

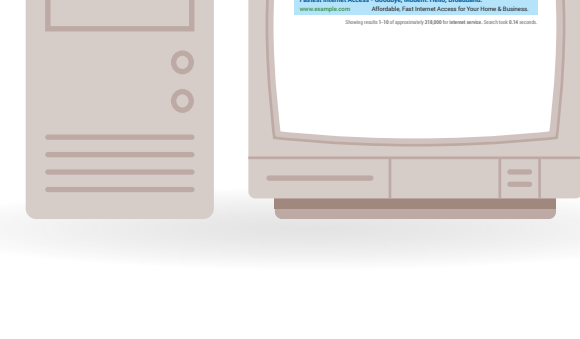
Happy 15th Birthday, Google AdWords!

People engage with technology and consume content in ways that are constantly evolving. AdWords has been part of these important shifts for fifteen years, connecting consumers with the brands and local businesses that matter most to them. What began as simple text ads next to search results have transformed into highly visual formats that respond to swipes, taps and pinches from the on-the-go consumer.

Join us as we take a look back at the past 15 years of AdWords innovation.

2000

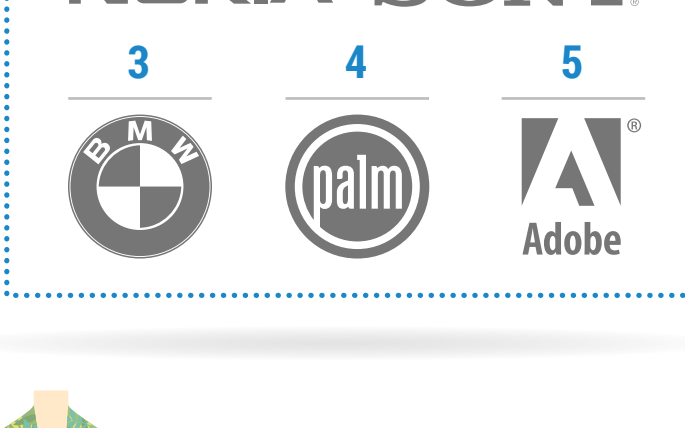
People are turning to Google to connect with businesses. AdWords launches, making the connection easier than ever.



350
advertisers were on AdWords when it first launched

1M+
advertisers today

2001'S MOST SEARCHED BRANDS



JLo's Grammys dress

People flooded Google with searches for this dress which inspired images in search results and later in ads.

DiscountMugs.com

Here from the start

DiscountMugs.com has been using AdWords for 15 years, transforming a business that started in a living room into one of the largest suppliers of personalized products in the United States.

"Google is our largest and most reliable source of new customers. Online marketing is the heart of our business and drives our growth."

RANDY WELLS, COO



2003

AdWords expands globally. People in 218 countries are connecting with businesses through ads on Google.



Berto
From Italy with love

Berto has designed high-quality furniture since the 1970s and uses AdWords to drive online sales and millions of site visits from all over the world.

GROWTH SINCE 2002:

300%
more revenue and employees

"When I joined, I realized that although we're small, the Internet could help us tell our story."

FILIPPO BERTO, OWNER



Google Search available in...

72
LANGUAGES
in 2002

150+
LANGUAGES
TODAY

including Klingon!

Ford New Zealand

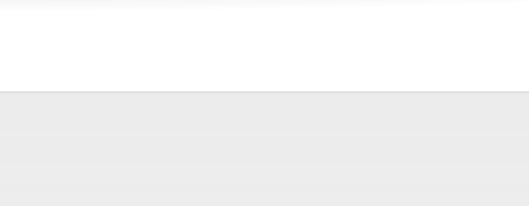
Let's hit the road

Ford New Zealand built on its success in search by expanding into the Google Display Network (GDN), which includes over two million websites and 650,000 apps. Ford engaged consumers actively shopping for a vehicle with a visual experience showcasing its selection of cars and pickup trucks.

DRIVING SUCCESS:

60% INCREASE
in site visits

3X LIFT
in average time spent on site



2010

YouTube TrueView ads debut, giving viewers choice over which ads they watch and connecting brands with a more engaged audience.

Skip Ad

OVER 1 BILLION

views make Gangnam Style the first video to reach this milestone in 2012

users on YouTube today

THE TOP 100

global brands have all run TrueView ads over the past year



0:50 / 3:00

2008 15 HOURS



400 HOURS

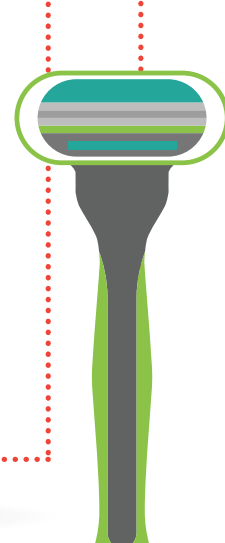
of video uploaded to YouTube EVERY MINUTE



YouTube reaches more

18-34 YEAR OLDS

than any cable network in the U.S. today.



Gillette

Manscaping is here to stay

P&G's Gillette generated buzz for its latest razor, Gillette BODY, by targeting a rapidly expanding audience of body-grooming men. With a digital-first strategy anchored by YouTube TrueView ads, Gillette reached millennial males with their "100 Years of Hair" video ad.

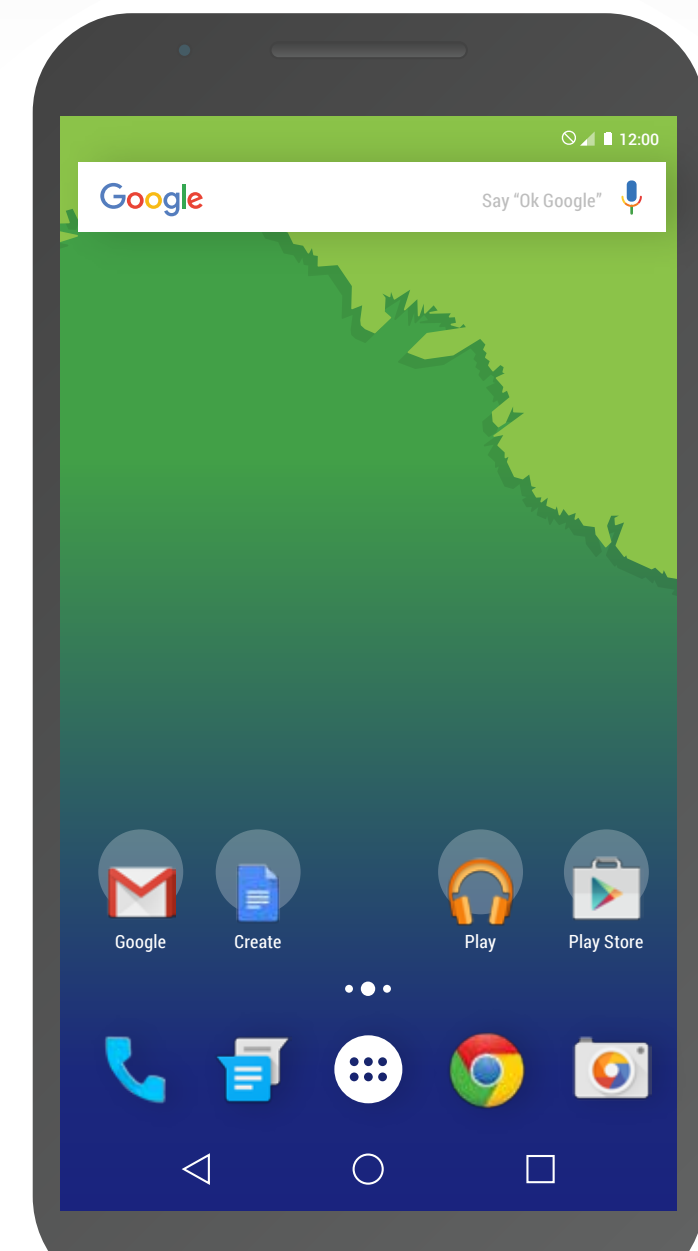
OVER 500K
clicks-to-buy

211% LIFT
in searches for the Gillette brand

OVER 84%
of 13.5M total viewers finished most of the video

2015

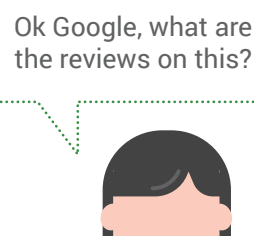
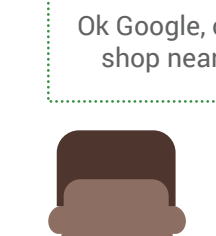
The world's gone mobile. AdWords offers more ways than ever for people to find businesses and apps on-the-go.



Over 50% of worldwide Google searches happen on mobile devices

Ok Google, coffee shop near me

Ok Google, what are the reviews on this?



2X

year-over-year growth in "near me" queries

82%

of smartphone users consult their phone while in a store

Macy's

Let's go shopping

Macy's knows its customers are shopping both online and offline, and it's using mobile to make that journey more seamless than ever. With local inventory ads, Macy's showcases in-store inventory directly in search results to help customers find exactly what they want, even when they're on the go.

What the product looks like

Whether it's in-stock

Where the closest store is

"The bottom line is we're indifferent to whether a customer converts in the store or online. We just want her to shop with Macy's."

SERENA POTTER,
GROUP VICE PRESIDENT



TODAY

Mobile has forever changed consumer behavior and expectations. Billions of times per day, people turn to Google in their I want-to-know, I want-to-go, I want-to-do, and I want-to-buy moments. As we look forward to the next 15 years, we're excited to be there in those intent-rich moments that matter to consumers and brands.

Thanks for coming to the party!

