

# Full Funnel Breakdown @ Google

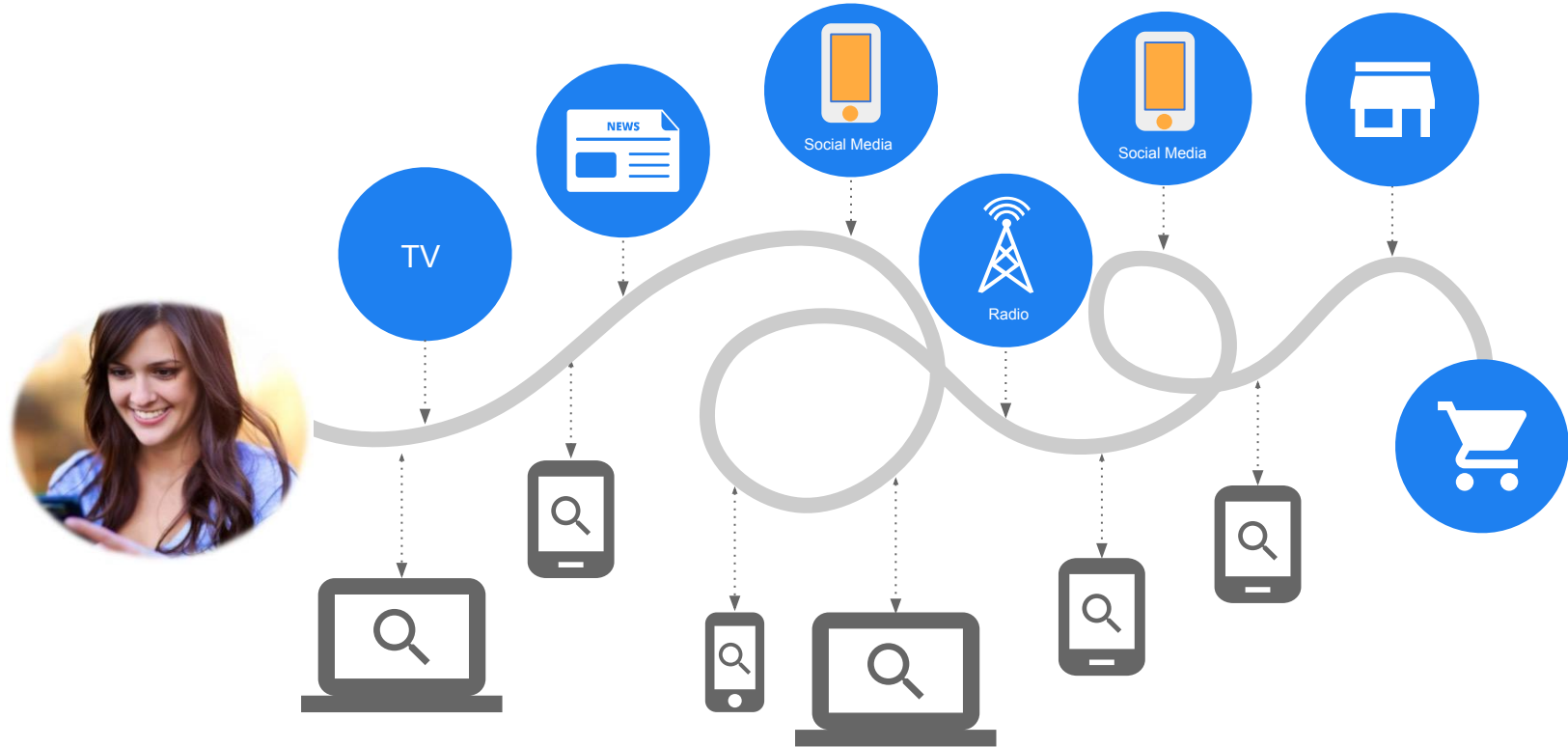
How each piece creates the whole



Google, Performics and Loup

# The Customer Journey is every day more complex

*Think about your own journey to purchase*



# Our Customer journey into the Purchase Funnel

See-Think-Do-Care framework

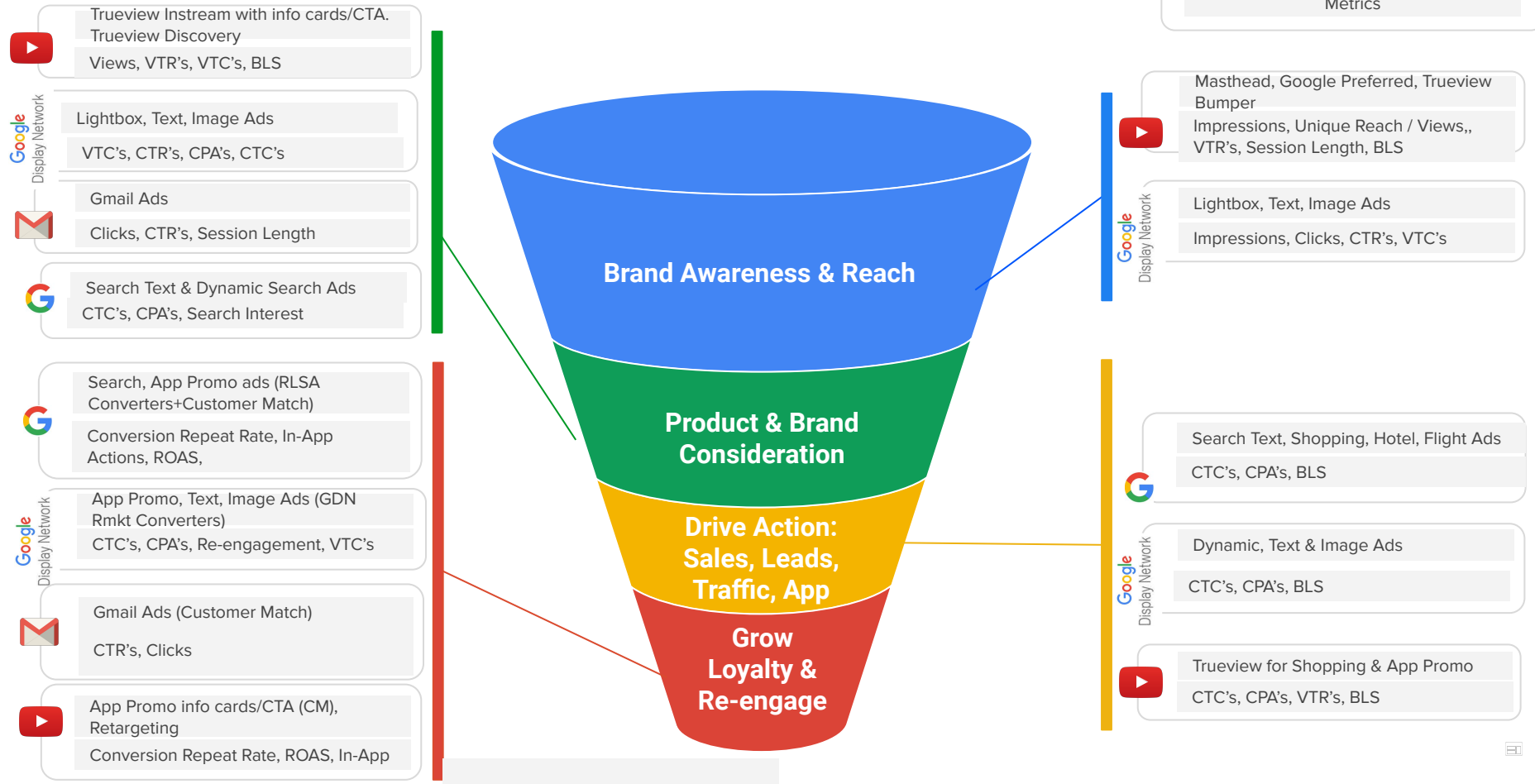
See

Think

Do

Care

# Google Solutions meet Advertiser's Objectives

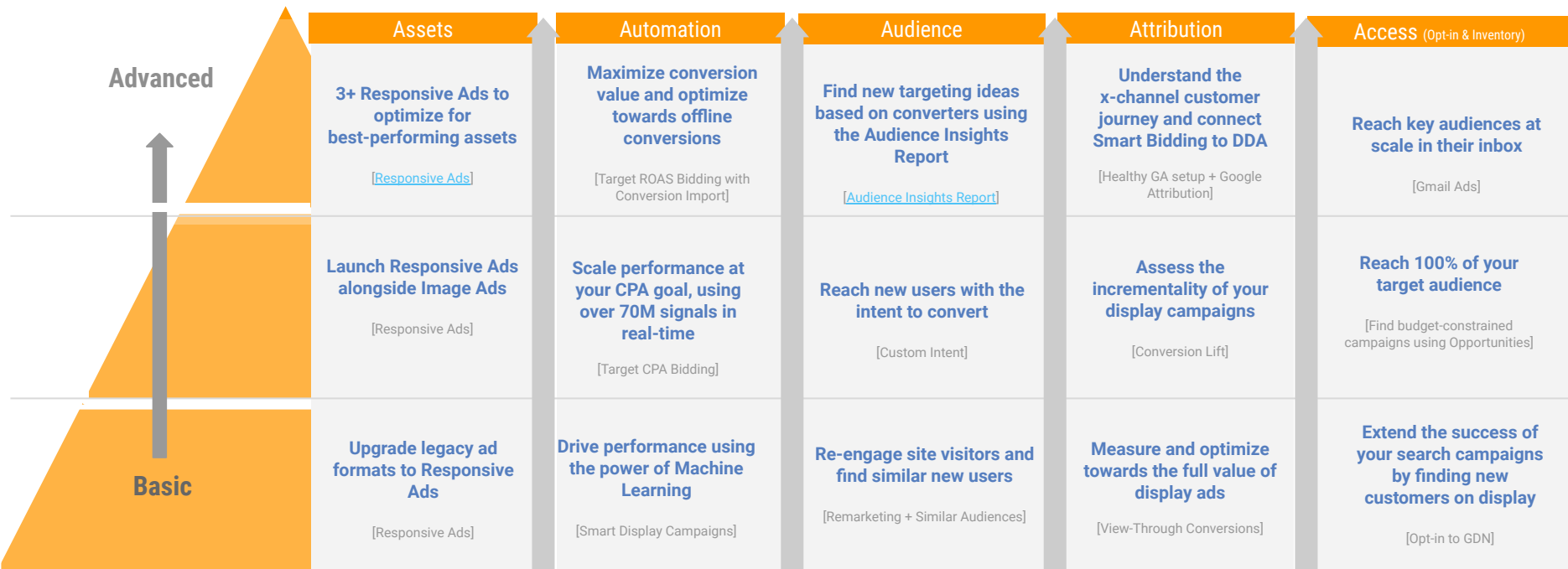


## YouTube Solutions In Detail

Reach & Awareness				Reach & Awareness	Consideration
				Consideration	Action
					Loyalty
Mastheads	Google Preferred	Bumpers	TrueView*		
Video or rich media unit on the homepage of the world's #1 video site	Video ads on the top 5% content on YouTube	6' non-skip video ad	Skippable video		
Drive mass reach & awareness	Primetime reach & awareness	Drive incremental reach & frequency, amplify message	Effective reach of those that matter most		
All of YouTube or Based on Your Targeting	Demo Passions: GP Line Ups	Demo Affinity Audiences In-Market	Demo Affinity Audiences In-Market		
Reservation CPD or CPM	Reservation CPM	Auction Low CPM	Auction CPV (click or 30sec)		
Impressions Views Awareness Lift	Unique Reach CPM Awareness & Recall Lift	Extra Reach Awareness, Recall Consideration, Fav Lift, VTC's	Views Time Spent, VTR Consideration, Fav, PI Lift, VTC's.		

\*Note TrueView Discovery is a CPV model, not skippable, and charged on the video click

# Unleash the Power of Best-In-Class Display



# Align search KPI to your business goals

After building awareness, consideration and audience lists across channels, focus on Search Impression Share. Then, focus on online free trials & sign-ups. Lastly, use the audience list from Search to retarget free trial users across Display and Youtube.

Business Goal	Solving For	Search KPI	Search Goal
Market Penetration	Sell more product to more people	<a href="#">Impression Share</a> (aka. IS) Unique Site Visitors	90-100% IS of brand KWs, 40-60% IS of generic KWs # of site visitors
Increase Market Share	Steal customers from competitors	IS of Competitor KWs	~20% IS of competitor KWs
New Customer Acquisition	Sell to new people	New Site Visitors	# of new site visitors (via Google Analytics)
Online Sign-ups/ App Downloads	Website viewers w/out download / Installers w/out Sign-Up	Installs, Sign Ups	# of online conversions & Installs



**Start with brand and generic IS:** be there when users are looking for your brand or open to which brand to buy



**Strategically leverage competitor KWs** especially during the competitor's new product launch or holiday seasons



**Consider advanced KPIs:** online free trials/installs/repeated engagement

# App also fits into the funnel

**See**  
Installs

App Branding Campaigns

App Installs and Reach Campaigns

**UAC Install and Video Mode**

Measure: Installs, CTR, Brand interest and scale

**Think**  
Retention

Grow in App activity and retention

Focus on Similar Audience

**UAC Action**

Measure: Installs, CPA, Purchase intent

**Do**  
Purchase

Target App Users

**Appify and UAC Engagement**

Measure: Purchase

**Care**  
Loyalty

Re-engage your best App Users

**App Dyn.Rmrktng**

Measure: ROAS, Repeat Purchase