

# Your Favorite Topics of 2017

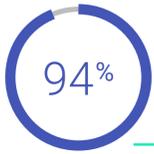
As we end the year, let's look back at the top five most-read articles on Think with Google APAC. Digital integration and measurement, video, mobile search, data-driven creative, and machine learning continue to be huge areas of interest—and opportunity—for marketers. Explore the five articles below to get a head start on your 2018 plans.

1

## Integrate digital into your core marketing plan



The division between digital and more traditional marketing will continue to blur as consumers spend more and more time online. Digital is no longer just a part of consumers' lives—for many, going online is the first thing they do when they wake up each morning. Are digital channels a key part of your marketing strategy? And are you set up to properly track and measure your digital spend?



94% of digital leaders across APAC agree that digital is at the top of their strategic agendas. >>

TRADITIONAL



TRADITIONAL + DIGITAL



DIGITAL



>>

2

## Win the battle for consumer attention



As we move into 2018, video as an advertising medium will be more important than ever before. With that said, how does a brand stand out and win the (limited) attention of consumers?



Buy right: Stop wasting money on "spray and pray" media.



Maximize attention by optimizing the creative factors you can control.



Build up customer attention over the long run. >>



The percentage of ads considered fully viewed has dropped from 97% in the early 1990s to less than 20% just a few years ago. >>

3

## Own mobile search moments



Across APAC, mobile phones are used for just about everything, including researching, comparing, and making purchases online. Paired with the fact that millions turn to Search every day to "Google it," keeping your brand front and centre on mobile search will continue to be hugely important in 2018.



More than eight in ten APAC consumers research online, mostly on smartphones.



Consumers in APAC conducted an average of six searches online before buying—that's six chances for your brand to connect with the right consumer.



Most consumers have 2.8 brands in mind when they first start thinking about buying a product and researching online. >>

4

## Use data to speak to the right consumers



Data-driven creative—or using data signals to serve the right customer the right ad at the right time—used to be tedious and time-consuming. Not anymore. Thanks to platforms like DoubleClick, it's now less expensive and faster than ever before.

DoubleClick's data-driven solutions helped Indian streaming site Voot with:



**12X** increase in CTR for data-driven creative vs. static creative



**24,000** marketing hours saved per month



**75X** increase in video streams >>

5

## Let automation do the heavy lifting



In 2018, let your advertising work for you, not the other way around. Machine learning—the ability for automation to process huge amounts of data to more accurately predict outcomes—can help you reach the right audience and business results with solutions like [Smart Bidding](#) and [Universal App Campaign](#).



Data crunching



Pattern recognition



Machine learning



Deep learning and automated solutions >>