

DETAIL-BRANCHEN

Prioriteringer og muligheder med Google AdWords / Analytics

HVEM ER ANDREAS SOLGAARD?



- Flink fyr
- Partner i Beruf
- Digital kampagne-specialist

HVEM ER Beruf?

Digitale kampagner:

Opsætning og optimering

Hjemmesider i WordPress:

Design og udvikling

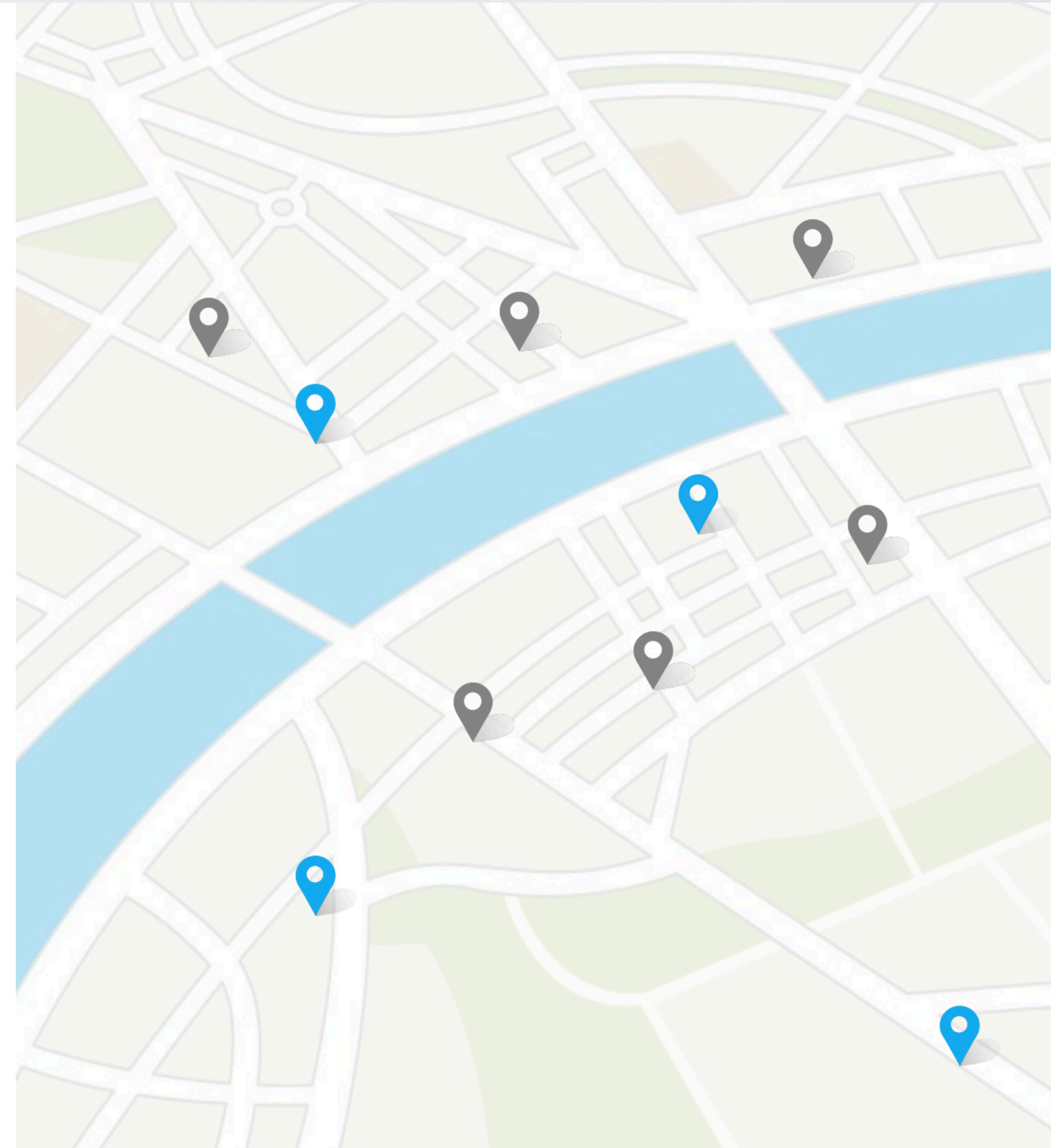




[youtube.com/watch?v=UwQhK4U-N2k](https://www.youtube.com/watch?v=UwQhK4U-N2k)

Moments vs **Micro Moments**

- 📍 7:05am Text Anna
- 📍 7:45am **Watch Rio 2016 videos**
- 📍 8:12am Reads text from Anna
- 📍 9:03am Sends work email
- 📍 1:23pm **Research vacation destinations**
- 📍 4:29pm Take picture of something cool
- 📍 4:33pm Post picture of something cool
- 📍 5:40pm **Reads dinner recipes**



GOOGLE SERVICES MED MERE END 1 MILLIARD BRUGERE



Succeeding in a micro-moment world

- | Be There
- | Be Useful
- | Be Quick
- | Connect the Dots

■ Be There

| Be Useful

| Be Quick

| Connect the Dots

Be There

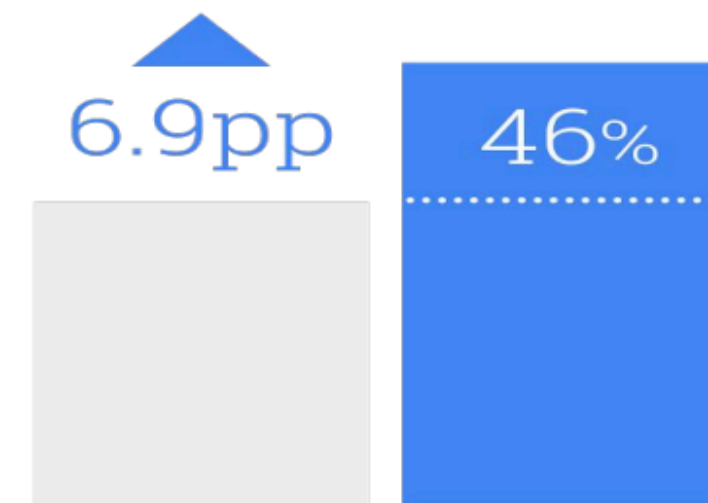
Showing up gets your brand in the game to be chosen, not just seen

Many consumers aren't brand committed



of smartphone users have discovered a new company or product when conducting a search on their smartphones

Being there drives brand awareness



Showing up in mobile search ad results can increase unaided brand awareness by an impressive 46%

| Be There

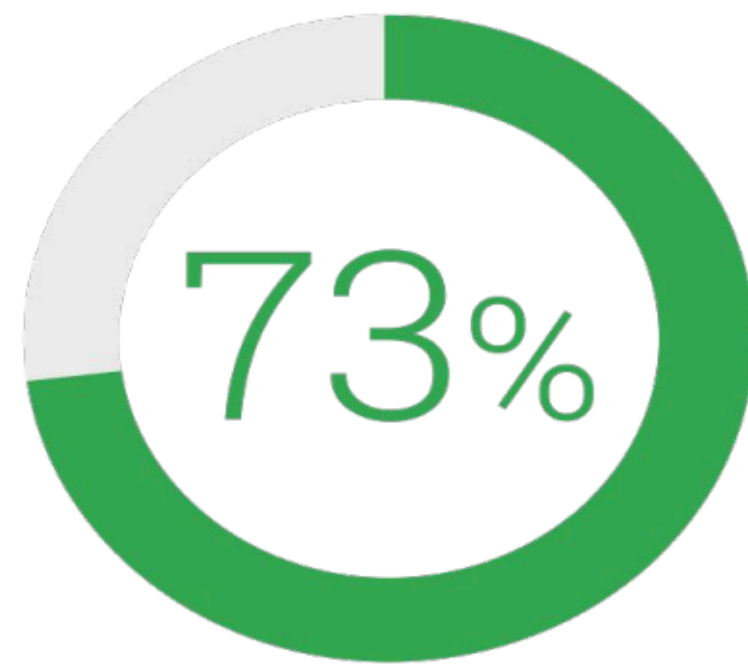
■ **Be Useful**

| Be Quick

| Connect the Dots

Be Useful

Without utility in the moment, not only will consumers move on, they actually might not ever come back



of consumers say that **regularly getting useful information** from an advertiser is the **most important attribute** when selecting a brand



of smartphone users have bought from a brand **other than their intended one** because the information provided was useful

| Be There

| Be Useful

■ **Be Quick**

| Connect the Dots



Loading..

Be Quick

If speed thrills, friction kills



of customers will **abandon a site** that takes **over 3 seconds** to load



Dissatisfied visitors will **never return to a website** where problems have occurred

| Be There

| Be Useful

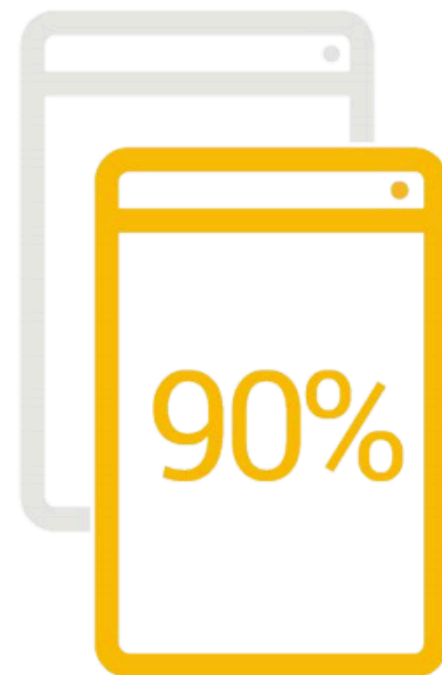
| Be Quick

■ **Connect the Dots**

Connect the Dots

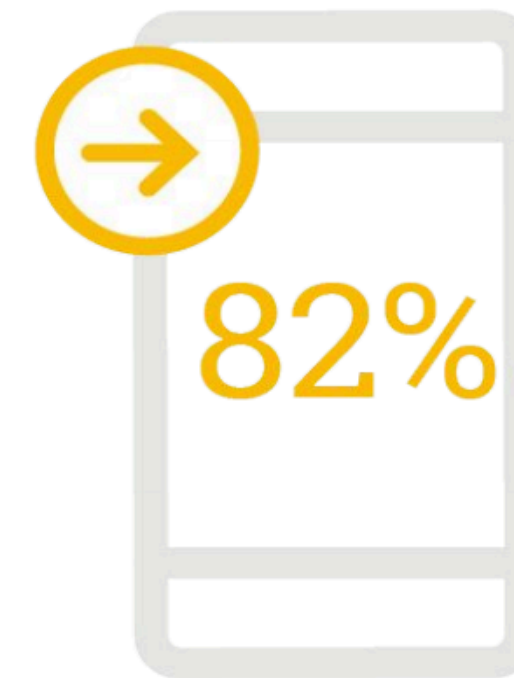
Micro-moments have fragmented the consumer journey

People purchase across screens



of people say they use **multiple screens for everyday activities**, such as booking a hotel or shopping for electronics

Mobile is the new shopping assistant



of smartphone users turn to their devices **to help them make a product decision** when in stores



Micro-Moments: Your Guide to Winning the Shift to Mobile

[Thinkwithgoogle.com/collections/micromoments-guide.html](https://thinkwithgoogle.com/collections/micromoments-guide.html)

Husk Shopping-annoncer







Google nitte bælte

Alle Billeder Maps Videoer Mere ▾ Søgeværktøjer

Ca. 66.500 resultater (0,32 sekunder)

Resultater for nitte bælte på Google Shopping

Sponsorerede resultater ⓘ

					
Soyaconcept Bælte Sort 179,00 kr. Halens DK	Bælte med nitter sort 249,00 kr. Butik Rikke	Krez - Smalt Bælte med ... 194,22 kr. ilborsa	Diesel Bælte - Sort m. Nitter - 139,99 kr. Kids-world.dk	Kingsland Dressage ... 549,95 kr. Rideudstyr.com	Bælte med nitter og ... 249,00 kr. Butik Rikke

→

Google Shopping er nu også i Danmark

Google nitte bælte

Alle Billeder Maps **Shopping** Mere

Din placering: Rødovre

Sortér: Standard Se Gitter

Sælgerlinks er sponsoreret

Vis kun

Nye varer

Pris

Op til 70 kr.

70 kr. – 150 kr.

150 kr. – 350 kr.

Over 350 kr.

kr. til kr. **Søg**

Køn

Til kvinder

Til mænd

Sælger

buksepigen.dk
















Butik Rikke

EMP Danmark

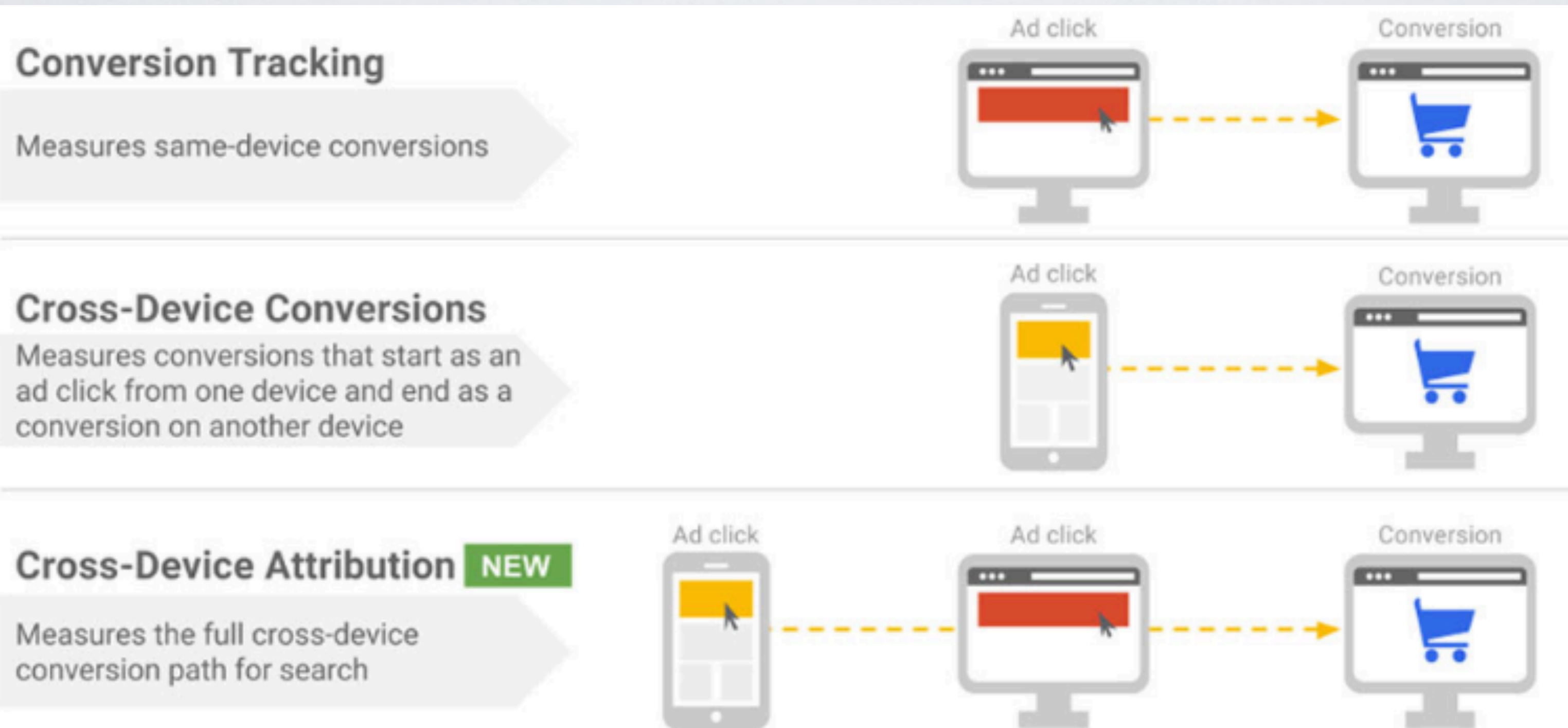
miinto.dk

WH Huset

Mere

 <p>Bælte med nitter sort 249,00 kr. hos Butik Rikke</p>	 <p>Krez - Smalt Bælte med nitter - Black 194,22 kr. hos ilborsa</p>	 <p>Bælte med nitter, sort, Depeche (95) 599,00 kr. hos buksepigen.dk</p>	 <p>Kingsland Dressage bælte - Pam leather belt - læder bælte i sort ... 549,95 kr. hos Rideudstyr.com</p>	 <p>Hul-nittebælte - 1-række - Bælte - sort 99,95 kr. hos EMP Danmark</p>
 <p>MARKBERG BÆLTE 499,95 kr. hos PI-CPH</p>	 <p>Nittebælte Tc1760 303,20 kr. hos miinto.dk</p>	 <p>Depeche nitte bælte (S-M) 599,00 kr. hos WH Huset</p>	 <p>Windfeld, Bælte m. Nitter, Cognac 89,00 kr. hos Designers and Friends</p>	 <p>kvinders vintage nitte kvast bred talje bælte #00002 47,00 kr. hos LightInTheBox</p>
 <p>kvinders vintage nitte kvast bred talje bælte #00003 47,00 kr. hos LightInTheBox</p>	 <p>kvinders vintage nitte kvast bred talje bælte #00004 47,00 kr. hos LightInTheBox</p>	 <p>Access Jamie Metal nitte bælte - sort Black 1.7 x 110cm 47,95 kr. hos Fruugo</p>	 <p>kingsland Dressage bælte - pam leather belt - læder bælte m ... 549,95 kr. hos Rideudstyr.com</p>	 <p>Krez - Bælter med nitter og sten - Black 233,22 kr. hos ilborsa</p>

SPOR ADWORDS-RESULTATER: PÅ TVÆRS AF ENHEDER



PEOPLE RELY ON MOBILE MORE THAN EVER

When people want to know, do, go, or buy,
they turn to their smartphones.



There are
more searches on mobile
than on desktop.²



More than
half of all web traffic now comes
from smartphones & tablets.³



30% of all mobile searches are related to location.⁴



2.1X

increase in mobile searches for
"stores open now" or "food open now"
in the past year.⁵



1.3X

increase in mobile searches for
"where to buy/find/get"
in the past year.⁶

MOBILE'S OFFLINE INFLUENCE

Timely and useful mobile experiences
don't just lead to mobile purchases.
They bring people to your front door.



76%

of people who search on their
smartphones for something nearby
visit a business within a day ...⁷



28%

of those searches
for something nearby
result in a purchase.⁷

42% af svenskere siger de har købt et produkt via deres mobil
– og tallet stiger hastigt *

Men...

9 ud af 10 køb sker stadig i fysiske butikker i Skandinavien **

* http://www.dibspayment.com/sites/corp/files/files/SE/NEH_SE_2015_web.pdf?_ga=1.92813338.683699179.1470655260

** <https://www.statista.com/statistics/379145/e-commerce-share-of-retail-sales-in-sweden/>

Nyhed i Danmark:

'Store Visits'



'Beacon' teknologi

How beacons can reshape retail marketing

PDF



https://storage.googleapis.com/think-v2-emea/v2/0dd36_retail-marketing-beacon-technology.pdf

SPOR ADWORDS-RESULTATER: GOOGLE ANALYTICS



Google Analytics

- Primært: Udvidet e-handelssporing
- Sekundært: Mikrokonverteringer
- Konverteringsstier / afledte konverteringer
- Attribution

● **cyber monday**
Search term

+ Compare

Denmark ▼

Past 5 years ▼

All categories ▼

Web Search ▼

Interest over time ?



● **black friday**
Search term

+ Compare

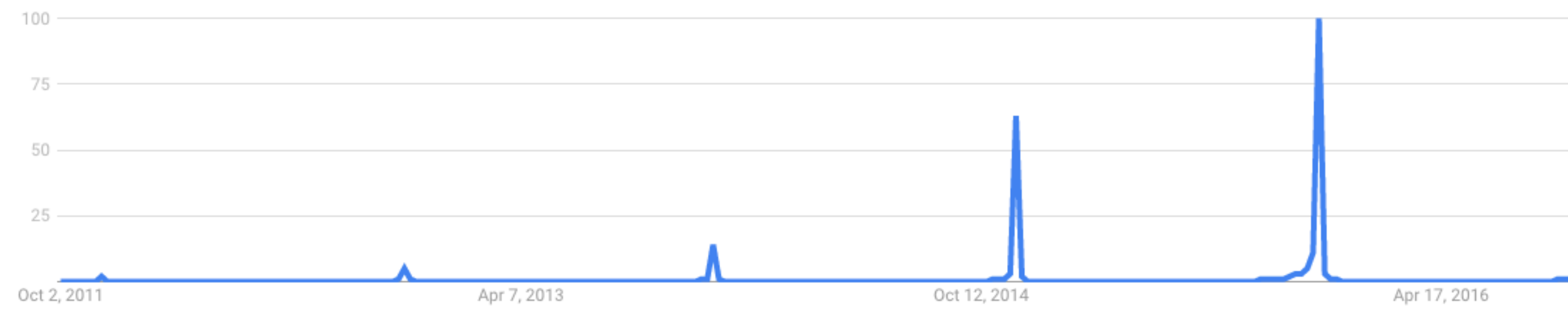
Denmark ▼

Past 5 years ▼

All categories ▼

Web Search ▼

Interest over time ?



BRUG GOOGLES INDSIGTER

- Thinkwithgoogle.com/nordics
- Google Trends
- AdWords Søgeordsplanlægning

Mobile Retail Apps and Sites: Download
the complete guide

PDF



Download the
Complete Guide

https://storage.googleapis.com/think-v2-emea/v2/0aa24_0aa24_mobile-retail-apps-and-sites-designing-better-experience-for-shoppers.pdf

SPØRGSMÅL?

Kontakt Andreas Solgaard fra Beruf (22 48 20 02 / as@beruf.dk)



[Modtag Berufs nyhedsbrev](#)



[Følg Beruf på Facebook](#)