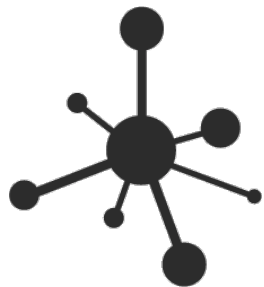


Attract audiences online **because it's where they are**

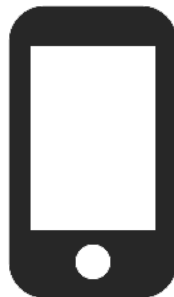
Connected



58%

are online

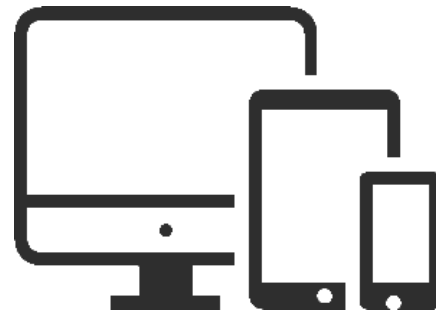
Mobile



36%

smartphone penetration

Multiscreen



1.6

digital devices on average

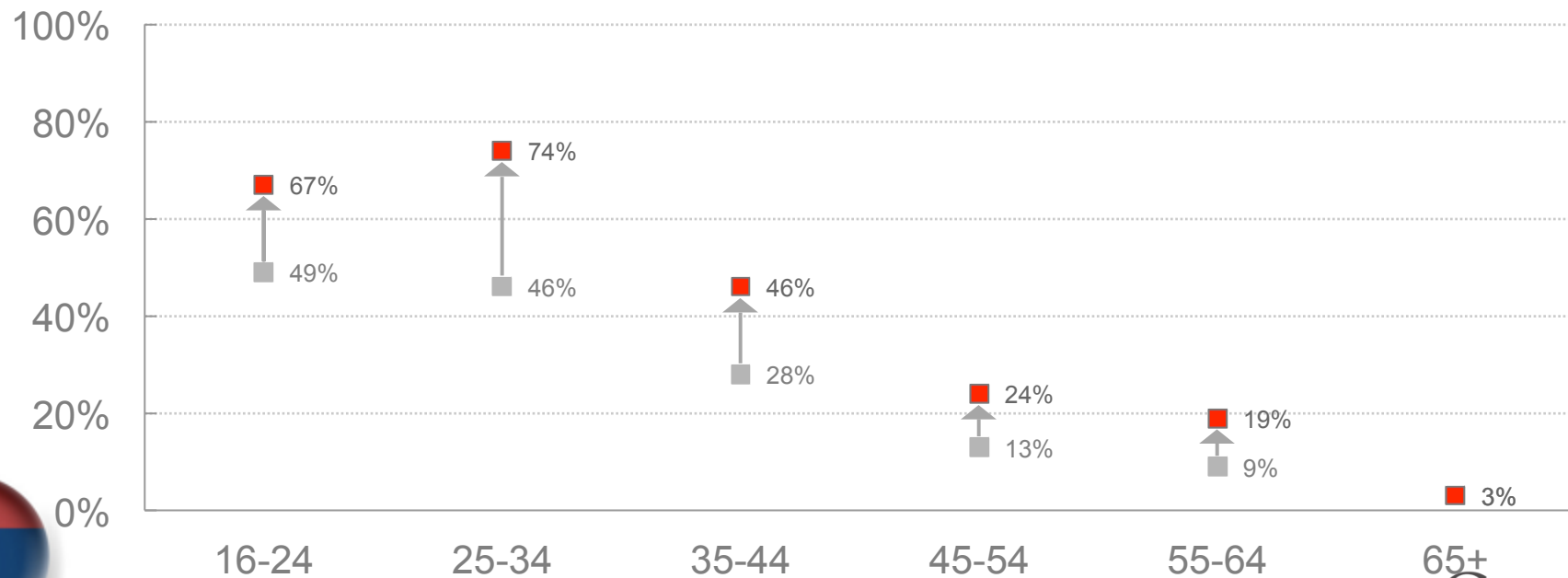


Source: TNS connected consumer study 2014

Google™

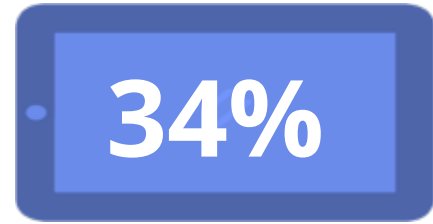
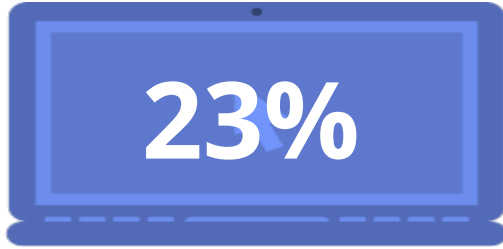
74% smartphone penetration on population 25-34

Smartphone usage by age group in Serbia (2013 vs. 2014)



Source: TNS connected consumer study 2014

56% of smartphone usage takes place out of home



Source: TNS connected consumer study 2014

Google™

64% use their tablet for private reasons only



Private Only

58%

63%

64%



Work Only

5%

3%

11%



37%

33%

25%

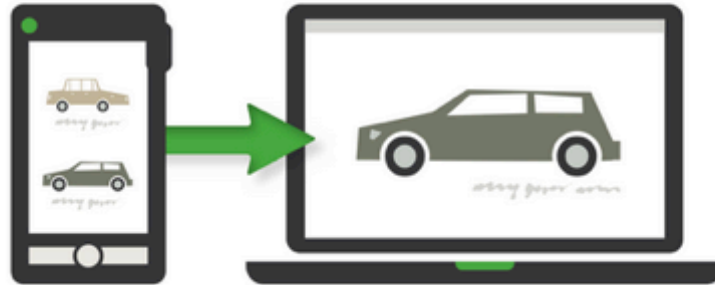
Source: TNS connected consumer study 2014

Google™

There are two modes of multi-screening

Sequential Usage

Moving from one device to another at different times to accomplish a task



Simultaneous Usage

Using more than one device at the same time for either a related or an unrelated activity

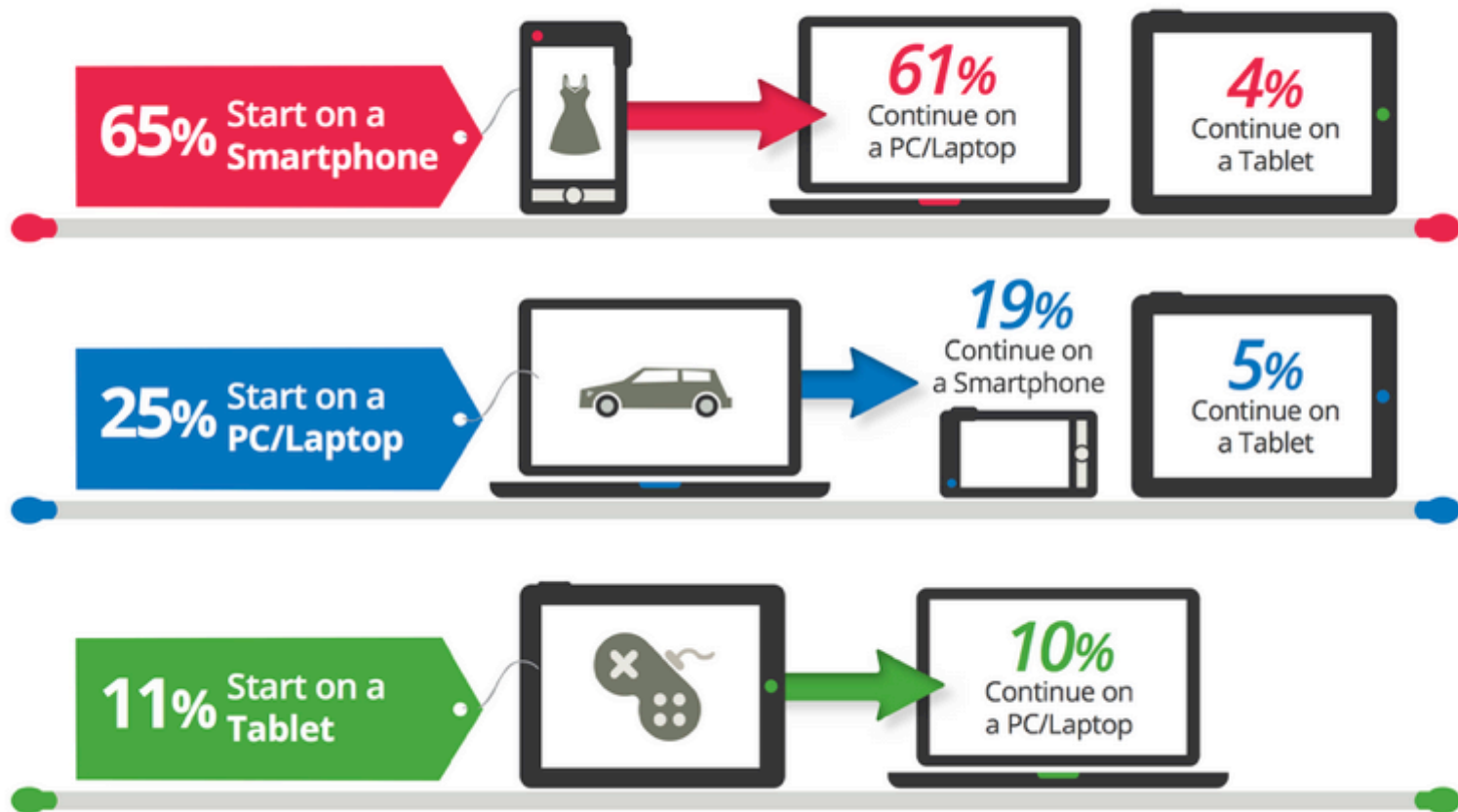


Multi-tasking - Unrelated activity

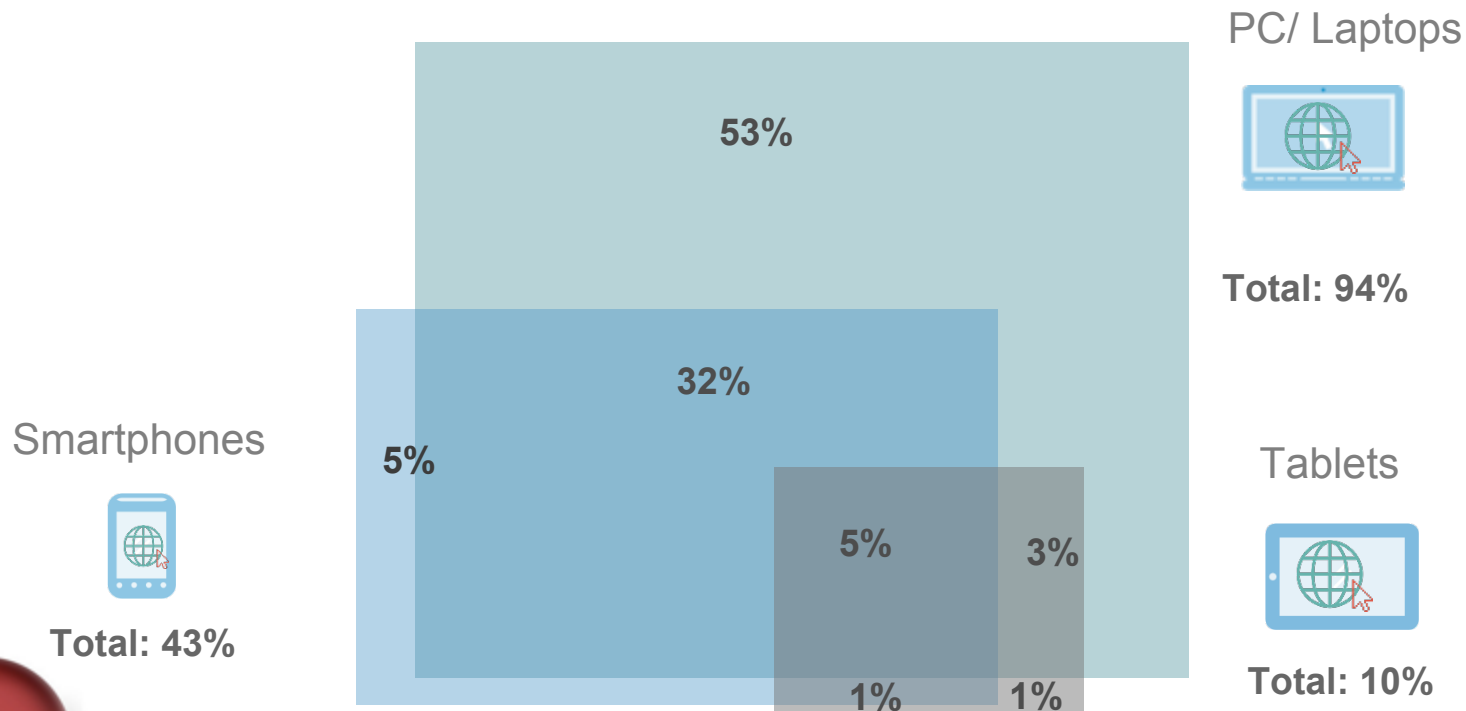


Complementary Usage - Related activity

Consumers take a multi-device path to purchase

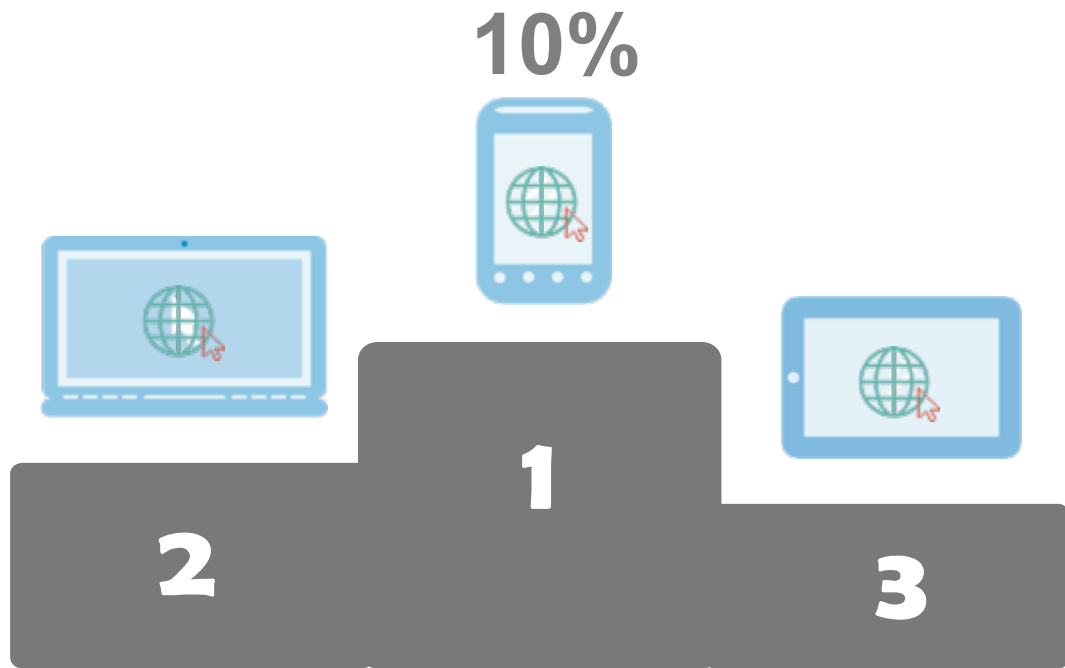


5% go online with all three devices



Source: TNS connected consumer study 2014

10% use the Internet more frequently on a smartphone than on a computer



Source: TNS connected consumer study 2014

Google™

Mobile is accelerating the trend

5%

Use internet only on
smartphone

15%

Purchase online using
their smartphone

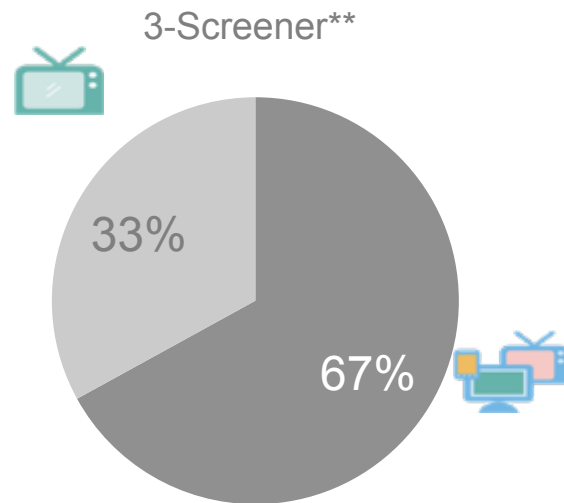
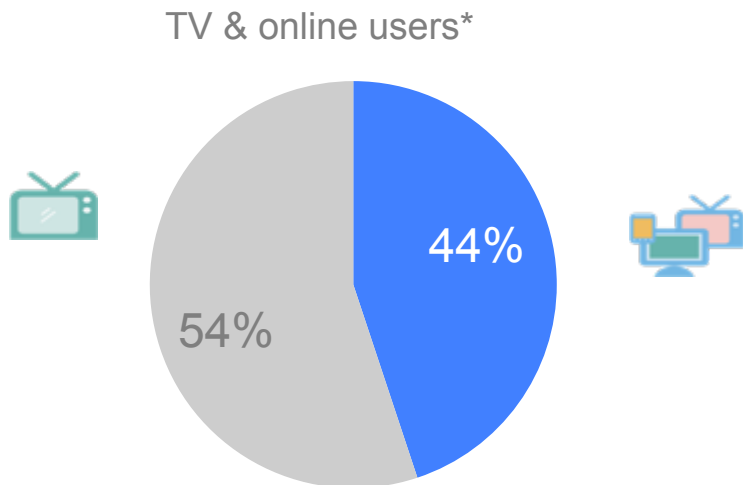


Source: TNS connected consumer study 2014

Google™

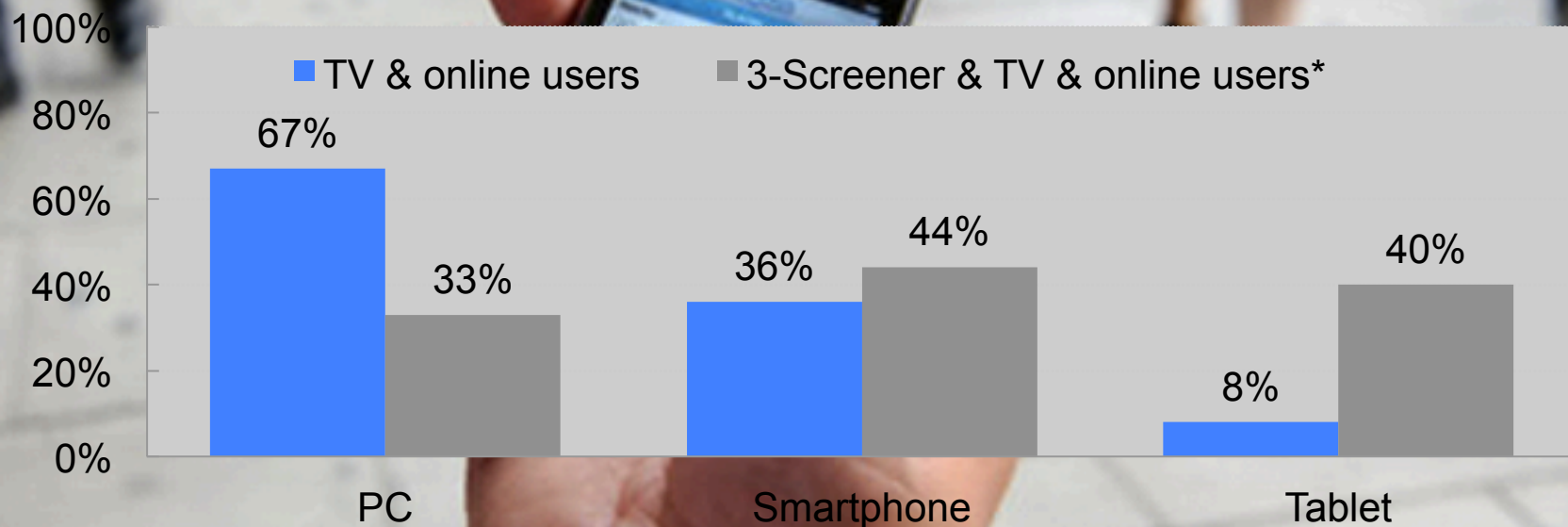
44% of all TV & online users connect to the Internet while watching TV

❖ Simultaneous online usage while watching „regular“ TV



Source: TNS connected consumer study 2014

If present, smartphones are used most often to go online while watching TV

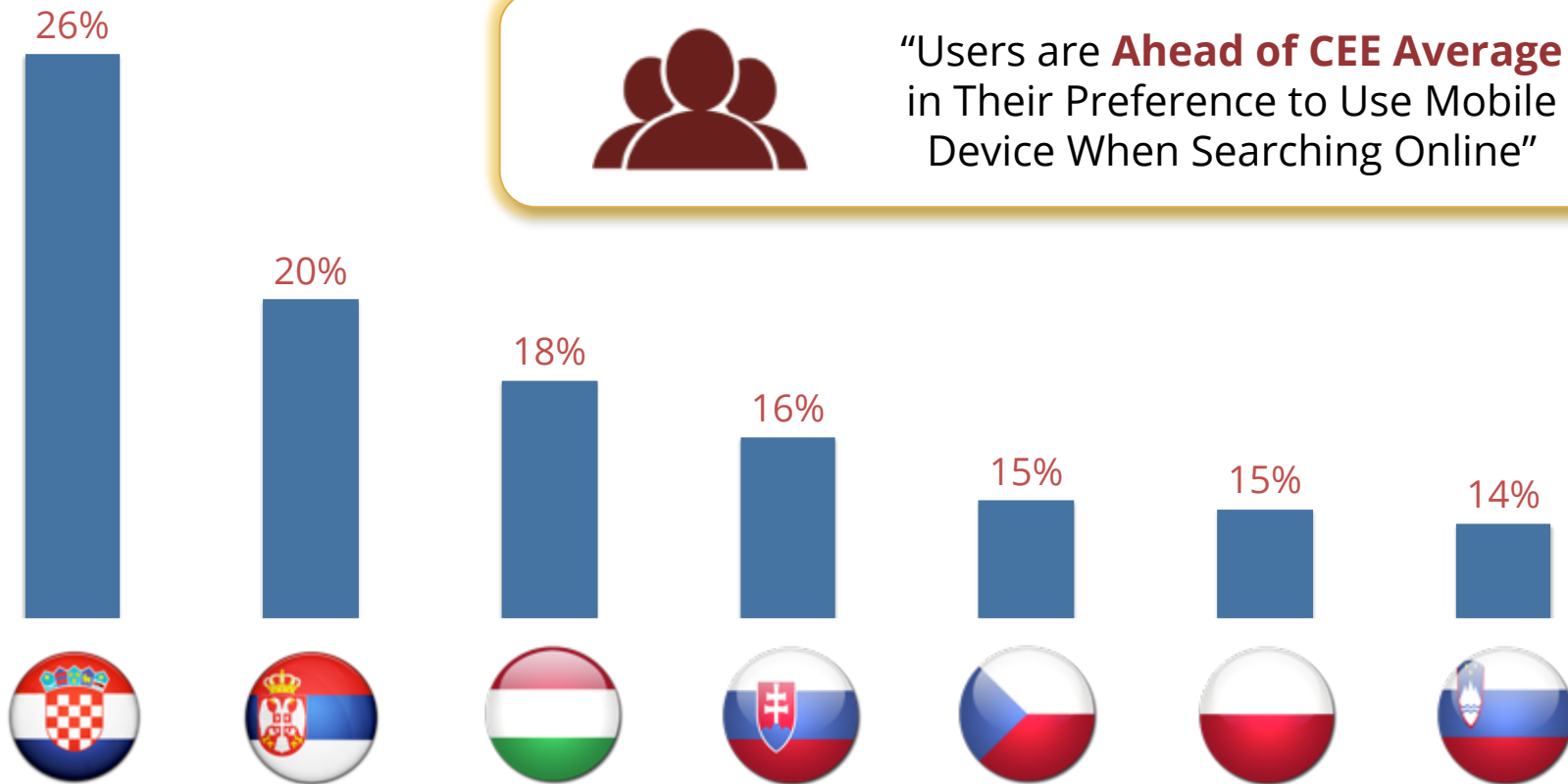


Source: TNS connected consumer study 2014

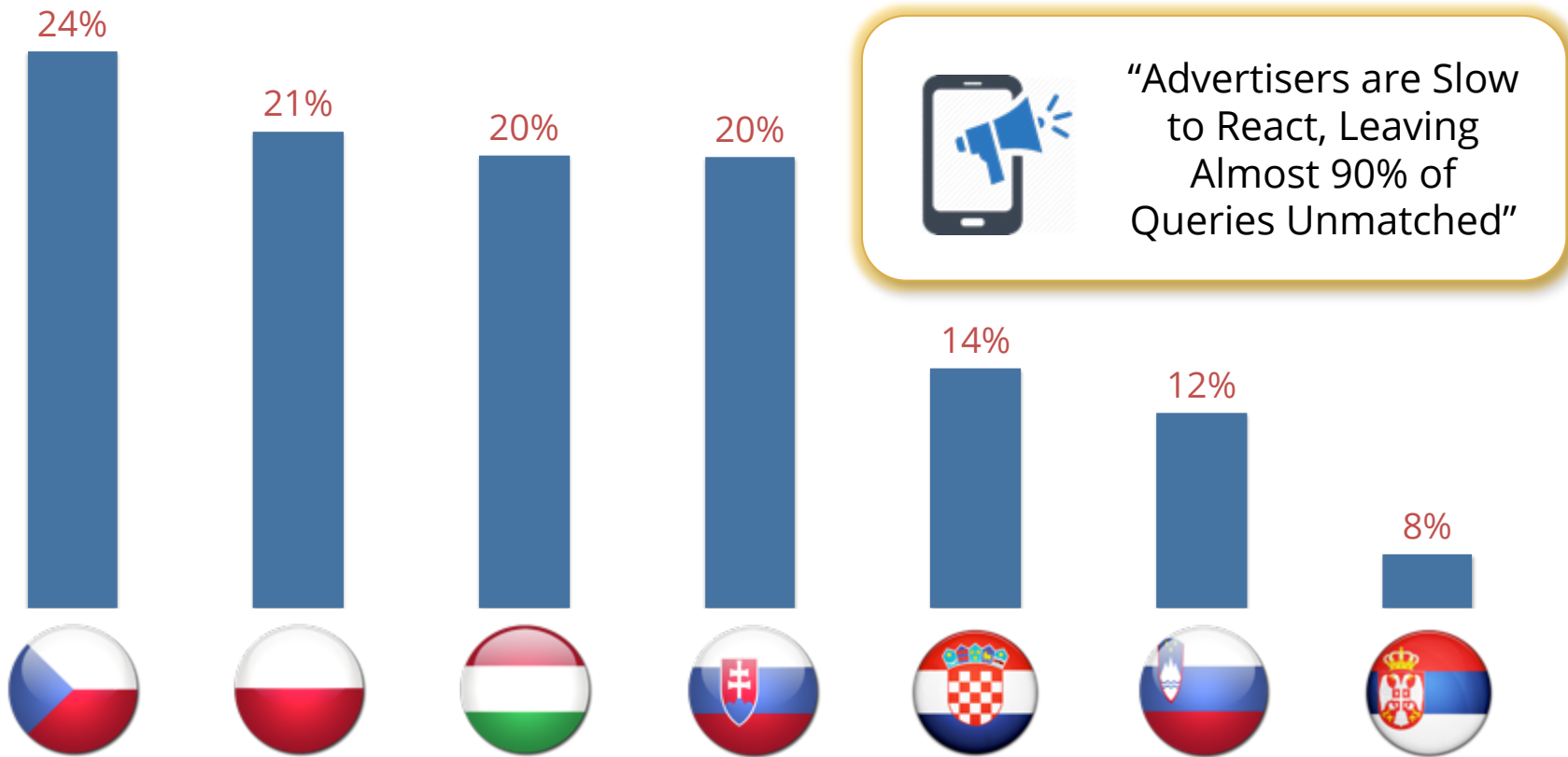
Share of Queries from **Mobile Devices** on Google Search



“Users are **Ahead of CEE Average** in Their Preference to Use Mobile Device When Searching Online”

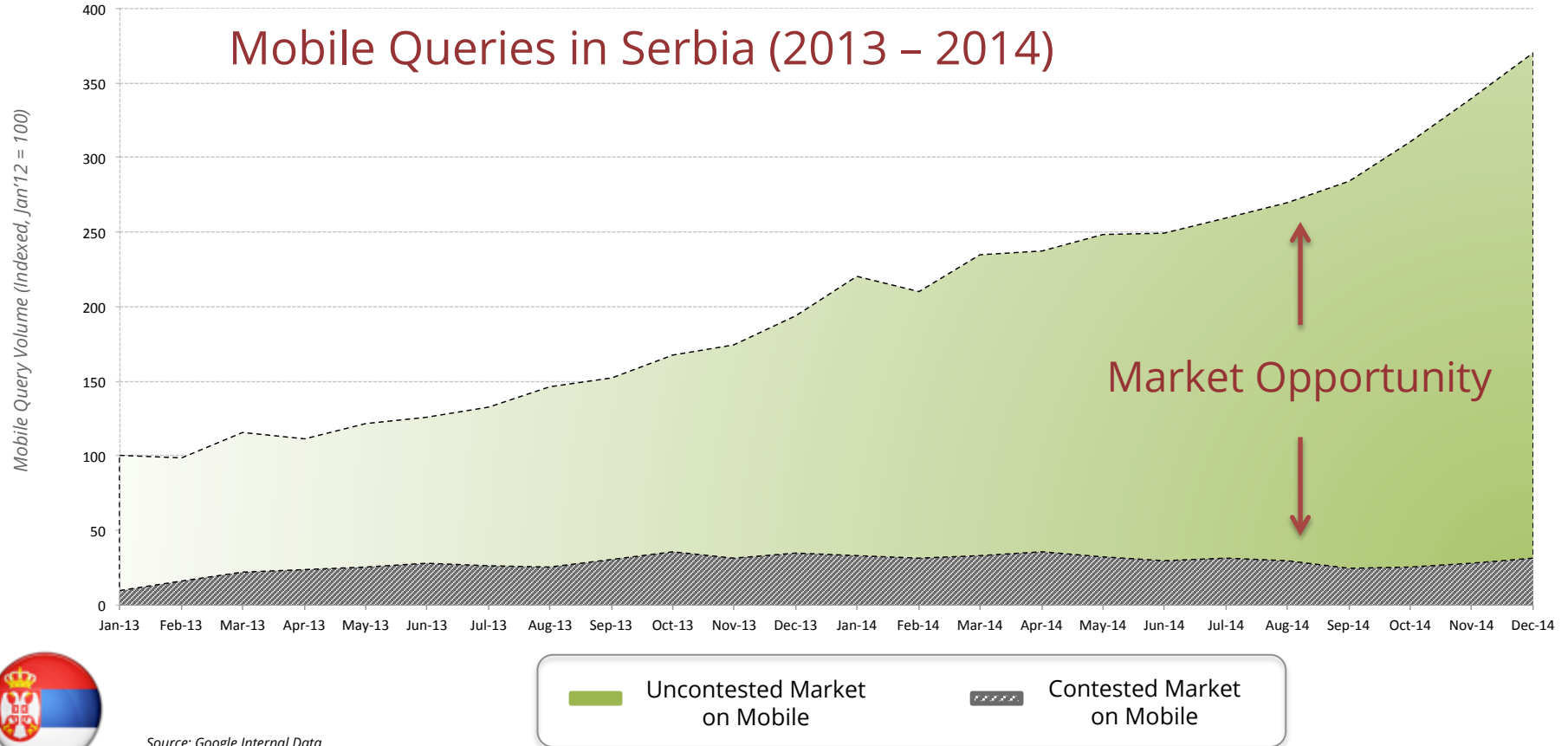


Share of Mobile Queries **Matched with an Advertisement**



Increasing Gap between Demand and Supply on Mobile Devices

Mobile Queries in Serbia (2013 – 2014)



Source: Google Internal Data
Time Period: Jan'13 – Dec'14

Opportunity with Mobile Advertising?

47%

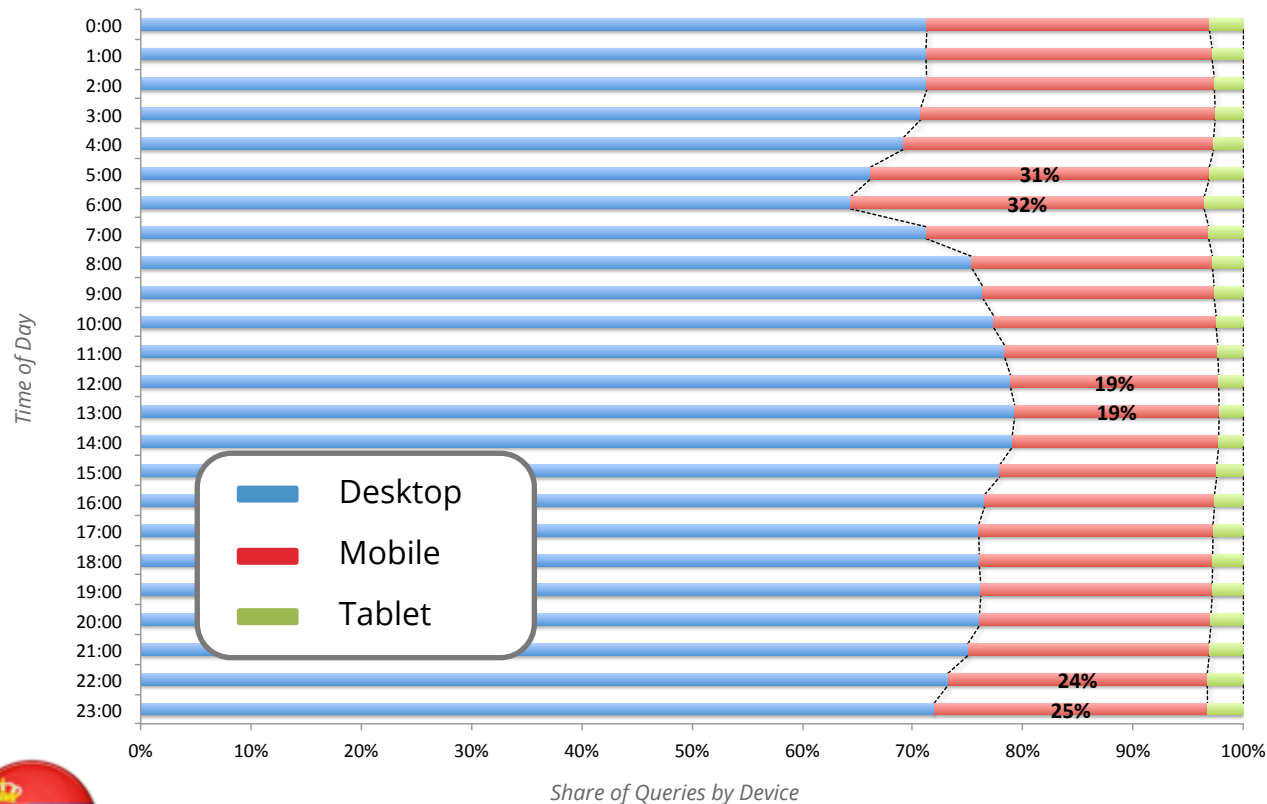
Average User in Serbia Makes 47%
More Searches on His Mobile Device
than His CEE Peers...



Source: Google Internal Data, World Bank
Time Period: Jan'14 - Dec'14

Google™

Distribution of Queries by Device (Hourly)



Peak Mobile Hours

05:00 – 08:00

21:00 – 01:00

Provide content on your brands and products because that's what they want



Top categories on mobile search:
mobile phones, gadgets, gaming,
shopping web sites

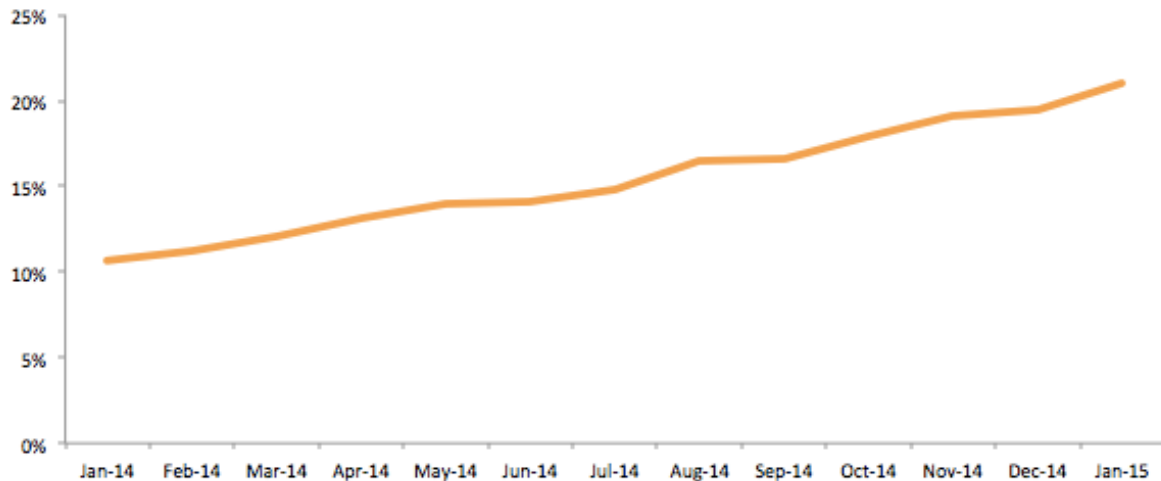


Source: google internal data

Google™

Growth of **mobile queries** on google.rs

Retailers & General Merchandise Share of Mobile (%)



21%

of all queries on
google search engine,
linear growth trend

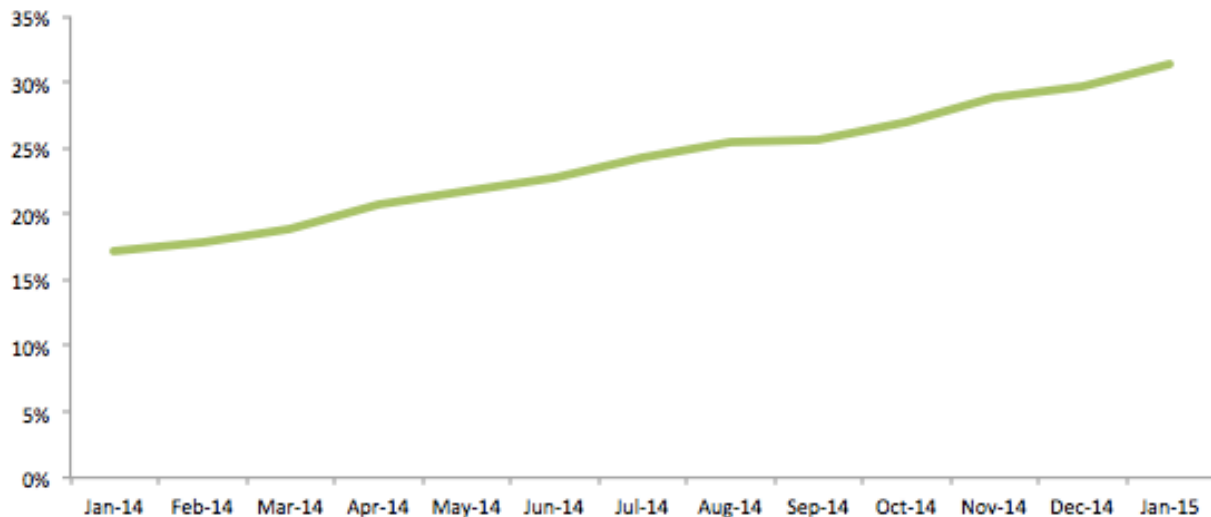


Source: Google internal data March 2015

Google™

Growth of **mobile queries** on google.rs

Beauty & Personal Care Share of Mobile (%)



31%

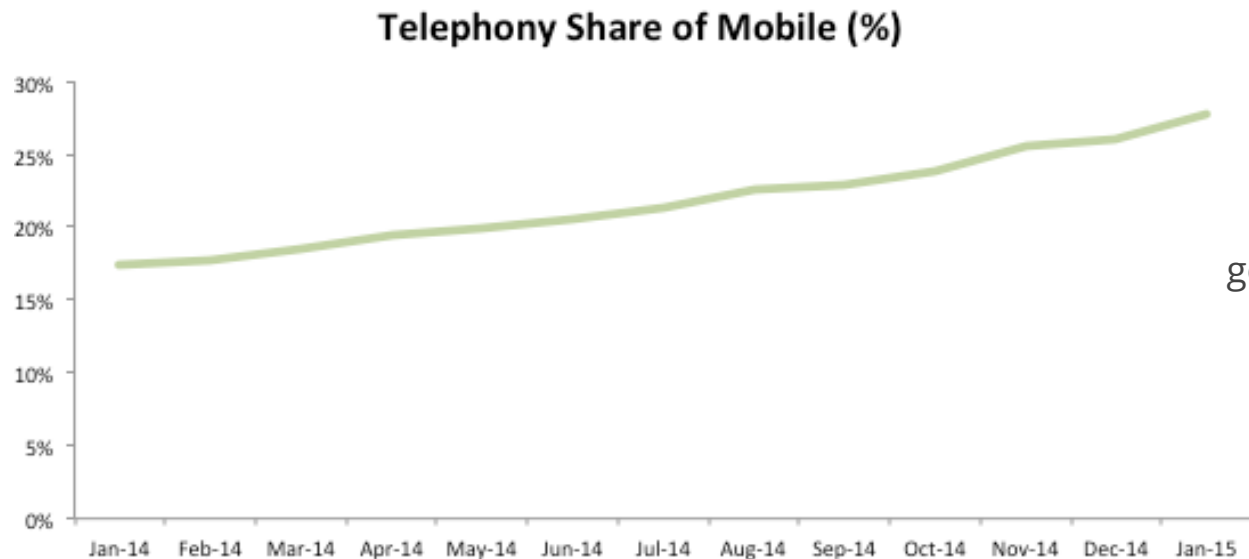
of all queries on
google search engine,
100% growth YOY



Source: Google internal data March 2015

Google™

Growth of **mobile queries** on google.rs



28%

of all queries on
google search engine,
80% growth YOY



Source: Google internal data March 2015

Google™



Leading Countries Where Android or iOS Devices Are the Top Source of Mobile Internet Traffic, March 2014

% of total mobile internet traffic

Android		iOS	
Macedonia	90.7%	Australia	74.3%
Albania	81.5%	Denmark	73.5%
Serbia	78.4%	Canada	73.4%
Slovenia	75.7%	Luxembourg	69.3%
South Korea	74.0%	Belgium	68.3%
Austria	72.6%	Japan	67.5%
Slovakia	66.1%	New Zealand	67.0%
Croatia	63.6%	Sweden	66.1%
Switzerland	63.2%	Netherlands	65.6%
Hungary	61.5%	France	65.4%
India	57.8%	UK	65.2%
Germany	57.7%	US	62.1%
Spain	56.4%	Norway	61.1%

Note: 12-month period ending March 2014

Source: dotMobi as cited in press release, March 18, 2014

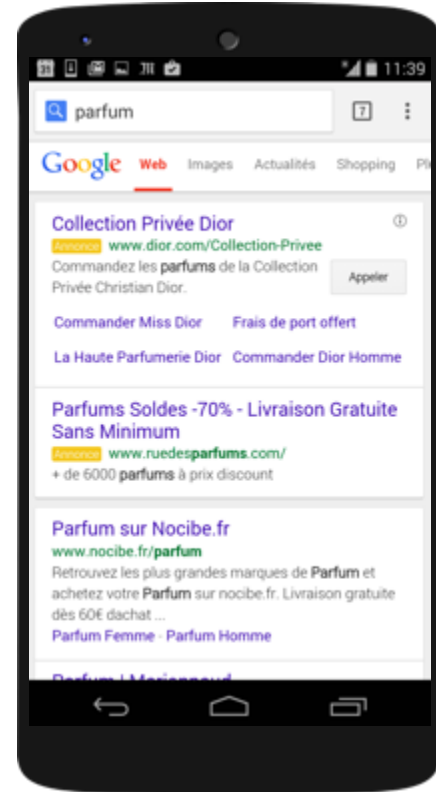
Desktop vs. Mobile Ad Clickthrough Rate (CTR) in Central & Eastern Europe, by Country, Dec 2013-May 2014

	Mobile	Desktop
Poland	0.96%	0.44%
Bulgaria	0.67%	0.52%
Slovakia	0.67%	0.43%
Latvia	0.67%	0.28%
Romania	0.67%	0.50%
Czech Republic	0.65%	0.33%
Croatia	0.49%	0.41%
Hungary	0.45%	0.20%
Lithuania	0.44%	0.24%
Serbia	0.27%	0.26%

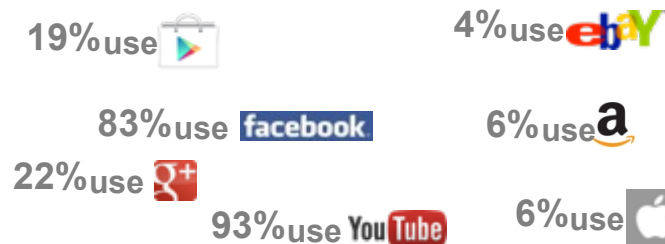
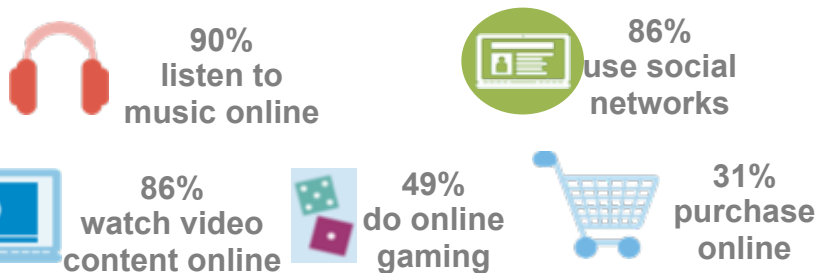
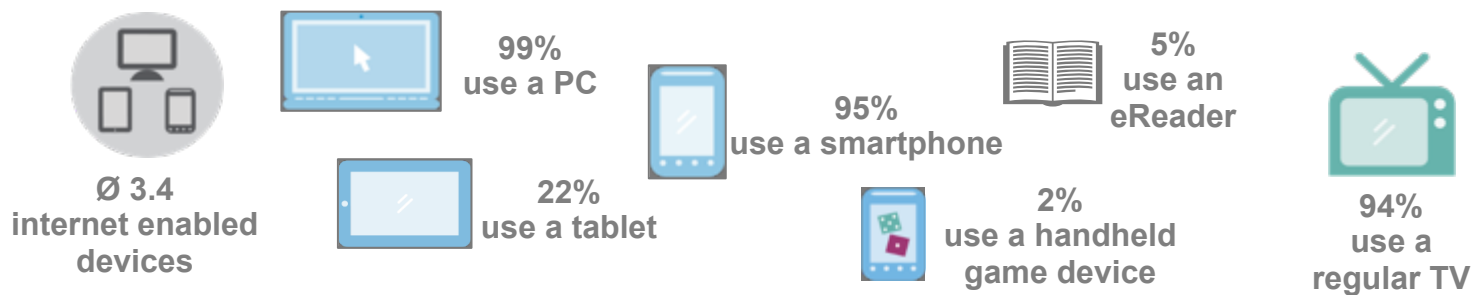
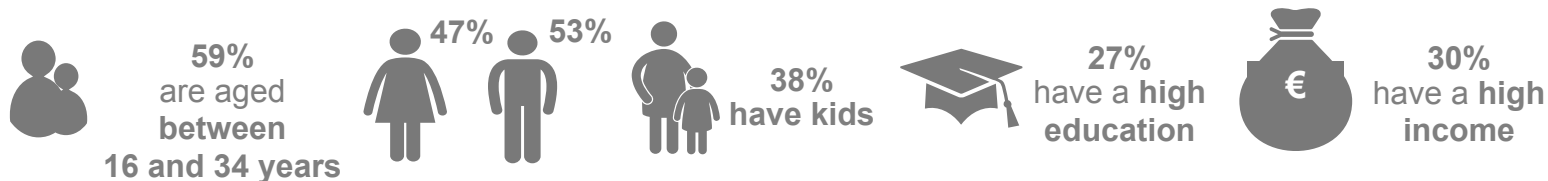
Source: gemiusDirectEffect as cited in Gemius, "Consumers Go Mobile in CEE: Mobile Market Overview," Dec 8, 2014

184404

www.eMarketer.com



Multiscreen Users in Serbia





Drive mobile commerce



Make site search visible and ensure results are relevant



Implement filters to improve mobile search usability



Design efficient forms with streamlined entry

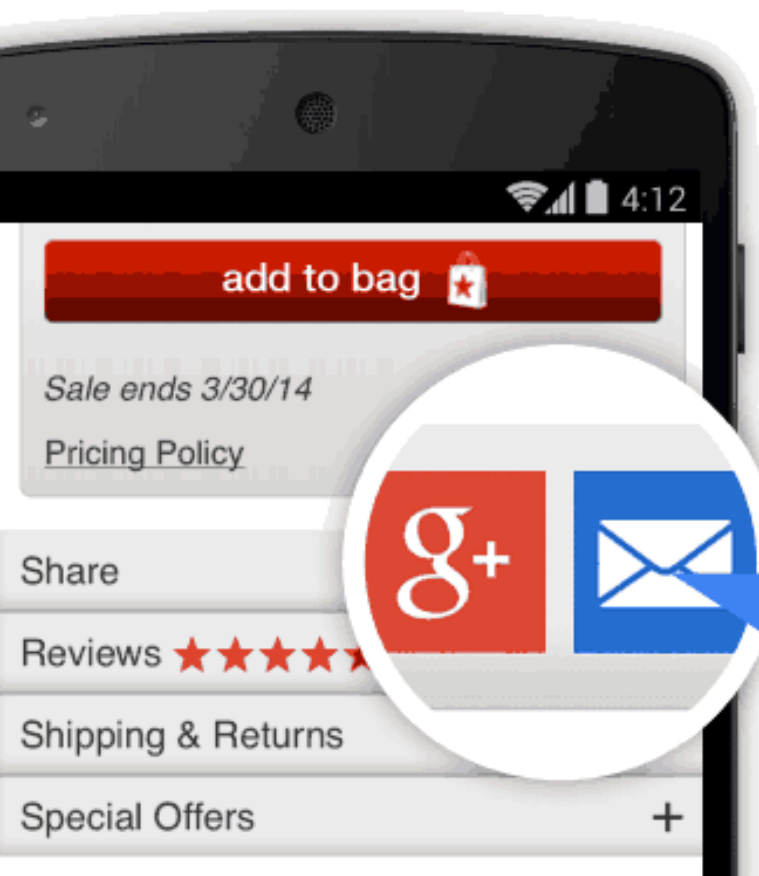


Let users purchase as guest



Make it easy to finish converting on another device

SET UP MOBILE EXPERIENCE



13. MAKE IT EASY TO FINISH CONVERTING ON ANOTHER DEVICE

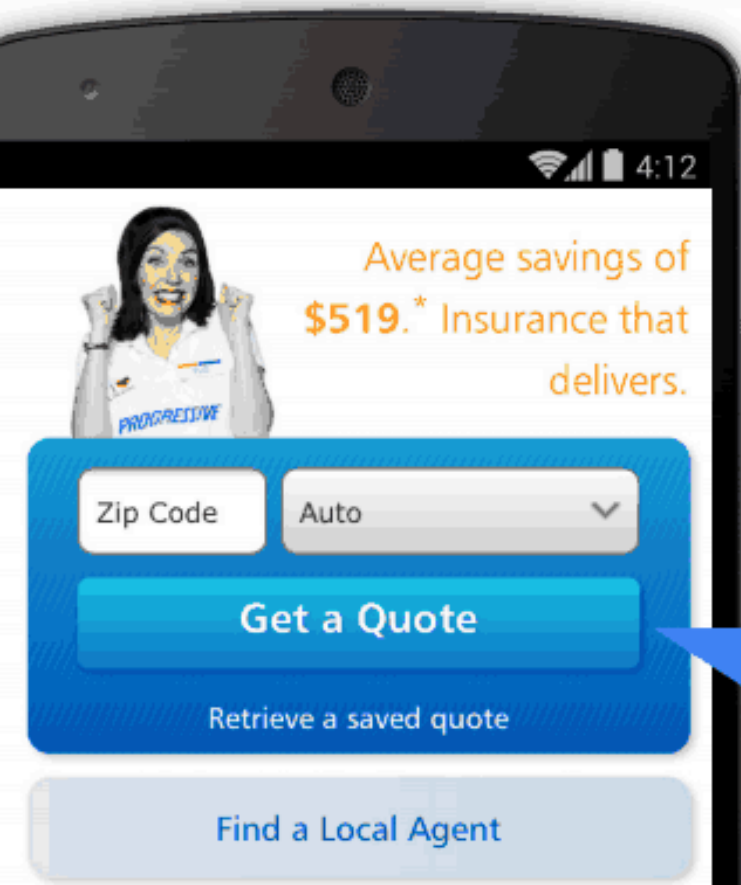
Not all participants were comfortable converting on their mobile device. Offer an easy way to save or share information across devices to keep users in your funnel. For instance, a career site allowed participants to email themselves jobs to apply for later.

Key Takeaway

Mobile visitors may be researching to convert later, so offer a simple way to resume their journey on another device via social sharing, email or save-to-cart functionality.

Example from Macy's Mobile Site.

SET UP MOBILE EXPERIENCE



1. CALLS-TO-ACTION FRONT AND CENTER

It can be easy for mobile users to miss menu items, so always put your key calls-to-action where you know users will see them. Study participants had the easiest time completing tasks on sites that clearly displayed primary calls-to-action in the main body of the site, with secondary tasks available through menus or below the fold. Your mobile calls-to-action will probably be different than on desktop, so put yourself in your users' shoes when determining placement.

Key Takeaway

Feature your primary calls-to-action in your most prominent site space.

Example from Progressive Mobile Site.

MEASURE FULL VALUE



**Estimated
Total
Conversions** =



Online Conversions
Advertisers see today



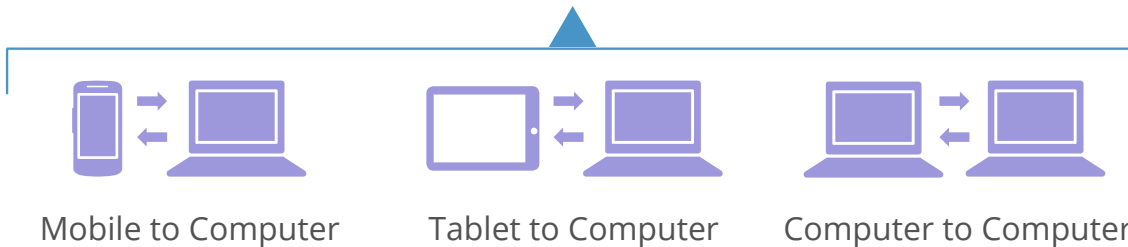
**Cross-Device
Conversions**



Calls



Store visits



Increase in
conversions
measured when
using estimated
total conversions



12%

Entertainment



8%

Travel



8%

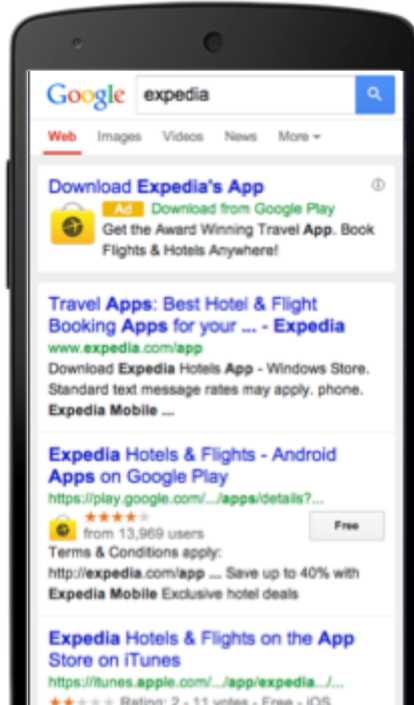
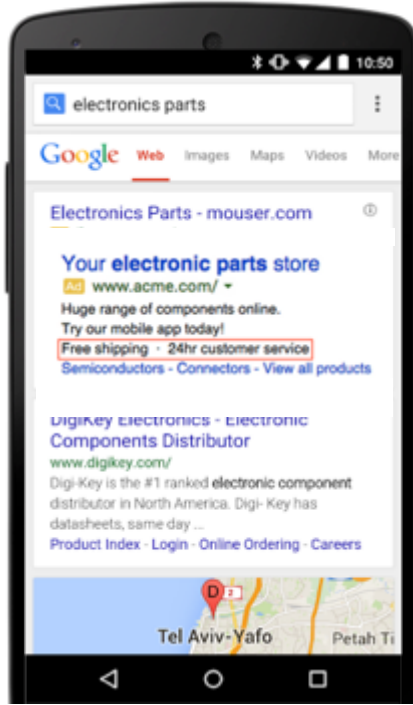
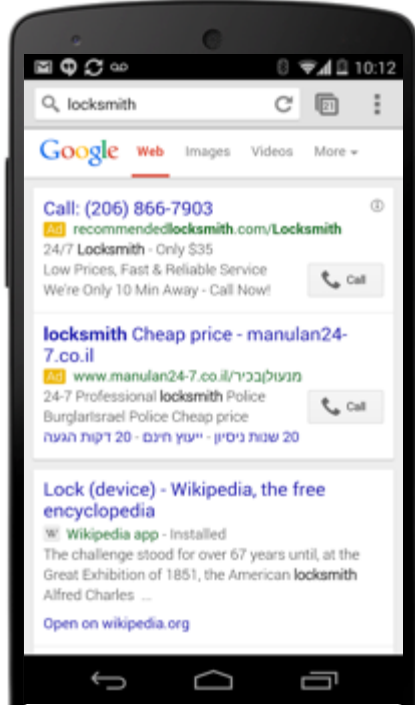
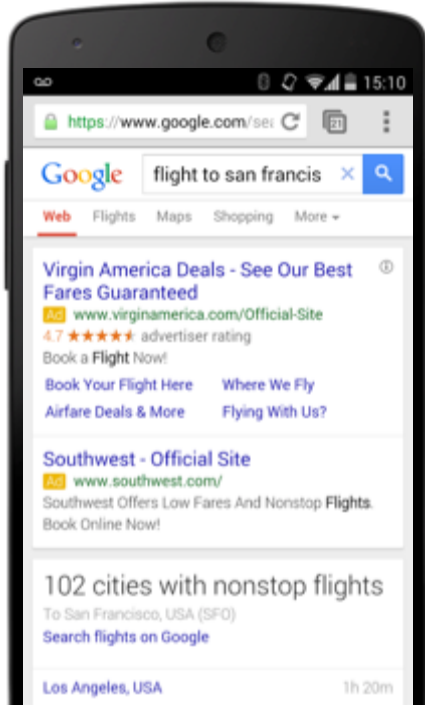
Technology



7%

Retail

Mobile Search Solution Suite



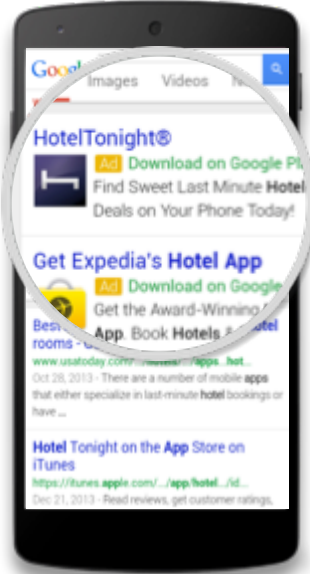
Driving discovery and installation of your app



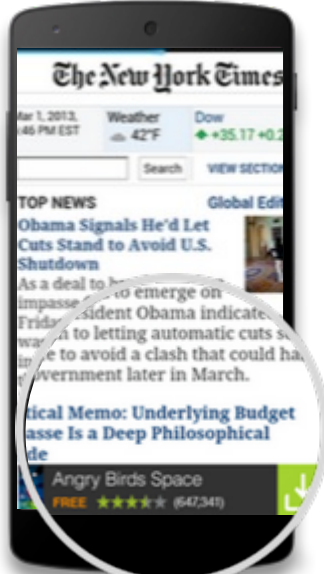
Discover users wherever they are, in apps and web, while they...

Driving **discovery**
and installation
of your app

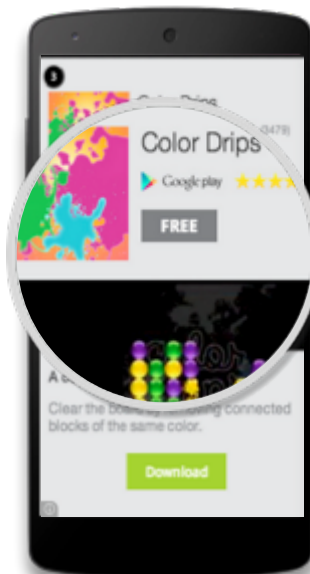
Search



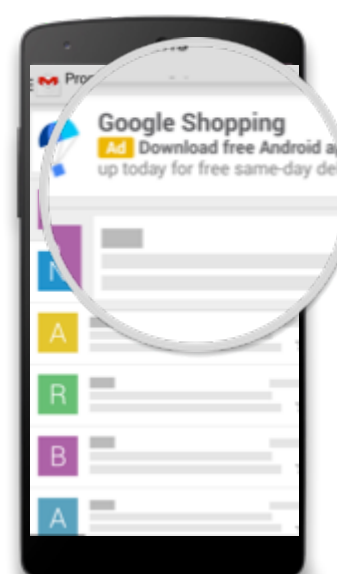
Surf the Web



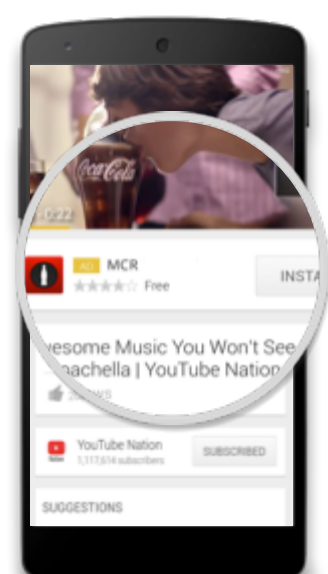
Play in Apps



Work in Gmail



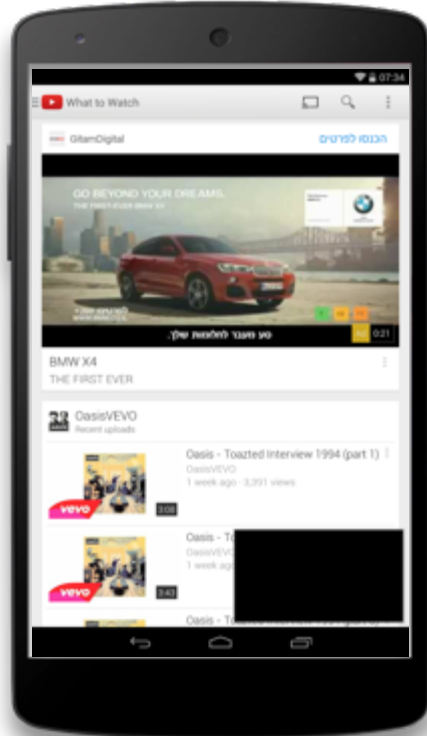
Watch on YouTube



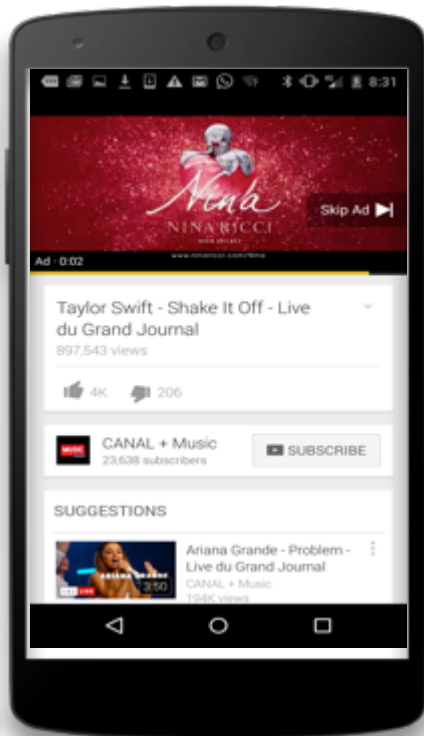
Building awareness



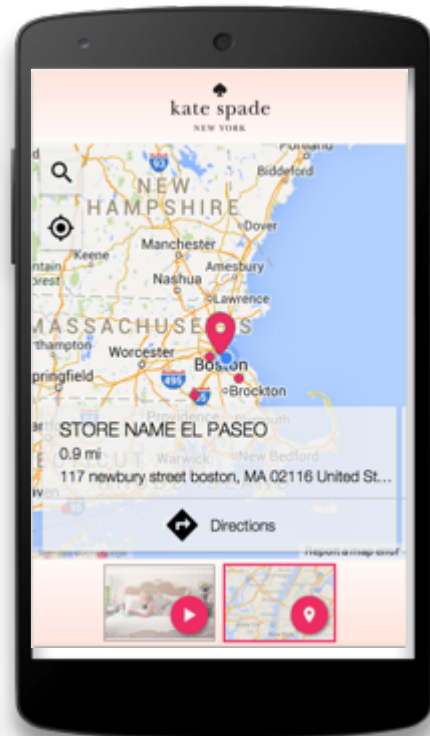
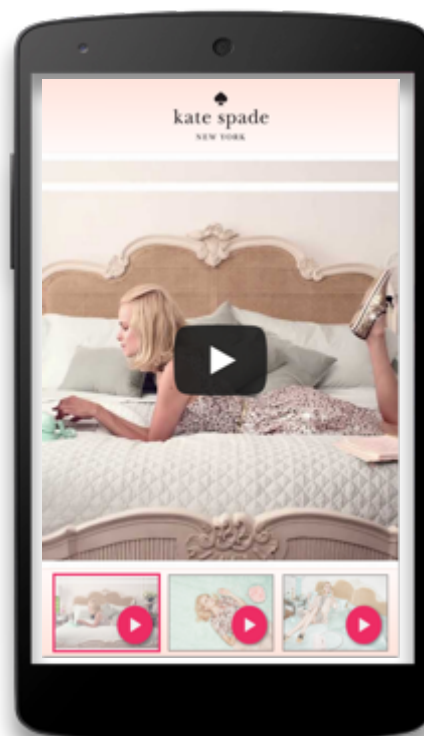
Mobile Masthead



TrueView Video Ads



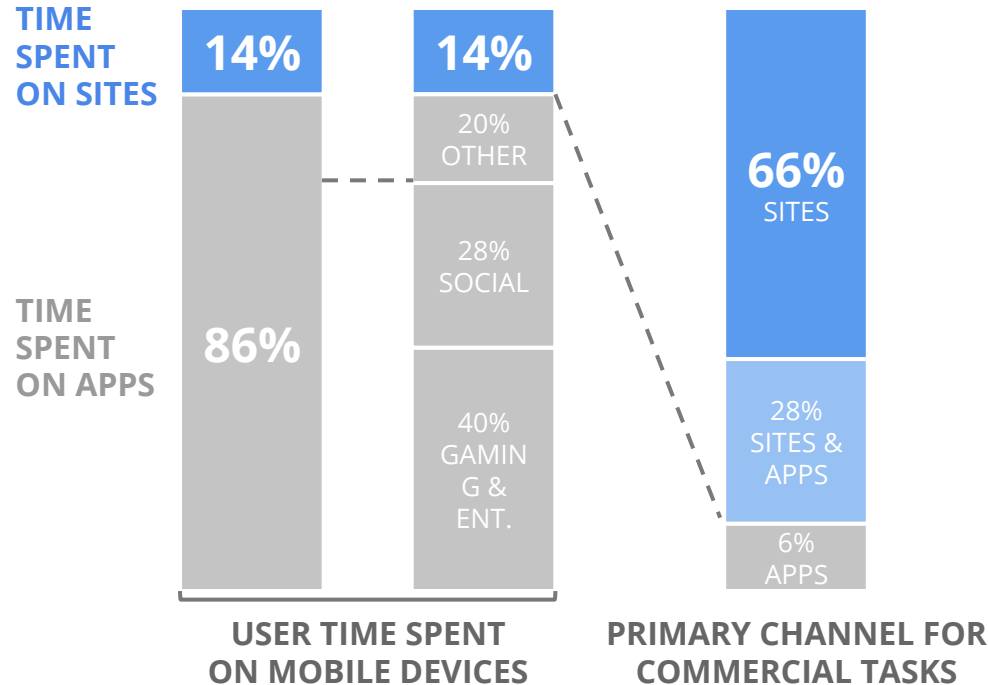
Lightbox ads



In summary...

- Plan for change
 - Organize to win in mobile UX
 - Measure full value
 - Drive mobile traffic

ON MOBILE, ENTERTAINING APPS DOMINATE TIME, BUT SITES CAPTURE THE BULK OF TRANSACTIONS.



INDUSTRY SNAPSHOT

75% OF AUTOS USERS

60% OF FINANCE USERS

70% OF TRAVEL USERS

71% OF RETAIL & TECH USERS

64% OF LOCAL SERVICES USERS

... USE SITES MORE OFTEN FOR
COMMERCIAL TASKS

Sources: Time spent stats: <http://www.flurry.com/bid/109749/Apps-Solidify-Leadership-Six-Years-into-the-Mobile-Revolution#.U44l461dVX4>;

Commercial task stats: Google/Ipsos Multiscreen Industry Study of 29k smartphone users across 9 industries (to be published).

MSITE & APPS STRATEGY

FIRST: BUILD A GREAT SITE FOR THE MAJORITY OF USERS

- 1 **BUILD A MOBILE SITE** TO MEET NEEDS OF THESE USERS. THIS SHOULD BE **PRIORITY #1**
- 2 FOCUS ON **CORE CAPABILITIES** INCLUDING **COMMERCE** AND OTHER **KEY CONVERSION EVENTS**
- 3 UNDERSTAND AND **OPTIMIZE TO USER BEHAVIOR**. USE THE **25 MOBILE DESIGN PRINCIPLES**

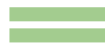
NEXT: BUILD AN APP FOR YOUR POWER USERS

- 4 IDENTIFY **UNIQUE, APP-ONLY CAPABILITIES** THAT COMPLEMENTS SITE FUNCTIONALITY
- 5 BUILD AN APP THAT **GOES BEYOND COMMERCE** FOR LOYAL, REPEAT USERS WHO **ENGAGE DEEPLY**
- 6 **PROMOTE YOUR APP TO AN AUDIENCE THAT IS READY** TO USE IT (THIS MAY NOT BE 1ST TIME USERS!)

\$600K
Q3 Investment



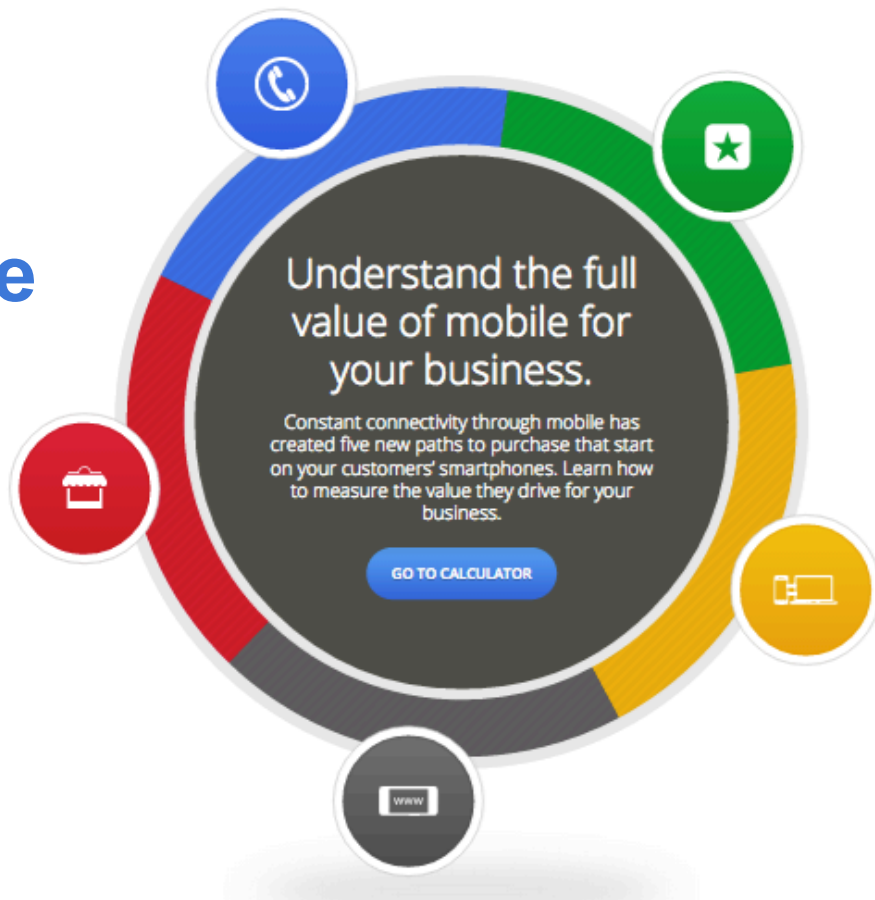
[60K calls @ \$3/call + 100K direction clicks @ \$2/click + 10K orders @ \$30 + 20K app downloads @ \$5/download] 190K total conversions



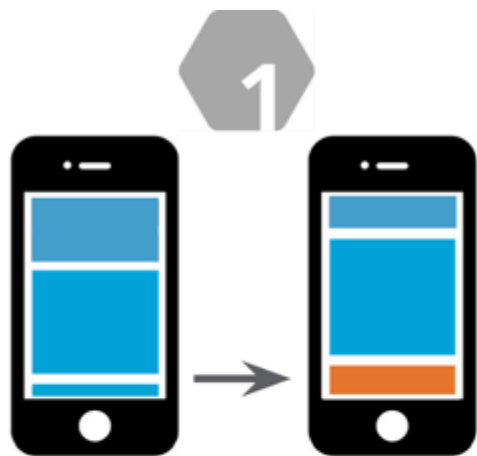
\$300K
ROI (-50%)

Let's try

g.co/fullvalueofmobile

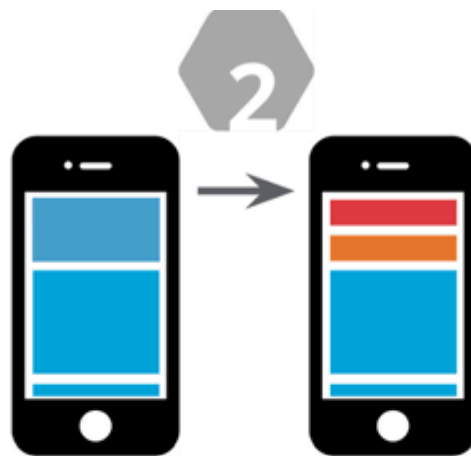


thinkmobile
with Google



Presence: Opt-in to mobile

Recommend mBid based on the current Mobile Bid Adjustment of the main competitors



Prominence: Maximize Visibility

Recommend mBid based on the mobile Top of Page Bid Estimate



Optimize: Conversions

Recommend mBid based on the Estimated Total Conversions or the Full Value of Mobile.