

# Advancing in Digital Marketing: Fundamental of Google Marketing Solutions

*Ferdian Gunawan, Google Marketing Solutions*



# Introduction



Your name . . .

Your role . . .

One thing about myself that people  
would not expect is . . .

# Agenda

- Why Digital Marketing?
- Why Google?





# Why Marketing?



# Why Digital Marketing?



# Audience? Measurement?

# 132M

Online Indonesians

# 75%

Use the internet everyday

Source: 1. APJII, Internet Population in Indonesia Data, 2017"

2. "Google Connected Consumer Study - Indonesia - n=1,500, 2017"



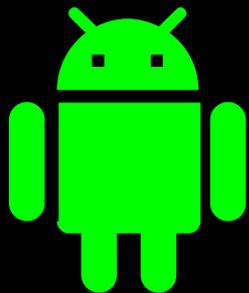
**67%**

Watch Videos Online



**67%**

Use Search Engine



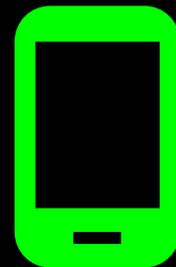
**95M**

Smartphones



**3.5Hrs**

Actively spent on mobile

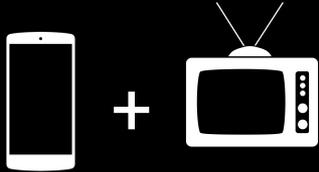


**205M**

Mobile phone owners

# Multi Screen World

92%



10%



5%





Why Google?

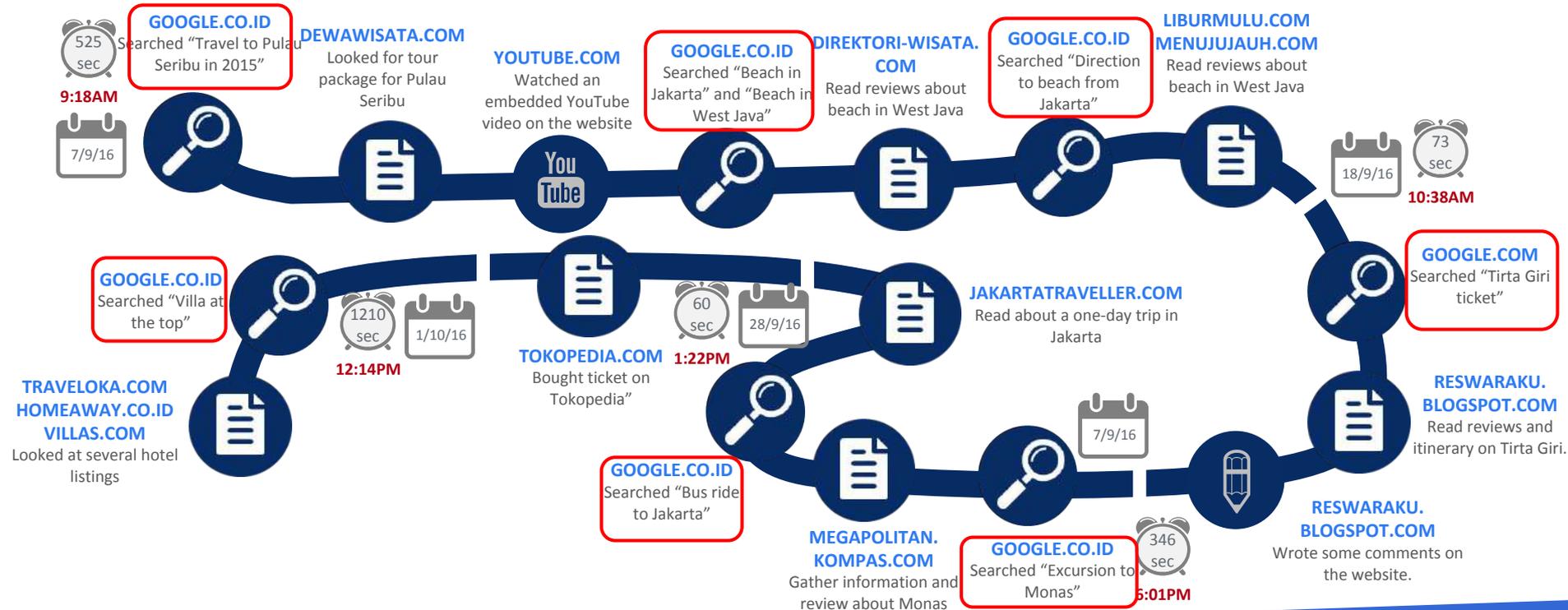


Last online & offline  
purchase?

Google search is an important part of the travel research. Google search is used almost every point of the research, especially before a website visit.

Proprietary + Confidential

## I-Want-To-Travel moment: Research on itinerary, transport and accommodation





# Google Marketing Solutions

Google

reparasi sepeda



## Reparasi Sepeda Kilat - Perbaiki Sepeda Anda Hari Ini Juga

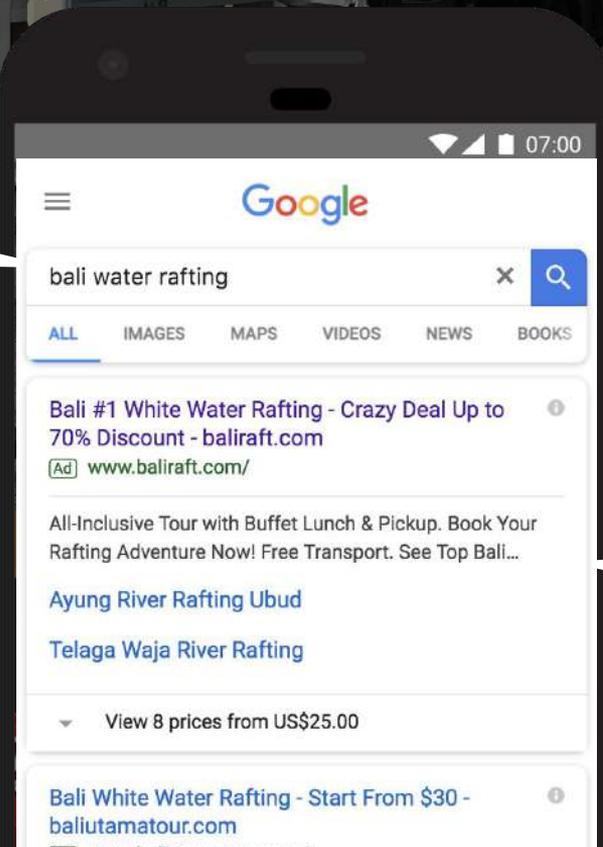
**Iklan** [example-business.com](#)

Reparasi selesai sehari untuk ban kempes, rem, dll.

[Blurred text]

# Search Engine Marketing allows you to connect to that moment

Consumer Asks



You Answer



## Keywords

What your audiences are looking for

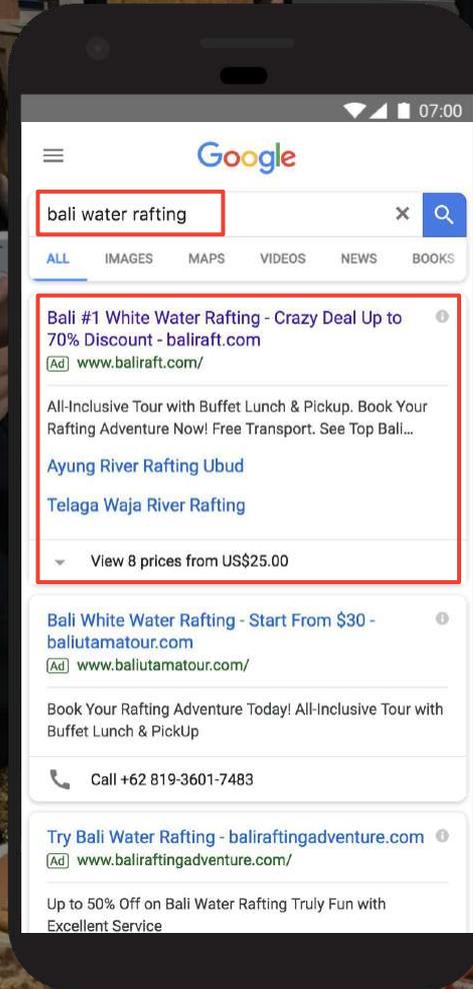
## Ads

What you promise

## Landing page

What you deliver

Keywords



Ads



Landing Page

GDN

Consumer  
Looking for  
Information

07:00

## A guide to white water rafting rivers in Bali: Ayung or Telaga Waja?

### Which river to choose?

If you are planning a trip to Bali, or you're already there, you don't want to miss going white water rafting!! It's honestly one of the best experiences of being on this beautiful island and I'd like to share some general information with you about what you can expect, as well as a guide to the 2 main rivers: Telaga Waja and the Ayung Rivers.



#### Bali #1 White Water Rafting



Crazy Deal Up to 70%  
Discount



You  
appear

**Keywords**  
**Topics**  
**Interest**  
**Demo**

**Ads**

**Landing page**

Topics

## A guide to white water rafting rivers in Bali: Ayung or Telaga Waja?

### Which river to choose?

If you are planning a trip to Bali, or you're already there, you don't want to miss going white water rafting!! It's honestly one of the best experiences of being on this beautiful island and I'd like to share some general information with you about what you can expect, as well as a guide to the 2 main rivers: Telaga Waja and the Ayung Rivers.



#### Bali #1 White Water Rafting



Crazy Deal Up to 70% Discount



Ads



## WHITE WATER RAFTING BALI

Find The Best White Water Rafting in Bali, Save 70% Off Sale

[CLICK HERE TO START YOUR ADVENTURE](#)

managed by

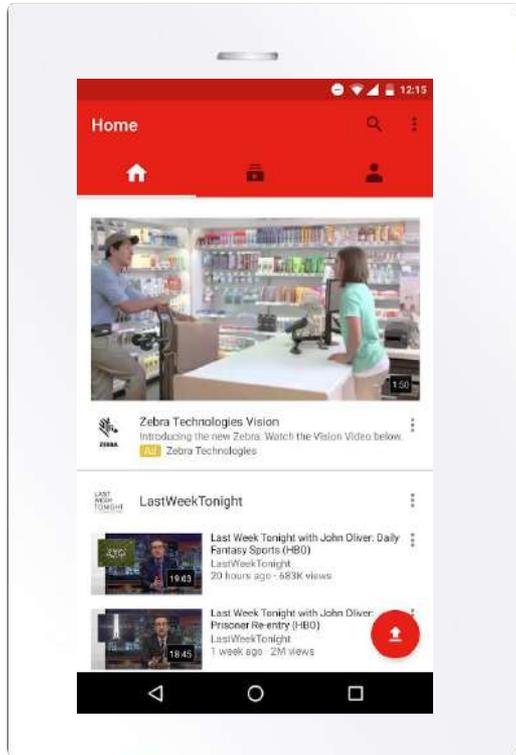
**balitravelo**

Free Cancellation Fees - No Taxes - No Hidden Fees - 24/7 Support

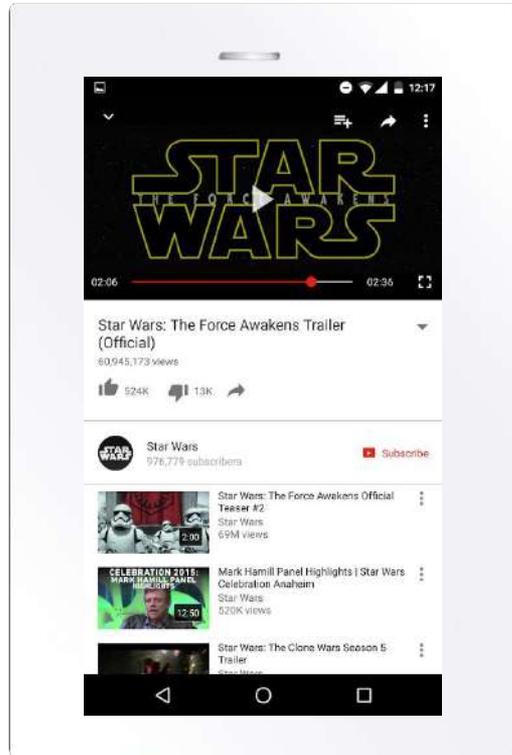
Landing Page



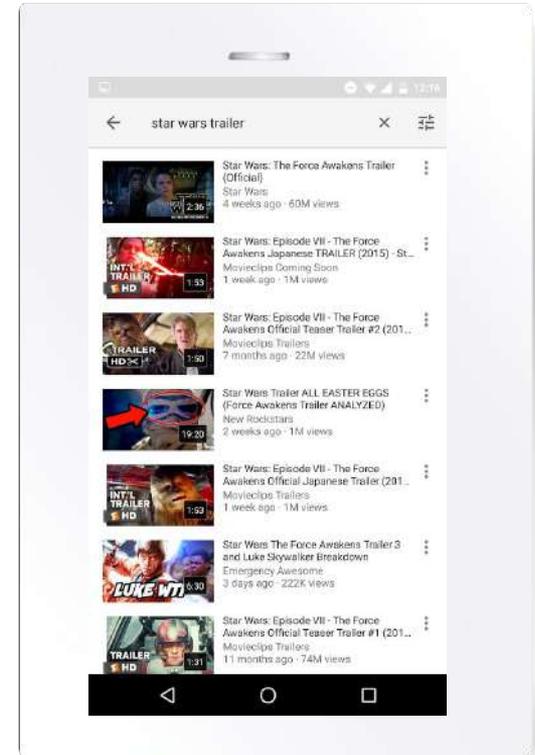
## The Home Page



## Watch Pages



## Search Results



# YouTube Pre-roll Summary

Unskippable



15s video length

Bumper



6s video length

TrueView / Skippable



Any Video Length

# How Do We Start?





Start with  
**YOUR AUDIENCE...**

and understand them!

**Sports**

Google™

**Game**

**Homegoods**

**Cars**

Source: Mobile search & video behavior analysis,  
Millward Brown Digital, U.S., January-June 2015

Google

Confidential + Proprietary



Sports is a  
man's game

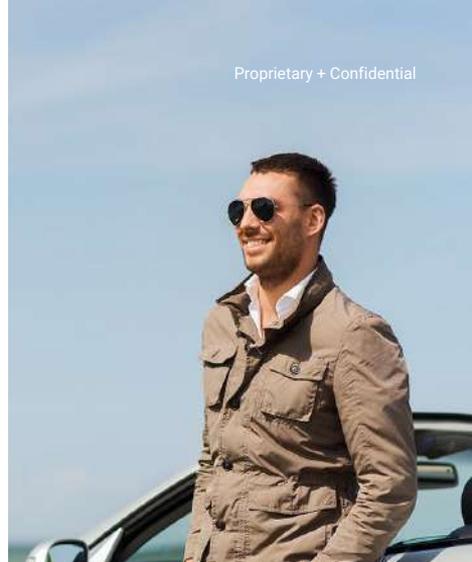
Google™



Gaming is  
for kids



Women are  
homemakers



Proprietary + Confidential

Men  
buy cars

Source: Mobile search & video behavior analysis,  
Millward Brown Digital, U.S., January-June 2015



**+60%**

of sporting goods shoppers who engaged with relevant YouTube content on mobile **are female**

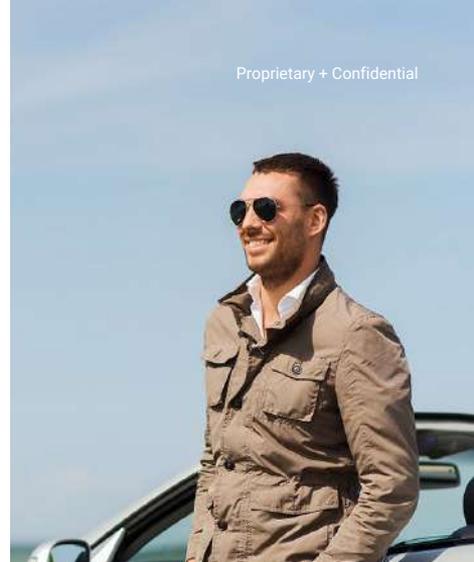
Google



**Gaming is for kids**



**Women are homemakers**



Proprietary + Confidential

**Men buy cars**

Source: Mobile search & video behavior analysis, Millward Brown Digital, U.S., January-June 2015



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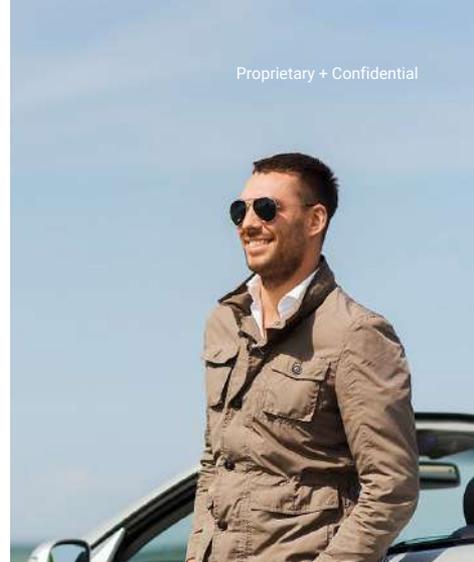


**+45%**

of video game searchers on mobile **are 35+**



Women are **homemakers**



Proprietary + Confidential

Men **buy cars**

Source: Mobile search & video behavior analysis, Millward Brown Digital, U.S., January-June 2015



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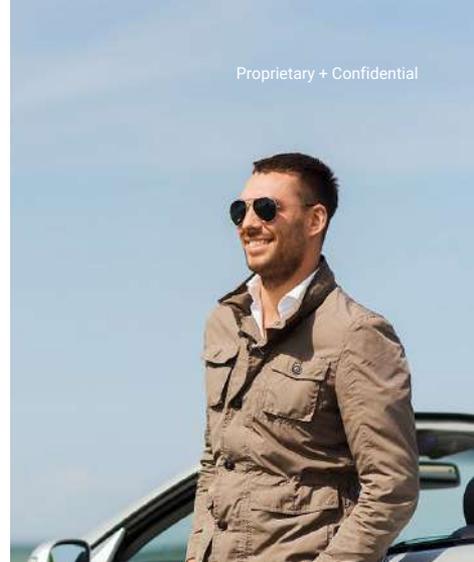
**+45%**

of video game searchers on mobile **are 35+**



**+40%**

of home-goods searchers on mobile **are male**



Proprietary + Confidential

**Men buy cars**

Source: Mobile search & video behavior analysis, Millward Brown Digital, U.S., January-June 2015



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**+40%**  
of home-goods  
searchers on  
mobile **are male**



Proprietary + Confidential

**+60%**  
of auto searchers  
on mobile  
**are female**

Source: Mobile search & video behavior analysis,  
Millward Brown Digital, U.S., January-June 2015



Identify  
**YOUR AUDIENCE...**

and be there for them!

# Care Cosmetic Company

Customer profile:

- ...
- ...



# Care Cosmetic Company

Customer profile:

- Female
- 25-34



Not every  
Female 25-34 is  
your audience





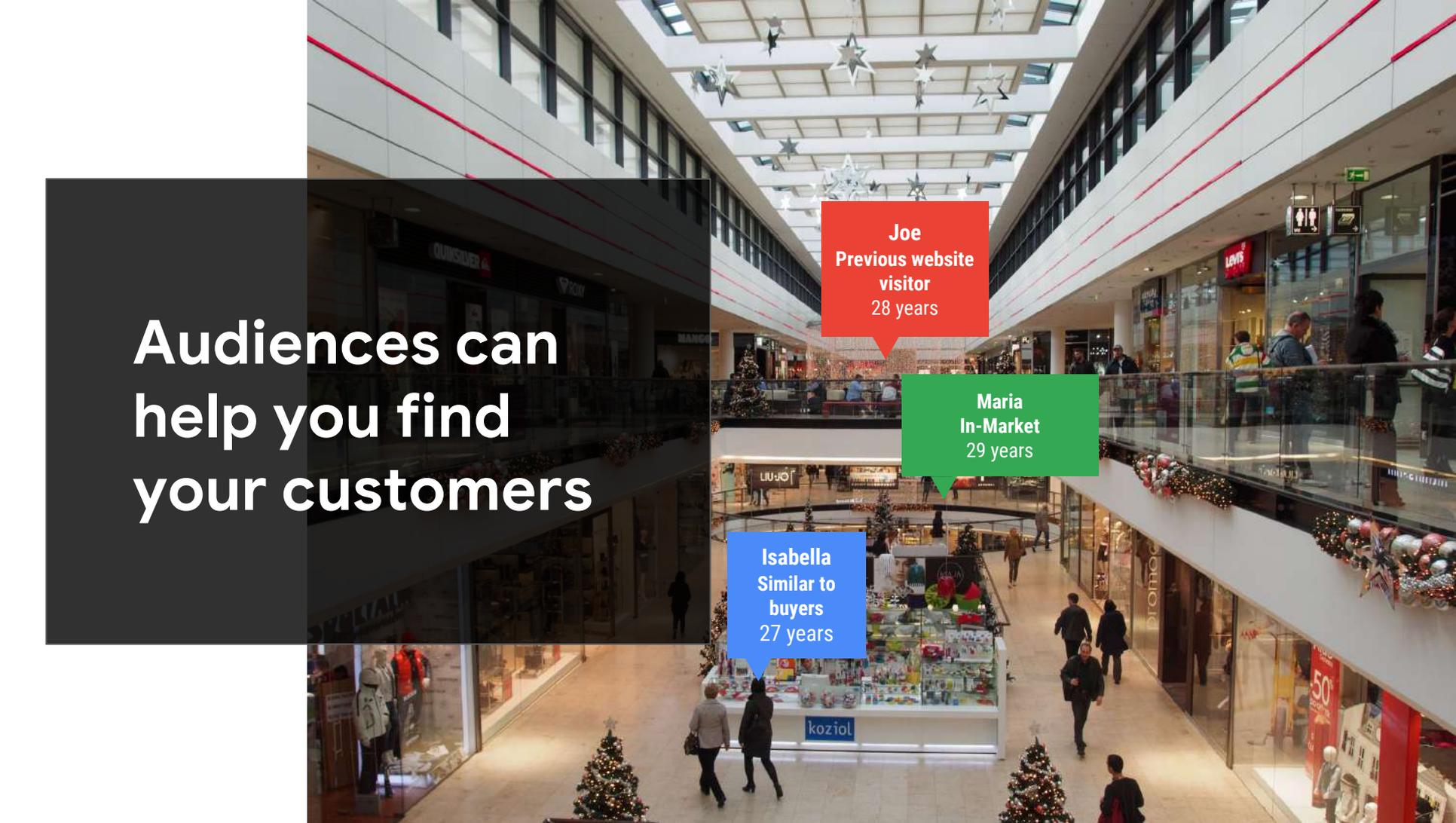
Existing Emails



Previous website visit / YouTube Viewers



Similar to past buyers



# Audiences can help you find your customers

**Joe**  
Previous website visitor  
28 years

**Maria**  
In-Market  
29 years

**Isabella**  
Similar to buyers  
27 years

How do I know more about my Customer?



Viewed my recent men Skincare videos

Been in my website 2 times in the past 7 days

Joe

Has done searches "buy cosmetics"

Has been in e-commerce websites looking for eye shadow

Maria

Views makeup tutorials on YouTube

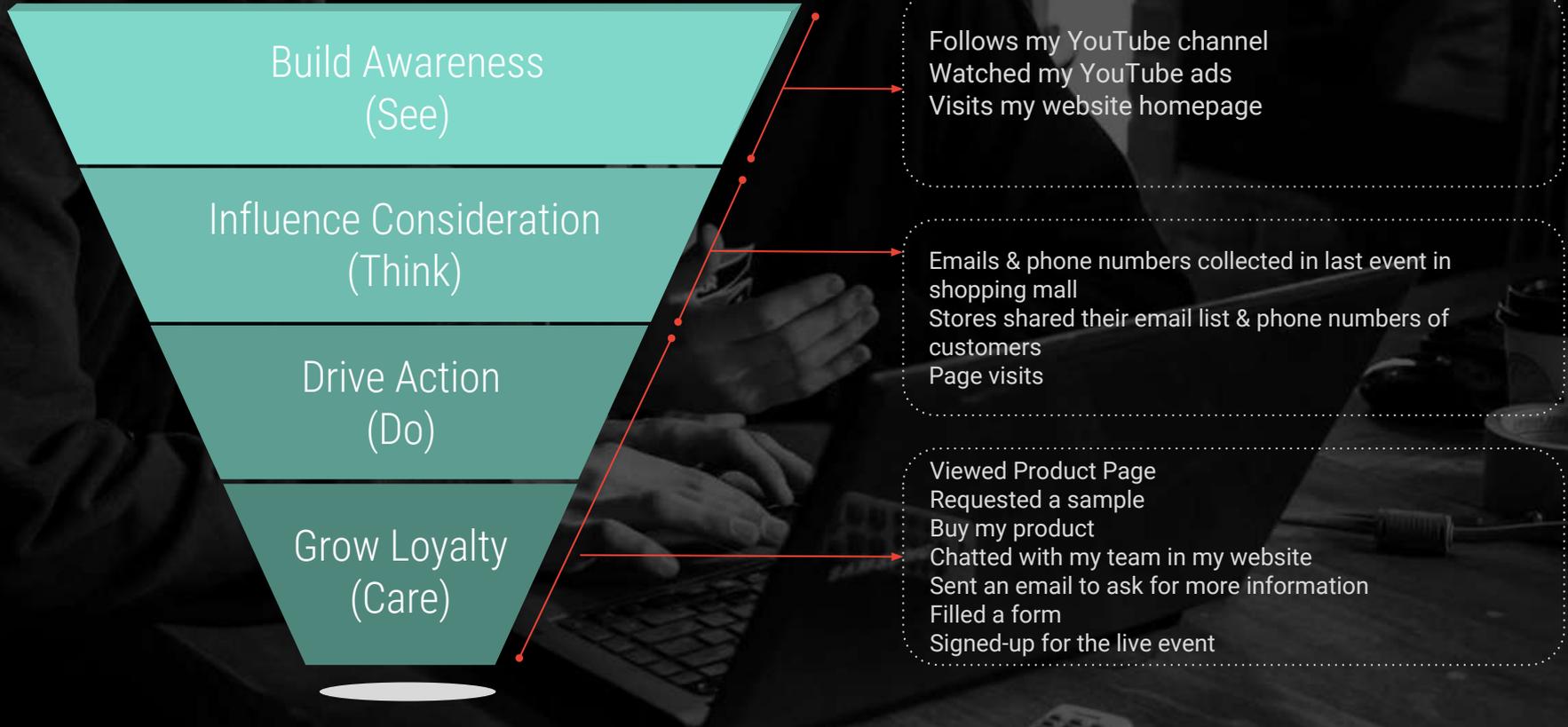
Visits Cosmetic websites every day

Isabella



You're not seeing how  
this works for your  
business?  
**Challenge me!**

# What data do I have to help me understand my customer?



# What data would I like to gather to understand more?



Think about:

Website

Email

Events

Offline

CRM

...

# 7 Google properties with 1B+ users each



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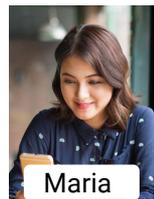
# Now that I understand my customer where can I target them?



Viewed my recent Man skincare videos

Been in my website

Joe



Has done searches "Buy cosmetics"

Ecommerce for cosmetics

Maria



Views makeup tutorial on youtube

Visit cosmetic websites

Isabella



Target users similar to your customers



# In GDN where do I show my ads?



Joe

Viewed my recent Man skincare videos

Been in my website



Maria

Has done searches "Buy cosmetics"

Ecommerce for cosmetics



Isabella

Views makeup tutorial on youtube

Visit cosmetic websites





...or does it matter?

# Who are the people searching for you?

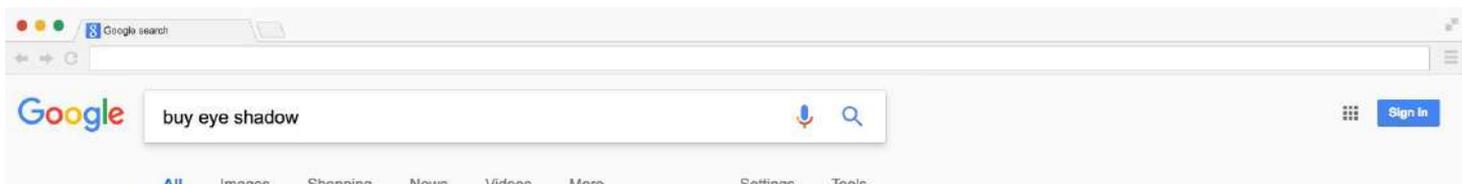
The image shows a Google search interface for the query "buy eye shadow". The search results are displayed on the left, and 15 searchers are represented by icons on the right. The searchers are arranged in a 4x5 grid, with the last row containing only four icons. Each icon is a blue silhouette of a person's head and shoulders inside a circle, with a question mark above it. Below each icon is a label from "Search 01" to "Search 15".

Google search results for "buy eye shadow":

- Eyeshadow Palettes | Shop Now at Sephora**  
[Ad] [www.sephora.sg/](http://www.sephora.sg/)  
★★★★★ Rating for sephora.sg: 4.3 - 231 reviews  
Create a Range of Stunning Looks with Must-Have Eyeshadow Palettes.  
Brands: Too Faced, Kat Von D Beauty, Zoeva, 3CE, MAC Cosmetics, Sigma Beauty, Smashbox, Urba...  
Space Disco · Get A Sephora Brush Pouch · Block Party · MAC Cosmetics has Arrived · Boho Chic
- Buy Eye Shadow at iHerb | Orders Over \$40 USD Ship Free | iHerb.com**  
[Ad] [sg.iherb.com/Eye-Shadow](http://sg.iherb.com/Eye-Shadow)  
★★★★★ Rating for iherb.com: 4.8 - 23,226 reviews  
Find the World's Best Value on Your Favorite Vitamins, Supplements & Much More.  
100K+ Product Reviews · Loyalty Credit · 35,000+ Healthy Products · 24/7 Customer Service  
Highlights: In Business Since 1996, Air-Conditioned Warehouses, 24 Hour/7 Day Customer Service
- Maybelline Eyeshadow Palettes | Get that perfect smokey eye**  
[Ad] [www.maybelline.com.ph/eye/eye-shadow](http://www.maybelline.com.ph/eye/eye-shadow)  
With 12 shades you can mix and match- all in one palette!  
Lengthening Mascara · Long-Lasting · Brow Tattoo · Eyeshadows · Pomade Crayon · Mascaras  
Maybelline Eyeliners · Maybelline Brow Products · Maybelline Promotions · Maybelline Mascara
- Official Strawberrynet™ - Strawberrynet.com**  
[Ad] [www.strawberrynet.com/](http://www.strawberrynet.com/)  
Save 60% On Designer Makeup & More. Free Shipping On Orders Over \$40!

# Now we know more about them!

Proprietary + Confidential



About 466,000 results (0.48 seconds)

## Eyeshadow Palettes | Shop Now at Sephora

[www.sephora.sg/](http://www.sephora.sg/)

★★★★★ Rating for sephora.sg: 4.3 - 231 reviews

Create a Range of Stunning Looks with Must-Have Eyeshadow Palettes.

Brands: Too Faced, Kat Von D Beauty, Zoeva, 3CE, MAC Cosmetics, Sigma Beauty, Smashbox, Urban Decay, Space Disco · Get A Sephora Brush Pouch · Block Party · MAC Cosmetics has Arrived · Boho Chic

## Buy Eye Shadow at iHerb | Orders Over \$40 USD Ship Free | iHerb.com

[sg.iherb.com/Eye-Shadow](http://sg.iherb.com/Eye-Shadow)

★★★★★ Rating for iherb.com: 4.8 - 23,226 reviews

Find the World's Best Value on Your Favorite Vitamins, Supplements & Much More.

100K+ Product Reviews · Loyalty Credit · 35,000+ Healthy Products · 24/7 Customer Service  
Highlights: In Business Since 1996, Air-Conditioned Warehouses, 24 Hour/7 Day Customer Service

## Maybelline Eyeshadow Palettes | Get that perfect smokey eye

[www.maybelline.com.ph/eye/eye-shadow](http://www.maybelline.com.ph/eye/eye-shadow)

With 12 shades you can mix and match- all in one palette!

Lengthening Mascara · Long-Lasting · Brow Tattoo · Eyeshadows · Pomade Crayon · Mascaras  
Maybelline Eyeliners · Maybelline Brow Products · Maybelline Promotions · Maybelline Mascara

## Official Strawberrynet™ - Strawberrynet.com

[www.strawberrynet.com/](http://www.strawberrynet.com/)

Save 60% On Designer Makeup & More. Free Shipping On Orders Over \$40!



-  Existing Emails
-  Previous website visit
-  Similar to past buyers

# They are Maria, Joe & Isabella and others like them...

Google search results for "buy eye shadow". The search bar shows "buy eye shadow" and the results page displays several product listings. To the right of the listings is a grid of 15 circular avatars, each labeled "Search 01" through "Search 15". The avatars are color-coded: blue, yellow, red, and grey. A legend on the right side of the image explains the color coding: blue for Existing Emails, red for Previous website visit, and yellow for Similar to past buyers.

Google search results for "buy eye shadow":

- Eyeshadow Palettes | Shop Now at Sephora**  
[www.sephora.sg/](http://www.sephora.sg/)  
 Rating for sephora.sg: 4.3 - 231 reviews  
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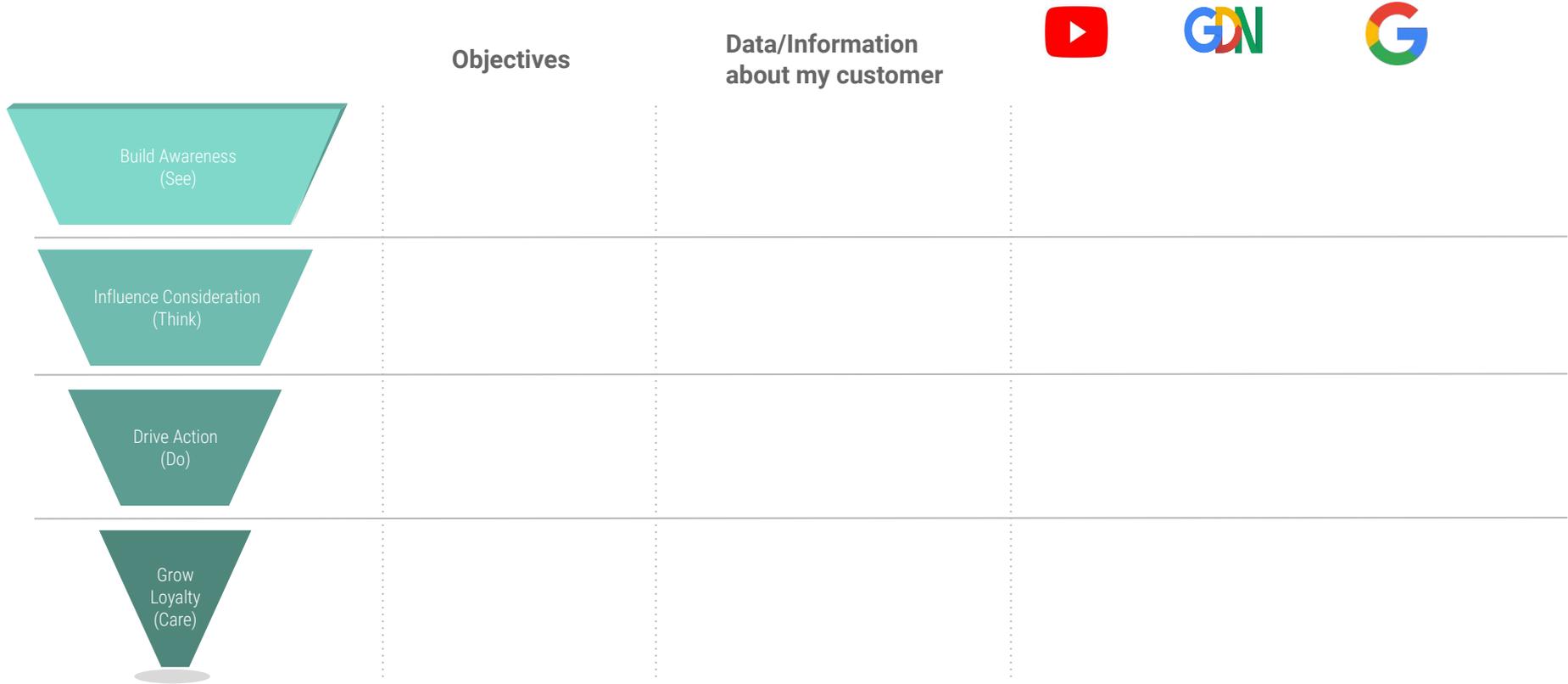
Grid of 15 user avatars:

- Search 01: Blue icon
- Search 02: Yellow icon
- Search 03: Real photo of a man with sunglasses
- Search 04: Red icon
- Search 05: Yellow icon
- Search 06: Blue icon
- Search 07: Red icon
- Search 08: Grey icon
- Search 09: Real photo of a woman
- Search 10: Grey icon
- Search 11: Blue icon
- Search 12: Real photo of a woman
- Search 13: Grey icon
- Search 14: Yellow icon
- Search 15: Grey icon

Legend:

- Blue icon: Existing Emails
- Red icon: Previous website visit
- Yellow icon: Similar to past buyers

# My Marketing Plan with Google



# My Marketing Plan with Google



## Objectives

## Data/Information about my customer



Increase Video Views

YouTube Visitors  
YouTube Video Viewers  
YouTube Ad Viewers

YT - Interested in cosmetics and similar to my buyers  
YT & GDN - Remarketing to people who viewed my videos



Website Visits

Website Visits  
Source of Traffic  
Product Page visits  
Number of Sessions  
Visitors by demography

YT - Went to product launch page or video Page  
GDN - Interested in Cosmetics  
GDN - Similar to Past Buyer  
Search - Keywords like Skincare, eye shadow



Book Mall Makeup Show  
Follow me on Social  
Buy my Products

Emails/Phone numbers  
Calls  
Emails & Forms submitted

GDN - People who abandoned my website/registration in makeup show  
Search - Keywords like "buy eye shadow" (**done by people who came to my website or similar to my buyers**)



Upsell Packages  
Return people to store

Buyers & Product purchased  
Past Year Buyers  
Buyers per store

YT - Last Year buyers (Message discount for our customer)  
GDN - Last Year Buyers (Message discount for our customer)  
Search - Past buyers searching for my keywords

# Recap

- Start with YOUR AUDIENCE... and understand them
- Identify YOUR AUDIENCE... and be there for them
- What data do I have to help me understand MY AUDIENCE?
- What data would I like to gather to understand MY AUDIENCE more?
- Placement targeting, does it matter?
- Marketing Plan



Remarketing Parental Status

RLSA Household Income Similar Audience

Custom Intent Affinity In-market Custom

Affinity Time of Day Smart Display YouTube

Remarketing Location Customer Match

Device Demographic Consumer Pattern...



Questions?



Thank You!



# Case Studies



## [KR] Kellogg's Special K drives Ad Recall and consideration with Custom Affinity

### GOAL

Drive recall and consideration of Kellogg's Special K cereal to achieve high reach amongst high relevance consumers.

### APPROACH

Kellogg's Special K used both demo targeting for Female 25-34 to maximize the reach, and custom affinity targeting to reach Special K's highly relevant core consumers who are interested in beauty, diet, and health. Through hyper-targeting of demo + custom affinity, Kellogg was able to reach its core audience successfully

### RESULTS

**132%**

lift in **ad recall**  
(Best in class amongst targeting types)

**40%**

lift in **consideration**  
(Best in class amongst targeting types)



*"Kellogg made a well balanced precision by effectively applying both custom affinity and demo targeting to maximize reach and communicate to core audiences. Brand is planning to adapt custom affinity to other campaigns as well to flexibly set a campaign strategy depending on campaign objective and target audiences."*

– Meero Choi, Marketing Director, Kellogg Korea

# Ford Ecosport leverages YouTube to generate new enquiries at a cost 15X lower than Print

## Goal:

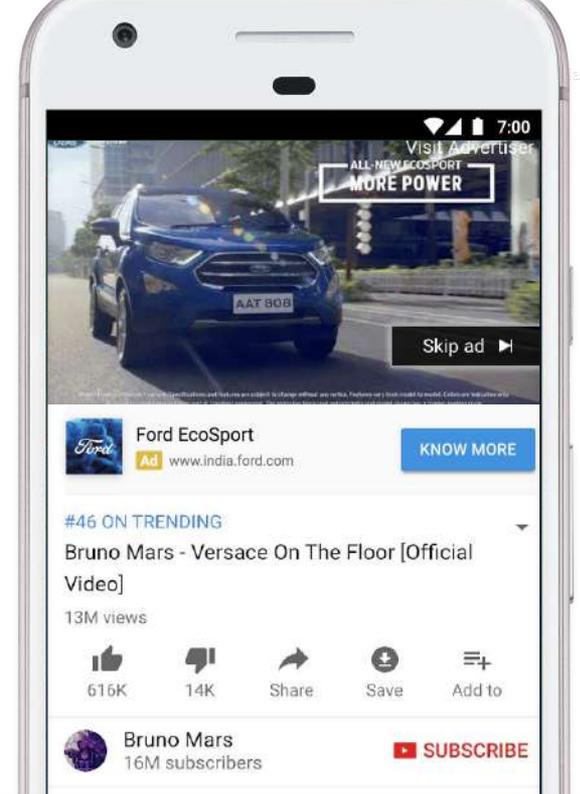
- Increase enquiries for the new Ford Ecosport by encouraging users to take a test drive by visiting a Ford showroom

## Approach:

- Developed two **custom intent audiences**:
  - Users searching for Ford Ecosport- Brand Audience
  - Users searching for category/similar brands- Category Audience
- Leveraged **Trv for Action** format on YouTube
- Measured **store visits** driven by this campaign to calculate cost/store visit and in turn cost/sale

## Results:

- Average store visit/view rate of **0.83%**
- Cost per store visit for brand audience was **15X lower** compared to print
- Cost per store visits for category audience was **5X lower** compared to print



*YouTube for us has always been a medium for driving awareness and consideration. With Google reporting store visits for YT campaigns, we can now go a step further. We used trueview for action format to target users searching for the New EcoSport on Google and the results were phenomenal. This campaign was able to drive visits to our dealerships at almost 1/15th cost of other channels making YT one of our most effective channels:*  
**Kaushik Prasad, GM - Consumer Marketing, Ford India**

# Sonos drives purchase intent with Life Events

## GOAL

Drive **consideration** of Sonos speakers

## APPROACH

Applied YouTube's new **Life Events targeting** to their YouTube campaign to reach people going through major life events, like moving, getting married, or graduating college. Sonos ran a campaign highlighting how listening to music at home with Sonos is better than with Bluetooth.

## RESULTS

**37.2%**

lift in purchase intent

**424.8%**

lift in people searching for Sonos

**52.9%**

lift in ad recall



**SONOS**

“This is why data-driven marketing is so valuable. It takes the guesswork out of the game. We know the target market to go after, but with Life Events we actually proved out our thinking.”

– Sujana Patel,  
Global Performance Marketing  
Manager at Sonos

“Today, real-life and digital-life are one and the same. And in order to engage with people we need to connect the dots between the two intelligently. Life Events enabled us to do that for the first time in a true and impactful way.”

– Sarita Bhatt,  
Global Head of Digital Marketing  
at Sonos

# McCormick drives user engagement among Grocery shoppers with Consumer Patterns

## GOAL

**Drive consideration** of McCormick spices during key holiday season

## APPROACH

**Used new Consumer Patterns audiences** on YouTube to reach frequent grocery shoppers. Ran a TrueView in-stream ad around Thanksgiving recipes.

## RESULTS

View-through rate as high as **51%**, highest of any targeting type

Cost-per-view as low as **\$.06**, the most efficient of any targeting type



*"During the holidays, our consumers are searching for inspiration to create--or in the case of our 'Lost Recipes' campaign, renew--lasting family moments around the table. McCormick was thrilled to have the opportunity to innovate in pairing this new targeting capability with compelling storytelling to reach our consumers when they are most receptive and to set a new benchmark for our company at this important time of year."*

- James Seidl, Business Director, Cooking & Baking at McCormick & Co.