



CREATING MORE VALUE FROM MOBILE

Better measure, bid and improve customer mobile experience to increase the value you see from mobile



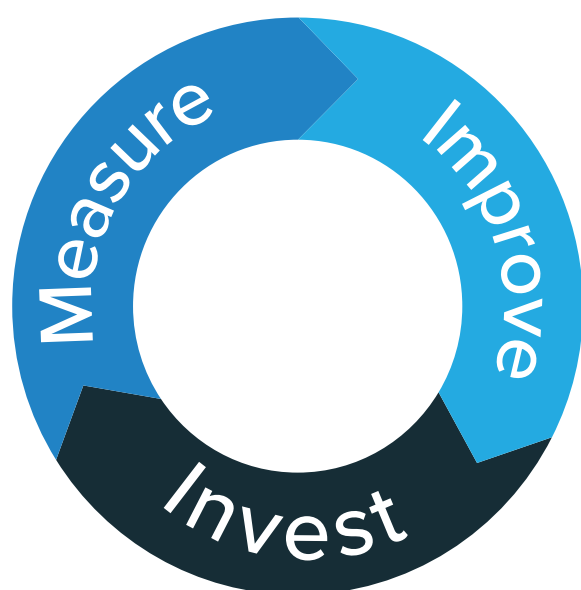
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CREATING MORE VALUE FROM MOBILE

Today's customer is constantly connected and it's critical to take a focused, data driven approach to get the most from mobile.



Measure the full Value of Mobile

Mobile users interact with your ads and website in different ways than desktop. Adjust how you measure to capture this behavior and the full value of mobile.

Improve mobile user experience

Mobile users click, browse and buy differently than desktop users. Evaluate how mobile users engage with your site and build an experience that facilitates conversions.

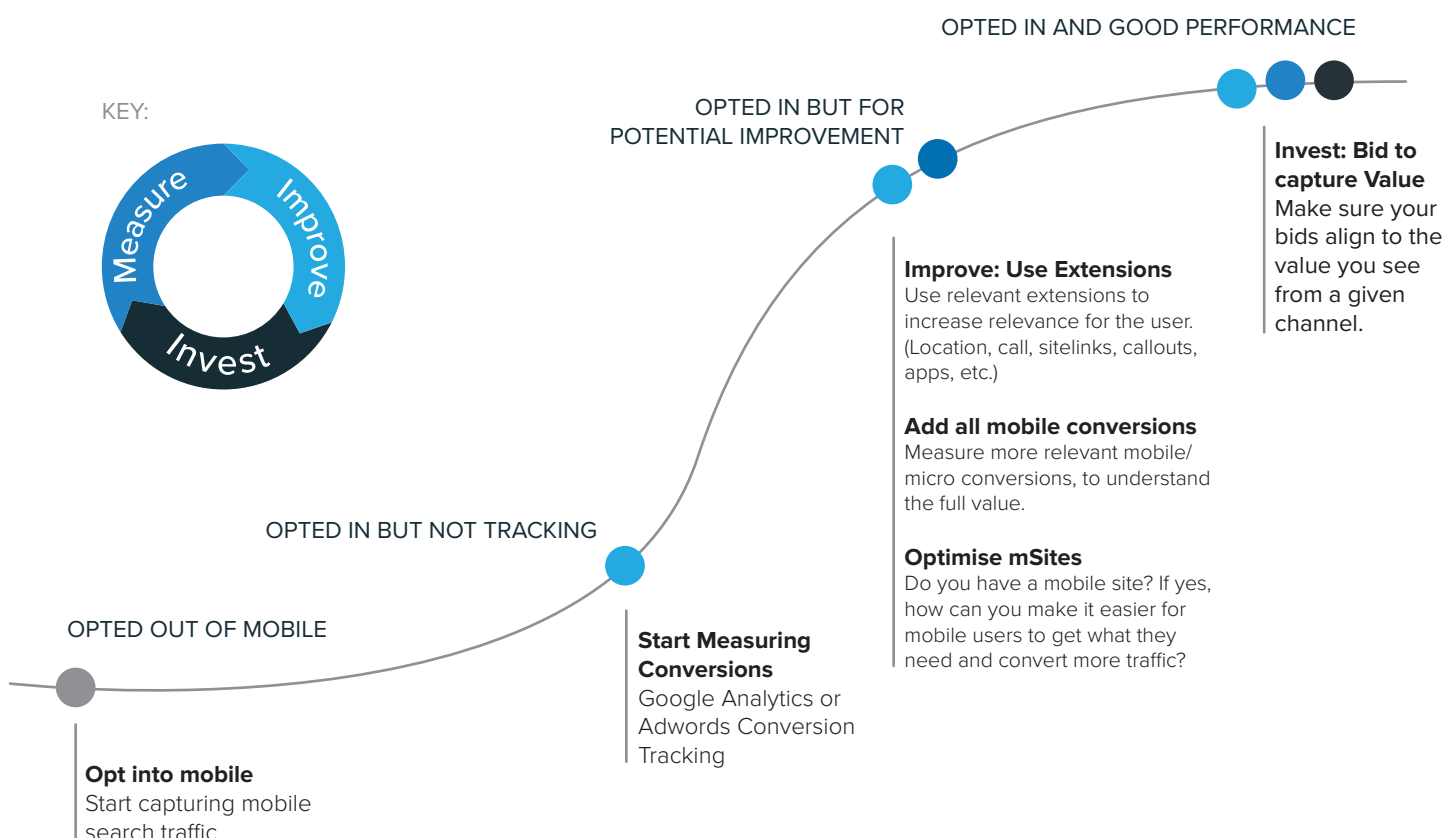
Invest through the right mBid

Mobile and desktop contribute different value in each campaign. Adjust your mBid based on this data, for the most successful campaigns



MOVE FROM STRATEGY TO ACTION

Where do you or your client sit on the path to mobile mastery?
How can you advance and drive more value from mobile?





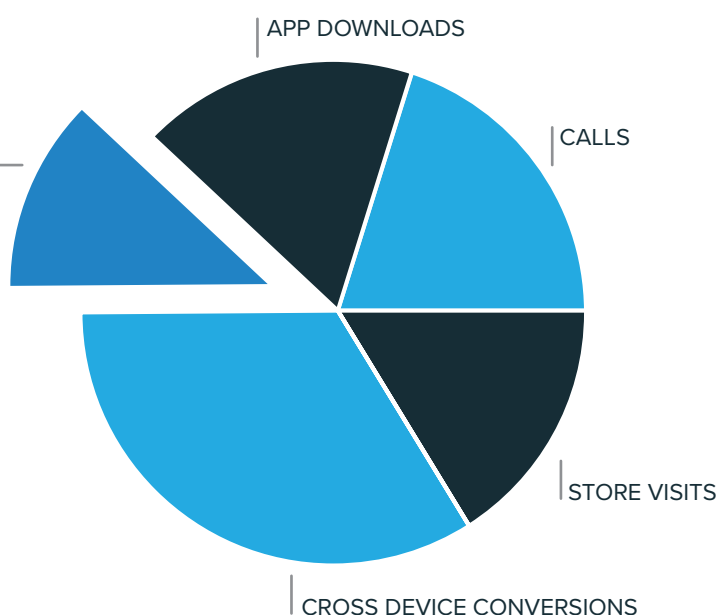
MEASURE THE FULL VALUE OF MOBILE

Adapt how you measure mobile to gain the data you need to drive value

Consider all the ways mobile drives value

Mobile has introduced new and valuable actions that customers take - app downloads, calls, store visits and more. Start measuring these actions to see the full value of mobile and make better budget decisions.

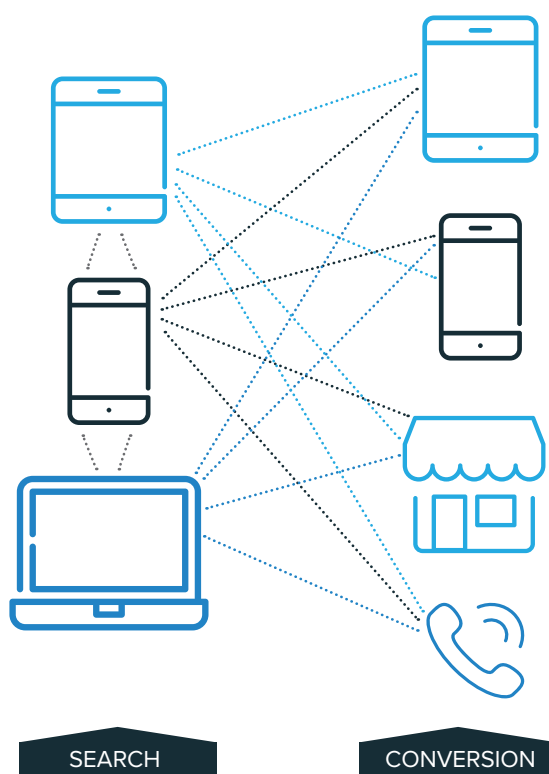
MOBILE CONVERSIONS
Conversions that start and end on mobile are only one slice of a much larger pie...
...These "other" actions that mobile users take are critical to measure to unlock the full value of mobile.





TODAY'S PATH TO PURCHASE

Looks more like a flight path than a straight line from search to conversion.



When adapting measurement for mobile, it's critical to ask how valuable calls, app downloads, store visits and cross device conversions are for your business.

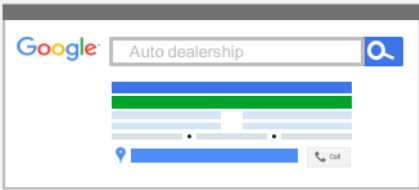
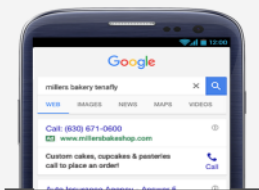
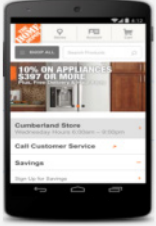
- Do they vary in value?
- Do they vary in success rate?
- What mobile actions do you want customers to take?

Use the data generated by these conversions to adjust how you bid for mobile and capture the full value of mobile.



IMPROVE MOBILE USER EXPERIENCE

Today, we're constantly connected via mobile. Make it easy for customers to find the information they need and engage with your mobile site.

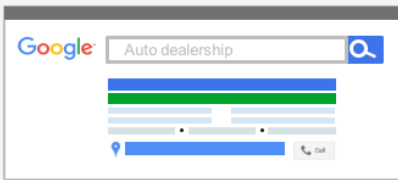
		
UTILISE AD EXTENSIONS	MAKE IT EASY FOR CUSTOMERS TO CALL	IMPROVE MOBILE SITE

Mobile users want to easily find the information they need. This may be a store locator, a phone number or a way to buy. Improving their experience can increase the valuable actions they take.



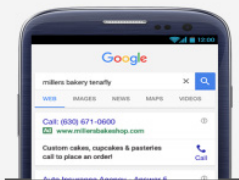
IMPROVE MOBILE USER EXPERIENCE

Creating a better mobile site can have a big impact on success. The more information you provide, the easier it will be for customers to get in touch with you. Use these resources to build a better mobile experience.



AD EXTENSIONS

Ad extensions give users information beyond just a text ad. For example, Sitelinks extensions let you link from an ad to specific pages in your website and have an average CTR uplift of 10-20%*.



CALL SOLUTIONS

Call focused ads give mobile users an easy way to call you. Adding call extensions can increase your click-through rate 6-8% on mobile devices. Our solutions also make it easy to measure and drive more calls.



25 PRINCIPLES OF DESIGN

67% of mobile users say that when they visit a mobile-friendly site, they're more likely to buy**. This guide gives you the resources you need to build a world class mobile experience for your customers.

* This will vary by client, business type, and extension type, among other factors, and Google cannot guarantee this or any uplift.

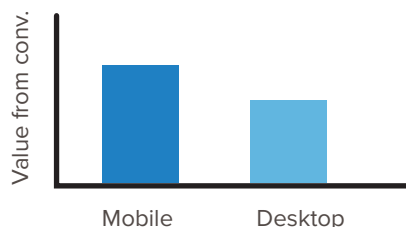
** ThinkWithGoogle Mobile Research Study



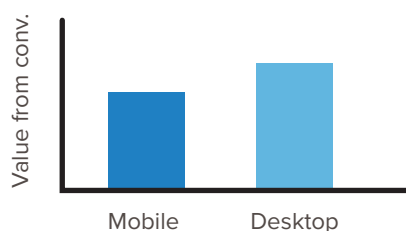
BETTER **INVEST** THROUGH THE RIGHT MBID

Mobile and desktop contribute different value in each campaign. Adjust your mBid based on this data, for the most successful campaigns.

Increasing or decreasing the role mobile plays for each campaign allows you to capitalise on success and reduce waste. Use conversion data to assess which channel drives more value.



a. When conversion data shows that mobile drives more value, increase your mBid to capitalise on mobile success.



b. When conversion data shows that desktop drives more value, turn down your mBid based on the difference.





BETTER **INVEST** THROUGH THE RIGHT MBID

Set your mobile bid based on the value mobile generates. Find this by dividing your mobile conversion rate by your desktop conversion rate. Use the example below.

How to set the right mBid

mBid = mobile conv. rate / desktop conv. rate - 1

1. From the **Campaigns** tab, click **Segment** and choose **Device**.
2. Choose campaigns with enough data for consistent results (90 days and more than 20 conversions on both Mobile and Computer).
3. Find Computer conv. rate and **mobile conv. rate** using **Est. Total Conversions** column.
4. Divide **mobile conv. rate** by **computer/desktop conv. rate** - using the formula below.

Example:

- Mobile Conv. Rate = **4.43%**
- Computer Conv. Rate = **3.96%**
- $(4.43\% / 3.96\%) - 1 = 0.118 = \mathbf{12\%}$

Campaign	Labels ?	Est. total conv. ?	Est. total conv. rate ?
Total - all campaigns		1,146	4.70%
ES - FP2 - Cursos Gratis		412	4.22%
Computers ?		260	3.96%
Mobile devices with full browsers ?		112	4.43%

Use Est. total conv. rate to include as much conversion data as possible in your bid calculation. You can also use standard **conv. rate**.

For this example, the best way to capture the most value from mobile is to set the mobile bid adjustment at +12%.

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Let's Talk

Need help with AdWords for mobile?

Talk to an expert today: **023 8033 2675**

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