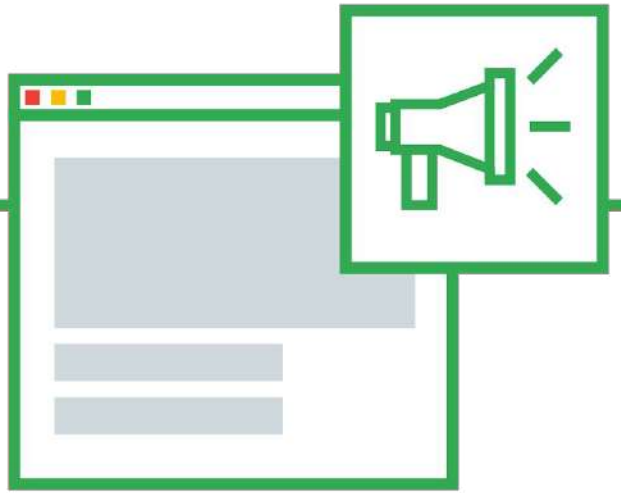
Smart solutions for smart business

Stephen Power
Agency Development Manager



Google

What We Will Cover Today

Understand the concept of **Machine Learning** and How it Applies to our everyday life

Understand how **changes in Consumer Behaviour** makes Machine Learning relevant to your business

Learn what you can do today to **Begin Leveraging Machine Learning in marketing** to Grow Your Business

Google

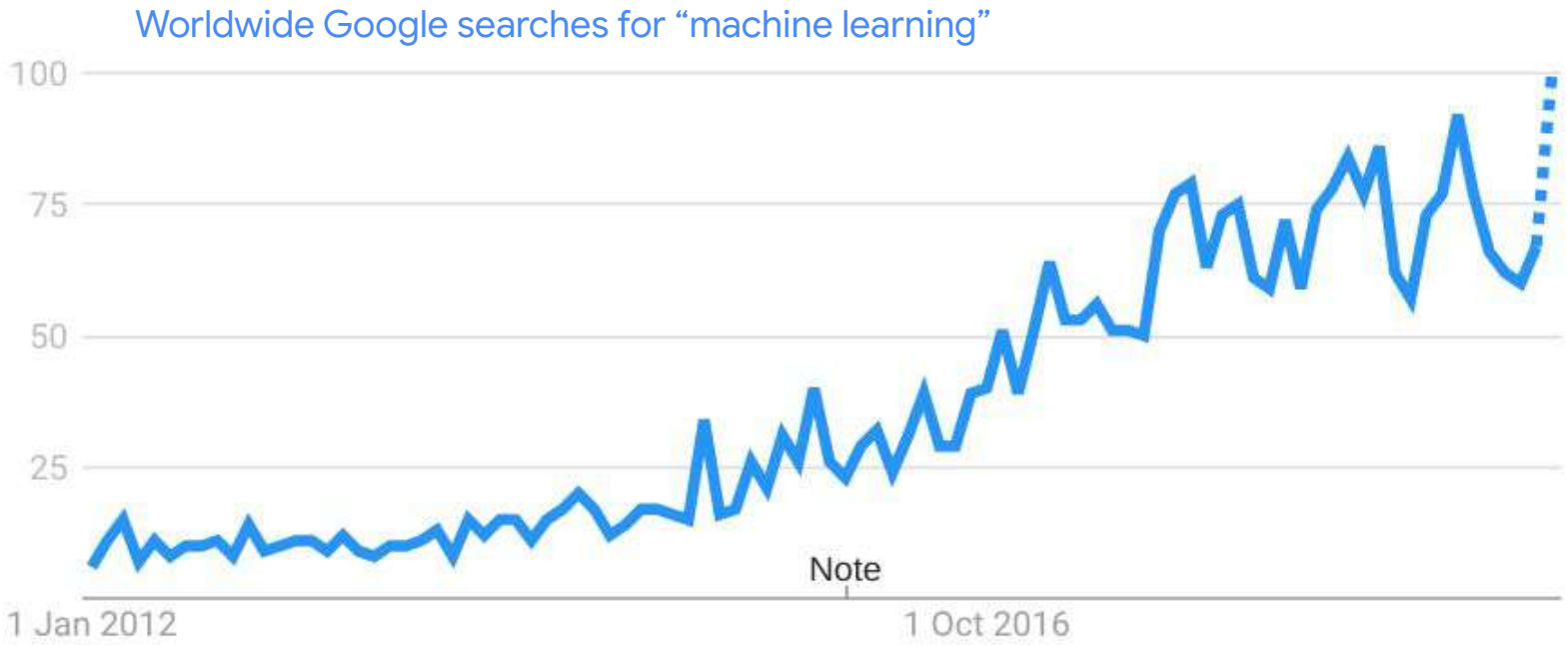
Google

“Machine learning is a core, transformative way by which we’re rethinking how we’re doing everything.”

Sundar Pichai, CEO, Google

Google

We’re just at the beginning..



Google

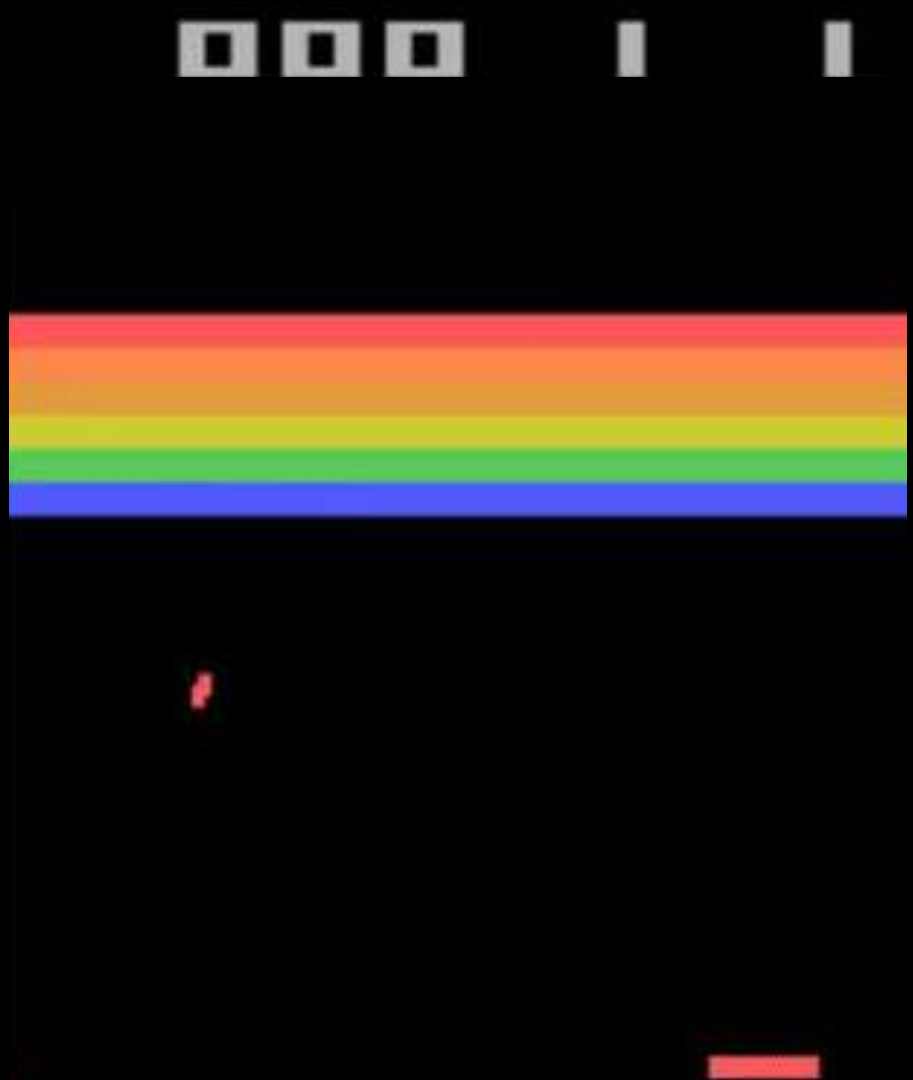
So what is machine learning?

Basically, it means that computers don't need to be told exactly what to do.

They can be given an objective and lots of data, and teach themselves how to do it

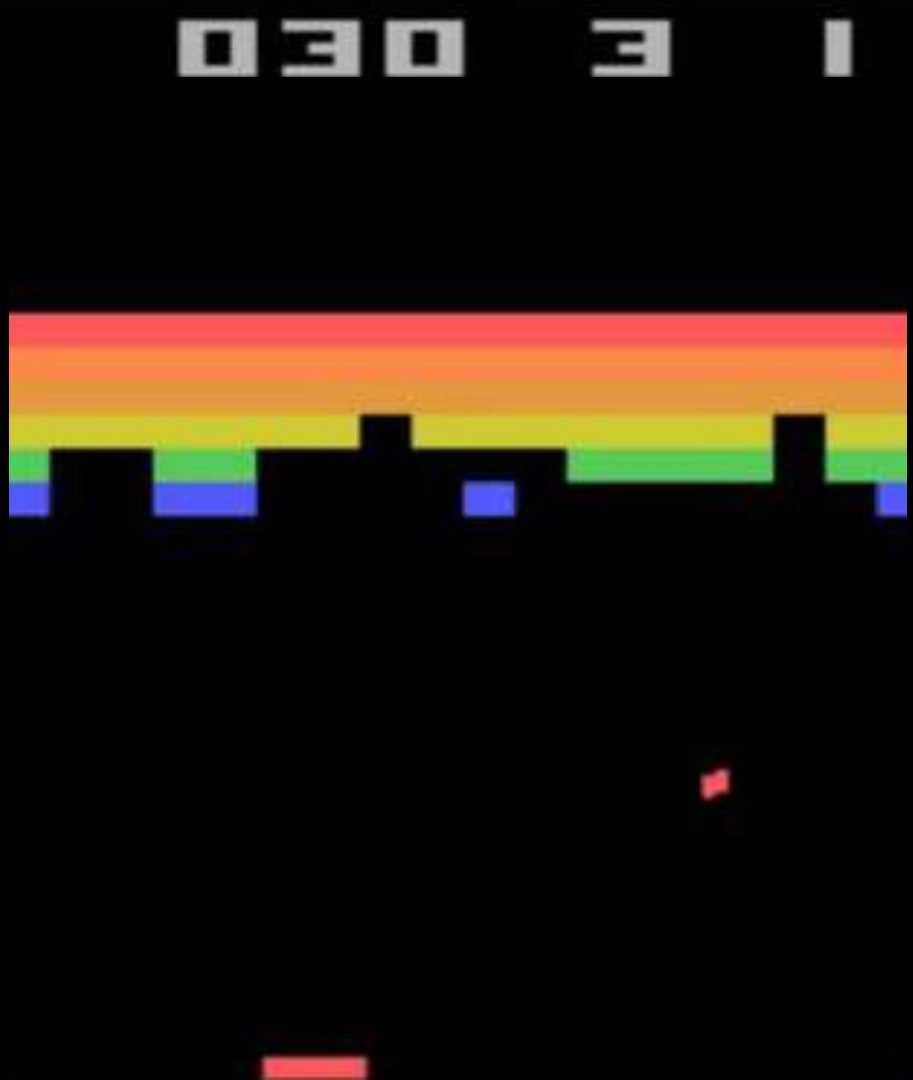
At 10 minutes?

it’s random luck



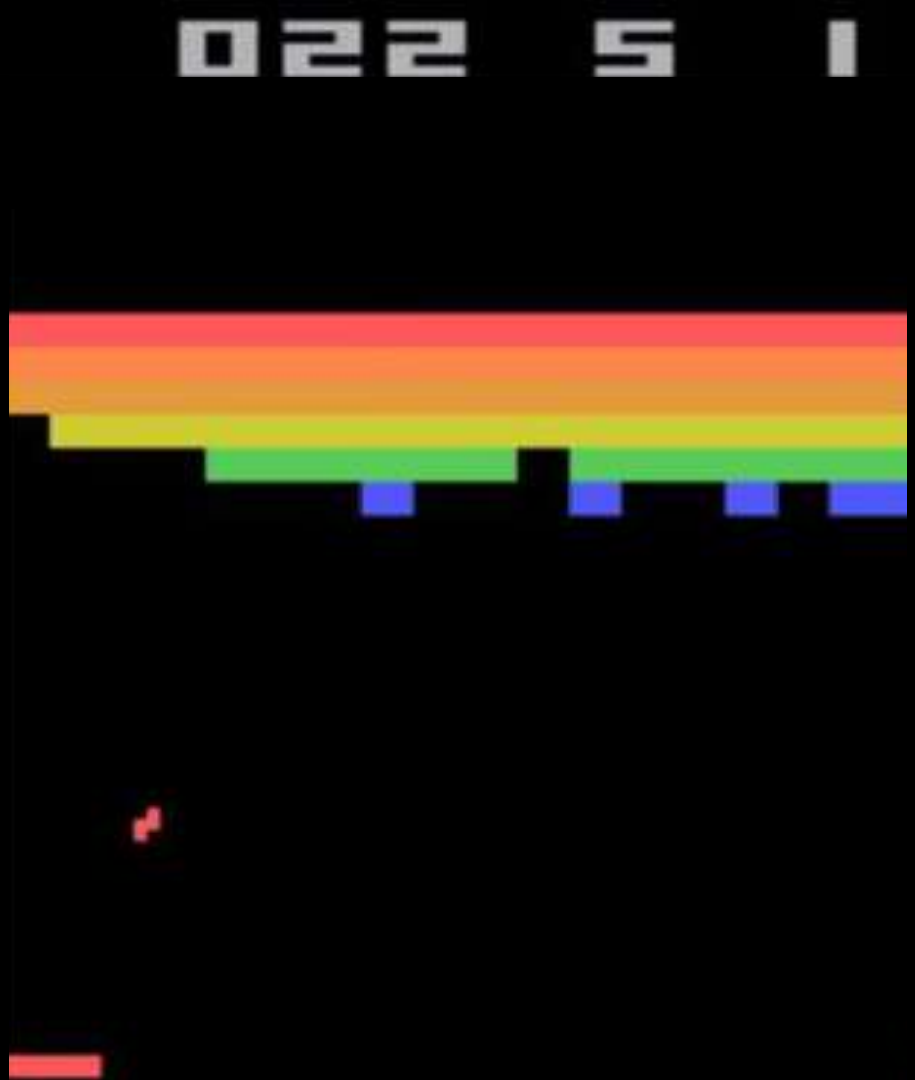
At 120 minutes?

It never misses

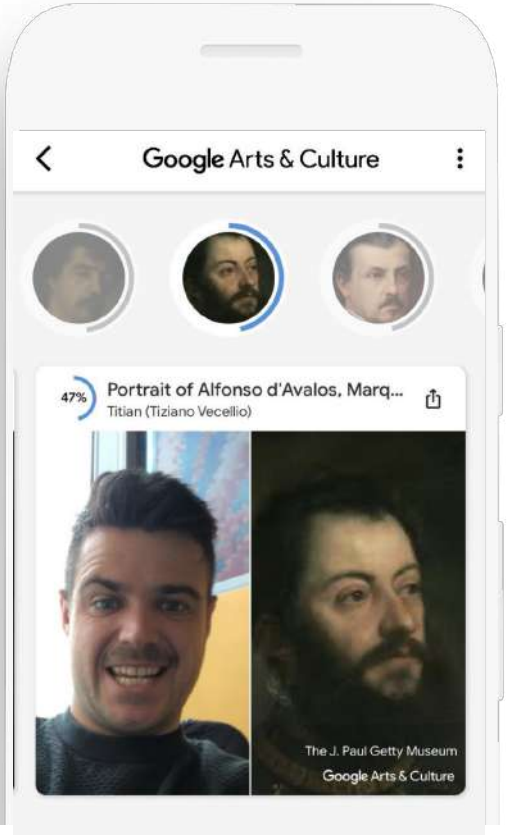


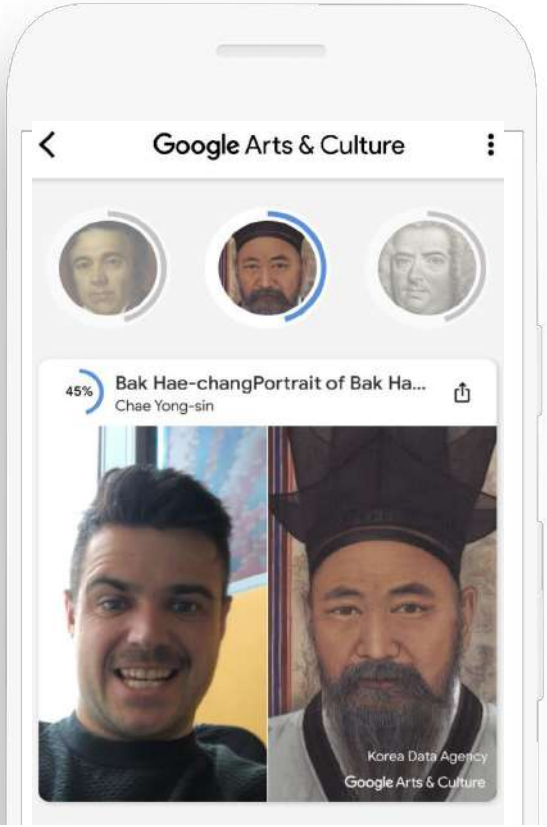
At 240 minutes?

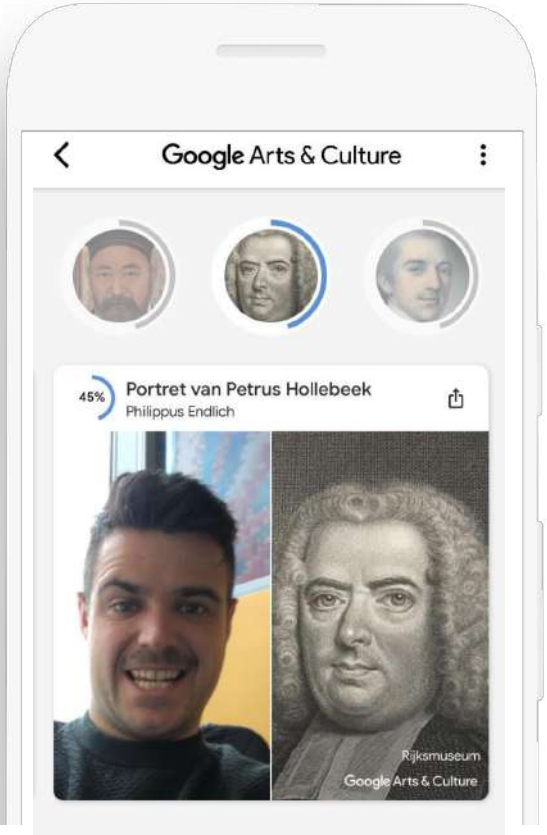
It’s perfect



Technology meets Art







We use machine learning everyday

Virtual Assistants

Traffic Predictions

Online Fraud Detection

Delivery Services

Unique recommendations

Google

Advancing conservation with AutoML
Watch later
Share
Zoological Society of London
London, UK
Let's watch it!
0:01 / 2:16
YouTube

Machine Learning Powers Google Products

Assistant
Query understanding
Conversation

Search
Query understanding
Search ranking

YouTube
Video recommendations
Better thumbnails

Cloud
Cloud ML APIs
TPU

Home
Speech recognition
Conversation

Translate
Text and speech translations

Clips
Smart image capture

Gmail
Smart Reply
Spam classification

Photos
Photos / video search
Auto- smile montage

Android
Keyboard input
(also in iOS)

Cardboard
Image stitching

Drive
Quick Access

Maps
Street View images
Parsing local search

Ads
Targeting & bidding
Richer Text Ads

Play
App clustering
Music recommendations

Google

So what does this mean for marketing?

Assistant
Query understanding
Conversation

Search
Query understanding
Search ranking

YouTube
Video recommendations
Better thumbnails

Cloud
Cloud ML APIs
TPU

Home
Speech recognition
Conversation

Translate
Text and speech translations

Clips
Smart image capture

Gmail
Smart Reply
Spam classification

Photos
Photos / video search
Auto- smile montage

Android
Keyboard input
(also in iOS)

Cardboard
Image stitching

Drive
Quick Access

Maps
Street View images
Parsing local search

Ads
Targeting & bidding
Richer Text Ads

Play
App clustering
Music recommendations

Google

Google Launches Self-Service Advertising Program

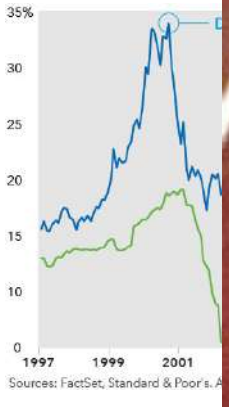
Google's AdWords Program Offers Every Business a Fully Automated, Comprehensive and Quick Way to Start an Online Advertising Campaign

MOUNTAIN VIEW, Calif. – October 23, 2000 – Google Inc., developer of the award-winning Google search engine, today announced the immediate availability of AdWords(TM), a new program that enables any advertiser to purchase individualized and affordable keyword advertising that appears instantly on the google.com search results page. The AdWords program is an extension of Google's premium sponsorship program announced in August. The expanded service is available on Google's homepage or at the AdWords link at adwords.google.com, where users will find all the necessary design and reporting tools to get an online advertising campaign started.

Since the beta debut of AdWords earlier this month, the program has seen widespread adoption by approximately 350 businesses and advertising agencies worldwide. The AdWords program offers advertisers the same highly targeted ad serving technology as the premium sponsorship program, and through a simple to use self-service system, enables advertisers to sign up and monitor a campaign directly from the Google website.

Google

What e


35%
30
25
20
15
10
0
1997
1999
2001
Sources: FactSet, Standard & Poor's, A

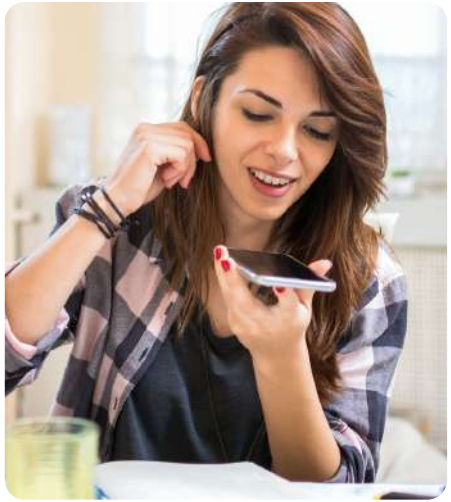
2155
ETHIOPIA
1675
ROMANIA
283?

PANIC
DON'T
PANIC
THE
END
OF THE
WORLD!?!

GBR

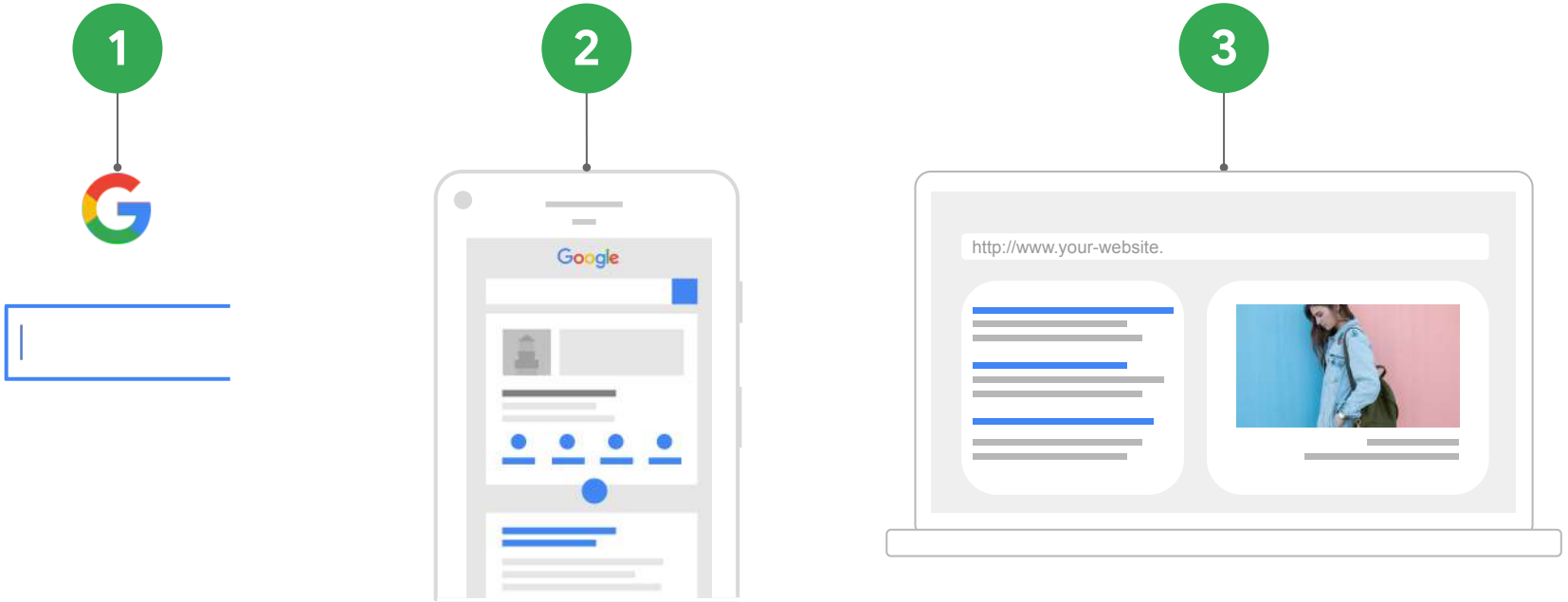
Google
About Google
Jobs@Google
Enter your search terms...
Google Search
I'm Feeling Lucky
...or browse web pages by category.

Hi, how can I help?



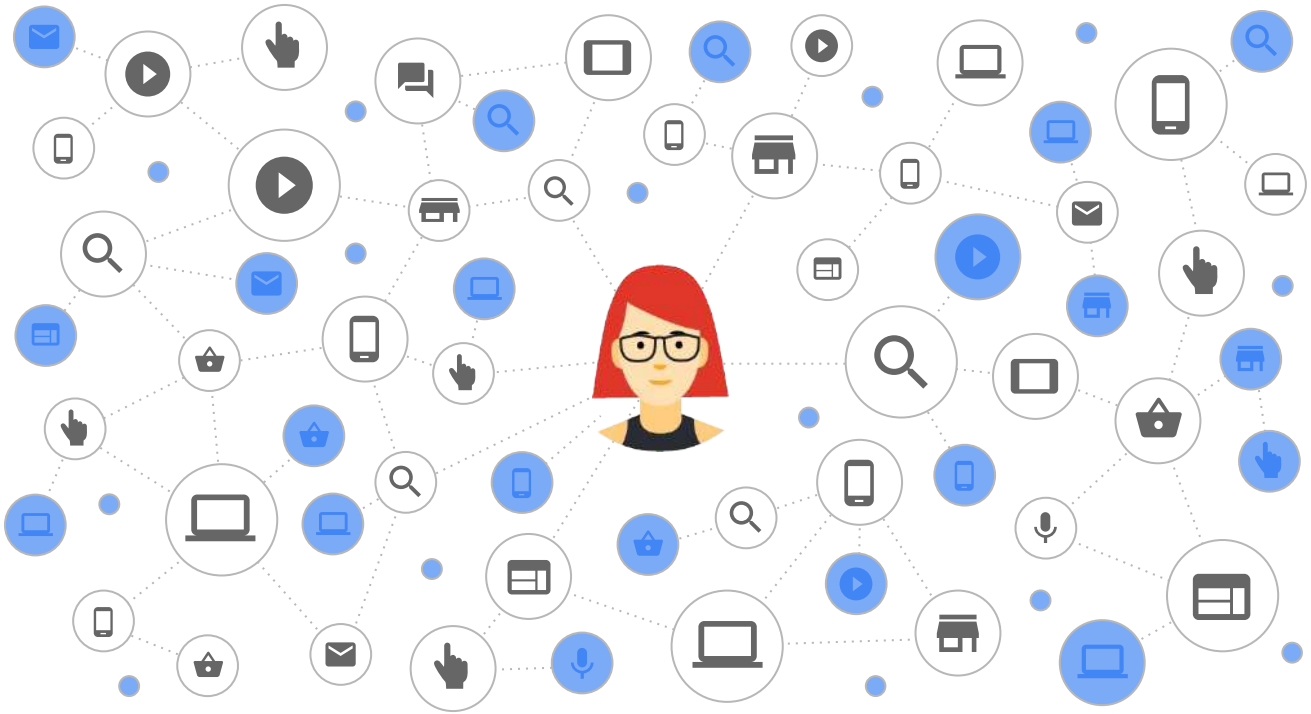
nest
HOUR
70

We used to think of consumer journeys as linear



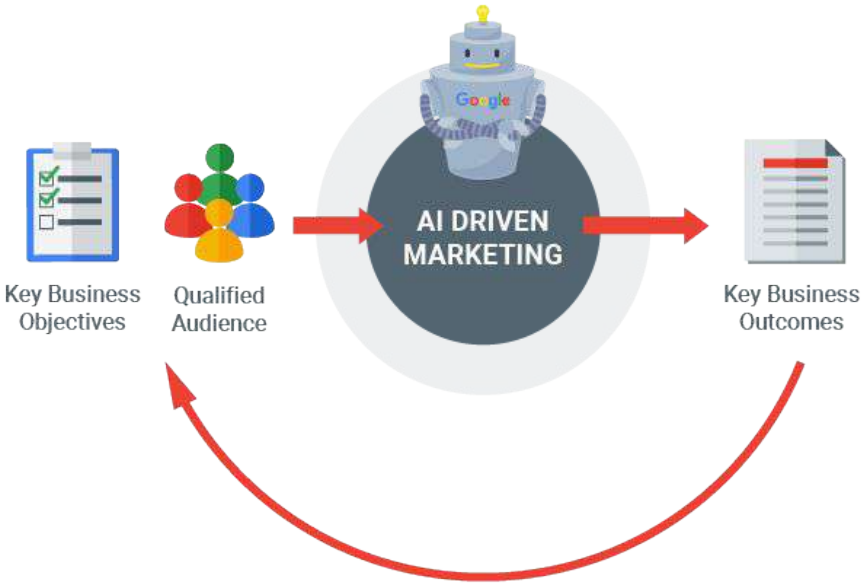
Google

Today's consumer enjoys a rich online shopping journey



Google

The vision for ML and marketing is to make things very simple...



1. Determine the business objectives you want to achieve
2. Define your qualified audience with targeting
3. Let the machine figure out where to go to engage the relevant prospects *a very complex task!

Google

“The rise of automation doesn’t steal jobs, it just changes the game.”

Daniel Gilbert, Brainlabs CEO

Google

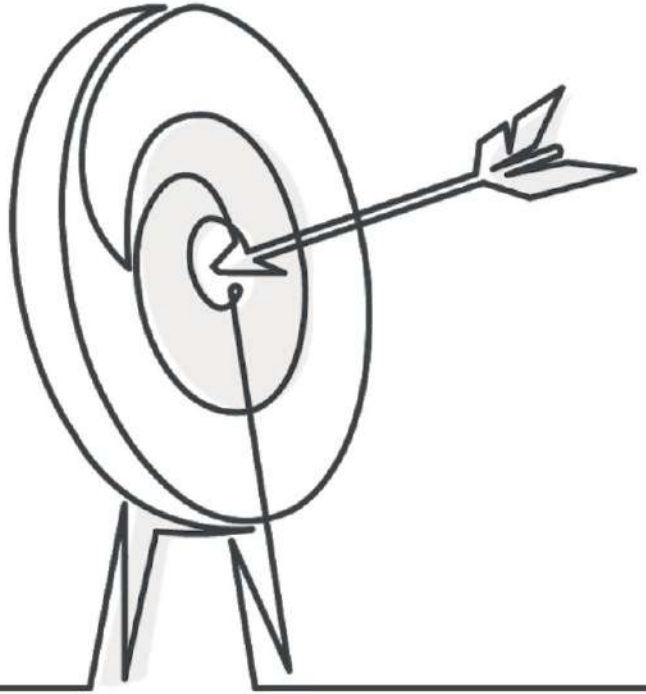
Automate

- Bid management
- Keyword mining and negatives
- Writing variations of ad copy

New

- Market analysis
- Audiences & Data Integration
- Competitor analysis and strategy

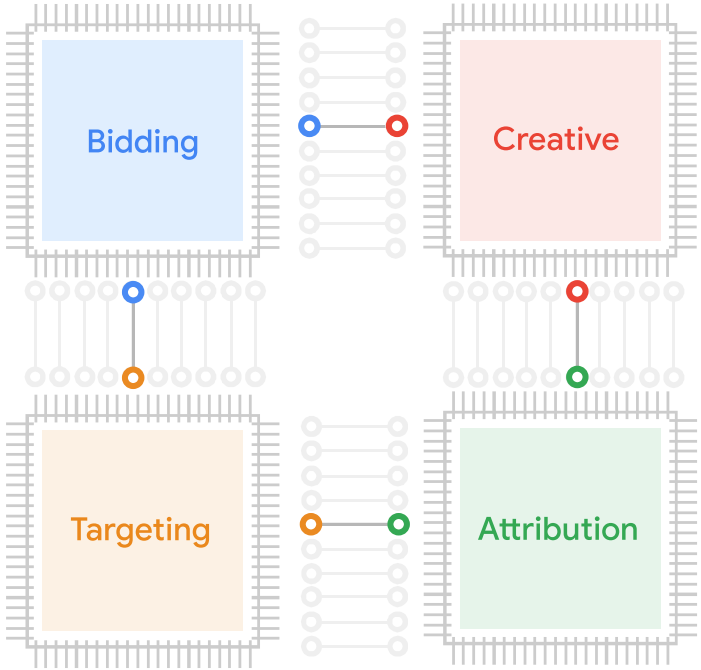
Google



At the end of the day, higher profits are what running a successful business is all about.

There are four key areas in ads that use machine learning

Acquire more customers, more efficiently
by adjusting bids in real-time



Use the right message
for every moment, for every user

Find people who aren't your customers, but should be with dynamic campaigns

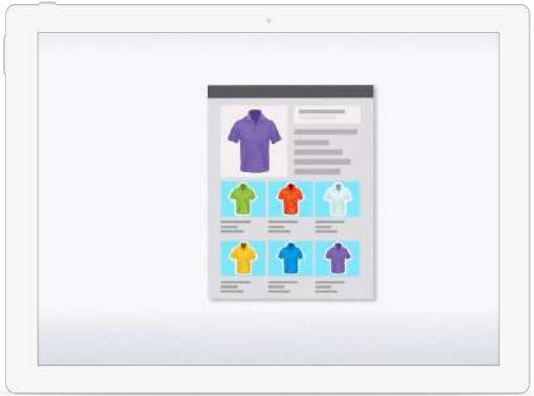
Bid beyond the last click
using data-driven attribution

Targeting

Dynamic Search Ads

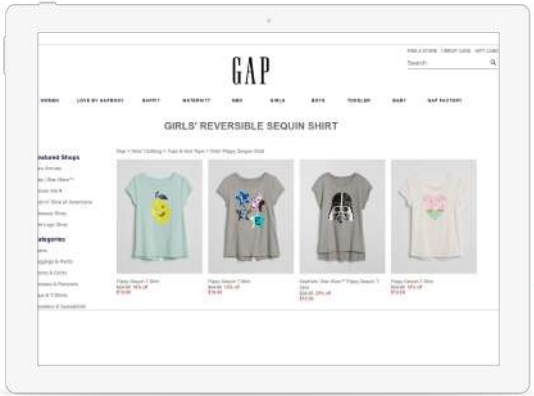
Google

Google scans website for content



User search related to content

User sent to relevant page



Ad headline and landing page dynamically created

flip sequin shirt
Ad www.example.com
Find deals on shirts on Example.com. Update your wardrobe for summer!

Google

What are the targeting options?

URL is

categories

all webpages

More Control — Better Reach

good for
lots of control
non-indexed sites

considerations
can be limiting
doesn't maximise DSA potential

good for
large websites organised clearly by theme

considerations
site must be crawlable

good for
comfortable with full automation confidence with website

considerations
careful monitoring

Google

Key benefits of Dynamic Search Ads

Reach & Performance

Cover all keywords relevant to your website, super charge with audiences & auto bidding

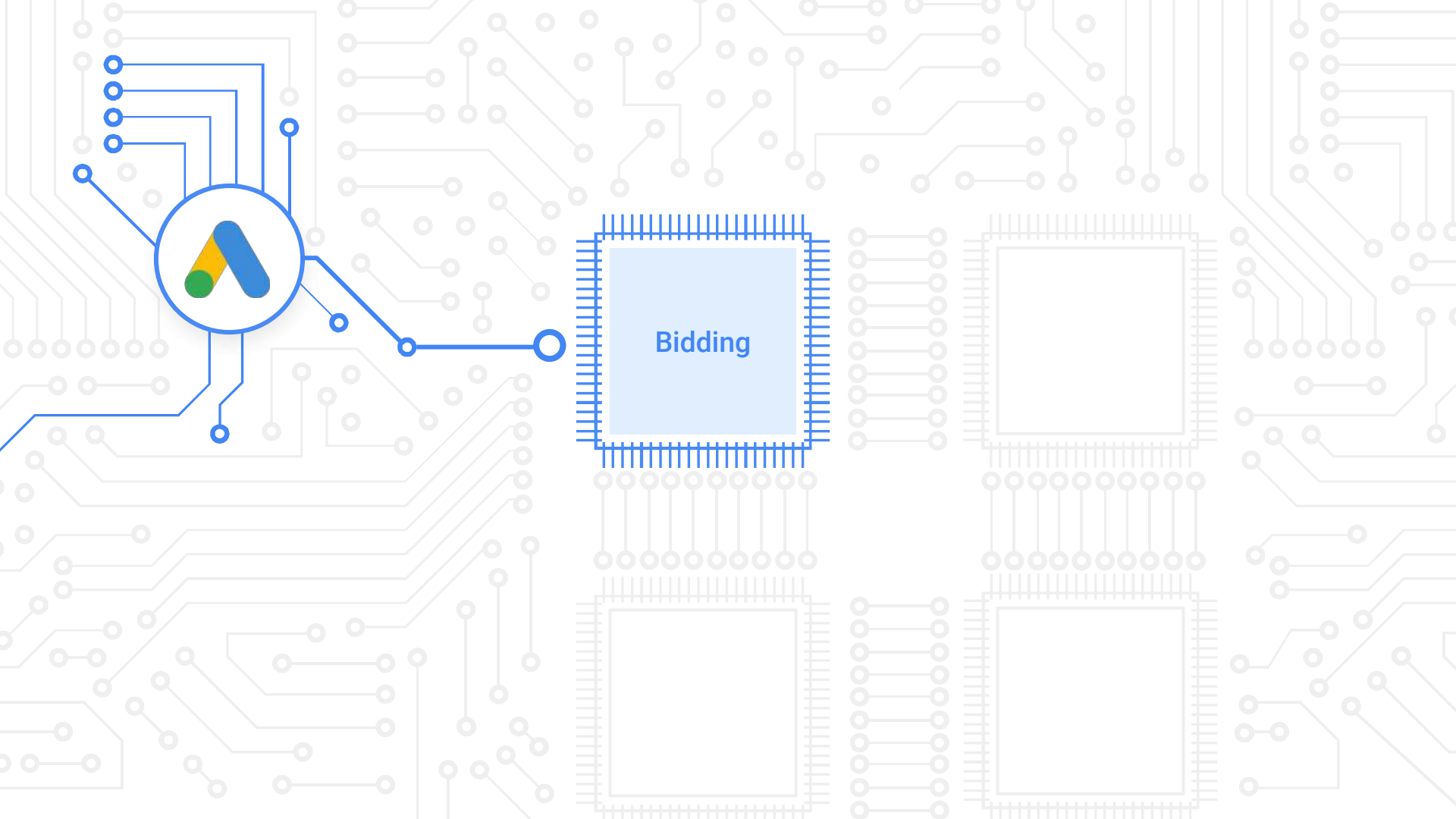
Transparency

Websites are larger and more dynamic than they have ever been

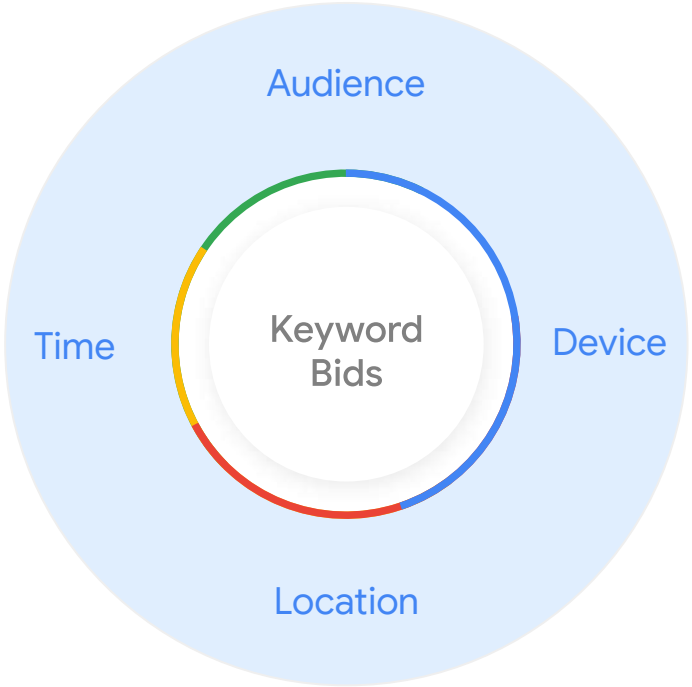
Efficiency & time saving

Save time since you don't need to decide on & manage extensive keyword lists

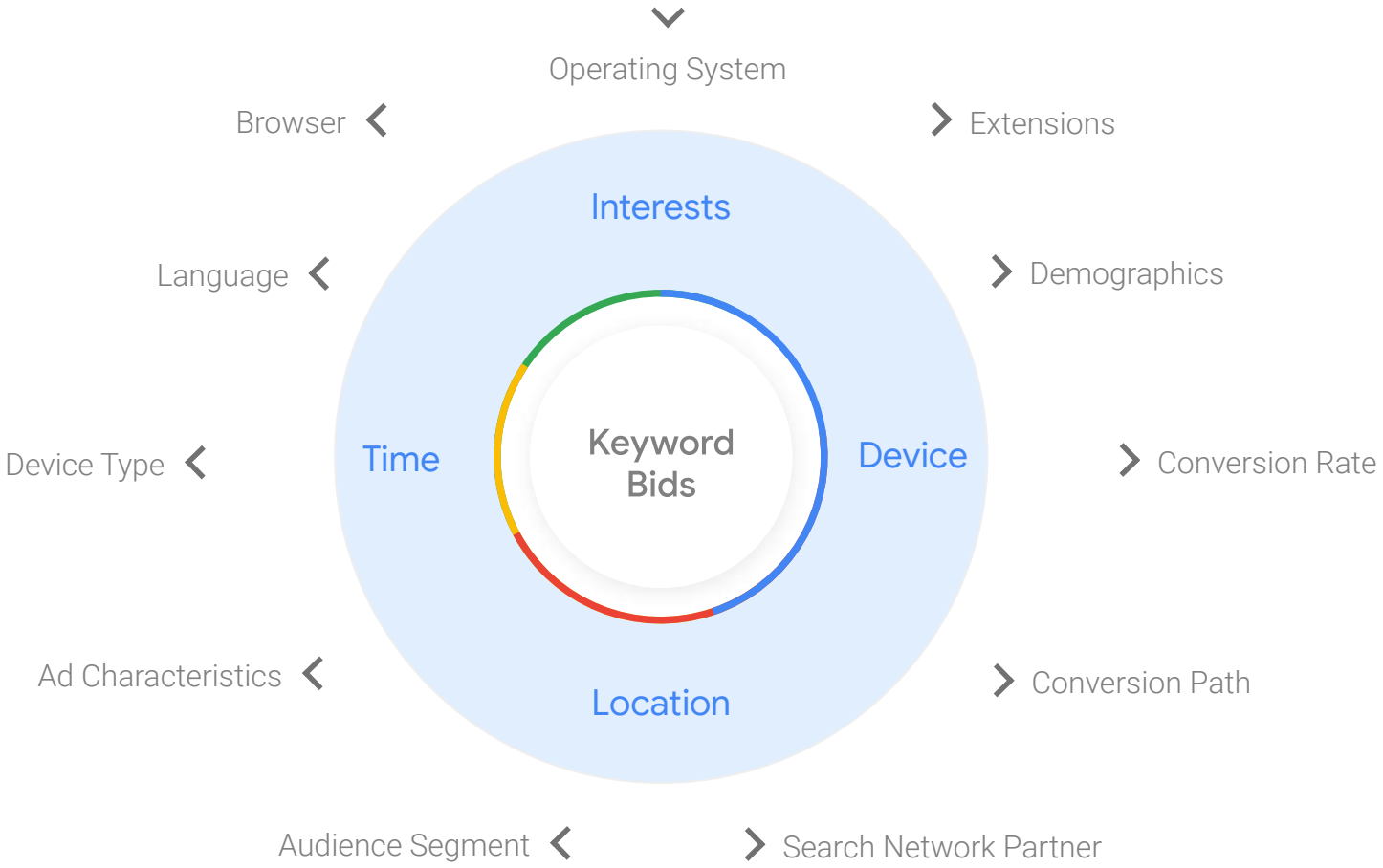
Google


Bidding

Google



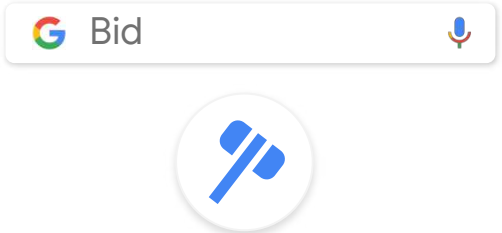
Google


Operating System
Browser
Extensions
Interests
Language
Demographics
Keyword Bids
Time
Device
Device Type
Conversion Rate
Ad Characteristics
Location
Conversion Path
Audience Segment
Search Network Partner

Google

Google Ads Smart Bidding

User-specific bids
through auction-time bidding



Combination
of signals

Geo

Device

Time

Remarketing lists

Exclusive signals

Language

Browser

OS

Ad Format

Search Partners

Search Query

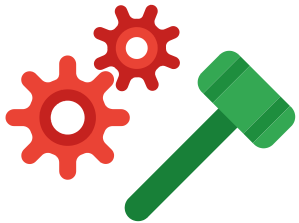
Google

Automate with the **KPIs** that are important to your business

Data Inputs
Conversion Tracking

- Leads
- Sales
- Phone Calls

Smart Bidding



Business Outcomes
(What are you optimizing for?)

- Leads
- Sales
- Call Volume

Google

Use Smart Bidding **solutions** that match to your KPI

Data Inputs Conversion Tracking	**Smart Bidding** Solutions	Business Outcomes (What are you optimizing for?)
Leads	**Target CPA**	Leads
Sales	**Target ROAS**	Sales
Phone Calls	**Max Conversions**	Call Volume

Google

The more data our algorithms are fed, the faster the results will optimize

The algorithm loves DATA

Google

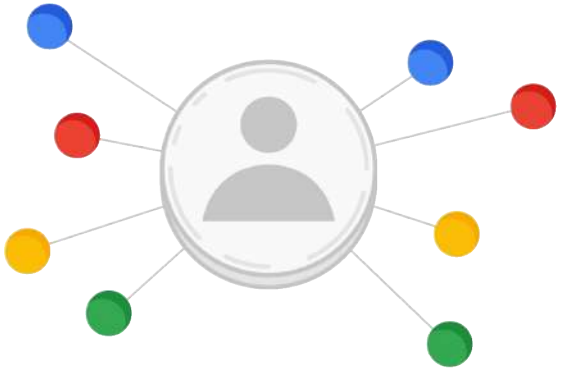
The algorithm loves STABILITY

Avoid **drastic** changes in campaigns

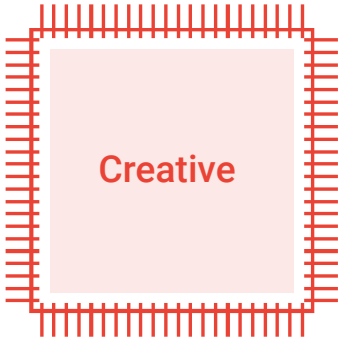
Making Drastic Changes

Google

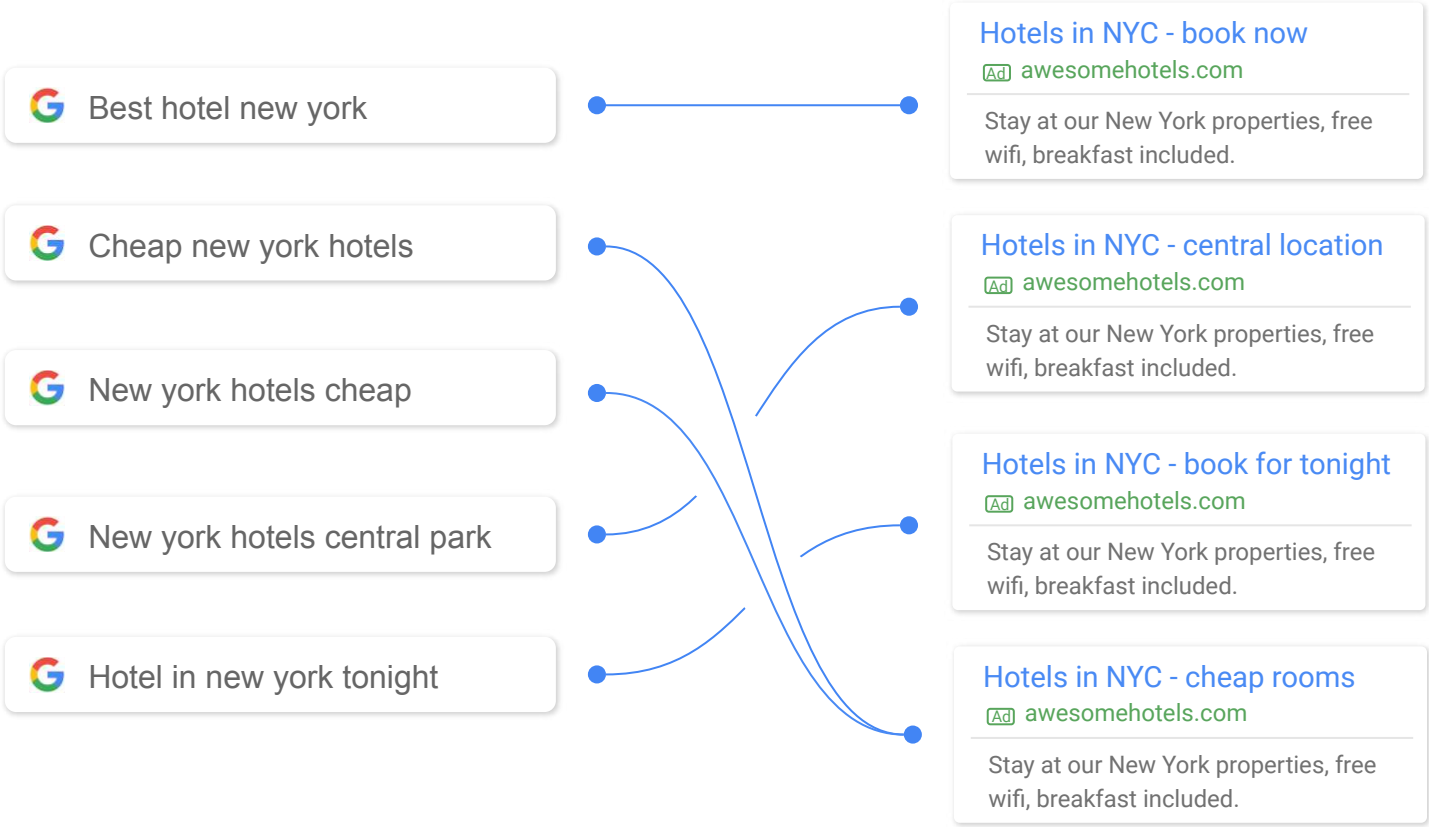
The algorithm loves SIGNALS



The higher quality of the data our algorithms are fed, the better the performance will be!


Creative

The more ads you have, the better the performance



Each search in Google has a different context...

Device

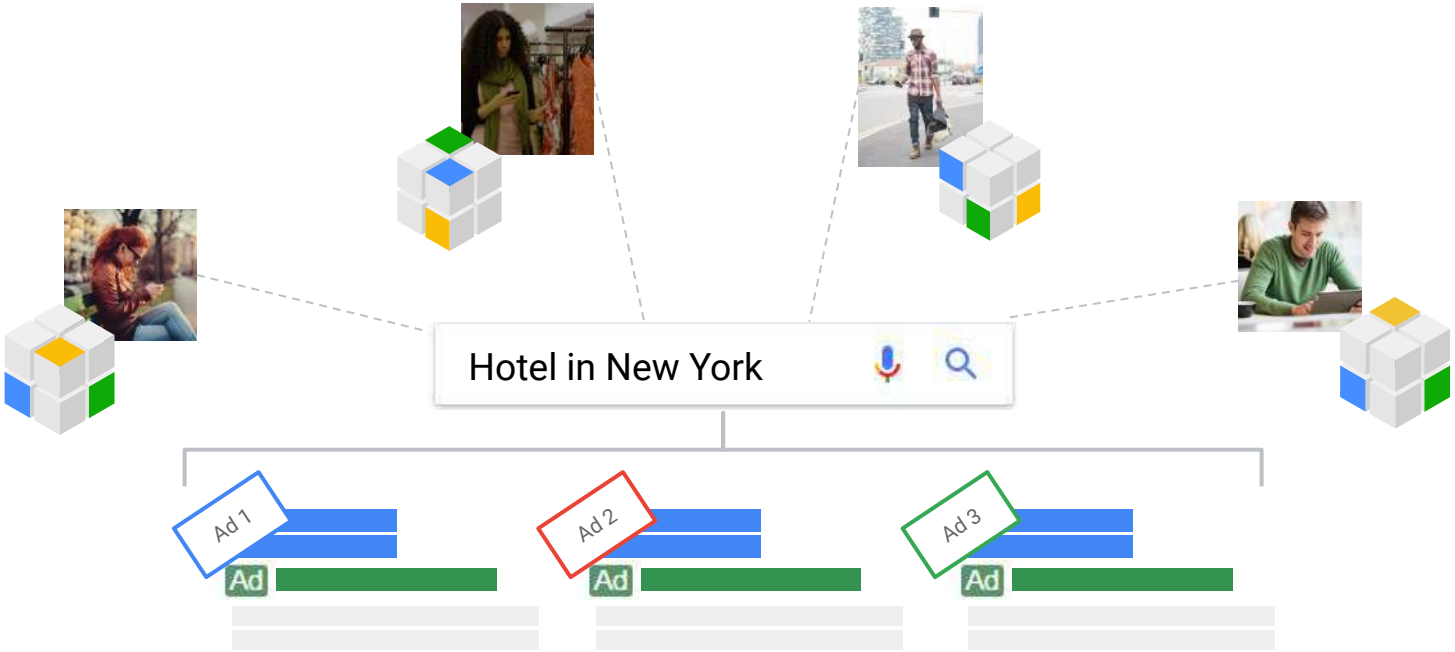
Location

Time

Day of the week

Google

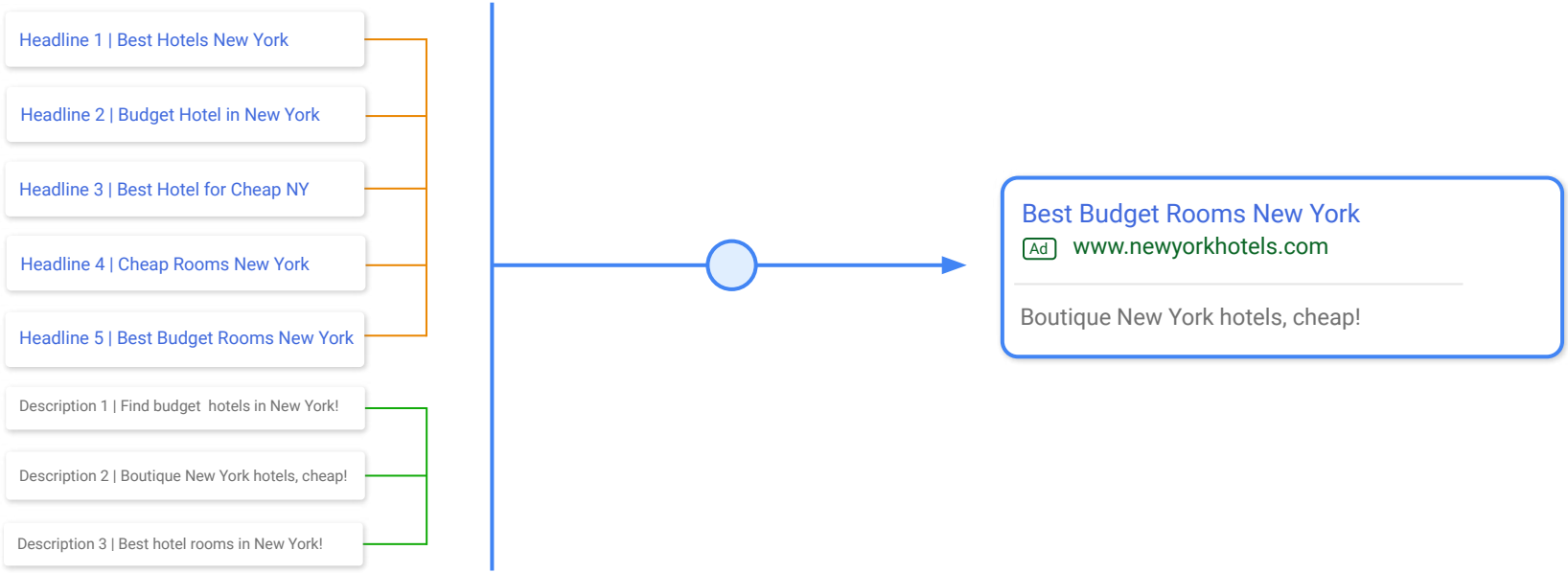
… in turn, each Ad is relevant for each specific search context



Google

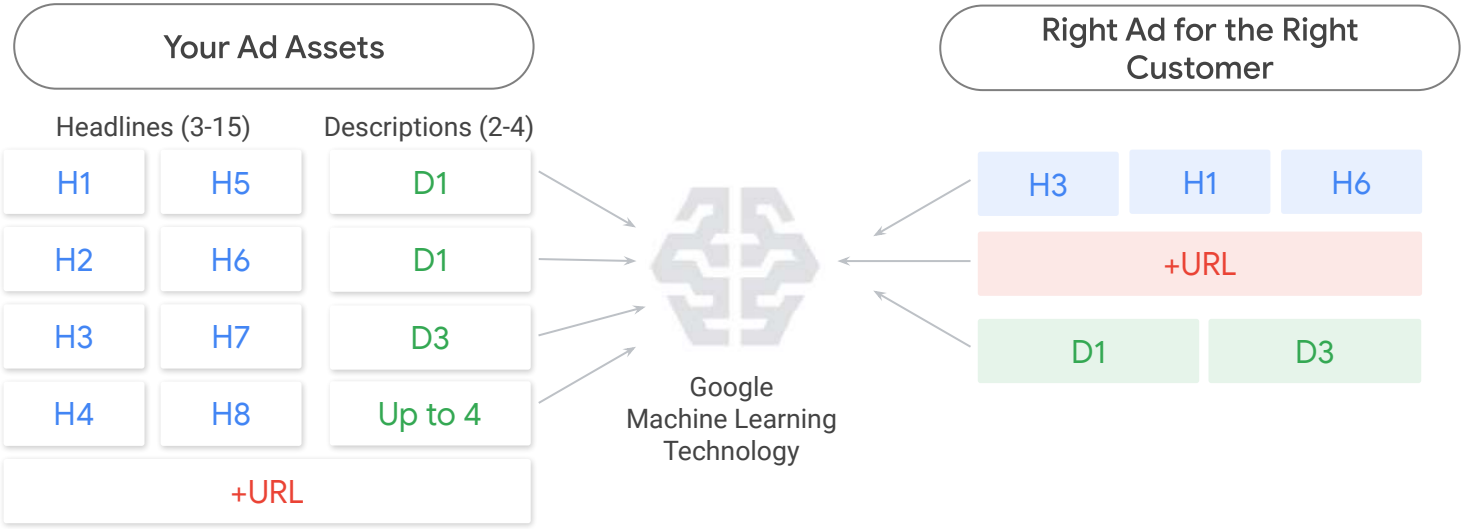
Responsive Search Ads

Generated by mixing and matching headlines and description lines that you provide, simplifying the creation and management of text ads



Google

So how does it work?



- Supply up to **15 headlines** and up to **4 descriptions** as your assets.
- The system will use these assets to automatically show different combinations depending on the user query

Google

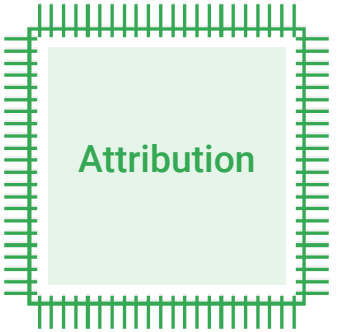
Key benefits of Responsive Search Ads

- **Reach more potential customers** with multiple headline and description options that give your ads the opportunity to compete in more auctions and match more queries.

- **Increase ad group performance** by attracting additional clicks and conversions that your existing text ads aren't capturing, since responsive search ads help you compete in more auctions.

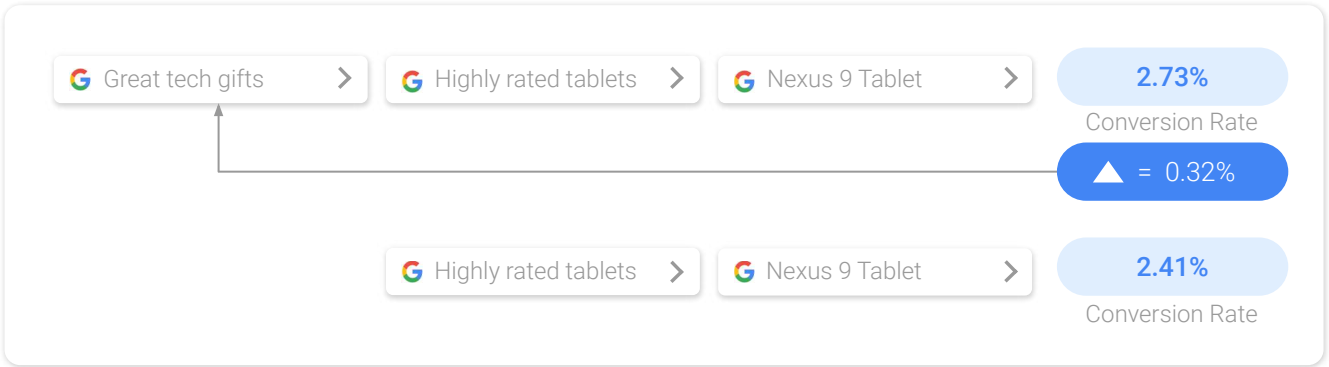
- **Create flexible ads** that adapt to device widths and **save time** by providing multiple headline and description options, then let Google Ads show the most relevant combinations to your customers.

Google


Attribution

Rule based models

Data driven model



- Cross-device
- Fully automated
- Easy to set up
- More data for smarter bids

Google

In Summary

Leverage **Dynamic Search Ads** to capture all relevant volume

Use Dynamic Search Ads to ensure you are not missing out on high-quality traffic

Adopt **Smart Bidding** to drive business results

Use Machine Learning and a vast quantity of auction time signals to deliver the best possible performance

Implement **asset based creatives**

Responsive Search Ads allow you to surface the most relevant creative at any given time

Enable **data-driven attribution**

Assign credit to each paid Search click in the user journey

Google

User behaviour is changing
There is more data than ever.

Automation, powered by machine learning, will enable you to win

Search marketers need to focus more on **measurement and data quality**

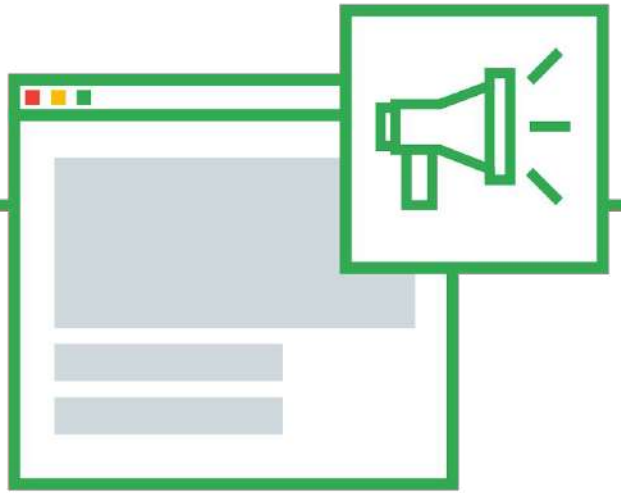
Human Intervention combined with ML drives Business Outcomes.

Our products are and will increasingly be powered by machine learning.

Think about marketing strategy in a machine learning first world

Google

THANK YOU!



Smart solutions for smart business

Stephen Power
Agency Development Manager

Google