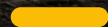# Vertical Trends - Report

Search query, ads and device trends

Client name: Vertical Leap

# Retail Trade

## 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

Retail Trade in United Kingdom (country)

**17%**   Overall search growth in Q1'21 compared to the previous year

**58%**   Searches from mobile phones

**38%**   Searches from computers

Google

# Contents

Search

Shopping

- Metric trends

- Seasonality

- Device trends

- Appendix

Google

# Metric trends

Google

# Retail Trade

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** | 25% ▲ | 68% ▲ | 109% ▲ | -8% ▼ | 14.4 |
| **Tablet** | -2% ▼ | 15% ▲ | 19% ▲ | -5% ▼ | 17.1 |
| **Computer** | 8% ▲ | 35% ▲ | 53% ▲ | 6% ▲ | 13.6 |
| **Overall** | 17% ▲ | 53% ▲ | 86% ▲ | -3% ▼ | 14.3 |

Source: Google internal data for Retail Trade | United Kingdom (country). Time period: Q1 2021 - (2021-01-01 - 2021-03-31)

Google

# Queries

Search    Shopping

Queries grew **17%** in Q1'21 with **58%** of all searches on mobile.
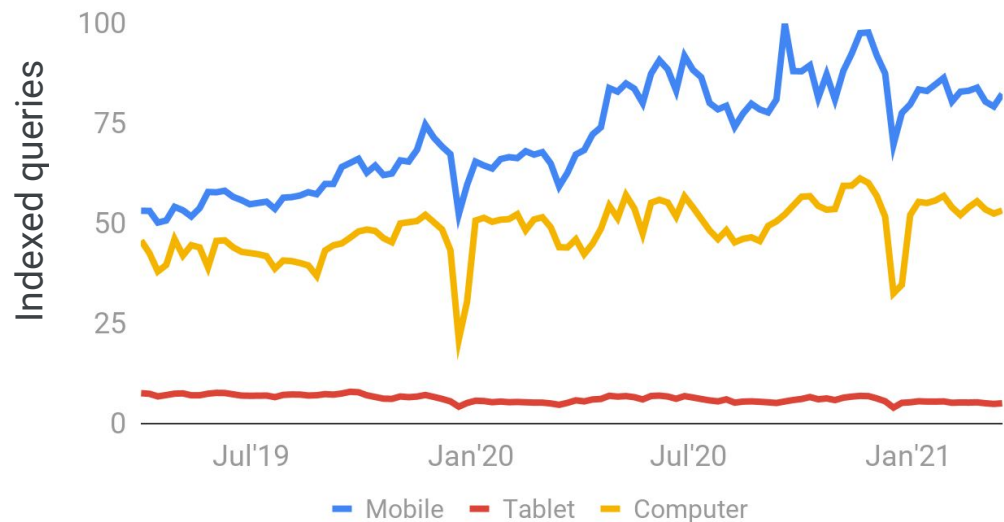


| | YoY growth (Q1'21-Q1'20) | QoQ growth (Q1'21-Q4'20) | % of queries (Q1'21) |
|---|---|---|---|
| **Mobile** | 25% ▲ | -8% ▼ | 58% |
| **Tablet** | -2% ▼ | -16% ▼ | 4% |
| **Computer** | 8% ▲ | -2% ▼ | 38% |
| **Overall** | 17% ▲ | -6% ▼ | 100% |

Source: Google internal data for Retail Trade | United Kingdom (country). Time period: Q1 2021 - (2021-01-01 - 2021-03-31)

Google

# Impressions

Impressions grew **53%** in Q1'21 with **66%** of all ad impressions on mobile.
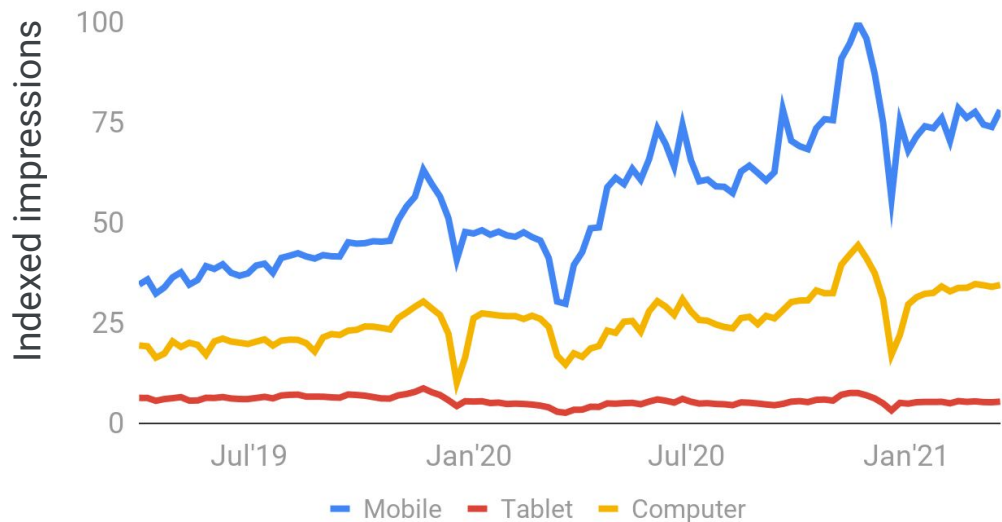


| | YoY growth (Q1'21-Q1'20) | QoQ growth (Q1'21–Q4'20) | % of imp (Q1'21) |
|---|---|---|---|
| **Mobile** | 68% ▲ | -8% ▼ | 66% |
| **Tablet** | 15% ▲ | -13% ▼ | 5% |
| **Computer** | 35% ▲ | -4% ▼ | 29% |
| **Overall** | 53% ▲ | -7% ▼ | 100% |

Source: Google internal data for Retail Trade | United Kingdom (country). Time period: Q1 2021 - (2021-01-01 - 2021-03-31)

Google

# Clicks

Search

Shopping

Clicks grew **86%** in Q1'21 with **71%** of all clicks on mobile.



Indexed clicks
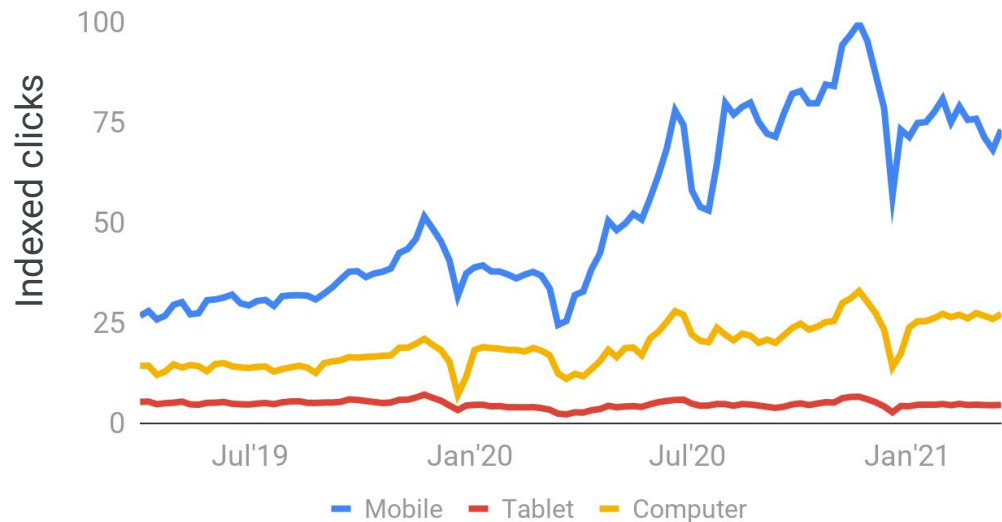
| | YoY growth (Q1'21–Q1'20) | QoQ growth (Q1'21–Q4'20) | % of clicks (Q1'21) |
|---|---|---|---|
| **Mobile** | 109% ▲ | -13% ▼ | 71% |
| **Tablet** | 19% ▲ | -13% ▼ | 4% |
| **Computer** | 53% ▲ | 0% | 25% |
| **Overall** | 86% ▲ | -10% ▼ | 100% |

- Mobile  - Tablet  - Computer

Google

# Ad Depth

Search   Shopping

Ad Depth grew **-3%** YoY and was **14.3** in Q1'21.
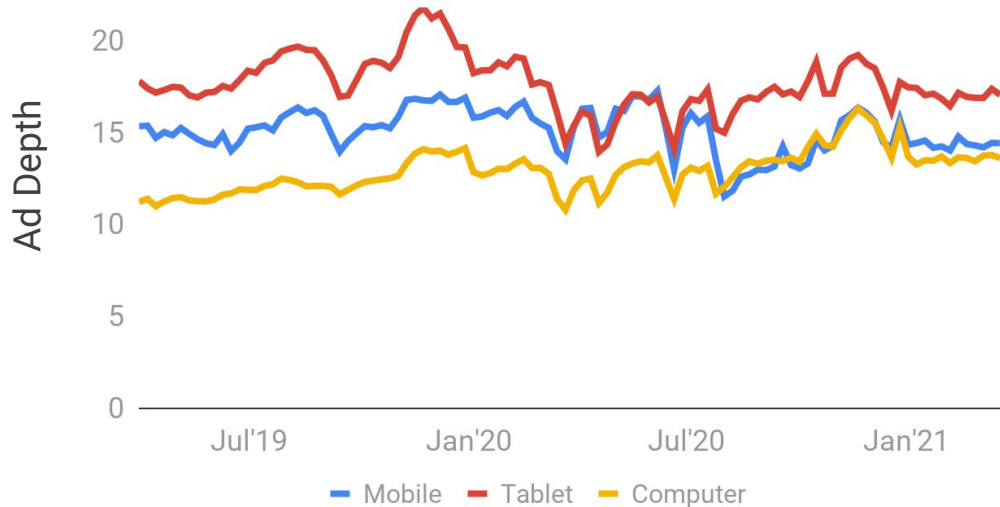


| | YoY growth (Q1'21-Q1'20) | QoQ growth (Q1'21–Q4'20) | Ad Depth (Q1'21) |
|---|---|---|---|
| **Mobile** | -8% ▼ | -3% ▼ | 14.4 |
| **Tablet** | -5% ▼ | -5% ▼ | 17.1 |
| **Computer** | 6% ▲ | -9% ▼ | 13.6 |
| **Overall** | -3% ▼ | -5% ▼ | 14.3 |

Legend: ■ Mobile  ■ Tablet  ■ Computer

Google

# Seasonality

Google

# Seasonality - Queries and Impressions

Queries

Impressions

Google
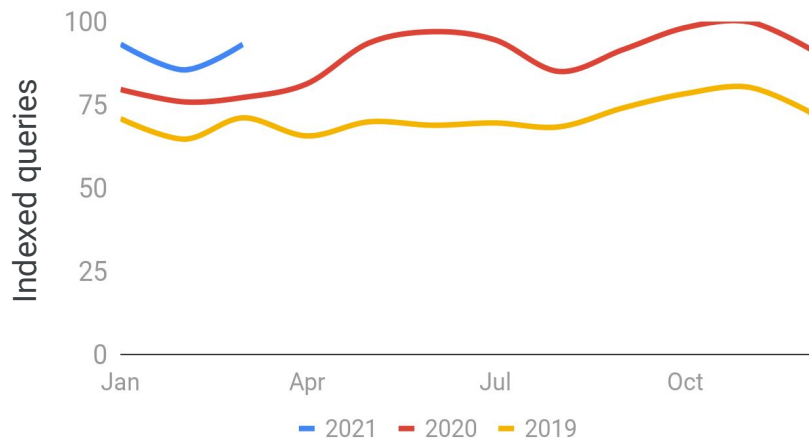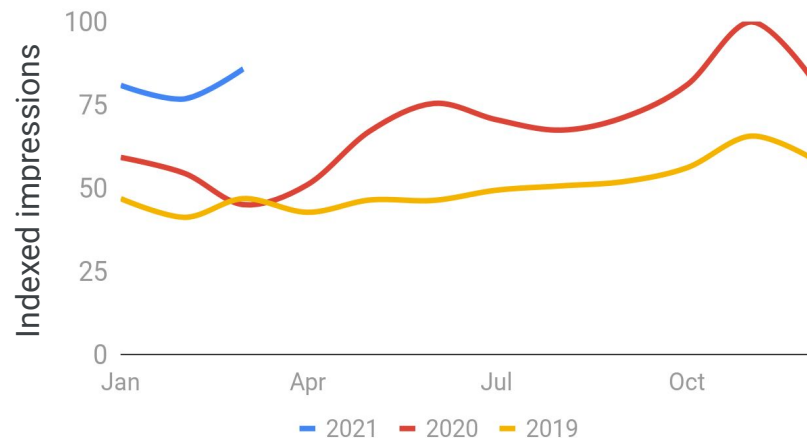
# Seasonality - Clicks and Ad Depth

Search    Shopping

## Clicks



Indexed clicks

100
75
50
25
0

Jan    Apr    Jul    Oct

— 2021  — 2020  — 2019

## Ad Depth



Ad Depth

20
15
10
5
0

Jan    Apr    Jul    Oct

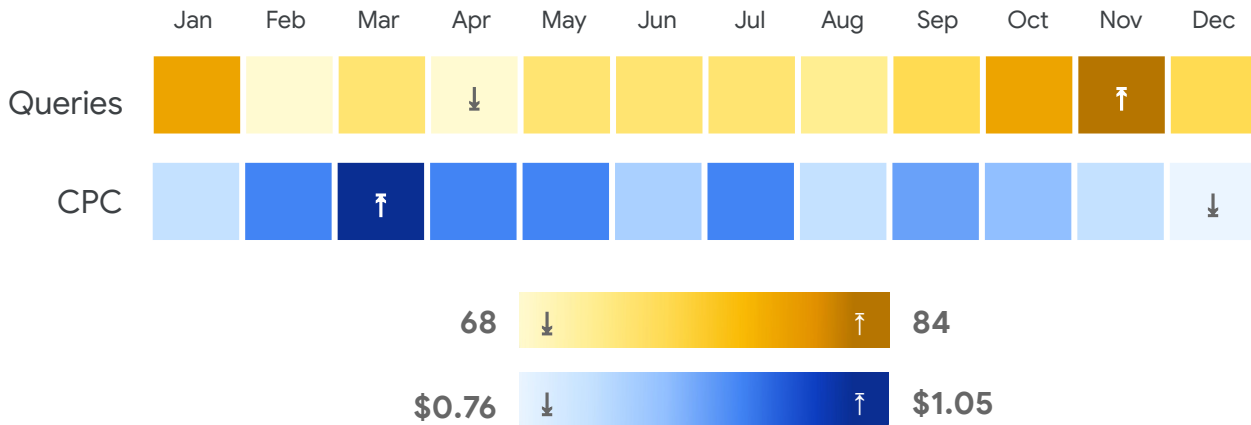— 2021  — 2020  — 2019

Google
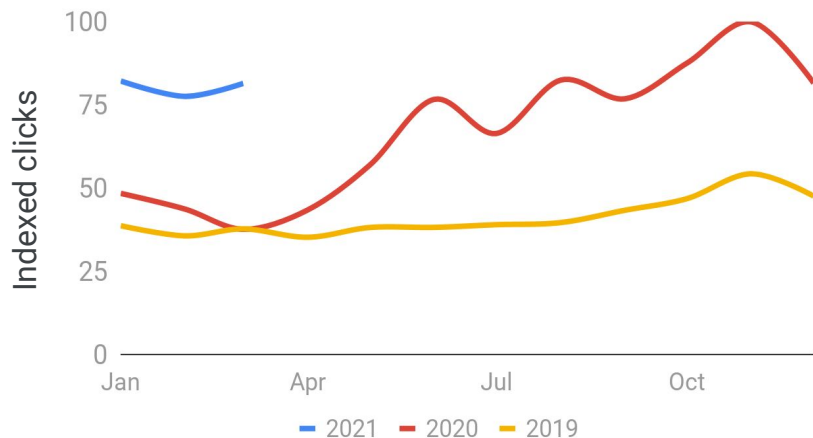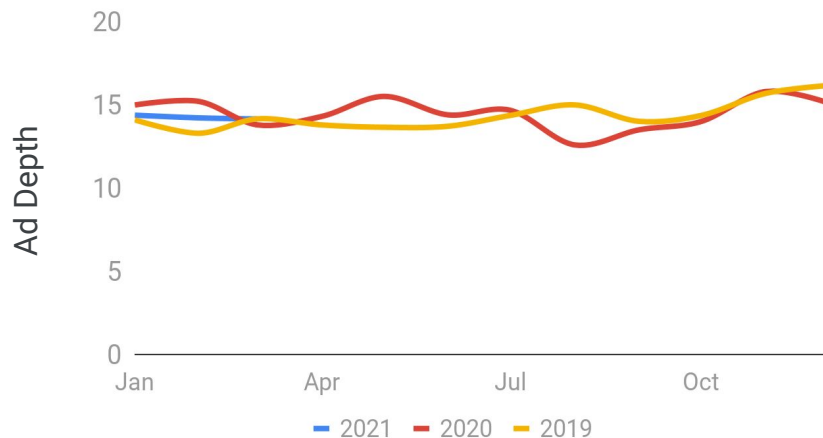
# Monthly seasonal patterns in queries and CPC

Search     Shopping

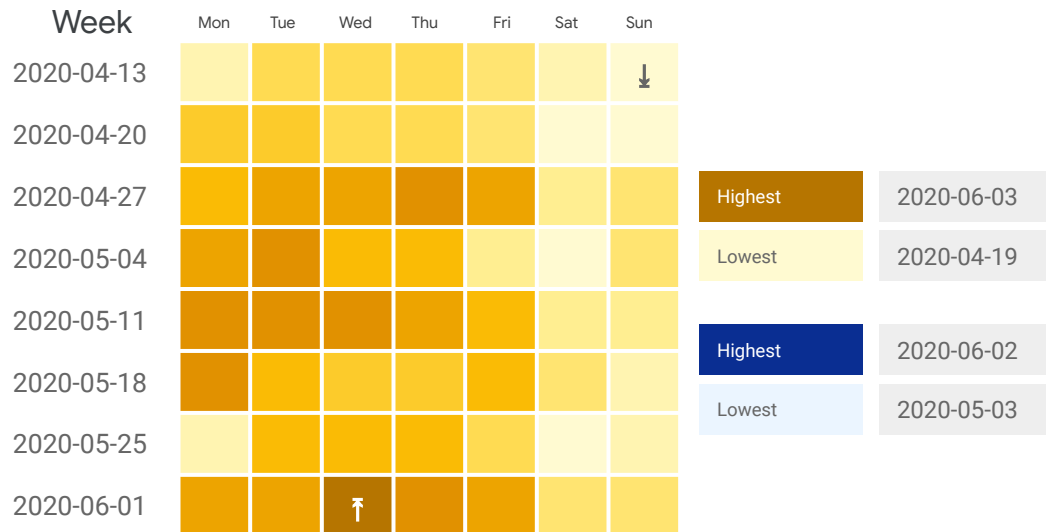In the last 4 years, CPCs were in the range of **$0.76**-**$1.05** and peaked in **Mar**.

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

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Queries | | | | ↓ | | | | | | | ↑ | |
| CPC | | | ↑ | | | | | | | | | ↓ |

68   ↓ ▬▬▬▬ ↑   84

$0.76   ↓ ▬▬▬▬ ↑   $1.05

Google

# The next 8 weeks: search trends from last year

Search          Shopping

## Queries

| Week | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|------|-----|-----|-----|-----|-----|-----|-----|
| 2020-04-13 | | | | | | | ↓ |
| 2020-04-20 | | | | | | | |
| 2020-04-27 | | | | | | | |
| 2020-05-04 | | | | | | | |
| 2020-05-11 | | | | | | | |
| 2020-05-18 | | | | | | | |
| 2020-05-25 | | | | | | | |
| 2020-06-01 | | | ↑ | | | | |

| Highest | 2020-06-03 |
|---------|------------|
| Lowest | 2020-04-19 |

| Highest | 2020-06-02 |
|---------|------------|
| Lowest | 2020-05-03 |

62  ↓ ━━━━━━━ ↑  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 |
|------|-----|-----|-----|-----|-----|-----|-----|
| 2020-04-13 | | | | | | | |
| 2020-04-20 | | | | | | | |
| 2020-04-27 | | | | | | | ↓ |
| 2020-05-04 | | | | | | | |
| 2020-05-11 | | | | | | | |
| 2020-05-18 | | | | | | | |
| 2020-05-25 | | | | | | | |
| 2020-06-01 | | ↑ | | | | | |

$0.43  ↓ ━━━━━━━ ↑  $0.72

Google

# Device trends

Google
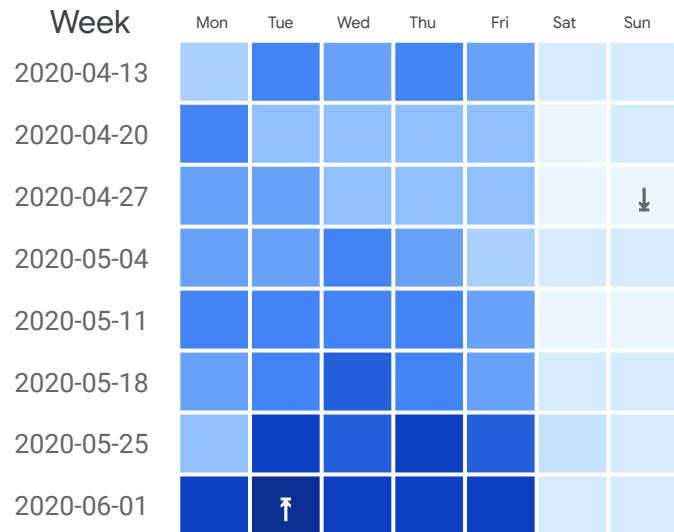
# Retail Trade

Search

Shopping

YoY query growth by device in Q1'21 vs Q1'20
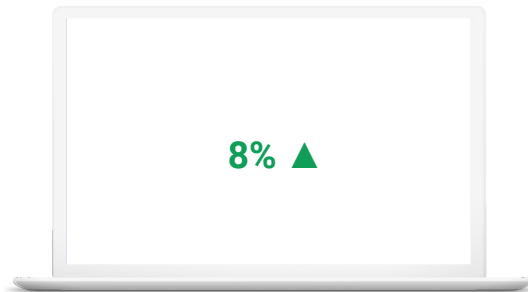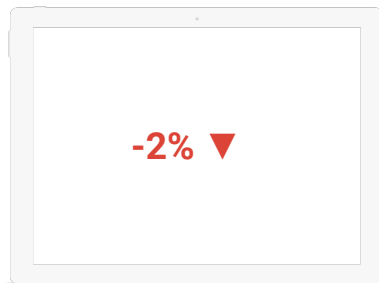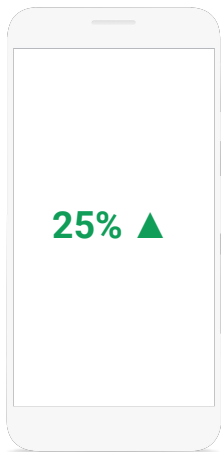
**25% ▲**

**-2% ▼**
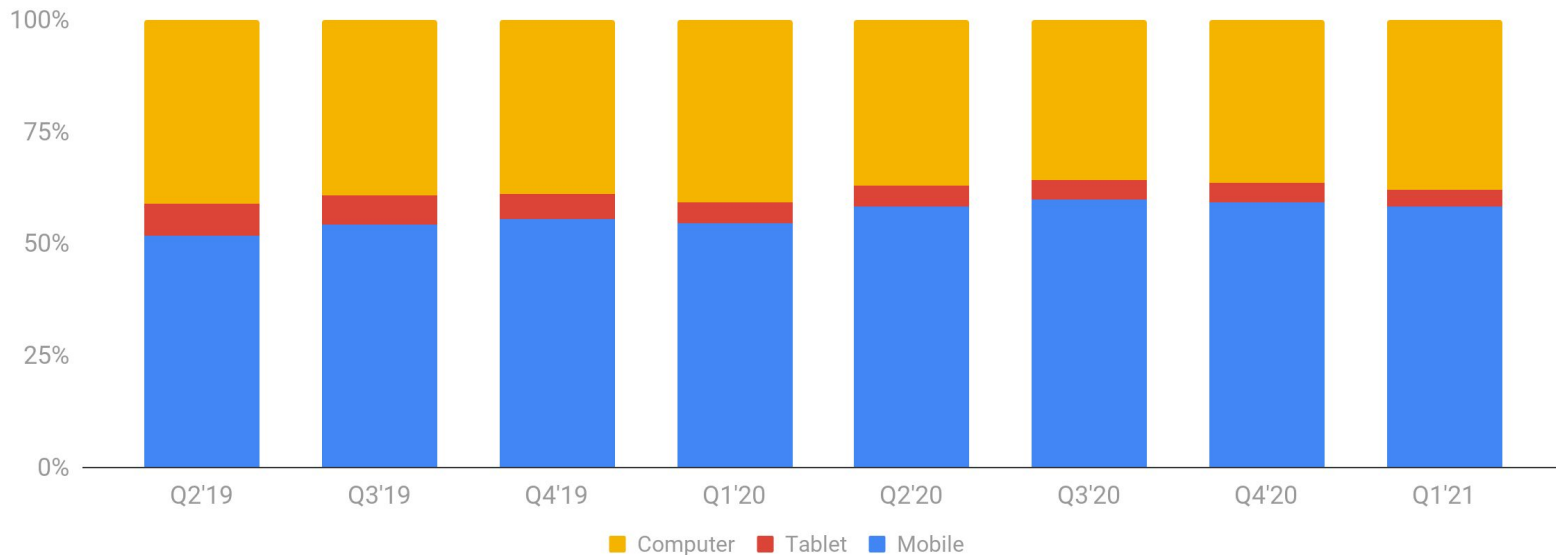
**8% ▲**

Source: Google internal data for Retail Trade | United Kingdom (country). Time period: Q1 2021 - (2021-01-01 - 2021-03-31)
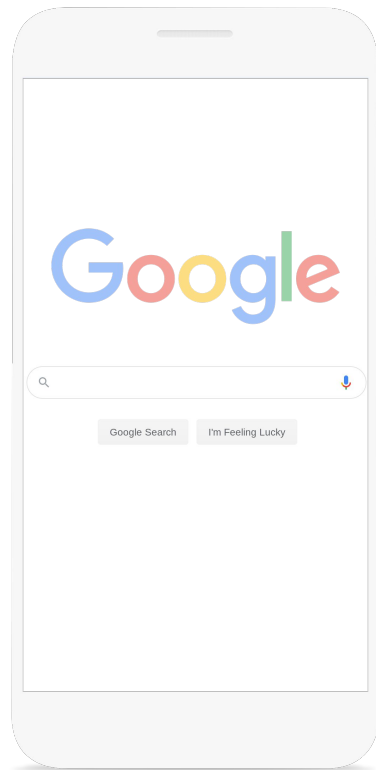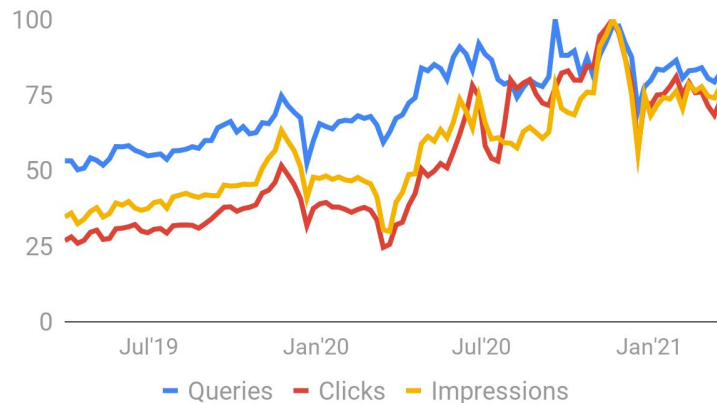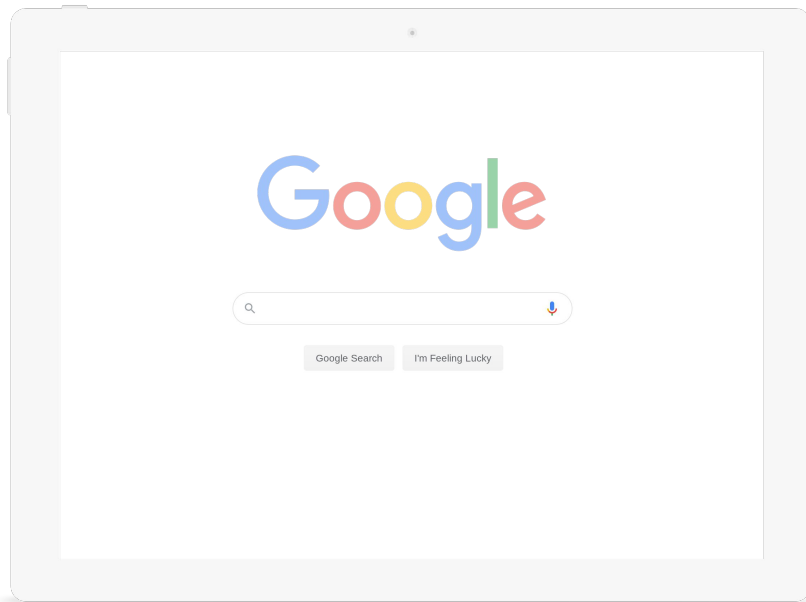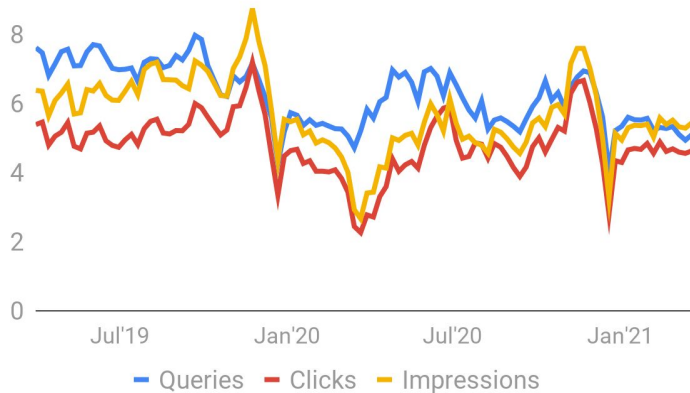
Google

# Mobile dynamics

Search    Shopping

Google

100

75

50

25

0

Jul'19    Jan'20    Jul'20    Jan'21

— Queries  — Clicks  — Impressions

Google

# Tablet dynamics

— Queries  — Clicks  — Impressions

Google

# Computer dynamics

Queries — Clicks — Impressions

Source: Google internal data for Retail Trade | United Kingdom (country). Time period: Q1 2021 - (2021-01-01 - 2021-03-31)
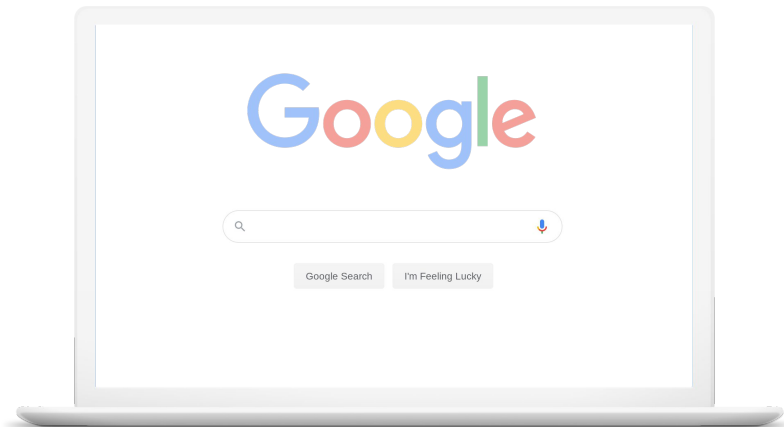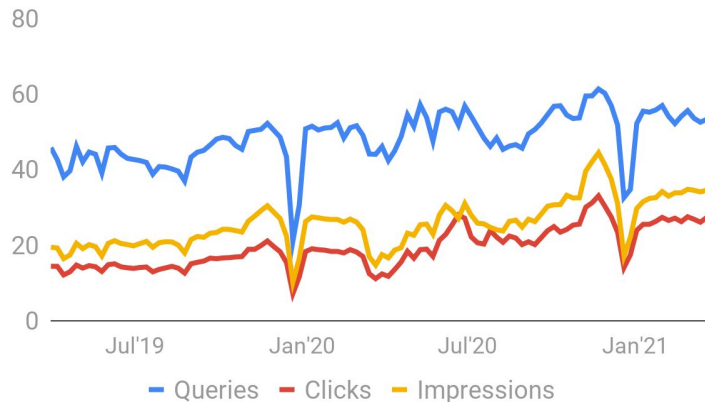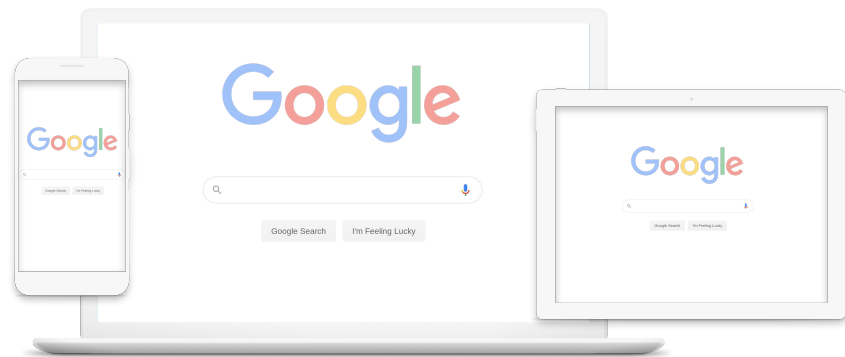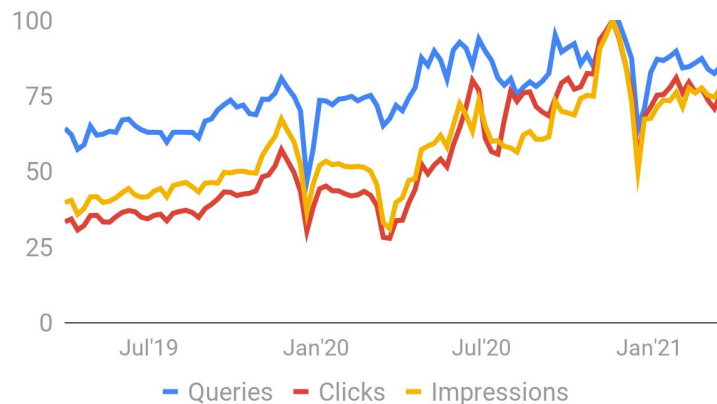
Google

# 'All Devices' dynamics

Google

# Appendix

Google

# 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)

Google

# 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).

Google

# 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.

Google