

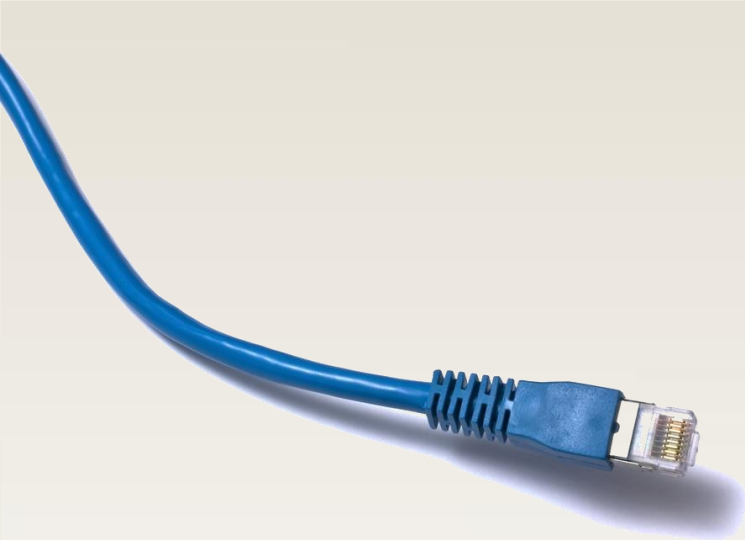


BE Connected

Noa Havazelet, Google Israel

A green rectangular road sign with rounded corners and a white border, mounted on two wooden posts. The sign features the word "Changes" in a large, white, sans-serif font. The background is a bright blue sky with scattered white clouds. The sign is tilted slightly to the right.

Changes



2.7 billion

**People worldwide with
internet access via a PC**



Half of new Internet
connections via mobile





5.0 billion

searches per day globally





1.45 billion

people visit social
networking sites



6.0 billion

videos streamed per day

>100 hours

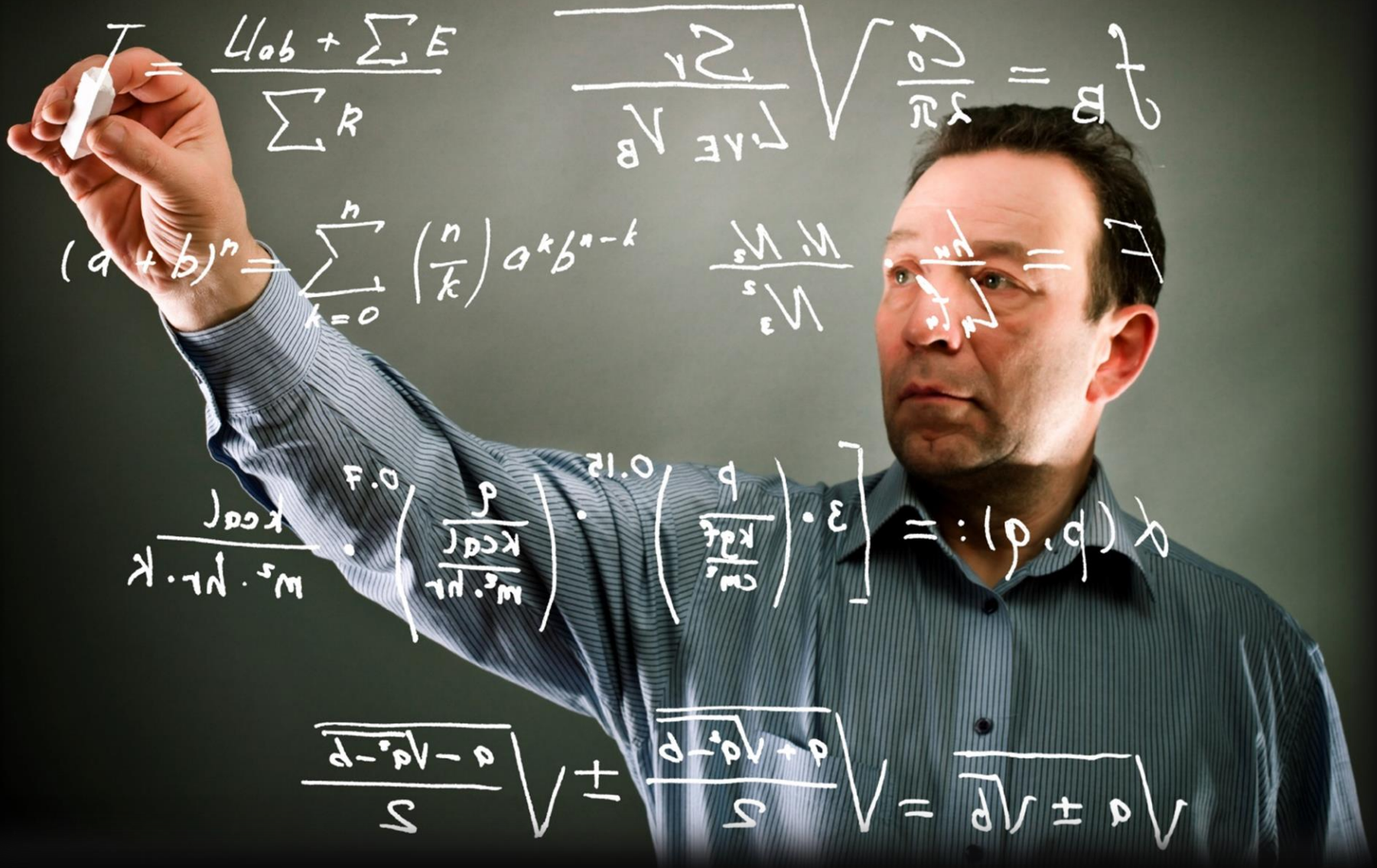
uploaded per minute



WHY

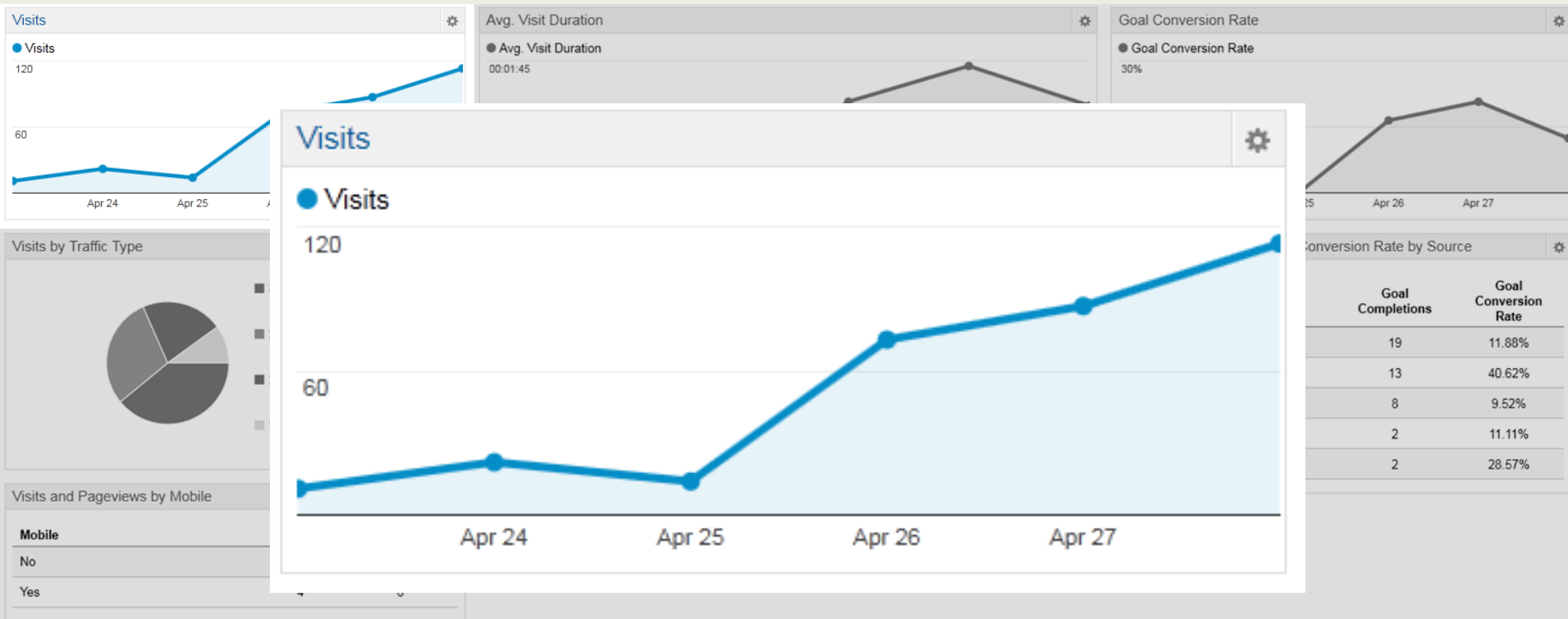
HOW

BE SMARTER: Master the power of data



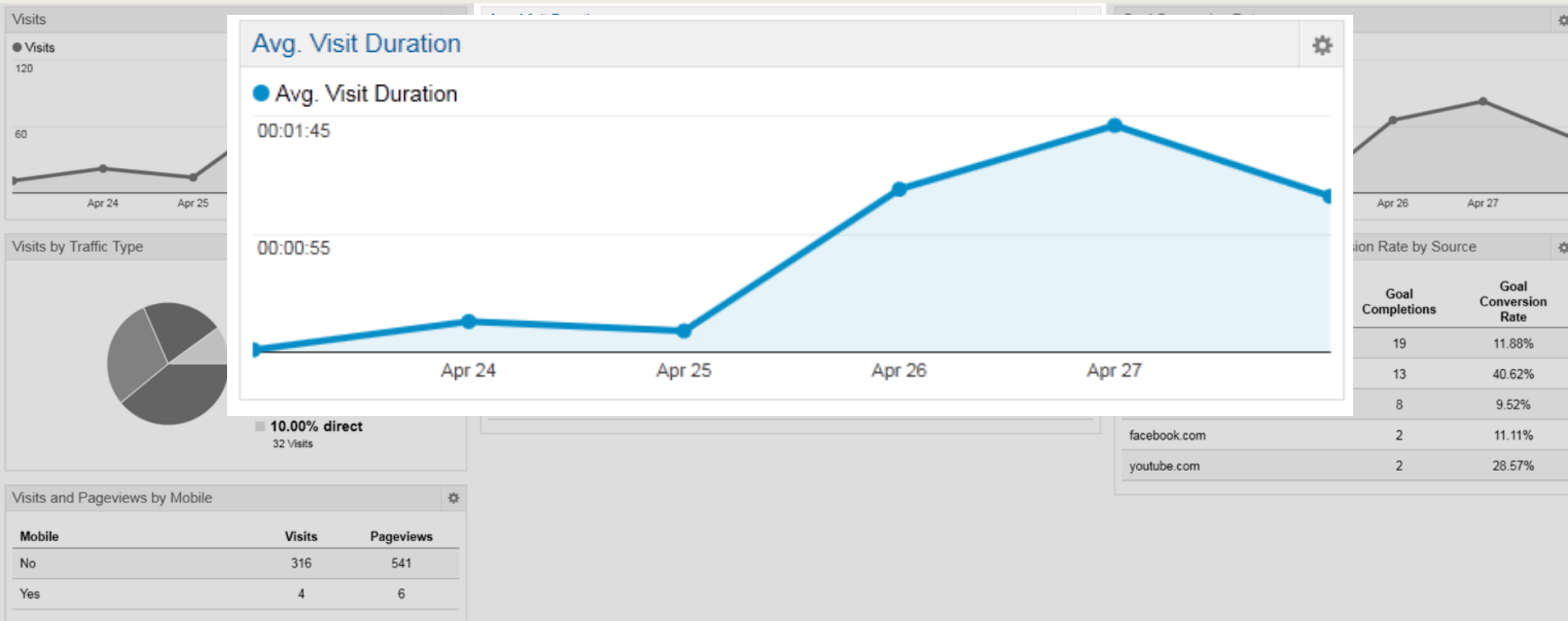
Know your site

Visits



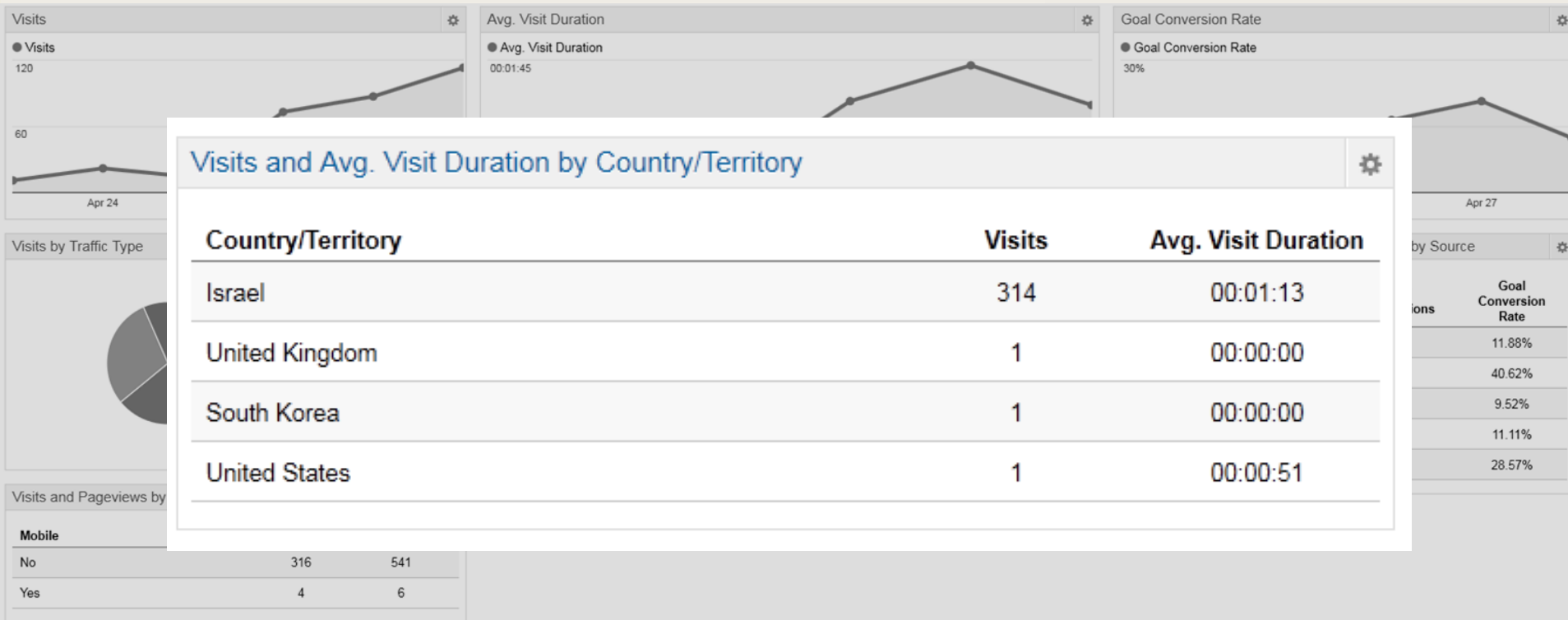
Know your site

Engagement –duration time



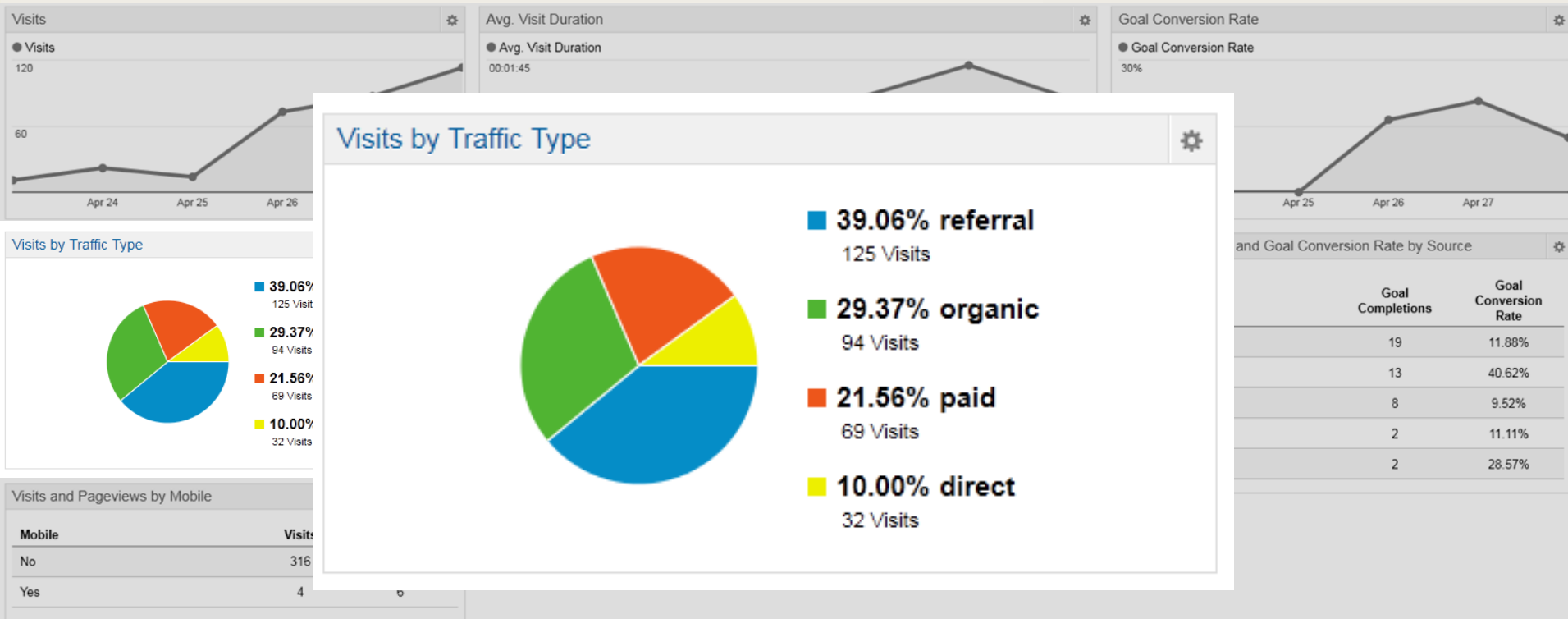
Know your site

Visitors country and average duration



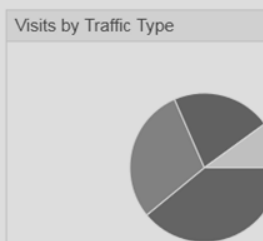
Know your site

Traffic to your site



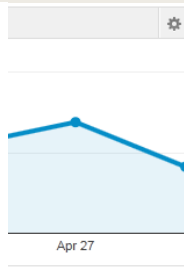
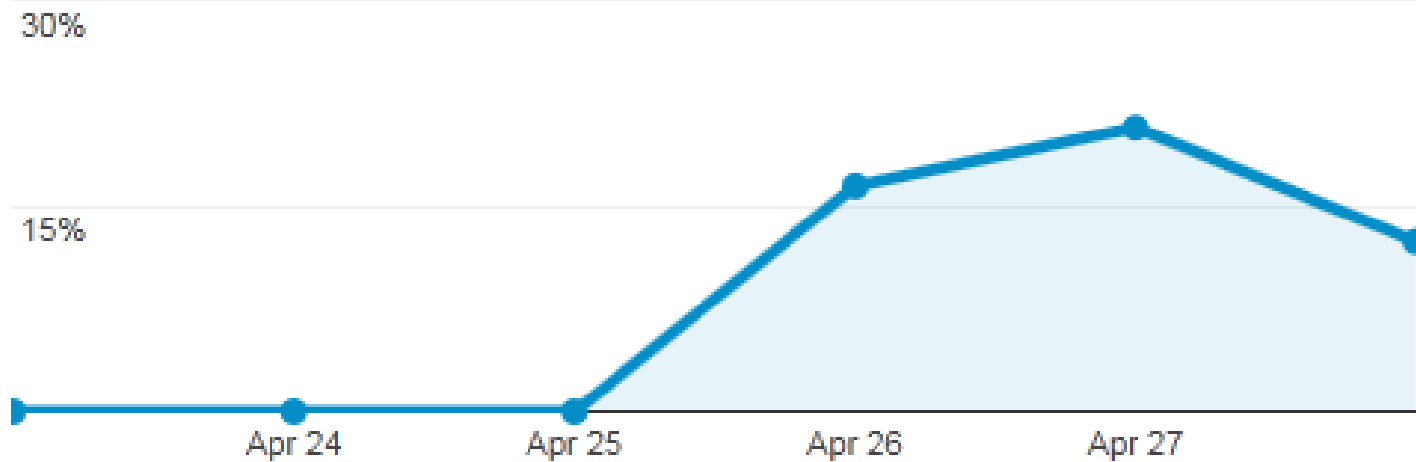
Know your site

Getting your goal- Conversions



Goal Conversion Rate

● Goal Conversion Rate



Source

Source	Goal Conversion Rate
is	11.88%
	40.62%
	9.52%
	11.11%
	28.57%

404 Not Found

Error: The olives you are looking for cannot be found.

SALADS

CHEESES



1:09 / 1:24



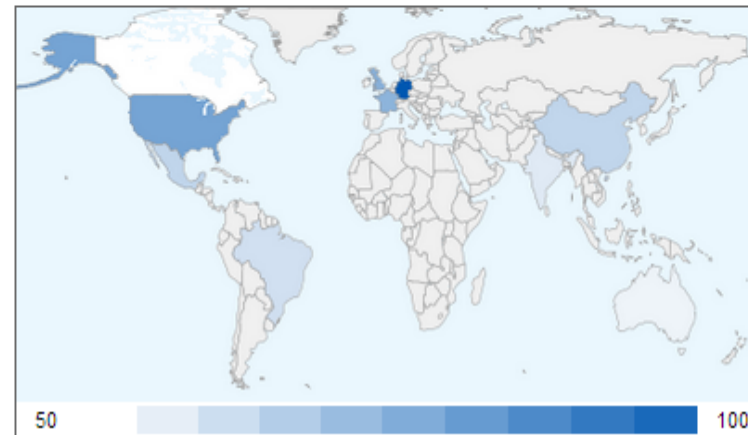
Global market finder

Google Global Market Finder English ▼

Your business	Search terms	Filter
Select your location: United Kingdom ▼ Select your language: English ▼	Keyword(s): sending flowers <small>Enter one keyword per line ?</small>	G20 ▼ Learn more about global markets
Find opportunity		

Geographic distribution

Location	Opportunity ?	Local Monthly Searches ?	Average CPC ?	Competition ?
+ Germany	<div><div></div></div>	22,200	UK£2.03	<div><div></div></div>
+ United States	<div><div></div></div>	3,600	UK£3.33	<div><div></div></div>
+ United Kingdom	<div><div></div></div>	1,600	UK£1.76	<div><div></div></div>
+ France	<div><div></div></div>	2,190	UK£2.58	<div><div></div></div>
+ Mexico	<div><div></div></div>	260	UK£0.58	<div><div></div></div>
+ China	<div><div></div></div>	320	UK£1.15	<div><div></div></div>
+ Brazil	<div><div></div></div>	250	UK£0.69	<div><div></div></div>
+ India	<div><div></div></div>	140	UK£0.50	<div><div></div></div>
+ Australia	<div><div></div></div>	320	UK£2.83	<div><div></div></div>
+ Canada	<div><div></div></div>	210	UK£2.29	<div><div></div></div>



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by bandq

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WEEK 2012
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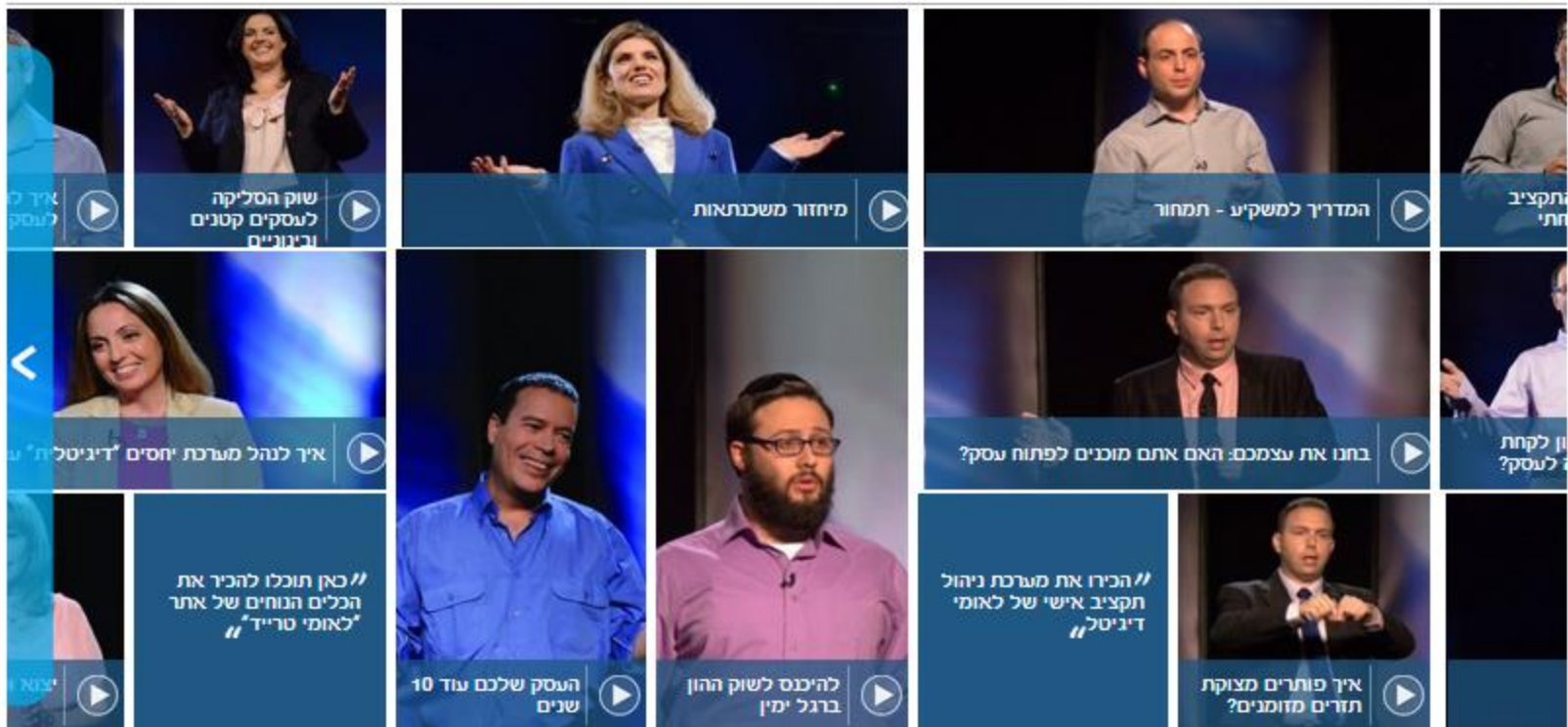
Home Videos Playlists Discussion About חמש דקות על

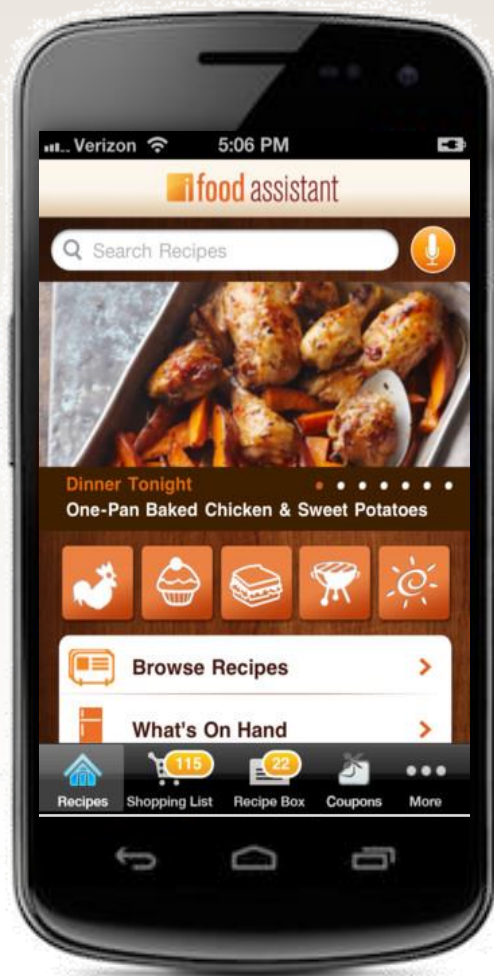
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RENÉ MARIUS KÖHLER



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Benny Strasser, German Downhill Champion 2011 and Bikeunit Rider.

LEARN MORE ABOUT US

In the early days... Our simple vision was to create a successful web based bike shop. Fast forward to today and our horizons have expanded into internetstores GmbH, a collection of successful and award winning e-commerce stores.

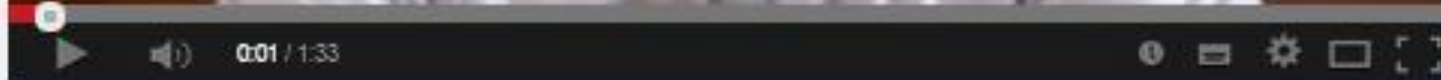
Our mission statement... It's remained the same to this day! Simply put, we aim to inspire our customers through our unique brand of service and quality products from the cycling and outdoor sectors.



DRIVELESS CAR

Get the road connected





DollarShaveClub.com - Our Blades Are F***ing Great



Dollar Shave Club · 2 videos

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13,784,700

89,207 1,056



Like

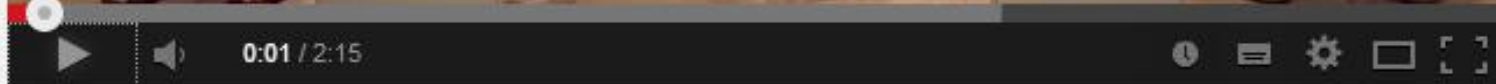


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BE PERSONAL: bring a human touch



Share

Personal touch







Personal message



Sports fan

WEATHER

Fri		25	15	9	38% 1017mb Good
Sunny Intervals					
Sat		20	12	14	81% 998mb Moderate
Light Rain					
Sun		21	13	13	56% 994mb Very good
Heavy Rain					



My Weather

My Location

Set London as My Location

Favourite locations

Add London to my favourite locations




Switch display units


US UK (default)



Travel fan

WEATHER

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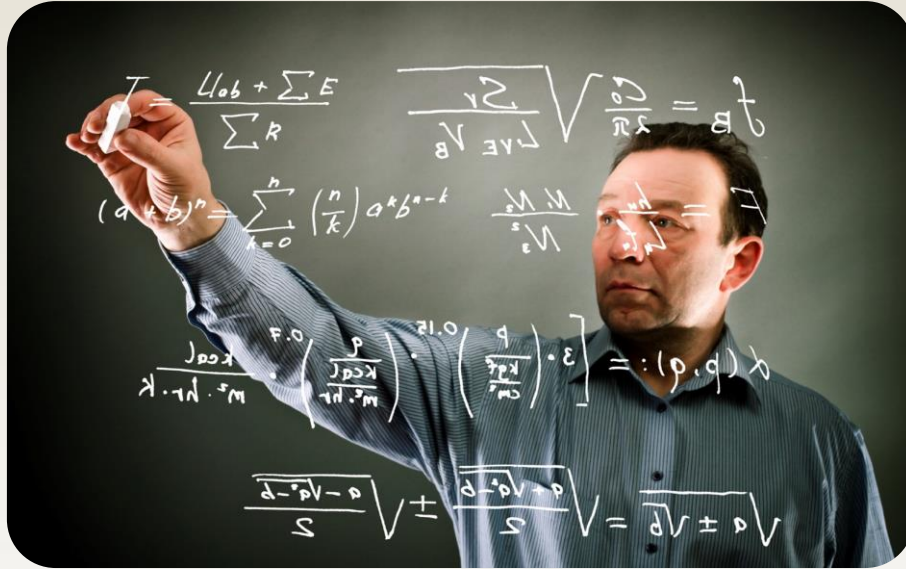
Switch display units

US UK (default)

Personal story



Be smarter



Give value



Be brave



Be personal





Thank You

noahav@google.com