

Necessity to control complexity

Berti Benbanaste, Sales Manager



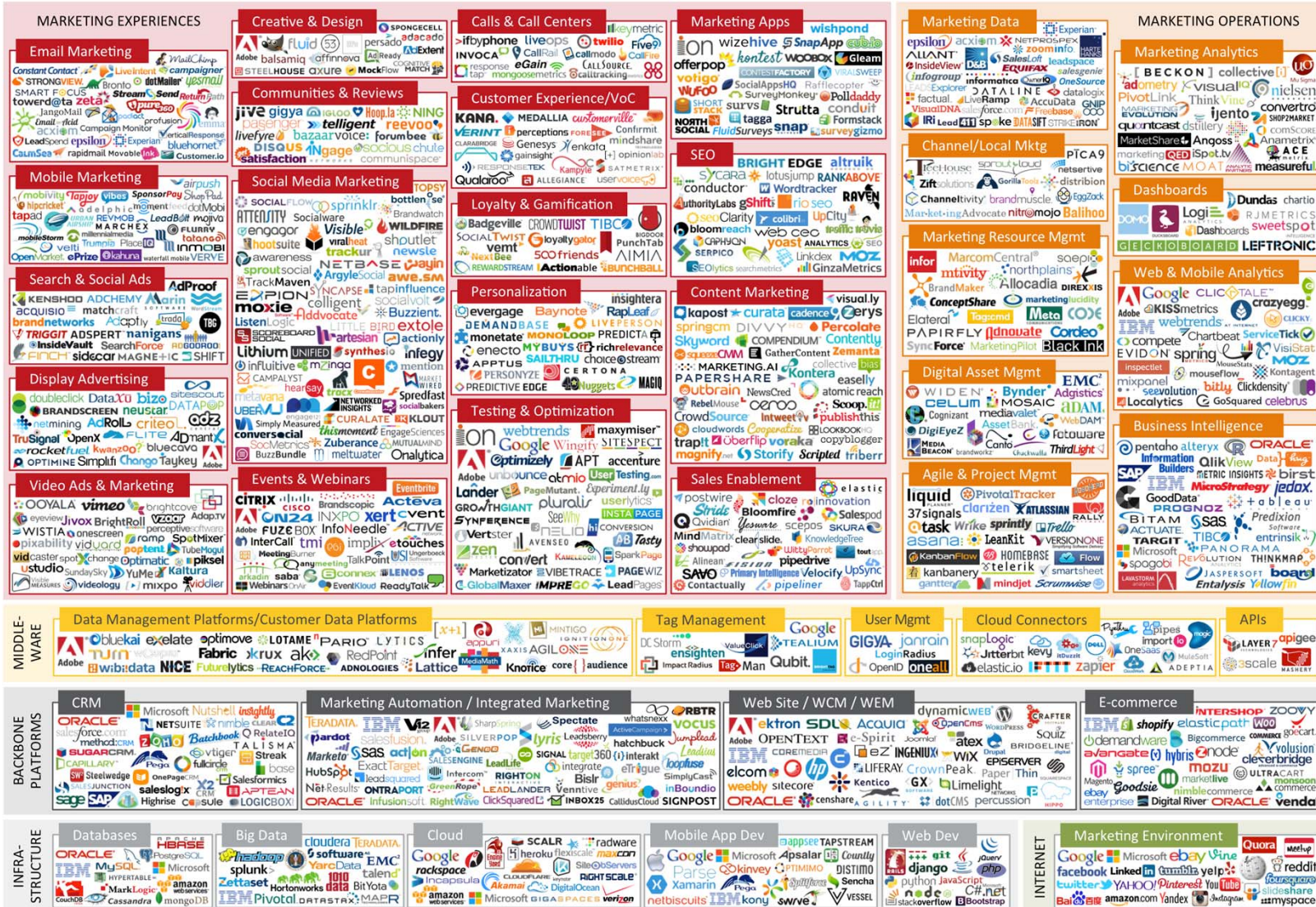






chiefmartec.com Marketing Technology Landscape

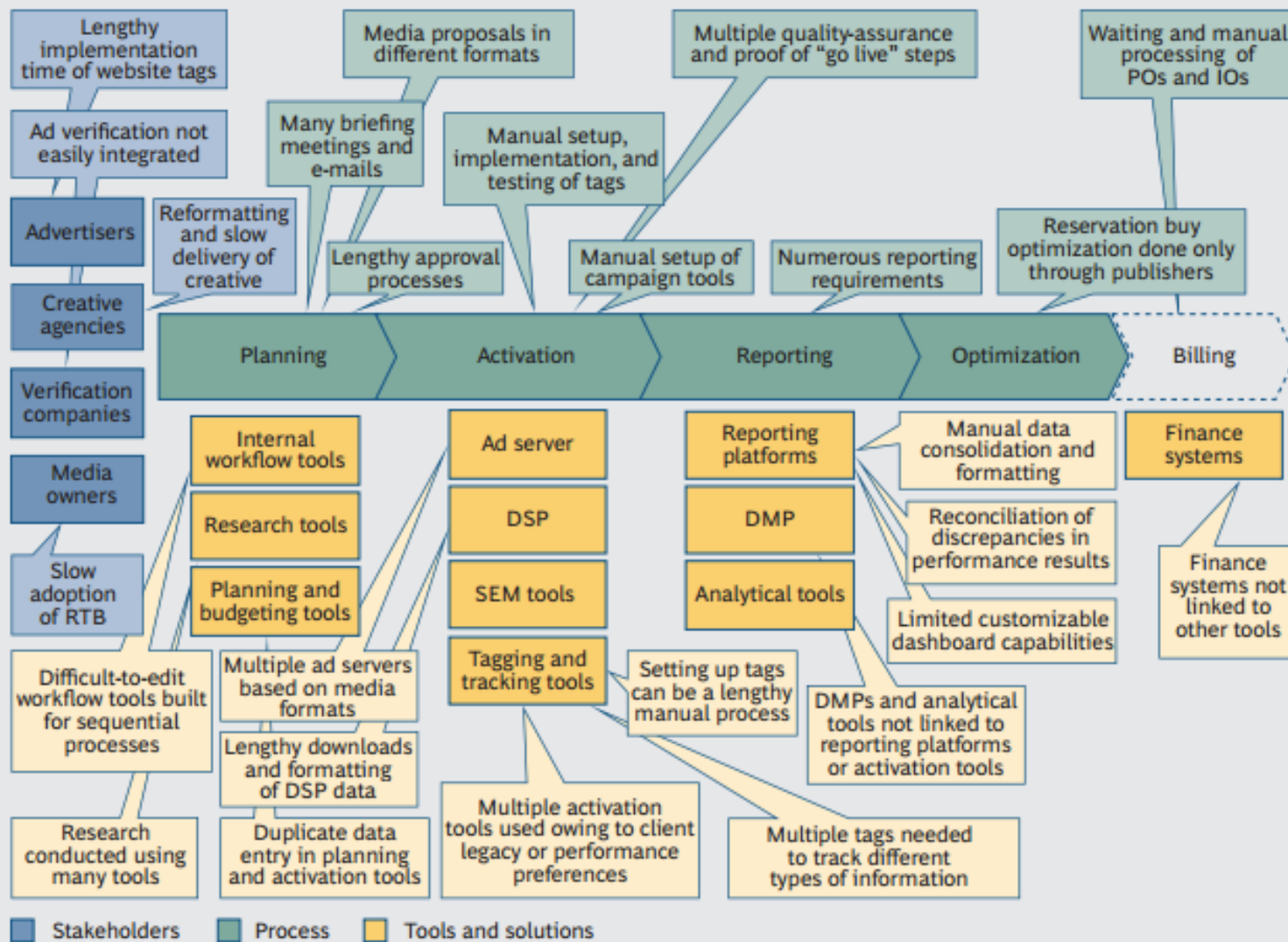
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Fragmented approach has created
inefficiencies

EXHIBIT 1 | Advertising Agencies Suffer from More Than 25 Inefficiencies and Pain Points



Source: BCG analysis.

Note: RTB = real-time bidding; SEM = search engine marketing; DSP = demand side platform; DMP = data management platform; PO = purchase order; IO = insertion order.

“We have multiple teams pulling multiple reports from multiple sources. Then we have another team consolidating the information into something we can actually use.”

“I know I should be spending more time focusing on optimization. Instead, I spent hours formatting reports, downloading data, and fixing mistakes.”

 doubleclick campaign manager
by Google

 doubleclick bid manager
by Google

 doubleclick studio
by Google

 doubleclick search
by Google

 Google Analytics



 doubleclick
digital marketing by Google



Decreased total campaign process time by **33%**

“ The time we save on activities that do not directly add value for our clients, we tend to invest them in more analysis, more research, and better account management. ”



Display remarketing from search resulted in:

32% lift in conversions

24% decrease in CPA

“ The promise of a single stack was that we knew we were working with one technology, one cookie.”









We've seen greater efficiency with the evolution on reporting, so now we don't have to pull a report for search, then one for display and then merge them. We have everything in the same interface – that's saving us time in understanding consumer behavior. And we can apply that time to improving the performance of our campaigns.”

Juan Antonio Martinez,
Digital Performance Director, Neo@Ogilvy Spain

In order to make sound decisions about where marketing dollars are spent, your data needs to be



Fresh

De-duplicated

Available
centrally

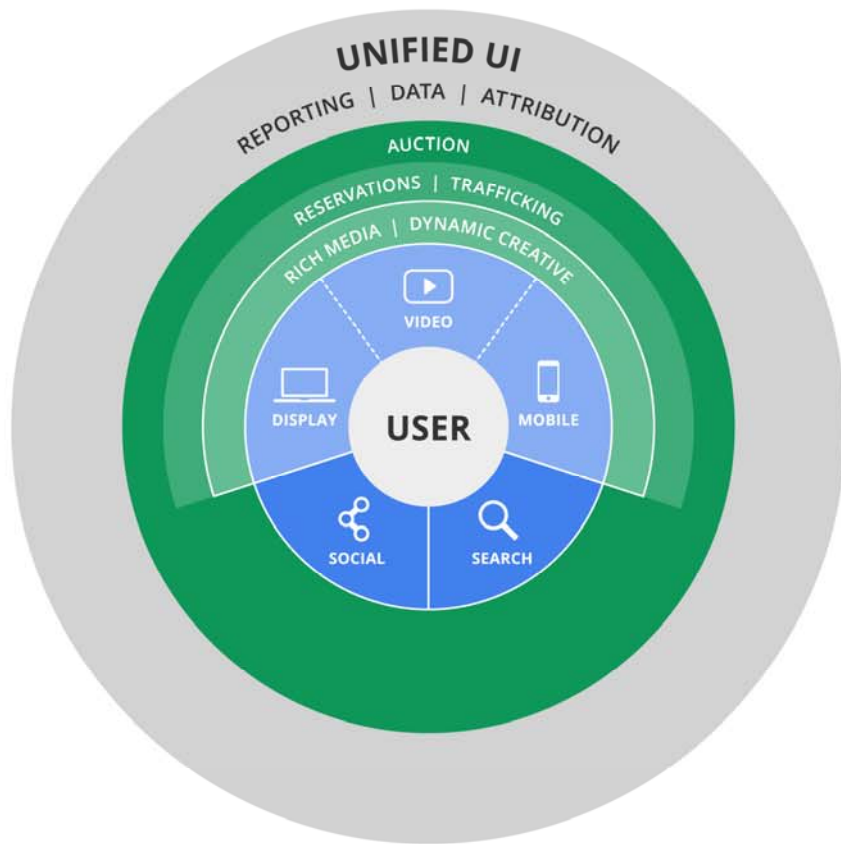
Across
channels

Data Driven Attribution:

Display cost per lead **dropped 35%** over the course of the 6-month implementation

Total **conversions from display rose 145%** over the same period

“ As a company, we now have a much more accurate measure of how display impacts our business, and have a better handle on the cost/benefit analysis of any particular campaign.”



- Single point of access
- Manage efforts centrally
- Single cookie space
- Real-time view of consumer

Thank you!

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Appendix

Reduced wait time for tag deployment
from **months to minutes**

Streamlined tag management process, leaving ad operations free to focus on planning and trafficking and IT free to focus on core development

“ With Google Tag Manager, we can literally deploy a tag in minutes and provide marketing partners with all the custom data they might need. Now, we’re better equipped to optimize our digital campaigns than ever. ”