



Performance Modifying Parts

United States

Quarterly Update

Last Quarter: Q3 2015

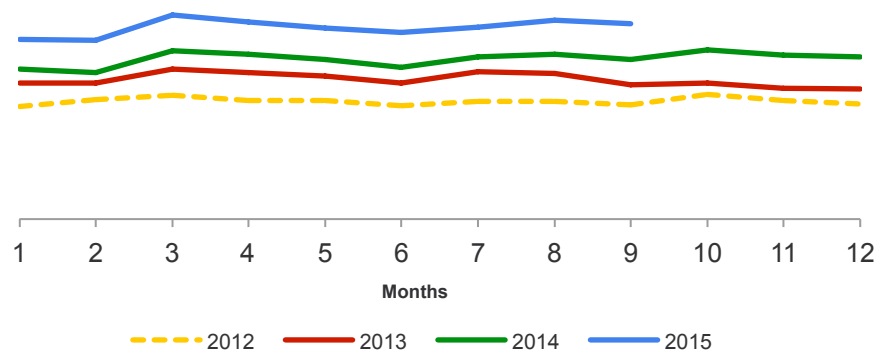
November 2015

Queries grew by **20%** in **Q3 2015** in the **Performance Modifying Parts Category**

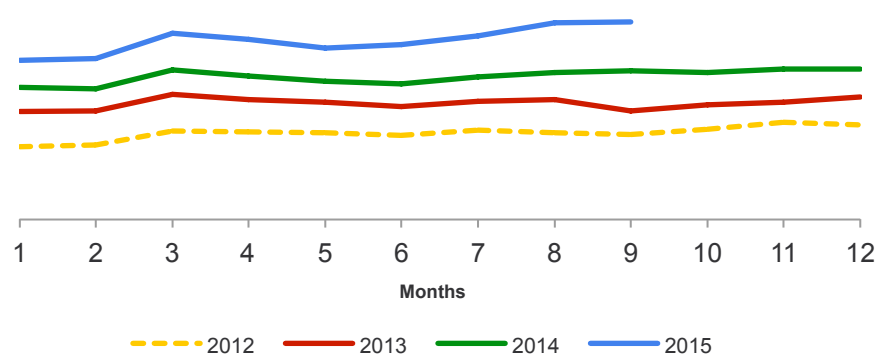
Desktop queries **declined by -2%**, while **Mobile** queries **grew by 45%** and **Tablet** searches **grew by 1%** YoY in the same period

Performance Modifying Parts: Q3 2015 Auction Metrics Update

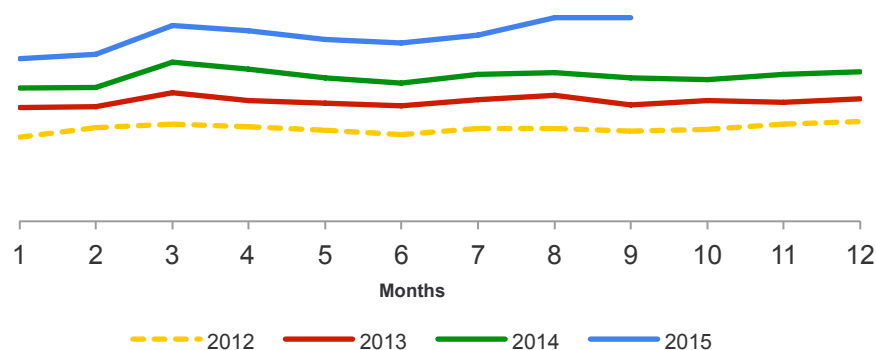
Queries (Q3 2015 Y/Y: 20.37%)



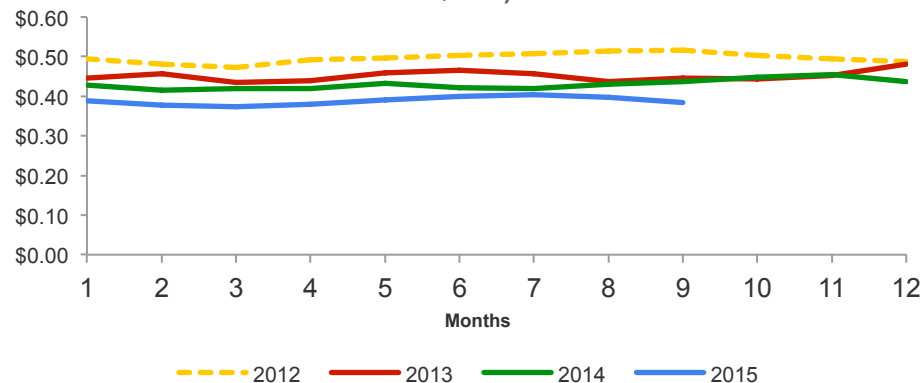
Impressions (Q3 2015 Y/Y: 32.08%)



Clicks (Q3 2015 Y/Y: 35.24%)

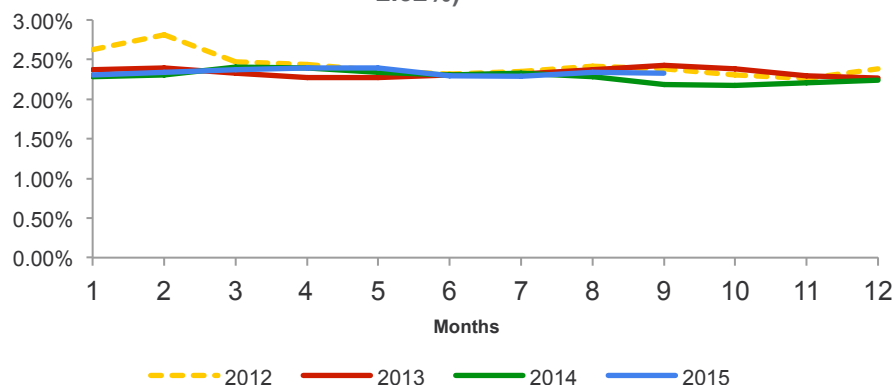


Actual CPC (Q3 2015 Y/Y: -7.94%, Avg: \$0.39)

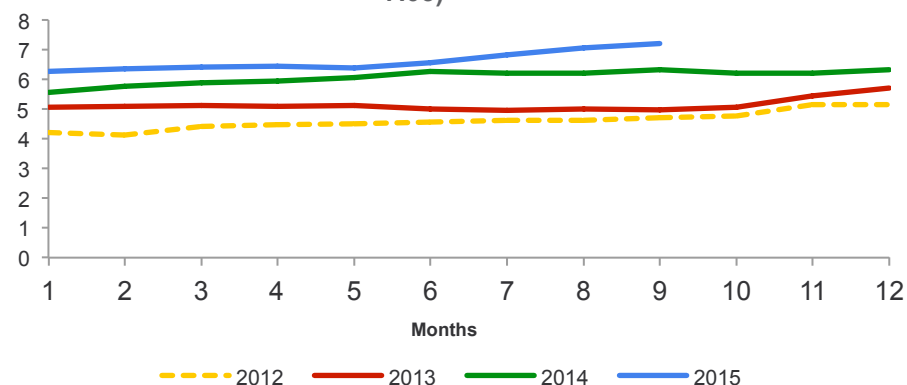


Performance Modifying Parts: Q3 2015 Auction metrics update

Ad CTR(vQ3 2015 Y/Y: 2.39%, Avg: 2.32%)



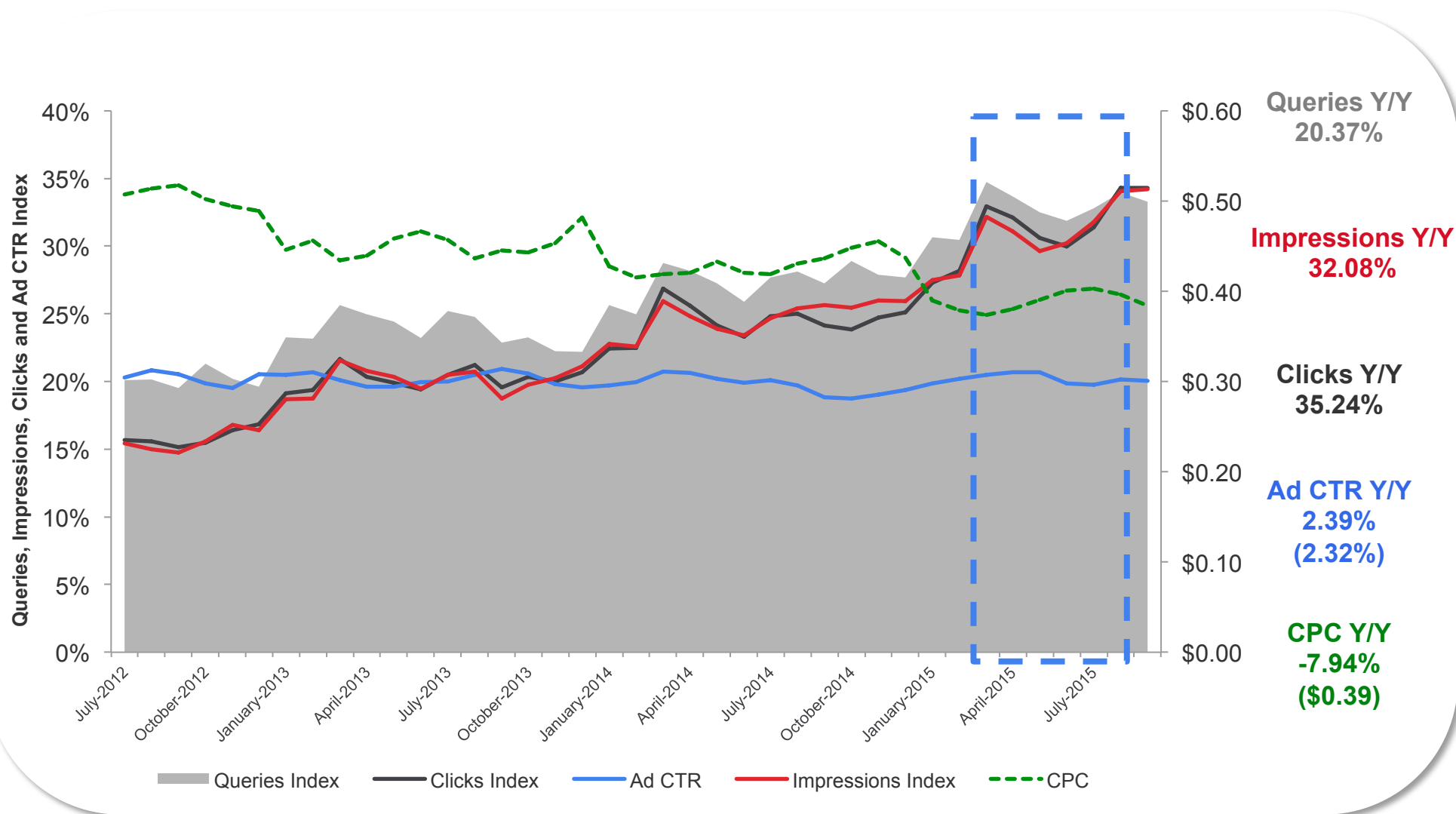
Ad Depth (Q3 2015 Y/Y: 12.41%, Avg: 7.03)



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

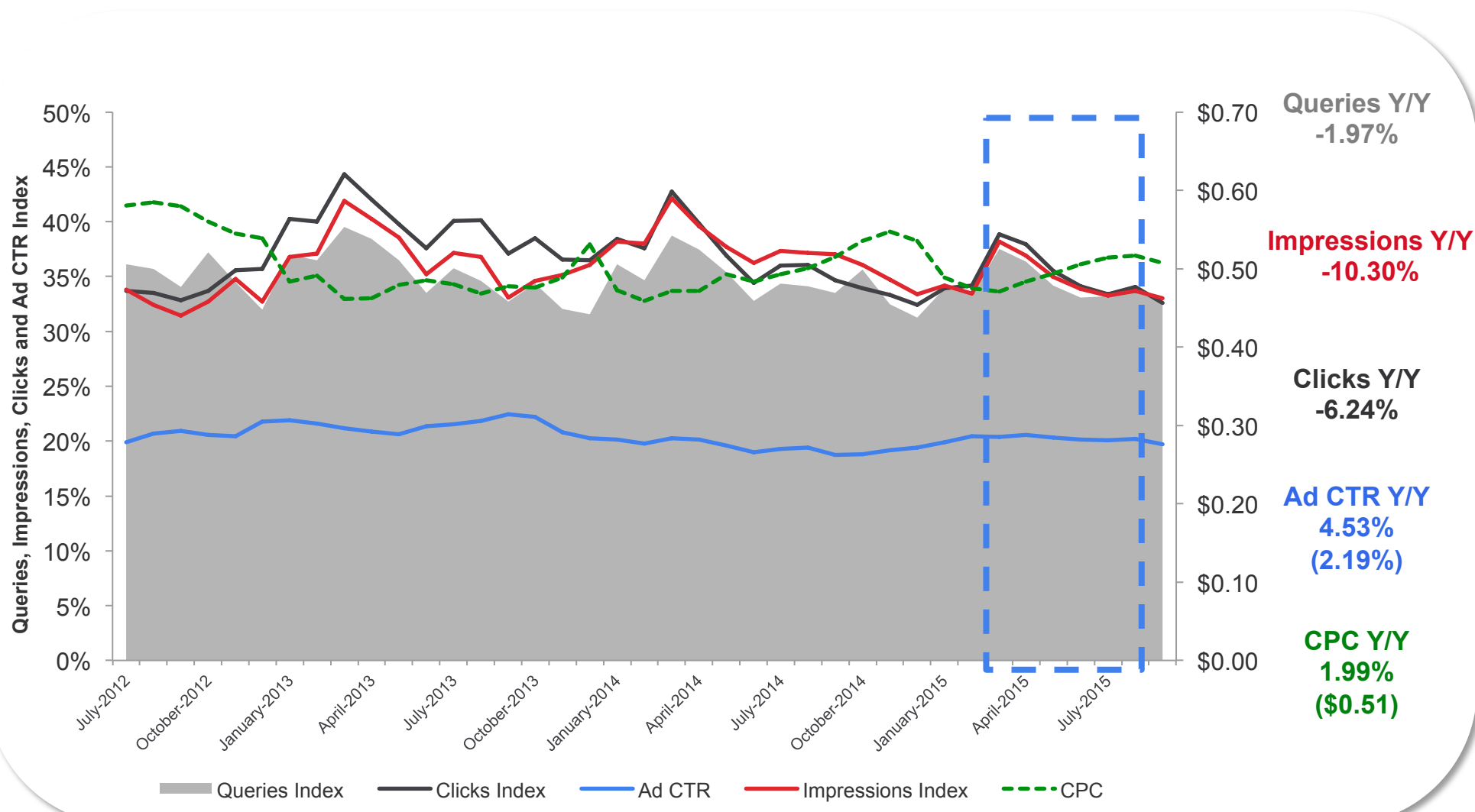
Platform	Queries	Impressions	Clicks	Ad CTR YoY	Ad CTR Avg	CPC YoY	CPC Avg	Ad Depth YoY	Ad Depth
Overall	20.37%	32.08%	35.24%	2.39%	2.32%	-7.94%	\$0.39	12.41%	7.03
Desktop	-1.97%	-10.30%	-6.24%	4.53%	2.19%	1.99%	\$0.51	-4.12%	6.52
Mobile	45.21%	94.65%	88.08%	-3.37%	2.42%	-3.43%	\$0.31	30.59%	7.33
Tablet	1.07%	9.68%	6.87%	-2.56%	2.15%	-2.64%	\$0.50	15.04%	7.36

Performance Modifying Parts: All Devices Auction metrics evolution



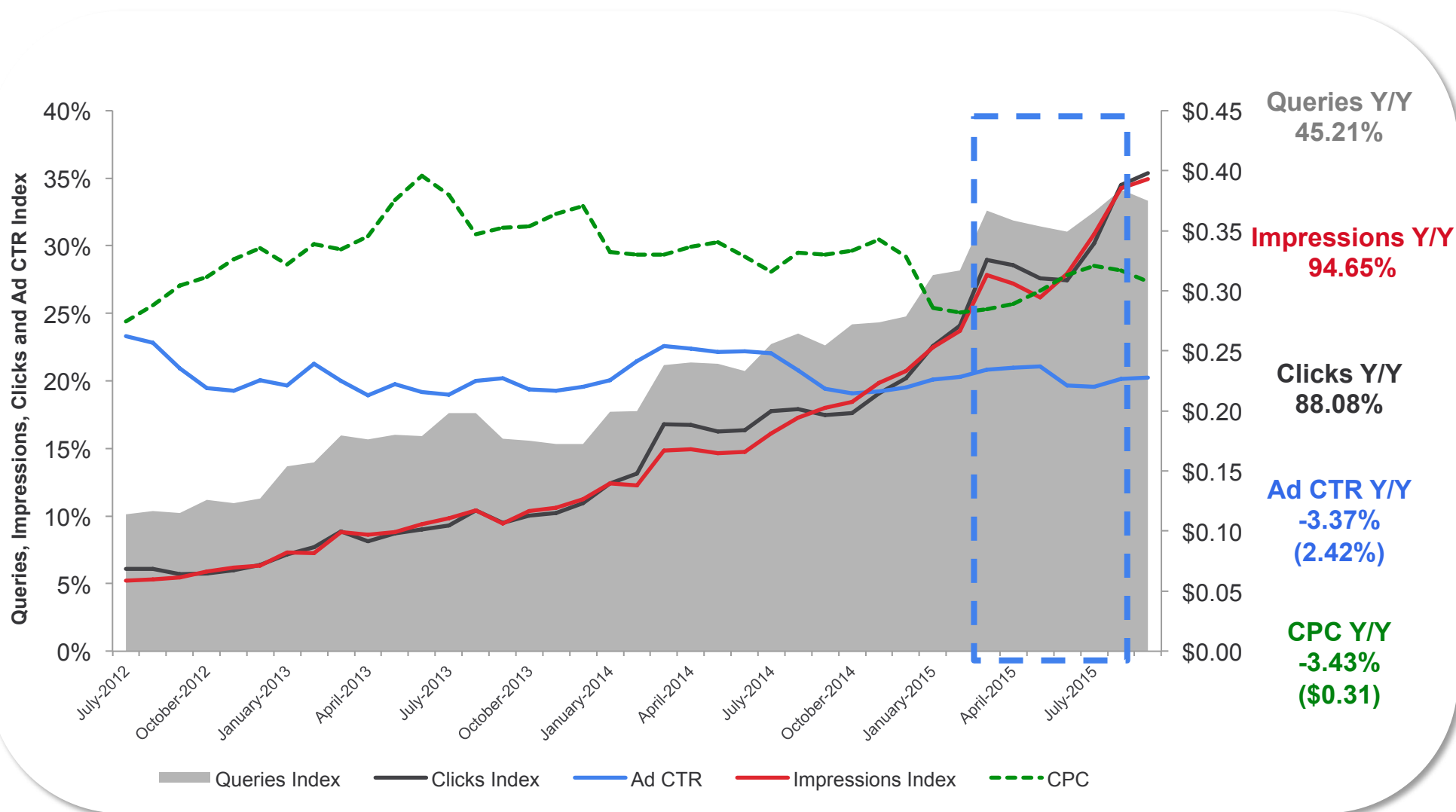
Source: Google internal search data, based on pre-categorised queries for the Performance Modifying Parts. Note: In-quarter metrics for Query Volume and Ad Depth are only available.

Performance Modifying Parts: Desktop Auction metrics evolution



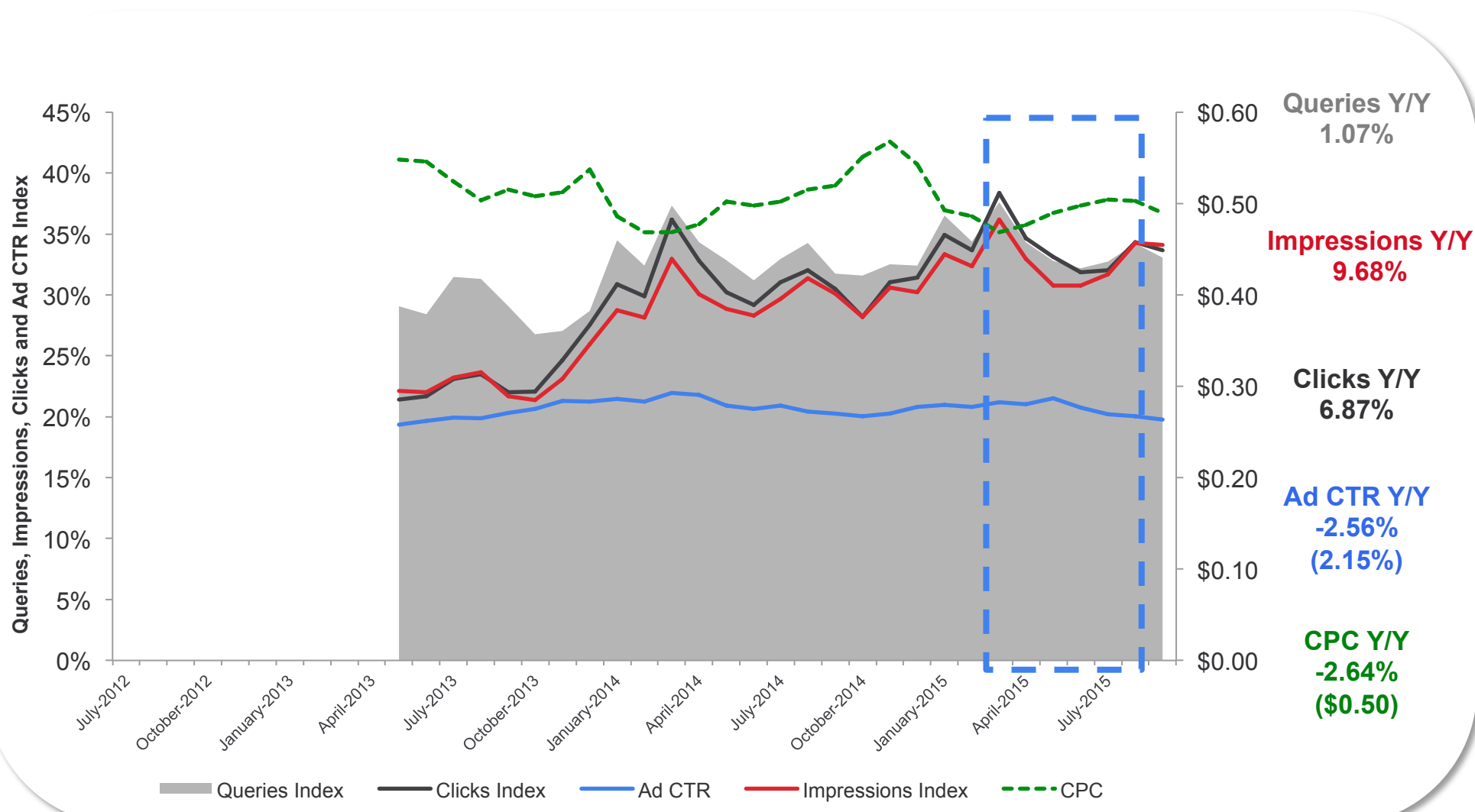
Source: Google internal search data, based on pre-categorised queries for the Performance Modifying Parts. Note: In-quarter metrics for Query Volume and Ad Depth are only available.

Performance Modifying Parts: Mobile Auction metrics evolution



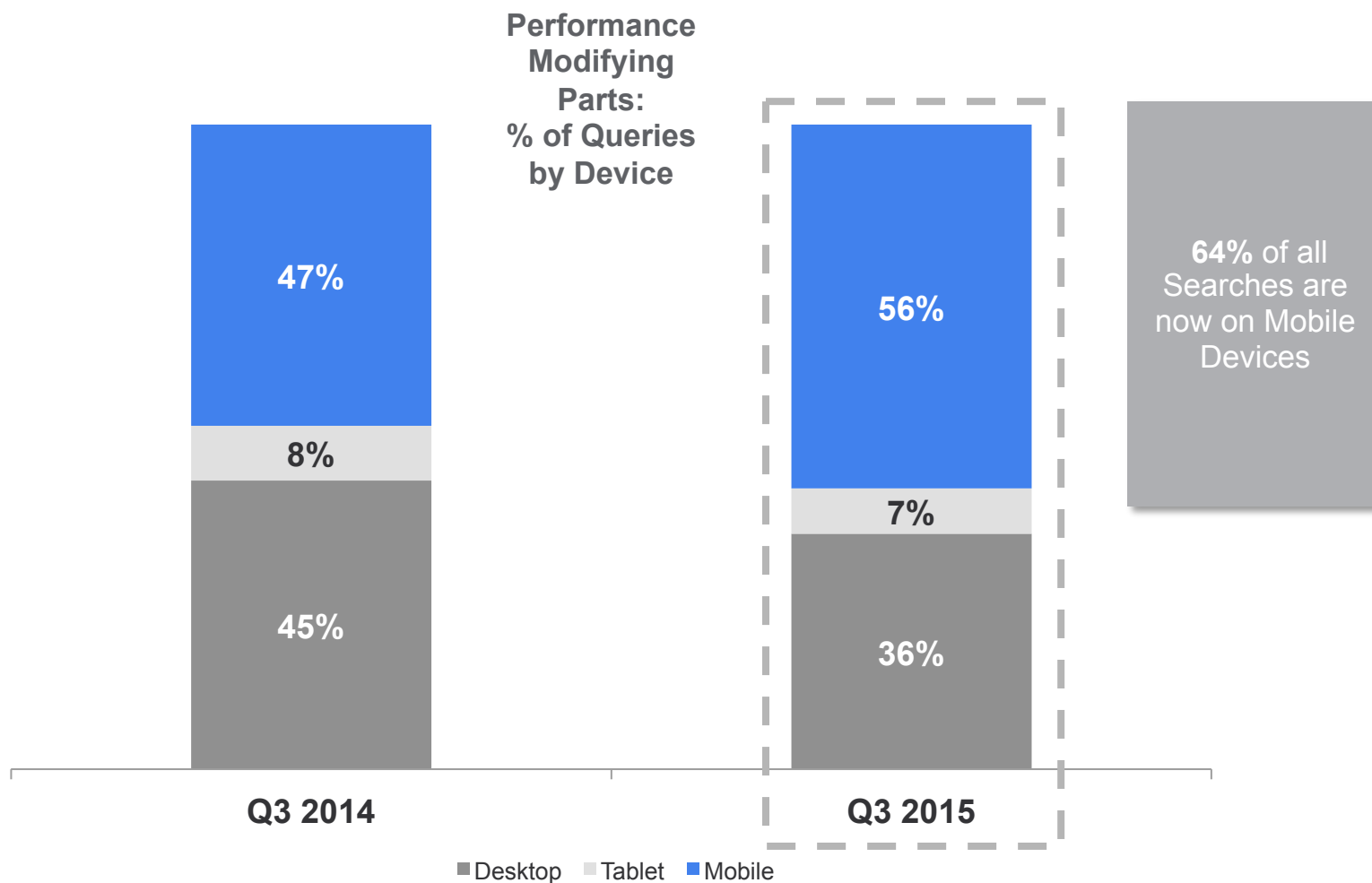
Source: Google internal search data, based on pre-categorised queries for the Performance Modifying Parts. Note: In-quarter metrics for Query Volume and Ad Depth are only available.

Performance Modifying Parts: Tablet Auction metrics evolution



Source: Google internal search data, based on pre-categorised queries for the Performance Modifying Parts. Note: In-quarter metrics for Query Volume and Ad Depth are only available.

Performance Modifying Parts: Cross Platform Search Trends



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 ($\text{Clicks} \div \text{Impressions}$)