



Connectivity on the Move

Stephen Murphy



STAR TREK INTO DARKNESS 3D

IN IMAX, DIGITAL 3D AND 2D CINEMAS

PARAMOUNT PICTURES AND SKYDANCE PRODUCTIONS PRESENT A BAD ROBOT PRODUCTION A J. J. ABRAMS FILM "STAR TREK INTO DARKNESS" JOHN CHO BENEDICT CUMBERBATCH ALICE EVE BRUCE GREENWOOD SIMON PEGG CHRIS PINE ZACHARY QUINTO ZOE SALDANA KARL URBAN PETER WELLER ANTON YELCHIN VISUAL EFFECTS INDUSTRIAL LIGHT & MAGIC
MUSIC BY MICHAEL GIACCHINO COSTUME DESIGNER MICHAEL KAPLAN EDITOR MARYANN BRANDON EXECUTIVE PRODUCERS MARY JO MARKEY A.C.E. PRODUCTION DESIGNER SCOTT CHAMBLISS DIRECTOR OF PHOTOGRAPHY DAN MINDEL EXECUTIVE PRODUCERS JEFFREY CHERNOV DAVID ELLISON DANA GOLDBERG PAUL SCHWAKE PRODUCED BY J. J. ABRAMS BRYAN BURK DAMON LINDELOF ALEX KURTZMAN ROBERTO ORY
WRITTEN BY ROBERTO ORY & ALEX KURTZMAN & DAMON LINDELOF DIRECTED BY J. J. ABRAMS
StarTrekTheMovie.co.uk

IN CINEMAS MAY 9





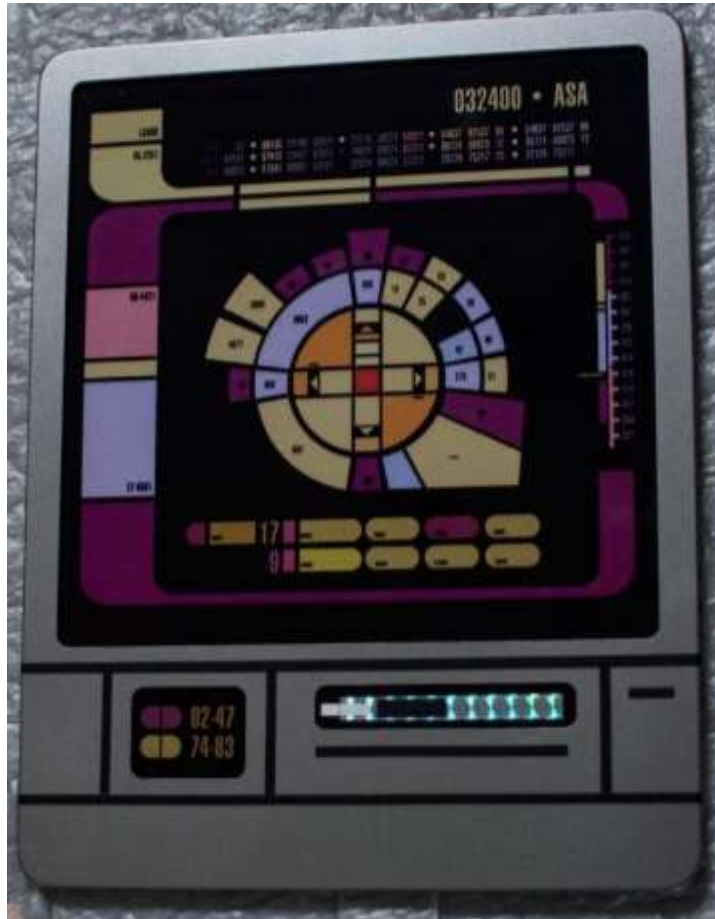
STAR TREK











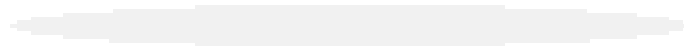


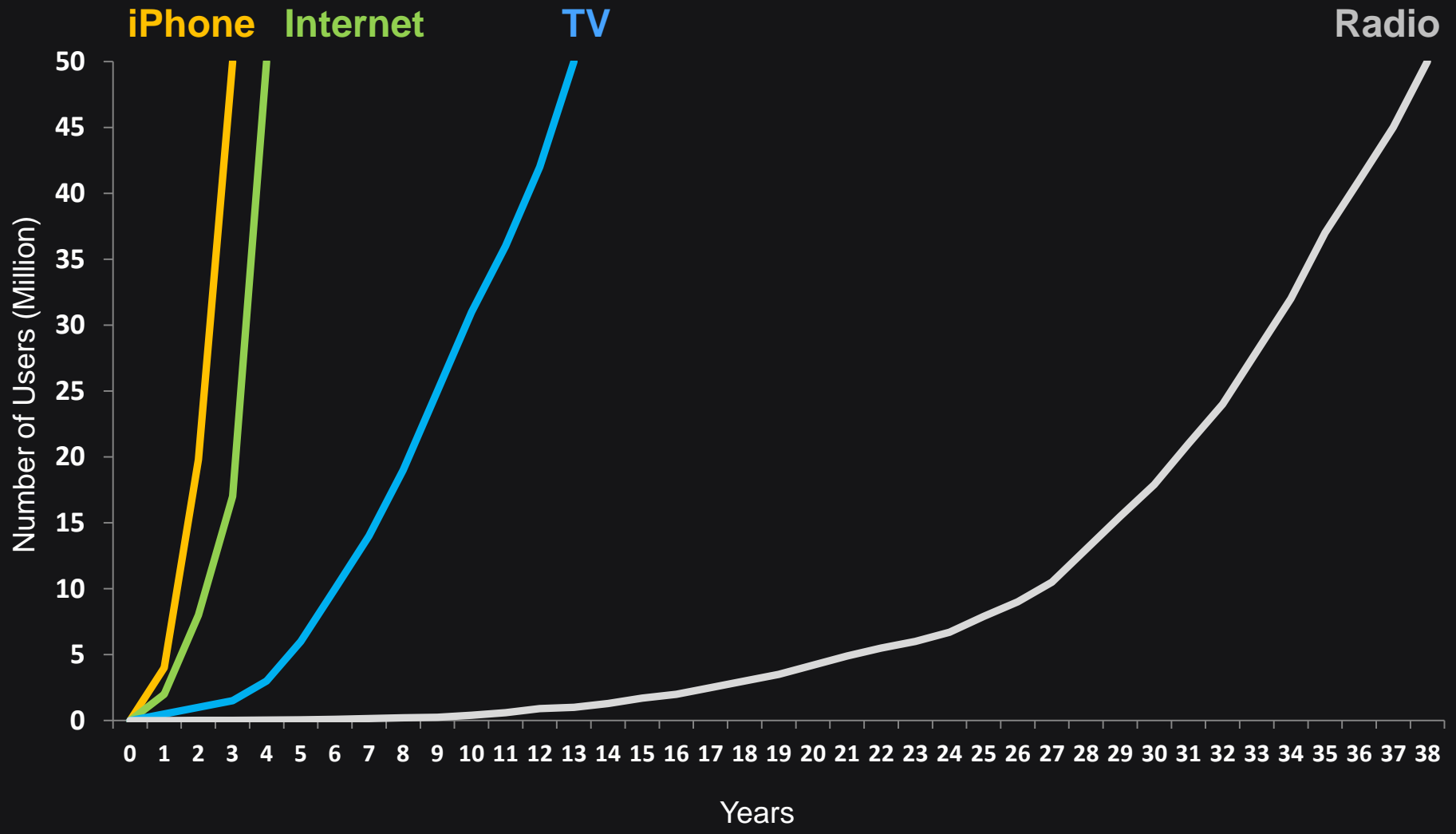






WHY MOBILE ?







Smartphone Ownership

43%
Ireland

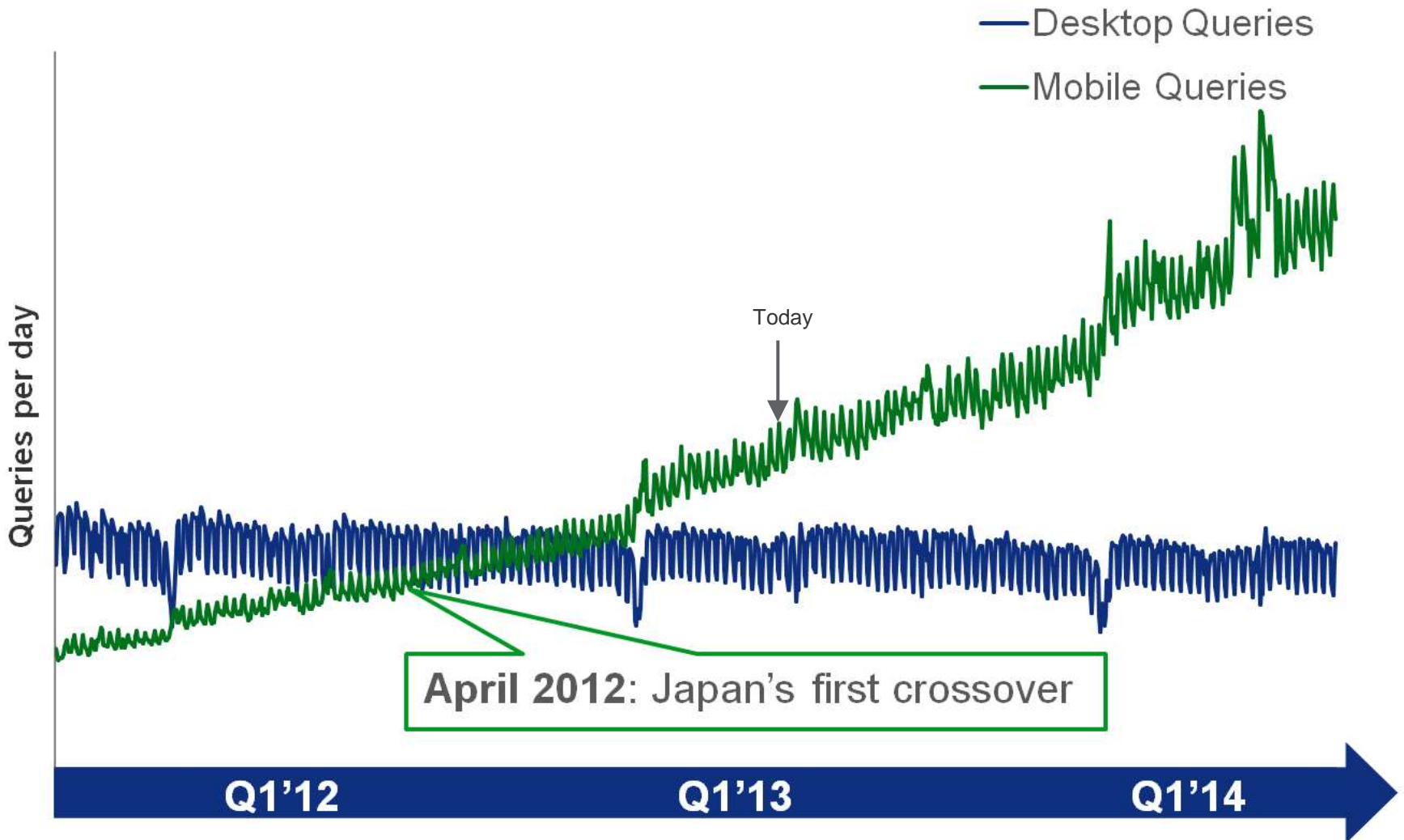
63%
UK



Travel-Related Queries from Mobile Devices

21%
Ireland

30%
UK



WHY MOBILE ?

HOW



WHY MOBILE ?



- 1 How does **Mobile** change our Value Proposition?
- 2 How does **Mobile** impact our Digital Destinations?
- 3 Is our Organisation adapting to **Mobile**?
- 4 How can our Marketing Strategy adapt to **Mobile**?

Win moments that
matter

1

How does mobile change
your Value Proposition?







Smartphone Users

89%

Have Searched for
Local Information

90%

Of Searchers
Took action as a
result



KEY TAKEAWAY

Define your value proposition

Find out how your customer wants to engage
with you via mobile

Win moments that
matter

2

How does mobile impact
your Digital Destinations?



How does your site appear to Mobile Users?

55%

Say a Poor Mobile experience **changes their opinion of a brand**

79%

Turn to a **competitor's site** after a poor mobile experience



WHY GET MOBILE?

TEST YOUR SITE

BUILD YOUR SITE

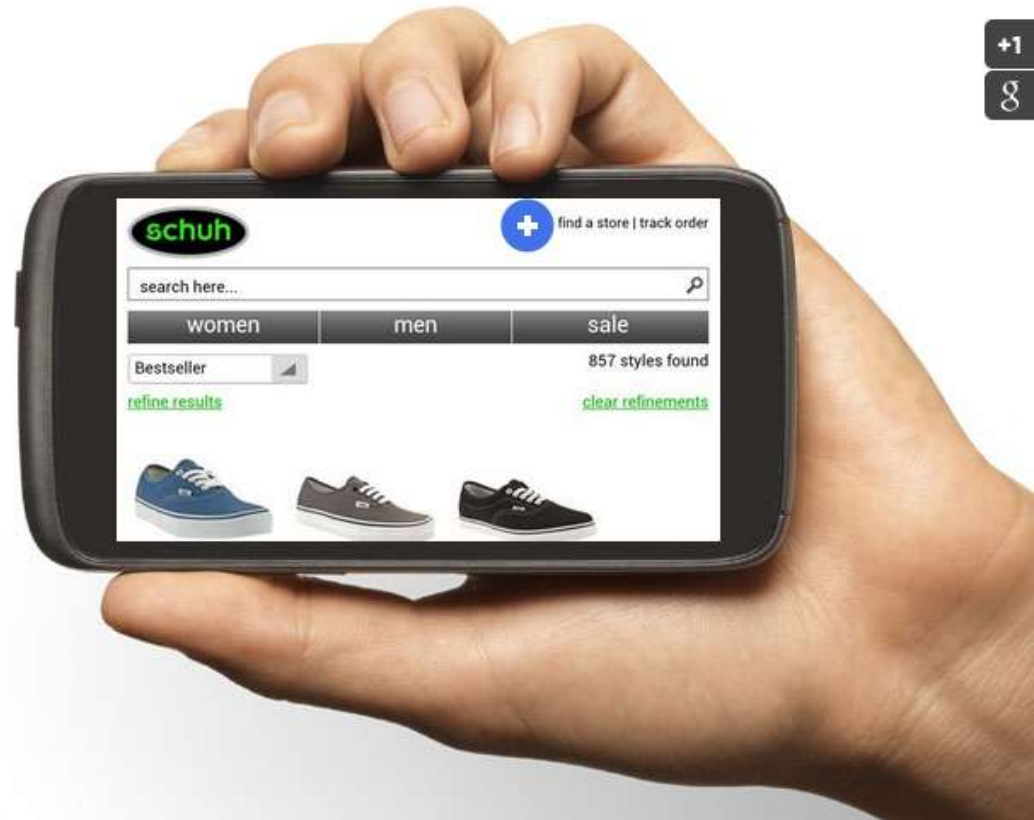
GET MOBILE GUIDES

Mobile Meter

SEE WHAT YOUR CUSTOMERS SEE

This tool shows you how your current site looks on a smartphone, and provides a report on what's working and what you can do better. To get started, click below.

[▶ TEST YOUR SITE](#)





KEY TAKEAWAY

Your #1 Priority is to ensure that your website is
Mobile-Friendly

Win moments that
matter

3

Is your Organisation **adapting** to
Mobile?

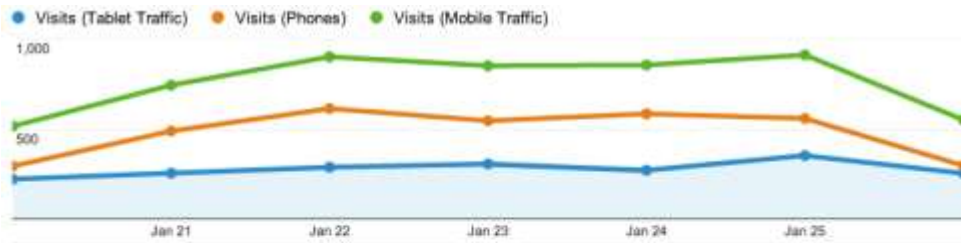
- 1** Is Mobile a key focus within your Organisation?
- 2** Who knows what % of traffic comes from Mobile?
- 3** Who is looking at mobile users' Site Interactions?
- 4** Who is monitoring your competition's Mobile Offering?







Google Analytics



	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
Tablet Traffic	1,949 % of Total: 2.68% (73,332)	2.68 Site Avg: 2.33 (8.28%)	00:02:00 Site Avg: 00:02:10 (-7.21%)	68.19% Site Avg: 68.18% (17.37%)	53.10% Site Avg: 55.21% (-3.61%)
Phones	3,384 % of Total: 4.61% (73,332)	1.63 Site Avg: 2.52 (-35.42%)	00:00:50 Site Avg: 00:02:10 (-61.66%)	75.15% Site Avg: 68.18% (26.39%)	70.36% Site Avg: 55.21% (27.45%)
Mobile Traffic	5,333 % of Total: 7.27% (73,332)	2.01 Site Avg: 2.52 (-20.18%)	00:01:15 Site Avg: 00:02:10 (-41.76%)	72.60% Site Avg: 68.18% (24.97%)	64.05% Site Avg: 55.21% (16.03%)

- Dashboard
- Intelligence Beta
- Visitors**
 - Overview
 - Benchmarking
 - Map Overlay
 - New vs. Returning
 - Languages
 - ▶ Visitor Trending
 - ▶ Visitor Loyalty
 - ▶ Browser Capabilities
 - ▶ Network Properties
 - ▼ Mobile

Export | Email | Add to Dashboard | Visualize

Advanced Segments: All Visits

Advanced Segments

Select up to four segments by which to filter your report

[Create a new advanced segment](#)
[Manage your advanced segments](#)

Default Segments

- Non-paid Search Traffic
- Search Traffic
- Direct Traffic
- Referral Traffic
- Visits with Conversions
- Visits with Transactions
- Mobile Traffic
- Non-bounce Visits

Custom Segments

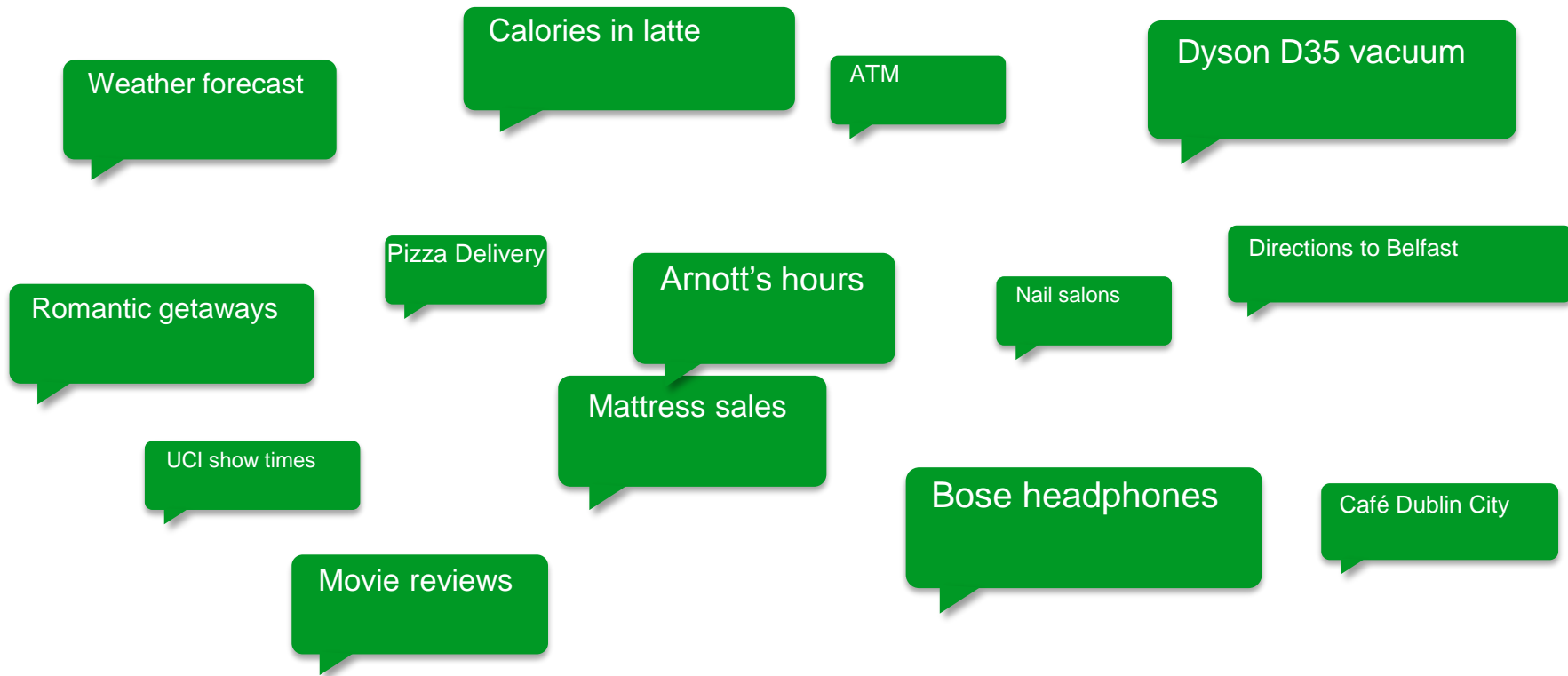
Apply | Cancel

Win moments that
matter

4

How can your Marketing
Strategy adapt to Mobile?

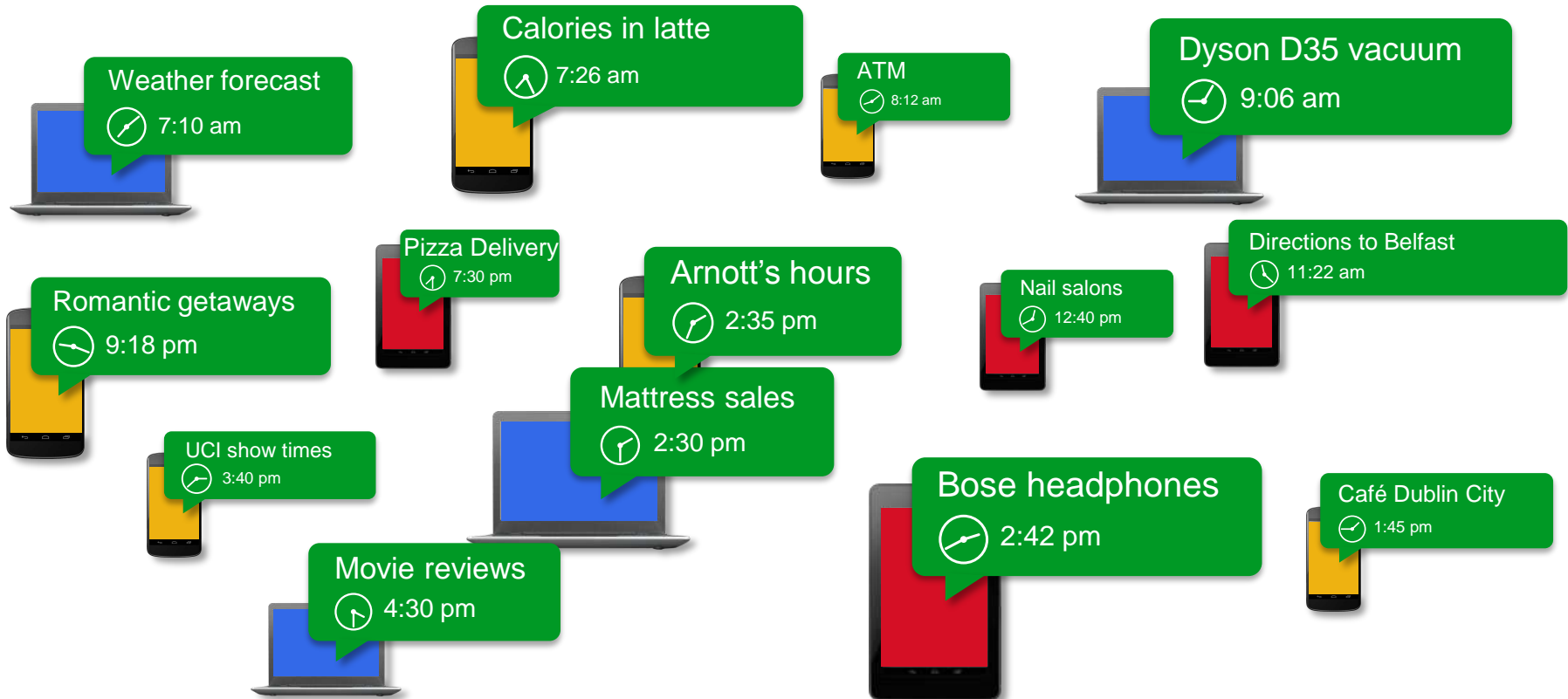
We search for everything



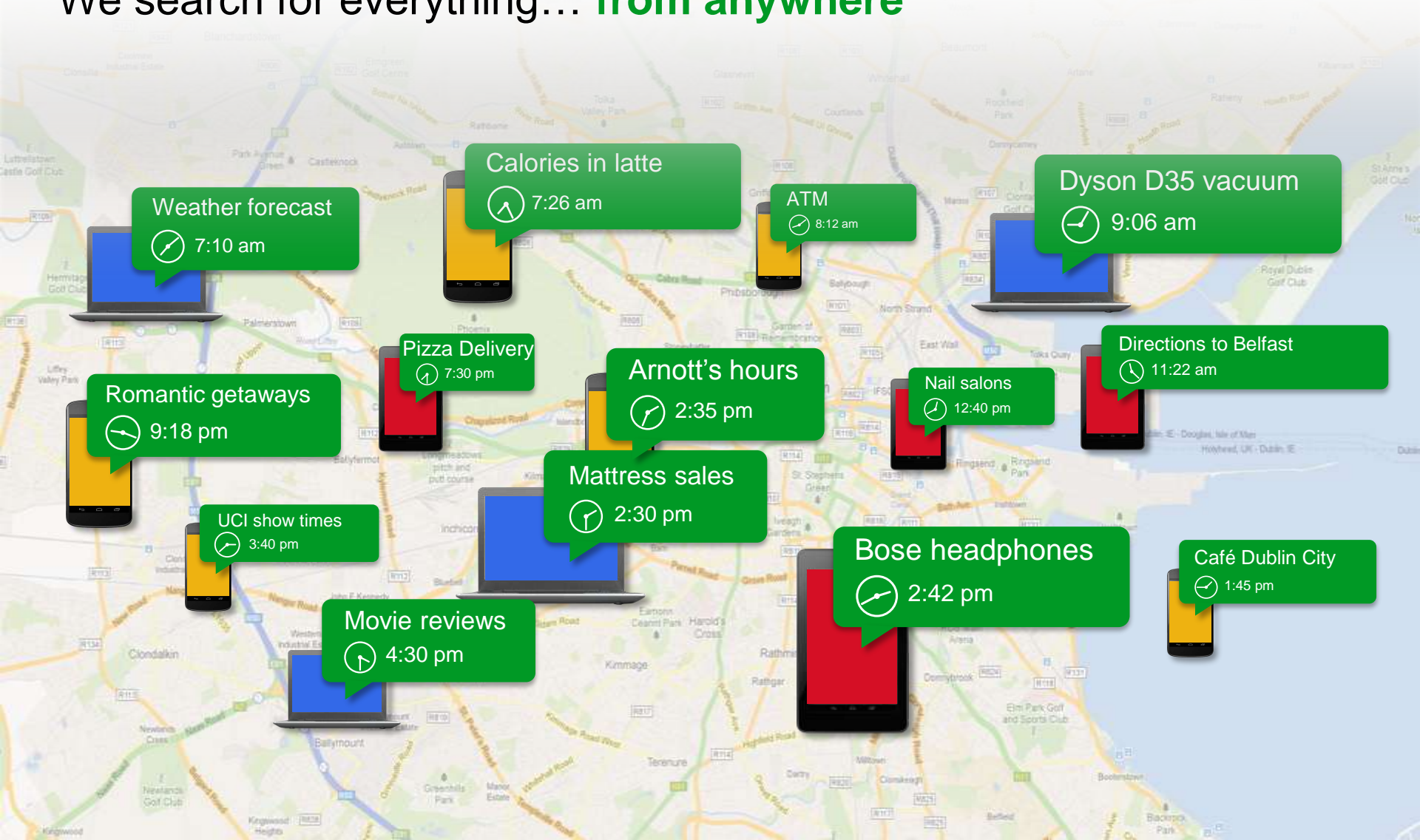
We search for everything... **at any time**



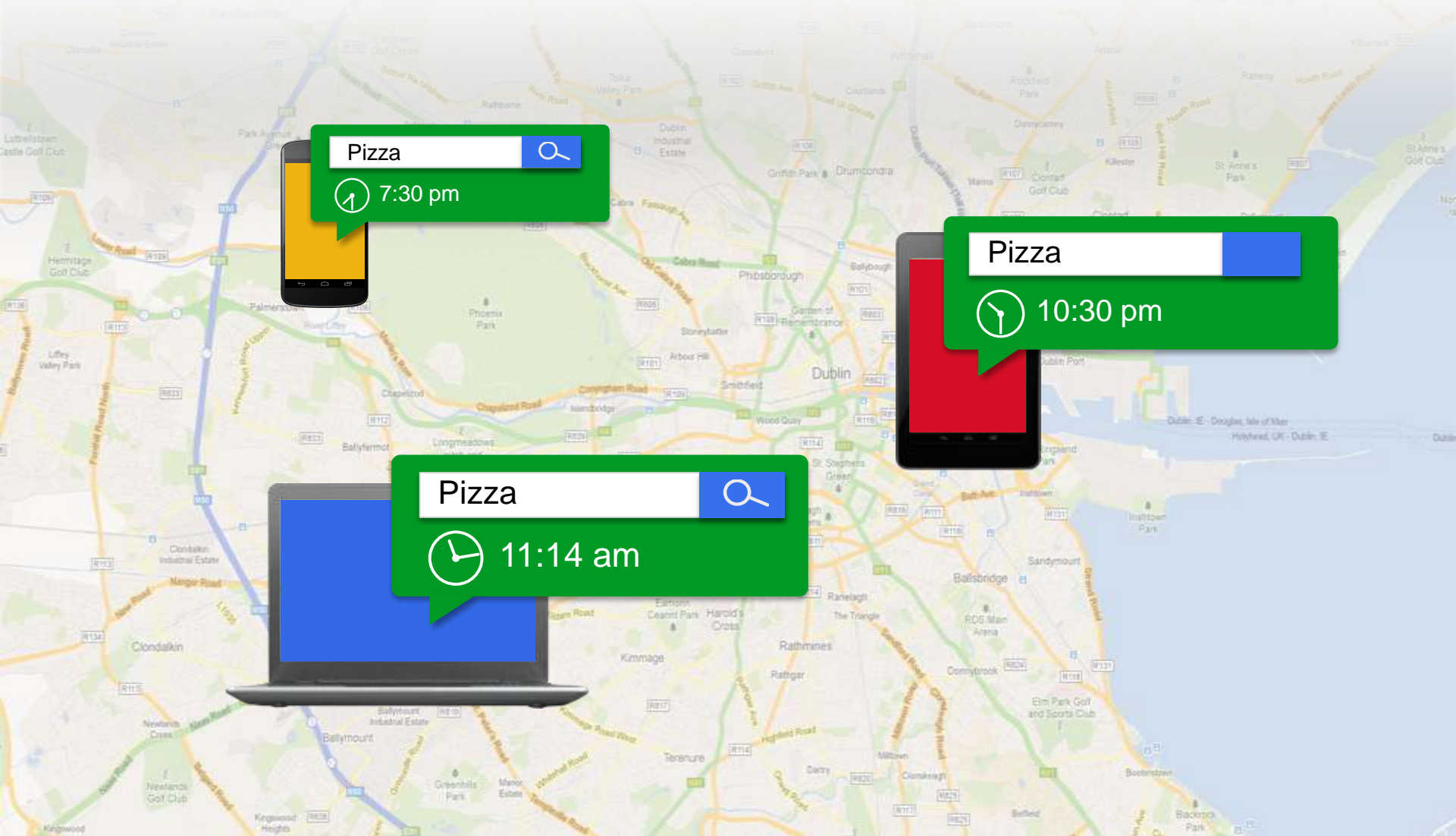
We search for everything... **across devices**



We search for everything... **from anywhere**



Each person wants relevance – to each of their own moments



Search gives us **intent**

Intent

What's on her mind

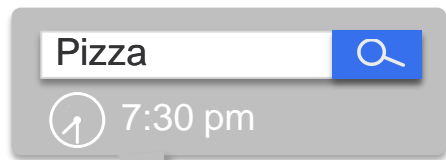


A constantly connected world gives us **context**

Intent + Context

What's on her mind

Device
Location
Time of day

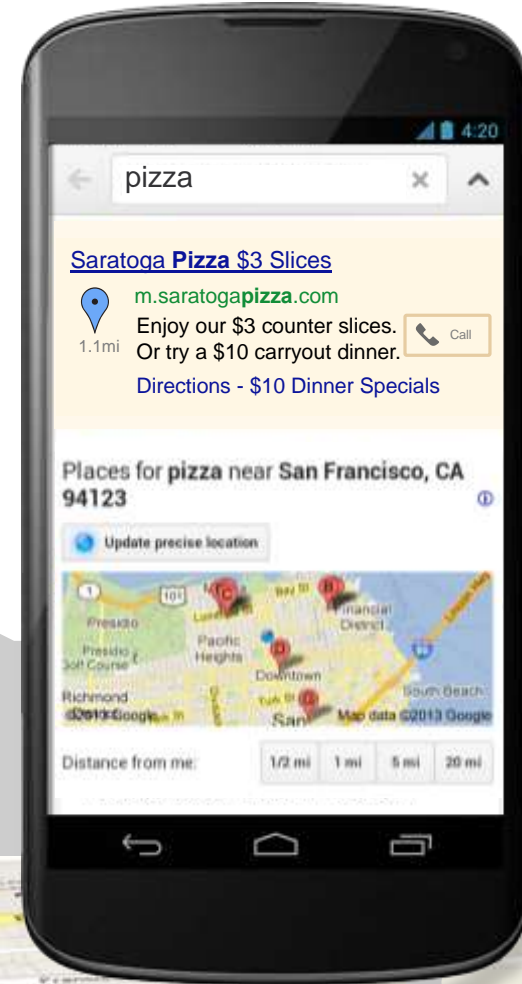


Together, **intent** & **context** explode possibilities for **relevance**

Intent Context

What's on her mind

Device
Location
Time of day



Relevance is not one-size-fits-all

Pizza

On phone
 Downtown
 7:30 pm

Saratoga Pizza \$3 Slices
 m.saratogapizza.com
1.1mi
Enjoy our \$3 counter slices. Call
Or try a \$10 carryout dinner.
Directions - \$10 Dinner Specials

Pizza

On laptop
 At home
 11:14 am

Saratoga Pizza for Lunch – Order online, ready in 15 mins.
www.saratogapizza.com/
Fast, free delivery or dine in.
118 people +1'd or follow Saratoga Pizza
[Order Online Now](#) [2 Large Pizzas for \\$15](#)
[Delivery Map](#) [Party Menu & Delivery](#)

AdWords Enhanced Campaigns



Powerful tools
for the multi-device
world



Smarter ads
for varying user
contexts



Advanced reports
to measure more
conversion types

AdWords Enhanced Campaigns



Ads incorporating elements from Google Maps, GPS and Phonecall Tracking Technology



Different ads for different devices, times of the day and locations



Segmentation and reporting based on context



KEY TAKEAWAY

Take 5 minutes today and search for your brand on mobile as a customer would

What is the experience like for a potential customer trying to connect with you?

Conclusion



Mobile represents a sociological shift with how people relate to both the digital and physical world

Businesses that understand and act on this change will win.