



Audience, Trends & Content

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Building a Compelling Story Through Data Driven Insights

Audience Development

Demographics &
Geographics

Audience



Trend Spotting

Psychographics &
Engagement

Trends



Content Creation

Insightful, Compelling &
Beautiful

Content



Hitting a New Market With a New Product



New Product: Our client just developed a new product, which is a new connected fitness apparatus.



New Market: Our client would like to roll this new product out to the UK market.



New Influencers: Our goal is to drive buzz and interest among sports and athletic influencers.

Audience

The Questions: Who do we target?
Demographics, Geographics and Psychographics

A high-angle, wide shot of a massive crowd of people, likely at a festival or sporting event. The crowd is dense and fills the entire frame, with many people wearing hats and casual summer clothing. The lighting suggests it's daytime.

Solutions

- Global Market Finder
- Google Trends - Regional Interest
- Google Shopping Insights

Global Market Finder: Which markets are interested in your topic of coverage?

Geographic distribution

Location	Opportunity ?	Local Monthly Searches ?	Recommended Bid ?	Competition ?
		78,400	\$0.18	
		46,900	\$0.32	
		18,500	\$0.64	
+ Indonesia		1,880	\$0.06	
+ Germany		49,500	\$1.35	
+ United States		90,500	\$3.17	
- United Kingdom		18,100	\$0.64	
- English		18,100	\$0.64	
fitness		18,100	\$0.64	

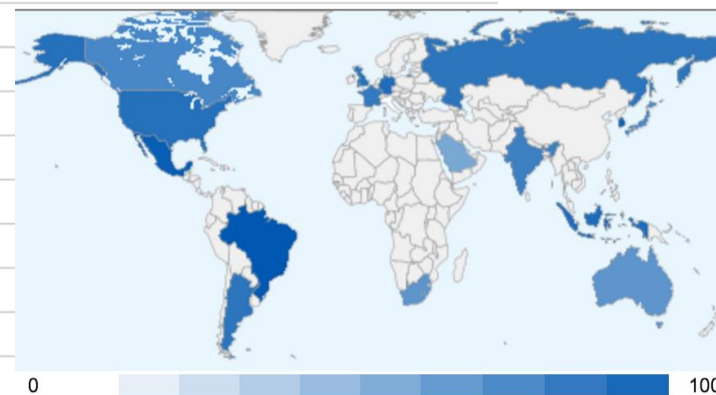
Size up the opportunity

Size up the level of interest

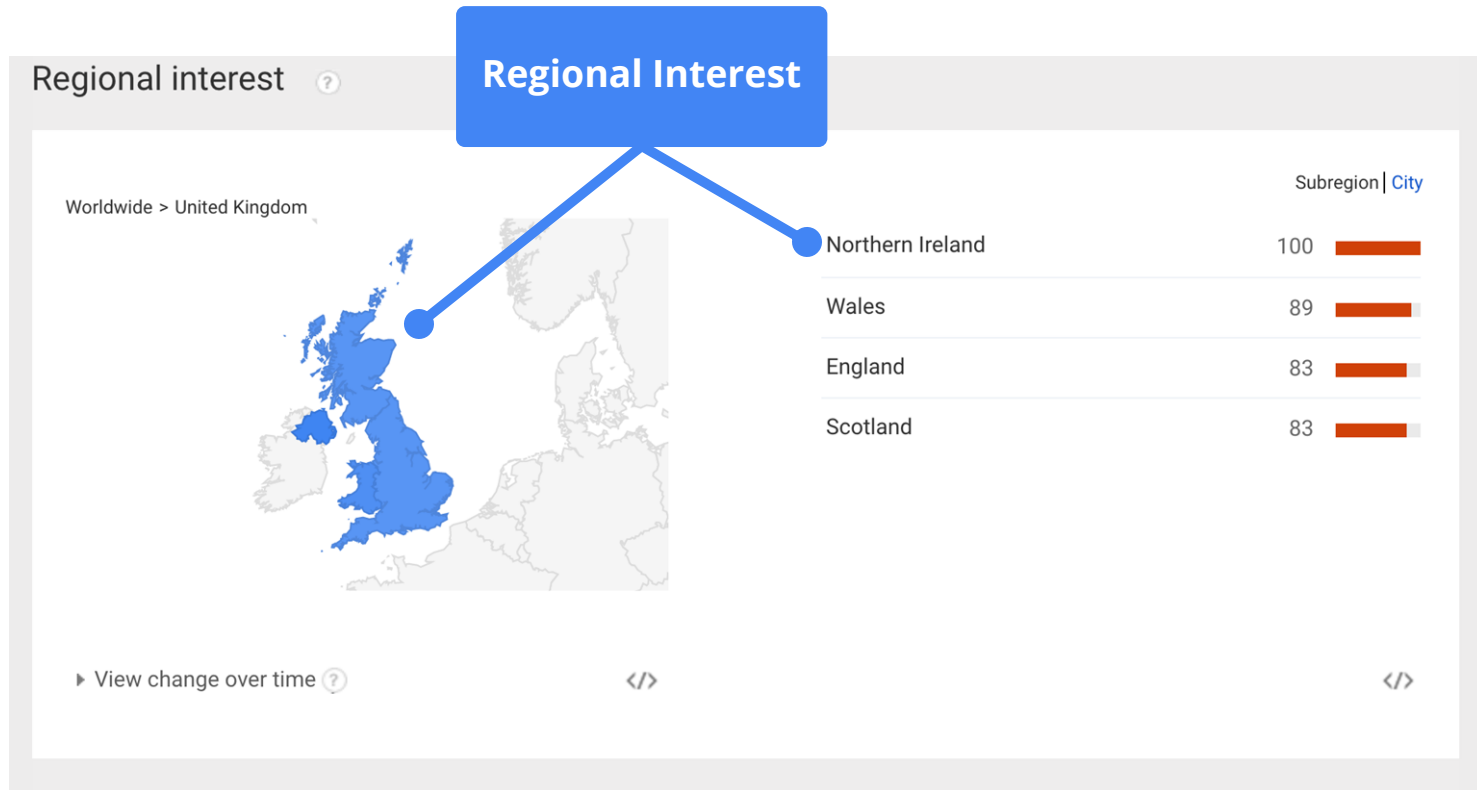
Hide additional keyword suggestions from Keyword Planner

la fitness		74,000
fitness plan		1,600
pro fitness		1,600
first fitness		720
health and fitness		2,900
york fitness		2,900
fitness dvd		2,400
outdoor fitness		1,000

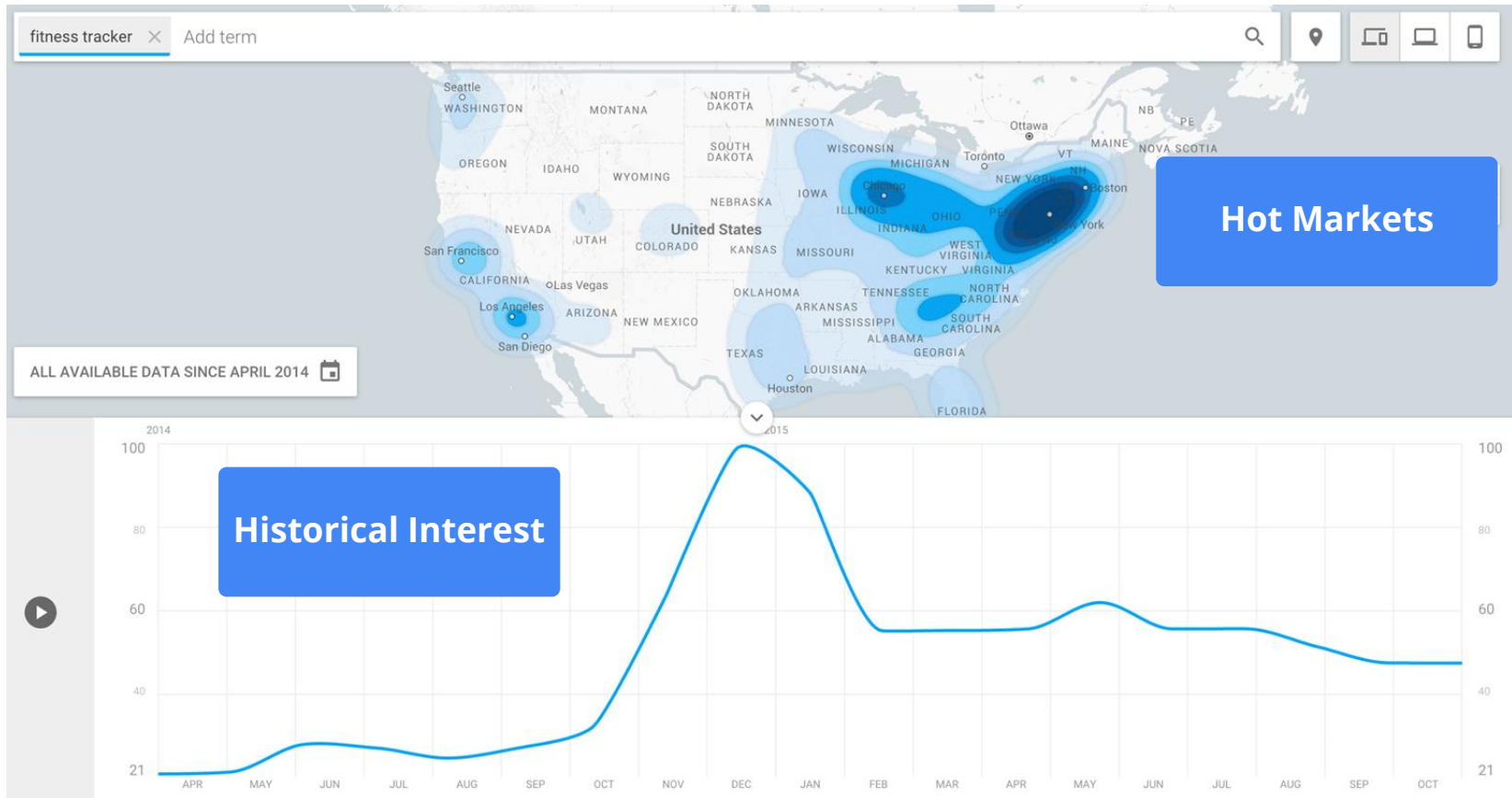
Expanded Keywords on your Topic



Google Trends: Digging deeper into your geographical audience.



Google Shopping Insights: Where are people going to be interested in engaging with your topic?

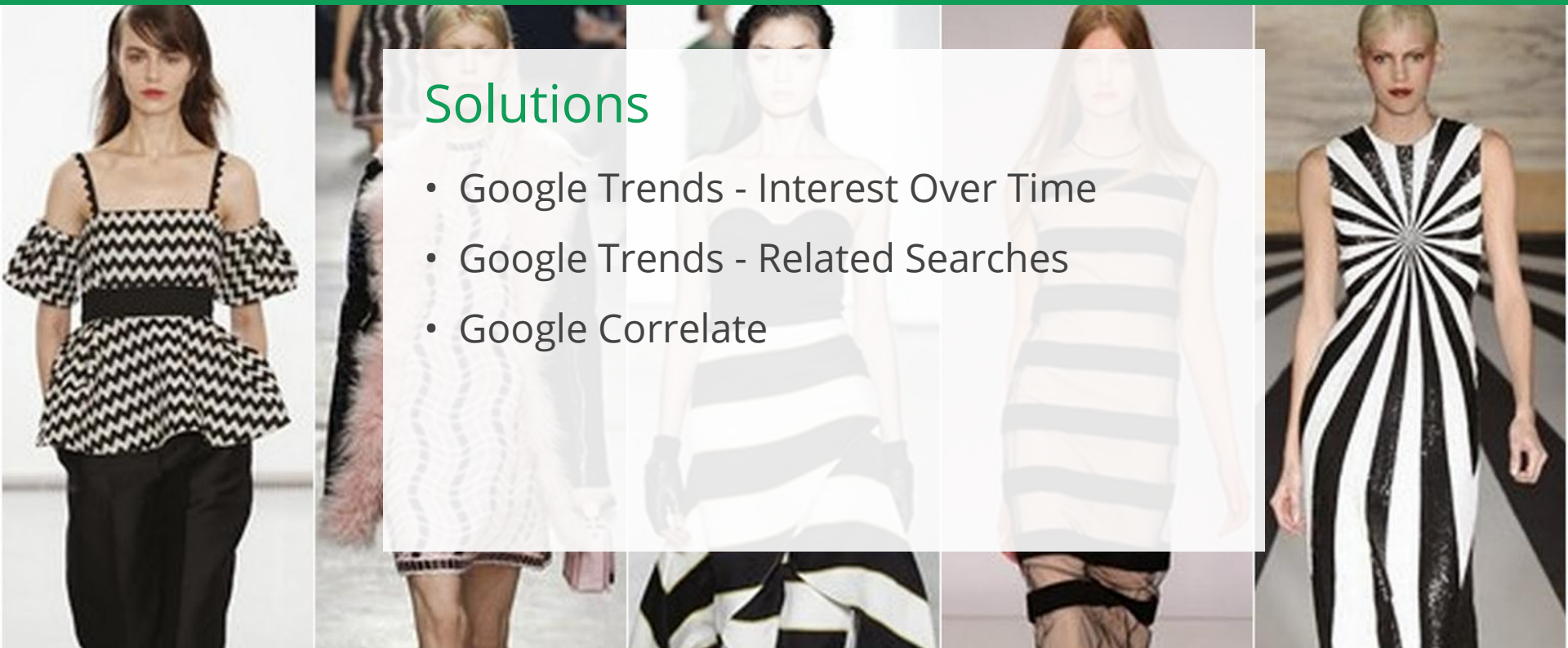


Trends

The Questions: What is top of mind for our newly developed audience?

Solutions

- Google Trends - Interest Over Time
- Google Trends - Related Searches
- Google Correlate

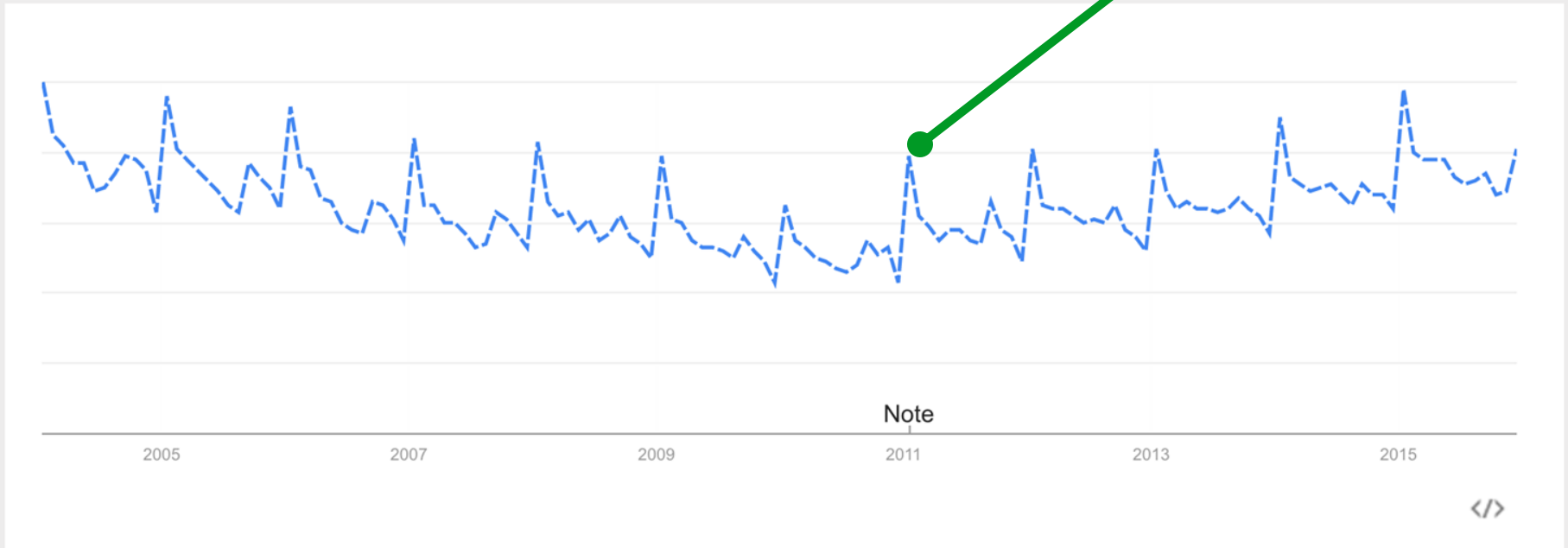


Google Trends: Understanding your trends peaks and valleys.

Interest over time ?

Headlines ? ☐ Forecast ?

Target months for
PR efforts



Google Trends: Expanding your topic through your audience's similar interests.

Related searches

Aggregate Topics

Topics

Top

Rising

Gym - Industry

100



Physical exercise - Interest

95



Health - Organization type

85



Training - Industry

55



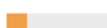
Personal trainer - Industry

25



Fitness First - Company

20



Aggregate Thoughts

Queries

Top

Rising

fitness

100



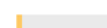
fitness classes

5



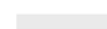
health and fitness

5



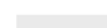
first fitness

0



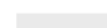
fitness jobs

0



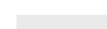
fitness components

0



what is fitness

0



Google Correlate: Finding related topics and separate correlated trends.

Correlated with **Fitness**

0.8849 low fat

0.8448 classes

0.8424 gyms in

0.8336 center parcs

0.8146 pilates classes

0.8130 yearly

0.8124 uk school holidays

0.8072 wedding invitations

0.8049 gyms

0.8024 average temperature

Identifying Related Trends

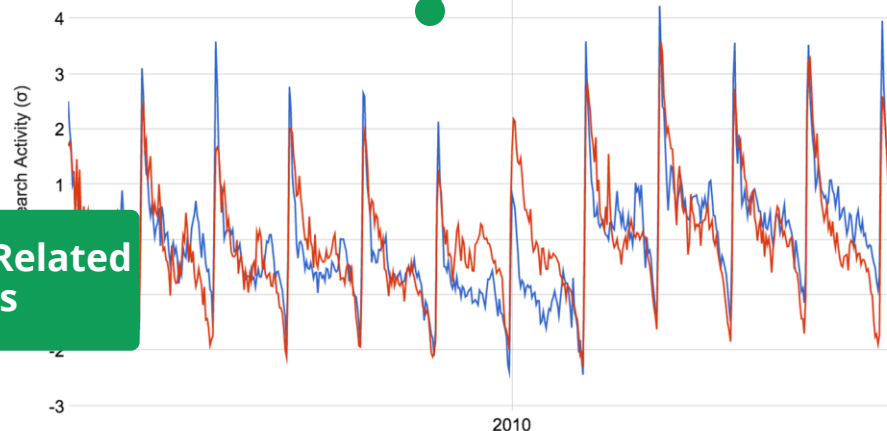
Visual Correlation

United Kingdom Web Search activity for **Fitness** and **wedding invitations** ($r=0.8072$)

Line chart Scatter plot

— fitness — wedding invitations

Hint: Drag to Zoom, and then correlate over that time only.



Content

The Questions: What sort of content does our audience consume? And how?

Solutions

- Youtube Trends - Dashboard
- Google Consumer Barometer
- Google Databoard

Youtube Dashboard: Branding & Content Interest

Compare Market's Preferred Styles

Trends **Map** Blog Dashboard







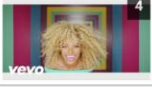



☐ Browse ☒ Compare

United Kingdom United States

25-34 years old 25-34 years old

All Male Female All Male Female

★ Highlight: ☐ Unique ☐ Common ★ 0


1		JUSTIN BIEBER - LOVE ... by JustinBieberVEVO ✓ 53,709,301 views	1		KENTUCKY FRIED CHIC... by KFC 5,660,834 views
2		GAME OF THRONES SE... by GameofThrones 6,268,836 views	2		GAME OF THRONES SE... by GameofThrones 6,236,448 views
3		PORNUHUB PREMIUM GL... by Pornhub 1,311,356 views	3		EDEKA WEIHNACHTSCL... by EDEKA 32,782,581 views
4		FLEUR EAST - SAX (OFF... by FleurEastVEVO 1,612,457 views	4		SEAN EVANS AND CHIL... by First We Feast 803,504 views
5		BATMAN V SUPERMAN... by Warner Bros. Pictures ✓ 11,306,874 views	5		NEW "BATMAN V SUPE... by Jimmy Kimmel Live ✓ 5,101,101 views

Trends **Map** Blog Dashboard







Explore the most popular videos by city and region

Gender **Both** Male Female Age **All** 13-17 18-24 25-34 35-44 45-54 55-64 65- Type Shares **Views** Help/FAQ

Videos uploaded within 48 hours may not yet appear in age and gender breakdowns.



Video List by cities

	Kentucky Fried... 5M views 62 regions
	GTA 5 Online... 3M views 62 regions
	Sainsbury's... 20M views 2 regions
	Sean Evans and... 804K views 1 region
	Man set on fire... 52K views 1 region
	Sioux Forever! 13K views 1 region

Consumer Barometer: How your audience buys and navigates the internet.

QUESTIONS	FILTERS
The Online & Multiscreen World	
Internet Usage	▼
Internet User Segmentation	▼
Device usage	▼
TV & Connected Devices	▼
The Smart Shopper	
First Awareness	▼
Research Behavior	▼
Purchase Behavior	▼
Searching for Local Information	▼
International Purchases	▼
The Smart Viewer	
General Online Video Viewing	▼
Most Recent Online Video Session	▼

What's Your Question?

Who's Your Market?

QUESTIONS	FILTERS
Country	>
Demographic	>
Internet Usage	>
Device Usage	>
Smart Shopper: Product Purchased	>
Smart Viewer: Most Recent Video Context	>

Consumer Barometer: Beautiful insight graphs.

Purchased Online?

Did people research or purchase their product online or offline?

Any research or purchase online

Hide

United Kingdom



USA



Any research or purchase offline

Hide

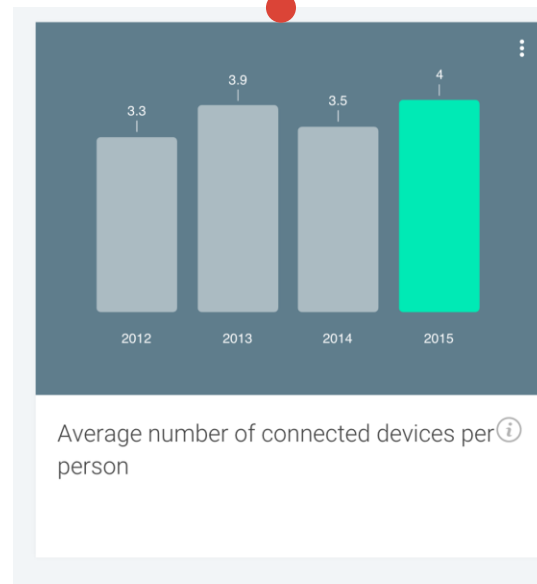
United Kingdom



USA



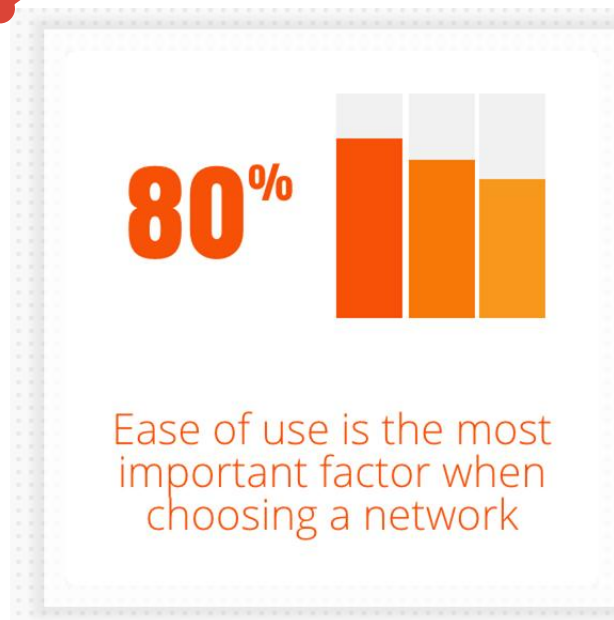
Number of Devices



Google Databoard: Creating beautiful content with Google's powerful research.

Studies on Select Important Trends

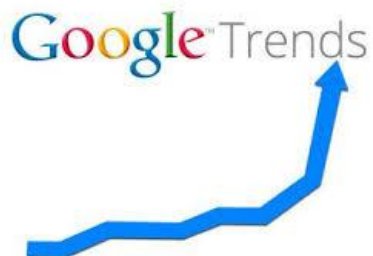
Select Study	
Digital Impact on In-Store Shopp...	>
Search for Brands Meta-Study	>
Understanding Consumers' Local S...	>
YouTube Insights: October 2013	>
Unlocking the HTML5 Opportunity:...	>
The New Multi-screen World	>
Mobile Search Moments	>
Mobile In-Store Research	>
Our Mobile Planet	>
Non-Profit Path to Donation	>
YouTube Insights: July 2013	>
Beba Data	>



Assemble an Infograph



Driving Your Projects With Data Driven Tools

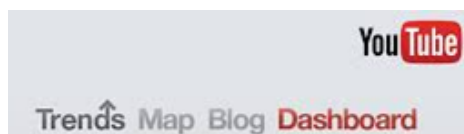


Databoard
for Research Insights



Google consumer surveys

**Consumer
Barometer**
Google







Shopping Insights
Explore trends and popularity of products across the U.S.

Google Global Market Finder



Thank You!

Consumer Survey: Ask your audience anything for cheap.

Audience	Targeting options	Pricing
<input checked="" type="radio"/> General population 	<div>25-34</div>	10¢ to \$3.00 per complete. Surveys with screening questions may cost more. Learn more
<input type="radio"/> Android smartphone users 	<div>Women and men</div>	
<input type="radio"/> Your website	<div>United Kingdom</div>	
<input type="radio"/> Audience panels 	<div>All of the UK</div>	
	<div>English </div>	

Location

Market

Price

Consumer Survey: Ask your audience anything quickly.

1



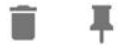
Multiple answers question:



Where do you workout?

21/175

At a fitness gym or studio



At home or outside



I don't workout



Enter answer text



Other



Where do you workout?

Check all answers that apply

☐ At a fitness gym or studio

☐ At home or outside

☐ I don't workout

Other (please specify)

SUBMIT