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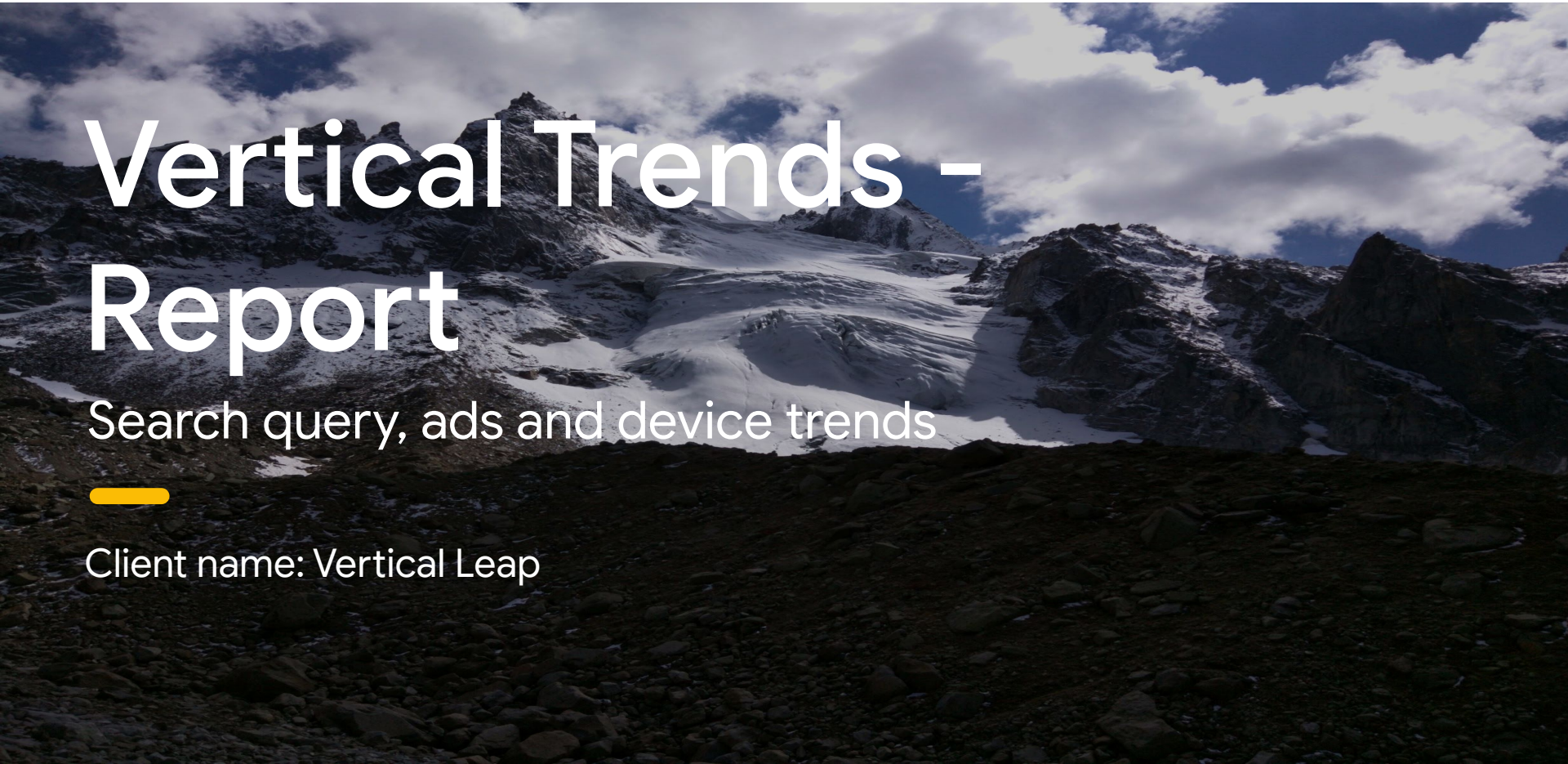

Vertical Trends - Report

Search query, ads and device trends

Client name: Vertical Leap

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Colleges, Universities & Post-Secondary Education

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

Quarterly update for: Q4 2020 - (2020-10-01 - 2020-12-31)
Created on: February 17, 2021

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Focusing Facts

Colleges, Universities & Post-Secondary Education in United Kingdom (country)

7% Overall search growth in Q4'20 compared to the previous year

49% Searches from mobile phones

48% Searches from computers

Source: Google internal data for Colleges, Universities & Post-Secondary Education | United Kingdom (country). Time period: Q4 2020 - (2020-10-01 - 2020-12-31)

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- Seasonality
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- Appendix

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Metric trends

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Colleges, Universities & Post-Secondary Education

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

	Queries	Imp	Clicks	Ad Depth	
	YoY	YoY	YoY	YoY	Q4'20
Mobile	11% ▲	13% ▲	14% ▲	7% ▲	6.3
Tablet	-23% ▼	-19% ▼	-38% ▼	25% ▲	3.8
Computer	5% ▲	26% ▲	33% ▲	15% ▲	3.3
Overall	7% ▲	15% ▲	16% ▲	9% ▲	5.2

Source: Google internal data for Colleges, Universities & Post-Secondary Education | United Kingdom (country). Time period: Q4 2020 - (2020-10-01 - 2020-12-31)

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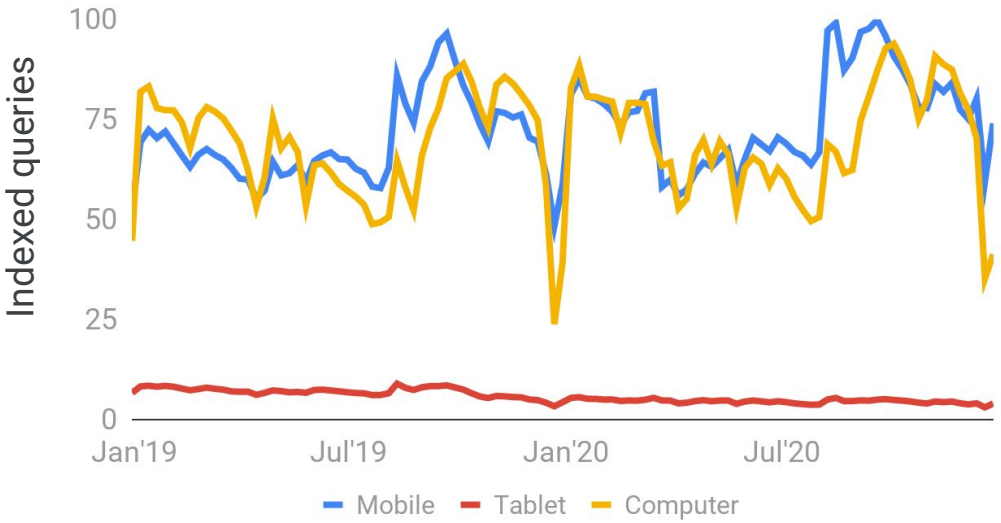
Queries

Search Shopping

Queries grew **7%** in Q4'20 with **49%** of all searches on mobile.



	YoY growth (Q4'20-Q4'19)	QoQ growth (Q4'20-Q3'20)	% of queries (Q4'20)
Mobile	11% ▲	-4% ▼	49%
Tablet	-23% ▼	-6% ▼	3%
Computer	5% ▲	18% ▲	48%
Overall	7% ▲	5% ▲	100%

Source: Google internal data for Colleges, Universities & Post-Secondary Education | United Kingdom (country). Time period: Q4 2020 - (2020-10-01 - 2020-12-31)

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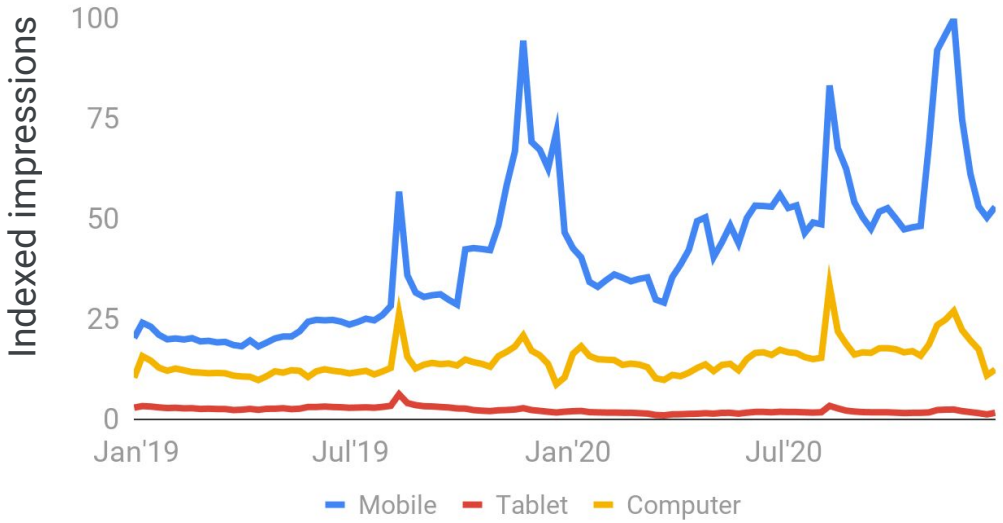
Impressions

Search Shopping

Impressions grew **15%** in Q4'20 with **76%** of all ad impressions on mobile.



	YoY growth (Q4'20-Q4'19)	QoQ growth (Q4'20-Q3'20)	% of imp (Q4'20)
Mobile	13% ▲	16% ▲	76%
Tablet	-19% ▼	-10% ▼	2%
Computer	26% ▲	3% ▲	22%
Overall	15% ▲	12% ▲	100%

Source: Google internal data for Colleges, Universities & Post-Secondary Education | United Kingdom (country). Time period: Q4 2020 - (2020-10-01 - 2020-12-31)

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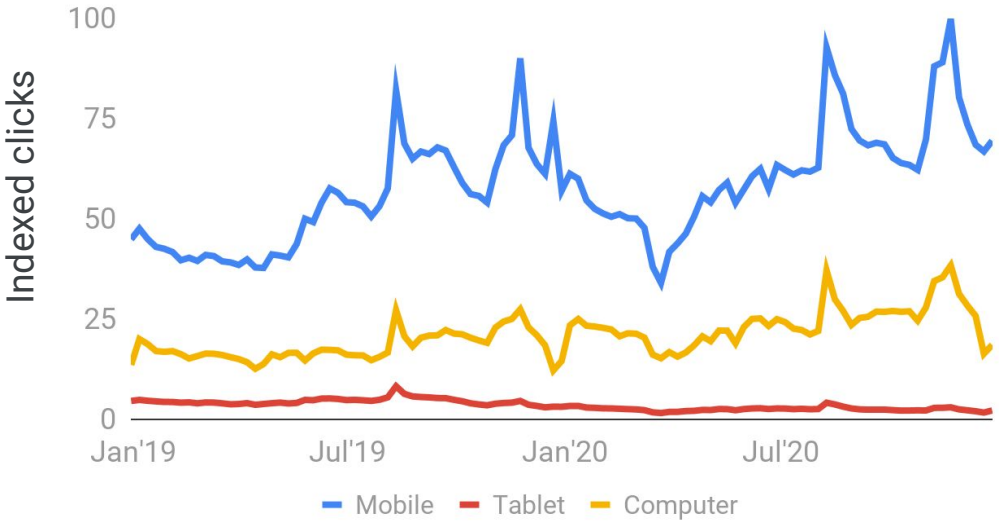
Clicks

Search Shopping

Clicks grew **16%** 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	14% ▲	5% ▲	71%
Tablet	-38% ▼	-16% ▼	2%
Computer	33% ▲	9% ▲	27%
Overall	16% ▲	5% ▲	100%

Source: Google internal data for Colleges, Universities & Post-Secondary Education | United Kingdom (country). Time period: Q4 2020 - (2020-10-01 - 2020-12-31)

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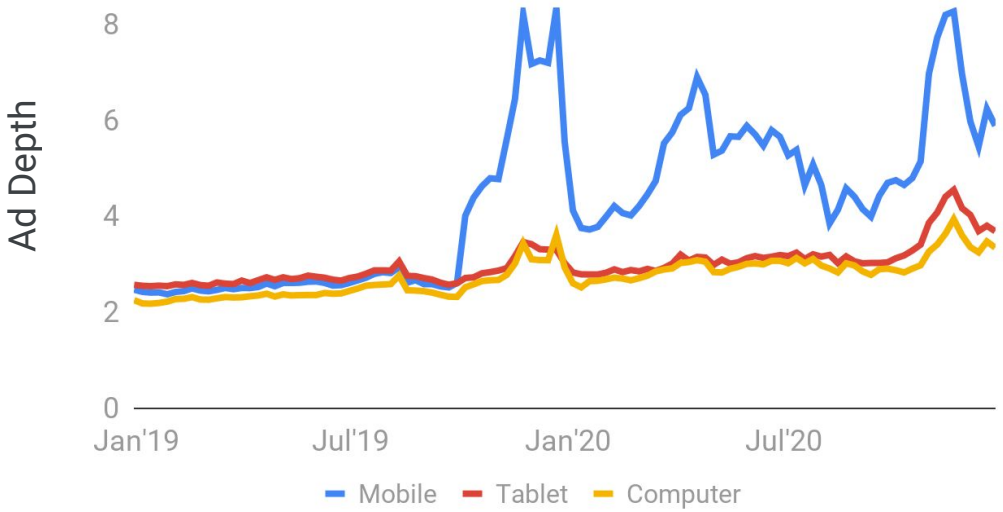
Ad Depth

Search Shopping

Ad Depth grew **9%** YoY and was **5.2** in Q4'20.



	YoY growth (Q4'20-Q4'19)	QoQ growth (Q4'20-Q3'20)	Ad Depth (Q4'20)
Mobile	7% ▲	39% ▲	6.3
Tablet	25% ▲	21% ▲	3.8
Computer	15% ▲	12% ▲	3.3
Overall	9% ▲	31% ▲	5.2

Source: Google internal data for Colleges, Universities & Post-Secondary Education | United Kingdom (country). Time period: Q4 2020 - (2020-10-01 - 2020-12-31)

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Seasonality

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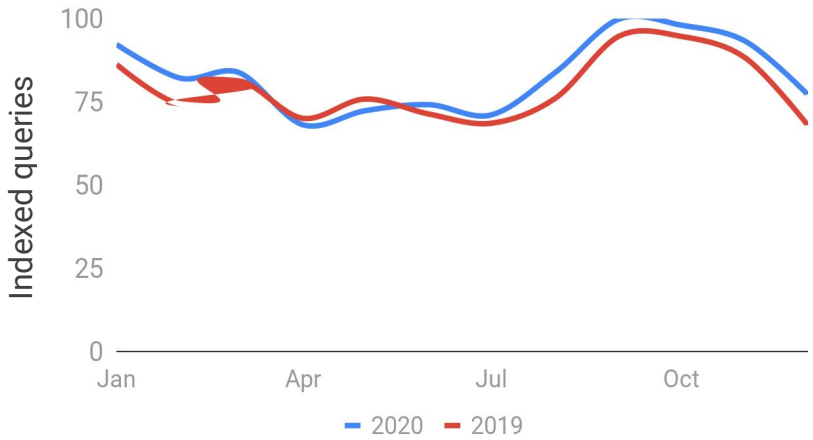
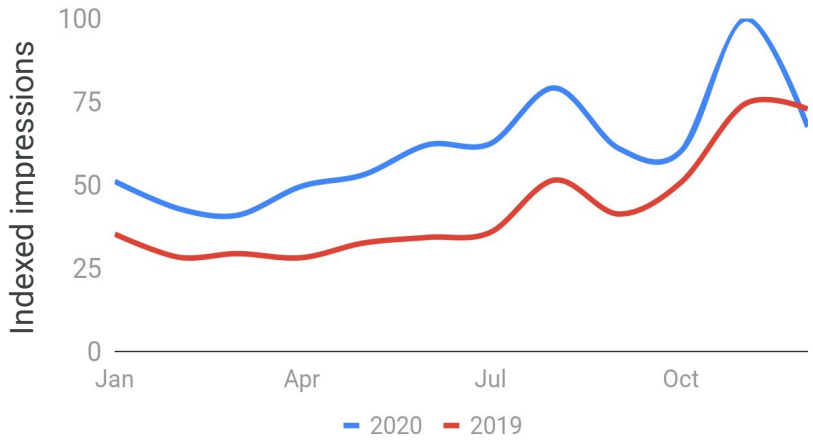
Seasonality - Queries and Impressions

Search Shopping

Queries



Impressions



Source: Google internal data for Colleges, Universities & Post-Secondary Education | United Kingdom (country). Time period: Q4 2020 - (2020-10-01 - 2020-12-31)

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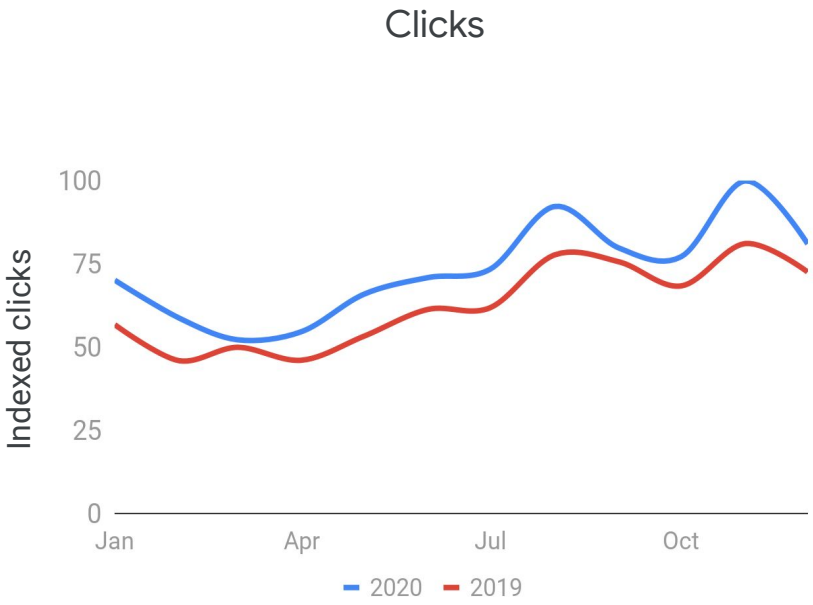
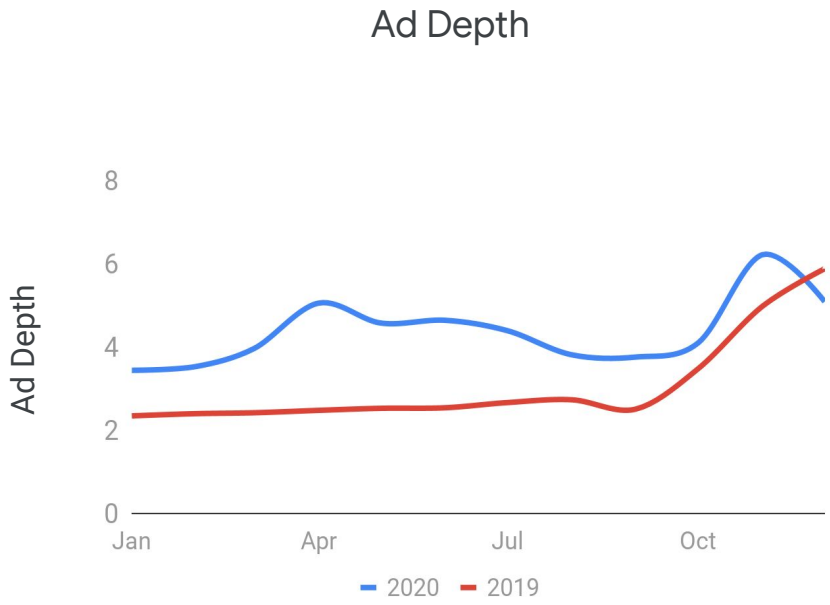
Seasonality - Clicks and Ad Depth

Search Shopping





Source: Google internal data for Colleges, Universities & Post-Secondary Education | United Kingdom (country). Time period: Q4 2020 - (2020-10-01 - 2020-12-31)

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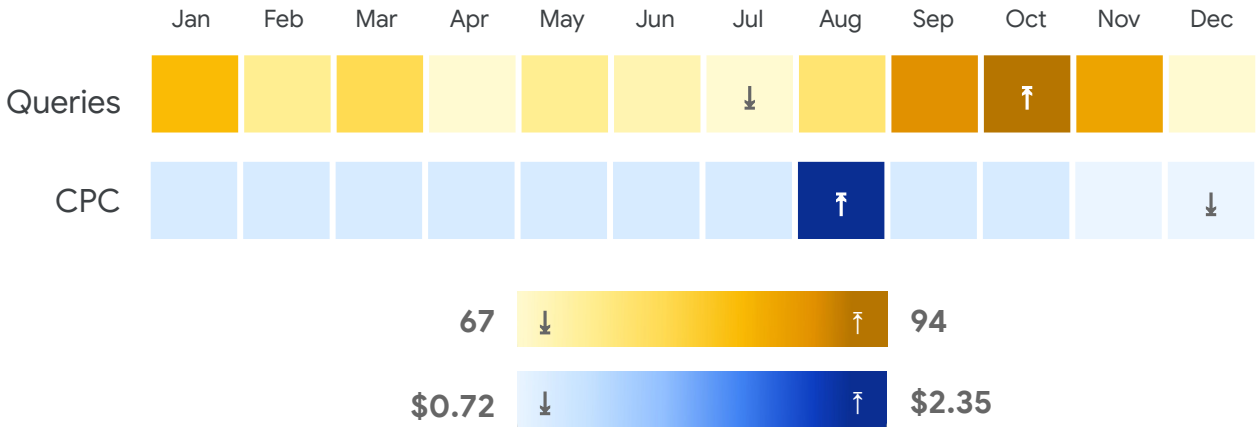
Monthly seasonal patterns in queries and CPC

Search Shopping

In the last 4 years, CPCs were in the range of **$0.72**-**$2.35** and peaked in **Aug**. Category searches have consistently peaked in **Oct**.



Source: Google internal data for Colleges, Universities & Post-Secondary Education | United Kingdom (country). Time period: Q4 2020 - (2020-10-01 - 2020-12-31)

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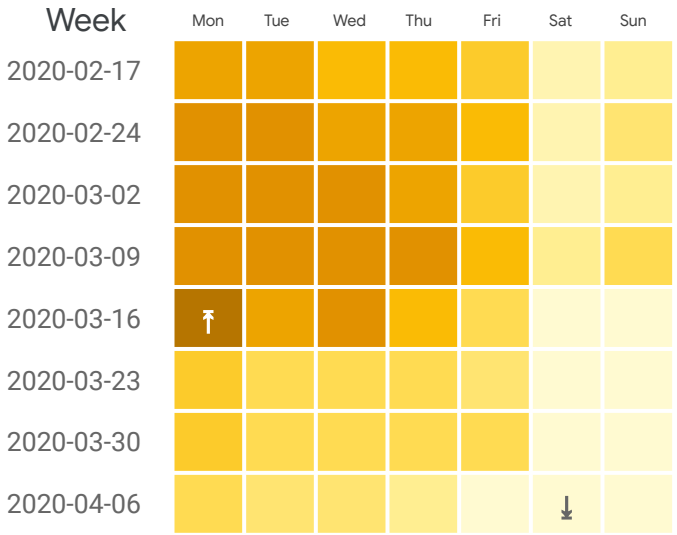
The next 8 weeks: search trends from last year

Search Shopping

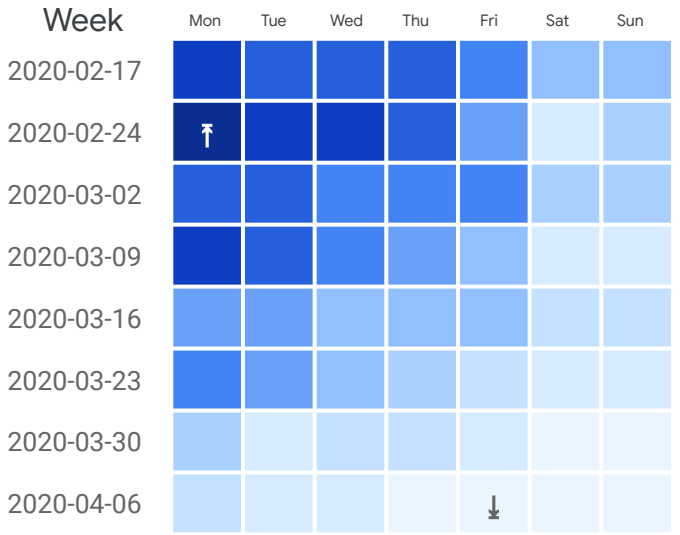
Queries



Highest	2020-03-16
Lowest	2020-04-11

45 — 100

CPC



Highest	2020-02-24
Lowest	2020-04-10

$0.68 — $1.01

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.

Source: Google internal data for Colleges, Universities & Post-Secondary Education | United Kingdom (country). Time period: Q1 2020

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Device trends

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Colleges, Universities & Post-Secondary Education

Search Shopping

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

Source: Google internal data for Colleges, Universities & Post-Secondary Education | United Kingdom (country). Time period: Q4 2020 - (2020-10-01 - 2020-12-31)

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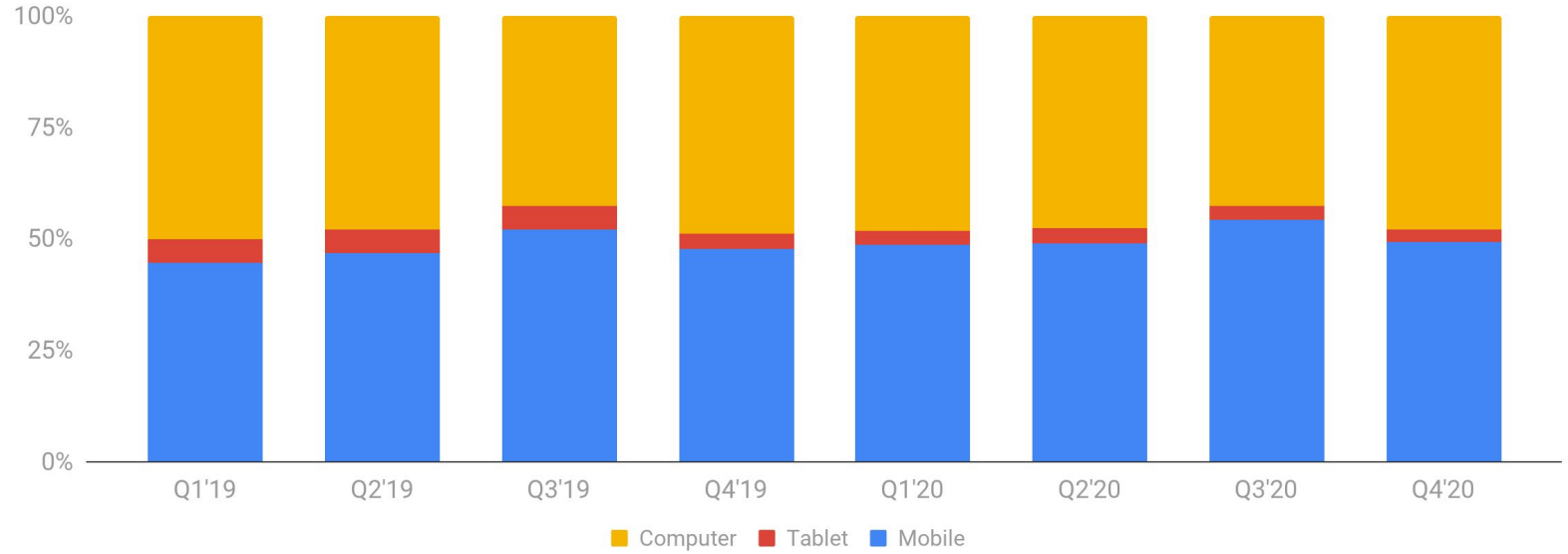
Query Mix across devices

Search Shopping

49.4% of all **Colleges, Universities & Post-Secondary Education** related searches in Q4 2020 were on mobile devices



Source: Google internal data for Colleges, Universities & Post-Secondary Education | United Kingdom (country). Time period: Q4 2020 - (2020-10-01 - 2020-12-31)

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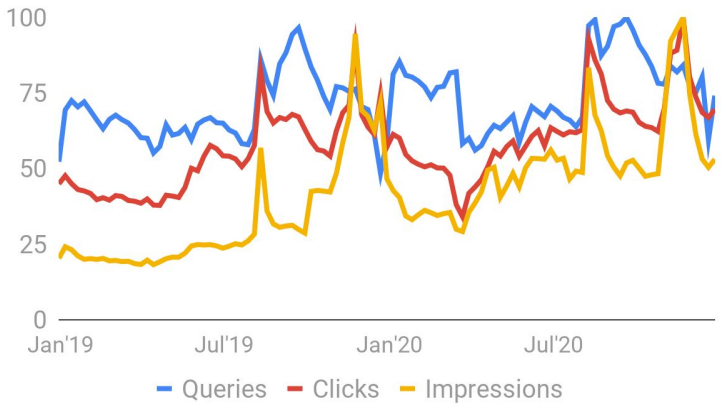
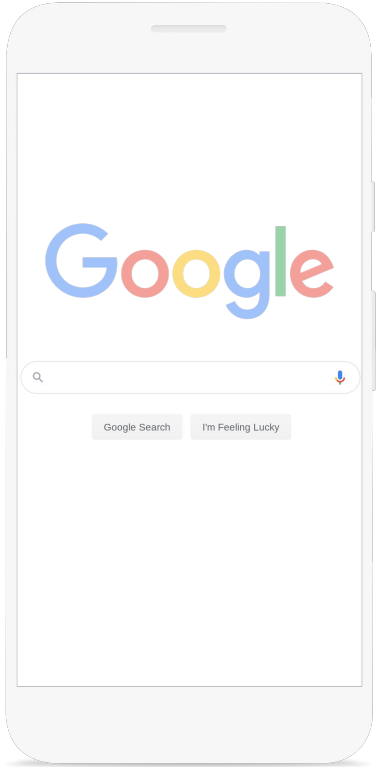
Mobile dynamics

Search Shopping





Source: Google internal data for Colleges, Universities & Post-Secondary Education | United Kingdom (country). Time period: Q4 2020 - (2020-10-01 - 2020-12-31)

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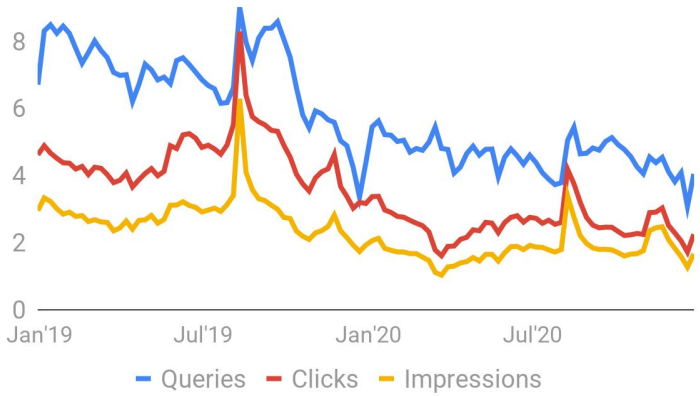
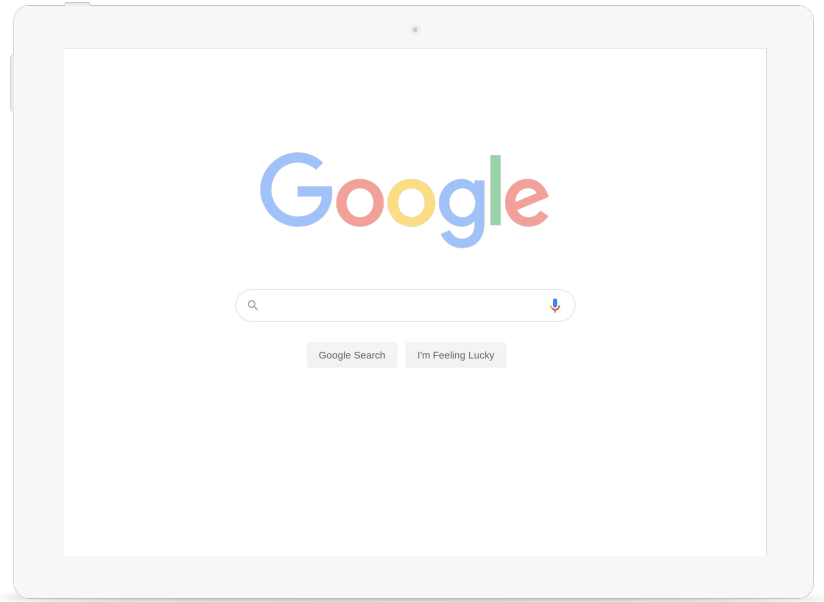
Tablet dynamics

Search

Shopping





Source: Google internal data for Colleges, Universities & Post-Secondary Education | United Kingdom (country). Time period: Q4 2020 - (2020-10-01 - 2020-12-31)

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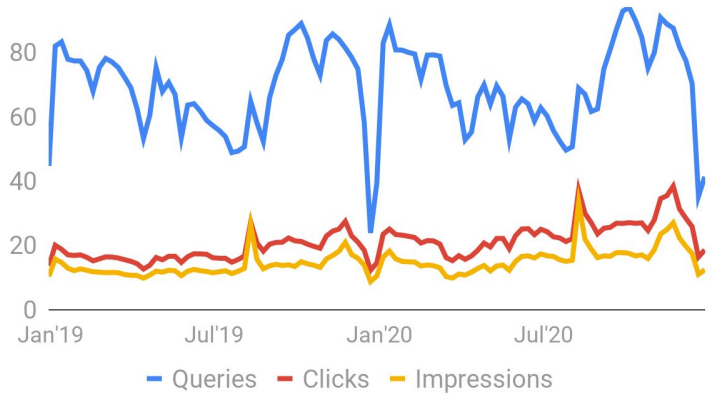
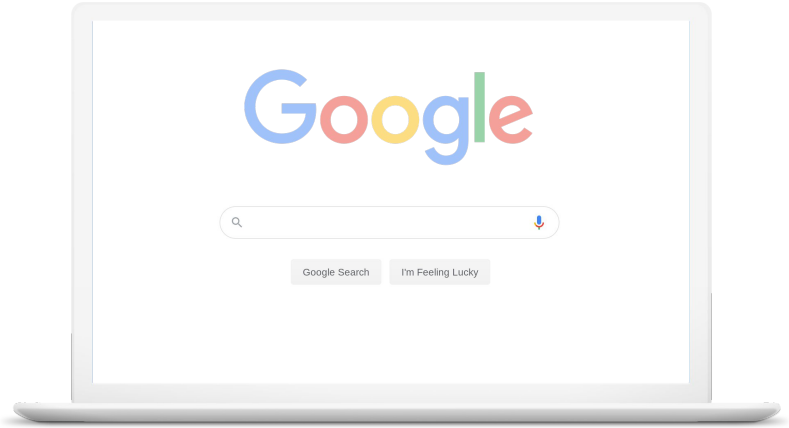
Computer dynamics

Search Shopping





Source: Google internal data for Colleges, Universities & Post-Secondary Education | United Kingdom (country). Time period: Q4 2020 - (2020-10-01 - 2020-12-31)

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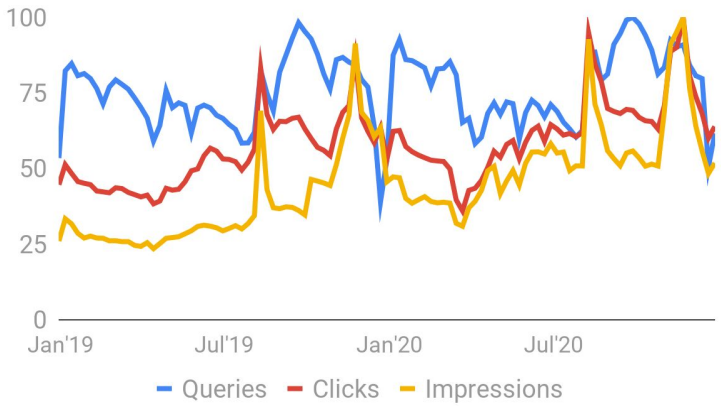
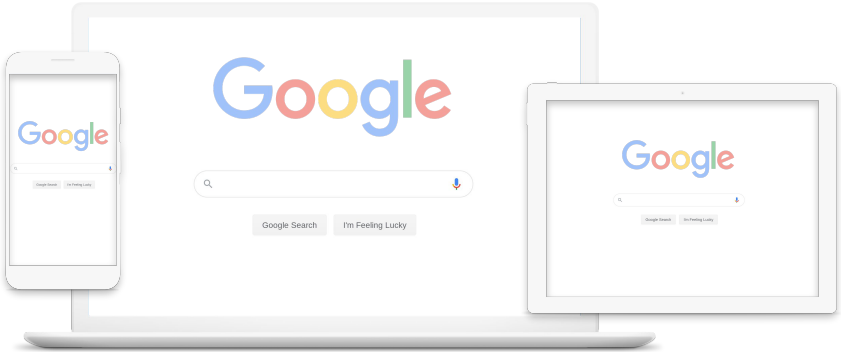
‘All Devices’ dynamics

Search Shopping





Source: Google internal data for Colleges, Universities & Post-Secondary Education | United Kingdom (country). Time period: Q4 2020 - (2020-10-01 - 2020-12-31)

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Appendix

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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)

Source: Google internal data for Colleges, Universities & Post-Secondary Education | United Kingdom (country). Time period: Q4 2020 - (2020-10-01 - 2020-12-31)

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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 Colleges, Universities & Post-Secondary Education | United Kingdom (country). Time period: Q4 2020 - (2020-10-01 - 2020-12-31)

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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.

Source: Google internal data for Colleges, Universities & Post-Secondary Education | United Kingdom (country). Time period: Q4 2020 - (2020-10-01 - 2020-12-31)