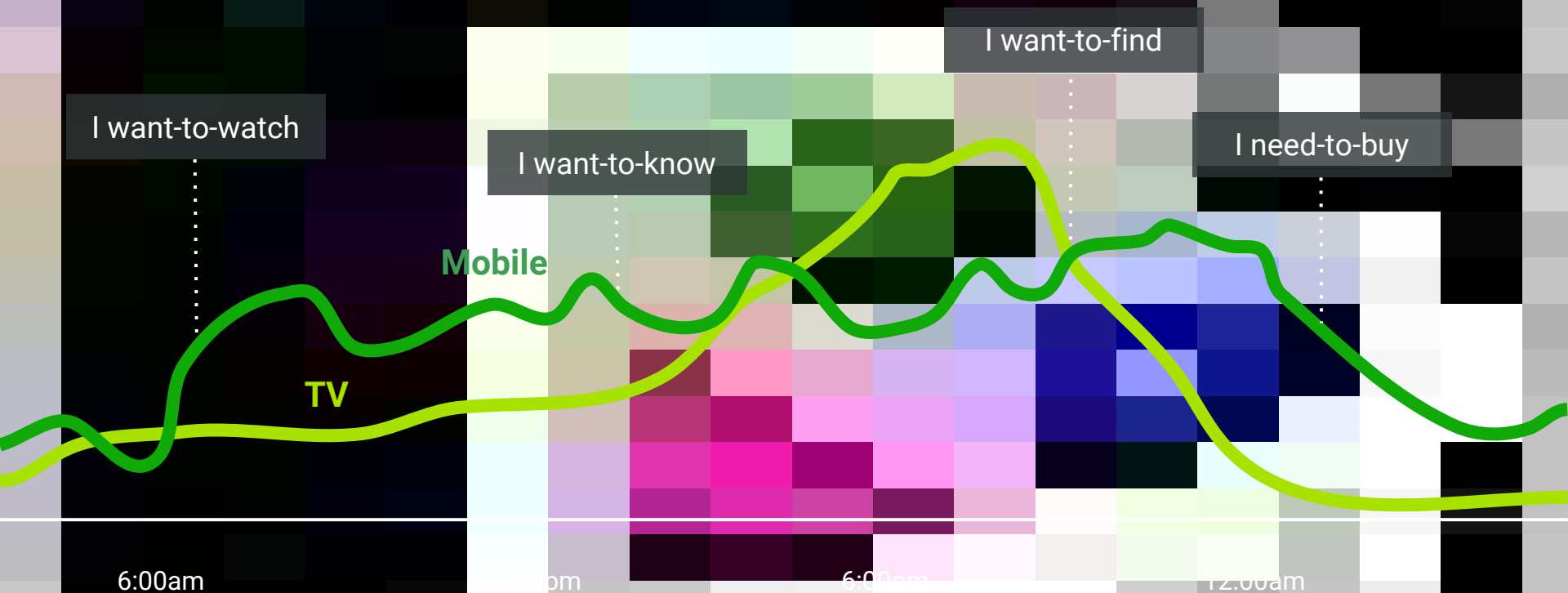
Google best drama movie tonight

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

First party data

Google data

Third party data

<input checked="" type="checkbox"/>	Site visitor	<input checked="" type="checkbox"/>	Product page	<input checked="" type="checkbox"/>	Converters/ Goal Reach	<input checked="" type="checkbox"/>	New/Return users
<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
<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

■ Online
■ Offline



Leverage
audience
driven
creatives



Deliver
message in
the right
context



Capture data
with every
engagement
point



Develop multi-
screen
experiences in
HTML5

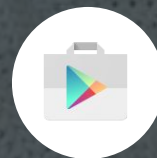


Measure
and do
more of
what works

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



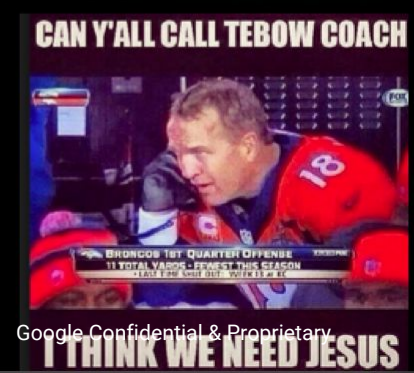
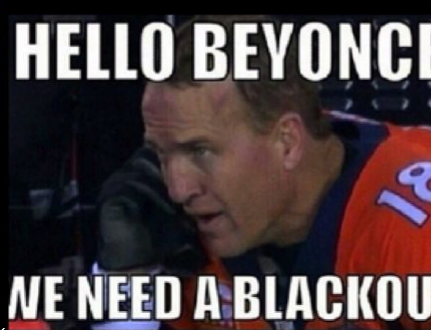
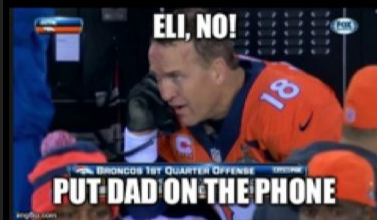
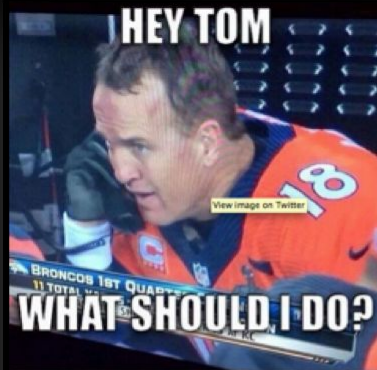
Did they take action or purchase as a result?



 **BRONCOS 1ST QUARTER OFFENSE**

XLVIII FOX

TOTAL YARDS - FEWEST THIS SEASON





+



=

Ads



400K

user generated GIFs

9 min

spent in experience

A decorative graphic on the left side of the slide consisting of several overlapping circles of different shades of gray and white, creating a layered, tunnel-like effect.

Thank you

Mark Seidenfeld
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seidenfeld@google.com

Google |  DoubleClick