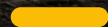


# Vertical Trends - Report

Search query, ads and device trends



Client name: Vertical Leap

# Retailers & General Merchandise

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

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Quarterly update for: [Q4 2020 - \(2020-10-01 - 2020-12-31\)](#)

Created on: [January 12, 2021](#)





Search



Shopping

# Focusing Facts

## Retailers & General Merchandise in United Kingdom (country)

**21%** Overall search growth in Q4'20 compared to the previous year

**67%** Searches from mobile phones

**27%** Searches from computers

# Contents

- Metric trends
- Seasonality
- Device trends
- Appendix



Search



Shopping



# Metric trends



# Retailers & General Merchandise

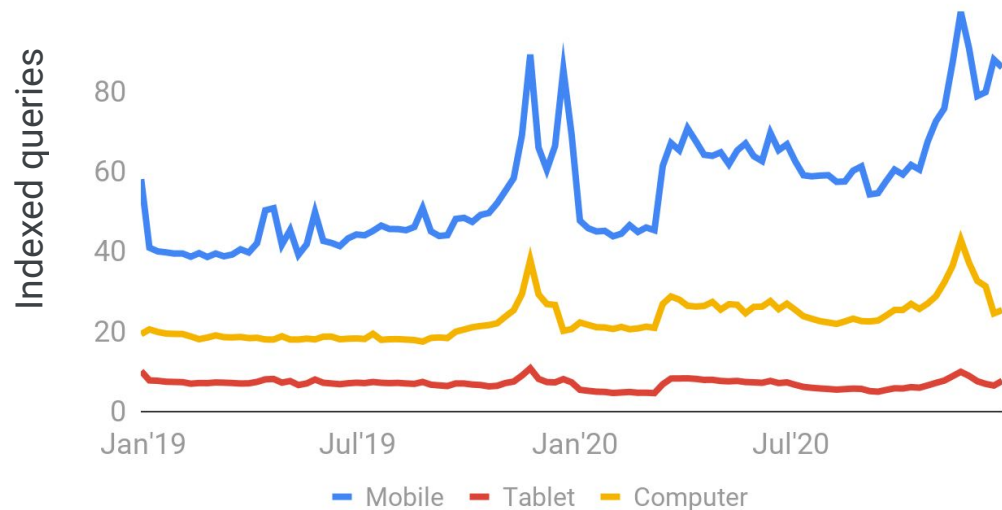
Metrics snapshot - Q4 2020 and YoY growth - Q4'20 vs Q4'19

	Queries	Imp	Clicks	Ad Depth	
	YoY	YoY	YoY	YoY	Q4'20
<b>Mobile</b>	24% ▲	27% ▲	28% ▲	3% ▲	6.4
<b>Tablet</b>	-3% ▼	7% ▲	-2% ▼	9% ▲	5.8
<b>Computer</b>	22% ▲	43% ▲	37% ▲	11% ▲	5.0
<b>Overall</b>	21% ▲	29% ▲	28% ▲	5% ▲	6.0



# Queries

Queries grew **21%** in Q4'20 with **67%** of all searches on mobile.

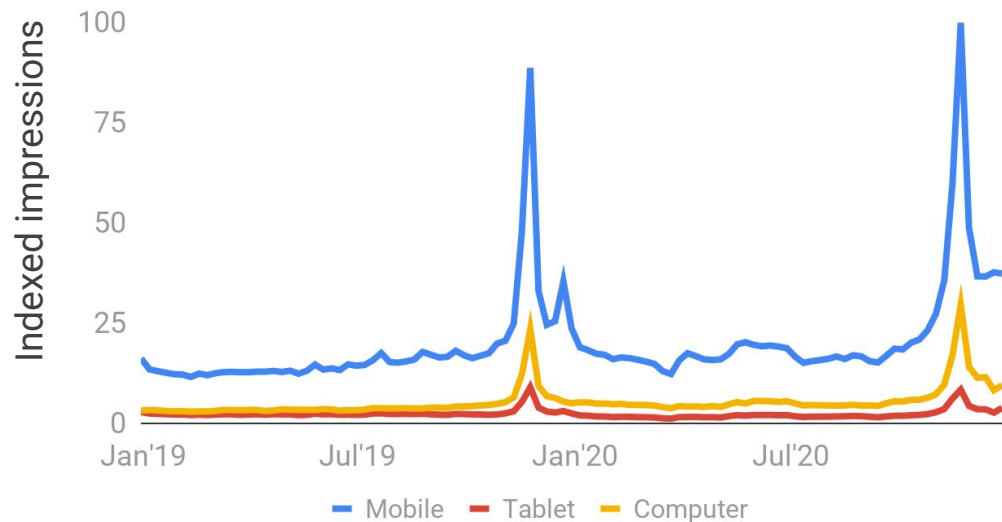


	YoY growth (Q4'20-Q4'19)	QoQ growth (Q4'20-Q3'20)	% of queries (Q4'20)
Mobile	24% ▲	31% ▲	67%
Tablet	-3% ▼	27% ▲	6%
Computer	22% ▲	31% ▲	27%
Overall	21% ▲	31% ▲	100%



# Impressions

Impressions grew **29%** in Q4'20 with **73%** of all ad impressions on mobile.



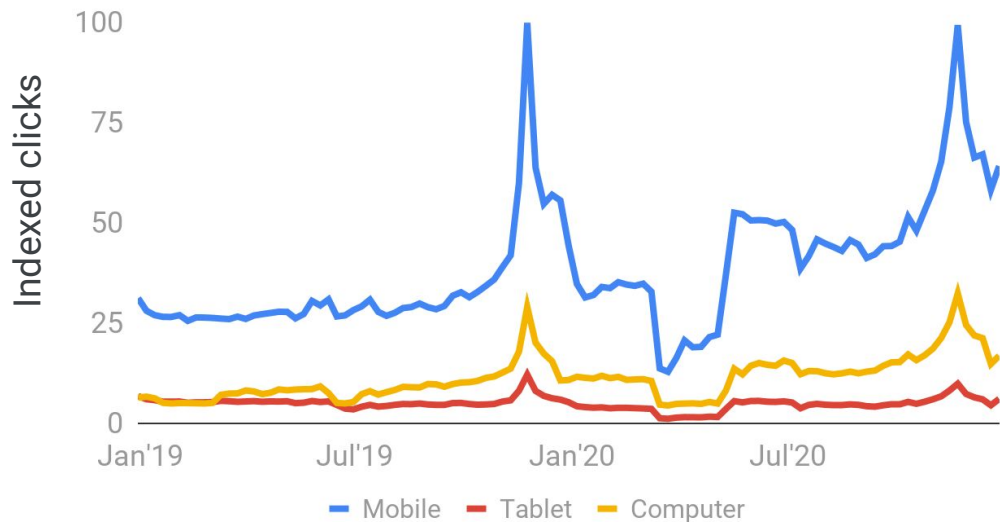
	YoY growth (Q4'20-Q4'19)	QoQ growth (Q4'20-Q3'20)	% of imp (Q4'20)
Mobile	27% ▲	134% ▲	73%
Tablet	7% ▲	107% ▲	7%
Computer	43% ▲	132% ▲	21%
Overall	29% ▲	131% ▲	100%





# Clicks

Clicks grew **28%** in Q4'20 with **71%** of all clicks on mobile.

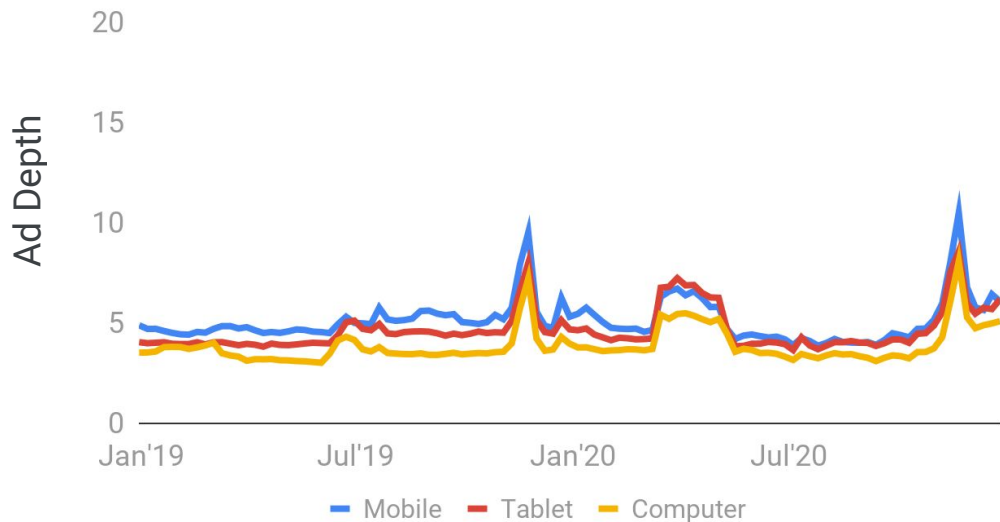


	YoY growth (Q4'20-Q4'19)	QoQ growth (Q4'20-Q3'20)	% of clicks (Q4'20)
Mobile	28% ▲	45% ▲	71%
Tablet	-2% ▼	36% ▲	7%
Computer	37% ▲	52% ▲	22%
Overall	28% ▲	46% ▲	100%



# Ad Depth

Ad Depth grew **5% YoY** and was **6.0** in Q4'20.



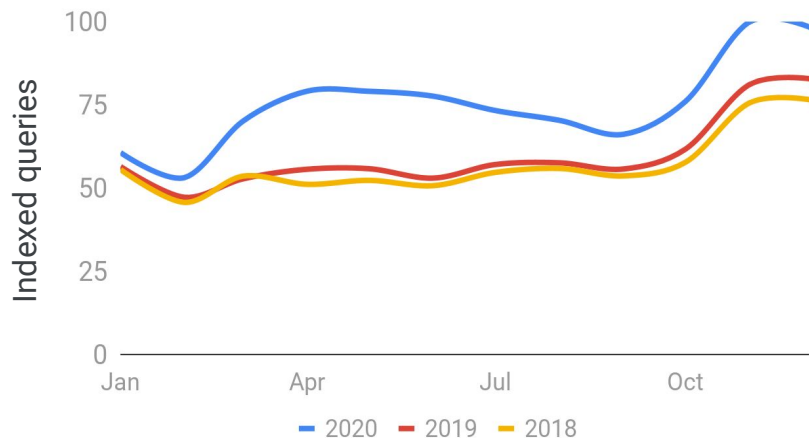
	YoY growth (Q4'20-Q4'19)	QoQ growth (Q4'20-Q3'20)	Ad Depth (Q4'20)
Mobile	3% ▲	56% ▲	6.4
Tablet	9% ▲	47% ▲	5.8
Computer	11% ▲	48% ▲	5.0
Overall	5% ▲	54% ▲	6.0

# Seasonality

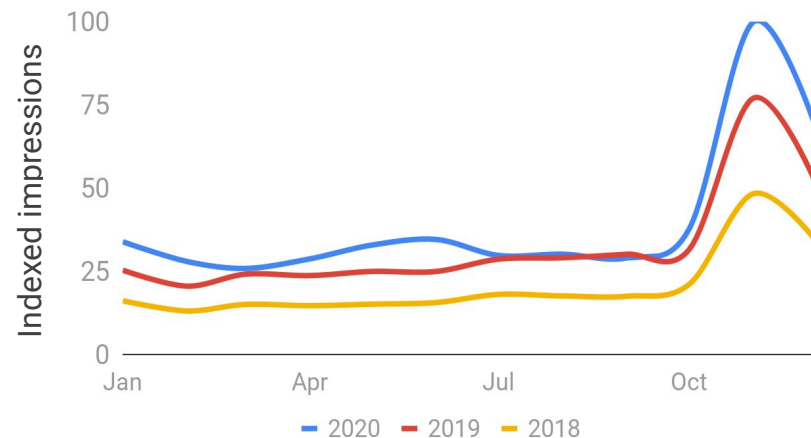


# Seasonality - Queries and Impressions

## Queries



## Impressions





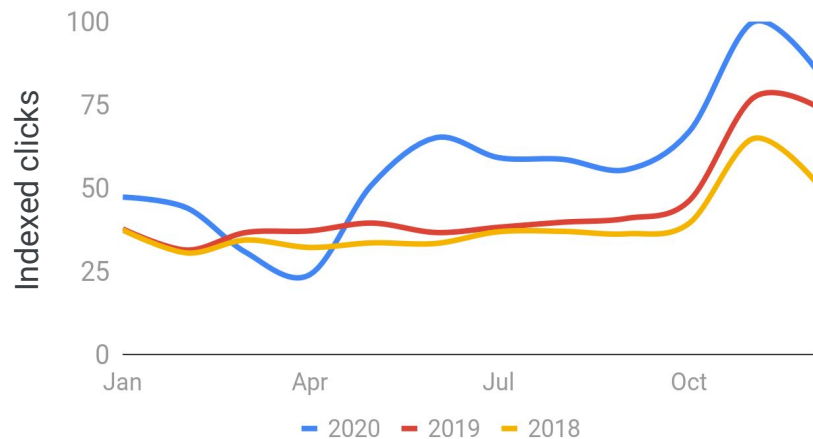
Search



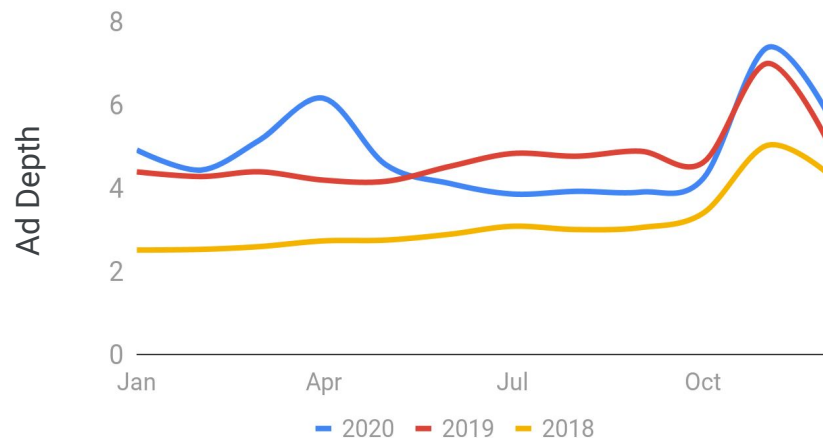
Shopping

# Seasonality - Clicks and Ad Depth

## Clicks



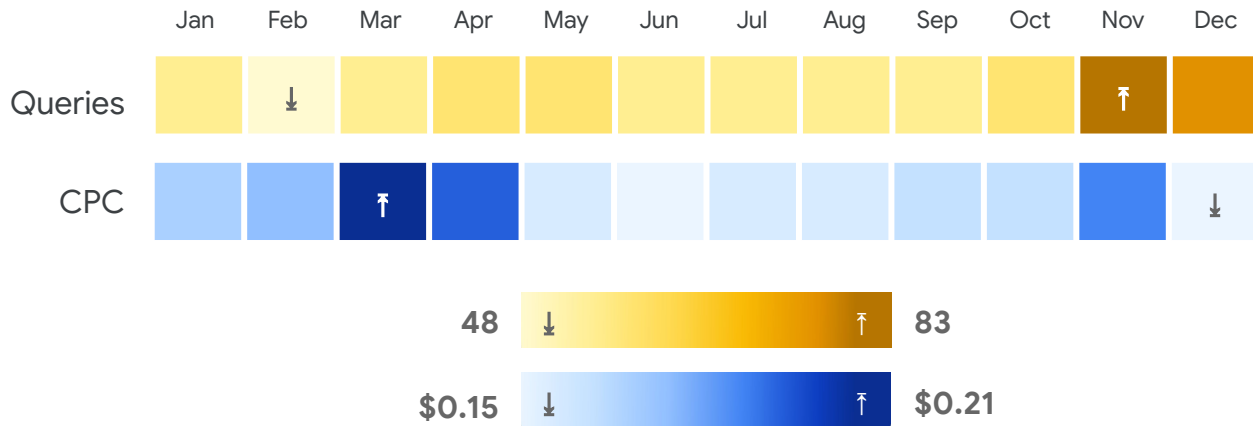
## Ad Depth





# Monthly seasonal patterns in queries and CPC

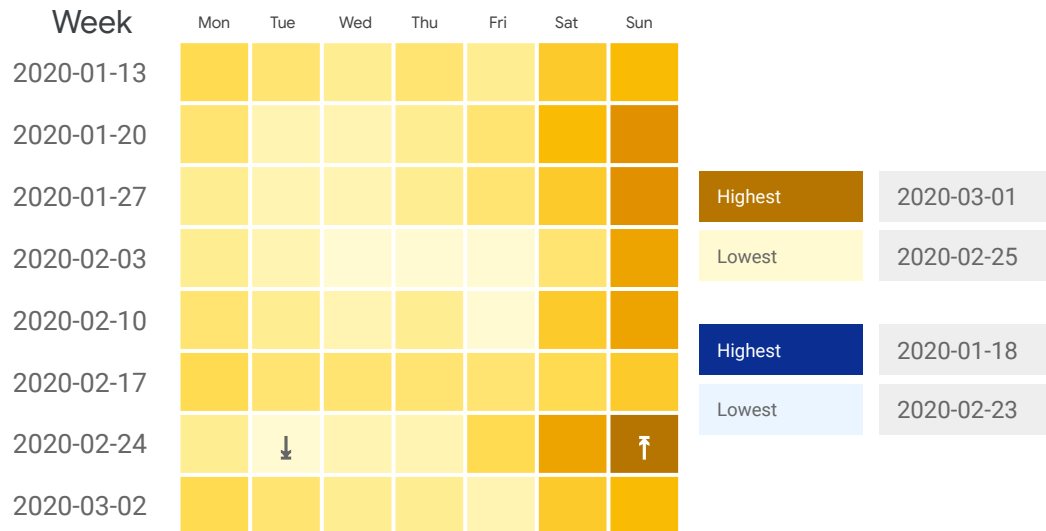
In the last 4 years, CPCs were in the range of **\$0.15-\$0.21** and peaked in **Mar**.  
Category searches have consistently peaked in **Nov**.



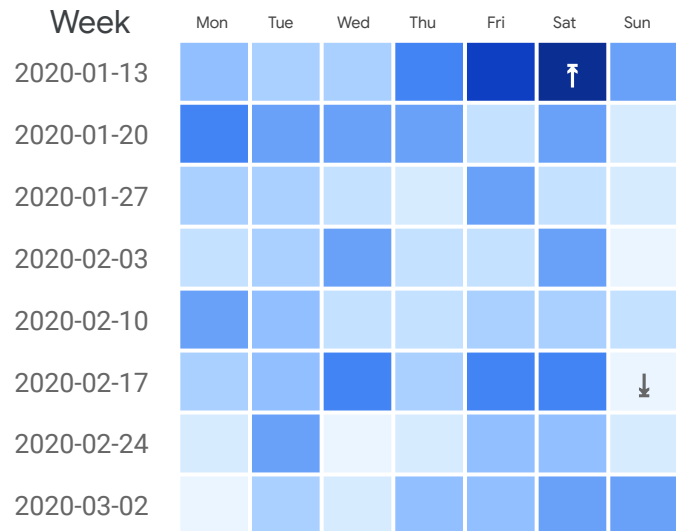


# The next 8 weeks: search trends from last year

## Queries



## CPC



82



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.

\$0.16



\$0.20

# Device trends





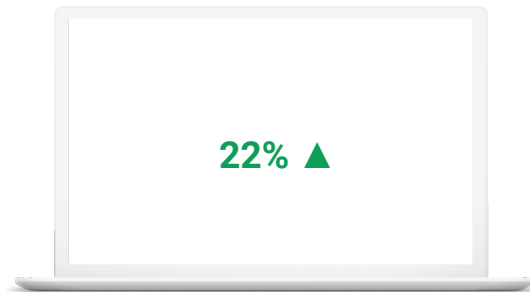
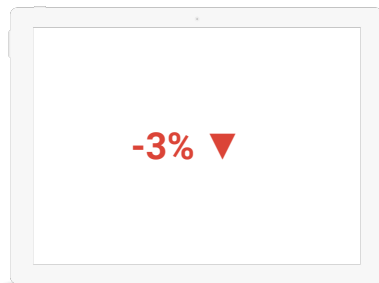
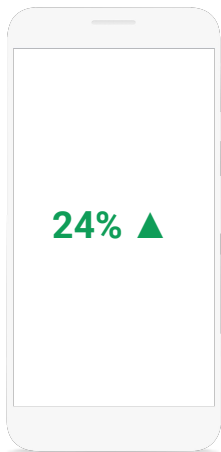
Search



Shopping

# Retailers & General Merchandise

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



# Query Mix across devices

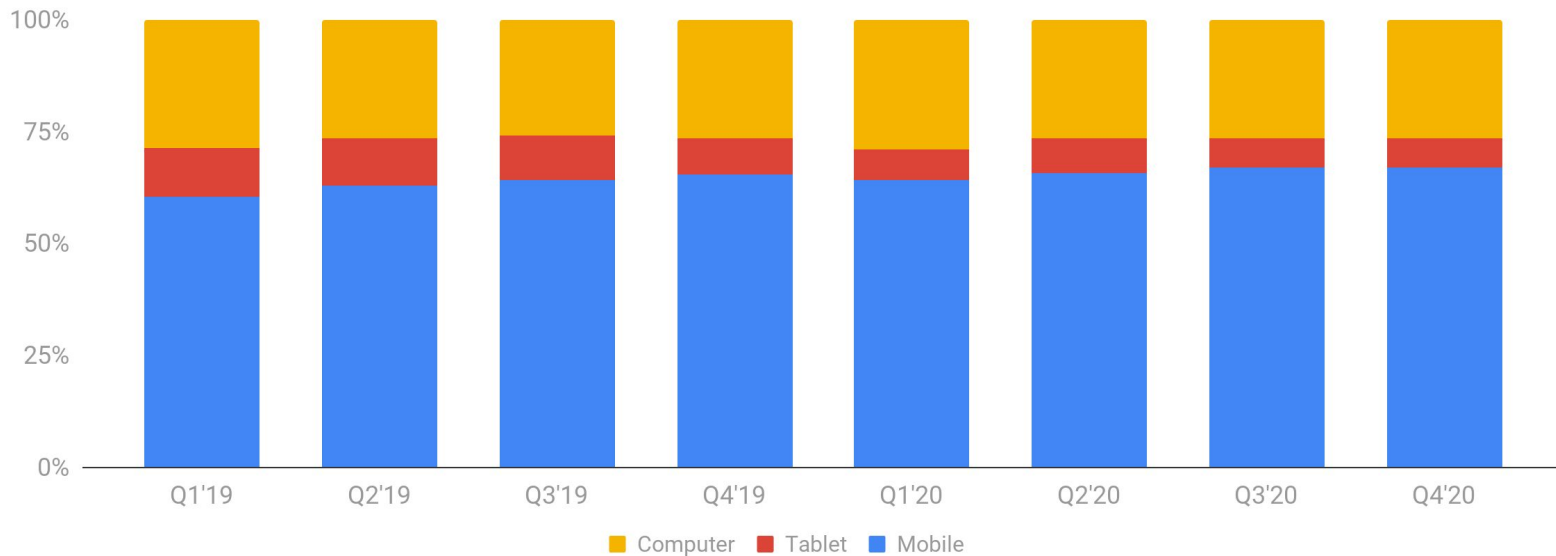


Search



Shopping

**67.0%** of all **Retailers & General Merchandise** related searches in Q4 2020 were on mobile devices



# Mobile dynamics

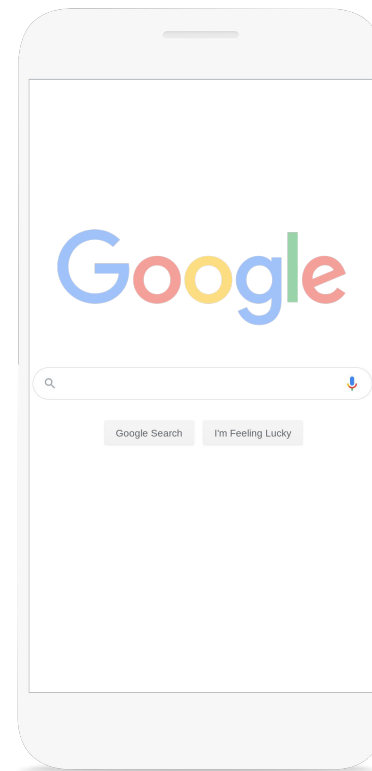
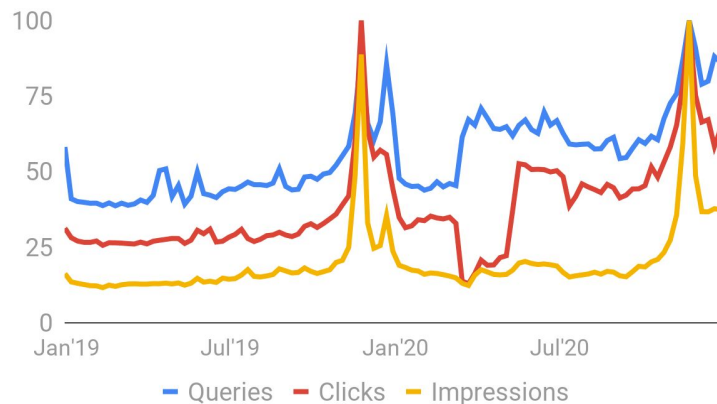
Proprietary + Confidential

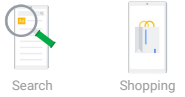


Search

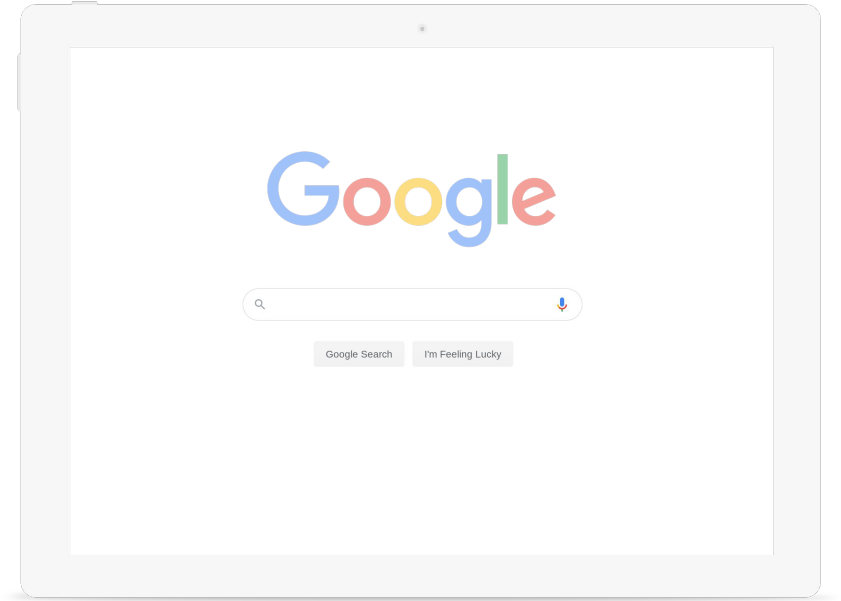
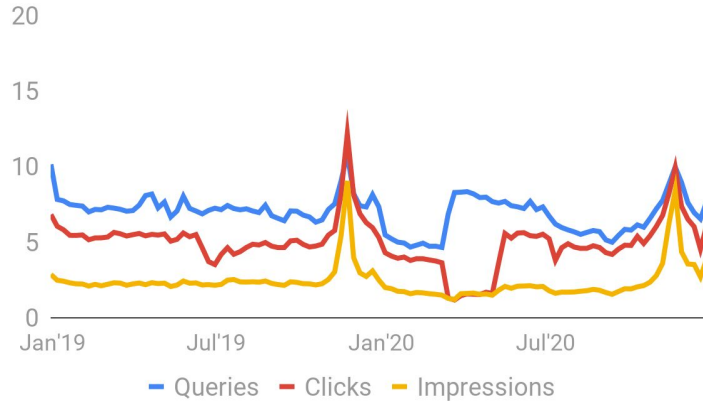


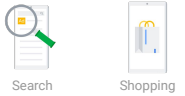
Shopping



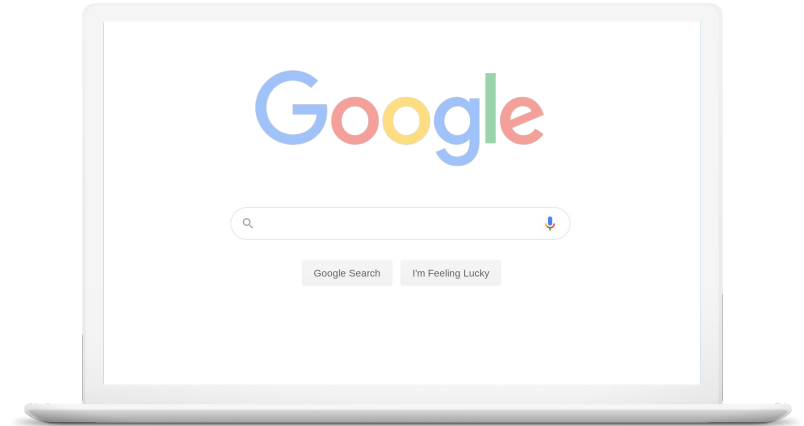
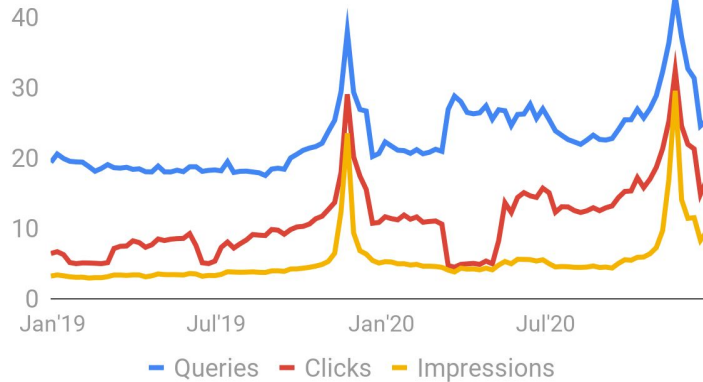


# Tablet dynamics



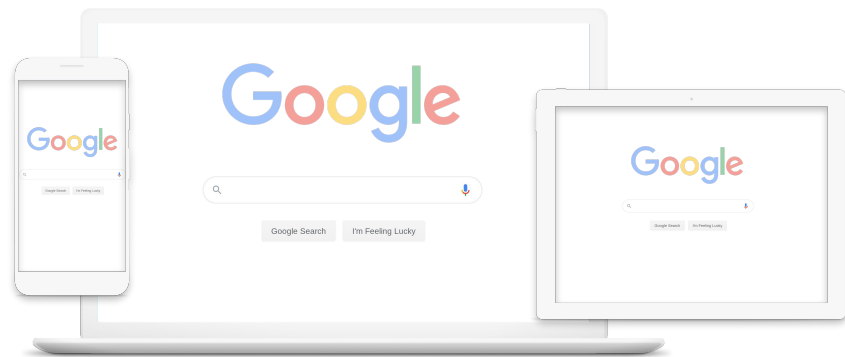
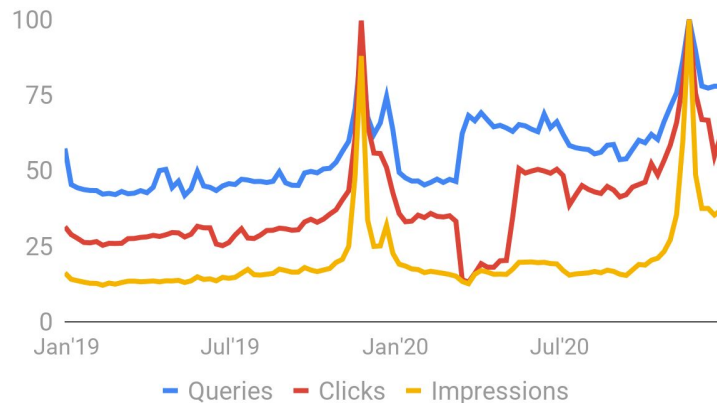


# Computer dynamics





# 'All Devices' dynamics





# 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 ( $\text{Impressions} \div \text{Queries with ads}$ )



# 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  $(\text{No. of searches on Mobile}) \div (\text{No. of searches on all devices})$ .

# 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.