

Vertical Trends - Report

Search query, ads and device trends



Client name: Vertical Leap

Waste Management

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

Waste Management in United Kingdom (country)

37% Overall search growth in Q4'20 compared to the previous year

62% Searches from mobile phones

33% Searches from computers

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- Metric trends
- Seasonality
- Device trends
- Appendix



Search



Shopping



Metric trends



Search



Shopping

Waste Management

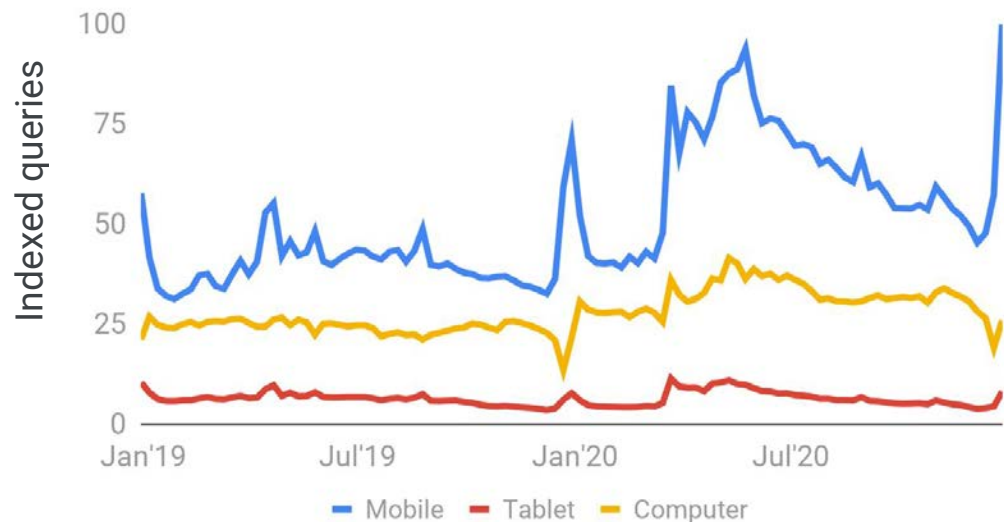
Metrics snapshot - Q4 2020 and YoY growth - Q4'20 vs Q4'19

	Queries	Imp	Clicks	Ad Depth	
	YoY	YoY	YoY	YoY	Q4'20
Mobile	45% ▲	46% ▲	42% ▲	15% ▲	7.8
Tablet	9% ▲	-7% ▼	0%	4% ▲	7.5
Computer	29% ▲	29% ▲	37% ▲	17% ▲	7.0
Overall	37% ▲	36% ▲	37% ▲	15% ▲	7.5



Queries

Queries grew **37%** in Q4'20 with **62%** of all searches on mobile.

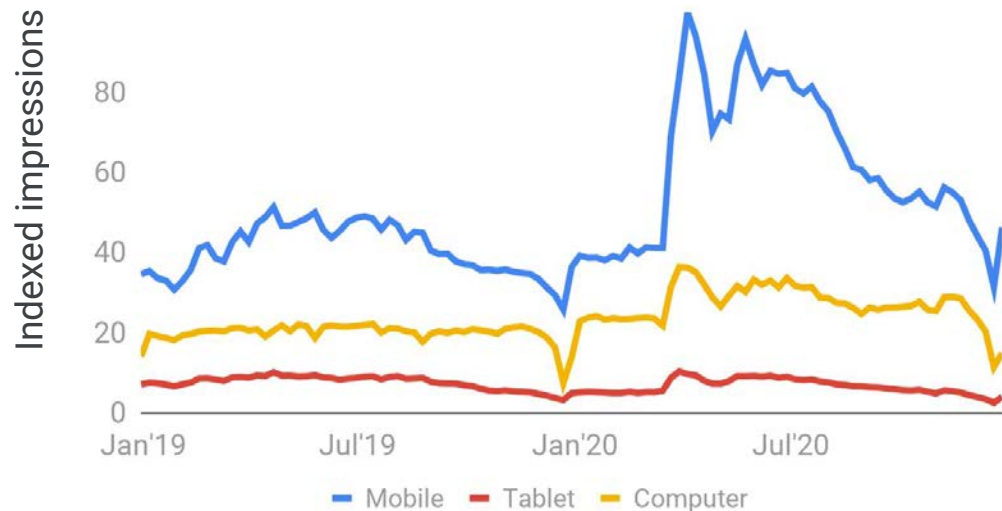


	YoY growth (Q4'20-Q4'19)	QoQ growth (Q4'20-Q3'20)	% of queries (Q4'20)
Mobile	45% ▲	-13% ▼	62%
Tablet	9% ▲	-20% ▼	6%
Computer	29% ▲	-7% ▼	33%
Overall	37% ▲	-11% ▼	100%



Impressions

Impressions grew **36%** in Q4'20 with **63%** of all ad impressions on mobile.

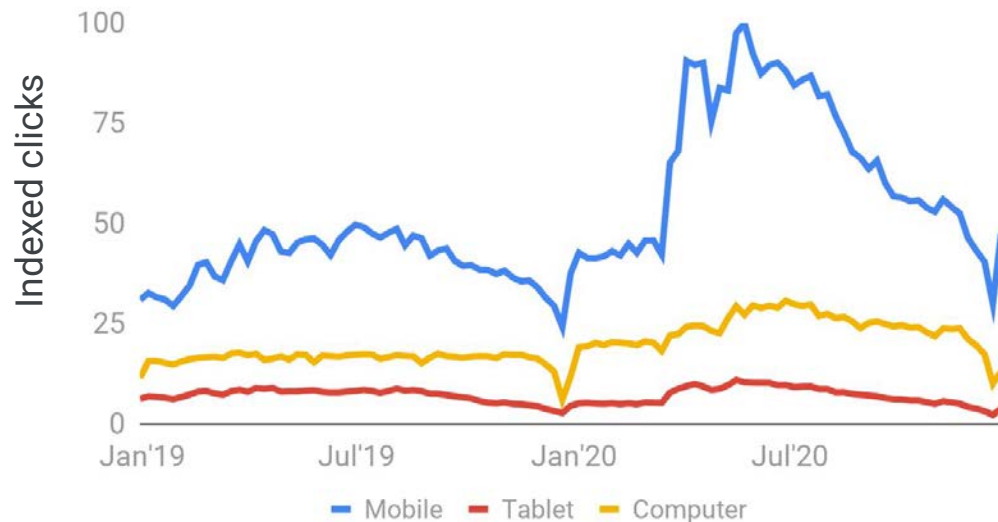


	YoY growth (Q4'20-Q4'19)	QoQ growth (Q4'20-Q3'20)	% of imp (Q4'20)
Mobile	46% ▲	-28% ▼	63%
Tablet	-7% ▼	-34% ▼	6%
Computer	29% ▲	-14% ▼	31%
Overall	36% ▲	-25% ▼	100%



Clicks

Clicks grew **37%** in Q4'20 with **66%** of all clicks on mobile.

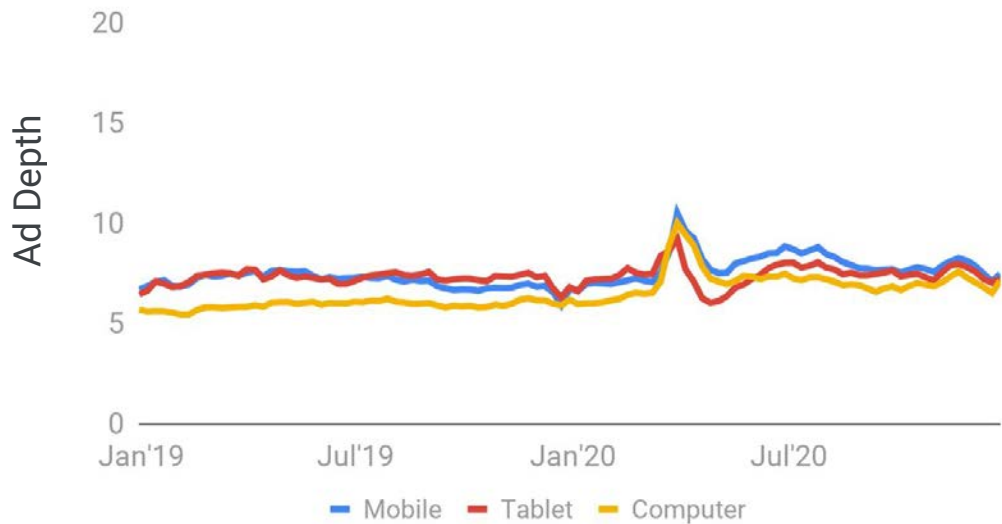


	YoY growth (Q4'20-Q4'19)	QoQ growth (Q4'20-Q3'20)	% of clicks (Q4'20)
Mobile	42% ▲	-33% ▼	66%
Tablet	0%	-40% ▼	6%
Computer	37% ▲	-22% ▼	28%
Overall	37% ▲	-31% ▼	100%



Ad Depth

Ad Depth grew **15%** YoY and was **7.5** in Q4'20.



	YoY growth (Q4'20-Q4'19)	QoQ growth (Q4'20-Q3'20)	Ad Depth (Q4'20)
Mobile	15% ▲	-6% ▼	7.8
Tablet	4% ▲	-3% ▼	7.5
Computer	17% ▲	-0% ▼	7.0
Overall	15% ▲	-4% ▼	7.5

Seasonality

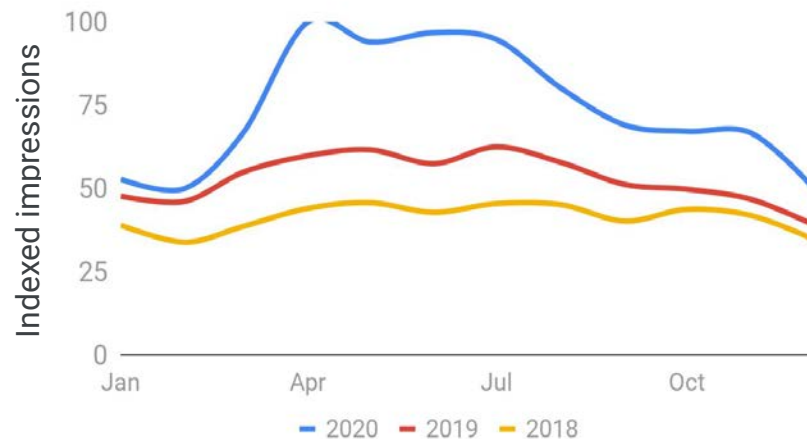


Seasonality - Queries and Impressions

Queries



Impressions





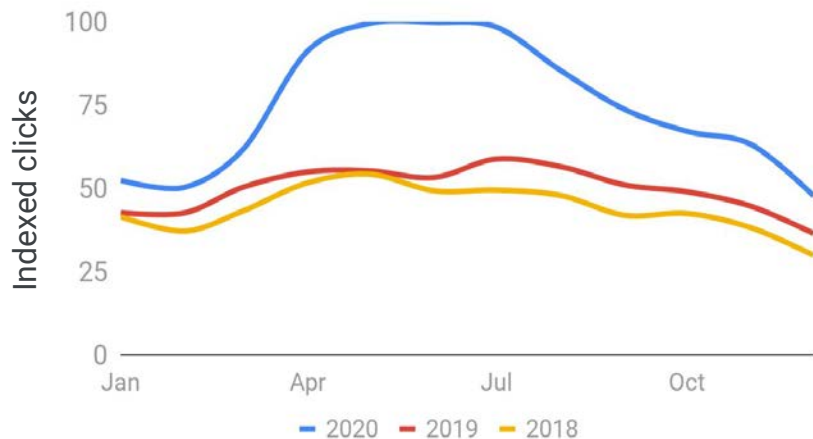
Search



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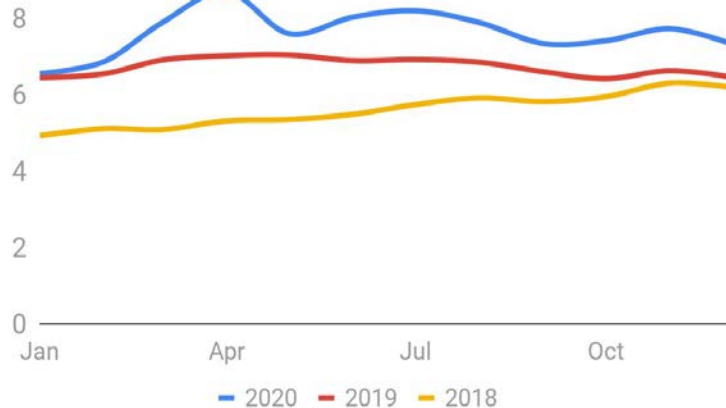
Seasonality - Clicks and Ad Depth

Clicks



Ad Depth

Ad Depth





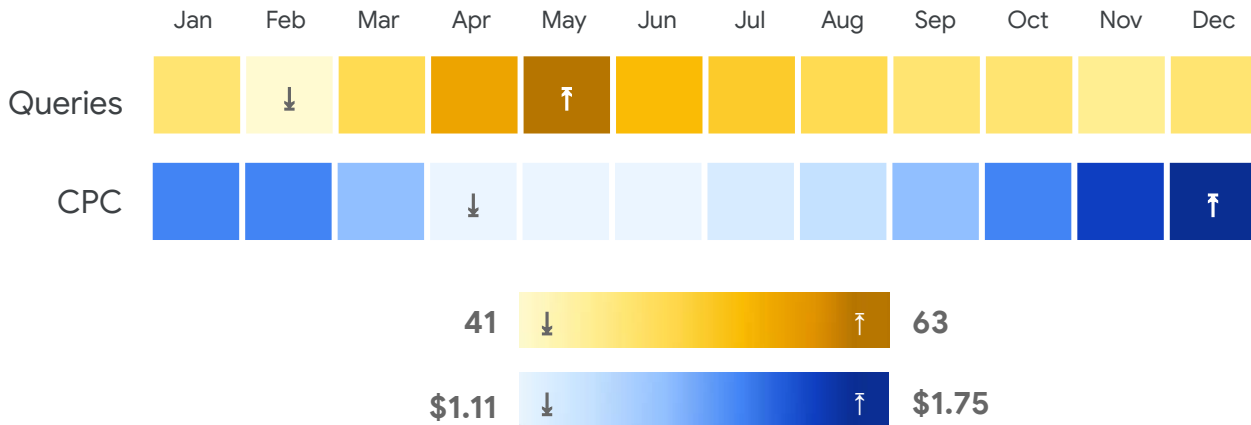
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Monthly seasonal patterns in queries and CPC

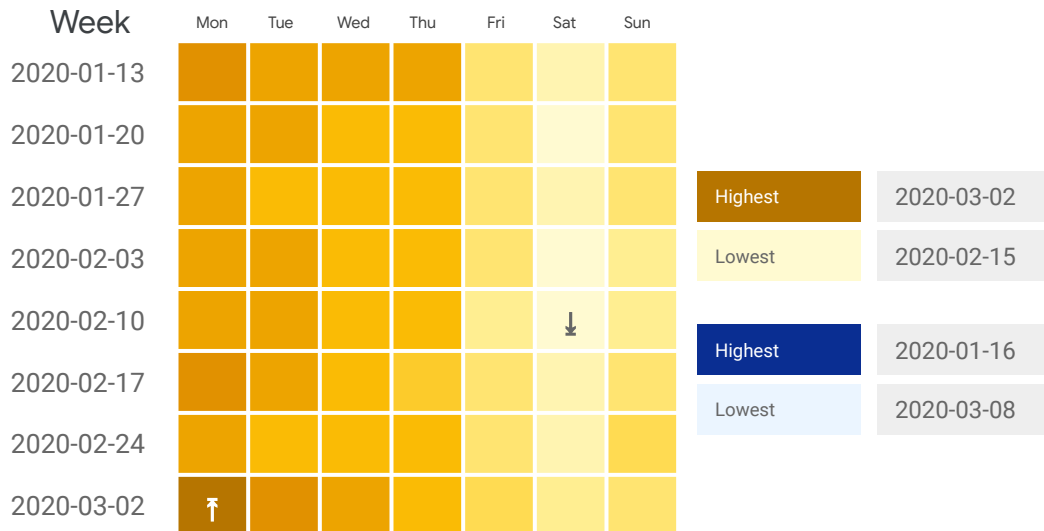
In the last 4 years, CPCs were in the range of **\$1.11-\$1.75** and peaked in **Dec**.
Category searches have consistently peaked in **May**.



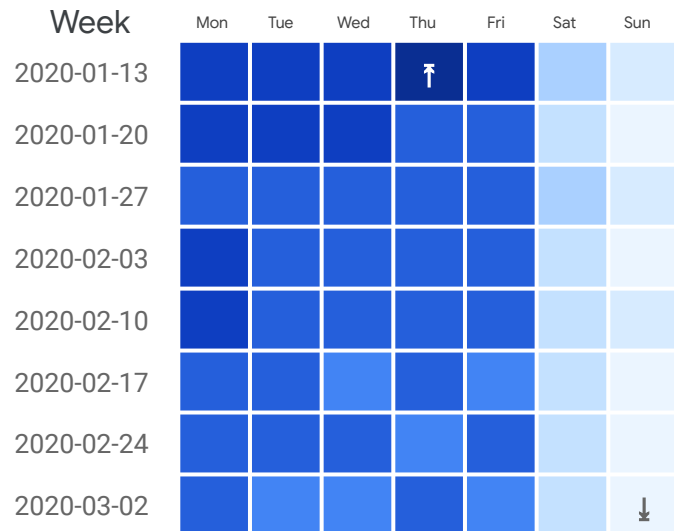


The next 8 weeks: search trends from last year

Queries



CPC



59



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.

\$1.10



\$1.89

Device trends



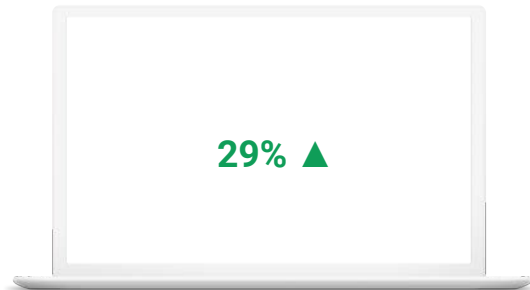
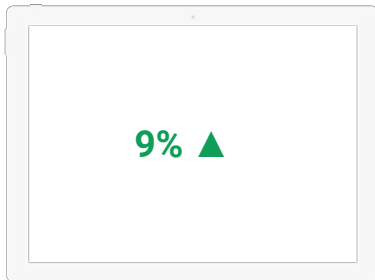
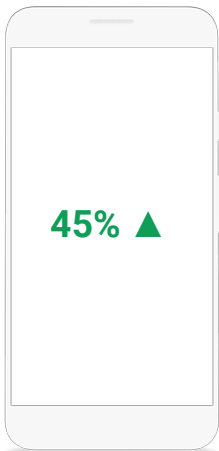
Search



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



Query Mix across devices

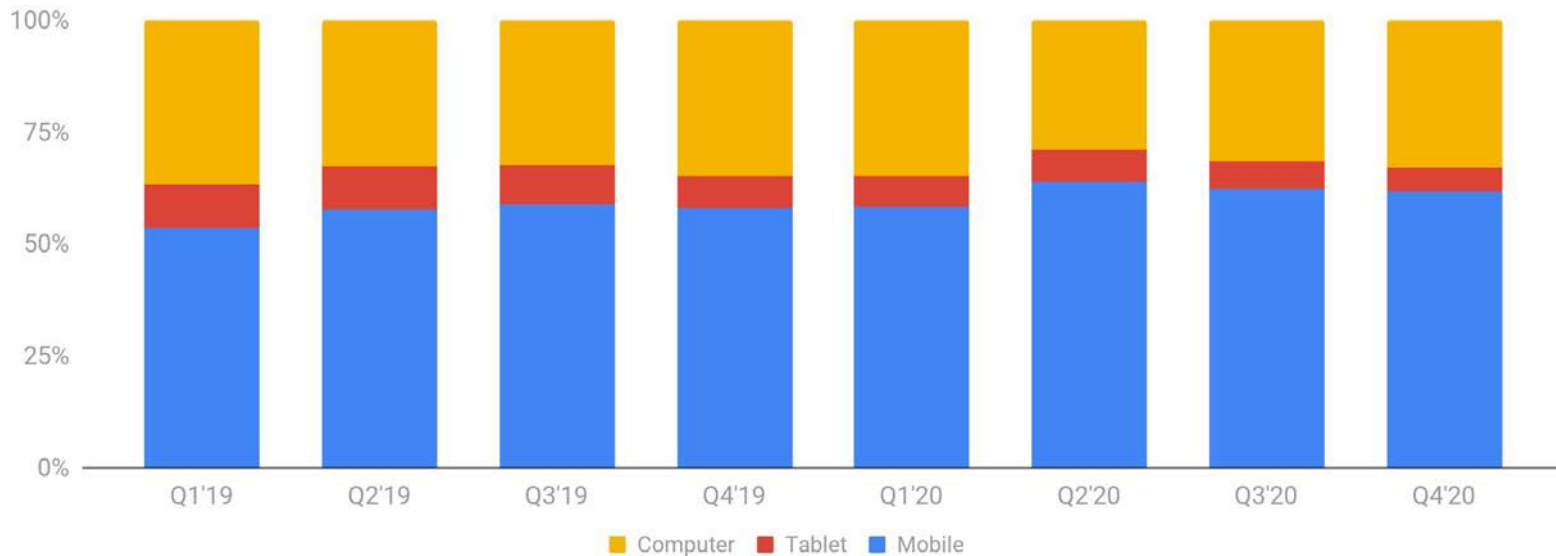


Search



Shopping

61.6% of all **Waste Management** related searches in Q4 2020 were on mobile devices



Mobile dynamics

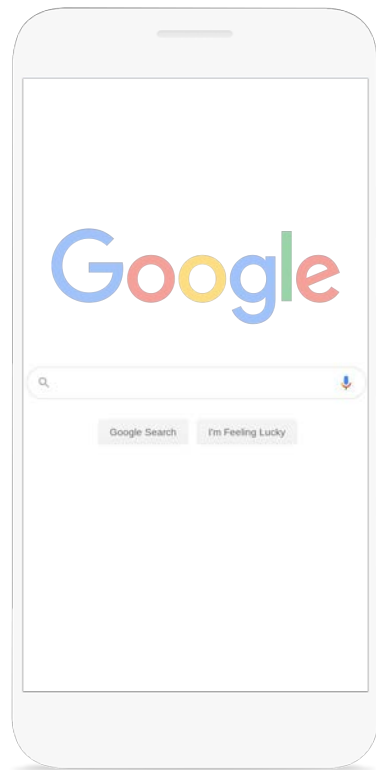
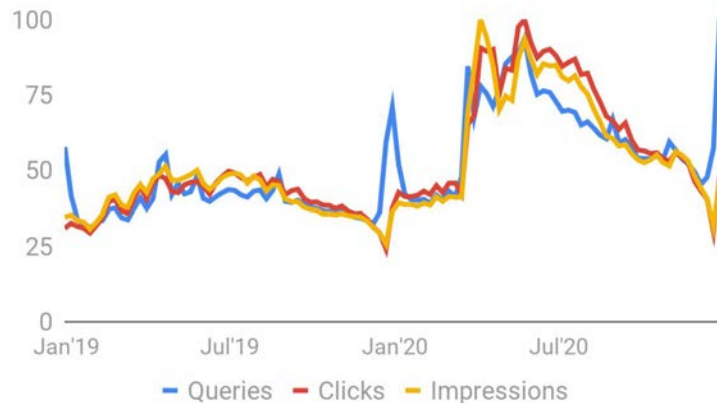
Proprietary + Confidential



Search

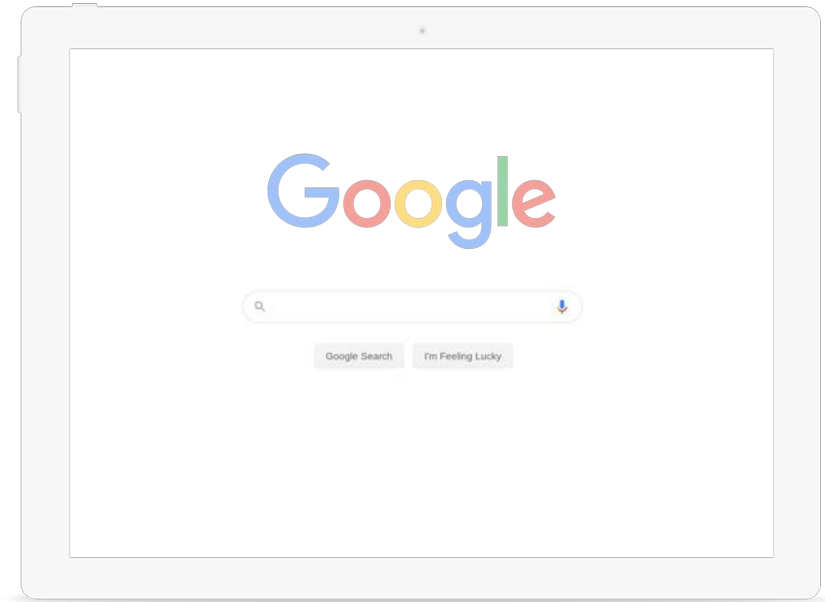
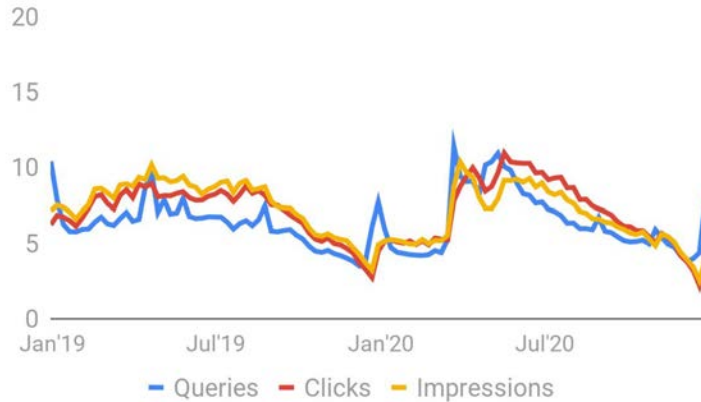


Shopping





Tablet dynamics



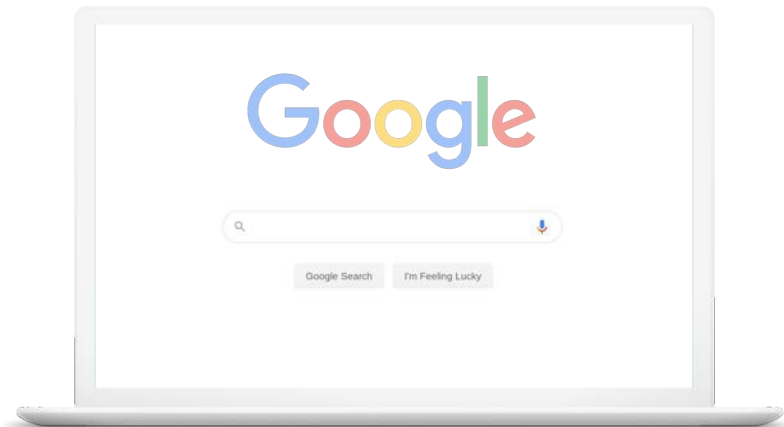
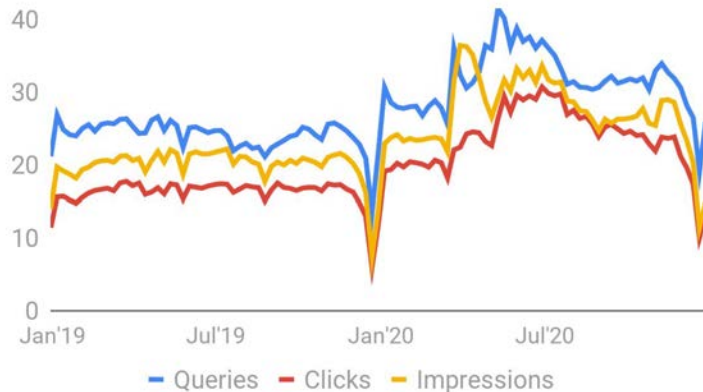


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Computer dynamics



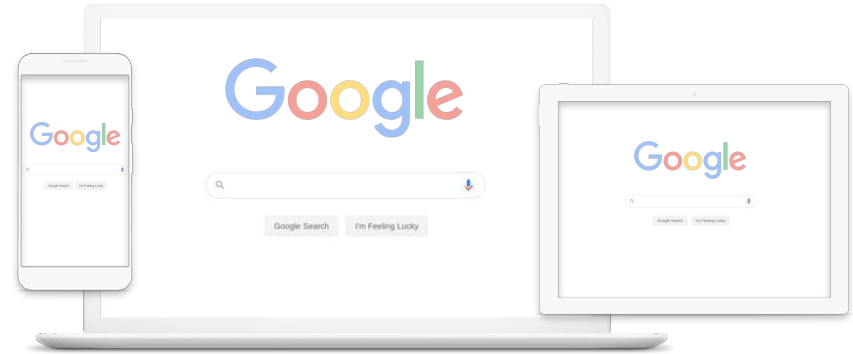
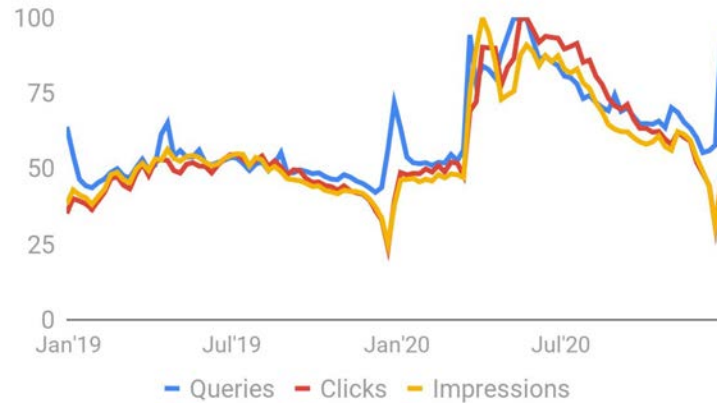


Search



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'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.