

# The Evolution of Search

- Brian Curtin | [b.c@google.com](mailto:b.c@google.com)
- Gavin Hanley | [gavin.h@google.com](mailto:gavin.h@google.com)

Google™

Google Ireland



# +750,000

Irish smartphone owners (Amas, 2011)

# 46%

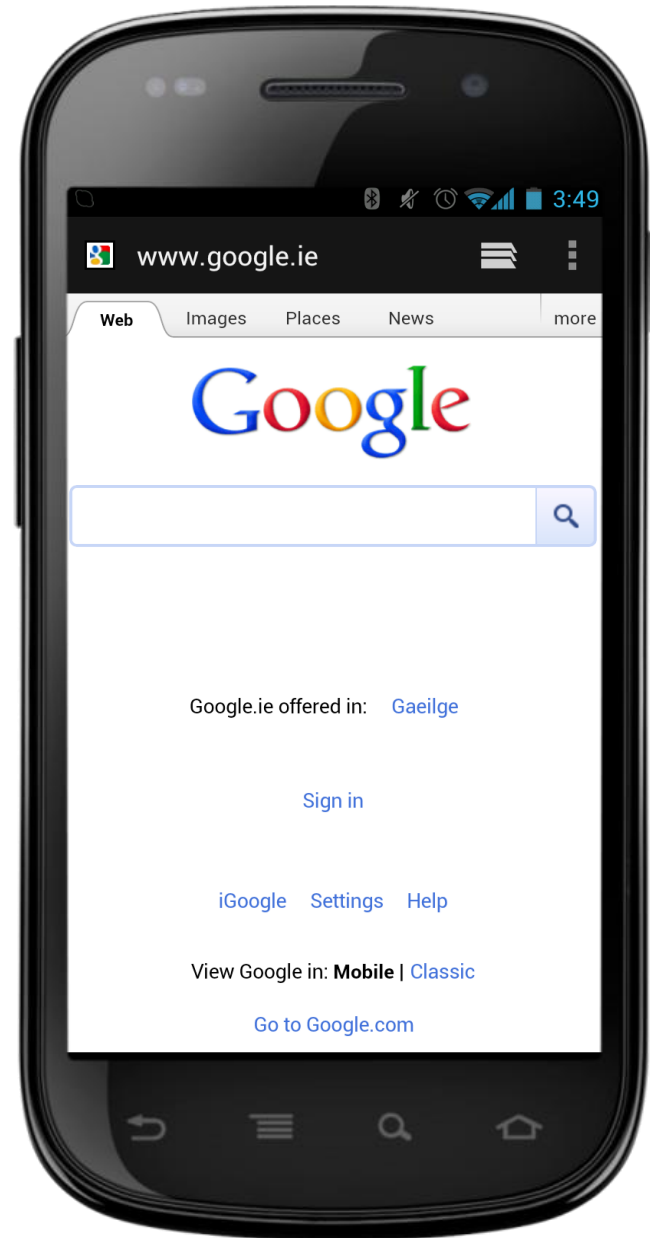
of Irish smartphone users  
search on a daily basis (Sponge It, 2011)

# 156%

increase in Irish mobile search queries (Google Internal Data, 2012)

# 10-15%

of all search queries in Ireland are now mobile (Google Internal Data, 2012)



# Search Innovation Driven By User Behaviour

*What are people looking for?*



For Products



For Information



For Locations



To Call



# Searching for information: Site Link Ads *Deep-link in one touch*

Make it easy for your customers to get to the most relevant pages on your website as quickly as possible.

One click and the user jumps right to the content.



CTRs are 45% higher than on desktop!

## Target by:

Keyword



Operator



Day/Time



Connection



Location



Device

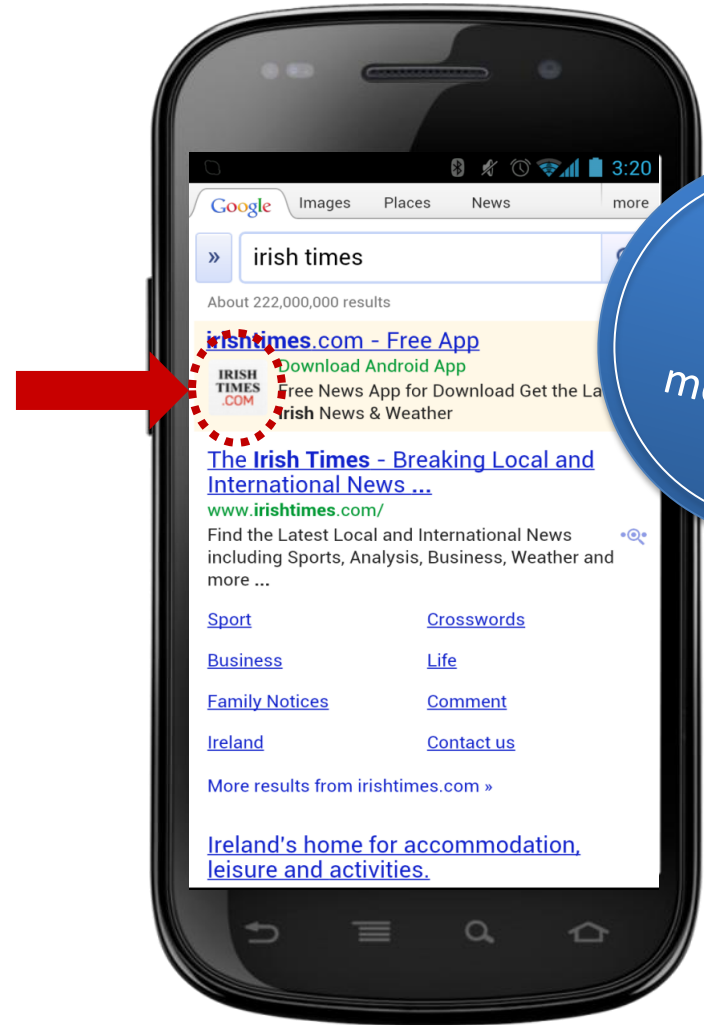




# Searching for information: Click-to-Download Ads *“There’s an App for that”*

Click to download ads link directly to the App Store & Android Market.

When an app is part of your strategy and the best way for your clients to engage with your company.



No Need for a mobile site!

## Target by:

**Keyword**



**Operator**



**Day/Time**



**Connection**



**Location**



**Device**



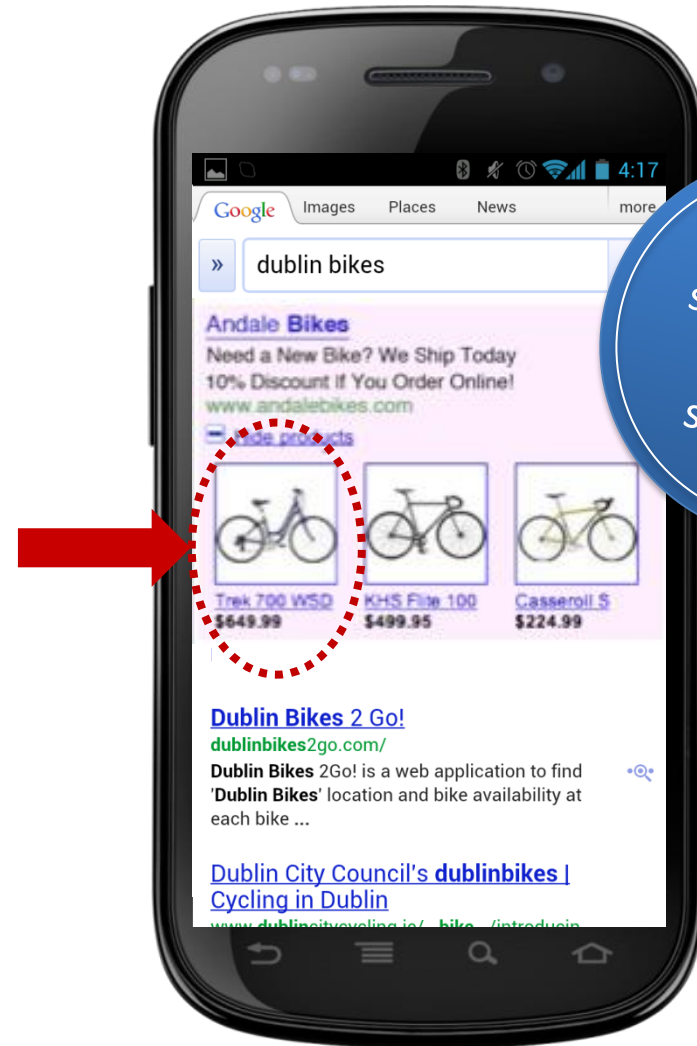
# Searching for a product: Product extensions

## *Eye catching creatives*



Product extensions grab the searcher's attention by providing a image with key product information.

Link directly to that product in one click.



45% use a smartphone while shopping

### Target by:

**Keyword**



**Operator**



**Day/Time**



**Connection**



**Location**



**Device**



# Searching for a product: Offer Ads *Entice a purchase*



Grab a searcher's interest and drive the purchase cycle by offering a % off, stored via email or sms and redeemable in store.

Provide a phone number and map giving the consumer all they need to go in store redeem the offer and make a purchase!



## Target by:

Keyword



Operator



Day/Time



Connection



Location



Device



# Searching for a location: Hyper-Local Ads

*Target & Bid by distance*

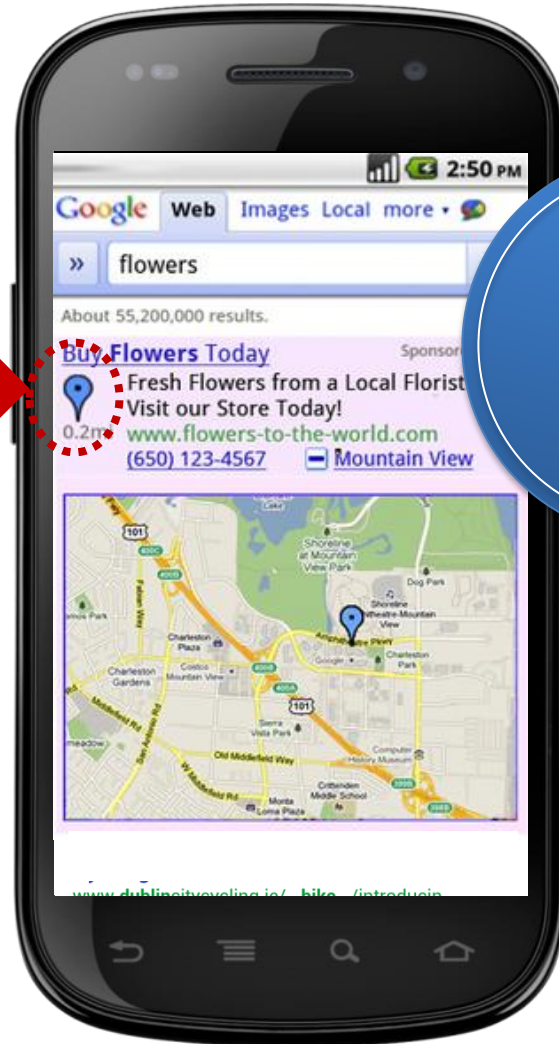


Target users on their phones, when they are close to your locations using click to call and maps linking.

Hyper-local targeting lets you increase your bids the closer they are to your store.



1 in 3 searches are local



## Target by:

Keyword



Operator



Day/Time



Connection



Location



Device

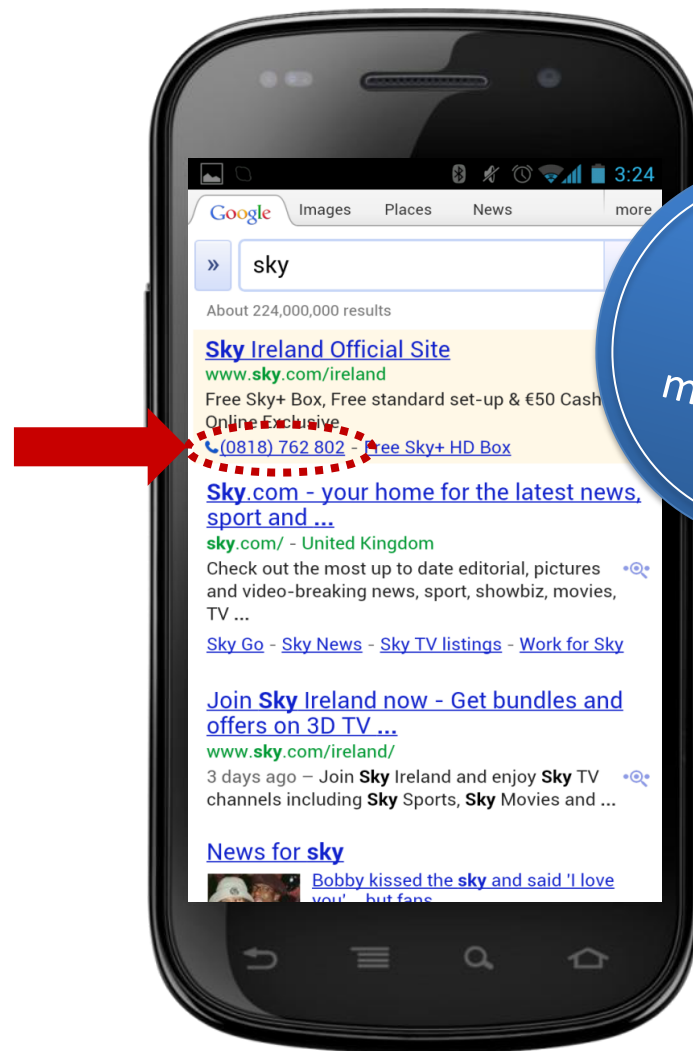


# Searching for a number: Click To Call Ads

*Hello!*

When speaking with the client is the best possible experience. One click on this format populates the user's caller with the appropriate phone number.

Doing what the the phone was designed for... and ***no need for a website!***



No Need for a mobile site!

## Target by:

- Keyword**
- Operator**
- Day/Time**
- Connection**
- Location**
- Device**

## 5 minutes in 5 points

- Mobile is disruptive
- Mobile search cannot be ignored
- Mobile ads are easy
- Mobile users engage & action with our formats
- Mobile targeting maximizes your ROI

