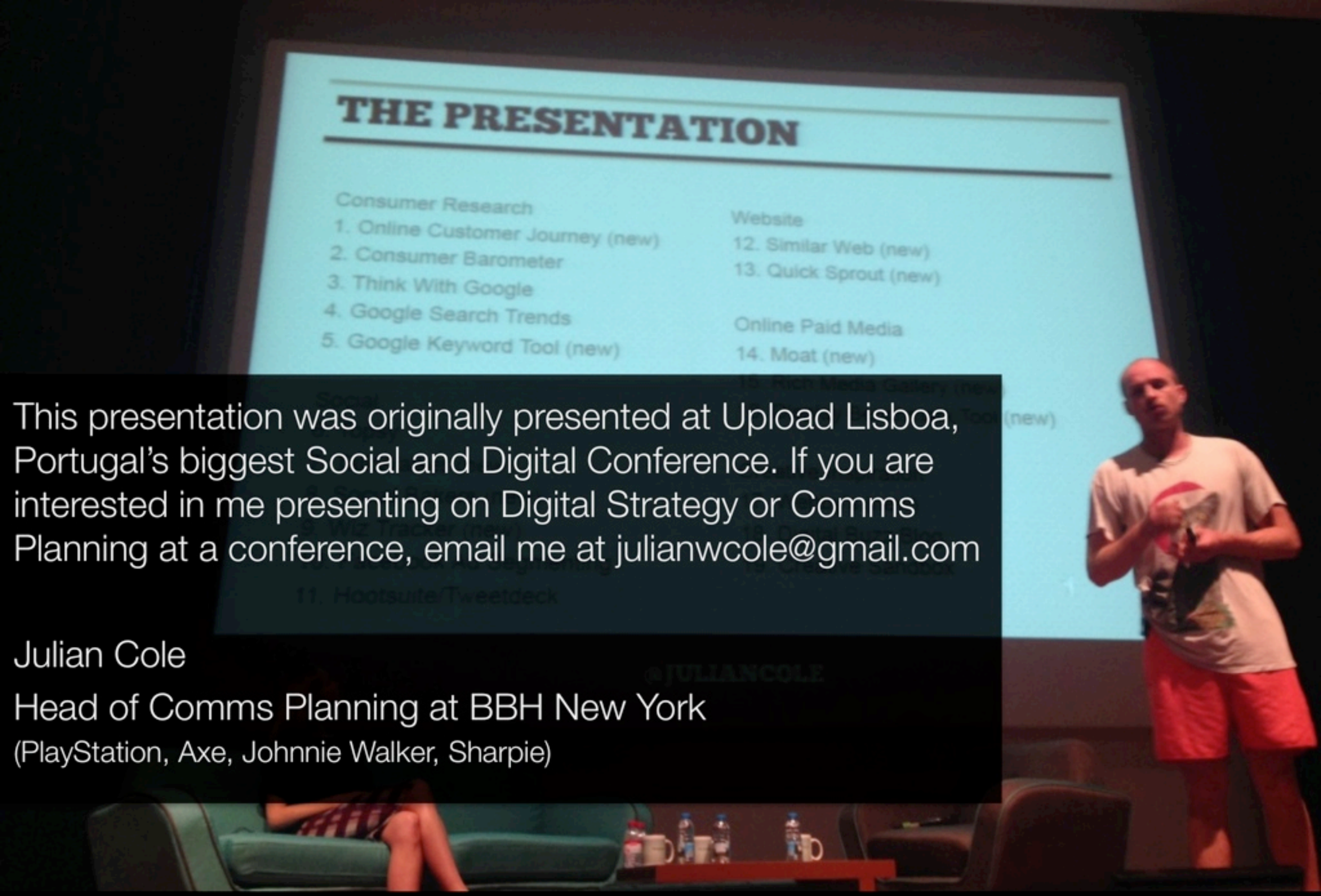
2014 DIGITAL STRATEGY TOOLBOX

@JULIANCOLE

THE PRESENTATION

This is the follow up to the original Digital Strategy Toolbox (2012). It covers the 19 best free tools online. There are 11 new tools since the last edition.

The tools are broken up in to five categories of Consumer Research, Social, Website, Online Paid Media and Creative Inspiration.



This presentation was originally presented at Upload Lisboa, Portugal's biggest Social and Digital Conference. If you are interested in me presenting on Digital Strategy or Comms Planning at a conference, email me at julianwcole@gmail.com

Julian Cole

Head of Comms Planning at BBH New York

(PlayStation, Axe, Johnnie Walker, Sharpie)

COURSE AND PAY WITH A TWEET

If you are interested in learning more about Digital Strategy, I have a Crash Course in Digital Strategy course on Skillshare

The online course is $30 and has been completed by over 600+ students with a 98% approval rating. If you have any questions about the course you can ask me @juliancole on Twitter.

If you would like a copy of this presentation, you can pay with a tweet here to download this presentation.

THE TOOLS

Consumer Research

1. Online Customer Journey (new)
2. Consumer Barometer
3. Think With Google
4. Google Search Trends
5. Google Keyword Tool (new)

Social

6. Topsy
7. TalkWalker (new)
8. Social Bakers (new)
9. Wiz Tracker (new)
10. Facebook Ad Segmenting
11. Hootsuite/Tweetdeck

Website

12. Similar Web (new)
13. Quick Sprout (new)

Online Paid Media

14. Moat (new)
15. Rich Media Gallery (new)
16. Display Benchmark Tool (new)

Creative Inspiration

17. Webby's (new)
18. Digital Buzz Blog
19. Creative Sandbox

EXAMPLE BRAND – KLM

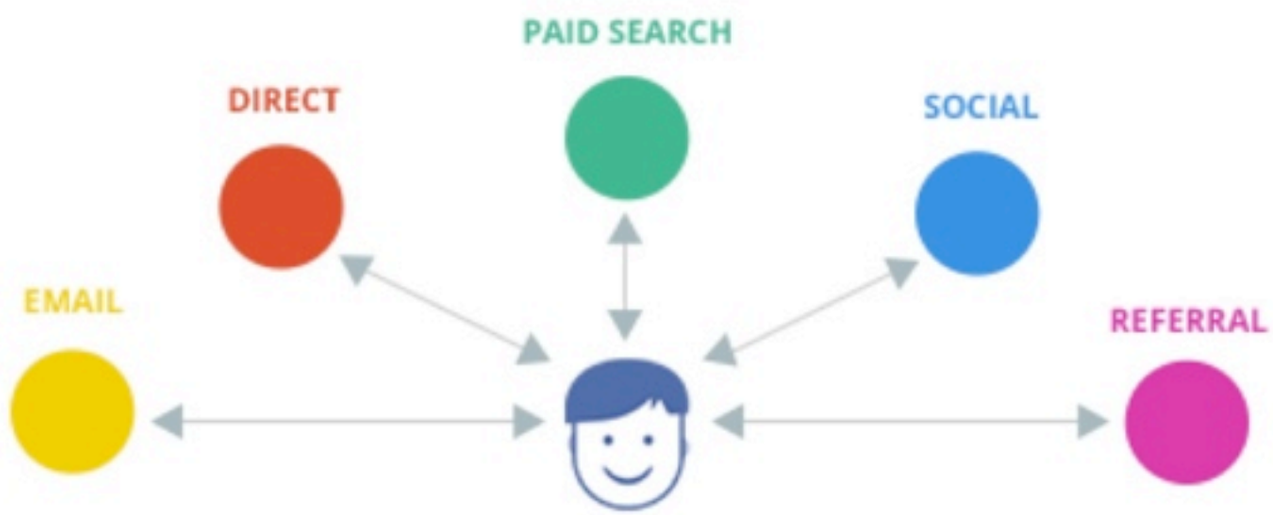
This project uses KLM to show examples of how this tool could be used. I would imagine this type of research would be done when you are first getting familiar with a brand in a pitch style scenario.

1

CONSUMER RESEARCH

How do different marketing channels affect customer purchase decisions?

Marketing channels (such as email, display ads, paid search ads, social, and direct visits to your website) influence the customer at different points in the path to purchase.



ASSISTING channels build awareness, consideration, and intent earlier in the customer journey or "purchase funnel."

ONLINE CUSTOMER JOURNEY

What is it?

Helps you to give you an initial recommendations of what media channels the consumer uses during the path to purchase for different product categories

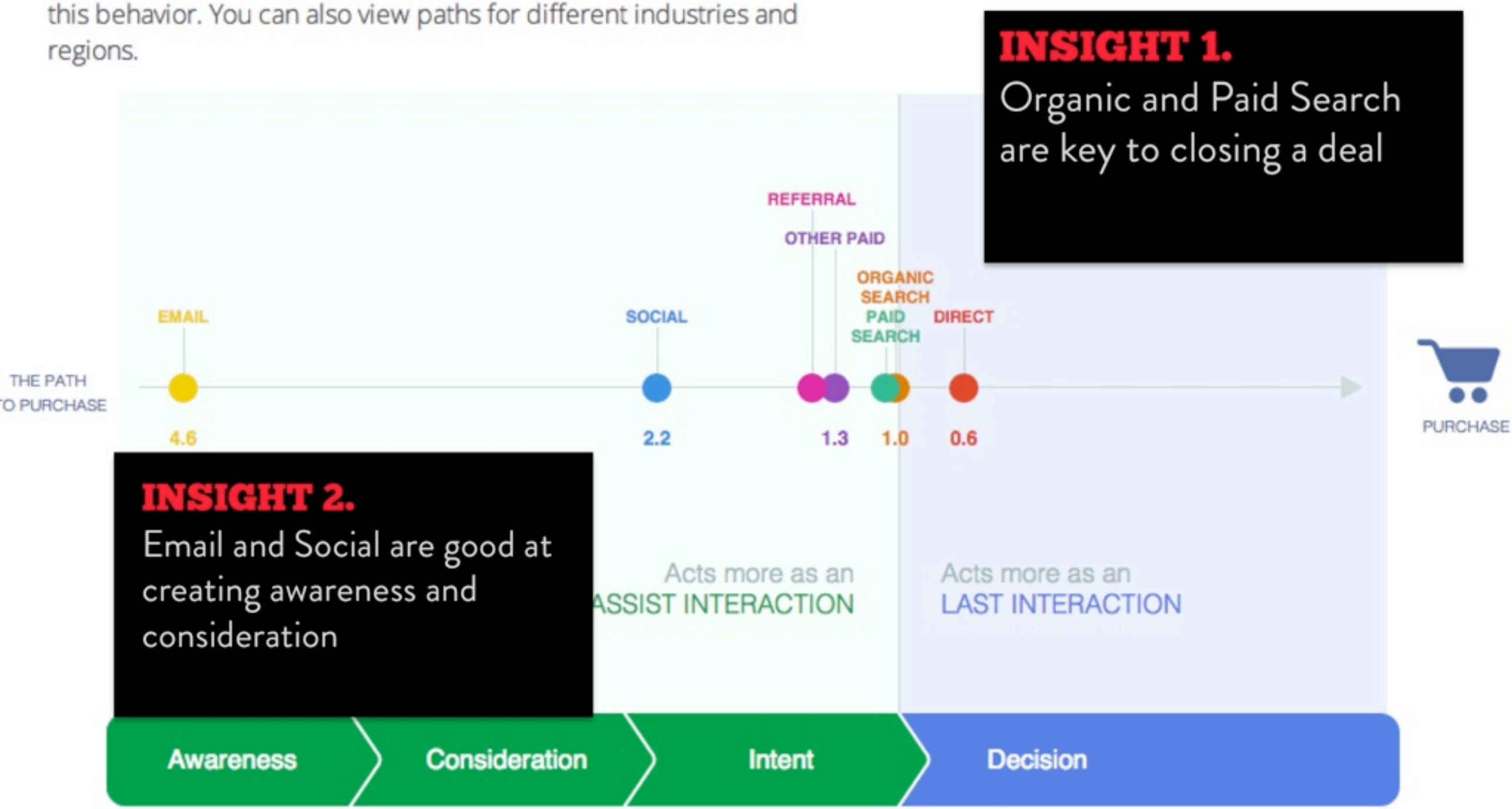
How to use:

1. Google Online Customer Journey Tool
2. Filter by Country and Vertical

Channels play different roles in the customer journey

Travel ▼ Brazil ▼

Check out whether each channel plays more of an "assist" or "last interaction" role. The "assist/last interaction ratio" helps illustrate this behavior. You can also view paths for different industries and regions.



Legend 2.2 A channel's position on the chart is defined by the "assist/last interaction ratio." In general, ratios less than one mean the channel acts more as a "last interaction," while ratios greater than one mean that the channel acts more as an "assist interaction." The

CONSUMER BAROMETER with Google

BROWSE | GRAPH | DATA MAP | ABOUT

How do consumers research and purchase products?

SELECT COUNTRY > PRODUCTS > INSIGHTS

Topics: % of purchasers who purchased online

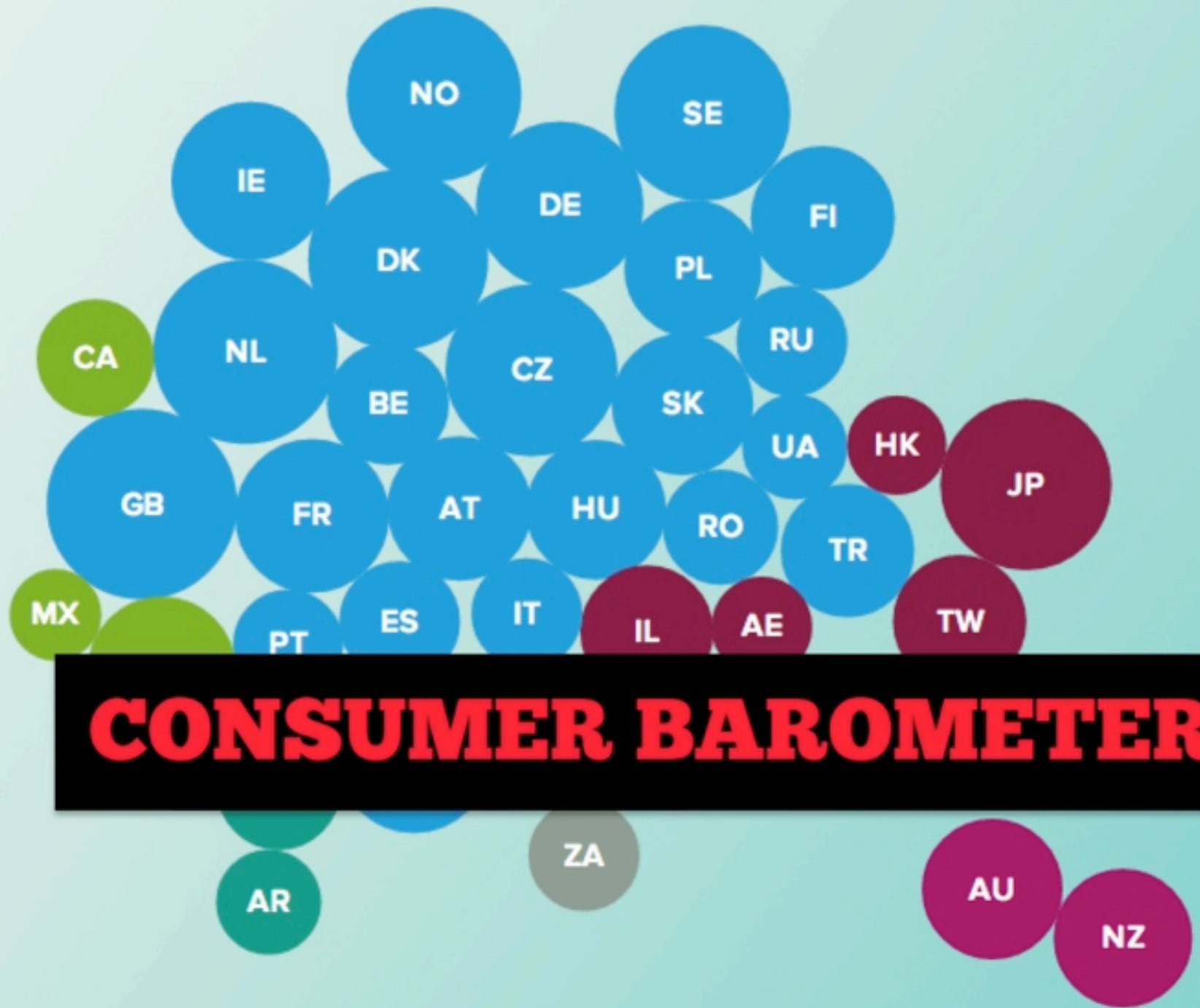
Filter by: No selection

View

Select a country or a continent

COUNTRY | CONTINENT

- Africa
- Asia
- Europe
- North-America
- Oceania
- South-America



CONSUMER BAROMETER

Base: People who purchased the product/service and are part of the online population

CONSUMER BAROMETER

What is it?

The Consumer Barometer is a tool that helps you understand the consumer journey in more detail than the Customer Journey Tool. It maps consumers' research and consequent purchasing behavior on and offline from Google search data.

How to use it:

1. Go to consumerbarometer.com
2. Go to Graph
3. Select the Product/Country/Topics/Audiences

CONSUMER BAROMETER with Google

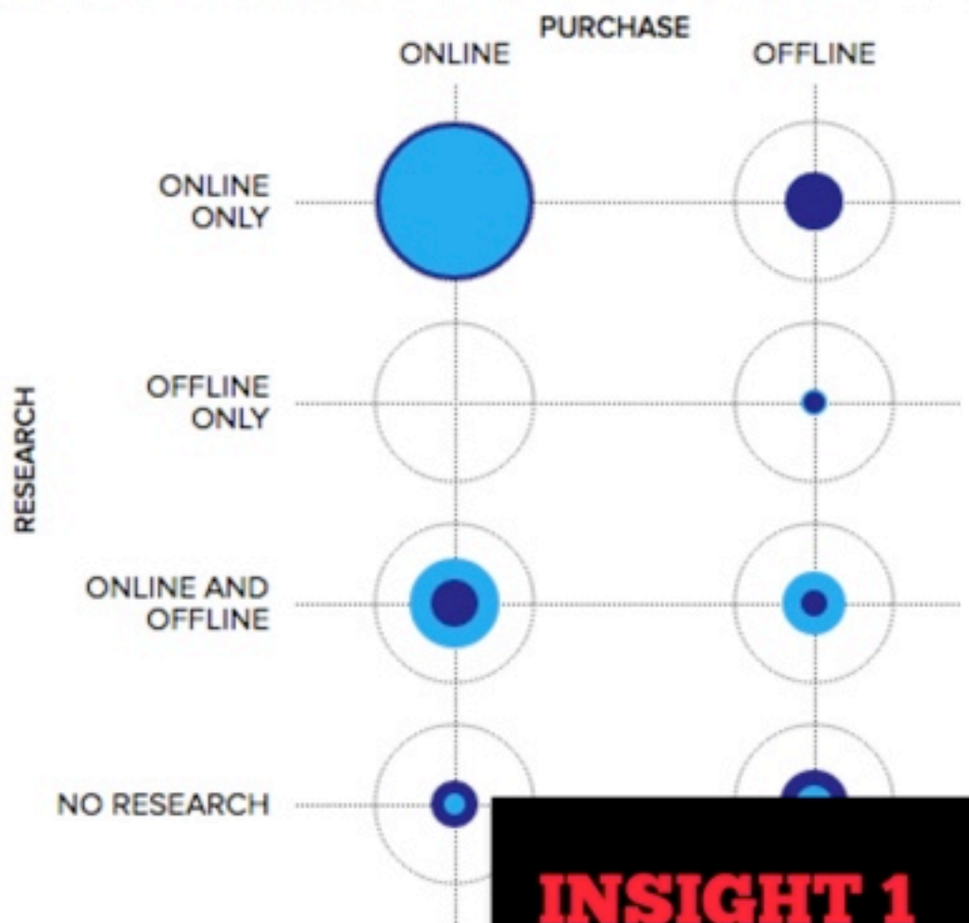
BROWSE GRAPH DATA MAP ABOUT

Portugal > Leisure flights > compared with USA

DOWNLOAD

● PORTUGAL ● USA

CROSS TABULATION OF RESEARCH AND PURCHASE BEHAVIOR



PURCHASE

76% purchased online
24% purchased offline

76% purchased online
24% purchased offline

RESEARCH

63% did research online only
2% did research offline only
31% did both
4% didn't do research

73% did research online only
1% did research offline only
8% did both
18% didn't do research

WHAT INFORMATION SOURCES DID PEOPLE USE TO DO RESEARCH?

STARTED RESEARCH WITH

WHAT DEVICES DID PEOPLE USE?

5% used a **mobile phone** t
do research

2% used a **tablet** to
do research

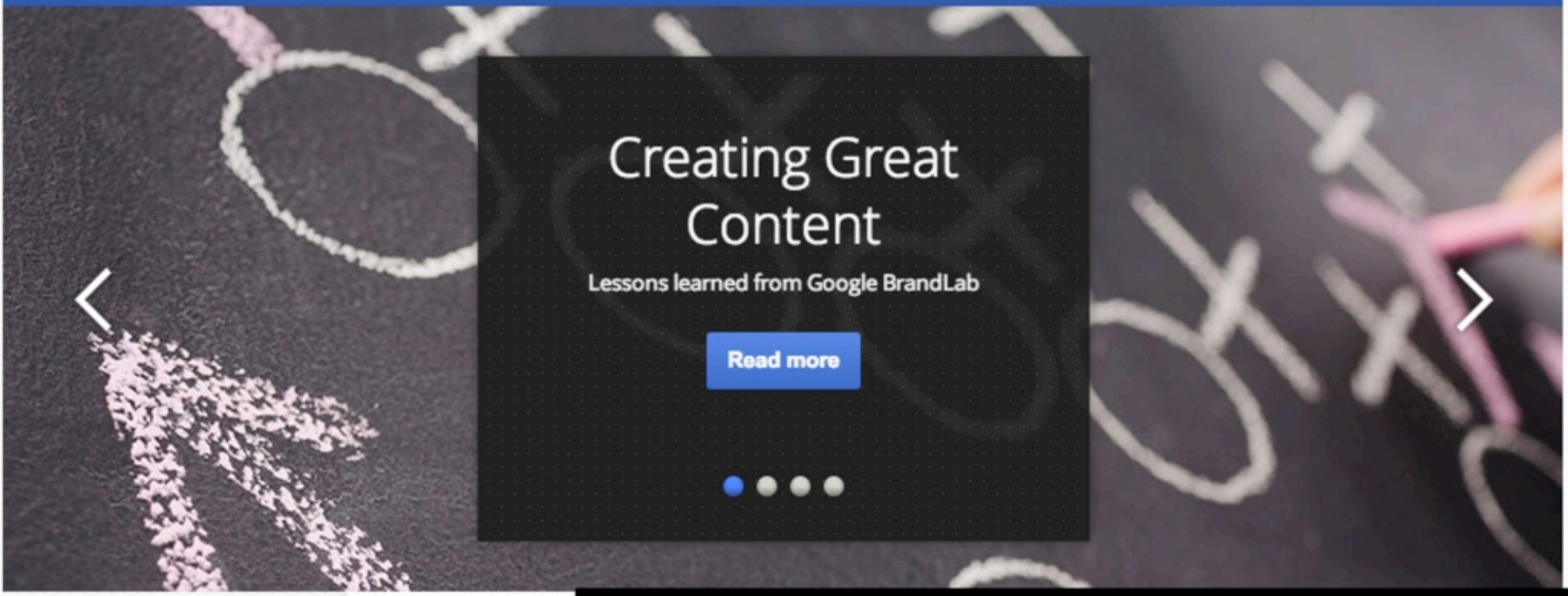
INSIGHT 1

A lot more people start their research with search. Market still open

think with Google

Search

Industries Platforms Creative Sandbox Tools Products



THINK WITH GOOGLE

THINK **NEWSLETTER**

Put insights in your inbox.

Sign up now

Follow

KEY **STATS**

ARTICLE

Score a Touchdown With Football Fans: What You Need to

CREATIVE SANDBOX

Ideas that blend creativity with technology.

Explore

THINK WITH GOOGLE

What is it?

A library of marketing research, consumer trends and insight from Google. The planning tools hub is most valuable where you can create brand impressions, test how your website looks on mobile and find industry benchmark KPIs for ad campaigns

How to use it?

1. Go to thinkwithgoogle.com
2. Head to Industries
3. Filter by Region

INSIGHT 1

A number of stats about consumer behavior in the travel category

RESEARCH STUDY

The 2013 Traveler

THE **RUNDOWN**

In this year's travel study, we found that leisure, business and affluent travelers rely on digital inputs more than ever before to make decisions. Over 60% of leisure travelers turn to the internet for inspiration,

THINK **NEWSLETTER**

Put insights in your inbox.

Sign up now

MORE **LIKE THIS**

RESEARCH STUDY

The 2013 Traveler's

Google

+Julian Share

Trends

United States New! Subscribe to get Trends email alerts for the topics you care about. Try it now

Trending Now

United States

Derek Jeter

200,000+ searches

Image Source - New York Times

Eric Holder

100,000+ searches

Image Source - CNN

Scandal

100,000+ searches

Image Source - Today.com

Redskins

50,000+ searches

Image Source - ABC News

Ryder Cup 2014

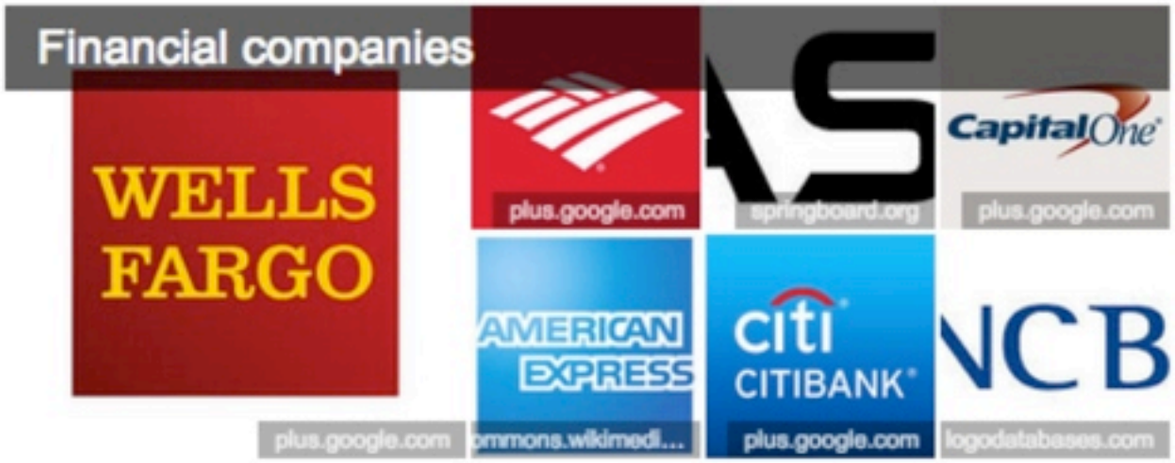
50,000+ searches

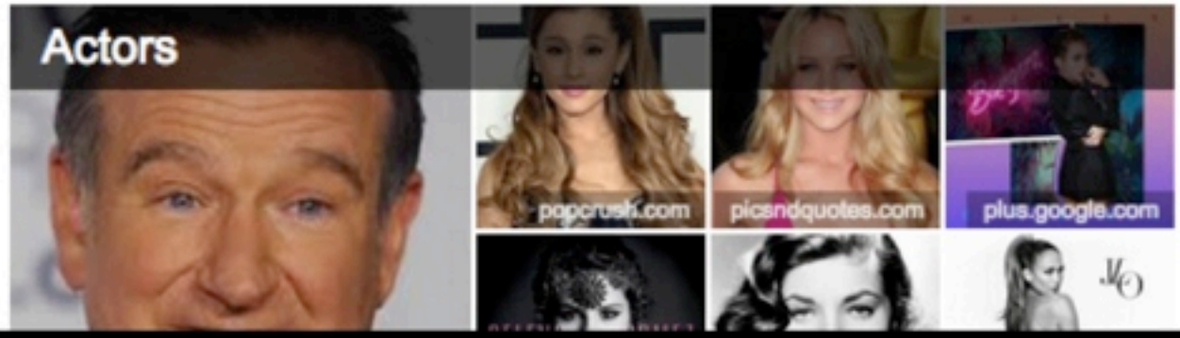
Image Source - New York Times

Visualize hot searches in full screen.

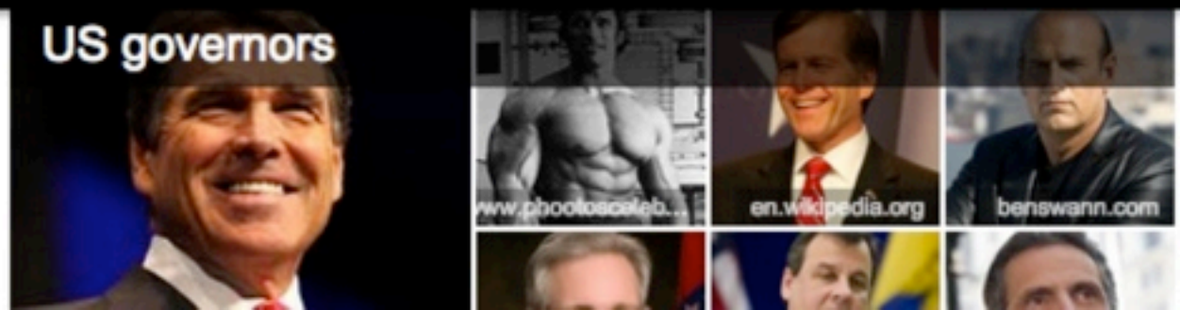
August 2014 Charts

United States





GOOGLE SEARCH TRENDS



GOOGLE SEARCH TRENDS

What is it?

From search terms, Google Trends show the interest in topics over time as well as how search terms correlate. Gives you an idea how seasonal forces and macro trends influence consumer search.

How to Use:

1. Go to google.com/trends
2. Analyze worldwide, 2004-2012 trends
3. Limit to Country/analyze Country Trend
4. Limit to last 3 years/analyze yearly trend
5. Limit to last 90 days/analyze weekly trend
6. Add competitor terms/analyze competitor trends

Google

+Julian

Share

ends

Netherlands

All categories

Web Search

t Searches

p Charts

plore

bscriptions

mpare

arch terms

cations

ne ranges

klm

Search term

Past 90 days

+ Add time range

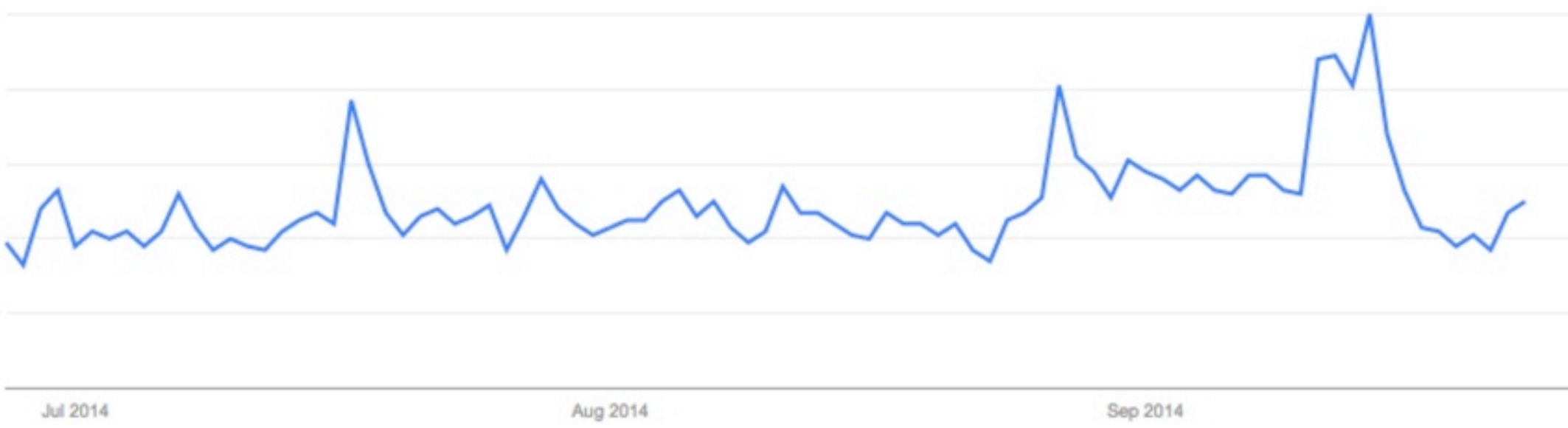
INSIGHT

Interest has increased in the last 2 weeks. Result of campaign

Interest over time

News headlines

Forecast



Regional interest

Google AdWords

julianwcole@gmail.com | Report an issue Announcements (2) Help Sign out Customer ID: 997-108

Home | Campaigns | Opportunities | Tools and Analysis | Billing | My account

Tools

Keyword Tool
Traffic Estimator

Placement Tool
Contextual Targeting Tool

Include terms (0)

Exclude terms (0)

Match Types

- [x] Broad
- [ ] [Exact]
- [ ] "Phrase"

Help

Why should I use the Keyword Tool?
How do I use the Keyword Tool?
What's the difference between the Ad Group Ideas tab and Keyword Ideas tab?
How can I refine my ideas?
What should I know about my statistics?
Help Center

Search help center | Go

Saved ideas (0)

My keyword ideas
My ad group ideas

Find keywords

Based on one or more of the following:

Campaign: Click to select | Ad group: Click to select

Word or phrase: holiday inn, marriott, hampton inn, hilton

Website: www.google.com/page.html

Category: Hotels, Motels & Resorts

Only show ideas closely related to my search terms

Advanced Options and Filters | Locations: United States | Languages: All | Devices: Desktops and laptops

Search

Keyword ideas | Ad group ideas (Beta) | About this dat

Add to account | Download | View as text | View in Traffic Estimator | Sorted by Relevance | Columns

Save all | **Search terms (4)** | 1 - 4 of 4

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
holiday inn	Medium	7,480,000	3,350,00
marriott	Low	9,140,000	6,120,00
hampton inn	Medium	2,240,000	1,830,00
hilton	Low	16,600,000	7,480,00

Save all | **Hampton Inn & Suite**

Save all | **Express By Holiday**

Save all | **Marriott Hotel (9)** - m

GOOGLE KEYWORD PLANNER

Save all | **Reservations (10)** - holiday inn reservations, marriott reservations... | More like th

Save all | **Hotel Holiday Inn (7)** - holiday inn hotels, holiday inn hotel, hotel holiday inn... | More like th

Save all | **New Hampton (11)** - hampton inn new york, hampton inn new jersey... | More like th

Save all | **Miami (9)** - hampton inn miami, holiday inn miami... | More like th

Save all | **Times Square (8)** - hampton inn times square north, hampton inn times square... | More like th

Save all | **Hotel Hampton Inn (16)** - hampton inn hotel, hampton inn hotels, hotel hampton inn... | More like th

Save all | **Florida (6)** - hampton inn florida, holiday inn florida | More like th

GOOGLE KEYWORD PLANNER

What is it?

The Keyword Tool gives you an additional level of detail that you just don't get with Google Search Trends.

Search can also be used as an indicator of purchase intent. By looking at month on month search query growth.

How to use it:

1. Sign into Google AdWords
2. Sign up for an account
3. Go to Tools
4. Set brand as search term
5. Set country
6. Breakdown by device
7. Breakdown by region/country

Words Home Campaigns Opportunities Tools

Customer ID: 997
julianwcole@

ds are running (Last updated: 4 hours ago) - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. Guide me | Learn more

r
plan

Your product or service

klm

Get ideas Modify search

Search volume trends

Average monthly searches

earches

ch

ideas
account
plan

Your pla
Saved until

Your plan i
idea or clic
ad group.

Ad groups:

Ad group ideas | Keyword ideas

Download | Add all (46)

Ad group (by relevance)	Keywords	Avg. monthly		Suggested bid	Ad impr. share	Add to plan
Airways (6)	jet airways,			$0.26	0%	»
Cheap Flights (21)	cheap flights			$0.74	0%	»
Klm Check (5)	klm check in			$0.34	0%	»
Airtickets (14)	air tickets, c			$1.16	0%	»
Fly (15)	klm flying blue, flying blue, flyi...	750	Low	$0.42	0%	»
Book Flights (35)	booking flights, flight booking,...	490	High	$0.82	0%	»
Flight Tickets (9)	cheap flight tickets, flight ticke	220	High	$0.93	0%	»

INSIGHT

Use search volume as a measure of monthly purchase intent

Breakdown by location | Region

Lisbon	50.2% (26,409)
Porto District	13.7% (7,221)
Faro District	10.2% (5,385)
Setubal	8.4% (4,428)
Madeira	2.8% (1,497)
Other	14.5% (7,630)

INSIGHT
Lisbon has over 50% of the traffic, compared to Tap 40%

INSIGHT
10% on Mobile, compared to 14% in Holland

Breakdown by device

Computers	77.6% (40,782)
Tablets with full browsers	12.4% (6,534)
Mobile devices with full browsers	10.0% (5,254)

SOCIAL

SOCIAL SEARCH SOCIAL ANALYTICS SOCIAL TRENDS TOPSY PRO LOGI

TOPSY

Search and Analyze the Social Web.

EVERYTHING LINKS TWEETS PHOTOS VIDEOS INFLUENCERS

Search

ALL TWEETS SINCE 2006

TOPSY

Support Terms & Conditions Sign in English

© 2014 Topsy Labs, Inc.

TOPSY

What is it?

Topsy still tends to be the best all round free social media monitoring tool. It gives a good overview of the activity that is happening on all channels with a focus on blogs and multimedia content

How to use it?

1. Go to topsy.com
2. Type in brand
3. Type in competitors brands

SOCIAL SEARCH SOCIAL ANALYTICS SOCIAL TRENDS

TOPSY

klm

Sort by relevance

- Latest Results
- Past 1 Hour 98
- Past 1 Day 2.1K
- Past 4 Days 20K
- Past 7 Days 33K
- Past 30 Days 75K
- All Time
- Specific Range

- Everything
- Links
- Tweets
- Photos
- Videos
- Influencers

All Languages

- English
- 中文
- 日本語

Past 4 Days

20,454 TWEETS

Topsy Sentiment Score: 20

Tweets Over Past 30

View trends on Topsy

INSIGHT

Their current Lost and Found Dog campaign has backfired with people realizing it was fake

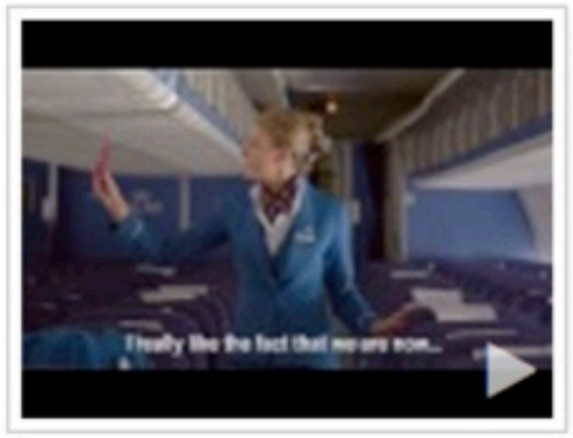
KLM Airlines' Lost & Found Dog Is a Fake Marketing Stu

mashable.com/2014/09/24/klm-airlines-dog-fake

Mashable @mashable

We can't trust anyone, not even the puppy in that KLM airlines video. on.mash.to/1sqXOTa (The dog isn't employed by them

4 days ago Reply Retweet Favorite 782 more



KLM Lost & Found service

youtube.com/watch?v=NK-T_t166TY&feature=youtu.be

v_shakthi Shakthi

Simply too cute and amazing!! KLM Lost & Found service: youtu.be/NK-T @YouTube

3 days ago Reply Retweet Favorite 4.4K more

Este perro Beagle es el nuevo empleado de la aerolínea KLM | Noticias Caracol

noticiascaracol.com/lomastrinado/este-perro-beagle-es-el-nuevo-empleado-de-la-aerolinea-klm

Noticias Caracol @noticiascaracol

Este perro Beagle es el nuevo empleado de la aerolínea KLM ow.ly/BWrog

3 days ago Reply Retweet Favorite 186 more

KLM's Sherlock dog is an adorable lie

talkwalker

English (change)

Pro Version | Alerts | Talkwalker login

Powerful Social Media Analytics for Brands

Enter your brand, company or topic

Search!

Already a user of Talkwalker Social Search?

TWITTER CERTIFIED PROGRAM

TALKWALKER

TALKWALKER

What is it?

Talkwalker is a great tool for social monitoring and goes into a great level of detail that Topsy skims on. The only catch is that it is a 14 day free trial. So good for early research.

How to use it?

1. Go to talkwalker.com
2. Set up account
3. Find what is being said about your brand and competitors

klm

Search | Open Filters

talkwalker

klm

SEARCHES

Recent searches

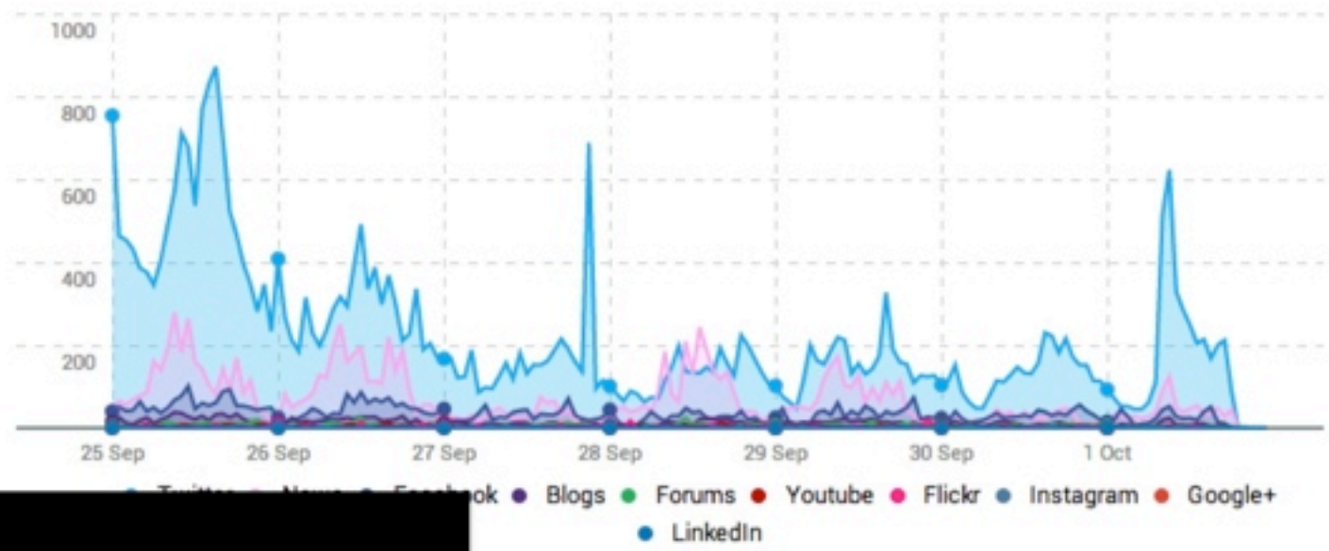
- klm 58.2K
- "bbh new york"
- bbh new york
- klm

Want to get more insights? Want to discover the real power of a strong social media monitoring & analytics tool? Have a Free Trial now!

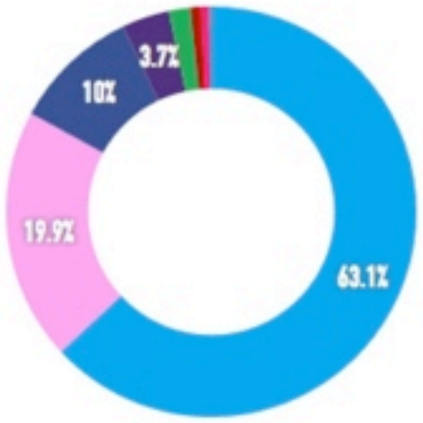
Results Performance Influencers Sentiment Themes Demographics World Map

RESULTS OVER TIME

by media types



SHARE OF MEDIA TYPES



- Twitter
- News
- Facebook
- Blogs
- Forums
- Youtube
- Flickr
- Instagram
- Google+
- LinkedIn

INSIGHT

Nice level of detail where you can find the social mentions. Also drills down into geo information

100 250

SORT BY Engagement

Failed So Hard It Just Failed

staff

Next On BuzzFeed videos › KLM Airlines Does Not Actually Have A Lost-And-Found... Facebook Conversations

published on 25 September 2014 at 20:16 | Online News | United States | buzzfeed.com

METRICS 225.5M Potential Reach, 17.3K Engagement, 249 Twitter Shares, 3526 Facebook Shares, 13.6K Facebook Likes, 225.5M Alexa pageviews

Email Us

socialbakers | Our PRO Suite: analytics | builder | listening | adanalytics

socialbakers

Like | Follow

All Social statistics | Facebook statistics | Twitter statistics | YouTube statistics | Google+ statistics

Gain valuable insight on **popular brands and places.**

Login with Facebook and **enhance** your social media **performance** today!

Log In

Engage NYC 2014

23 OCT

Reserve your seat at this year's defining social media event!

Request VIP Invite

analytics

Get it Now

Free Statistics

All Social statistics

Facebook statistics

- By Country
- Pages
- Brands
- Media
- Entertainment
- Sport
- Celebrities
- Society
- Community
- Places
- Apps & Developers

Twitter

Social Marketing Blog

FMCG Smart Storytellers & Tasty Tips

Published 5 days ago | Like 487 | Tweet

Crafting a content strategy is the first challenge brands face on social; the second is monitoring their performance to improve. Socialbakers has cleverly designed the Smart Storytellers to lessen…

Garanti Shows how Social Media is Revolutionizing Banks

Garanti ha
social eco

Engage

Zach King
NYC, he w

Can't make it to NYC? See Engage LIVE in cinemas in 7 cities!

Can't make it to New York City on October 23rd for the world's best social media conference? Not to worry - now you can take in all the latest data, insights,…

Lenovo and Socialbakers - A New Chapter in Social Benchmarking

We're excited to welcome back Lenovo's Rod Strother to Engage NYC where he will share how Lenovo and Socialbakers are continuing to collaborate on defining how

Our Clients

Focusing on key social networks. Our analytics platform helps **2000+** customers better understand, compare, and compete in social media, like:

Andrea Galli
Nestlé

Rod Strother
Lenovo

SOCIAL BAKERS

SOCIAL BAKERS

What is it?

SocialBakers helps to give you a broad look at the increase in fans on your different social platforms. It is quite good at breaking down country vs. country as well.

How to use it?

1. Go to socialbakers.com
2. Type in brand
3. Type in competitors brands

Log In

Free Statistics

All Social statistics

Facebook statistics

- By Country
- Pages
- Brands
- Media
- Entertainment
- Sport
- Celebrities
- Society
- Community
- Places
- Apps & Developers

Twitter statistics

YouTube

Number of Fans: 6 853 748

URL: KLM

GLOBAL | Brands | NL | Airlines | Retag

This page was a top regional performer 45 times!

42 Times in Reports

3 Times in Reports

Add to Analytics

Add to Bookmarks

INSIGHT

Unusual to see that Brazil has the most local fans. Fake/Cheap fans?

KLM Distribution of Fans NEW

#	Country	Local Fans	% of Fan Base
1	Brazil	918 231	13.4 %
2	United States	682 790	10.0 %
3	Netherlands	605 845	8.8 %
4	Malaysia	597 895	8.7 %
5	Italy	345 811	5.0 %
	Other and not yet targeted Countries	3 703 176	54.0 %

View Full List of Fan Distribution >

KLM statistics

Global | BETA Local in | Select Country

wiztracker

Powerful Tools to **Track & Measure** your Channel Performance

Contact us | About Wizdeo

Register | Login | Find your channel | EN | FR

HOME
CHANNELS
CATEGORIES
SMART LISTS
LOGIN

TODAY'S MOST VIEWED VIDEOS

Worldwide | All Subscribers Tiers

1st

IPHONE 6 PLUS BEND TEST
Unbox Therapy 16,020,495

NICKI MINAJ - ANACONDA
NickiMinajAtVEVO

TOP WEEKLY VIEWS

More

Worldwide | All Subscribers Tiers

1st	REALM		
2nd		71,600,740	953
3rd	DISNEY COLLECTOR DC	DisneyCollector	US
		70,740,025	925

TOP MONTHLY SUBSCRIBERS

Worldwide | All Subs

2nd		YouTube Spotlight	
		22,144,537	
3rd		HolaSoyGerman.	
		19,424,459	

WIZTRACKER

WIZTRACKER

What is it?

The number one source in Youtube Analytics, they are offering a better service than the back end analytics report you can get from Youtube.

How to use it?

1. Go to wiztracker.net
2. Type in brand
3. Type in competitors brands

wiztracker

Powerful Tools to **Track & Measure** your Channel Performance

Contact us | About Wizdeo

Register | Login | Find your channel | EN | FR

HOME

CHANNELS

CATEGORIES

SMART LISTS

KLM Watch on Youtube

Follow 1.2M followers | g+1 2.5M | Detail

VIEWS	SUBSCRIBERS	VIDEOS	ENGAGEMENT
total **38,619,125**	total **25,603**	total **283**	likes/1000 views **4.4**
last 30 days **+ 2,714,540**	last 30 days **+ 2,907**		engagement/1000 views **5**

649 KLOUT

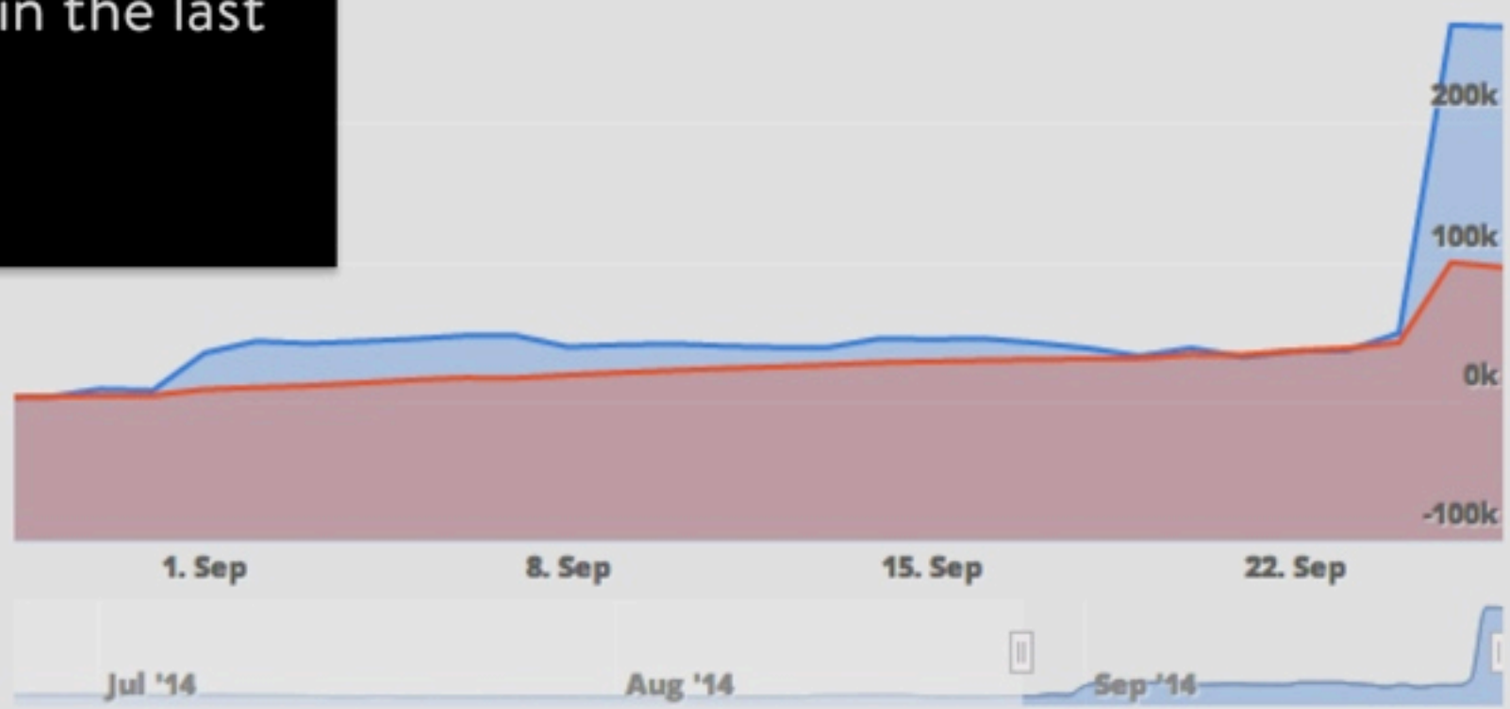
Dashboard | Videos | Videos rating | Channel brands | Steadiness | Overlap | Reports

INSIGHT

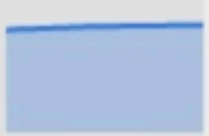
4.4 likes per 1000 views

Lots of activity in the last week

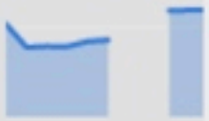
WS — Average last 7 days — Average last 30 days



TOTAL VIE



VIEWS EVO



CHANNEL RANK Today | Netherlands | Travel & Events

facebook Sign Up

Email or Phone | Password | Log In

Keep me logged in | Forgot your password?

Advertise on Facebook

Over 1 billion people. We'll help you reach the right ones.

Create an Ad

For free first time setup service

Call 1-800-601-0077
or request a callback

- Overview
- How it Works
- Ad Solutions
- Success Stories
  - State Bicycle Co.
  - Luxury Link
- Top Questions

Step 1: Build your Facebook Page

Everything on Facebook starts with your Page. Create a Page. It's a simple, free way to communicate with customers.

Step 2: Connect with people

Get people to like your Page. Create several ads and target based on location, demographics and interests.

Step 3: Engage your audience

Post quality updates and promote your posts with ads to engage your customers and their friends. Start now.

New to advertising on Facebook?
Learn more about how it works.

Get the latest updates and tips.
Like the Facebook Marketing Page.

FACEBOOK AD SEGMENTING

Like

Mobile | Find Friends | Badges | People | Pages | Places | Games | Locations | About
Create Ad | Create Page | Developers | Careers | Privacy | Cookies | Terms | Help

Facebook © 2014 · English (US)

FACEBOOK AD SEGMENTING

What is it?

Facebook Ads tool can also be used to help you understand the demographic breakdown of your consumers.

How to use it?

1. Go to facebook.com/ads
2. Sign up for an account
3. In interests type in the name of the brand

Search for people, places and things

Julian | Home 1

Audience

Help: Choose Your Audience

Locations: Portugal
All Portugal
Add a country, state/province, city or ZIP

Age: 18 - 65

Gender: All | Men | Women

Languages: Enter a language...

More Demographics

Interests: Additional Interests
KLM
Search interests | Suggestions | Browse

Behaviors: Search behaviors | Brow

More Categories: Choose a category | Brow

Connections:
- All
- Only people connected to The Planning Salon
- Only people not connected to The Planning Salon
- Advanced connection targeting

Audience Definition

Your audience is defined.

Audience Details:

- Location - Living In:
  - Portugal
- Age:
  - 18 - 65
- Interests:
  - KLM
- Not connected to:
  - The Planning Salon

Potential Reach: 200,000 people

INSIGHT

200,000 Portugese Facebook Fans – Predominately female 67%

Campaign and Ad Set

Campaign: The Planning Salon - Page Likes Change Campaign

Ad Set Name: PT - 18+

Budget: Per day | $5.00 USD

Schedule:
- Run my ad set continuously starting today
- Set a start and end date

Estimated Daily Reach

750 - 2,000 people

0 of 170,000

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

HOOTSUITE/TWEETDECK

Activity @juliancole

Jonathan Vingiano favorited

CBS News @CBSNews 8h
Earlier, we inadvertently said Microsoft had introduced IOS 10. It was actually Windows 10. We regret the error. cbsn.ws/1rFlgZm
Details

Craig Wilson favorited

Frances F. Griffin @FrancesFG… 2m
@DrDeclanK digital marketing, exciting stuff! Love still being in Canterbury. Haha don't say that, it will be great!
View

Theodore Watson favorited

Interrobang Design @Interrob… 2d
"An album app that tells the story of @johnlennon 's journey to Bermuda buff.ly/YxaN81 @theowatson #DxB2014 pic.twitter.com/Fa7PaTpUZ4"

Details

neilperkin favorited

Chris Applegate @qwghlm 12m
Very good by @Cassetteboy youtube.com/watch?v=0YBumQ…

Details

BBH Labs favorited

BBH New York @BBHNewYork 2m
Great graph to remember when designing for the iPhone6, the reach of the thumb via @matthewadavid

"klm" @juliancole

Nico PR Bakker @TheDailyTu… now
RT @dietervaneis: @TheDailyTurbo hogere bodem AirFrance/KLM? NB Nee, steun 6,90 zou mogelijk dubbele bodem kunnen worden…
Details

Tom Spatig @BatCaveStudios now
If you're learning to speak Dutch just by overhearing KLM flight crews at breakfast, you might be spending too much time away from home
Details

Queen of the Puppies @Tumbl… 9s
KLM Lost & Found service: youtu.be/NK-T_t166TY I NEED THIS DOG

Details

Airfare Deals #BTD @airfared… 18s
KLM Africa Adventure Promotion bit.ly/1urnfm8 #airfare #NBO #JFK #KLM
Details

Sheldon Robidoux @Sr0bi 18s
This KLM ad is genius. And the dog you

Details

Paul Clarke @PaulClarke24 20s
@KLM My file reference # for the missing luggage is SINKL18389. Since I paid 200 Euros for this, I

User @KLM

Royal Dutch Airlines @KLM 3m
@ValeryGzz Grazie, Valeria. :-)
View

Royal Dutch Airlines @KLM 3m
@BrianAndrewMac1 check-in, or ask local ground staff to put the right people next to each other.
View

Royal Dutch Airlines @KLM 4m
@BrianAndrewMac1 Unfortunately not, Brian. It has to do with the availability on the flight. We advise you to try during online >>
View

Royal Dutch Airlines @KLM 5m
@mandyymccabee us know what date you would like to fly, your full name, phone number and e-mail address in a Direct Message. <<
View

Royal Dutch Airlines @KLM 5m
@mandyymccabee doesn't work we can also help you make a booking. If you would like us to assist with that please let >>
View

Royal Dutch Airlines @KLM 5m
@mandyymccabee Hello Mandy, how inconvenient! It may help to try using a computer or another

and a good flight.
View

Royal Dutch Airlines @KLM 10m
@Marbe77 That's awesome, Miguel! Had a great time in Japan?
View

"@KLM" @juliancole

Paul Clarke @PaulClarke24 20s
@KLM My file reference # for the missing luggage is SINKL18389. Since I paid 200 Euros for this, I would like that money refunded.
View

Brian Andrew Mackie @Bria… 21s
@KLM ok, many thanks
View

Djamilla @djaam 1m
Ik heb er wel eens charmanter op gestaan, maar toch zo trots als een blauwe pauw! "@KLM: The Different Faces Of KLM amp.twimg.com/v/45b2773d-943…"
View

Álvaro Trujillo retweeted

Viajeret.com @viajeret_com 6d
El perro que encuentra a los pasajeros que han olvidado un objeto en el avión @abcviajar @KLM @Schiphol dlvr.it/715Cqv
Details

David Wood @davidwood999 3m
@KLM @davidwood999 Which one?
View

Romance Leaders @Romanc… 3m
Have to say, it made us smile.

my home computer just now and if it doesn't work ill send all of the info :)
View

Bernard-Joseph Roche @bjr… 6m
@KLM Message sent.
View

HOOTSUITE/TWEETDECK

What is it?

Hootsuite and Tweetdeck tend to be your best options for Social Media Management of dual acocunts.

Hootsuite tends to be better for multiple platforms that you are managing whereas Tweetdeck is superior for just Twitter.

How to use it?

1. Sign up for Hootsuite or Tweetdeck
2. Customize your account with key search terms for your brand and competitors
3. Schedule/Run Tweets

WEBSITE

SimilarWeb

Go PRO

Log in

Get insights for any website or app

Websites

Mobile Apps

Search for any domain

SIMILAR WEB

Trending Website Searches:

Trending App Searches:

SIMILAR WEB

What is it?

This site has taken over Compete and Alexa as the most comprehensive free website analytics tool. Helps to give you a picture of the traffic sources for a site between. Don't use referral sources as the data always seems off. They have also started to do App analysis.

How to use it?

1. Go to similarweb.com
2. Enter web address
3. Enter competitors web addresses

SimilarWeb

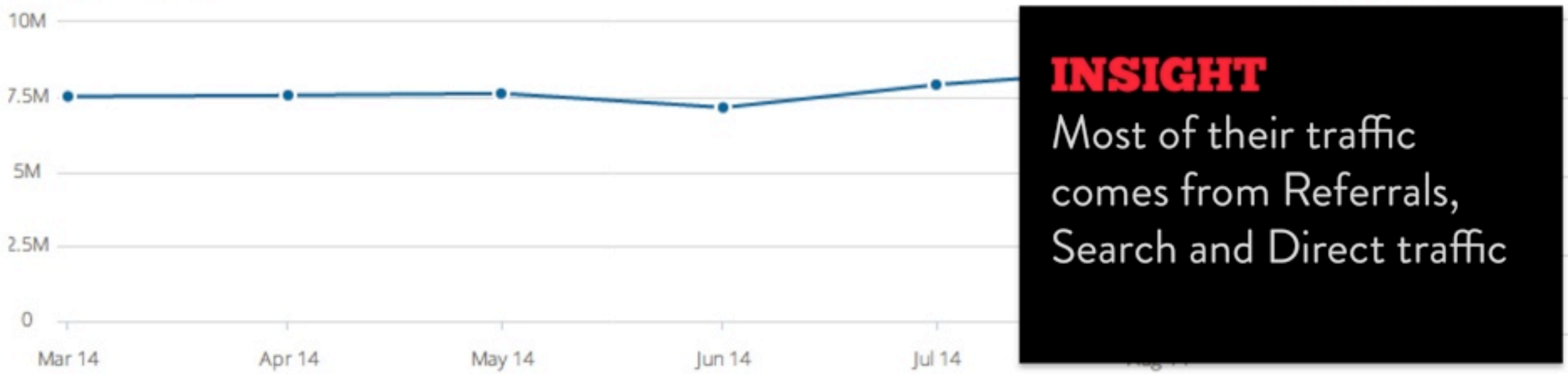
Search for any website

Go PRO

Log in

Klm.com | Book KLM flight tickets – Special offers – Fast & easy check-in – KLM Flying Blue Miles bal...

Download PDF



INSIGHT

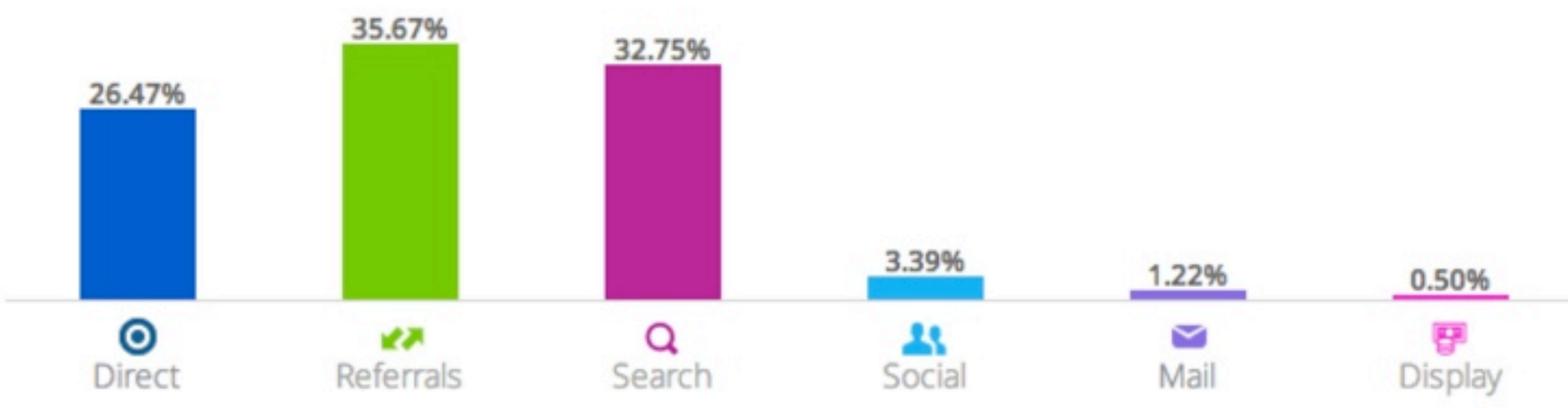
Most of their traffic comes from Referrals, Search and Direct traffic

TRY SIMILARWEB PRO

Traffic Sources

in last 3 months

Embed Graph



Subdomains

klm.com	87
vakantie.klm...	1
www2.klm.com	1
flatornot.kl...	1
other	8

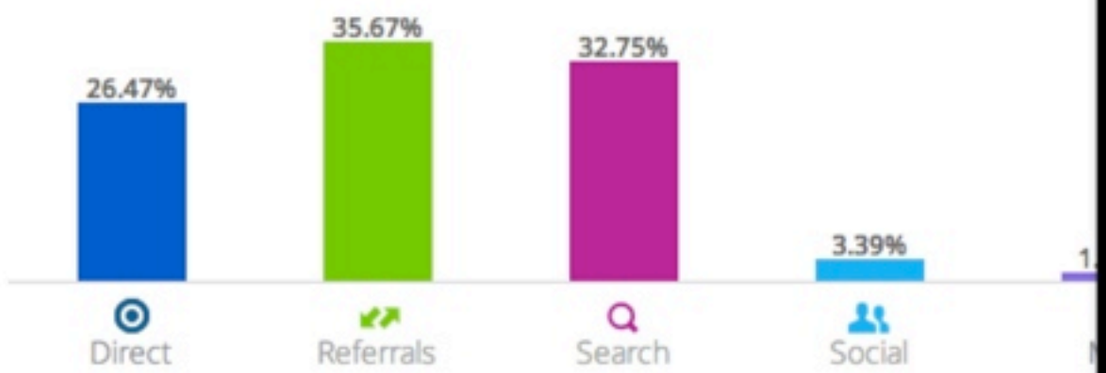
Get More

Klm.com | Book KLM flight tickets – Special offers – Fast & easy check-in – KLM Flying Blue Miles bal...

Traffic Sources

in last 3 months

Embed Graph



INSIGHT

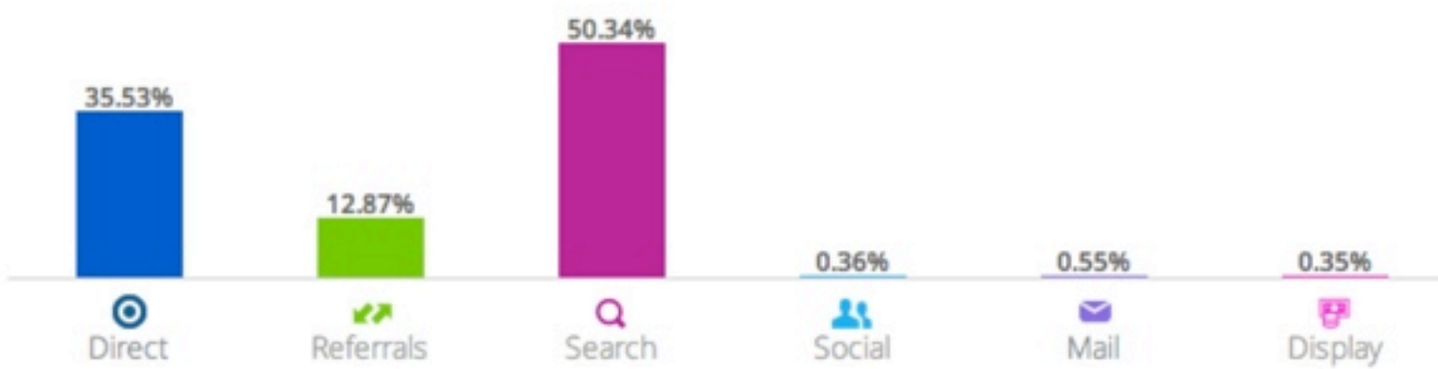
KLM get a lot of referral traffic in comparison to Iberia.com

Iberia.com | Consulta la oferta de vuelos baratos desde España y reserva tu billete de avión online co...

Traffic Sources

in last 3 months

Embed Graph



DO YOU WANT MORE TRAFFIC?

LEARN THE NUMBER 1 REASON YOU ARE NOT GETTING ENOUGH TARGETED TRAFFIC TO YOUR WEBSITE!

Enter your website URL:

http:// SEARCH

Compare Up to 3 Competitors

QUICK SPROUT

Copyright © by Quick Sprout, LLC

QUICKSPROUT

What is it?

Gives you a quick analysis of your site in terms of Search Engine Optimization and User Experience

How to use it?

1. Go to quicksprout.com
2. Enter web address
3. Enter competitors web addresses

Learn how TechCrunch increased their traffic by 30% in 60 days. Click Here

WEBSITE ANALYZER | SOCIAL MEDIA ANALYSIS | COMPETITOR ANALYSIS

INSIGHT

KLMs current website is working fast and has a strong SEO plan in place

Review of http://klm.com, the 3,572nd most popular website in t

TESTING PROGRESS

Excel

SEO SCORE

A+

Errors: 0

Warnings: 0

Passed: 20

0 SEO RECOMMENDATIONS

SPEED SCORE

82

LOAD TIME	PAGE SIZE	REQUESTS
0.73 SECONDS	356.1 KB	24

12 SPEED RECOMMENDATIONS

4 ONLINE PAID MEDIA

MOAT

Ad Search

Brand Ana

News Moat Analytics is now MRC accredited for display and online video viewability measurement!

Ad Search

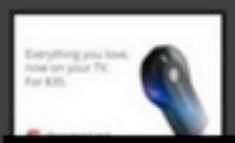
Search by brand…

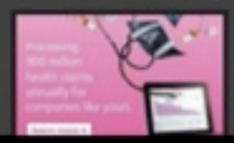
Try These: JPMorgan Chase & Co., Microsoft, Philips

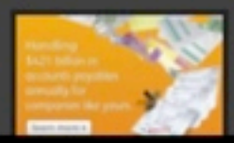
Recently Seen Ads

1 minute ago

56 minutes ago





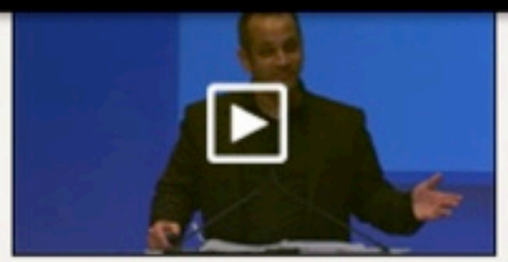


MOAT

Introducing

Metrics That Matter

Learn More



Moat Presents at P&G

Home | Products | Jobs | Team | FAQs | Press | Contact | Get Updates | Follow Us:

Terms of Service | Privacy Pol

MOAT

What is it?

The biggest free library of banners ads that a brand is running. Although it is not up to date, the site crawls the web for banners ads and compiles it in this free site.

How to use it?

1. Go to moat.com
2. Type in brand name
3. Type in competitor brand names

Introducing Moat Pro – Display Ad Intelligence for Sales Teams Try a demo!

MOAT

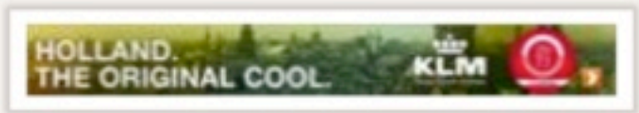
klm

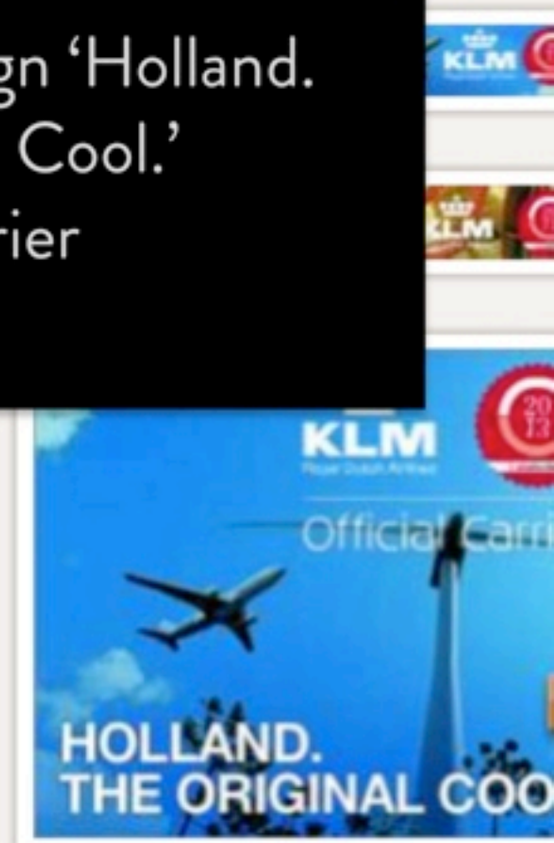
Try These: Walmart, HSBC, Talbots, Pizza Hut

97 ads for klm

INSIGHT

Last campaign 'Holland. The Original Cool.' Official Carrier

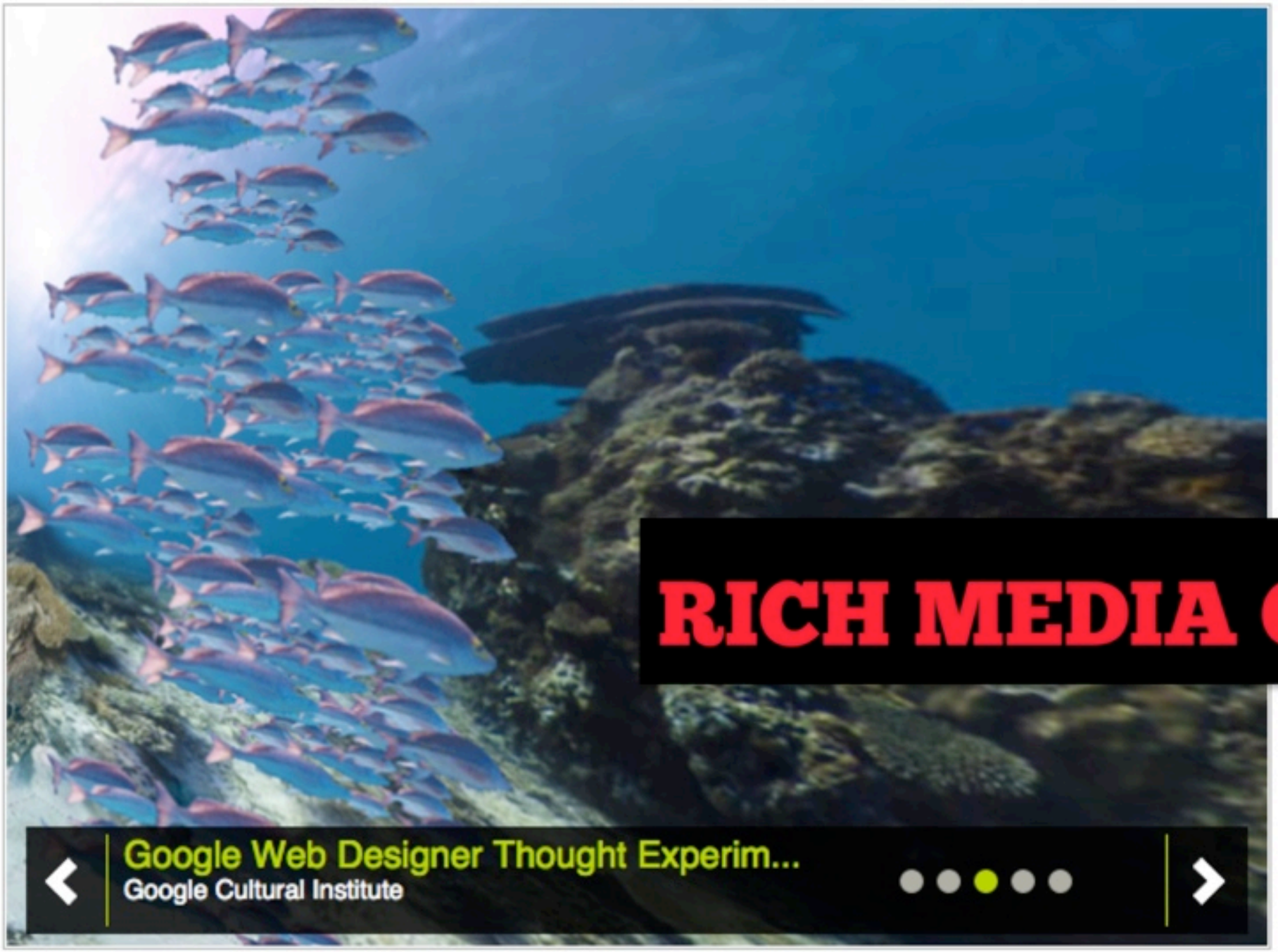




doubleclick by Google | Rich Media Gallery

Login with Google

Home | Gallery | Formats | Features | News | Resources



Our latest Tweet

French publishers, you cann
event in Paris. IAB guest spe
Subscribe today http://goo.g

Follow

Studio Certification

Last 3 certified users

RICH MEDIA GALLERY

Sukhvinder Singh Dur...

Martyn Lee Brook

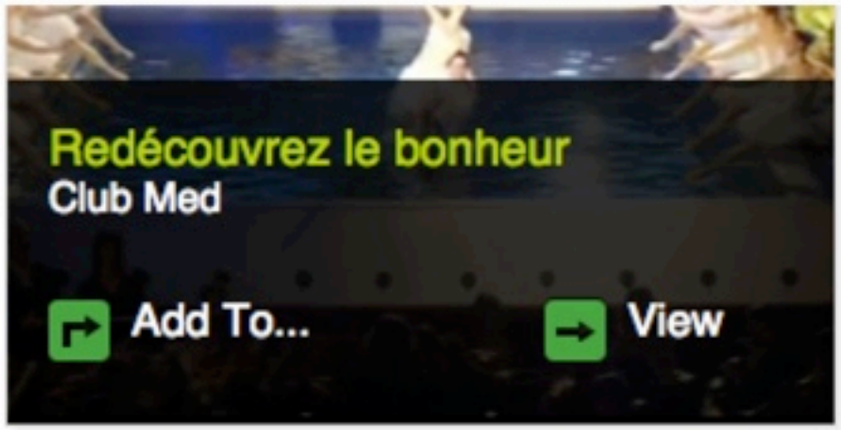
RICH MEDIA GALLERY

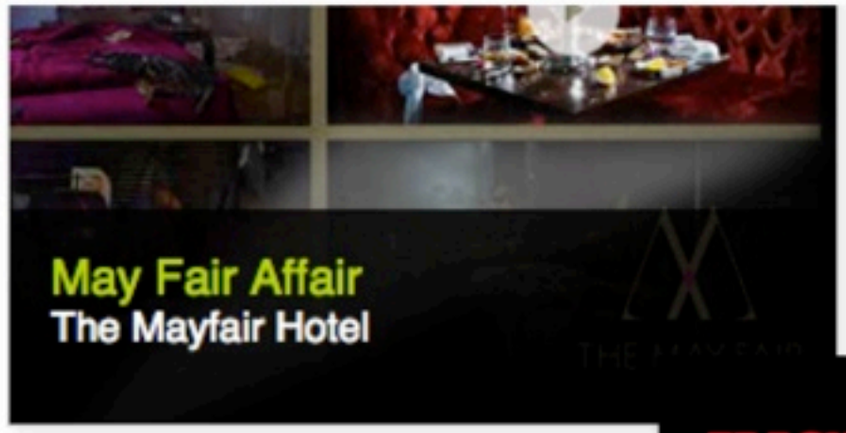
What is it?

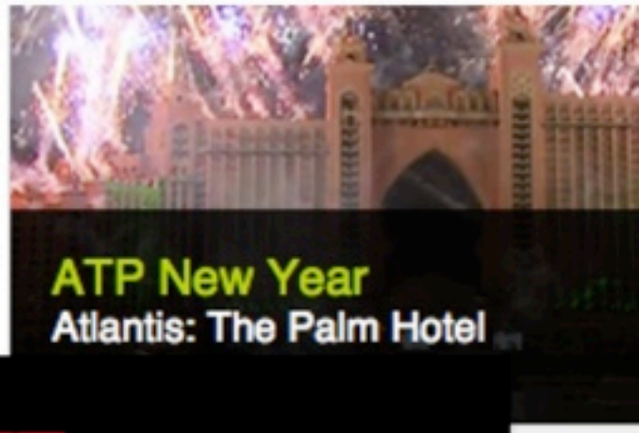
A gallery of the best Rich Media banner executions online. It is Google focused but is good to see. Explore what the best in class examples are in your vertical

How to use it?

1. Go to richmediagallery.com
2. Go to Gallery
3. Go to Vertical
4. Look at best competitor ads

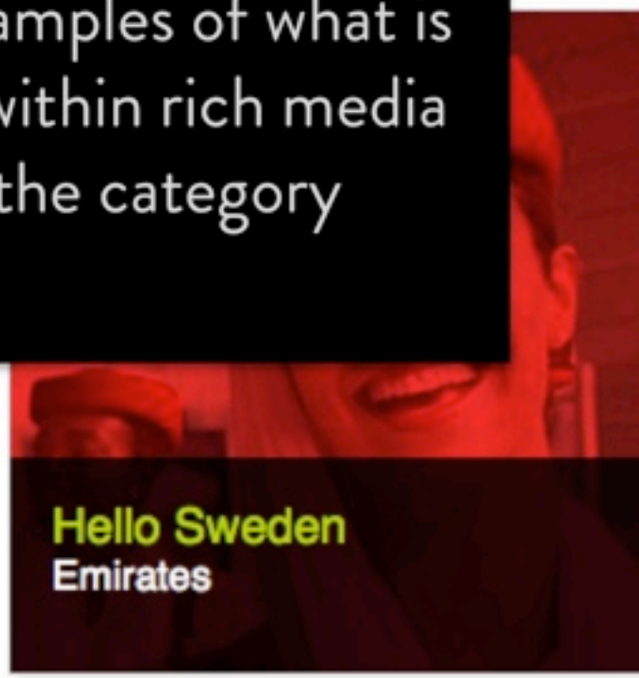






INSIGHT

Great examples of what is possible within rich media units for the category



doubleclick by Google | Rich Media Gallery

Login with Google

Home | Gallery | Formats | Features | News | Resources

Home > Resources > Benchmarks

Display Benchmarks

Welcome to our Display Benchmarks tool.

Want to understand how your display campaigns compare to the rest of the industry? Or how different ad formats and sizes perform compared to each other? T
you pull up-to-date industry benchmarks to help you better plan and measure the success of your display campaigns. Whether you're after average expansion r
automotive creatives, expected Rich Media interaction rates for retail creatives from France or just the average click through rate for Entertainment ads from the
hope that you'll find this a truly useful resource and add it straight to your bookmarks bar!

To get started, check out our "How to" guide by clicking the HELP button to your right and start discovering.

RESET FILTERS | Countries | Verticals | Sizes | Formats | HELP

CTR | CTR SM | CTR RM | Interaction Ra

[All Countries - All Verticals - All Formats

DISPLAY BENCHMARK TOOLS

Snapshot Report | Trends | Formats View | Map View | L

Move your mouse over a metric for a detailed description. Click for Trends.

Rich Media Interactions

Interaction Rate	Average Interaction Time	Expansion Rate
RM Interactive Impressions / Rich Media	RM Total Interaction Time / RM Interactive	RM Expansions / RM Impressions

DISPLAY BENCHMARK TOOL

What is it?

A tool that helps to give you benchmarks for banner campaigns and what you should expect in terms of click through rates.

How to use it?

1. Go to richmediagallery.com/resources/benchmarks
2. Go to Vertical
3. Go to Country

CTR | CTR SM | CTR RM | Interaction Rate | Interaction Time | Expansion Rate | Video Complete | Average Display | Aver. Expanding | Video Midp

[All Countries - Travel - All Formats] Snapshot Report

Snapshot Report | Trends | Formats View | Map View | L

Move your mouse over a metric for a detailed description. Click for Trends.

Rich Media Interactions

Interaction Rate	Average Interaction Time	Expansion
RM Interactive Impressions / Rich Media Impressions	RM Total Interaction Time / RM Interactive Imp.	RM Expansion
0.93 %	N/A	N/A

INSIGHT

Rich Media Interaction Rate – 0.93%

CTR – 0.09%

CTR

Click Through Rate	Click Through Rate Standard Media	Click Through Rate Rich Media
CTR = Clicks / Impressions	Standard media defined as Image and Flash	Includes all Rich Media Formats
0.09 % (0.09 % SM CTR; 0.05 % RM CTR)	0.09 %	0.05 %

User Attention

Video Completion Rate	Average Display Time	Average Expansion Time
Video Completions / Video Plays	Total Display Time / RM Impressions	RM Total Expanding Time / RM Expansions
N/A	39.35 Secs.	N/A

5 CREATIVE INSPIRATION

The Webby Awards Gallery + Archive

rethink a collaboration with Internet Explorer

WEBBY'S ARCHIVE

Type to search

Scroll to View Winners

Keyboard Navigation

WEBBY'S

What is it?

If you are looking for inspiration for great digital advertising work, look no further. The Webby's are one of the top awards shows for the web every year. They have an amazing library of awards going all the way back to 2001.

How to Use:

1. Go to webbyawards.com/winners
2. Filter by Interactive Advertising and Media
3. Filter by industry

digitalbuzz BLOG

Get your daily fix of digital honey with the new Digital Buzz B

Featuring the latest digital ad campaigns, hot new websites, interactive marketing ideas, industry news, social media, insights, and other great digital trends from all over the

Cellcom: The Speed Reading Banner

76

Tweet

Sun, Sep 28, 2014 (2 votes, average: 5.00 out of 5) 10 Comments

Who actually reads things right to the end any more? For the launch of Cellcom's new 4.5G network in Israel, Cellcom wanted todays youth to experience a new way to consume content online. The idea was simple, the 4.5G network is 3 times faster than 3G, so they let the users experience what it's like to use the internet 3 times faster.

Introducing The Speed Reading Banner; a contextual smart banner that was featured in every article

Get Your Digital Honey Right Here - Daily!

Subscribe for your digital buzz fix directly to your ema

Enter email address SUBSCRIB

Twitter RSS Daily Email Technorati Facebook

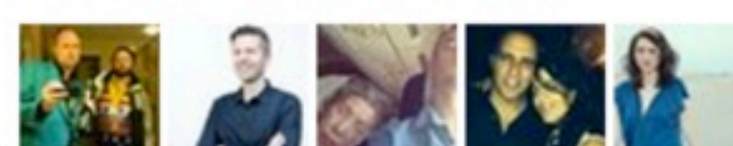
Digital Buzz Partners, Friends & Sponsors!

DIGITAL BUZZ BLOG

Digital Buzz

Like You like this.

You and 88,643 others like Digital Buzz.



DIGITAL BUZZ BLOG

What is it?

The leading blog in terms of breaking digital campaigns. This is great weekly read to see what brands are doing to push the boundaries of digital advertising.

How to use it?

1. Go to digitalbuzzblog.com
2. Search by category

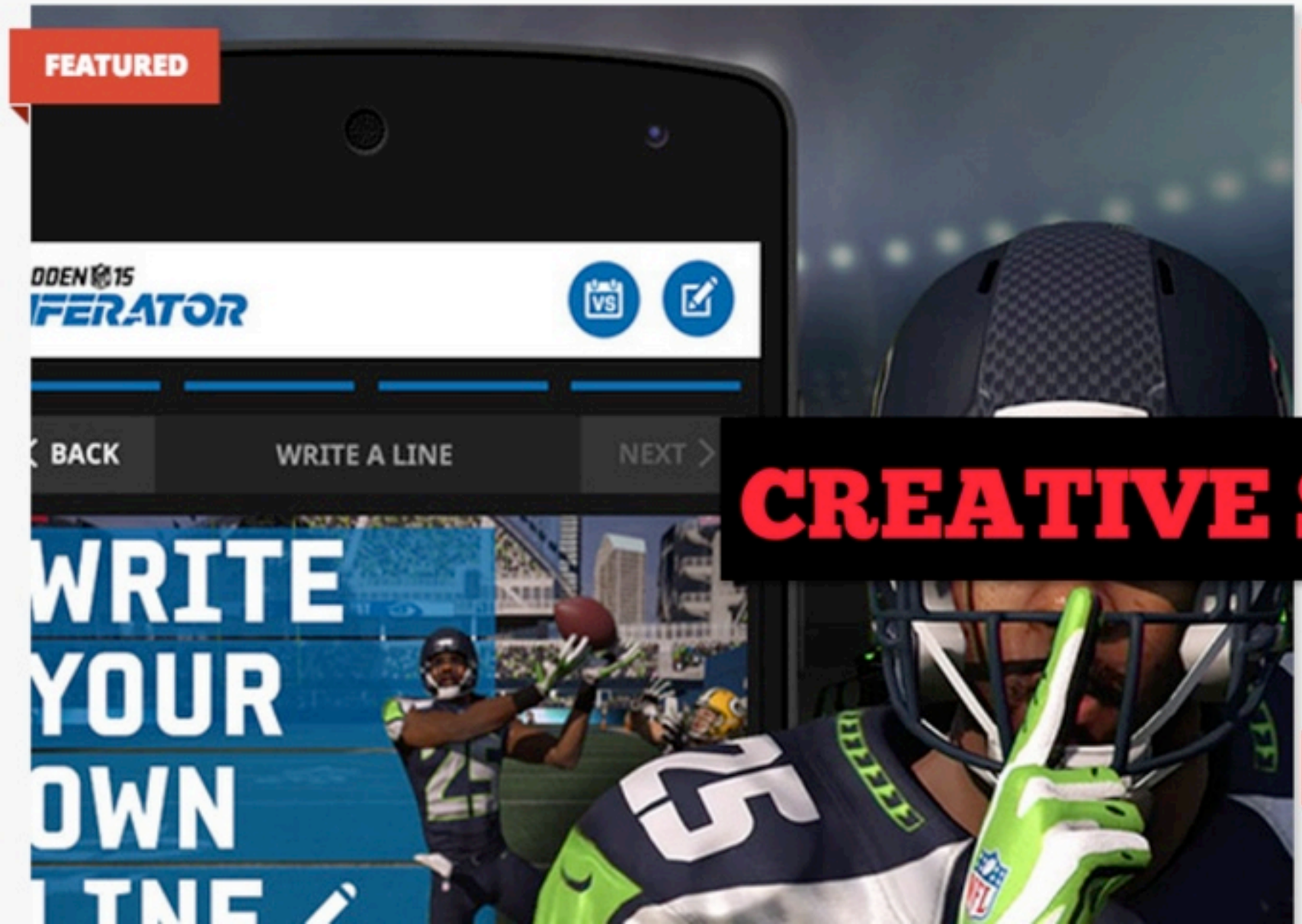
think with Google

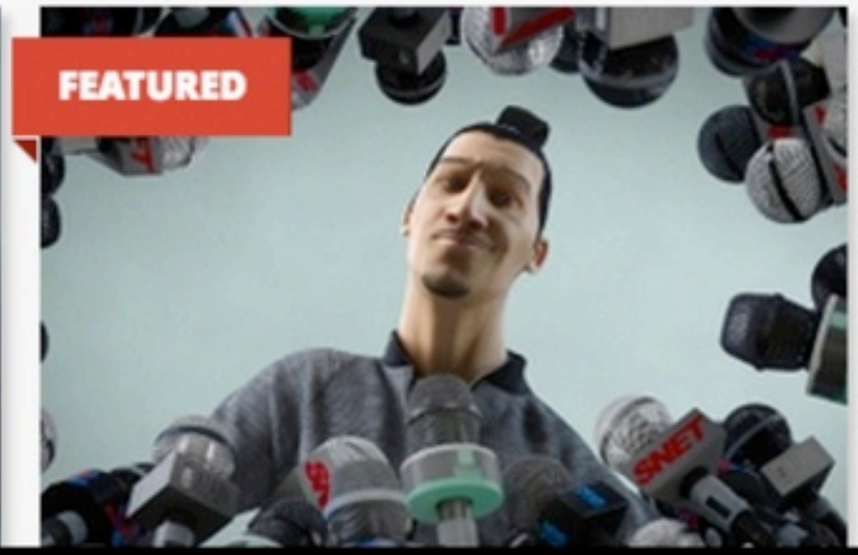
Search

Industries Platforms Creative Sandbox Tools Products

CREATIVE SANDBOX Ideas that blend creativity and technology

I want to see Find a brand or agency Submit Your Work





CREATIVE SANDBOX

Hangout

CREATIVE SANDBOX

What is it?

An online gallery showcasing innovative work in digital curated by Google. The only drawback is that all the projects use Google tools.

How to Use:

1. Go to creativesandbox.com
2. Filter by industry
3. Look at what the competiton are doing

PAY WITH A TWEET TO DOWNLOAD

@JULIANCOLE