Master the Digital-Traditional Marketing Mix

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Google

The Internet is now the king of all media consumption

Source: Wall Street Journal (2013)

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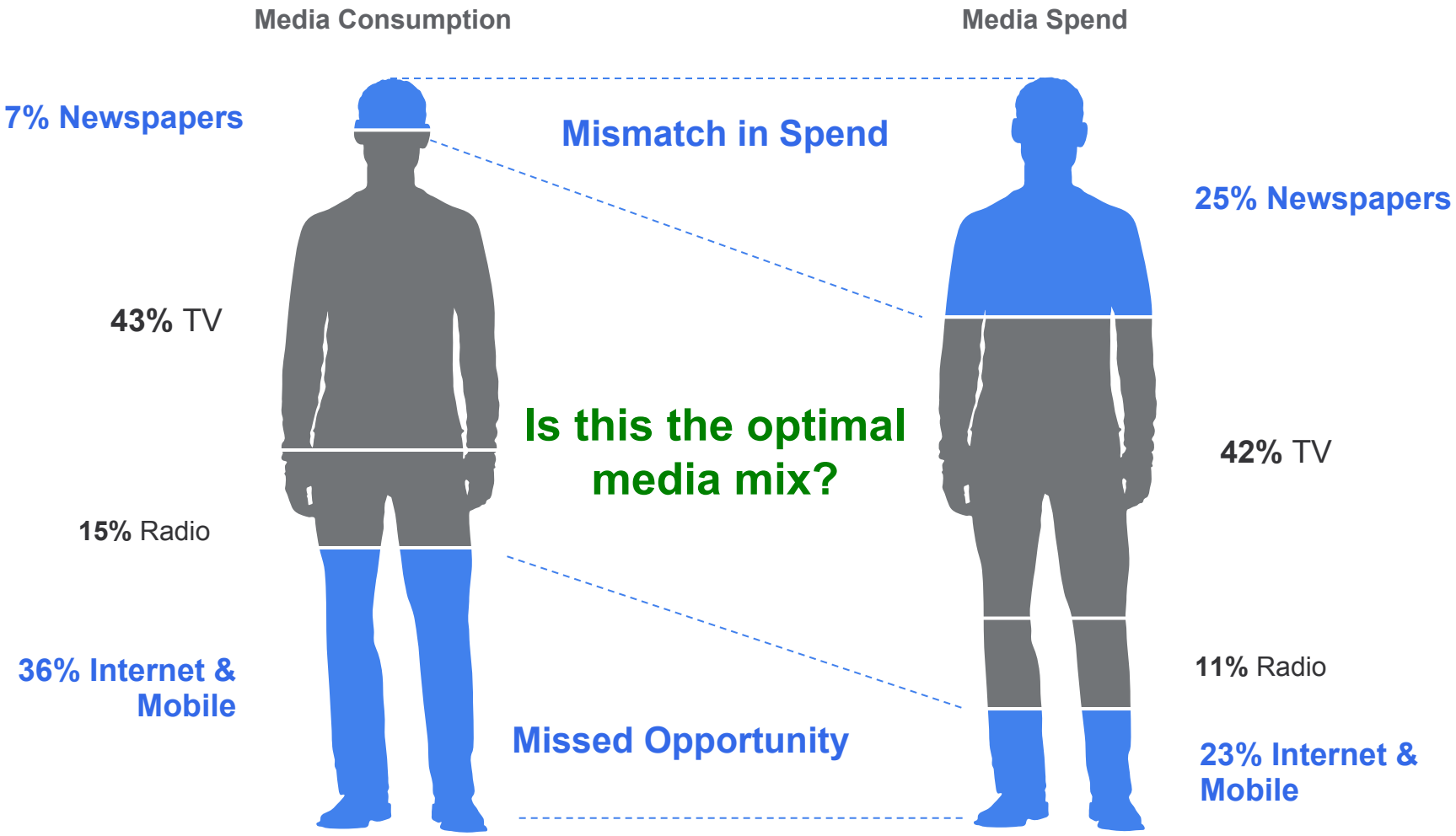
Google

Media investment not in line with shift in consumer behavior



Note: *Internet (excl. mobile) advertising reached $30B in USA in 2011 per IAB, Mobile advertising reached $1.6B per IAB. Print includes newspaper and magazine. $20B opportunity calculated assuming Internet and Mobile ad spend share equal their respective time spent share. Source: Time spent and ad spend share data eMarketer, 12/11, Internet and mobile ad dollar spent amount per IAB.

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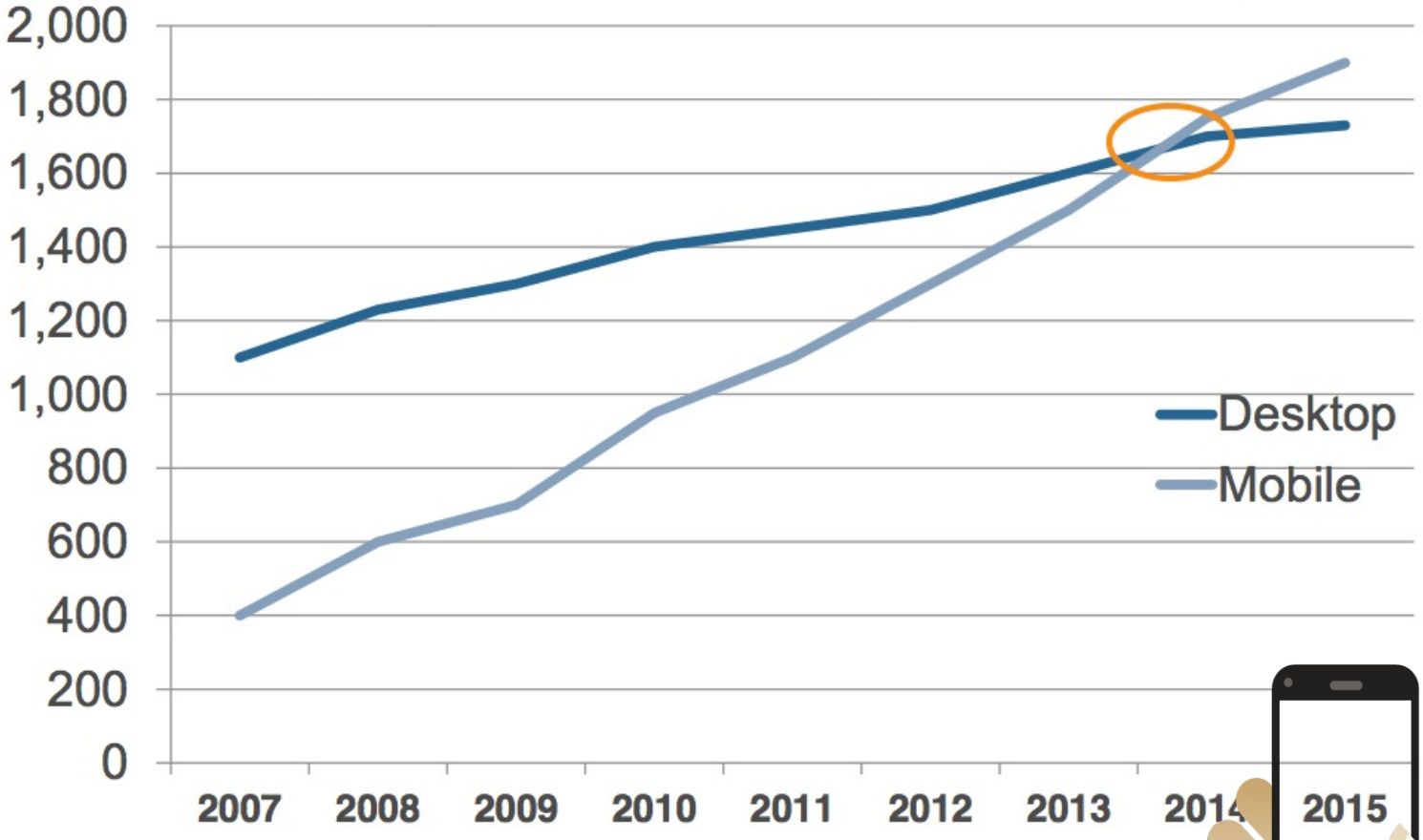
Google

Mobile is becoming just as prevalent as Desktop



Source: Morgan Stanley Research

Proprietary

Points of influence in today's path to purchase

Source: Google La-Z-Boy Local Measurement & Insights (Oct. 2014)

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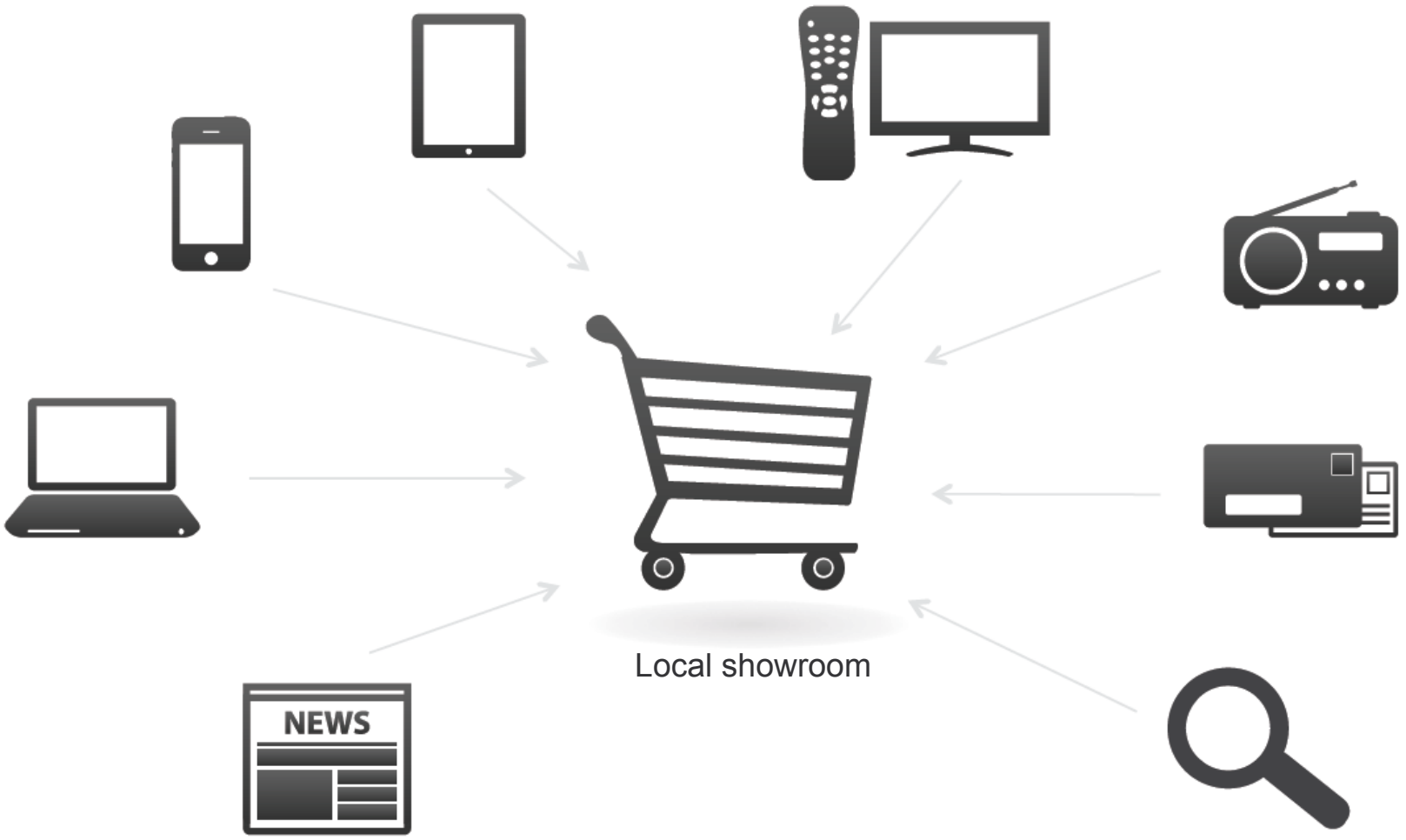
Your marketing must be a MIX to win



Source: Google La-Z-Boy Local Measurement & Insights (Oct. 2014)

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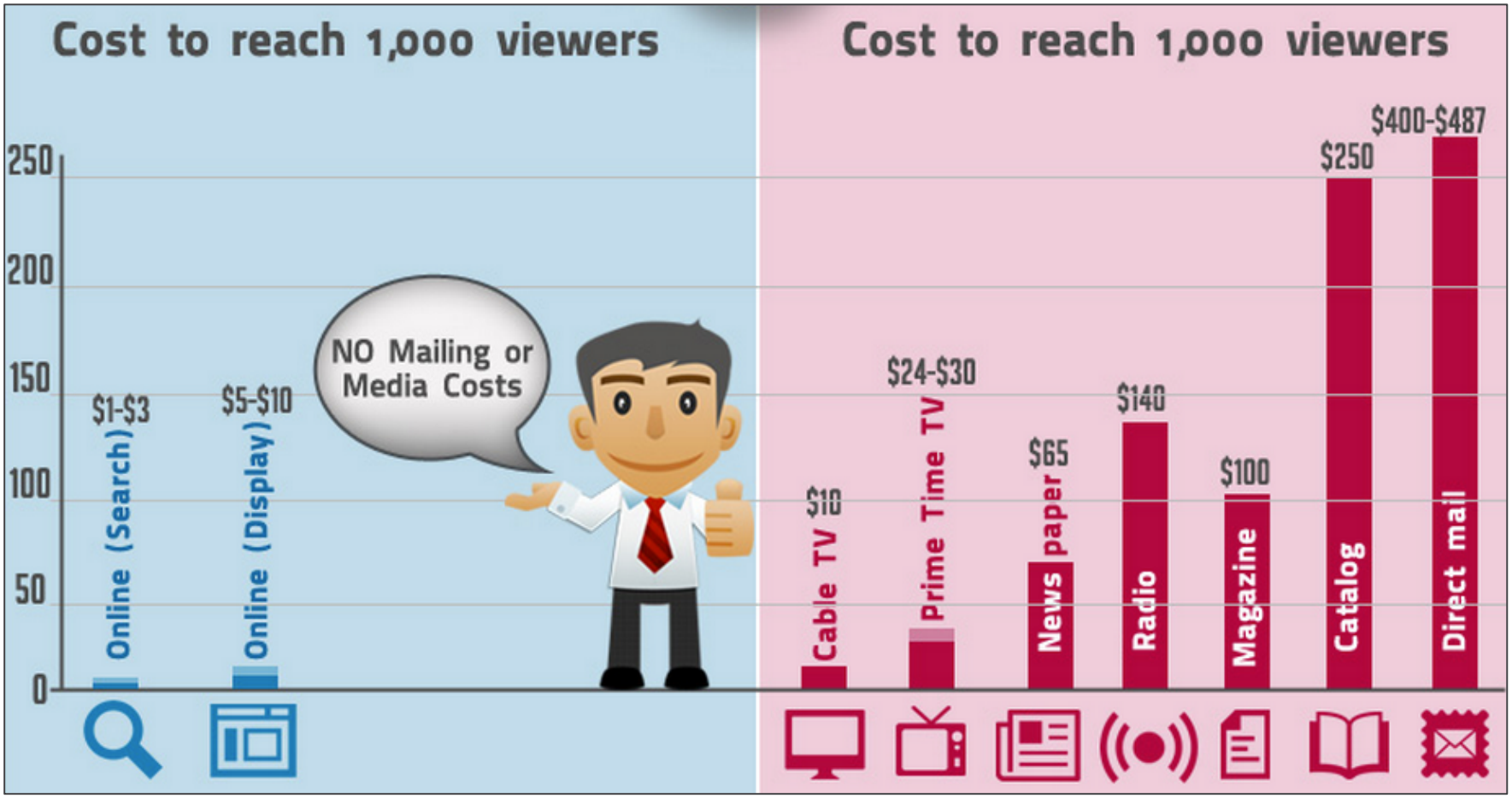
Digital offers efficiencies in targeting and cost



Source: HubSpot online advertising survey (2013), Marketing Science Consulting Group

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Google

We recognize that Offline still delivers benefits...

Reach

- **Effective media** to broadcast both brand and retail messages
- Reach **committed** and **loyal readers** and **viewers**
- A **trusted advertising form** with large reach and scale

Audience

- A defined **target audience** (Metro/ Regional, Demos etc)
- Print is actively consumed, enabling you to tap into fully **engaged minds**
- TV allows you to target demographics in a **safe environment**

Context

- Multiple ad formats drive visibility & **impact** with consumers & channel partners
- **Category Placement** enables advertising in a **relevant**, **credible & safe environment**

Response

- Newspapers are a **'today' medium** and immediacy is ideal for driving a high level of response
- **Drive readers & viewers** directly **in-store**
- Also been proven to be an effective way to drive **website traffic**

Plus...

Short turnaround times & easy and **standardised process** for booking and placing ads

Source: US Newspaper Marketing Agency Research

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Google

… but our Google Solutions will help you go further

REACH

Reach **90% of the Online Population**…

AUDIENCE

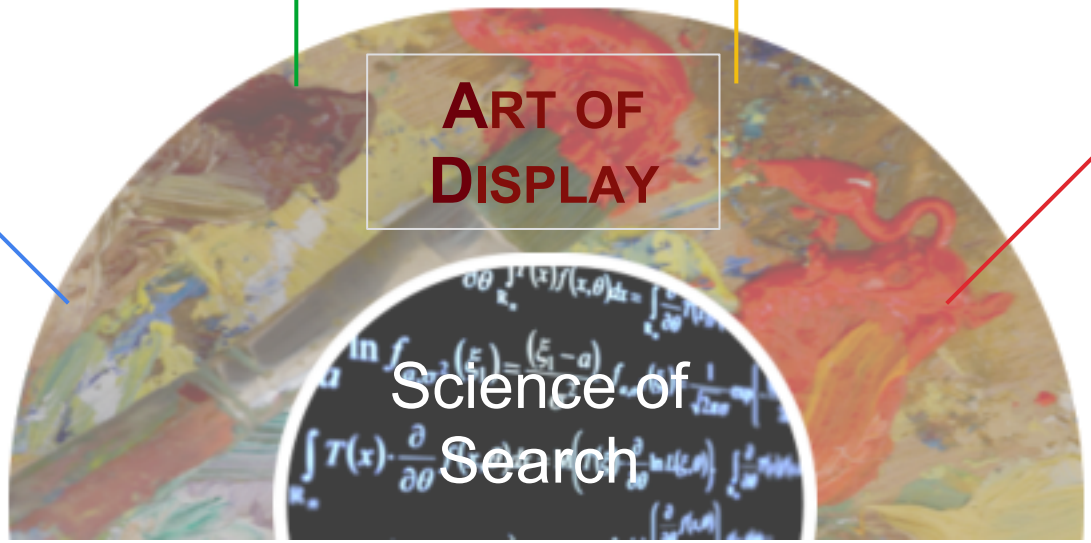
…connect with the **right audience** with our **proprietary targeting technology**...

CONTEXT

…have your ads shown against **relevant content** across 1000's of **premium and niche** sites ...

RESPONSE

…and **know what's working** every step of the way while **meeting your ROI goals**.



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Offline/Online: Closing the Loop

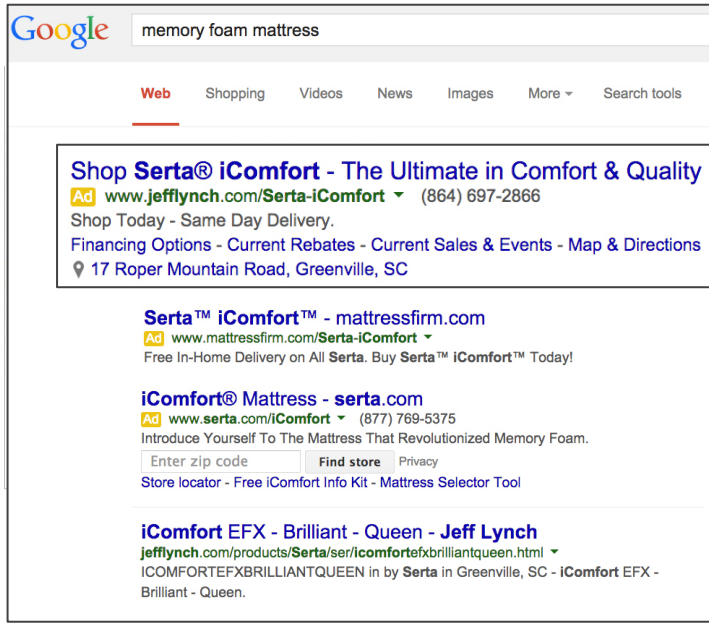
Online

Outdoor

Integrated Marketing

TV

Print



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Google Solutions

a parallel (and often more effective) medium of what happens offline

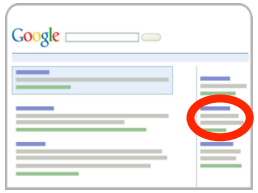
Offline World

Online World

TV

Cinema

Radio



Search

YouTube

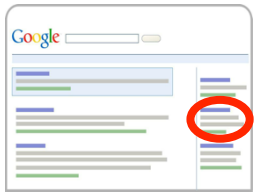
Magazine

Newspaper

Outdoor

Google Display Network (GDN)

Yellow Pages & Directories



Search & Google+ Local Listings

measurable		X		measurable	✓✓✓
targeted			?	targeted	✓
interaction/engagement		XXX		interaction/engagement	✓✓✓

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Add Google to your Offline Campaigns to achieve Incremental Reach & Frequency

+

+ Google → REACH & FREQUENCY

Searching

With an "always on" search campaign, you'll **be found,** particularly in the **inspiration** phase

General Web browsing

GDN – **Delivering millions of impressions** across sites on the GDN which will **maximise reach** & share of voice

Videos on YouTube

YouTube views on both **desktop & mobile**

Using mobile sites and apps

High impact formats such as video interstitials and **engaging large screen experiences**

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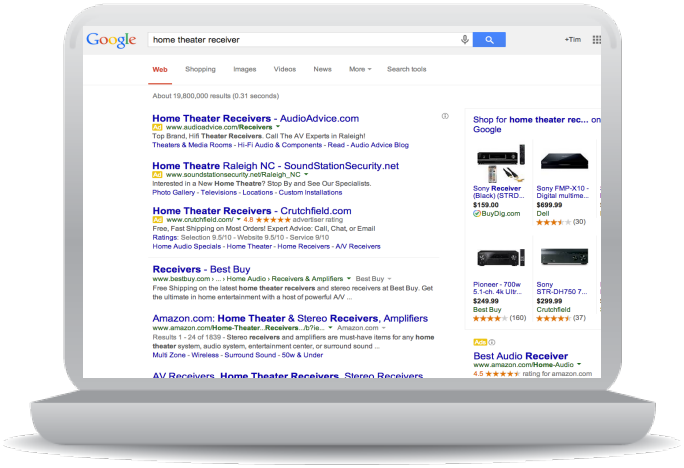
Search drives offline buying

89%

of consumers research products online



94%

of retail sales occur offline

Source: Yahoo! and comScore Study Finds Online Consumers Who Pre-Shop on the Web Spend More In-Store.

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GDN Audience targeting options exceed Print

Plus we ensure visibility of your ad in the moments that matter

PRINT

GOOGLE DISPLAY NETWORK (GDN)

✓	Target **Audience** Demos	✓
✓	Target **Content** Categories	✓
✓	Target **Geo** Areas	✓
✗	**Behaviour** Targeting	✓
✗	**Keyword** Targeting	✓

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Retargeting allows you to re-engage with users with a compelling message…

PRINT

GOOGLE DISPLAY NETWORK

How do you re-advertise to the exact same reader?

1) Online User visits website…

2) Next time the same user visits a GDN site we place an ad

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With a wide range of creative formats to engage with customers 24/7 via search…

Desktop / Tablet

Mobile-optimized

Google Co

…and display across devices, we reach buyers.

Desktop / Tablet

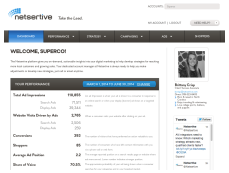
Mobile-optimized

Premier SMB Partner Netsertive: Cost efficiency, data & control

Accountability & Creative Testing

Short Lead Time
Campaign live within
72 hours of material delivery

Marketing platform
Proven campaigns tailored to your business goals (creative, keywords, landing pages)



Accountability
Transparency into performance tracking & reporting

Competitive Pricing & Flexibility

Market determined price
Auction model guaranteeing best price

Smart Pricing & Ads
Automatic campaign adjustments, 300-600 every month, to meet your specific goals

Google ADWORDS PREMIER SMB PARTNER

netsertive
Take the Lead.

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Master the Digital-Traditional Marketing Mix

Tim McLain
Sr. Marketing Manager, Netsertive

INNERSPACE ELECTRONICS CASE STUDY

CHALLENGES

- Keep up with the shift to digital advertising
- Attract in-market custom integration clients
- Cost-effectively attract clients to the store
- Get easy to track data to show what's working

SOLUTION

Subscribed to Netsertive:

- Hands-on approach to meet advertising needs
- More quality clients calling store, visiting website
- Measurable ROI
- A strong digital strategy to be found in their local market

RESULTS (Q3 2014)

- 4,514 campaign changes
- 553,757 total ad impressions
- 1,587 website visits driven by ads
- 114 prospects via phone / web lead form
- 372,186 impressions from Lutron-related searches

70%
Share of Voice
(7 out of 10 searches)

1,974
Ad-driven visits

2.2
Avg. Ad Position
(Top 3)

netsertive

DEWAARD & BODE CASE STUDY

CHALLENGES

- Newspaper & other traditional advertising investment was lacking return
- Showrooming!?
- Target in-market mattress shoppers
- Cost-effectively attract customers
- Get data to show what's working

SOLUTION

Subscribed to Netsertive:

- Tailored search, display, mobile ads to qualified shoppers
- More customers in store ready to buy
- Measurable ROI
- Employ call tracking to clearly attribute inbound lead activity to online ads

RESULTS (SEPT. 2014)

- 1,020 campaign changes
- 687,363 total ad impressions
- 1,702 website visits driven by ads
- 38 conversions online

DeWaard & Bode
THE APPLIANCE GIANTS
Since 1946

76%
Share of Voice
(7 out of 10 searches)

40%
More Serta
Sales

1.8
Avg. Ad Position
(Top 2)

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