Vertical Trends - Report

Search query, ads and device trends

Client name: Vertical Leap

Open Online Courses

Search query, ads and device trends in United Kingdom (country)

Quarterly update for: Q4 2020 - (2020-10-01 - 2020-12-31)
Created on: January 12, 2021

Focusing Facts

Search

Shopping

Open Online Courses in United Kingdom (country)

33% Overall search growth in Q4'20 compared to the previous year

26% Searches from mobile phones

70% Searches from computers

Contents

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Metric trends

Open Online Courses

Metrics snapshot – Q4 2020 and YoY growth – Q4'20 vs Q4'19

	Queries	Imp	Clicks	Ad Depth	
	YoY	YoY	YoY	YoY	Q4'20
Mobile	39% ▲	12% ▲	-14% ▼	16% ▲	2.1
Tablet	24% ▲	-5% ▼	-37% ▼	17% ▲	2.3
Computer	31% ▲	36% ▲	58% ▲	4% ▲	1.8
Overall	33% ▲	25% ▲	22% ▲	7% ▲	1.9

Queries

Search   Shopping

Queries grew **33%** in Q4'20 with **26%** of all searches on mobile.
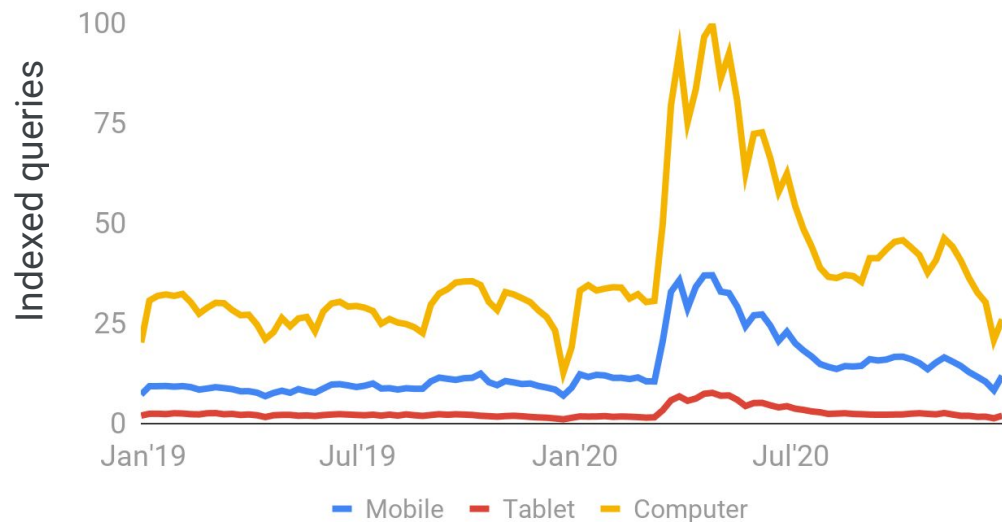
	YoY growth (Q4'20-Q4'19)	QoQ growth (Q4'20-Q3'20)	% of queries (Q4'20)
Mobile	39% ▲	-14% ▼	26%
Tablet	24% ▲	-21% ▼	4%
Computer	31% ▲	-10% ▼	70%
Overall	33% ▲	-12% ▼	100%

Source: Google internal data for Open Online Courses | United Kingdom (country). Time period: Q4 2020 - (2020-10-01 - 2020-12-31)

Impressions

Search Shopping

Impressions grew **25%** in Q4'20 with **33%** of all ad impressions on mobile.
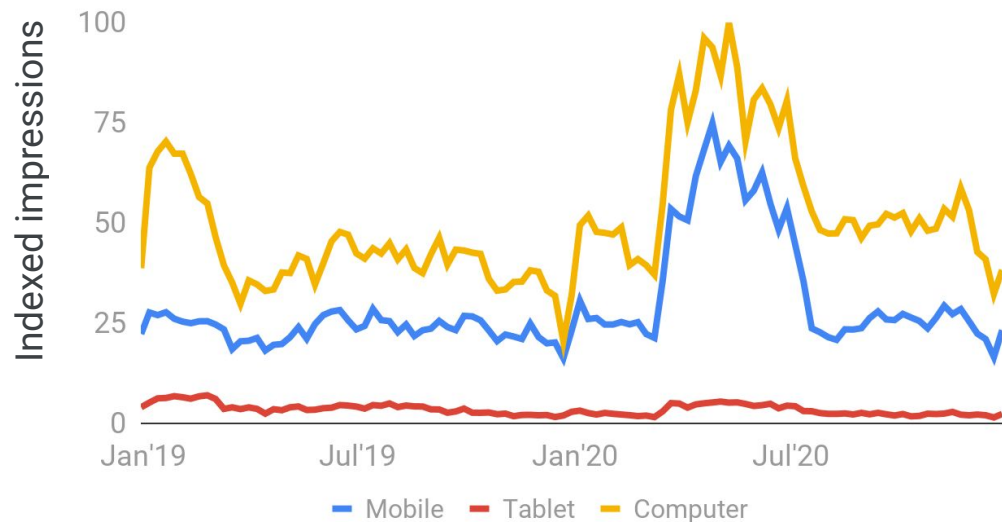
	YoY growth (Q4'20-Q4'19)	QoQ growth (Q4'20-Q3'20)	% of imp (Q4'20)
Mobile	12% ▲	-10% ▼	33%
Tablet	-5% ▼	-21% ▼	3%
Computer	36% ▲	-10% ▼	64%
Overall	25% ▲	-10% ▼	100%

Source: Google internal data for Open Online Courses | United Kingdom (country). Time period: Q4 2020 - (2020-10-01 - 2020-12-31)

Clicks

Search   Shopping

Clicks grew **22%** in Q4'20 with **33%** of all clicks on mobile.
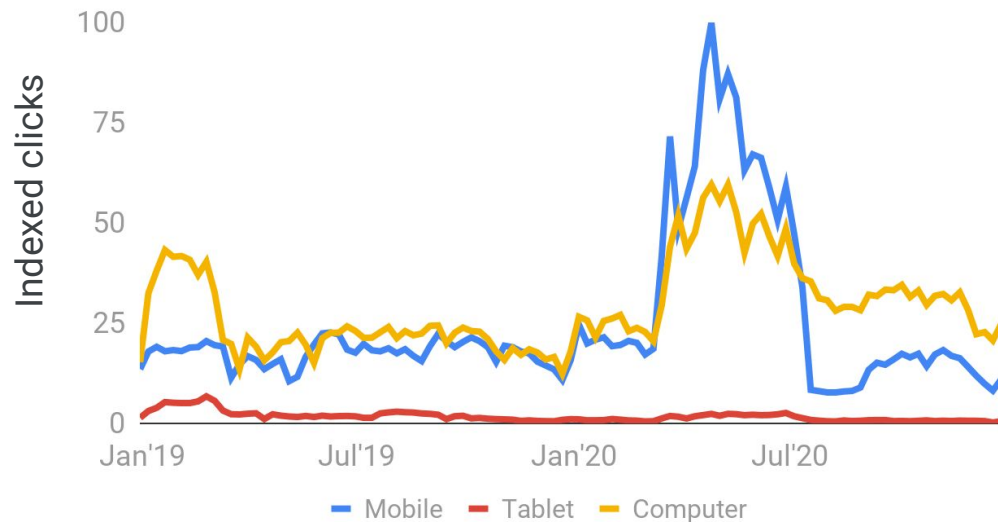
	YoY growth (Q4'20-Q4'19)	QoQ growth (Q4'20-Q3'20)	% of clicks (Q4'20)
Mobile	-14% ▼	-13% ▼	33%
Tablet	-37% ▼	-35% ▼	1%
Computer	58% ▲	-11% ▼	66%
Overall	22% ▲	-12% ▼	100%

Source: Google internal data for Open Online Courses | United Kingdom (country). Time period: Q4 2020 - (2020-10-01 - 2020-12-31)

Ad Depth

Search · Shopping

Ad Depth grew **7%** YoY and was **1.9** in Q4'20.
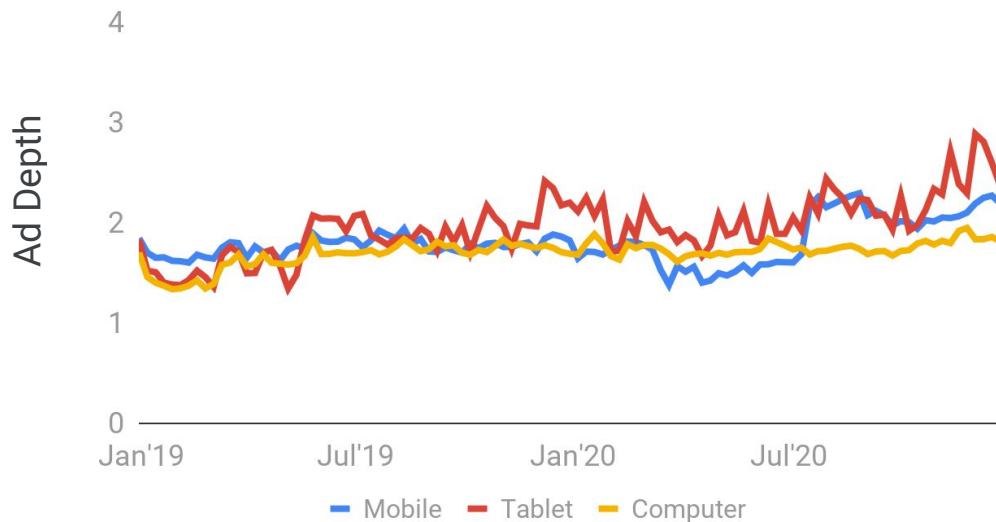
	YoY growth (Q4'20-Q4'19)	QoQ growth (Q4'20-Q3'20)	Ad Depth (Q4'20)
Mobile	16% ▲	5% ▲	2.1
Tablet	17% ▲	10% ▲	2.3
Computer	4% ▲	5% ▲	1.8
Overall	7% ▲	5% ▲	1.9

Mobile ▬ Tablet ▬ Computer

Seasonality

Seasonality - Queries and Impressions

Search   Shopping

Queries

Indexed queries

100
75
50
25
0

Jan   Apr   Jul   Oct

■ 2020 ■ 2019 ■ 2018

Impressions

Indexed impressions

100
75
50
25
0

Jan   Apr   Jul   Oct

■ 2020 ■ 2019 ■ 2018

Source: Google internal data for Open Online Courses | United Kingdom (country). Time period: Q4 2020 - (2020-10-01 - 2020-12-31)
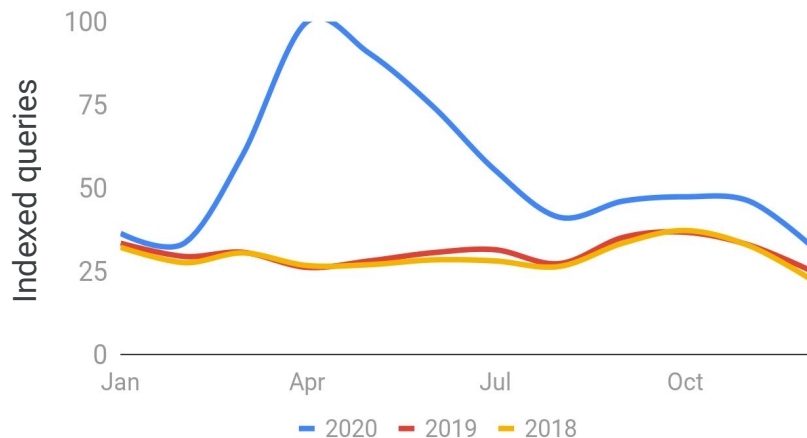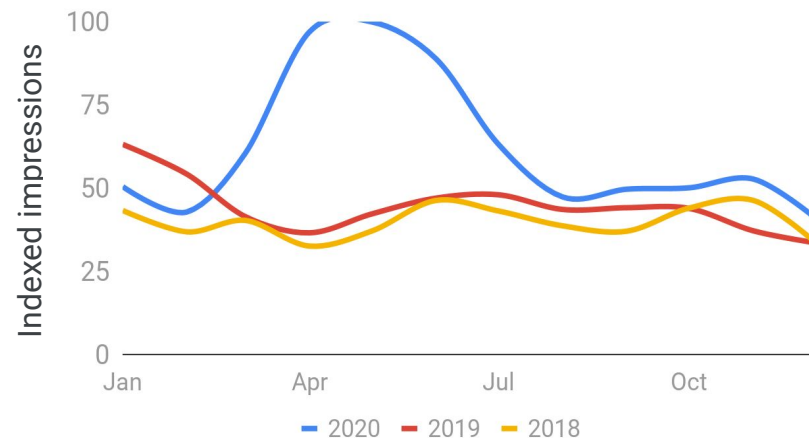
Seasonality - Clicks and Ad Depth

Clicks

Ad Depth

Source: Google internal data for Open Online Courses | United Kingdom (country). Time period: Q4 2020 - (2020-10-01 - 2020-12-31)
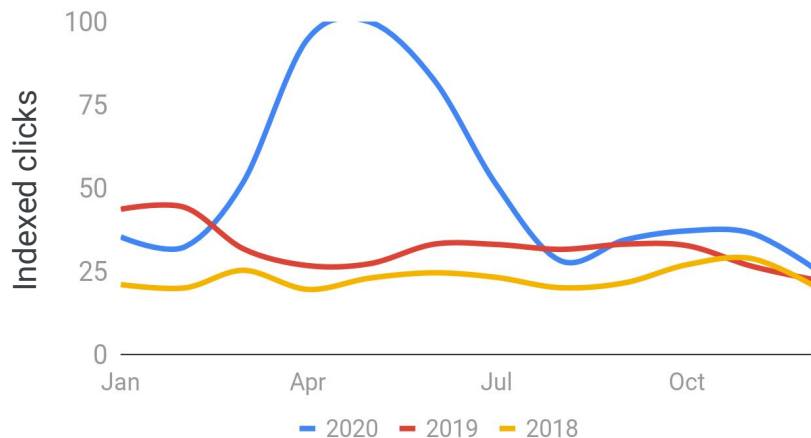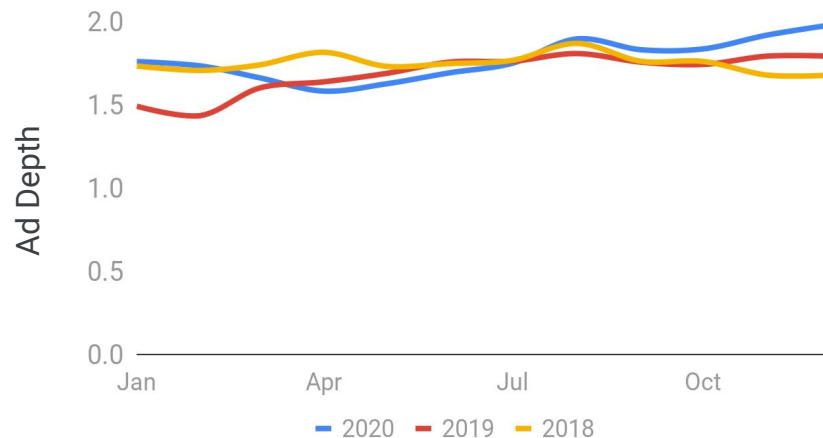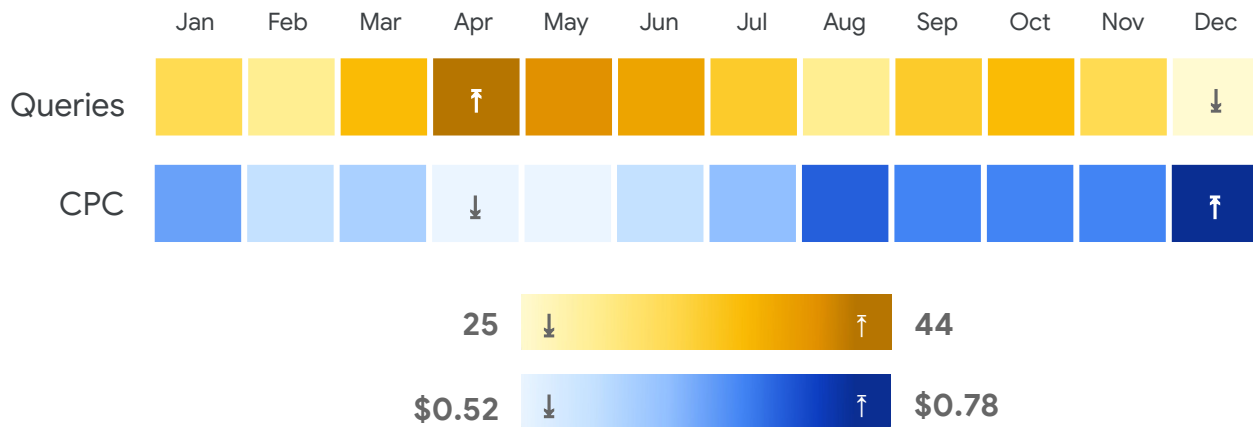
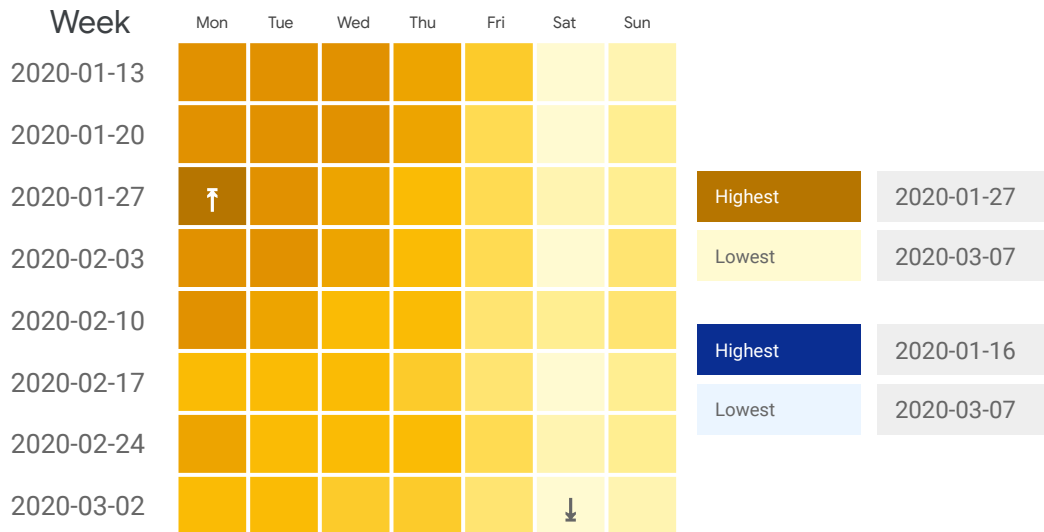# Monthly seasonal patterns in queries and CPC

In the last 4 years, CPCs were in the range of **$0.52**-**$0.78** and peaked in **Dec**.
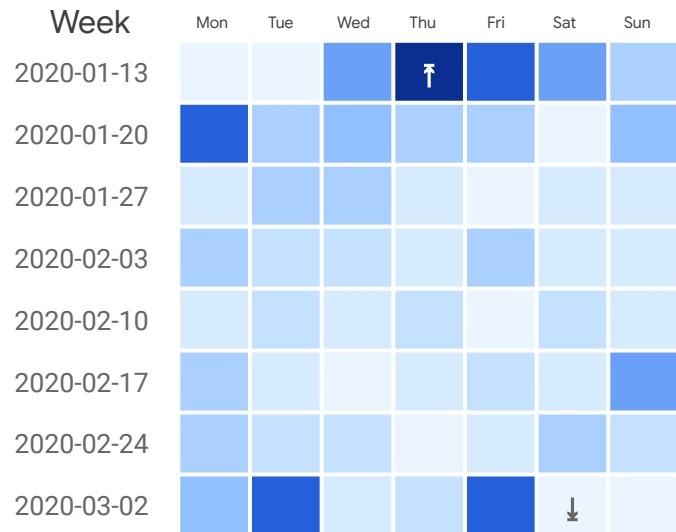Category searches have consistently peaked in **Apr**.

The next 8 weeks: search trends from last year

Search Shopping

Queries

Week	Mon	Tue	Wed	Thu	Fri	Sat	Sun
2020-01-13							
2020-01-20							
2020-01-27	⤒						
2020-02-03							
2020-02-10							
2020-02-17							
2020-02-24							
2020-03-02						⤓	

Highest	2020-01-27
Lowest	2020-03-07

Highest	2020-01-16
Lowest	2020-03-07

47 ⤓ ⤒ 100

Note: This is not a forecast for the next 8 weeks. It's a daily view of key metrics from last year near today's date.

CPC

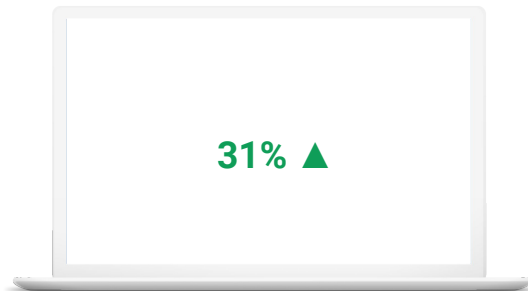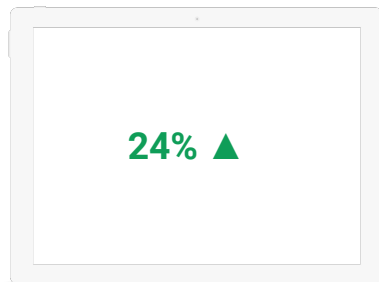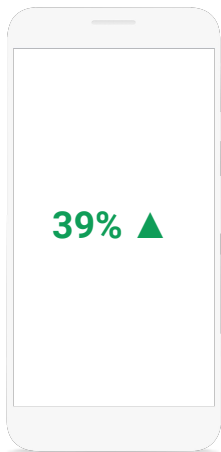| Week	Mon	Tue	Wed	Thu	Fri	Sat	Sun
2020-01-13				⤒			
2020-01-20							
2020-01-27							
2020-02-03							
2020-02-10							
2020-02-17							
2020-02-24							
2020-03-02					⤓		

$0.54 ⤓ ⤒ $1.09

Source: Google internal data for Open Online Courses | United Kingdom (country). Time period: Q1 2020

Device trends

Open Online Courses

Search

Shopping

YoY query growth by device in Q4'20 vs Q4'19

39% ▲

24% ▲

31% ▲

Query Mix across devices

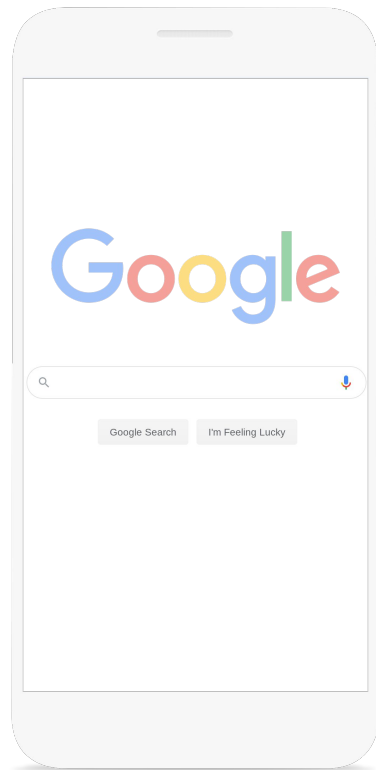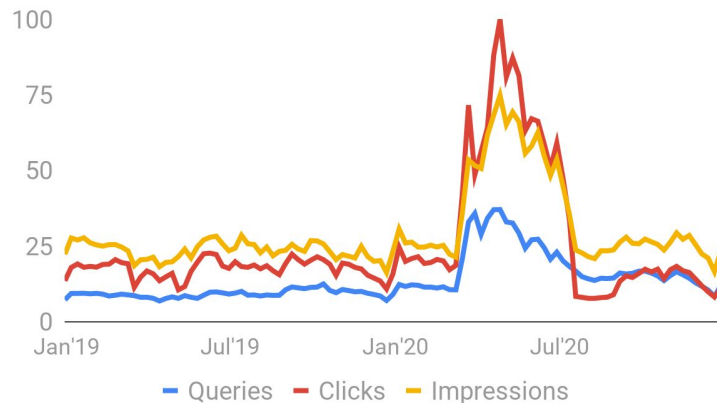**25.6%** of all **Open Online Courses** related searches in Q4 2020 were on mobile devices

Computer   Tablet   Mobile

Mobile dynamics

100

75

50

25

0

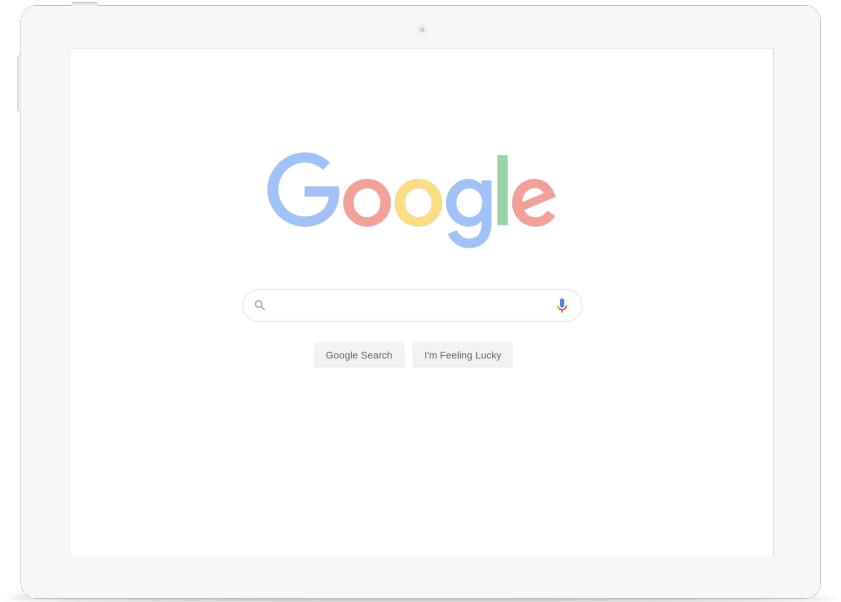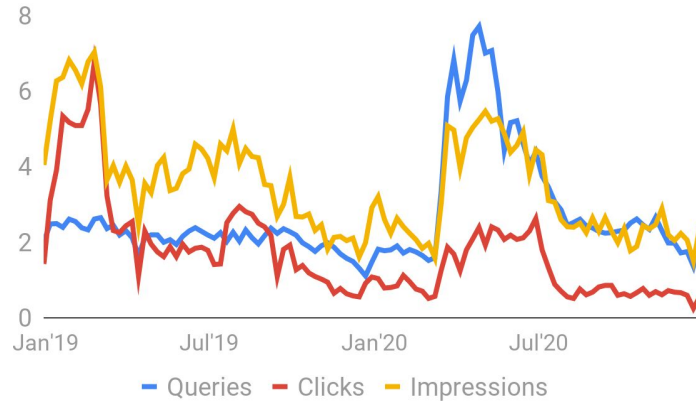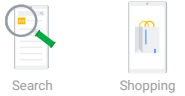Jan'19   Jul'19   Jan'20   Jul'20

— Queries   — Clicks   — Impressions
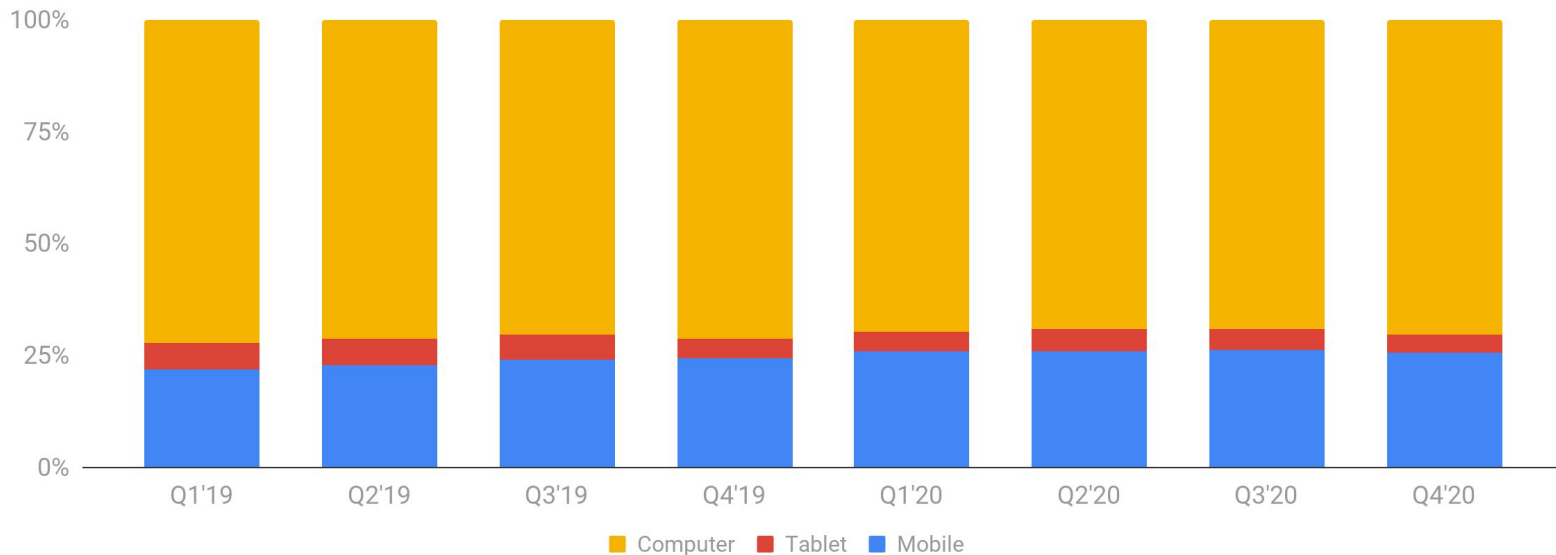
Search   Shopping

Tablet dynamics

Search   Shopping

- Queries   - Clicks   - Impressions

Computer dynamics

Search Shopping

Chart data:

- Y-axis: 0, 25, 50, 75, 100
- X-axis: Jan'19, Jul'19, Jan'20, Jul'20

Legend: Queries — Clicks — Impressions

Source: Google internal data for Open Online Courses | United Kingdom (country). Time period: Q4 2020 - (2020-10-01 - 2020-12-31)

'All Devices' dynamics

Search   Shopping

100

75

50

25

0

Jan'19   Jul'19   Jan'20   Jul'20

— Queries — Clicks — Impressions

Source: Google internal data for Open Online Courses | United Kingdom (country). Time period: Q4 2020 - (2020-10-01 - 2020-12-31)

Appendix

Metric definitions

- **Queries:** Searches by users on Google Search (indexed to 100)

- **Impressions:** Ads shown against search queries on Google Search (indexed to 100)

- **Clicks:** Clicks on ads shown against search queries on Google Search (indexed to 100)

- **Ad Depth:** No. of ads shown whenever a search showed ads (Impressions ÷ Queries with ads)

Metric calculations

- All **Current Quarter** growth metrics are calculated by comparing metrics between quarter to date time periods.

    - YoY compares **Current Quarter To Date** to the same time frame in **Previous Year** and QoQ **Current Quarter To Date** to the same number of days from the start of the **Previous Quarter.**

- **Query mix:** This indicates relative spread of searches by device.

    - For Mobile, it's (No. of searches on Mobile) ÷ (No. of searches on all devices).

Source: Google internal data for Open Online Courses | United Kingdom (country). Time period: Q4 2020 - (2020-10-01 - 2020-12-31)

Heatmap slides

- Monthly Average - Monthly average from last 4 years

    - Shows a high level monthly view to quickly spot what months have consistently peaked and complements the time series charts.

- Next 8 weeks heatmap of CPC and queries showing peak/low days from last year

- This is NOT a forecast for the next 8 weeks. It's a daily view of last year's metrics to understand recency of trends. Useful to understand how many days a seasonal high lasts.

- It starts from the closest Monday from today's date last year. For example, if you ran the report on Jan 13, 2017, the data is from Jan 18, 2016, which is the closest Monday in the future from Jan 13, 2016.