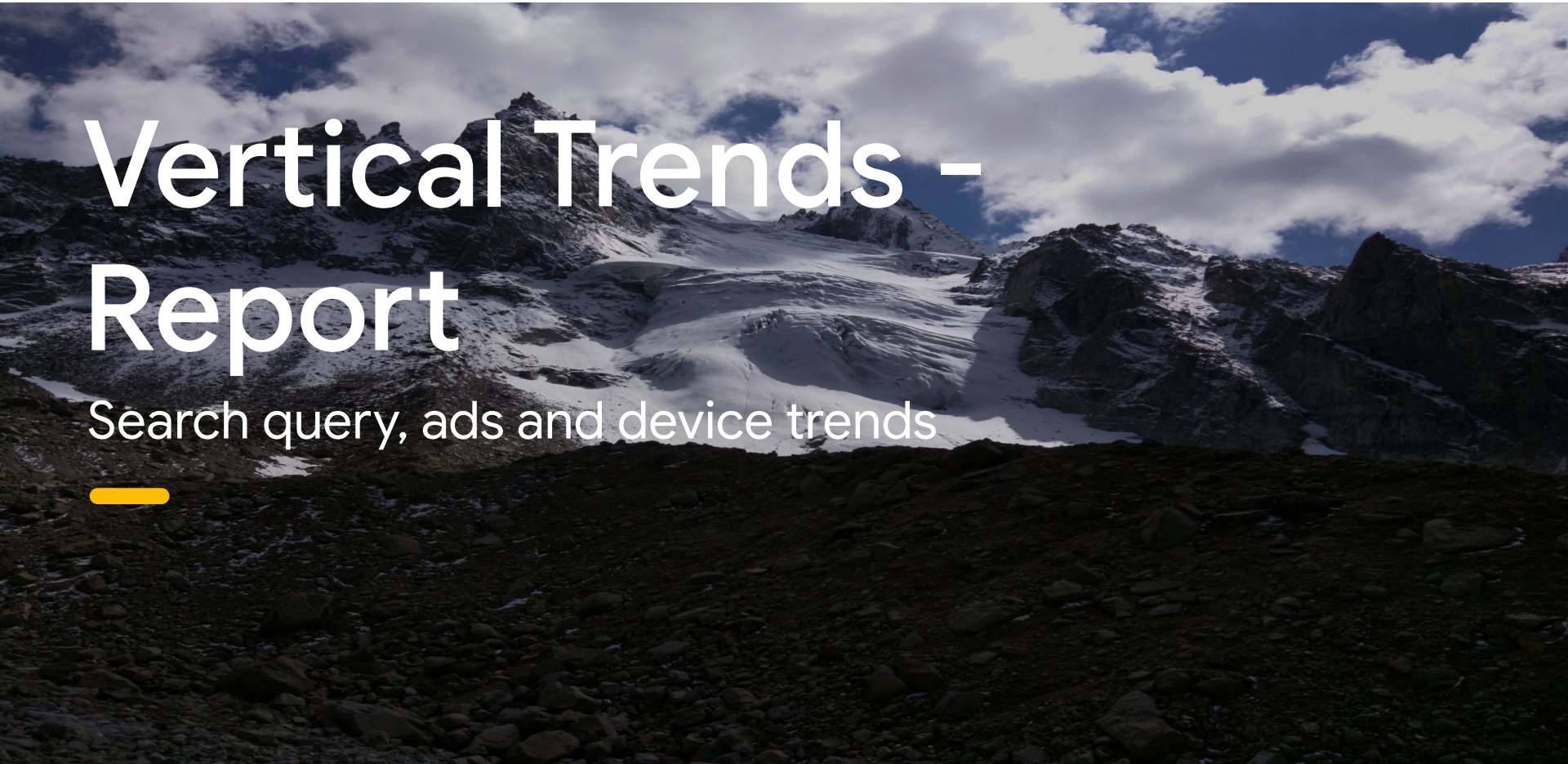
Proprietary + Confidential



Vertical Trends - Report

Search query, ads and device trends

Proprietary + Confidential

Clothing

Search query, ads and device trends in United Kingdom

Date range: 03/22/2022 - 06/19/2022
Created on: Jun 20, 2022

Proprietary + Confidential

Focusing Facts

Clothing in United Kingdom

11% Overall search growth in 03/22/2022 - 06/19/2022 compared to the previous year

17% Searches from mobile phones

-4% Searches from computers

Source: Google internal data for Clothing | United Kingdom. Time period: 03/22/2022-06/19/2022

Proprietary + Confidential

Contents

- Metric trends
- Seasonality
- Device trends
- Appendix

Proprietary + Confidential

Metric trends

Proprietary + Confidential

Clothing

Metrics snapshot - YoY growth - 03/22/2022 - 06/19/2022

	Queries	Imp	Clicks	Ad Depth	
	YoY	YoY	YoY	YoY	Current Range
Mobile	17% ▲	31% ▲	30% ▲	7% ▲	27.6
Tablet	-9% ▼	2% ▲	–	10% ▲	25.5
Computer	-4% ▼	12% ▲	11% ▲	11% ▲	26.0
Overall	11% ▲	27% ▲	25% ▲	8% ▲	27.2

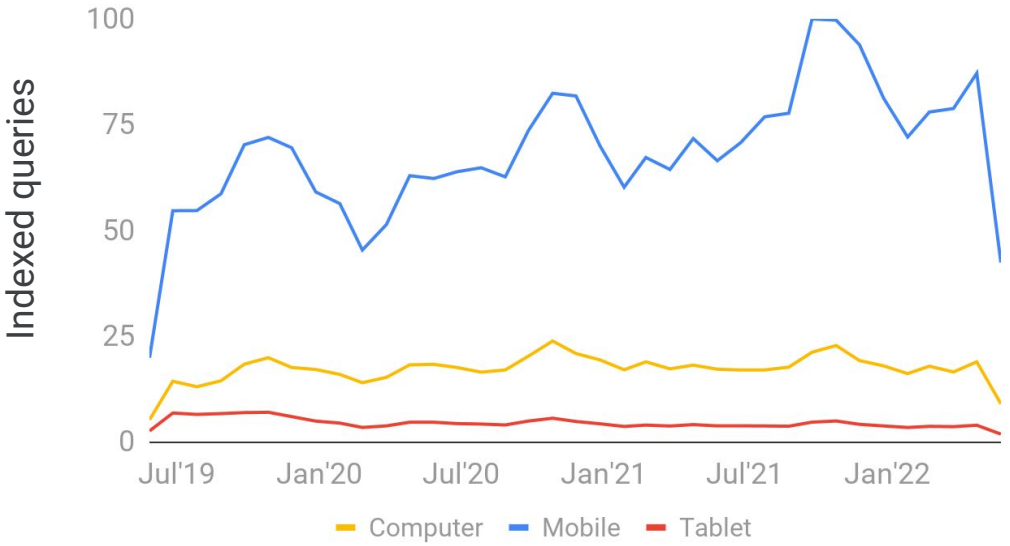
Source: Google internal data for Clothing | United Kingdom. Time period: 03/22/2022-06/19/2022

Proprietary + Confidential

Queries

Search Shopping

Queries grew **11%** with **79%** of all searches on mobile.



	YoY growth 03/22/21 - 06/19/21	PoP growth 12/21/21 - 03/21/22	% of queries (chosen date range)
Mobile	17% ▲	-2% ▼	79%
Tablet	-9% ▼	-4% ▼	4%
Computer	-4% ▼	-3% ▼	17%
Overall	11% ▲	-2% ▼	100%

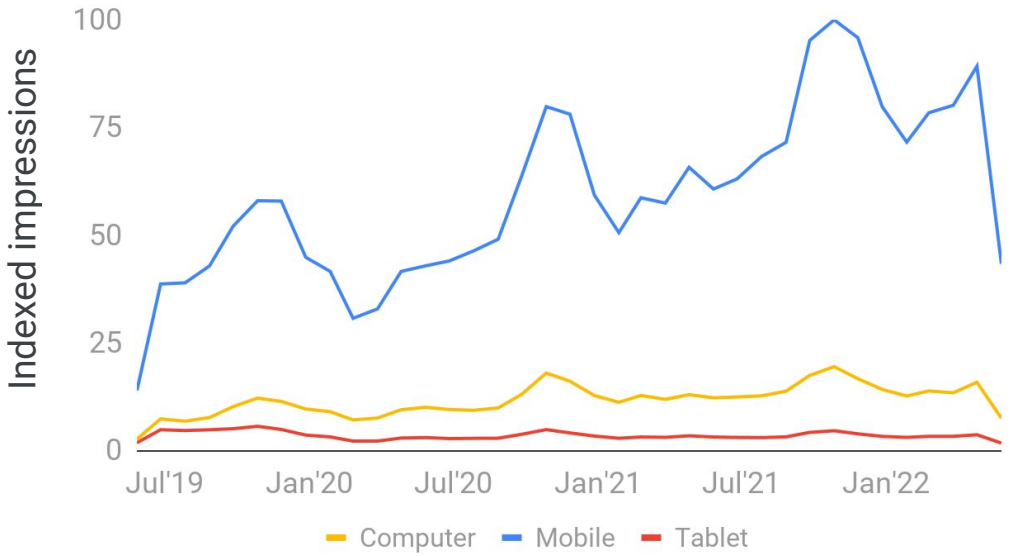
Source: Google internal data for Clothing | United Kingdom. Time period: 03/22/2022-06/19/2022

Proprietary + Confidential

Impressions

Search Shopping

Impressions grew **27%** with **82%** of all ad impressions on mobile.



	YoY growth 03/22/21 - 06/19/21	PoP growth 12/21/21 - 03/21/22	% of impr. (chosen date range)
Mobile	31% ▲	103% ▲	82%
Tablet	2% ▲	101% ▲	3%
Computer	12% ▲	103% ▲	14%
Overall	27% ▲	103% ▲	100%

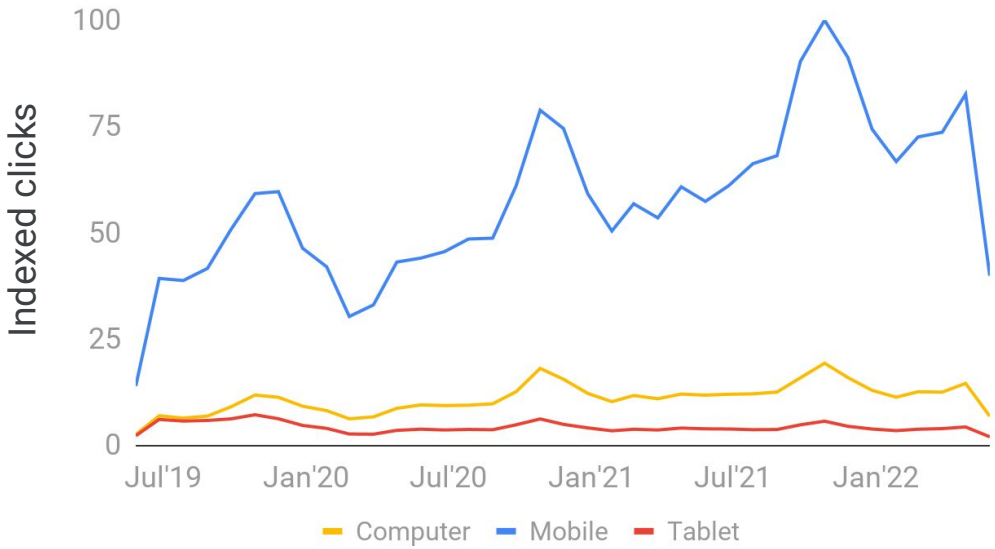
Source: Google internal data for Clothing | United Kingdom. Time period: 03/22/2022-06/19/2022

Proprietary + Confidential

Clicks

Search Shopping

Clicks grew **25%** with **82%** of all clicks on mobile.



	YoY growth 03/22/21 - 06/19/21	PoP growth 12/21/21 - 03/21/22	% of clicks (chosen date range)
Mobile	30% ▲	102% ▲	82%
Tablet	–	107% ▲	4%
Computer	11% ▲	107% ▲	14%
Overall	25% ▲	103% ▲	100%

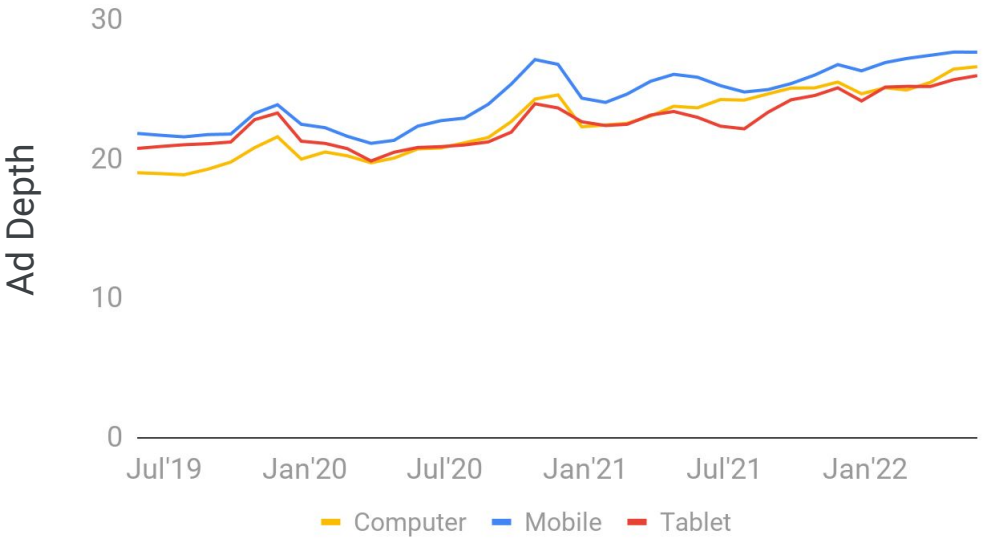
Source: Google internal data for Clothing | United Kingdom. Time period: 03/22/2022-06/19/2022

Proprietary + Confidential

Ad Depth

Search Shopping

Ad Depth grew **8%** YoY and was **2724.7%**.



	YoY growth 03/22/21 - 06/19/21	PoP growth 12/21/21 - 03/21/22	Ad depth (chosen date range)
Mobile	7% ▲	-15% ▼	27.6
Tablet	10% ▲	-18% ▼	25.5
Computer	11% ▲	-17% ▼	26.0
Overall	8% ▲	-15% ▼	27.2

Source: Google internal data for Clothing | United Kingdom. Time period: 03/22/2022-06/19/2022

Proprietary + Confidential

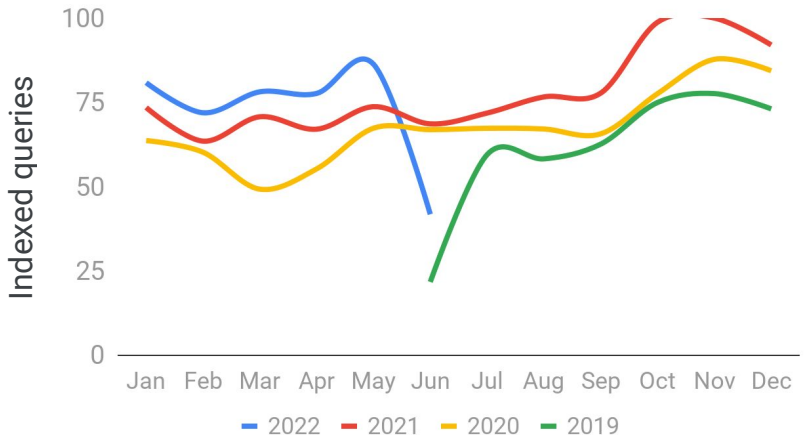
Seasonality

Proprietary + Confidential

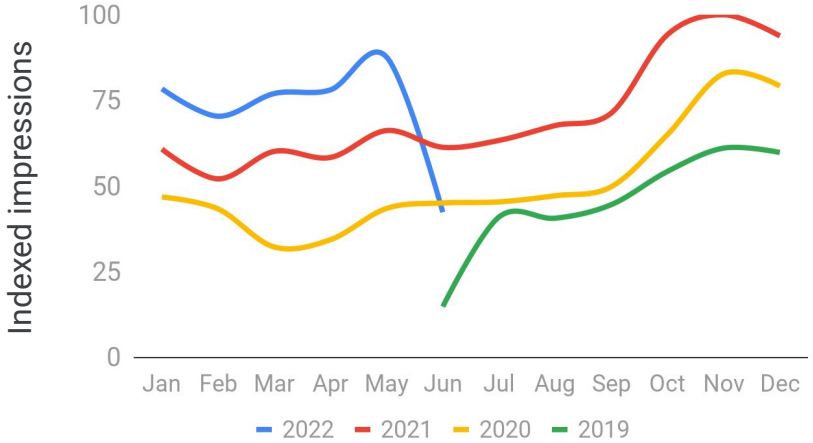
Seasonality - Queries and Impressions

Search Shopping

Queries



Impressions



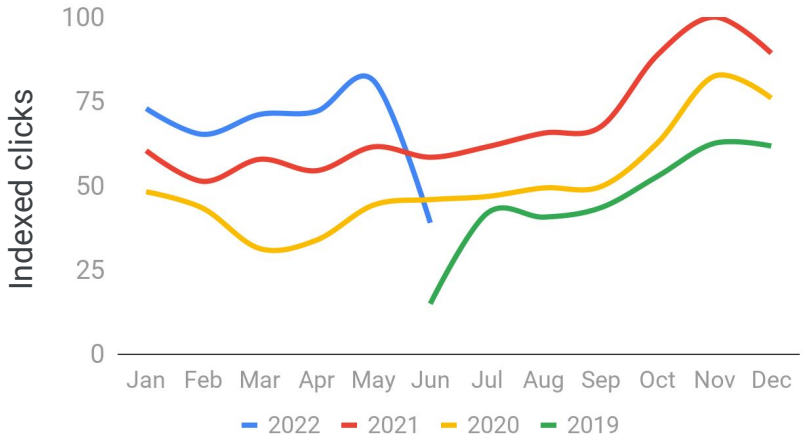
Source: Google internal data for Clothing | United Kingdom. Time period: 03/22/2022-06/19/2022

Proprietary + Confidential

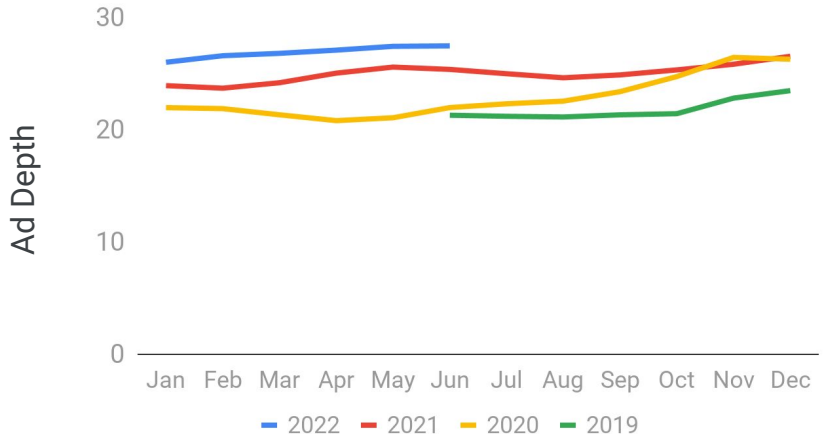
Seasonality - Clicks and Ad Depth

Search Shopping

Clicks



Ad Depth



Source: Google internal data for Clothing | United Kingdom. Time period: 03/22/2022-06/19/2022

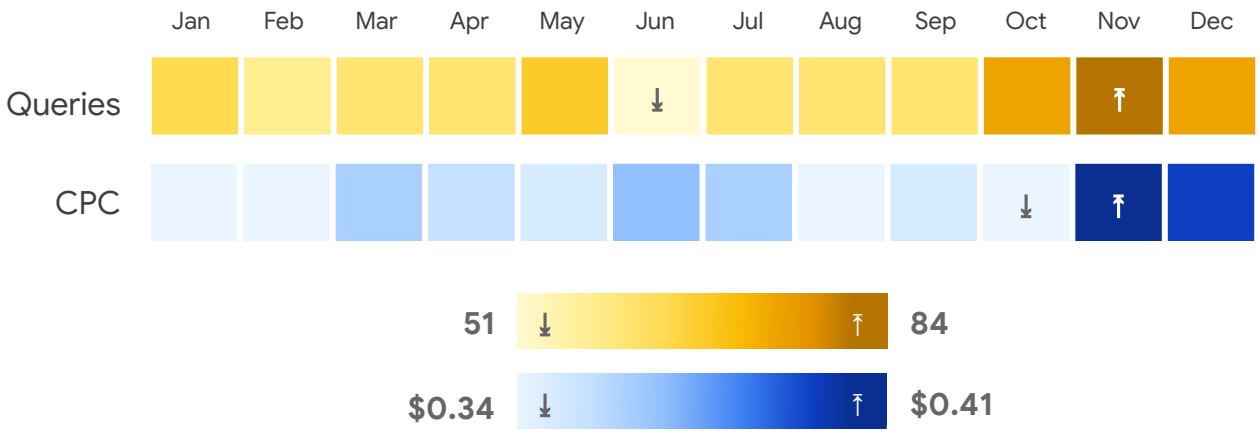
Proprietary + Confidential

Monthly seasonal patterns in queries and CPC

Search Shopping

In the last 4 years, CPCs were in the range of **$0.34**-**$0.41** and peaked in **Nov**.

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



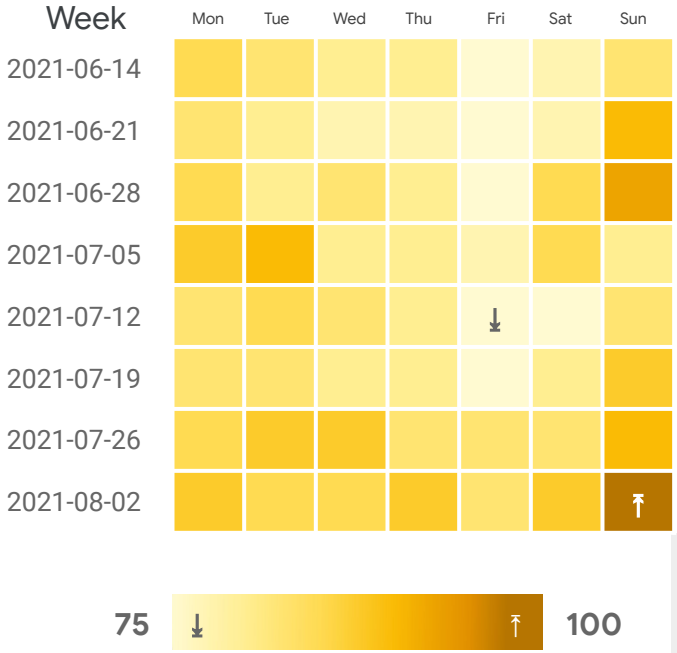
Source: Google internal data for Clothing | United Kingdom. Time period: 03/22/2022-06/19/2022

Proprietary + Confidential

The next 8 weeks: search trends from last year

Search Shopping

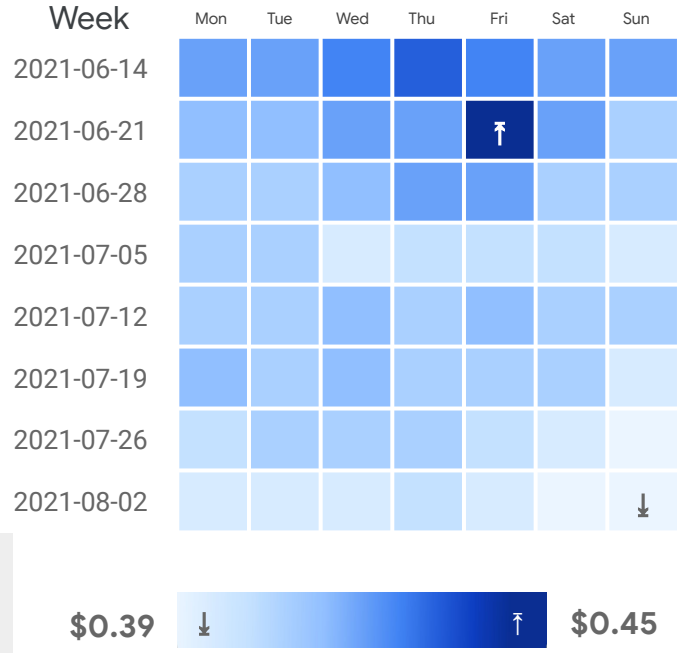
Queries



Highest	2021-08-08
Lowest	2021-07-16
Highest	2021-06-25
Lowest	2021-08-08

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



Source: Google internal data for Clothing | United Kingdom. Time period: 03/22/2022-06/19/2022

Google

Proprietary + Confidential

Device trends

Proprietary + Confidential

Clothing

Search Shopping

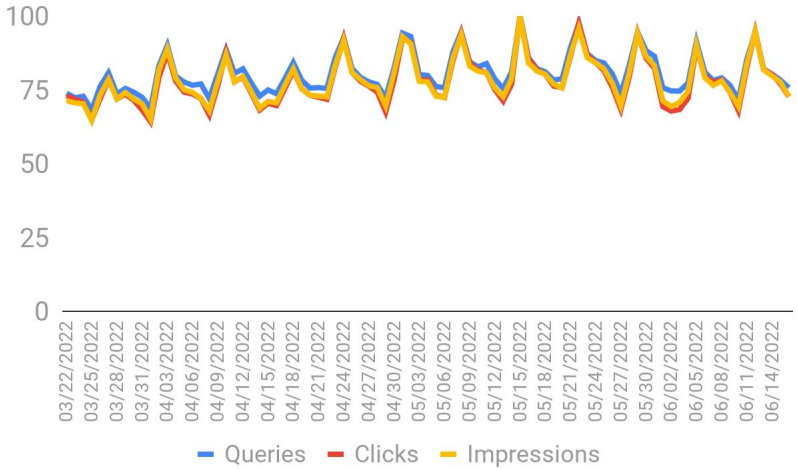
YoY query growth by device

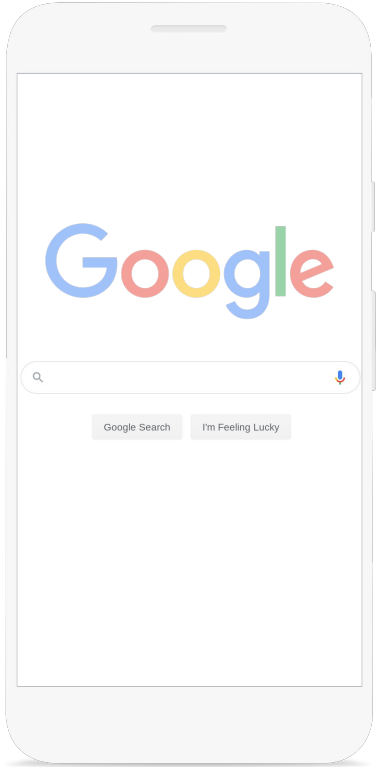
Source: Google internal data for Clothing | United Kingdom. Time period: 03/22/2022-06/19/2022

Proprietary + Confidential

Mobile dynamics

Search Shopping





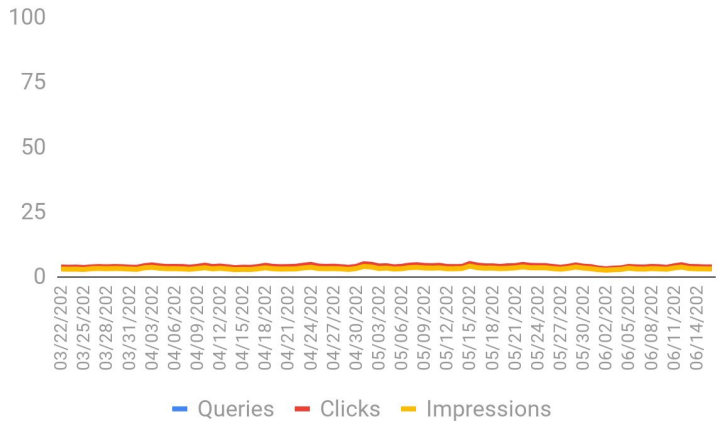
Source: Google internal data for Clothing | United Kingdom. Time period: 03/22/2022-06/19/2022

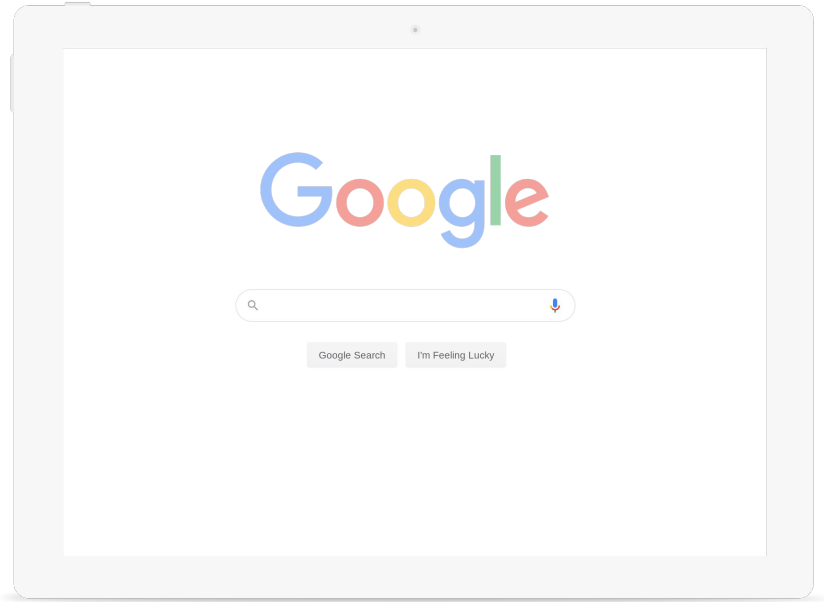
Proprietary + Confidential

Tablet dynamics

Search

Shopping



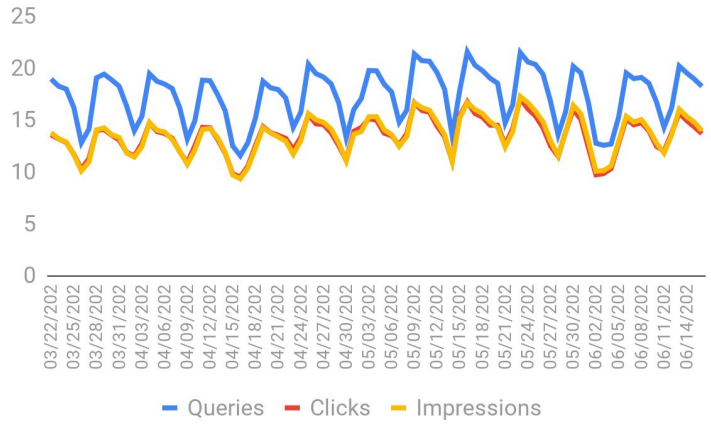


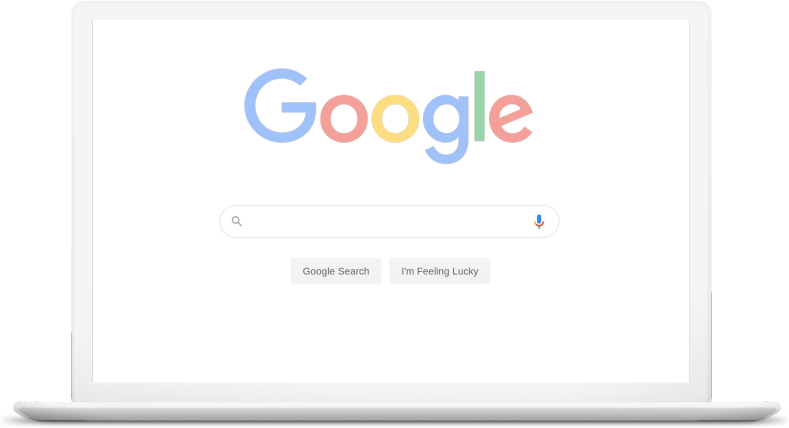
Source: Google internal data for Clothing | United Kingdom. Time period: 03/22/2022-06/19/2022

Proprietary + Confidential

Computer dynamics

Search Shopping



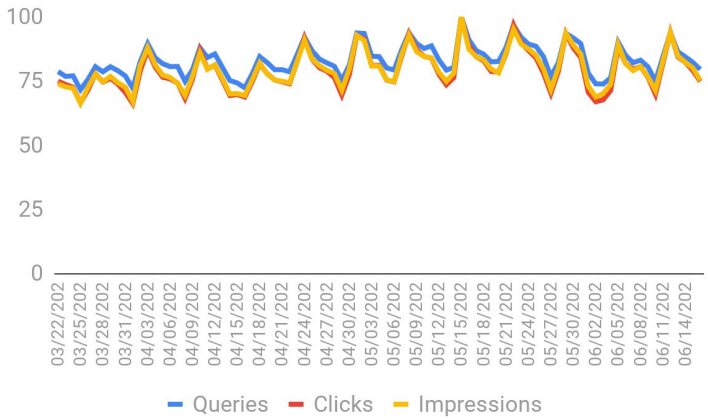


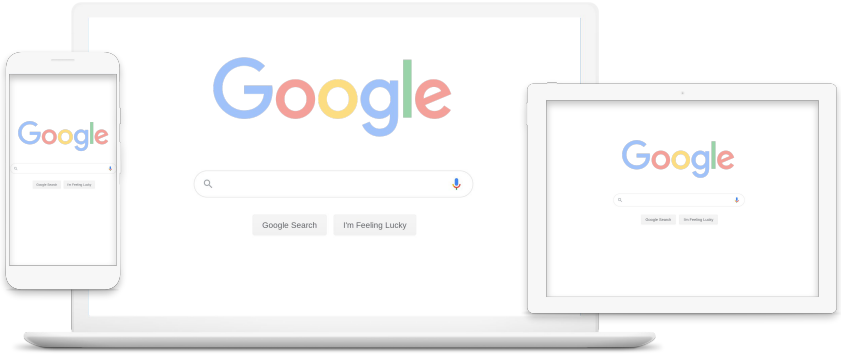
Source: Google internal data for Clothing | United Kingdom. Time period: 03/22/2022-06/19/2022

Proprietary + Confidential

‘All Devices’ dynamics

Search Shopping





Source: Google internal data for Clothing | United Kingdom. Time period: 03/22/2022-06/19/2022

Proprietary + Confidential

Appendix

Proprietary + Confidential

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 Clothing | United Kingdom. Time period: 03/22/2022-06/19/2022

Proprietary + Confidential

Metric calculations

- All growth metrics are calculated by comparing metrics between 2 time periods.
    - Year over Year (YoY) compares 03/22/22 - 06/19/22 to 03/22/21 - 06/19/21
    - Period over Period (PoP) compares 03/22/22 - 06/19/22 to 12/21/21 - 03/21/22
- **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 Clothing | United Kingdom. Time period: 03/22/2022-06/19/2022

Proprietary + Confidential

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 Clothing | United Kingdom. Time period: 03/22/2022-06/19/2022