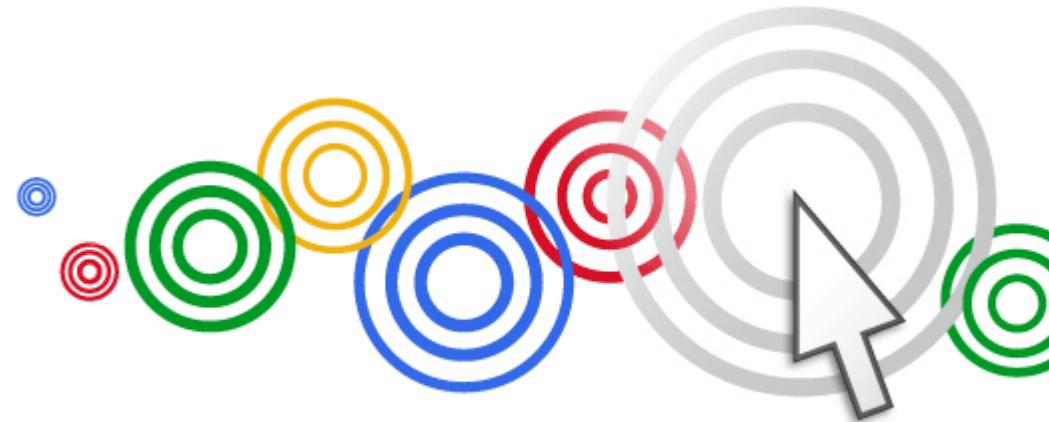
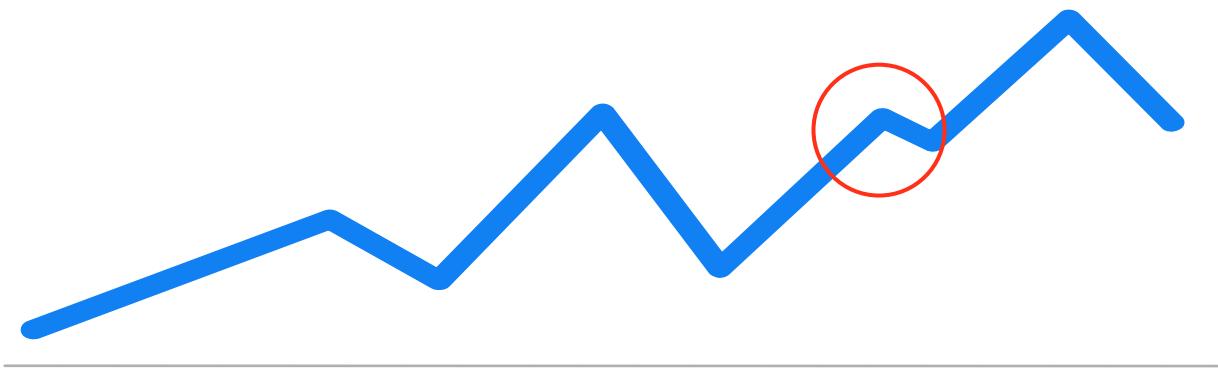




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with Google™





Make Better Decisions

Insights

Shannon Snow, Head of Industry, Education

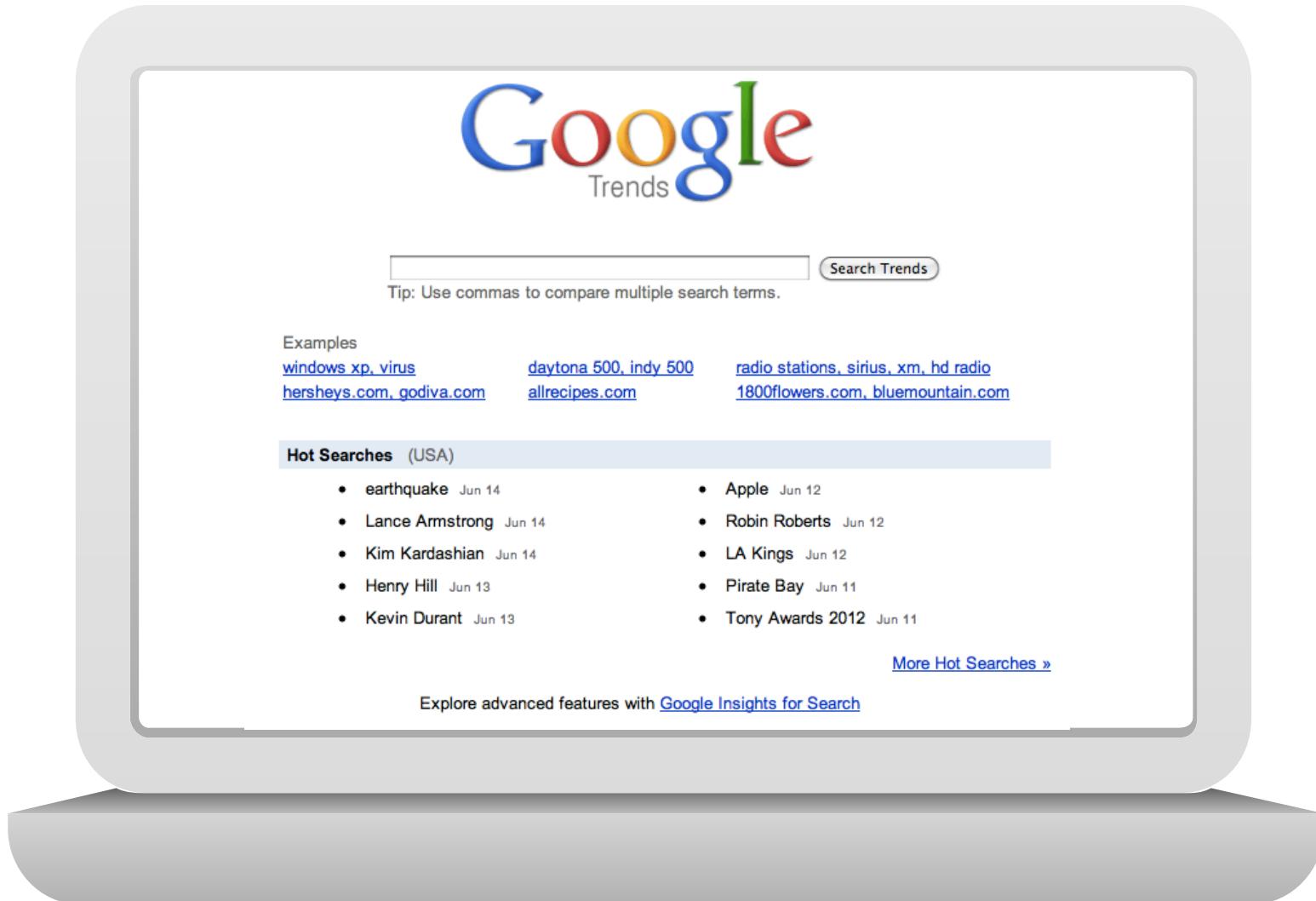


Pop Quiz



What is the World
Most Interested in
Right Now?

What's Hot Right Now?



“Know where to find the information
and how to use it – that’s the
secret of success.”

– Albert Einstein

There's a Lot of Information Out There

Over **1 billion** searches per day



60 hours of video uploaded to YouTube every minute



Mobile search traffic has increased **5X** in the past 2 years



Google Display Network reaches nearly **92%** of all Internet users



Google TV Ads reach over **88 million** homes in the U.S.



Over **3 billion** YouTube video views per day



AdWords advertisers in over **190** countries and 41 languages

We're Organizing Masses of Information



1+ Billion
searches
per day



60 hours
of video uploaded
to YouTube per minute



1 Million
new blog posts
per day

And We Believe Data Should Drive Decisions

Google's mission is to organize the world's information and make it universally accessible and **useful.**

*How do I find the information
that is the most useful for me and
my business?*

What's in Your Google Insights Toolbox?



Google Insights for Search
beta

doubleclick
ad planner
by Google

thinkinsights
with Google beta

YouTube

Google trends

- 1 What are People Searching for?

- 2 What Content is the Most Engaging?

- 3 What Do We See in the Market?

1

What are People Searching for?

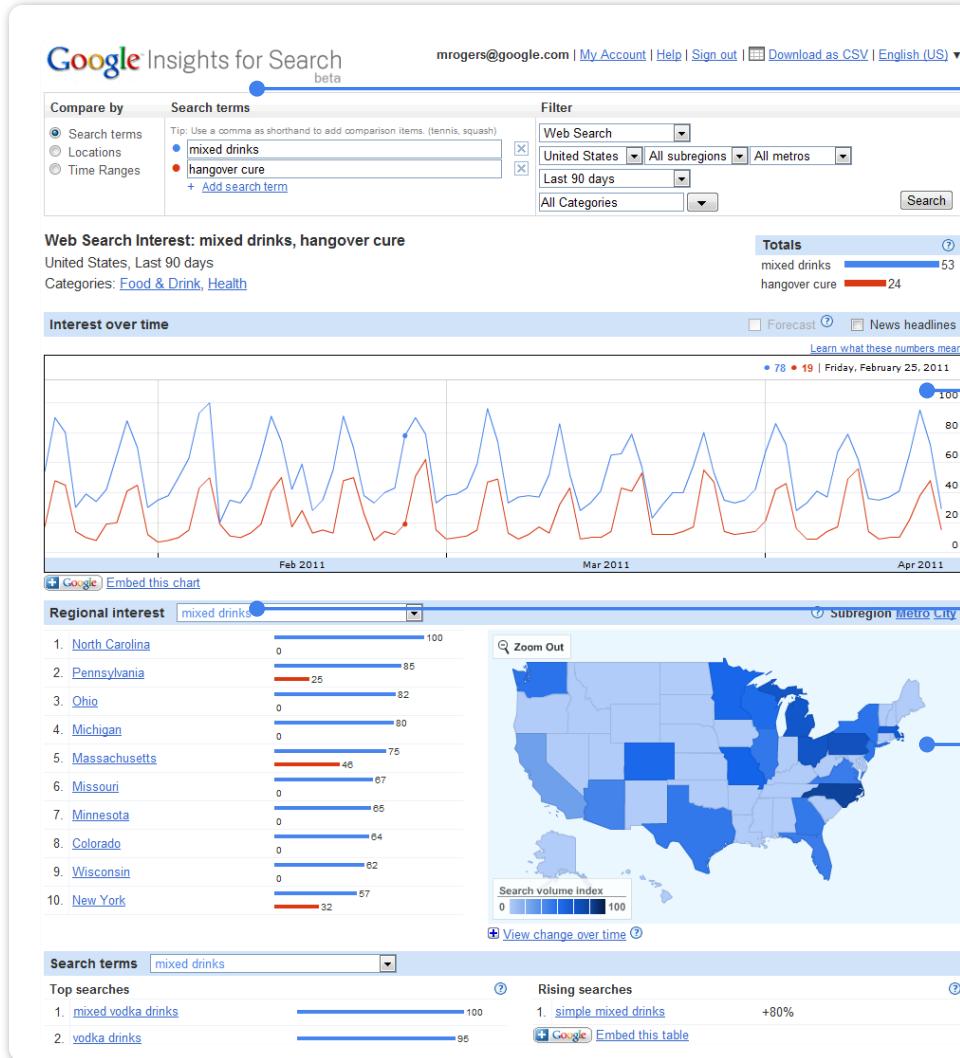
2

What Content is the Most Engaging?

3

What Do We See in the Market?

Google Insights for Search



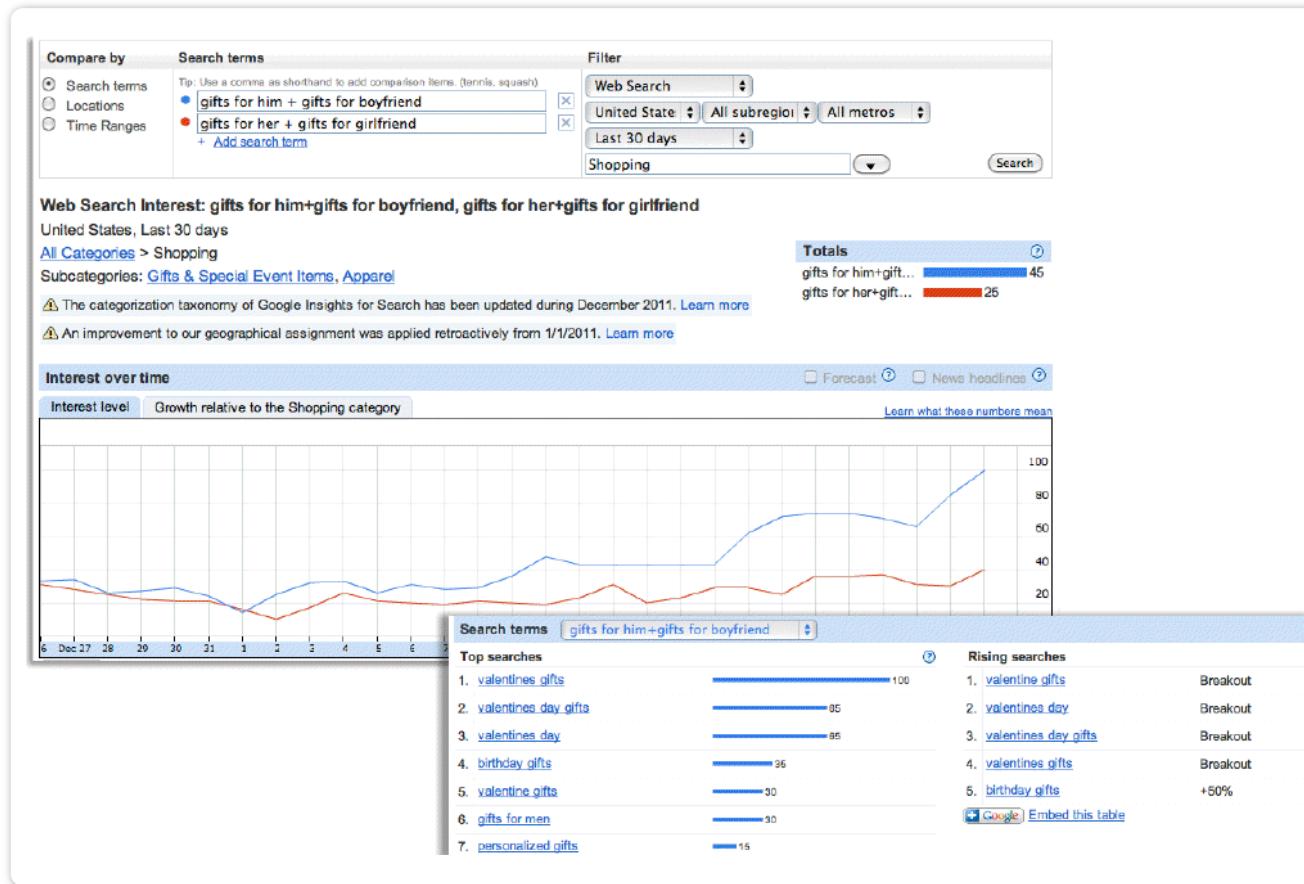
Enter search terms

Trends over time

Regional interest

Region and city view

Google Insights for Search: Valentine's Day 2012



Understanding the Competition

Google Insights for Search in 60 Seconds: Evaluating Brands

GoogleBusiness

321 videos

Subscribe

Web Search Volume: sony digital camera vs. vivitar digital ca... vs. samsung digital ca... (Consumer Electronics)

Worldwide, Last 12 months

Note: less than 10% of searches containing 'sony digital ca...' or 'samsung digital...' are categorized as Consumer Electronics. [Learn more](#)

Totals

sony digital camera	48
vivitar digital ca...	38
samsung digital ca...	26

Interest over time

News is unavailable for specific categories.

Interest level Growth relative to category

[Learn what these numbers mean](#)

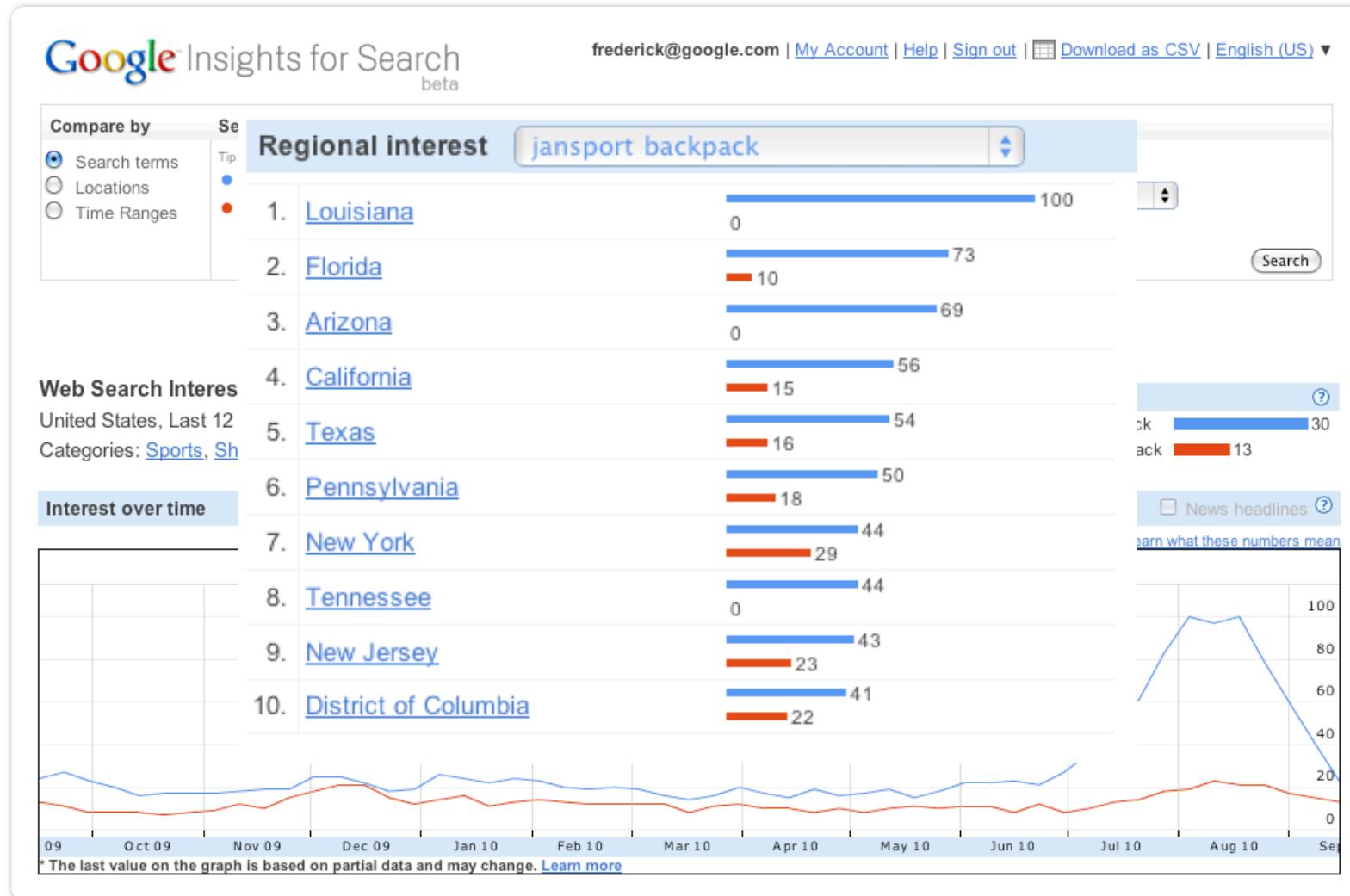


1:28 / 1:55

CC 360p



Use Google Insights to Predict Product Sales



- 1** What are People Searching for?

- 2** What Content is the Most Engaging?

- 3** What Do We See in the Market?

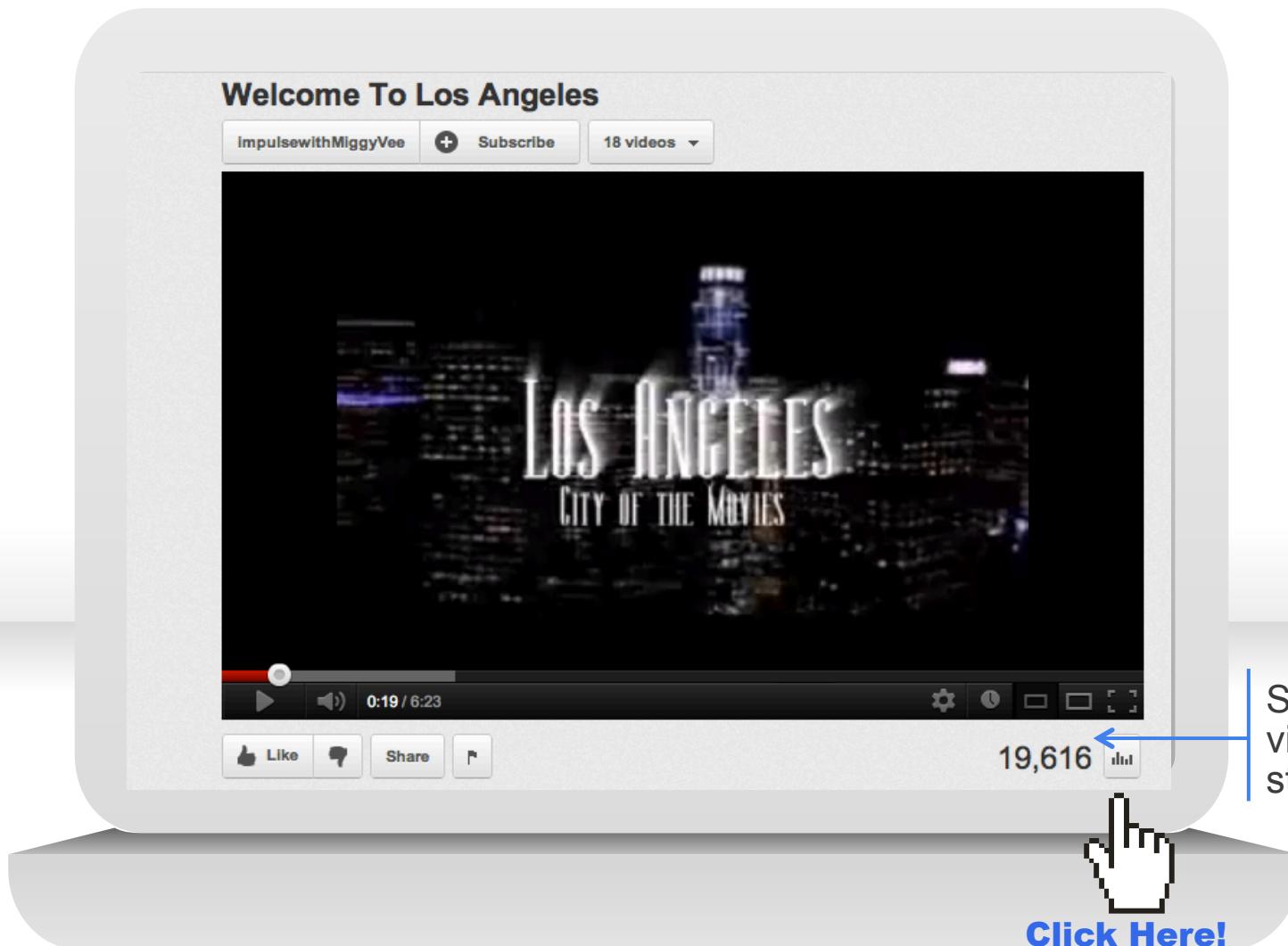
YouTube: World's Largest Focus Group

Every day on YouTube...
almost 10 years of new video uploaded
3B+ video views

New Business: Bus Tours of Los Angeles



Use YouTube to Find Los Angeles Tourists



YouTube Analytics

Start with high-level snapshots of viewing and engagement trends

The screenshot shows the YouTube Analytics Overview page. On the left, a sidebar lists categories: Overview, Views reports (Views, Demographics, Playback locations, Traffic sources, Audience retention), and Engagement reports (Subscribers, Likes and dislikes, Favorites, Comments, Sharing, Annotations). The main content area has tabs for Overview, Content, Location, and Date range (set to Last 30 days). It displays a chart for 'Channel: advertise' (Oct 17, 2011 – Nov 15, 2011) with 237,426 views and 318 subscribers net change. Below this are sections for Performance (with a line chart and summary numbers), Engagement (with a grid of metrics like Likes, Dislikes, Comments, Shares, Favorites added, and Dislikes), Top 10 videos (a table with columns for Video, Views, and Subscribers net change), and Discovery (two pie charts for Top playback locations and Top traffic sources).

Video	Views	Subscribers net change
1. Welcome to the World of YouTube	89,237	38
2. Be Relevant: YouTube Promoted Videos	64,845	22
3. People Build Brands on YouTube	18,029	6
4. Growth Hormones: Zagg Inc. and YouTube ...	6,982	9
5. Good Company: YouTube Video Ads and C...	5,958	4
6. HGTV YouTube Case Study	3,303	1
7. YouTube Planning Campaigns - Overview	3,260	5
8. Watch your business grow: YouTube video ...	3,188	2
9. YouTube Track Overview	2,704	1
10. Good News: Current Events and Video Tar...	2,626	1

Analyze by channel, video, country and custom date ranges.

Top-level performance and engagement metrics.

Click for more detailed data.

Easy-to-read discovery stats.

Who's Watching?

Know your audience and where they watch video

Overview

Views reports

Views

Demographics

Playback locations

Traffic sources

Audience retention

Engagement reports

Subscribers

Likes and dislikes

Favorites

Comments

Sharing

Annotations

Overview > Demographics

Content Location Date range

Search for videos Search for locations Last 30 days

Channel: advertise
Last 30 days (Oct 17, 2011 – Nov 15, 2011)

All 100.0% Male 74.2% Female 25.8%

Male Female

13-17 18-24 25-34 35-44 45-54 55-64 65+

Top locations by views

Rank	Location	Views	13-17	18-24	25-34	35-44	45-54	55-64	65+
1.	United States	36,882	14.5%	7.2%	9.2%	18.7%	29.9%	17.6%	2.8%
2.	Brazil	11,896	17.7%	10.5%	12.0%	17.9%	33.7%	6.8%	1.4%
3.	United Kingdom	10,876	25.6%	9.1%	9.1%	15.4%	23.8%	13.7%	3.2%
4.	Germany	10,110	31.4%	9.5%	8.4%	12.2%	22.7%	12.4%	3.3%
5.	Russia	8,018	32.8%	7.9%	10.3%	16.2%	21.1%	9.6%	2.1%
6.	India	7,884	9.5%	12.1%	18.2%	21.5%	23.2%	13.8%	1.7%
7.	Egypt	7,761	20.3%	10.0%	13.6%	15.4%	33.3%	5.2%	2.2%
8.	France	7,633	32.2%	7.7%	6.8%	13.1%	24.0%	13.4%	2.8%

Overall demographic breakout for a channel or video.

Male/female breakout by age.

Breakout by location, gender and age.

How Did They Find You?

Optimize marketing strategy around them

The screenshot shows the YouTube Analytics interface for 'Traffic sources'. The left sidebar has sections for Overview, Views reports (Views, Demographics, Playback locations), Traffic sources (selected), Audience retention, and Engagement reports (Subscribers, Likes and dislikes, Favorites, Comments, Sharing, Annotations). The main content area shows 'Overview > Traffic sources' with filters for Content (Search for videos) and Location (Search for locations), and a date range of 'Last 30 days' (Oct 17, 2011 – Nov 15, 2011). A 'Download report' button is at the top right.

Channel: advertise
Last 30 days (Oct 17, 2011 – Nov 15, 2011)

Views from all traffic sources: 237,426
Views from YouTube: 60,811
Views outside YouTube: 1,998
Mobile apps and direct traffic: 174,617

A line chart shows traffic over time from 10/17/11 to 11/15/11, segmented by source.

Traffic Source	Views	% of total views
Unknown sources - embedded p...	158,920	66.9%
YouTube suggested video	30,696	12.9%
YouTube features	25,826	10.9%
Unknown sources - mobile apps ...	15,697	6.6%
YouTube search	2,659	1.1%

Referrals from YouTube, outside YouTube, Mobile Apps and Direct Traffic.

Traffic segmentation by source.

Source clickable at video level for further discovery details.

Where Did You Lose Them?

Maintain consistent video engagement

The screenshot shows the YouTube Analytics interface. On the left, a sidebar lists categories: Overview, Views reports (Views, Demographics, Playback locations, Traffic sources), Audience retention, and Engagement reports (Subscribers, Likes and dislikes, Favorites, Comments, Sharing, Annotations). The main area displays the 'Audience retention' report for a video titled 'So Stylish: Fashion and Video Marketing' from Oct 17, 2011 – Nov 15, 2011. It includes filters for Content (set to 'So Stylish: Fashion and Video Marketing'), Location (Search for locations), and Date range (Last 30 days). The report shows two retention metrics: 'Relative audience retention' and 'Absolute audience retention', both currently set to 'Below average'. A yellow callout points to these metrics. Below them is a line graph showing attention levels over time, with the Y-axis ranging from 'Low' to 'High'. The graph shows a general upward trend from 0:00 to 0:57, followed by a dip and then a peak around 0:57 to 0:58. A yellow callout points to this graph. At the bottom is a thumbnail of the video itself, showing a woman's face surrounded by numerous small video frames.

View relative **and absolute** audience retention.

Track attention levels as your video plays.

- 1** What are People Searching for?

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Introducing Think Insights

There is a lot of useful information out there...

43% of property shoppers
used generic search

95% of travelers

Google.com, Google Images, Google Earth,
Google News, Google Groups,
Google Video, Google Books

America's largest
4g network
T-Mobile

50% of all
started their
research online

There's a lot of
useful information
out there...

...but how do you make
sense of it all?

1 out of every 8 Internet

travelers in the U.S. are Half of all hotel researchers indicate
researching exclusively online

marketers will spend
\$38 billion on
online research in 2010

50% of new mothers

Read About Trends

thinkinsights
with Google

LATEST INSIGHTS RESEARCH LIBRARY PLANNING TOOLS FACTS & STATS THINKING AHEAD

MOST POPULAR

MOST RECENT

INDUSTRY

- Automotive
- Business to Business
- Consumer Packaged Goods
- Financial Services
- Healthcare
- Media and Entertainment
- Restaurants
- Retail
- Technology
- Travel

MEDIA PLATFORM

- Cross Media
- Display
- Mobile
- Search
- Social
- Video

Research Library

Welcome to our multi-media library of custom research from Google and select partners, case studies, interviews with thought leaders, soundbites from our many industry events, and more. It's designed to arm marketers and agencies with knowledge and proof points to move their businesses forward. Everything's free and on-demand — pick a topic and browse away!

Studies

Case Study

Mobile Sites Drive Growth For Small Businesses

2.2012

Research Study

TrueView Ads: Getting Viewers to Watch, Not Skip

2.2012

Research Study

Google Places On the iPhone: How to Win More Mobile Clicks

2.2012

See All

Our Videos Bring Data to Life

The Mobile Movement: Understanding Smartphone Consumers

GoogleMobileAds

83 videos

Subscribe

THE MOBILE MOVEMENT UNDERSTANDING SMARTPHONE USERS



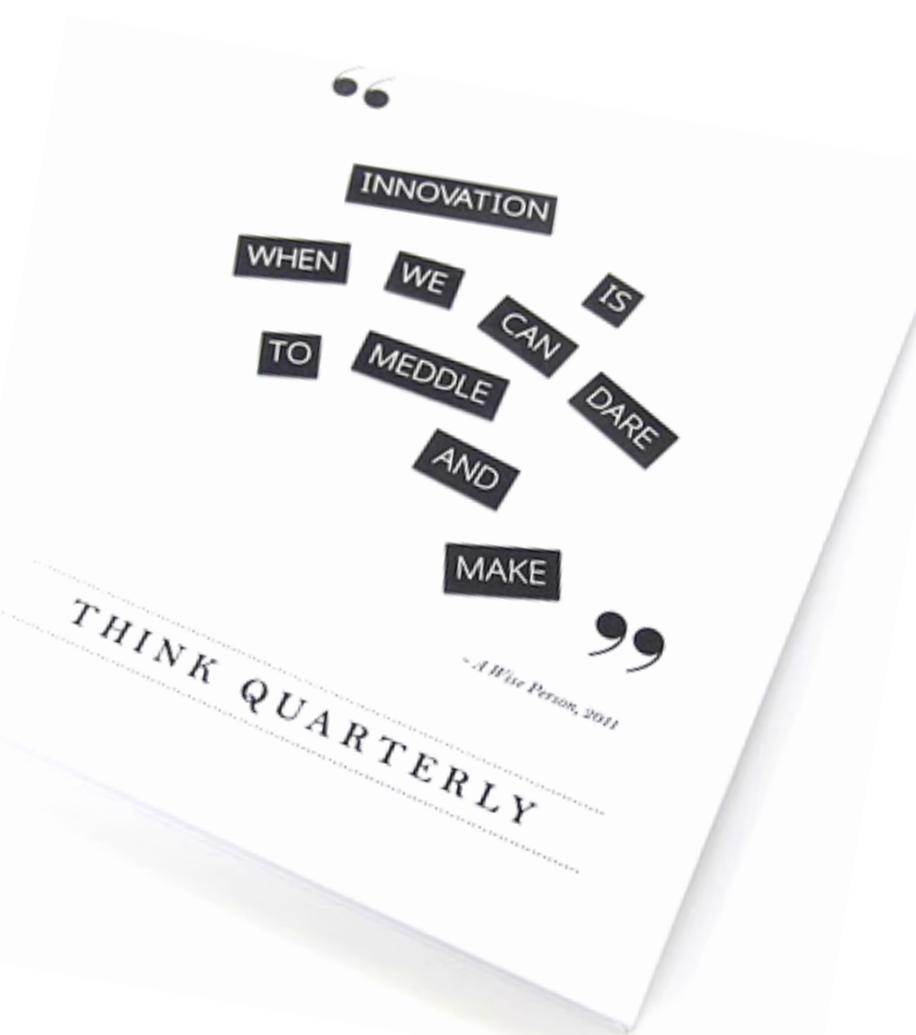
0:02 / 2:53



360p



What Thought Leaders Say: Think Quarterly



www.thinkwithgoogle.com/quarterly

What's all the fuss?

- Quarterly insight from some of the most influential leaders in the industry
- eBook format easy to access on the go
- Focusing on a new topic in each quarter

[The Innovation Issue](#)

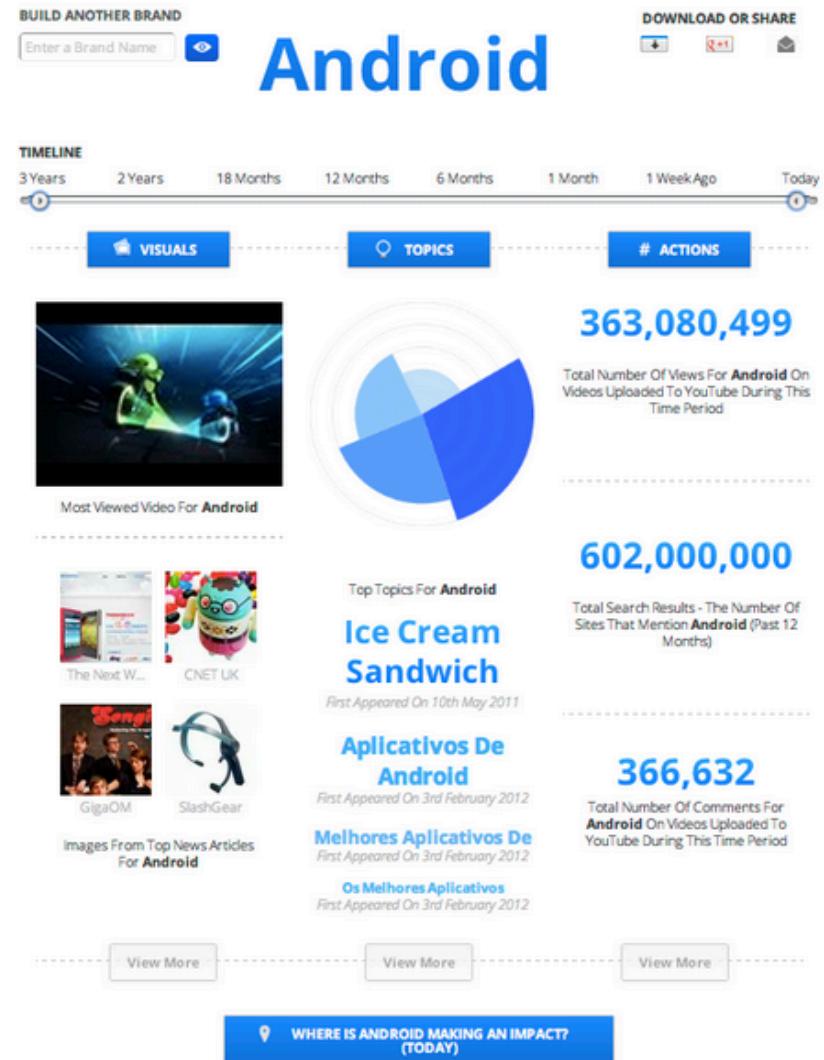
We are, literally, more creative than ever.

[ThinkQuarterly/Q3/2011>Welcome](#)

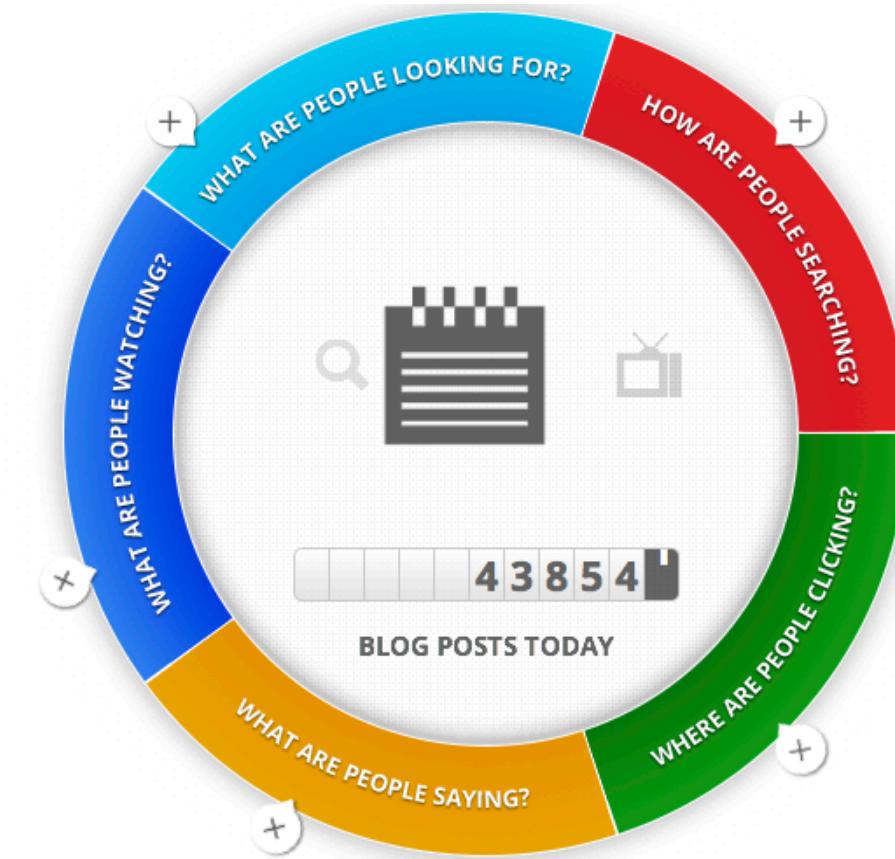
Understand How People Interact with Your Brand

Brand Impressions

- Visuals: What images are associated with your brand
- Topics: What people are talking about in relation to your brand
- Actions: Number of video uploads, comments, searches etc. of your brand
- Map: Where people interacted the most with your brand



What They Do and Think Right Now: Real-Time Insights Finder



“the aggregate results of every search ever entered represents... a massive database of desires, needs, wants, and likes...

...this artifact can tell us extraordinary things about who we are and what we want as a culture.”

—John Battelle, Blogger/Author/Professor

www.thinkwithgoogle.com/insights/tools



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