

Make the web work...



...for YOU!



Goetz Trillhaas
Head of Agency Business Development CEEMEA

Does that ring a bell?



How old is this commercial?

1996

1999

2002

2006

Today's Consumers are hyper-informed



Google

90% of European internet users go online to search for products & services

Online sources considered before making purchase



Slovenia is digital!



Google

70% of Slovenian are already online with **48%** of people shopping online

% penetration among the Slovenian population



25



27



48



47

5.000.000.000

Google Search Queries a day

32.000.000.000

€ of eCommerce in Germany 2011

270.000.000.000

eMails sent a day worldwide

1.500.000

Tweets a minute worldwide

Consumers are in a four-screen world



Choice and sharing are accelerating

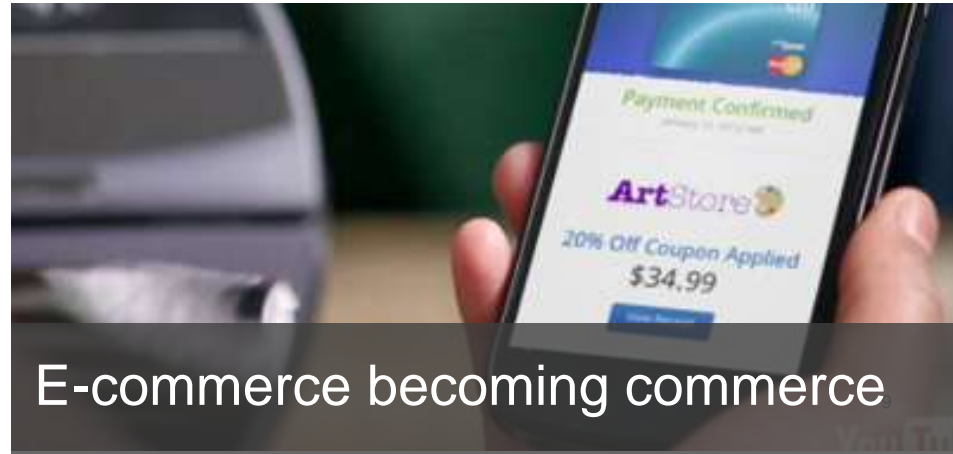


151 million active listings on
Ebay

340 million tweets sent per
day

Every second, one hour of
content added to Youtube

The pace of change is increasing



How do I work this out?



Help me!?

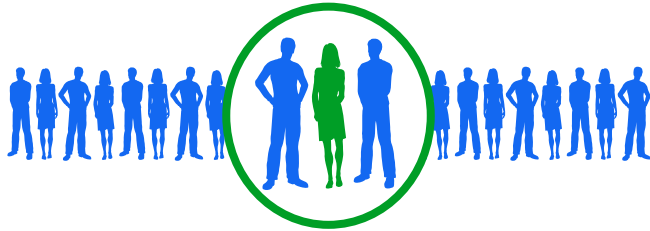
Yes!



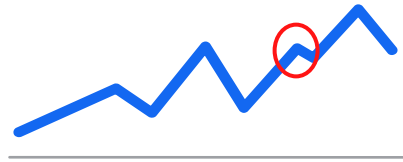
What we do:

Google makes the web work for you

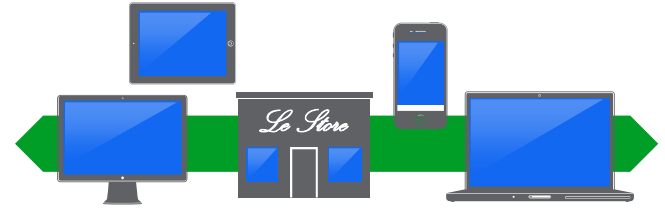
We help you :



Win moments
that matter



Make better
decisions



Go bigger,
faster

So what?

In 2011 people have spend more than
29% of their spare time online...

...however, the digital ad-share in
Slovenia is around 7% !

Media decisions and communication planning is far behind the game!

Understand the value of Search!

Search is not Media. It's a digital solution!

Reduce complexity of your landscape!

Challenge the existing, be rigorous!

Work with partners that have the expertise!

Put your money where your mouth is!

It's more fun being a pirate
than joining the navy ;-)

S
t
e
v
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Thank you!

Comments, ideas, complaints:
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