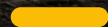


Vertical Trends - Report

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: [Q1 2021 - \(2021-01-01 - 2021-03-31\)](#)

Created on: [April 09, 2021](#)



Focusing Facts



Search



Shopping

Waste Management in United Kingdom (country)

31% Overall search growth in Q1'21 compared to the previous year

61% Searches from mobile phones

34% Searches from computers

Contents



Search



Shopping

- Metric trends
- Seasonality
- Device trends
- Appendix

Metric trends

Waste Management

Proprietary + Confidential



Search



Shopping

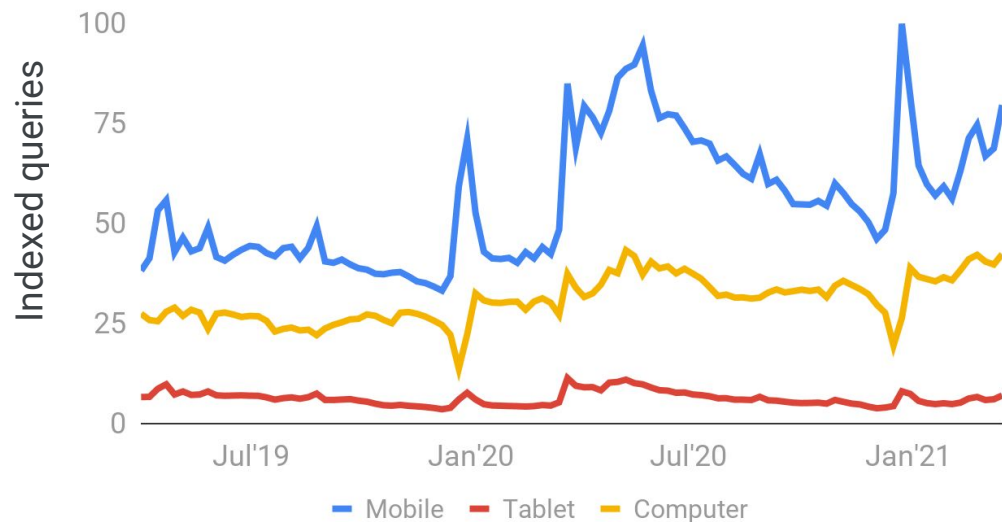
Metrics snapshot - Q1 2021 and YoY growth - Q1'21 vs Q1'20

	Queries	Imp	Clicks	Ad Depth	
	YoY	YoY	YoY	YoY	Q1'21
Mobile	38% ▲	63% ▲	58% ▲	14% ▲	8.8
Tablet	6% ▲	20% ▲	18% ▲	10% ▲	8.8
Computer	24% ▲	35% ▲	37% ▲	15% ▲	8.2
Overall	31% ▲	50% ▲	49% ▲	15% ▲	8.6



Queries

Queries grew **31%** in Q1'21 with **61%** of all searches on mobile.

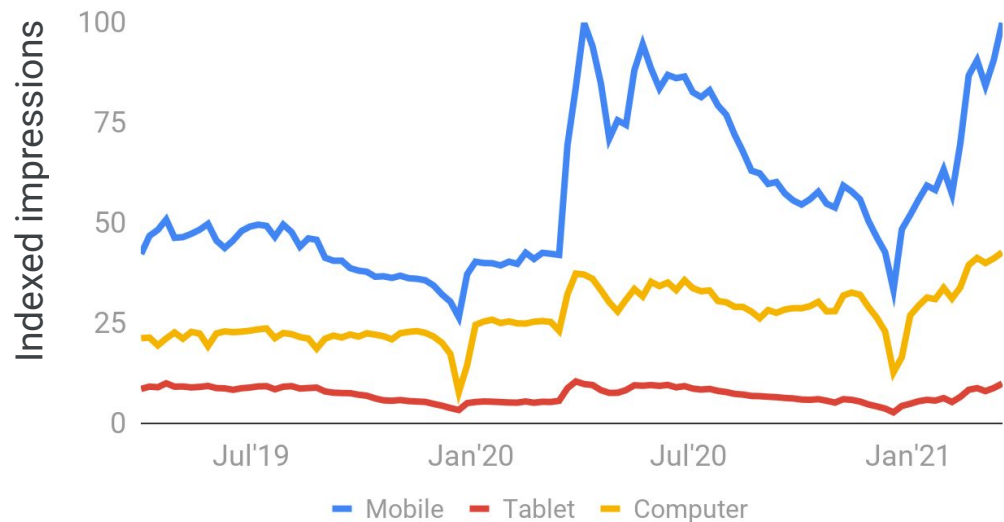


	YoY growth (Q1'21-Q1'20)	QoQ growth (Q1'21-Q4'20)	% of queries (Q1'21)
Mobile	38% ▲	17% ▲	61%
Tablet	6% ▲	15% ▲	5%
Computer	24% ▲	20% ▲	34%
Overall	31% ▲	18% ▲	100%



Impressions

Impressions grew **50%** in Q1'21 with **63%** of all ad impressions on mobile.

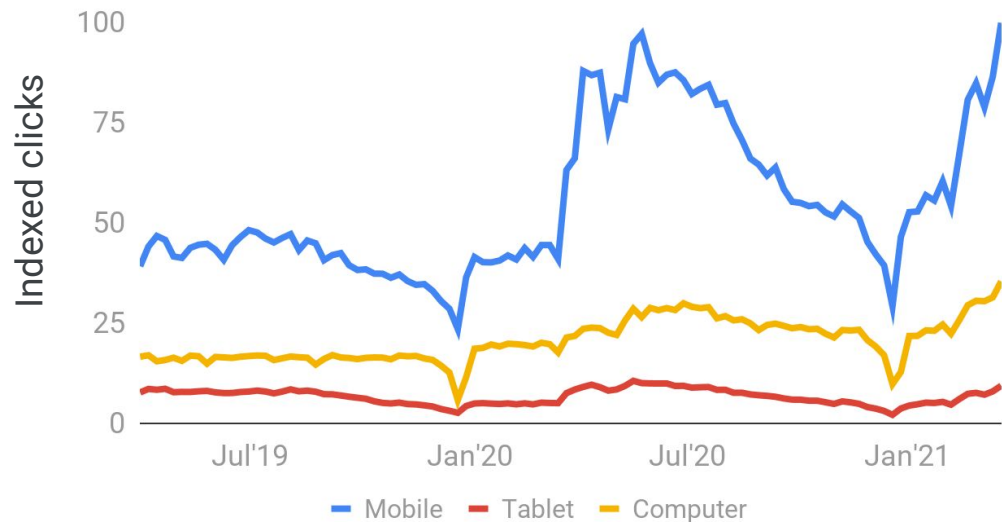


	YoY growth (Q1'21-Q1'20)	QoQ growth (Q1'21-Q4'20)	% of imp (Q1'21)
Mobile	63% ▲	38% ▲	63%
Tablet	20% ▲	34% ▲	6%
Computer	35% ▲	27% ▲	30%
Overall	50% ▲	34% ▲	100%



Clicks

Clicks grew **49%** in Q1'21 with **68%** of all clicks on mobile.

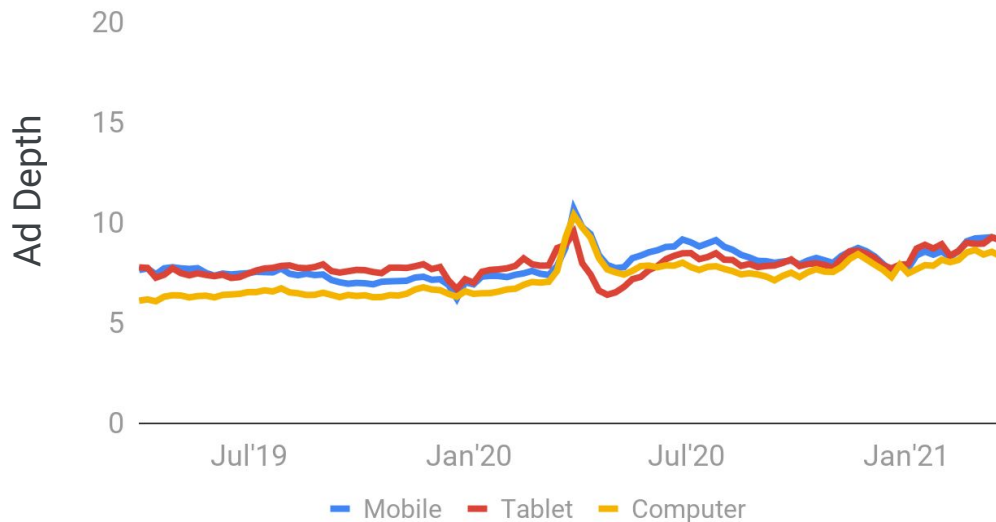


	YoY growth (Q1'21-Q1'20)	QoQ growth (Q1'21-Q4'20)	% of clicks (Q1'21)
Mobile	58% ▲	42% ▲	68%
Tablet	18% ▲	32% ▲	6%
Computer	37% ▲	27% ▲	26%
Overall	49% ▲	37% ▲	100%



Ad Depth

Ad Depth grew **15%** YoY and was **8.6** in Q1'21.



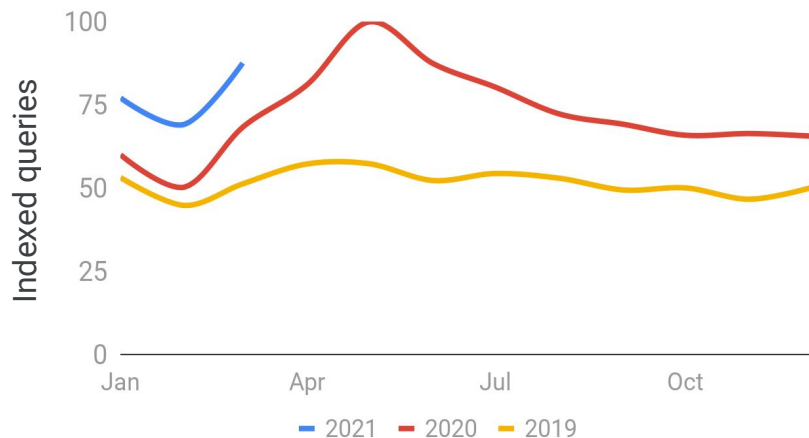
	YoY growth (Q1'21-Q1'20)	QoQ growth (Q1'21-Q4'20)	Ad Depth (Q1'21)
Mobile	14% ▲	7% ▲	8.8
Tablet	10% ▲	9% ▲	8.8
Computer	15% ▲	5% ▲	8.2
Overall	15% ▲	7% ▲	8.6

Seasonality

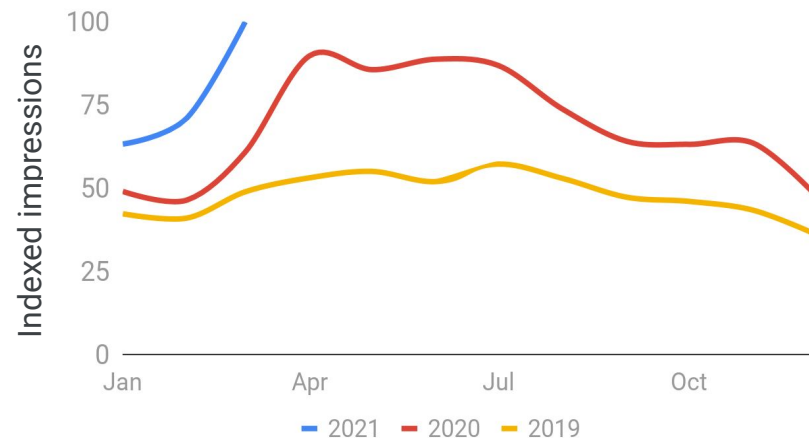


Seasonality - Queries and Impressions

Queries



Impressions





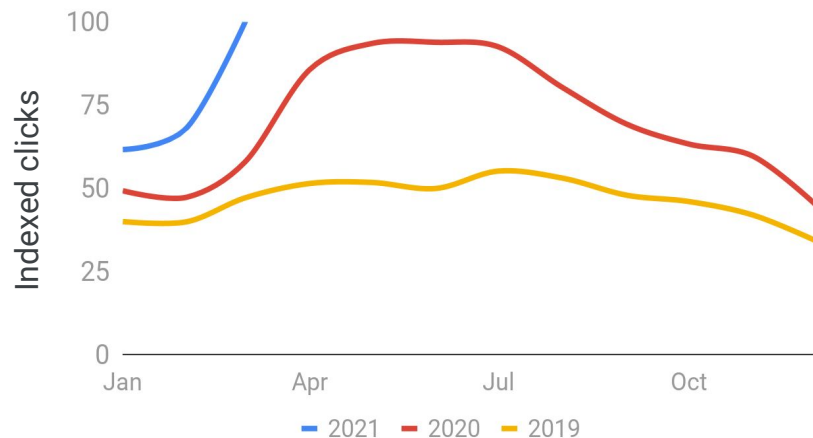
Search



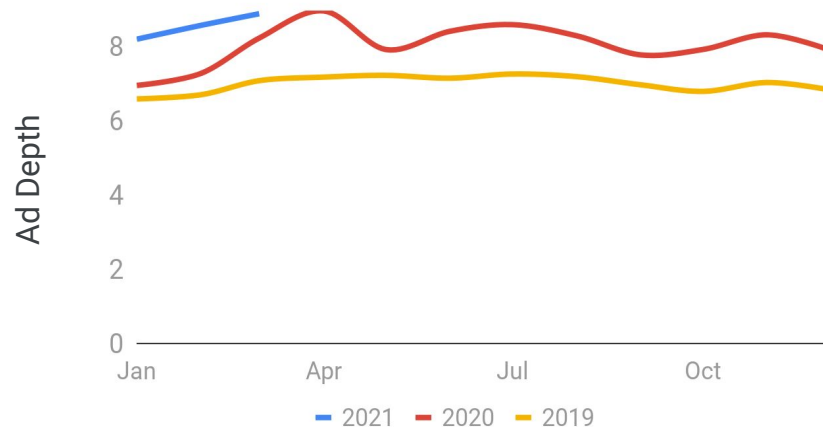
Shopping

Seasonality - Clicks and Ad Depth

Clicks



Ad Depth





Search

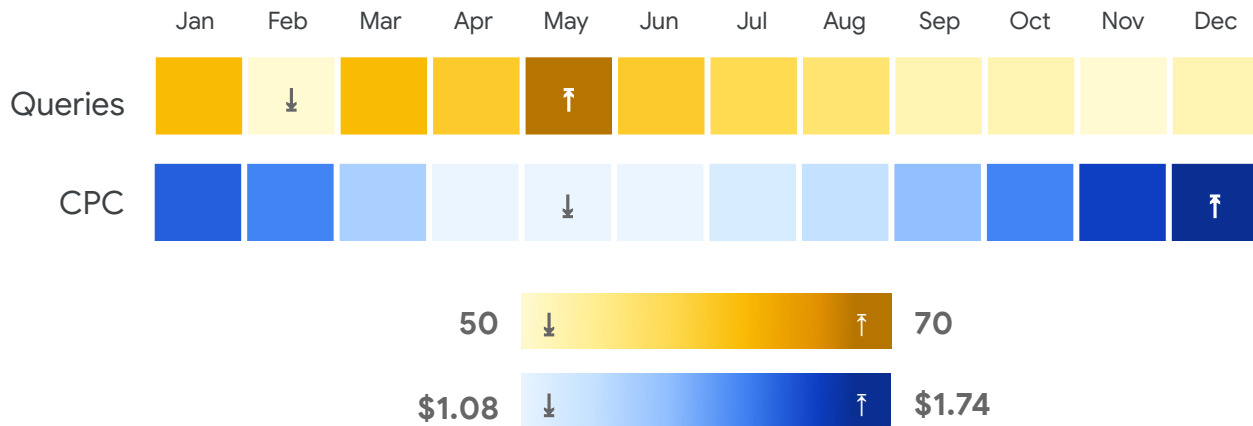


Shopping

Monthly seasonal patterns in queries and CPC

In the last 4 years, CPCs were in the range of **\$1.08-\$1.74** and peaked in **Dec**.

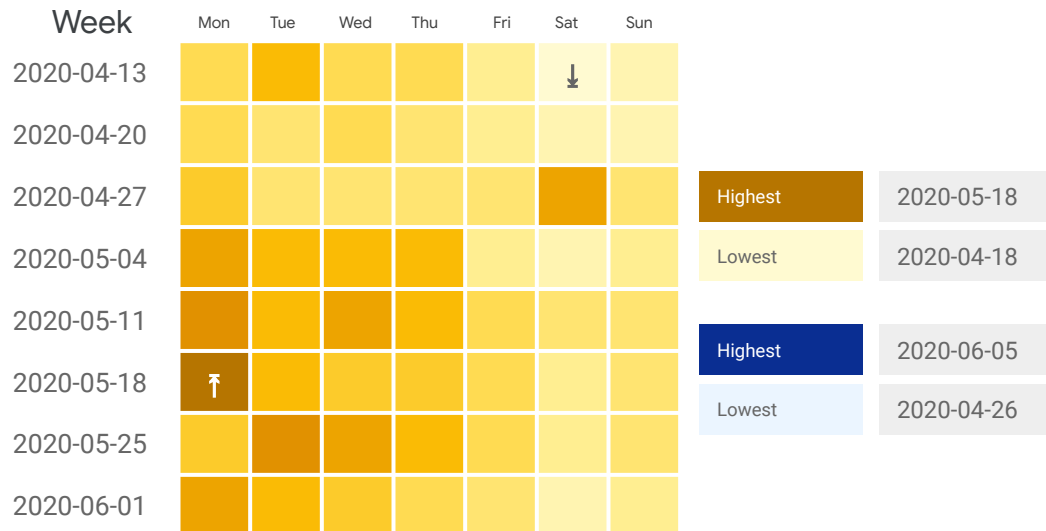
Category searches have consistently peaked in **May**.



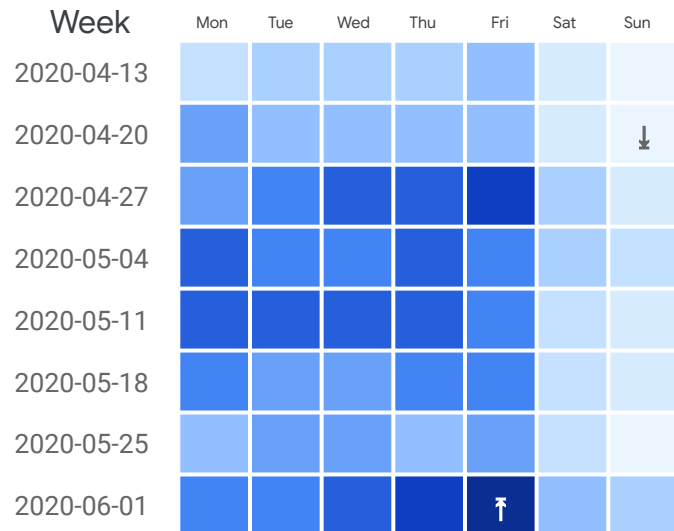


The next 8 weeks: search trends from last year

Queries



CPC



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.

\$0.48 ↓ \$0.94 ↑

Device trends

Waste Management

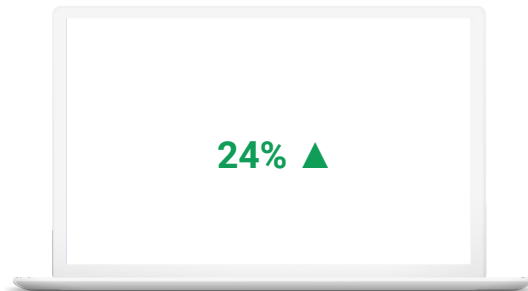
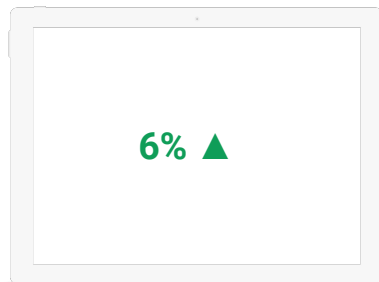
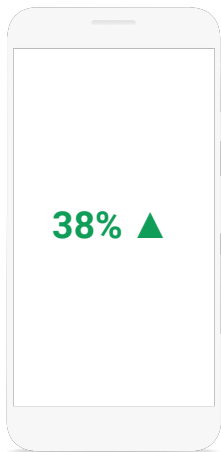


Search



Shopping

YoY query growth by device in Q1'21 vs Q1'20



Query Mix across devices

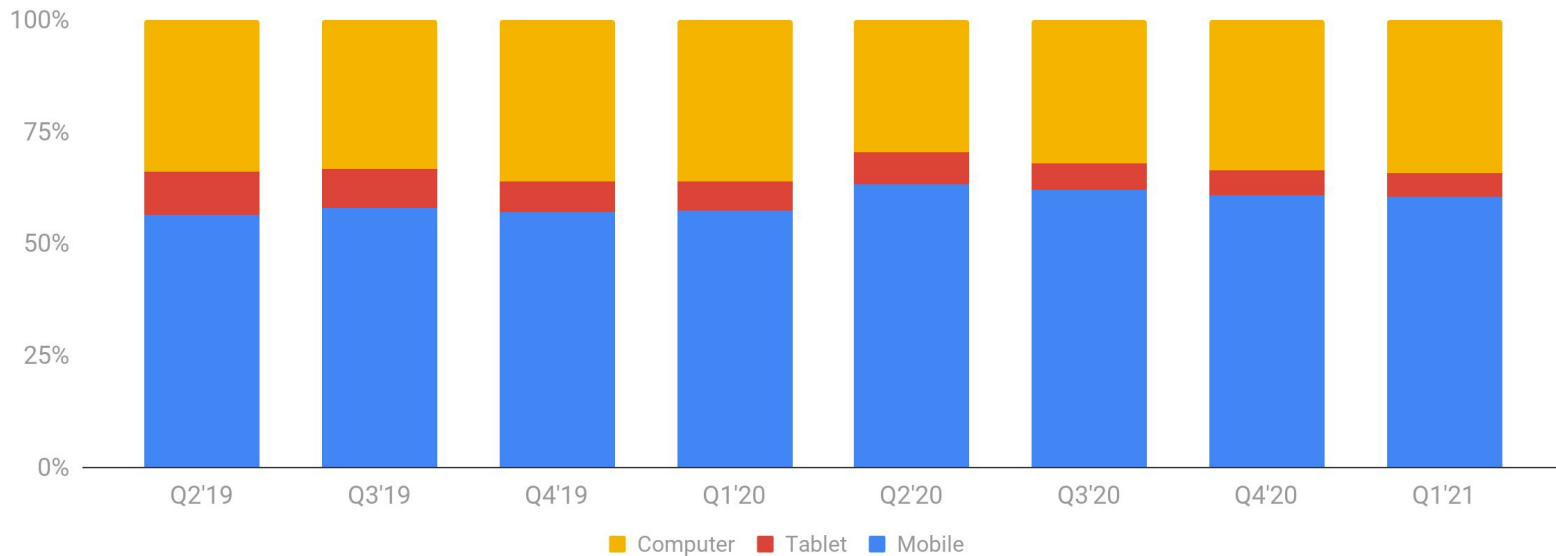


Search



Shopping

60.5% of all **Waste Management** related searches in Q1 2021 were on mobile devices



Mobile dynamics

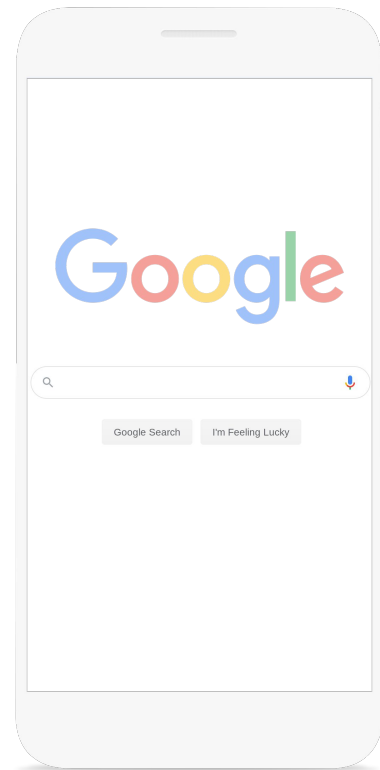
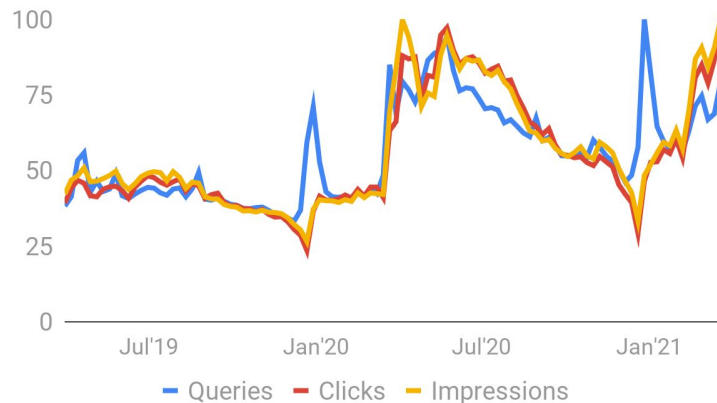
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Search



Shopping



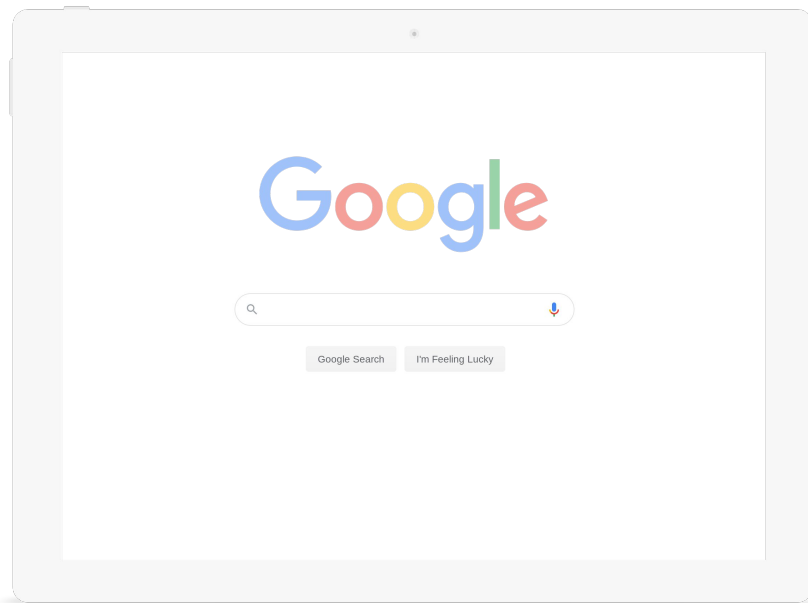
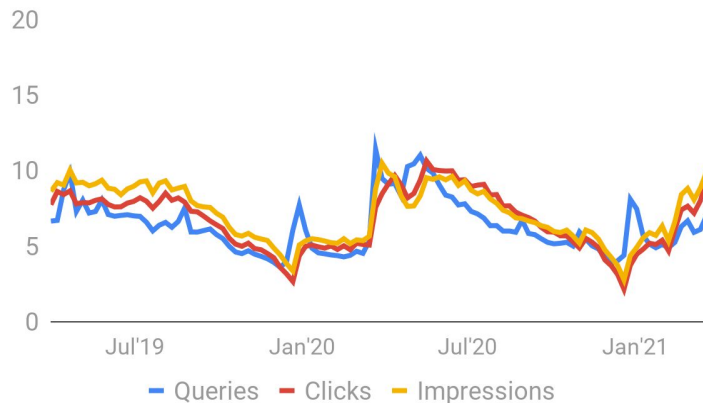


Search



Shopping

Tablet dynamics



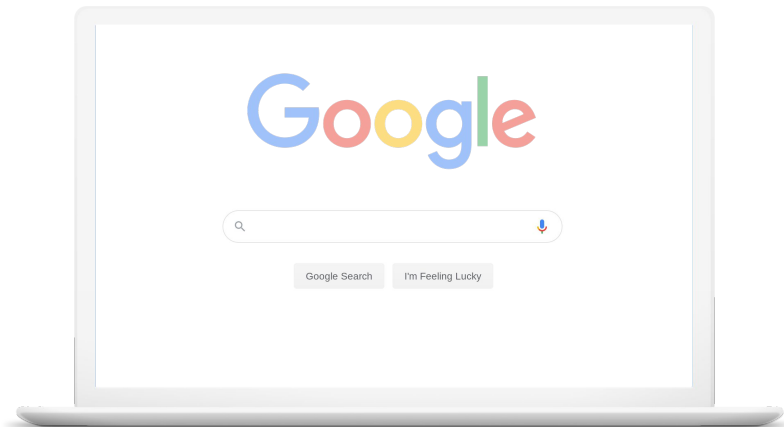
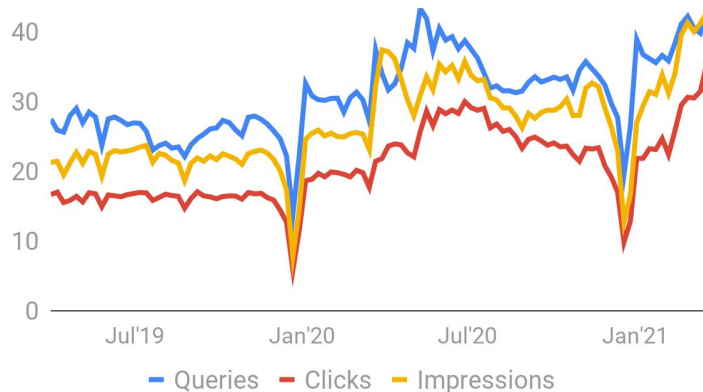


Search



Shopping

Computer dynamics



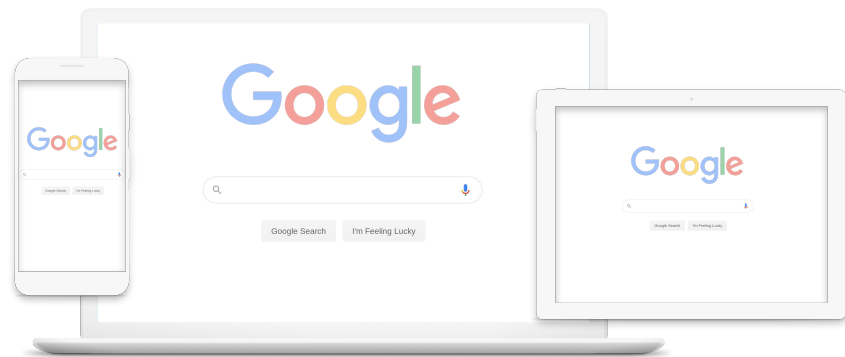
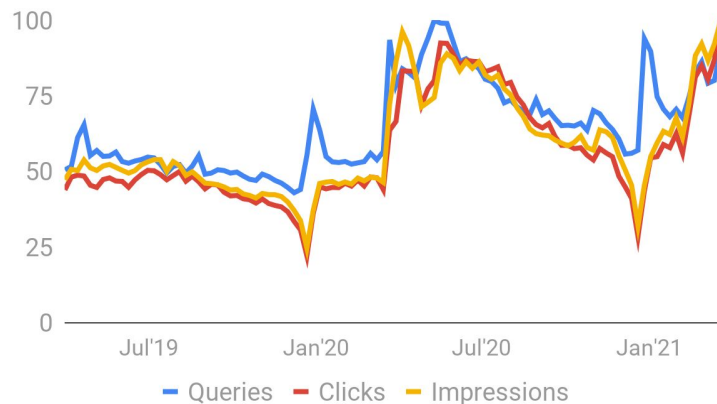


Search



Shopping

'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.