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Google beefs up insight team

Mon, 6 Aug 2012 | By Lara O'Reilly

Google is looking to improve the effectiveness of its media and advertising solutions by building out its UK market insights team.



The additional staff will attend to Google's multi-million pound cross media measurement panel, which launched last year in partnership with Kantar in order for the company to measure TV and online media habits from one single source.

They will also look to drive forward new methodologies to evaluate media effectiveness and to understand how consumers use its product portfolio, which ranges from YouTube to Gmail.

Google has created a new senior role to lead the projects and be responsible for a team of four market researchers who will work with the marketing and sales teams to implement research strategies that are relevant to the company's media and advertising platforms.

The new head of market insights will report to the director of market insights for Northern and Central Europe.

Recent research from the market insights team, released today (6 August) revealed that 46 per cent of UK Olympics-related searches during the first two days of the Games came from smartphones and tablets, demonstrating the consumer trend towards second screening.

Google's efforts to improve how it measures consumer behaviour and ad effectiveness across its platforms follows rival Facebook's move to invest in media mix modelling analysis to offer insights on how the social network adds value as part of wider marketing activity both on and offline.

Facebook said data from such research suggests that 70% of paid-for ad campaigns on its site results in three times the return on ad spend or better.

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