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captify.



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CEO & Co-founder

# The Evolution of Search

AN EVENING OF INSIGHTFUL TALKS, QUICK  
FIRE QUESTIONS & AMPLE NETWORKING

Wednesday 1 May | 5pm | Captify HQ London



A man with a beard is sleeping peacefully in a bed with light blue pillows and a grey blanket. He is wearing white Bose Sleepbuds in his ears. In the background, there are warm, out-of-focus lights. In the foreground, a wooden bedside table holds a small, round, blue Bose Sleepbuds charging case.

**BOSE**

captify.

# CONNECTING THE NEW BOSE SLEEPBUDS WITH THE CONSUMERS THAT NEEDED THEM MOST

A FULL FUNNEL CAMPAIGN POWERED BY SEARCH INTELLIGENCE

**The Drum**  
**Digital Advertising**  
**Awards Europe**  
Finalist 2019

 **BRITISH  
MEDIA  
AWARDS**  
Powered by  
campaign

SHORTLISTED FOR 4 AWARDS TONIGHT





# DYNAMIC AUDIENCE PLANNING FOR A BRAND-NEW PRODUCT

## BOSE TARGET AUDIENCE

**HIGH-INCOME USERS**  
with noise-related sleep issues

**INVESTMENT OPTIONS** 🔍

- Intent Signal  
Bose Sleepbuds

## UPPER-FUNNEL PROFILES DRIVE REACH

**CITY DWELLERS**

**CITYMAPPER** 🔍

**TECHIES**

**5G RELEASE** 🔍

## SCALE THROUGH HIDDEN AUDIENCES

**STRESSED EXECs**

**PHILIPS SLEEP DEVICES** 🔍

**BUSINESS TRAVELLERS**

**FIRST CLASS FLIGHTS** 🔍

## IDENTIFY TRIGGER MOMENTS

**SLEEP-DEPRIVED NEW PARENTS**

**BABY SLEEP ROUTINE** 🔍

**NEW PETS**

**EAR PLUGS** 🔍

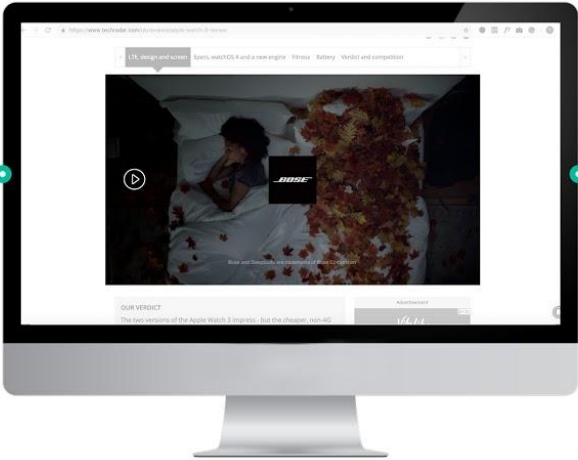
\*Example searches and intent signals

# ACTIVATING A FULLY-CONNECTED PLAN POWERED BY SEARCH INTELLIGENCE

Prospecting and driving new customers down the purchase funnel

SEARCH INTELLIGENCE POWERED AUDIENCE

## 01. REACH & AWARENESS



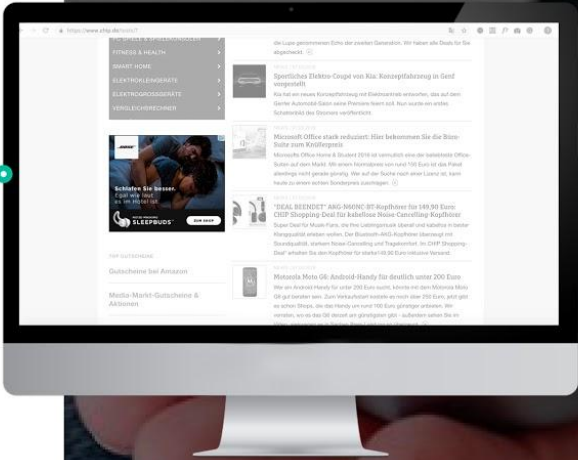
+ 2x 15-second videos

## 02. ENGAGEMENT AT SCALE



+ Multiple creatives

## 03. DRIVING THE SALE



+ MPU + DMPU



# MEASURING RESULTS AND OVERALL BRAND IMPACT

## STRONG PERFORMANCE | ACHIEVED ACROSS THE CAMPAIGN

+ Viewability between  
**79% - 82%**  
across markets

+ VTR between  
**68% - 75%**  
across markets

## SEARCH UPLIFT FOR BOSE SLEEPBUDS | PROVES AWARENESS

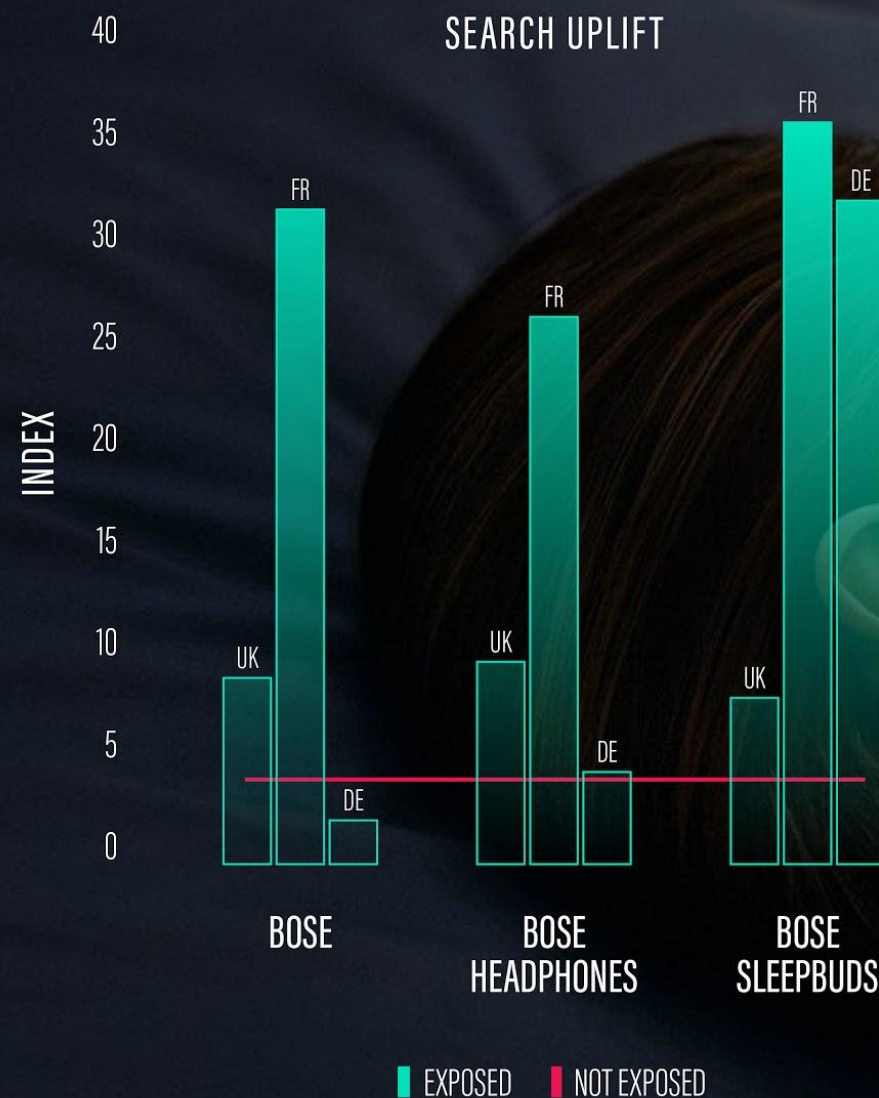
+ **UP TO 36X**

## HALO EFFECT | FOR BRAND & HEADPHONES

+ **UP TO 31X**

[[ Captify helped us in bringing the Sleepbuds to the audiences that *NEED* our product. ]]

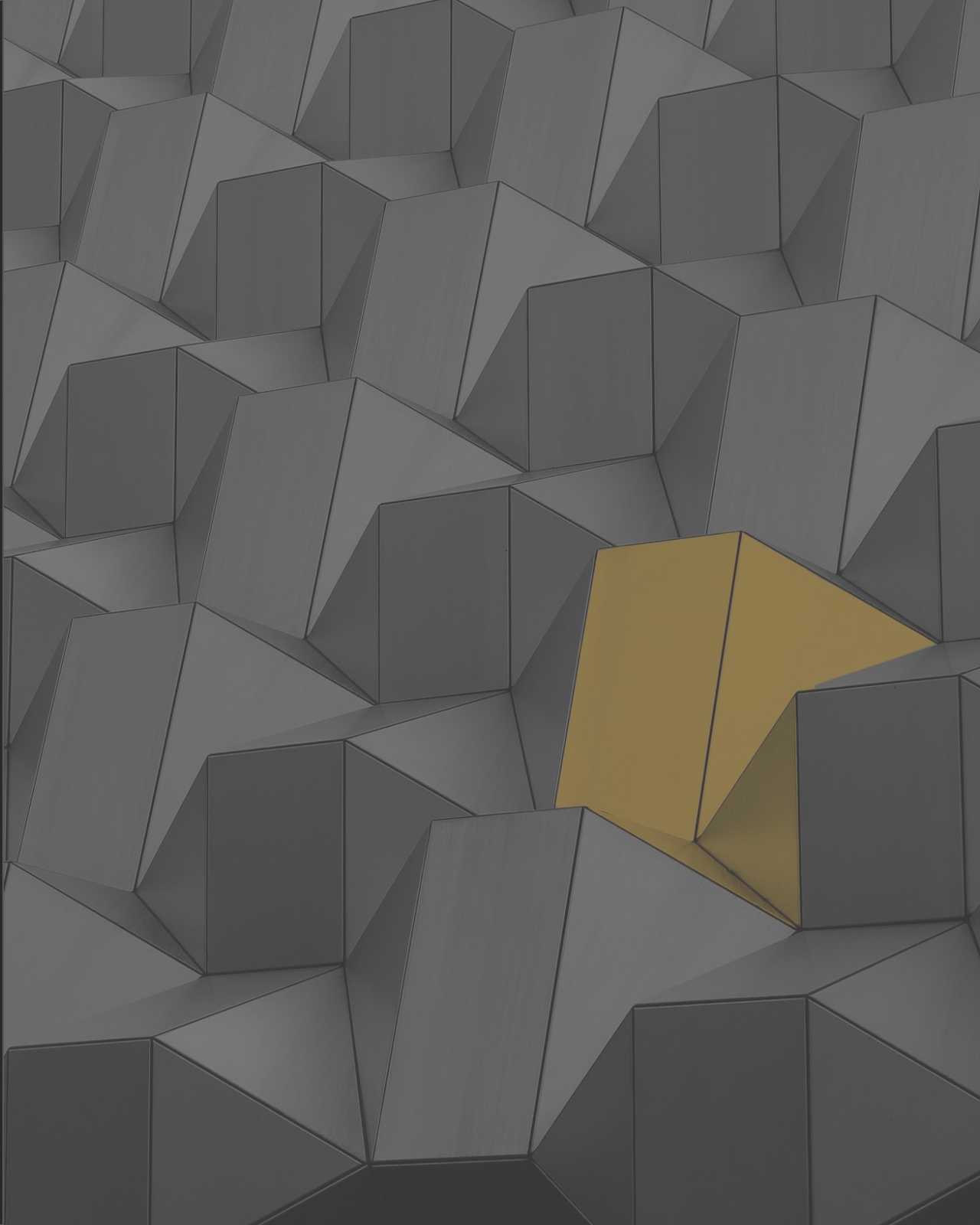
Jorma Kremser | Global Consumer Marketing, Demand Activation



# Known unknowns

The future of search in three quick parts

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# Croud in numbers

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2011

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Croud  
founded

175

---

Internal staff - all  
stakeholders

22

---

Nationalities  
in-house

4

---

Hubs - in London,  
Shrewsbury, New  
York, and Sydney

17

---

In-house developers  
- building our tech  
stack

2,000+

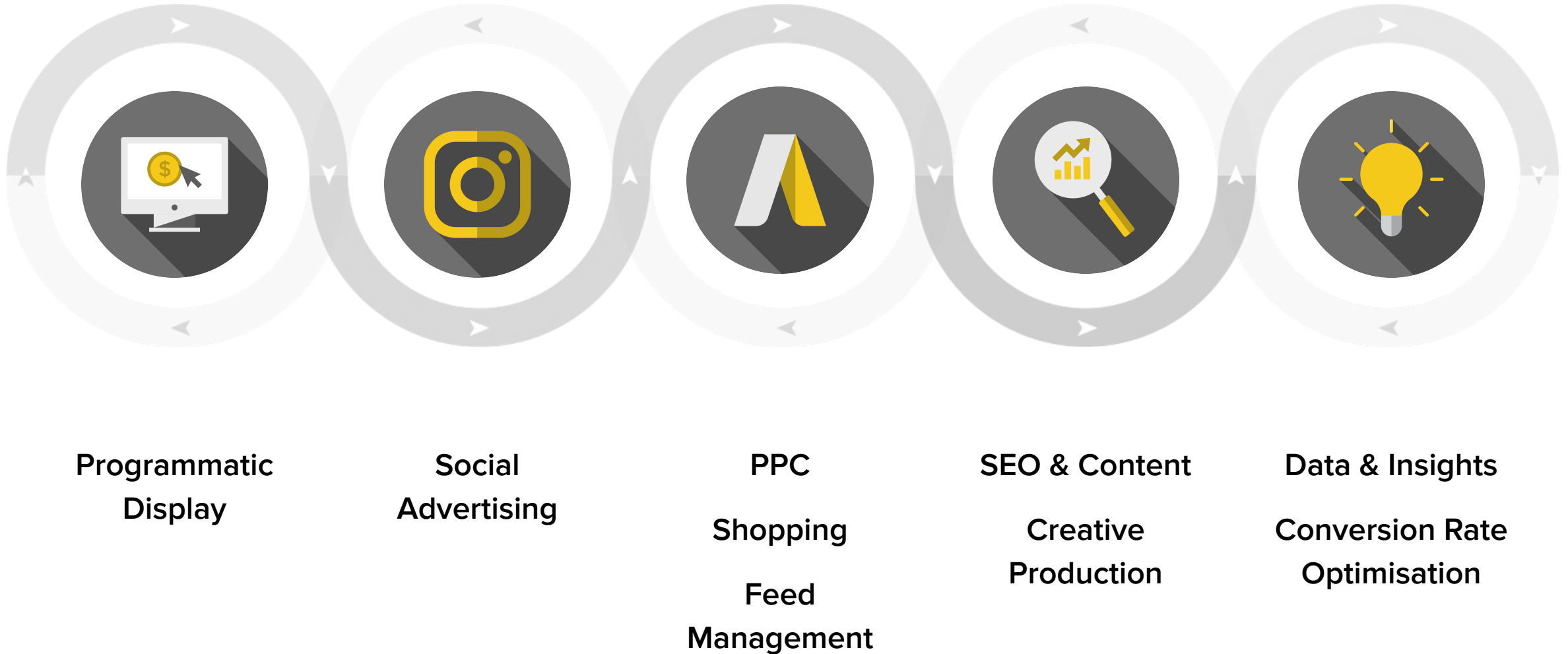
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In-market digital  
experts, known as  
Croudies

croud

# Croud are digital marketing specialists

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croud



# With an international client base

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D K N Y

AMC  
NETWORKS™



HISCOX

LUXDECO

iStock.  
by Getty Images



Timberland®

VANS

ORLEBAR BROWN

Lee®



Virgin

Topps Tiles



Wrangler



CANYON

amazon

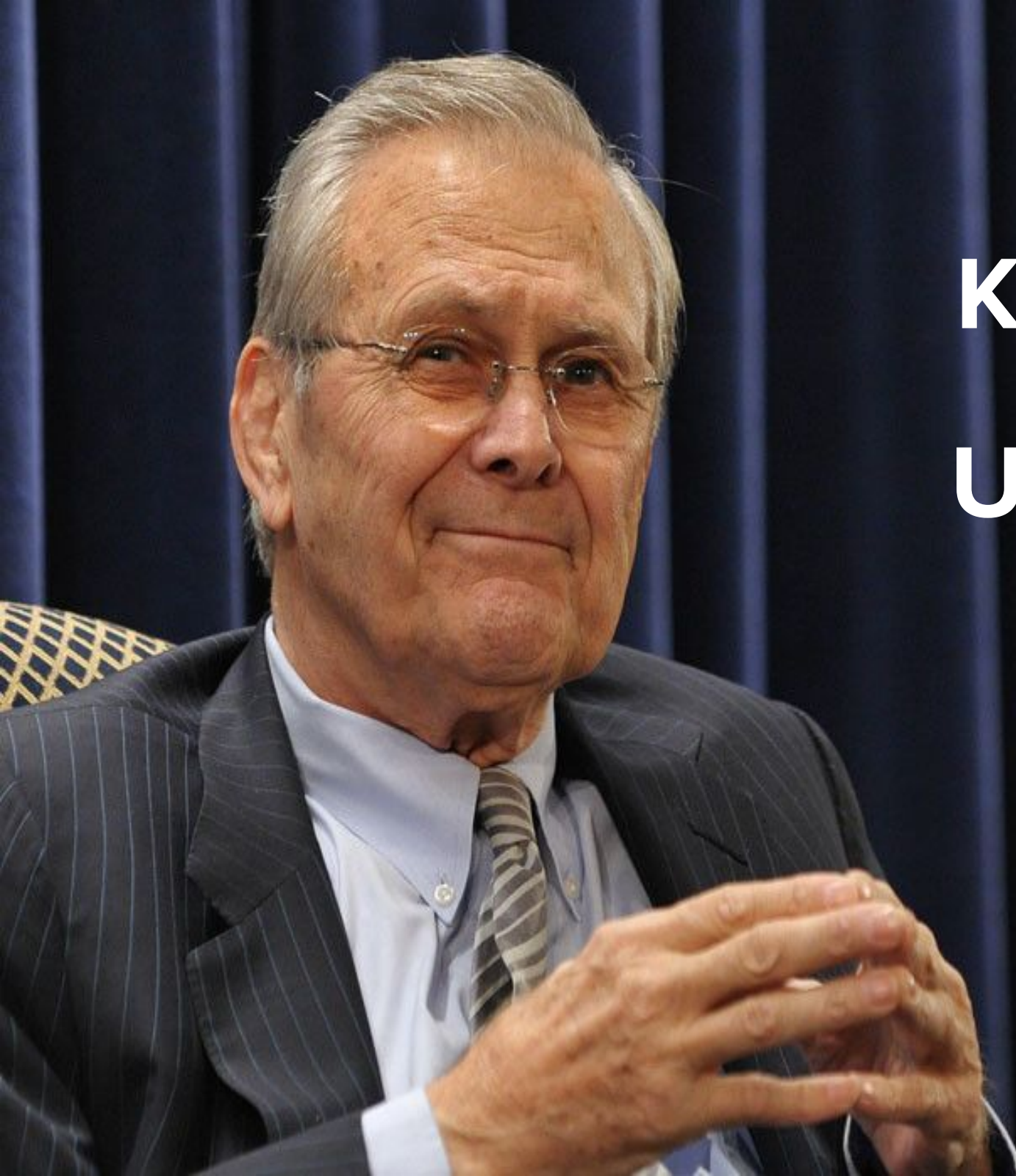
Aldermore

IWOG  
International  
Workplace  
Group



MOSS BROS.

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**Known knowns**

**Known unknowns**

**Unknown knowns**

**Unknown  
unknowns**

**Donald Rumsfeld, 2002**



# What does this mean for search?

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1

**Known  
unknowns**

How we search for  
things we  
understand

2

**Unknown  
knowns**

How we search for  
things we've  
forgotten

3

**Unknown  
unknowns**

How we search for  
things when we don't  
know where to start

1

**Known unknowns, or: how  
we search for things we  
understand**



# Google



Google Search

I'm Feeling Lucky

croud

# SERPs have evolved dramatically

Mobile phone

All

Shopping

Images

News

Maps

More

Settings

Tools

About 8,160,000,000 results (0.50 seconds)

Mobile Phones – Smartphones | Carphone Warehouse

<https://www.carphonewarehouse.com/mobiles.html>

At Carphone Warehouse we have great deals and offers on all mobile phones. With the widest choice of networks and handsets, there is a device for everyone.

All pay as you go phones · Pay monthly mobiles · Huawei Mobile Phone Deals

New Mobile Phones | Latest Smartphone Releases | Mobiles.co.uk

<https://www.mobiles.co.uk/new-mobile-phones>

★★★★★ Rating: 4.7 - 22,224 votes

If you're looking for a new mobile phone at mobiles.co.uk we are always first for the latest releases. Get great prices on all our new contract phones, sim free ...

Pay Monthly Mobile Phone Deals, SIM Free & Finance Offers ...

<https://www.buymobiles.net/contract-mobile-phones>

View our best pay monthly mobile phone deals on all the latest handsets. Choose from EE, O2, Three and Vodafone deals and get free next-day delivery.

Samsung Galaxy S8 · Google Pixel 3 · Samsung Galaxy Note 8 · Huawei P20 Lite

Mobile phones and accessories | Argos


<https://www.argos.co.uk/browse/technology/mobile-phones-and.../c:29959/>

Mobile phones at Argos. Shop our range of phones, smart watches, SIM cards & accessories. Get it today. Same day delivery £3.95, or fast store collection.

SIM Free Phones · Pay as you go phones · Mobile Phone SIM Cards · Huawei

Mobile Phone Deals from giffgaff

<https://www.giffgaff.com/mobile-phones>



## Mobile Phones

A mobile phone, cell phone, cellphone, or hand phone, sometimes shortened to simply mobile, cell or just phone, is a portable telephone that can make and receive calls over a radio frequency link while the user is moving within a telephone service area. Wikipedia

People also search for

Laptops

Computer Monitors

Internet

Motherbo...

Email

View 15+ more

Feedback

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“Oh, we’re  
building an AI”

Larry Page, 2002



# Surfacing info faster & speeding up journeys

## Informational

samsung phones

Refine by Samsung Galaxy product line

Galaxy S Galaxy J Galaxy A Galaxy Note Galaxy Ace

[Samsung Phones | Samsung Pay Monthly | Tesco Mobile](#)  
<https://www.tescomobile.com/shop/samsung>  
Find leading **Samsung** phone contracts online at Tesco Mobile, including the Samsung Galaxy models. Browse our new Samsung phone deals with free ...  
[Samsung A7](#) · [Samsung J6 Plus](#) · [Samsung A9](#) · [Samsung Galaxy S8](#)

[Samsung Phones and Tablets - Samsung Galaxy | O2](#)  
<https://www.o2.co.uk/shop/brand/samsung>  
Compare our range of Samsung products, check out reviews and get the latest deals on O2's renowned network.

[Samsung Mobile Phones | New Galaxy Handsets | Mobiles.co.uk](#)  
<https://www.mobiles.co.uk/Mobile phone contracts>  
★★★★★ Rating: 4.7 - 22,224 votes  
Compare the best **Samsung** mobile phone deals at Mobiles.co.uk. We have fantastic offers across the newest handsets on all the leading networks.

## Transactional

**Samsung Galaxy S10 - 128 GB - Prism Black**  
4.6 ★★★★★ 6,598 user reviews

Shop now Sponsored

Prism Black 128 GB

£554.99 · [Techinthebasket.com](#) · By Google

£599 · [WOWCamera](#) · By Google

£10 · [EE Shop](#) · By HeroCompare + £73/month for min 24 months

£450 · [Mobiles.co.uk](#) · By Google + £18/month for min 24 months

£553.99 · [TobyDeals UK](#) · By Google

[View all sellers and prices](#)

User reviews

**Camera:** "Good phone, great camera."  
**Screen:** "Great looking screen easy to use."  
**Battery:** "Love my new S10. Long battery life, great features."  
**Features:** "Overall design and features are spectacular."

## Local

mobile phone shop near me

CLERKENWELL ST. LUKE'S FARRINGTON BARBICAN FINSBURY SPITALFIELDS

Rating Hours

**Carphone Warehouse within Currys PC World**  
4.0 ★★★★★ (7) · ££ · Mobile Phone Shop  
Currys PC World Featuring Carphone Warehouse  
14-20 Chiswell St · 0343 816 5191  
**Closed** · Opens 9AM

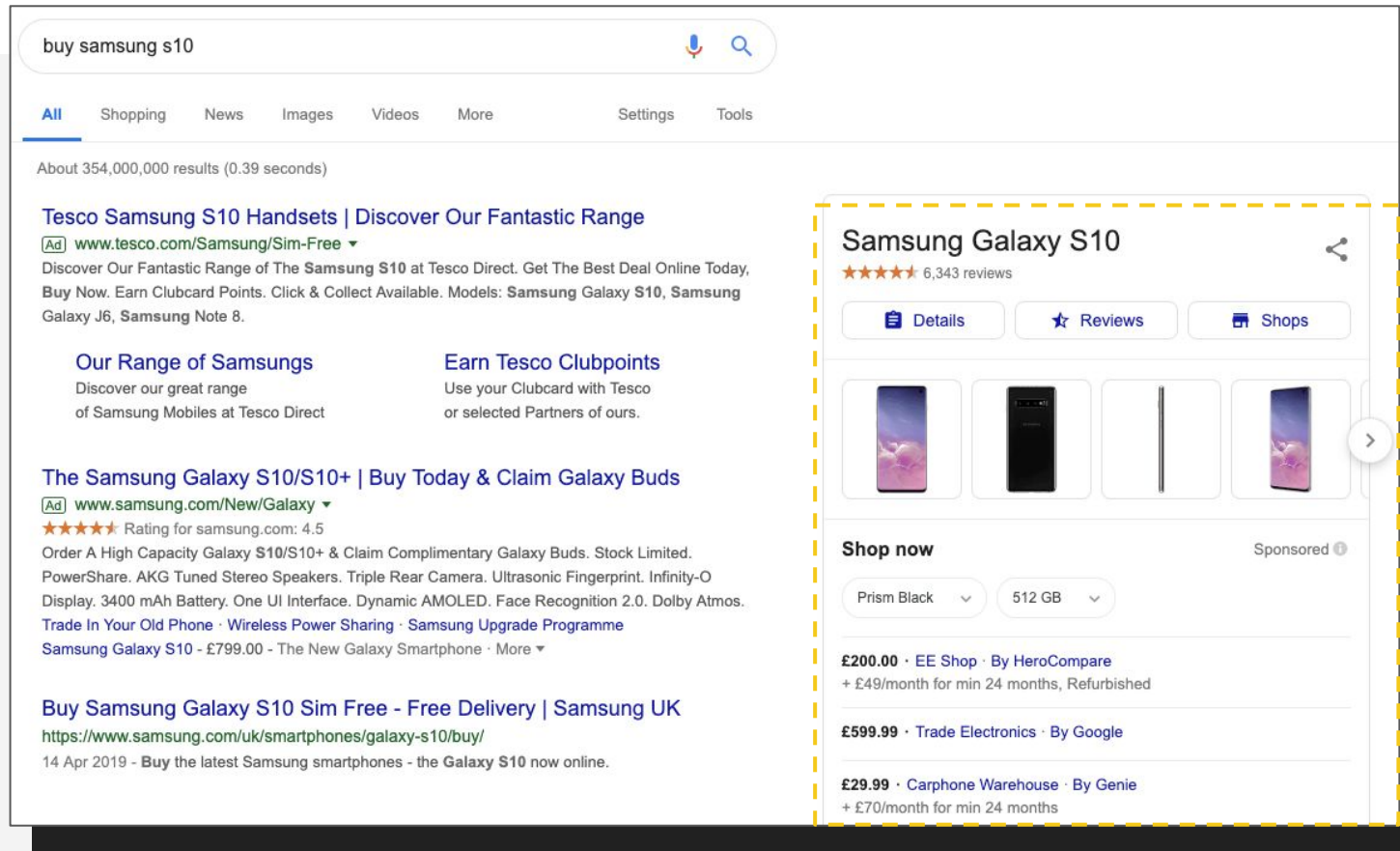
**net mobile (UK) Ltd.**  
No reviews · Mobile Phone Shop  
57-63 Scrutton St · 020 7405 0748  
**Closed** · Opens 9AM

**Iphonefixit**  
4.6 ★★★★★ (72) · Mobile phone repair shop  
RedQuarters, 1 Rivington St · 07907 817967  
Open · Closes 8PM  
Independent workshop for common issues

[More places](#)

This is more evident for some high volume/very transactional queries...

# Data quality as a mark of relevancy

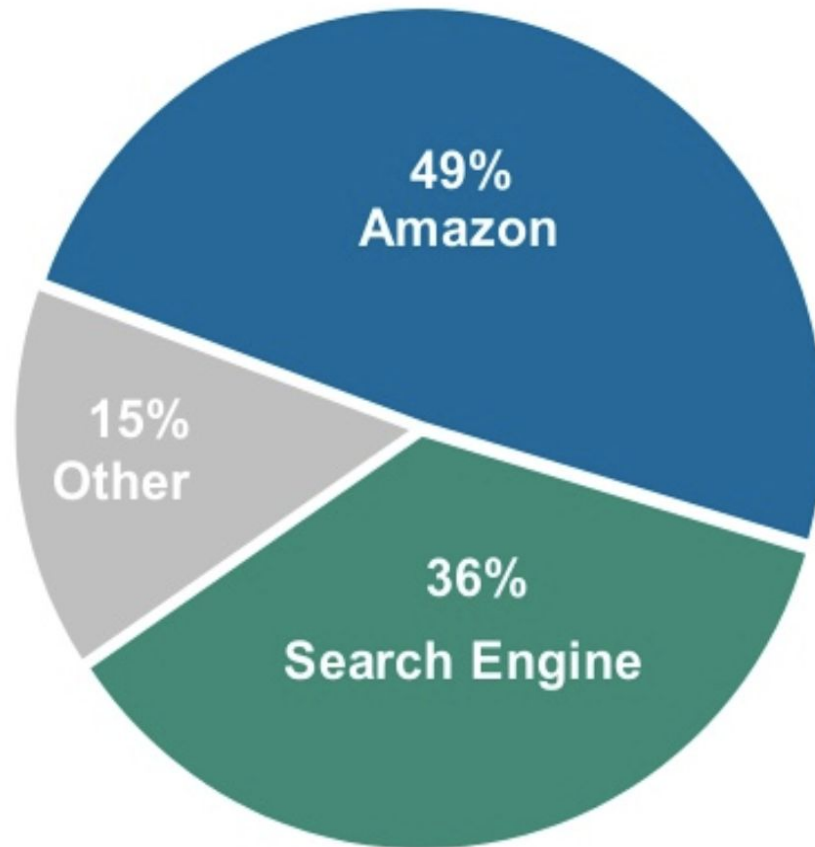


- Delivered through advanced feed optimisation
- i.e. more structured data...
- Particularly important for long, highly specific voice searches
- New ad units demand heightened levels of feed optimisation



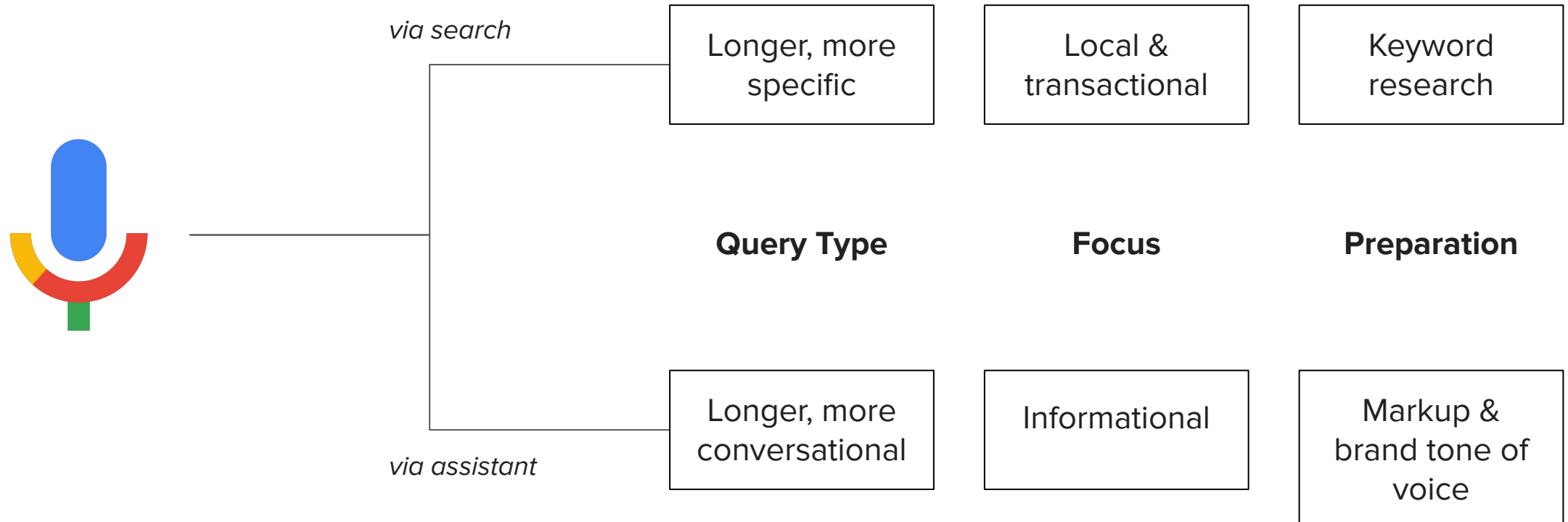
# Speeding up payment will be next

Where do you begin your product search?

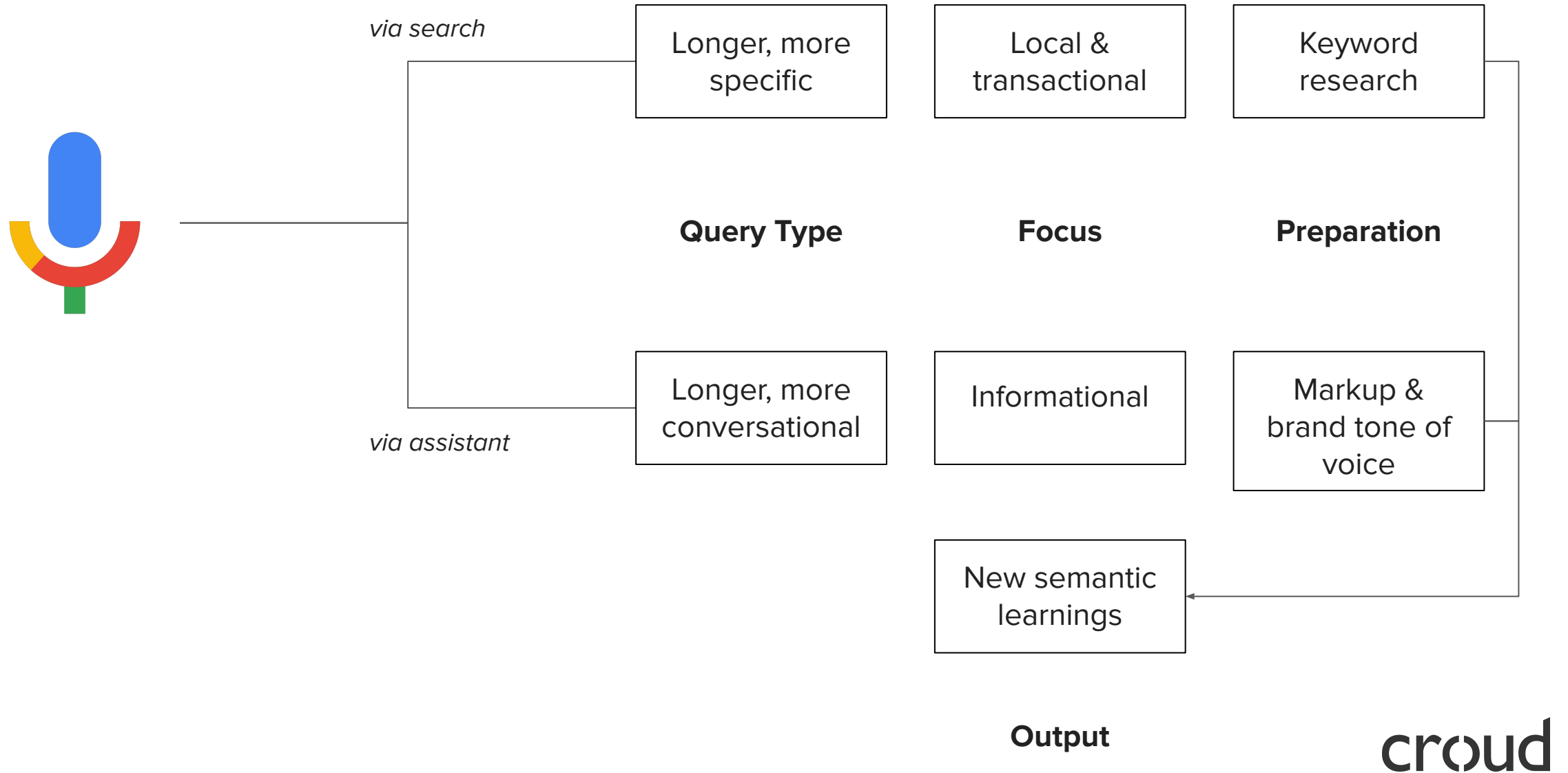


- ML helps establish not only keyword and audience signals that show intent, but also those that convert the fastest.
- Add-to-basket and purchase directly through SERPs will be a play to put pressure on Amazon's share of product search.
- Voice is part of this, through Home Ordering linked to payment information.

# Voice is still a way of answering known unknowns

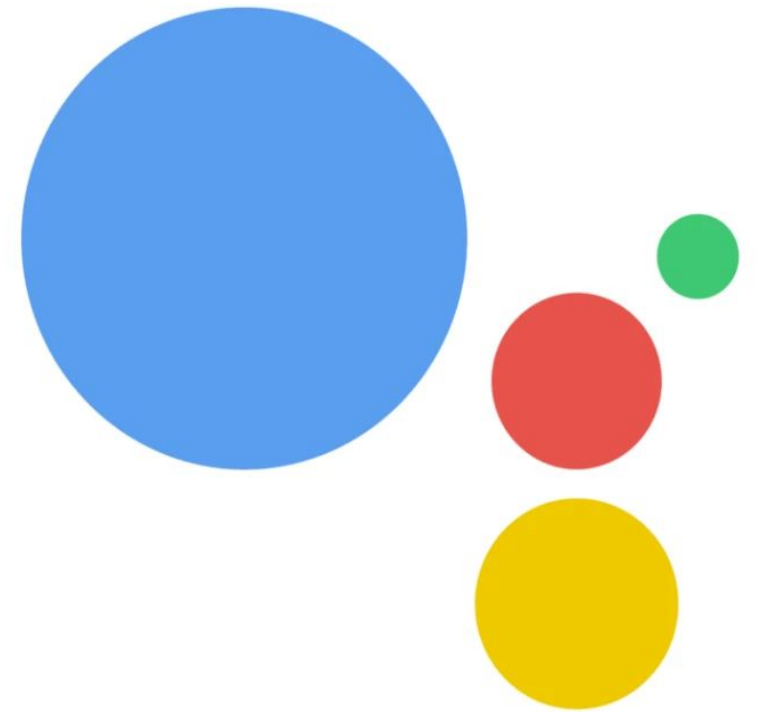
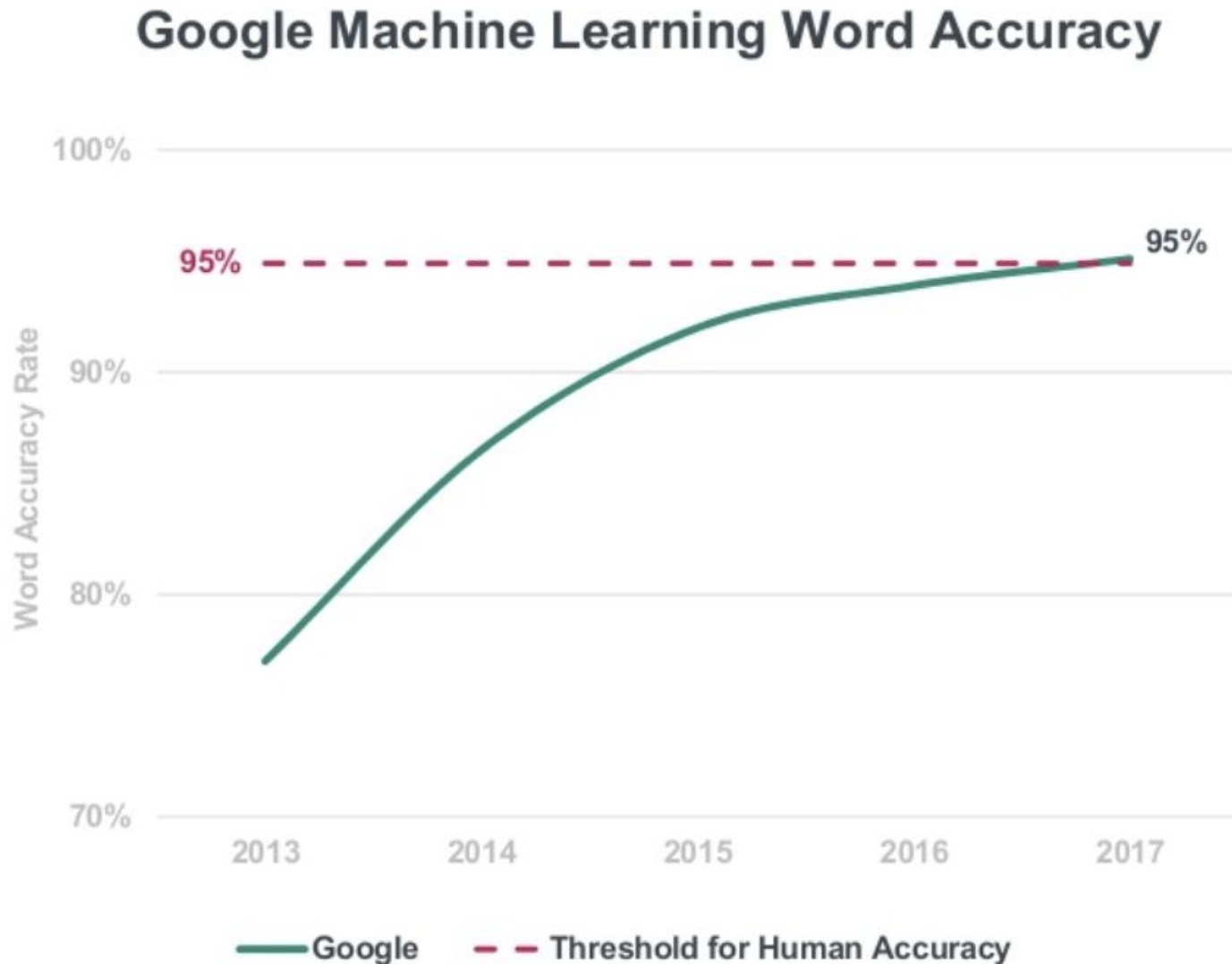


# But presents opportunities for more learning





# As accuracy improves, so will the opportunities



# Answering known unknowns faster

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1.

Structured data is king

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More and more of the SERPs will be taken up by units built on structured data - both paid and organic.

2.

Search engines as destinations

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Gone are the days of portals: more and more actions will be completed from within the SERP.

3.

Voice is a continuation

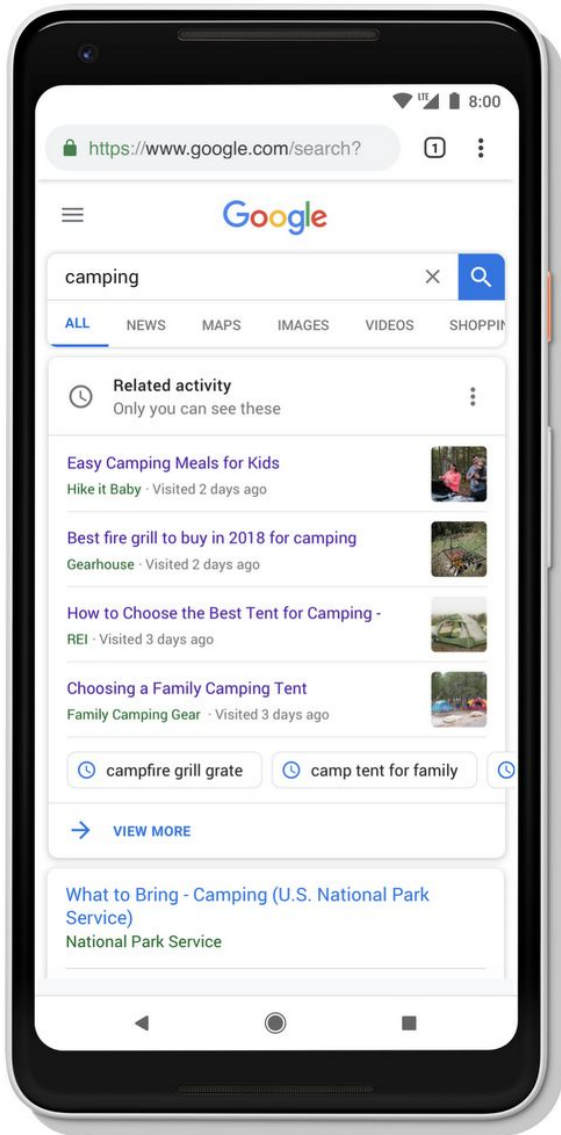
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Voice extends the surfacing of *known unknowns*, but is mainly of importance due to the semantic insight to inform ML.

**2**

**Unknown knowns, or: how  
we search for things  
we've forgotten**

# Resurfacing the searches we've forgotten



- Recognition and surfacing of subjects that have been searched for previously.
- Reintroducing users to the queries they may have searched for in the past, but forgotten.
- Google will also offer 'follow-up' queries that people tend to search for afterwards, leveraging ML capabilities.



3

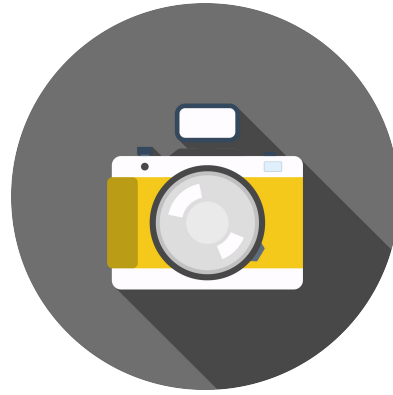
**Unknown unknowns, or:  
how we search for things  
when we don't know  
where to start**

# Three things

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Prompted/Predictive  
Search

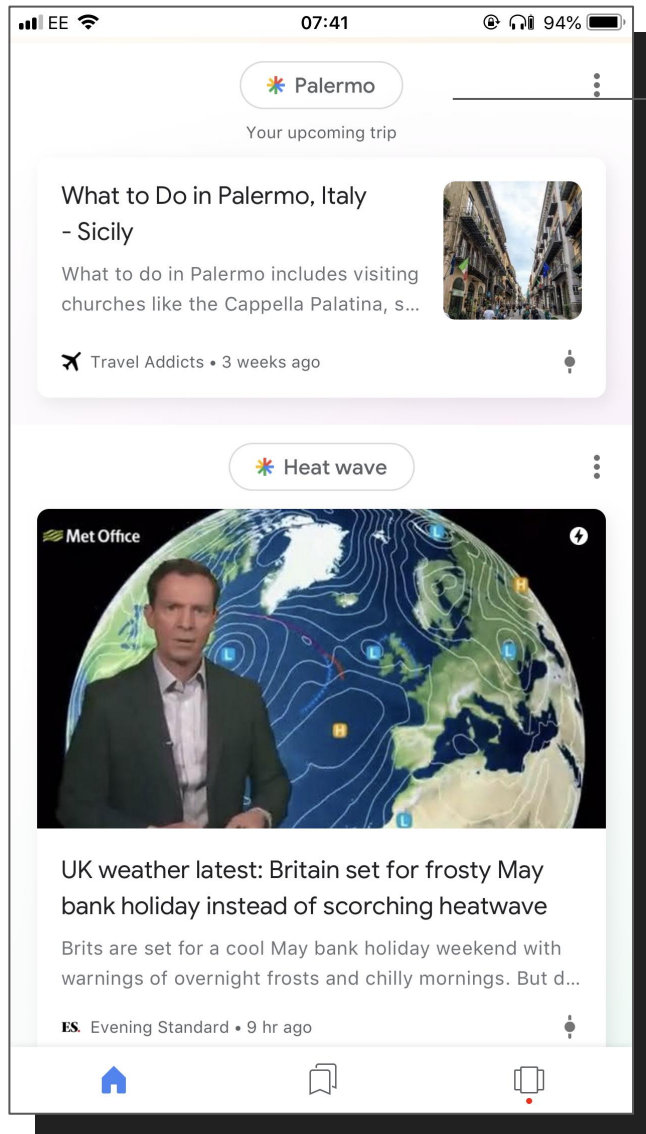


Visual Search



Curated Search

# Google Discover: prompted search queries



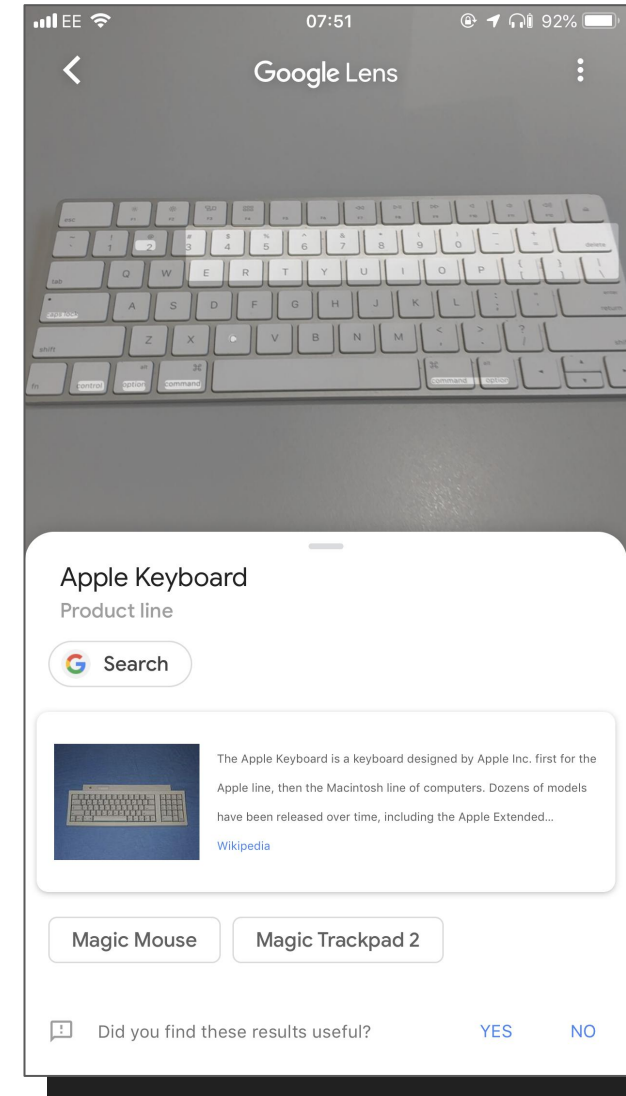
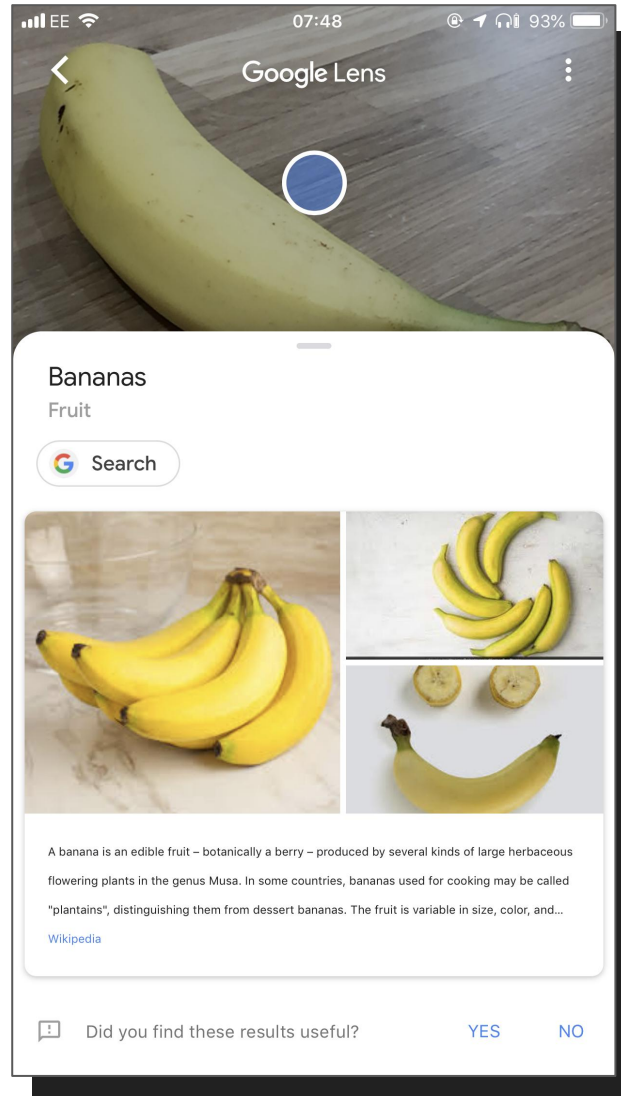
Google knows I'm going to Sicily tomorrow (I actually am)

Through search history, but also from reading the structured data in my Ryanair emails to identify dates, destinations and airports.

Also included in Discover are prompts for:

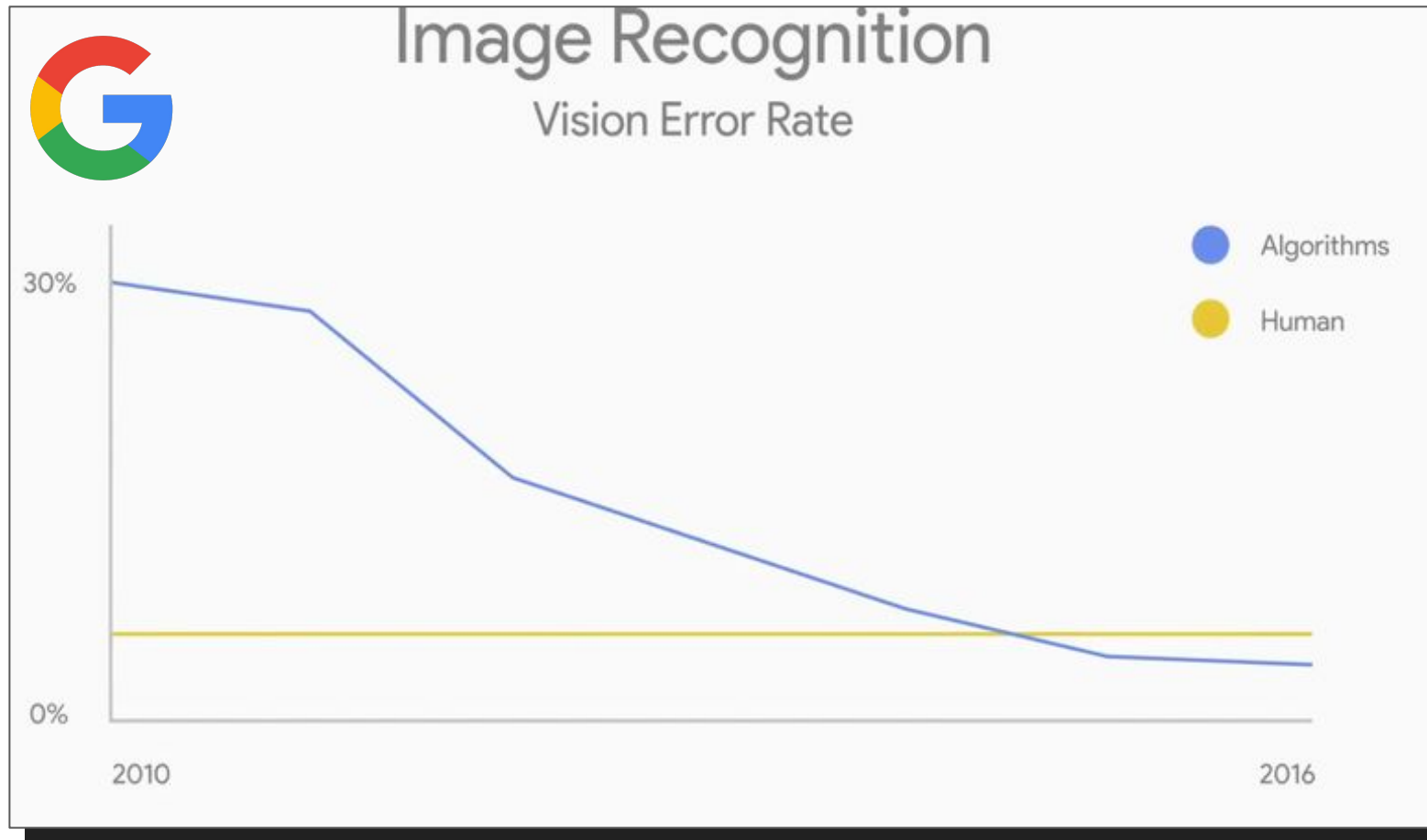
- London
- Search engine optimisation
- The Drum

# Non-verbal discovery, from bananas to keyboards






# As error rate declines, so will uptake



Already ~600m  
monthly image  
searches

Samsung Galaxy S10 -  
128 GB - Prism Black

4.6 ★★★★★ 6,598 user reviews



Shop now

Sponsored ⓘ

Prism Black ▼

128 GB ▼

£554.99 · [Techinthebasket.com](#) · By Google

£599 · [WOWCamera](#) · By Google

£10 · [EE Shop](#) · By HeroCompare + £73/month for min 24 months

£450 · [Mobiles.co.uk](#) · By Google + £18/month for min 24 months

£553.99 · [TobyDeals UK](#) · By Google

▼ View all sellers and prices

User reviews

Camera: "Good phone, great camera."

Screen: "Great looking screen easy to use."

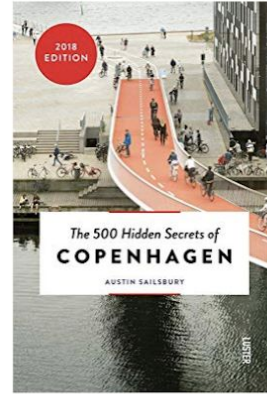
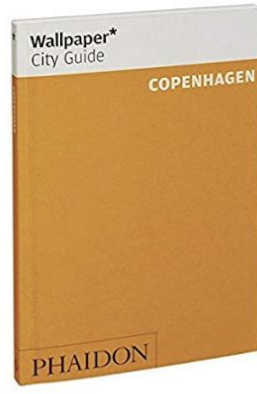
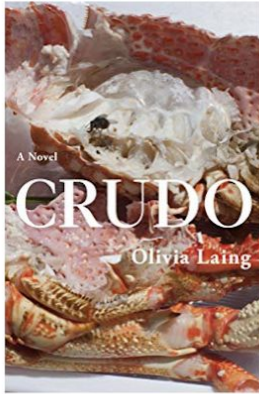
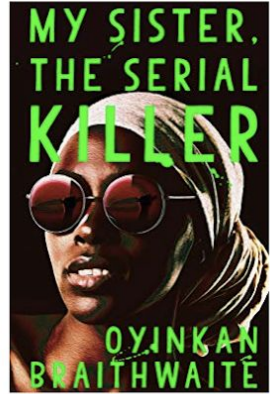
Battery: "Love my new S10. Long battery life, great features."

Features: "Overall design and features are spectacular."

# As product-led advertising becomes more structured, how do we surface new things?

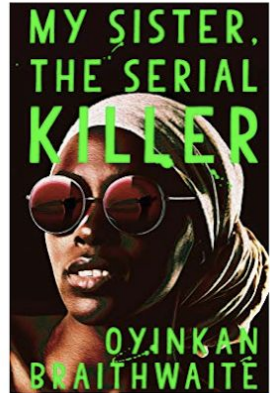
# We're used to product recommendation engines

## Recommendations for you in Books

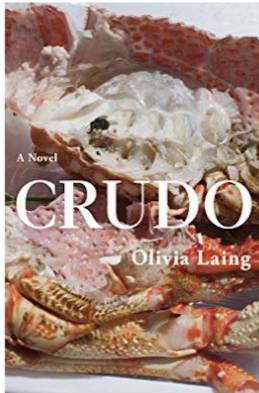


# We forgive their flaws in certain settings (Amazon)

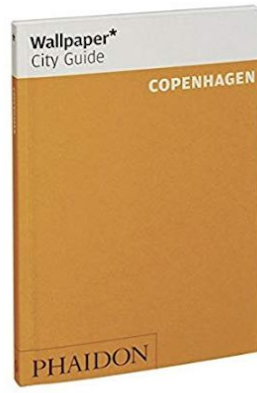
## Recommendations for you in Books



Not sure,  
maybe? Show  
me more.



Looks  
interesting.



Great but I  
own it and  
have been  
twice in the  
last year.



My girlfriend  
thinks she's  
great.



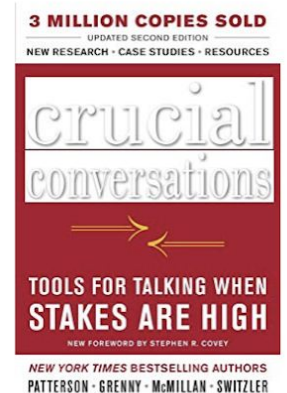
No idea.



See previous  
comment.



Nice idea  
Amazon.



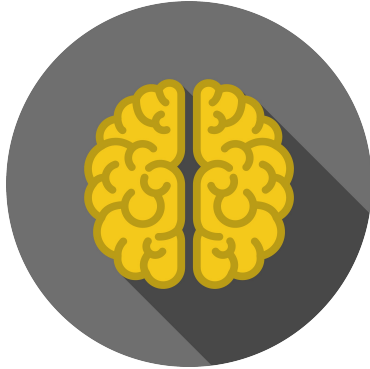
I would  
absolutely  
never read  
this, you idiot.

croud

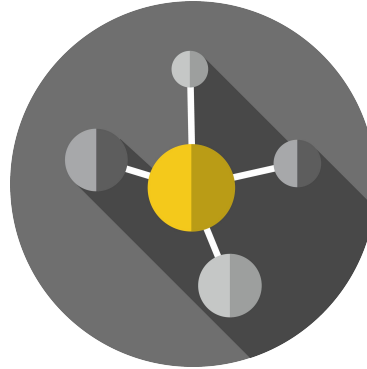


# Search will be more demanding

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As much focus on  
personal preference as  
semantics



Understanding how  
product combinations  
and themes work  
alongside each other



The complexity of  
advertising (i.e., this is  
essentially  
prospecting)

# Wrapping up



# In summary

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1

Search as a platform,  
not just a portal.

Faster, more structured  
responses to user  
queries.

Voice as a driver of  
additional semantic  
detail.

2

The things you thought  
you'd forgotten,  
remembered.

More prompts on how  
to continue your  
journey through  
search.

3

Prompted queries  
based on user data

More ways to discover  
search without a  
keyword or phrase.

ML-powered  
recommendation to  
surface new products.

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# Thank you. Questions?

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