

Google™

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Off-Road Vehicle Parts & Accessories

United States

Quarterly Update

Last Quarter: Q3 2015

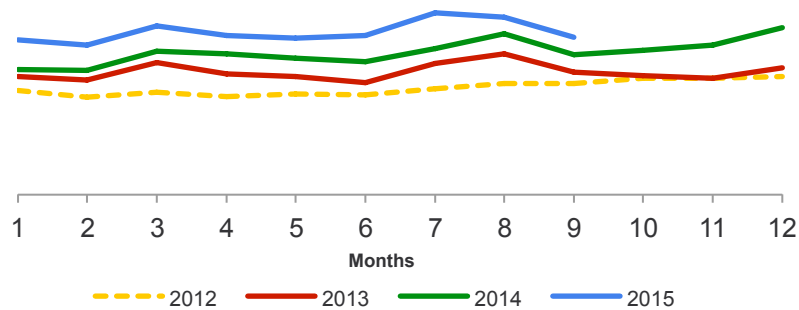
November 2015

Queries grew by **16%** in **Q3 2015** in the **Off-Road Vehicle Parts & Accessories Category**

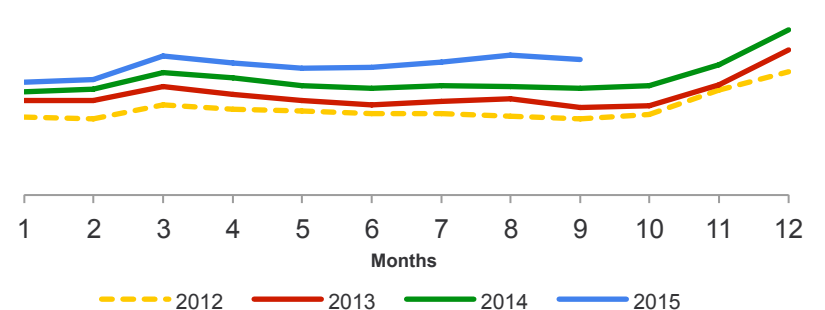
Desktop queries **declined by -9%**, while **Mobile** queries **grew by 41%** and **Tablet** searches **declined by -4%** YoY in the same period

Off-Road Vehicle Parts & Accessories: Q3 2015 Auction Metrics Update

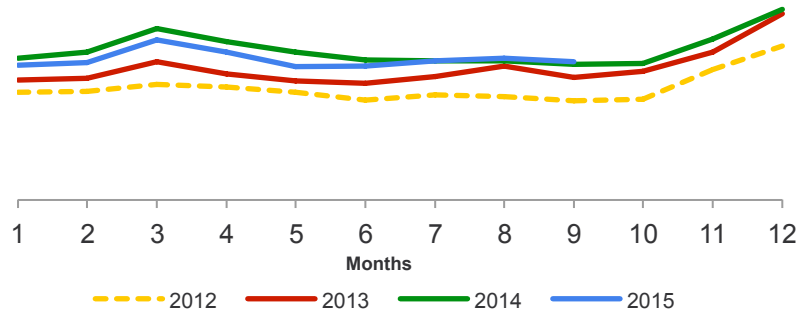
Queries (Q3 2015 Y/Y: 15.79%)



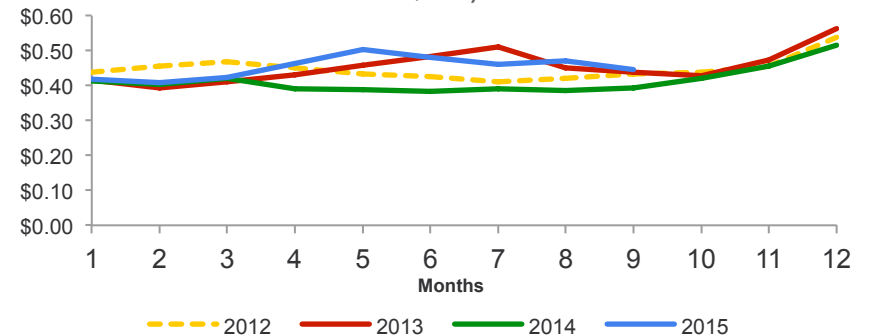
Impressions (Q3 2015 Y/Y: 25.82%)



Clicks (Q3 2015 Y/Y: 1.38%)

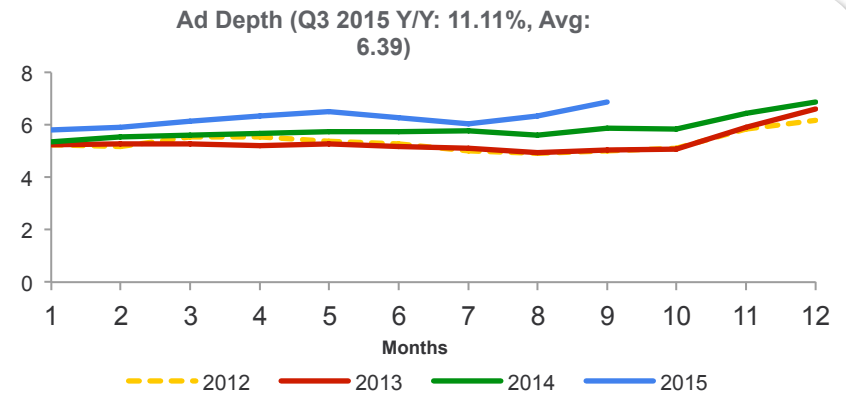
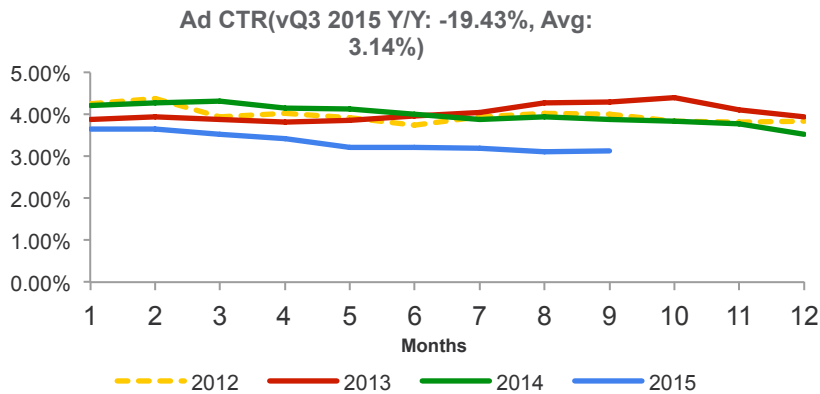


Actual CPC (Q3 2015 Y/Y: 17.79%, Avg: \$0.46)



Source: Google internal search data, based on pre-categorised queries for the **Off-Road Vehicle Parts & Accessories**. Note: In-quarter metrics for Query Volume and Ad Depth are only available.

Off-Road Vehicle Parts & Accessories: Q3 2015 Auction metrics update

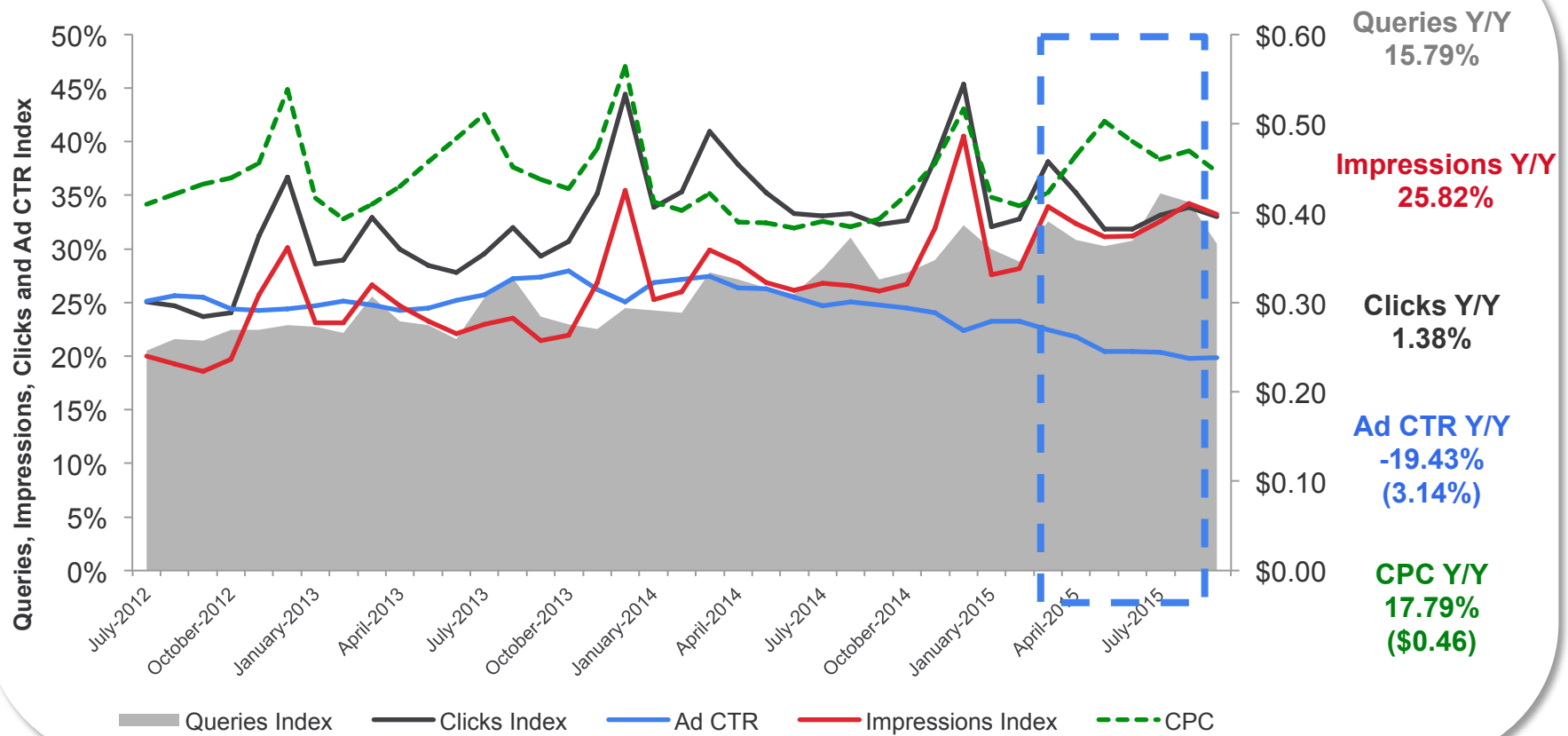


Auction Stats by Platform: Q3 2015 YoY and Averages (where applicable)

Platform	Queries	Impressions	Clicks	Ad CTR YoY	Ad CTR Avg	CPC YoY	CPC Avg	Ad Depth YoY	Ad Depth
Overall	15.79%	25.82%	1.38%	-19.43%	3.14%	17.79%	\$0.46	11.11%	6.39
Desktop	-8.92%	-11.75%	-23.63%	-13.46%	2.93%	26.11%	\$0.63	-2.99%	6.67
Mobile	40.75%	93.49%	39.99%	-27.65%	3.37%	32.85%	\$0.33	39.88%	6.16
Tablet	-3.83%	11.66%	-20.55%	-28.85%	2.91%	29.61%	\$0.56	3.96%	6.53

Source: Google internal search data, based on pre-categorised queries for the **Off-Road Vehicle Parts & Accessories**. Note: In-quarter metrics for Query Volume and Ad Depth are only available.

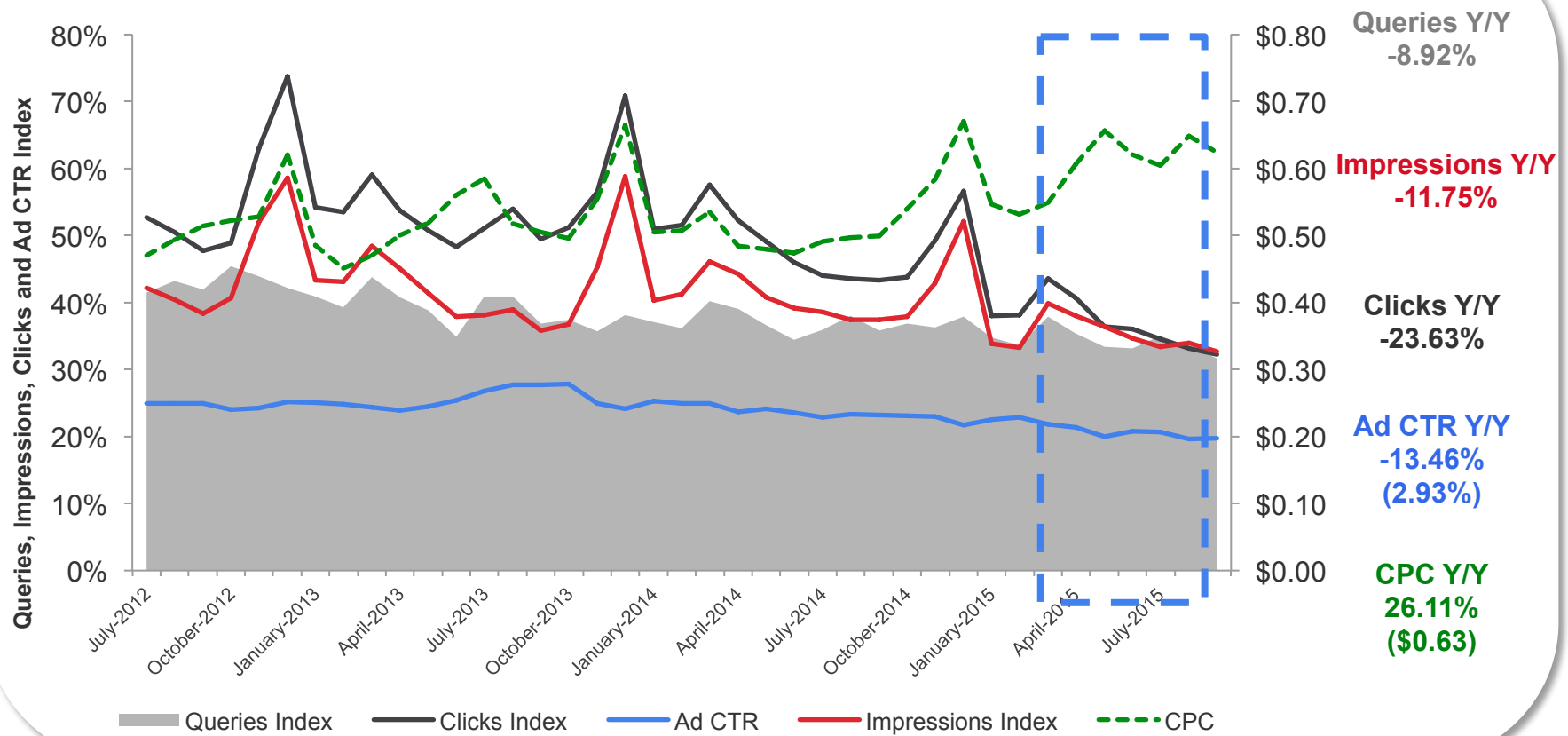
Off-Road Vehicle Parts & Accessories: All Devices Auction metrics evolution



Source: Google internal search data, based on pre-categorised queries for the **Off-Road Vehicle Parts & Accessories**. Note: In-quarter metrics for Query Volume and Ad Depth are only available.



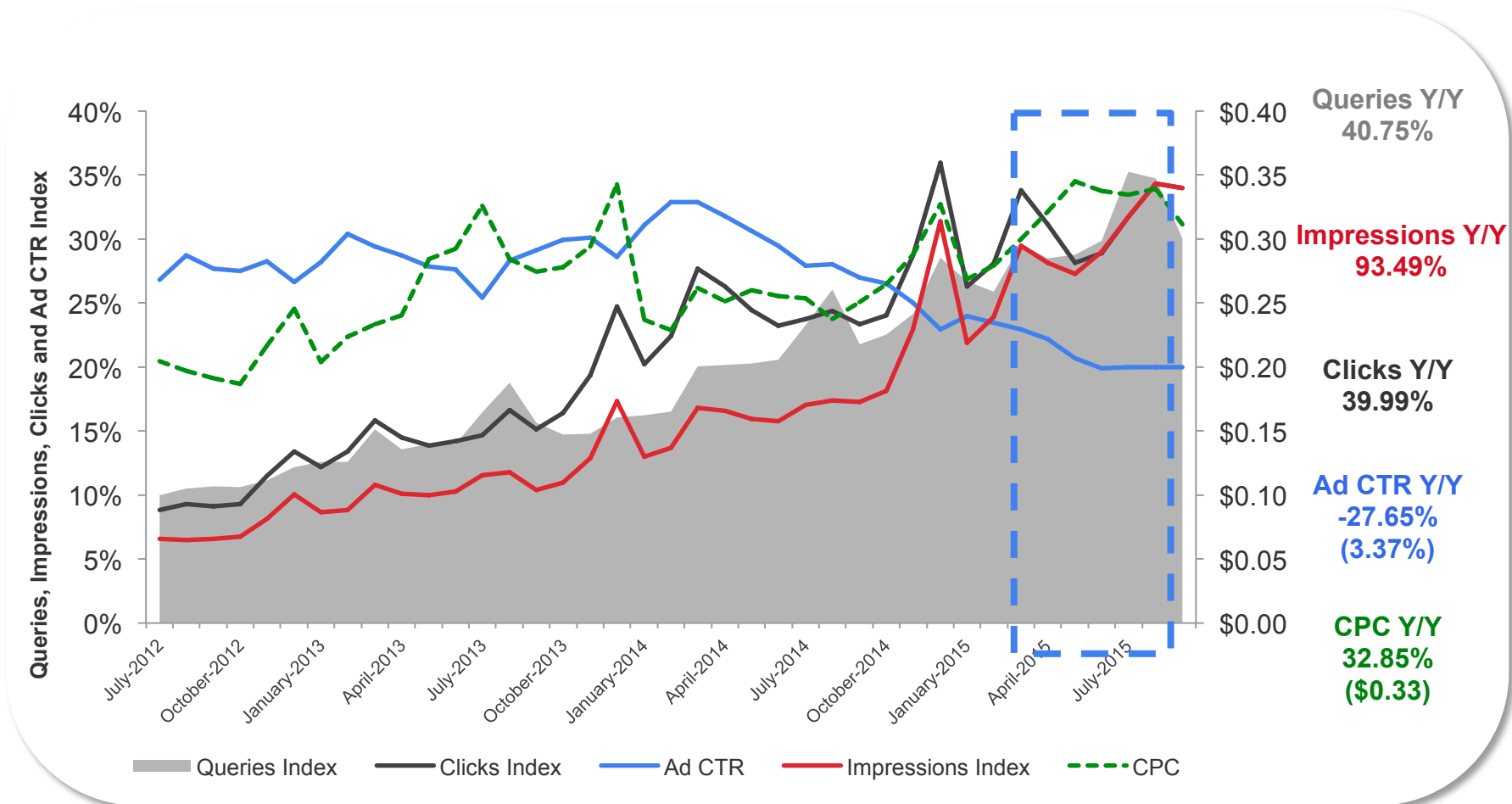
Off-Road Vehicle Parts & Accessories: Desktop Auction metrics evolution



Source: Google internal search data, based on pre-categorised queries for the **Off-Road Vehicle Parts & Accessories**. Note: In-quarter metrics for Query Volume and Ad Depth are only available.

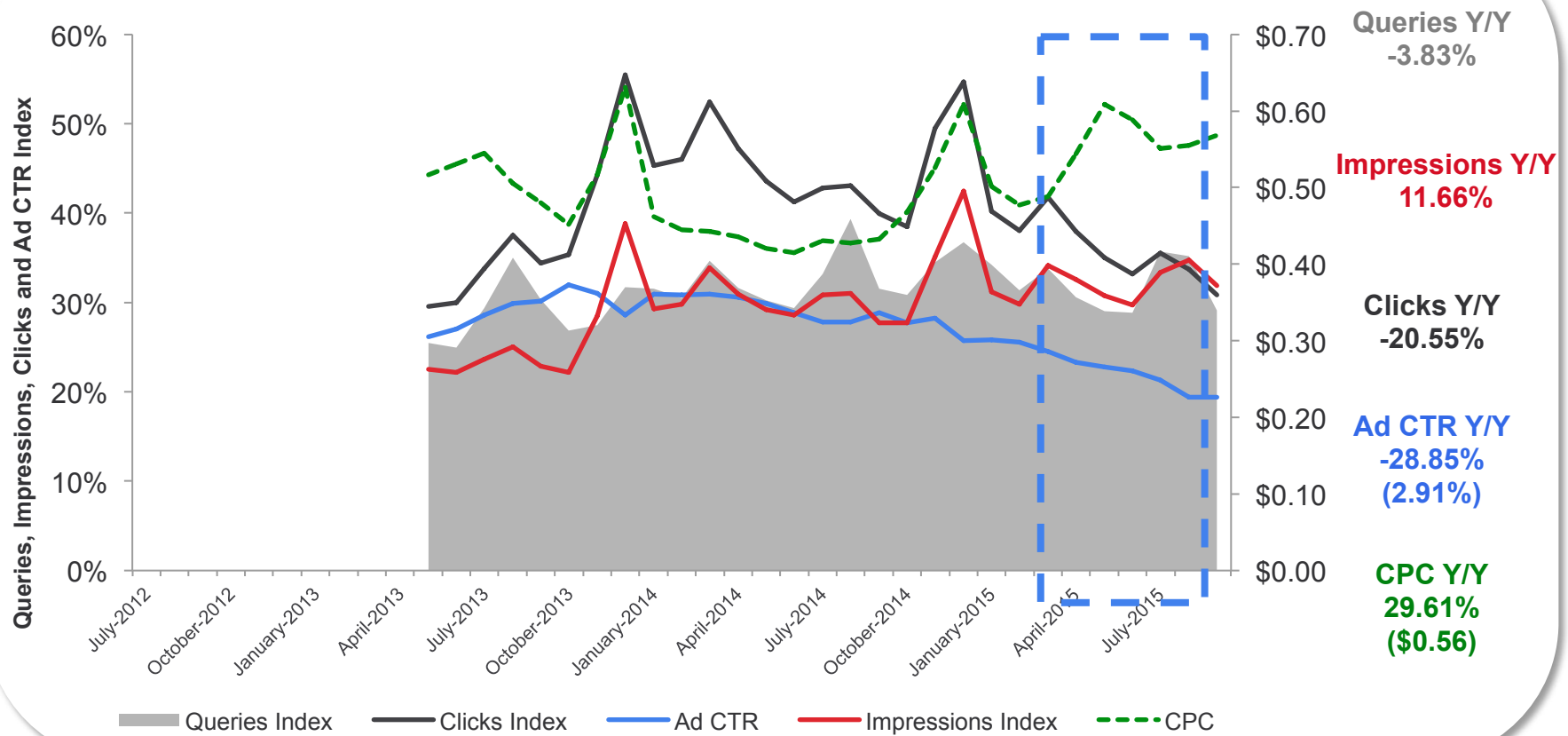


Off-Road Vehicle Parts & Accessories: Mobile Auction metrics evolution



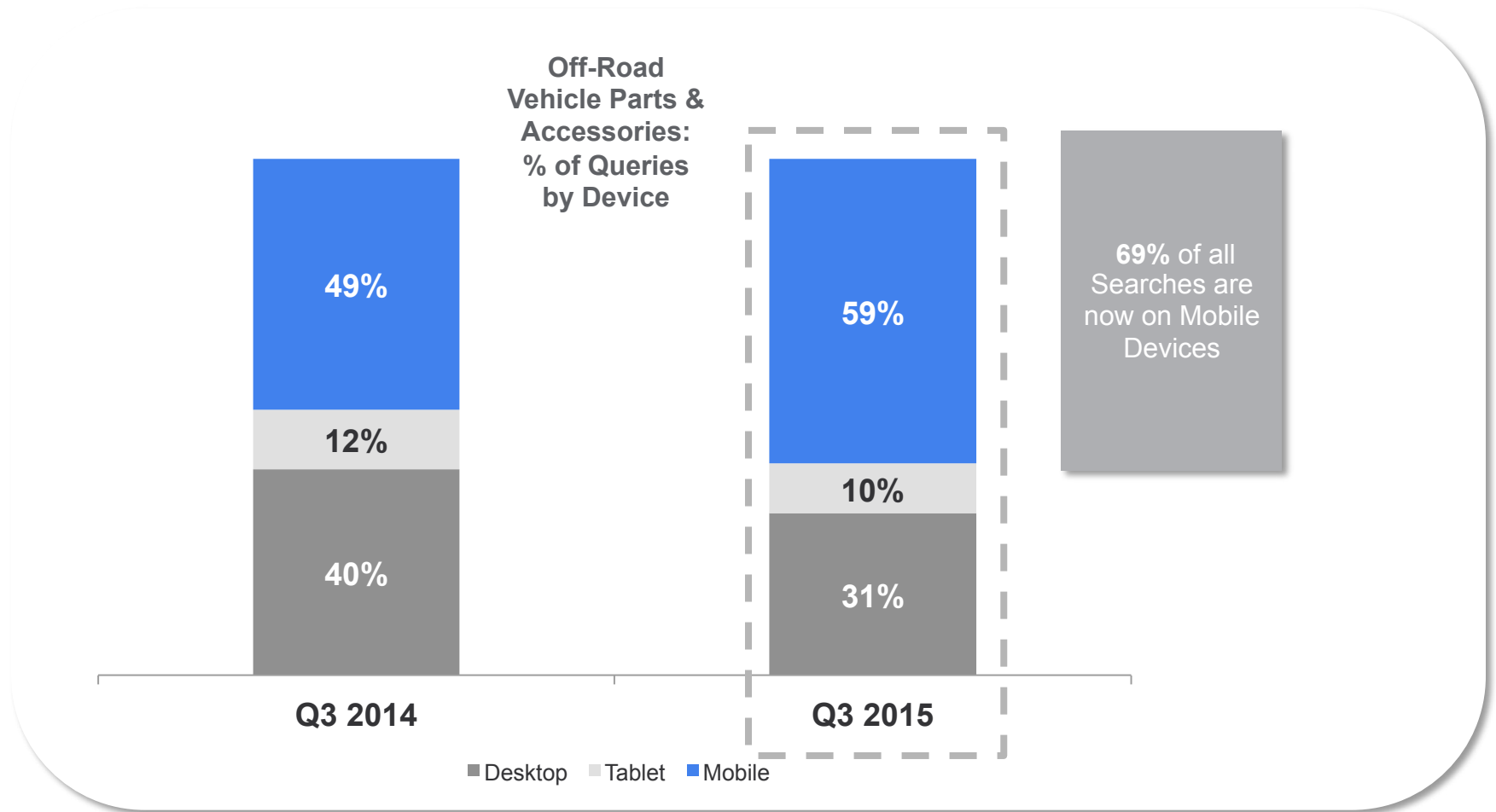
Source: Google internal search data, based on pre-categorised queries for the **Off-Road Vehicle Parts & Accessories**. Note: In-quarter metrics for Query Volume and Ad Depth are only available.

Off-Road Vehicle Parts & Accessories: Tablet Auction metrics evolution



Source: Google internal search data, based on pre-categorised queries for the **Off-Road Vehicle Parts & Accessories**. Note: In-quarter metrics for Query Volume and Ad Depth are only available.

Off-Road Vehicle Parts & Accessories: Cross Platform Search Trends



Source: Google internal search data, based on pre-categorised queries for the **Off-Road Vehicle Parts & Accessories**. Note: In-quarter metrics for Query Volume and Ad Depth are only available.

Thank You!



Definitions

- **Devices:**

- Overall: Devices across Google Search(Desktop, Mobile, Tablet)
- Mobile = Overall – (Computers + Tablet)
- Tablet = Overall – (Mobile + Computers)
- Mobile is Mobile High End devices with a full browser
- Tablet is Tablet devices with a full browser

- **Metrics**

- Queries: Searches by users on Google Search
- Impressions: AdWords ads shown against search queries on Google Search
- Clicks: Clicks on AdWords ads
- CPC: Cost per Click ($\text{Cost} \div \text{Clicks}$)
- Ad CTR: Click-through Rate ($\text{Clicks} \div \text{Impressions}$)