



Carla  
Leveratto

Creative Partnerships Manager  
Google Italy



| You are ....



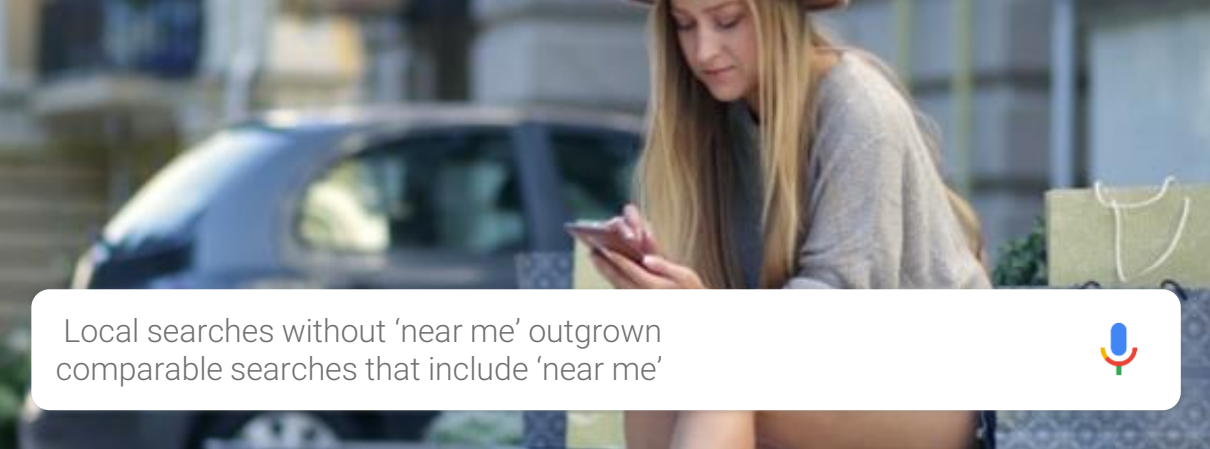
More curious



More demanding



More impatient



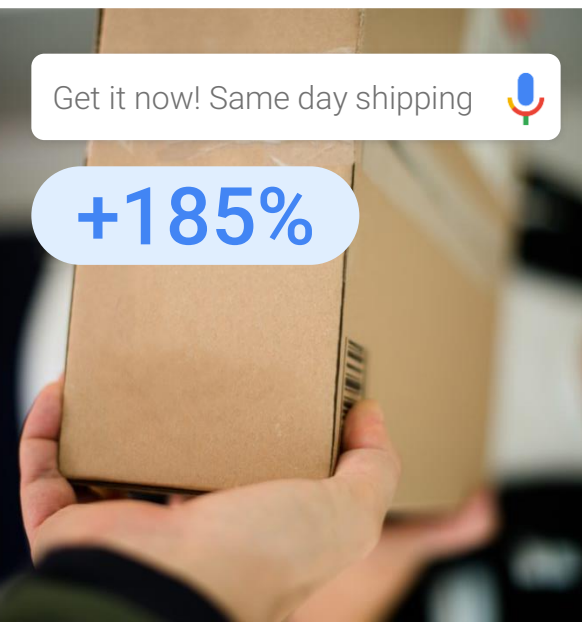
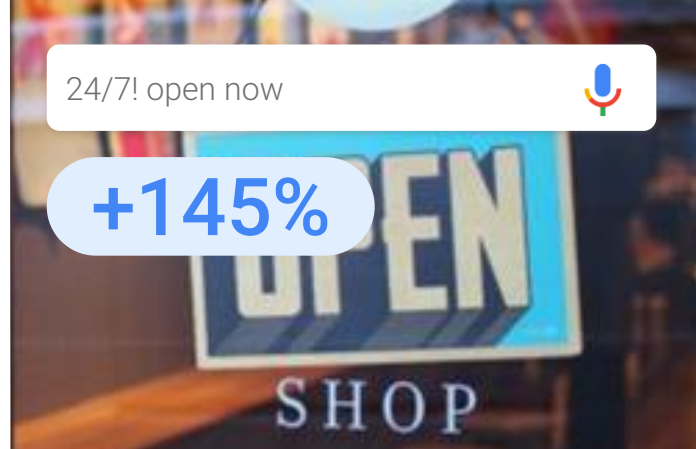
Local searches without 'near me' outgrown comparable searches that include 'near me'



24/7! open now



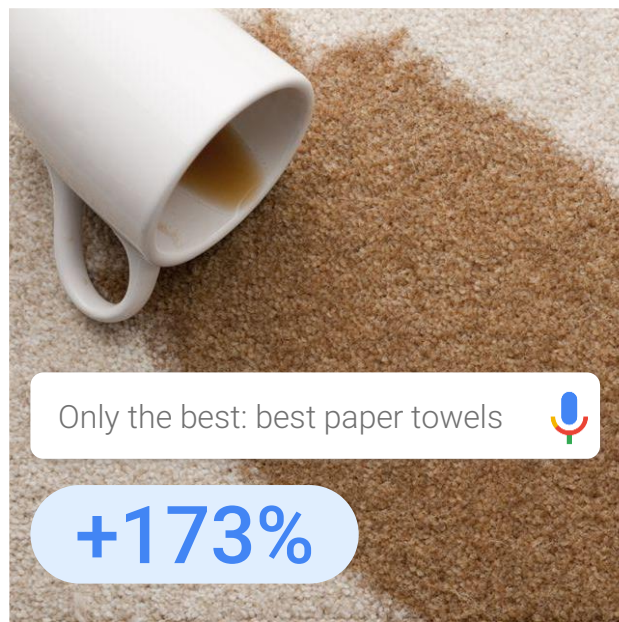
+145%



Get it now! Same day shipping



+185%



Only the best: best paper towels

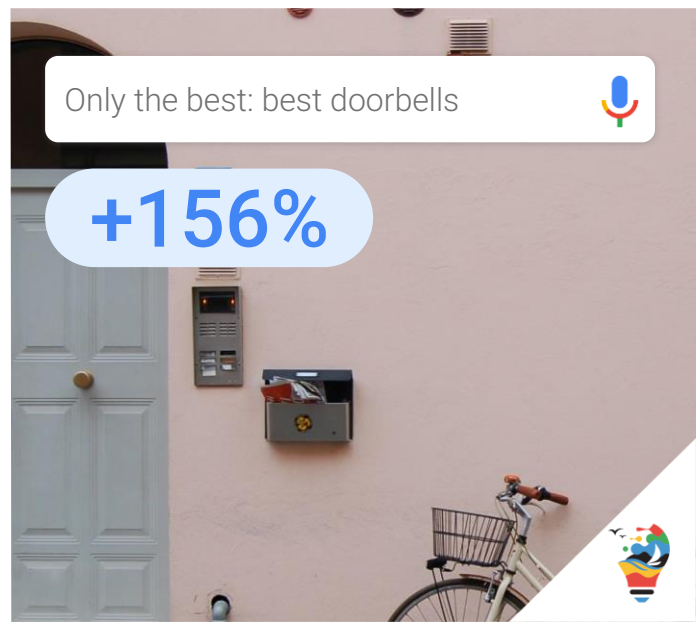


+173%

Only the best: best doorbells



+156%



“Magical customer experience  
is the perfect output of  
the AI-first mindset”

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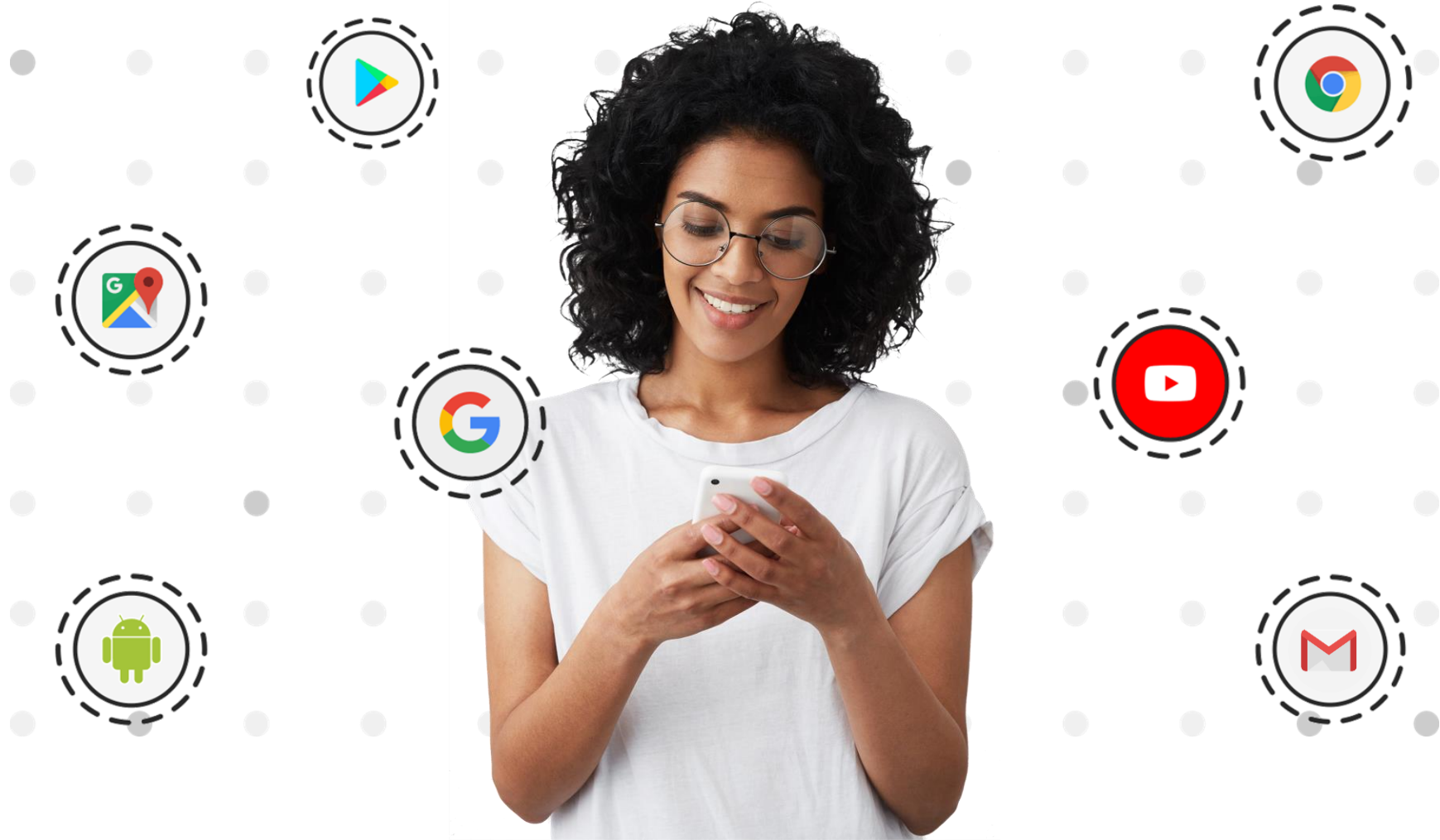
Sundar Pichai  
*Google*



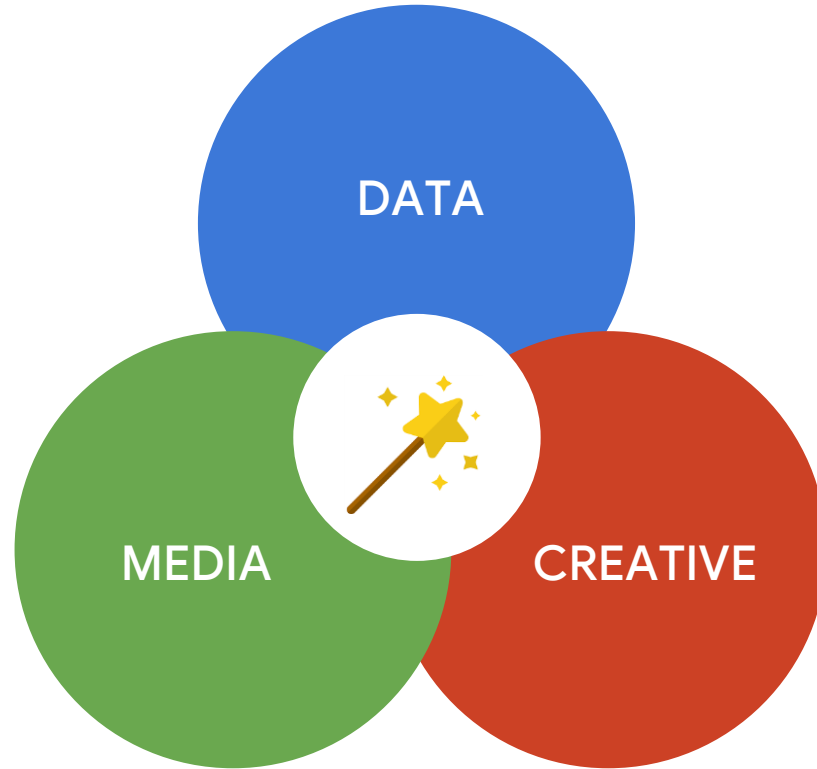


# 7 properties

with 1B+ users each



# | Creative & Media must integrate Data to be effective









**BURGER KING // The Traffic Jam Whopper**





**THE GRAMMYS // Play The City**





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**13** SEC  
BEFORE  
IT'S GONE

YOOX.COM

DOLCE &  
GABBANA  
\$495

A mechanical contraption featuring a large blue gear with a small robot-like figure inside. A pink bowl filled with orange liquid is suspended by a thin wire from the gear mechanism. The background is a gradient of pink and blue.

**6** SECONDI  
E SCOMPARIRÀ

YOOX.COM

DSQUARED2  
€198

A mechanical contraption with a yellow shoe on a small stand. A blue hat with a white flower is suspended above it. A pink tool is positioned to interact with the shoe. The background is a gradient of pink and yellow.

**0** SEC  
BEFORE  
IT'S GONE

YOOX.COM

DOLCE &  
GABBANA  
\$267

A mechanical contraption with several interlocking gears in shades of purple and blue. A green hoodie is displayed on a mannequin stand. A pink tool is positioned to interact with the gears. The background is a gradient of pink and purple.

**3** SEC  
BEFORE IT'S GONE

YOOX.COM

DOLCE &  
GABBANA  
\$495

A mechanical contraption with a large blue gear and a black sweater hanging on a mannequin stand. A pink tool is positioned to interact with the gear. The background is a gradient of pink and teal.



**NCAA // Know what your data knows**







**THANKS**