



# Vehicle Towing

United States

Quarterly Update

Last Quarter: Q3 2015

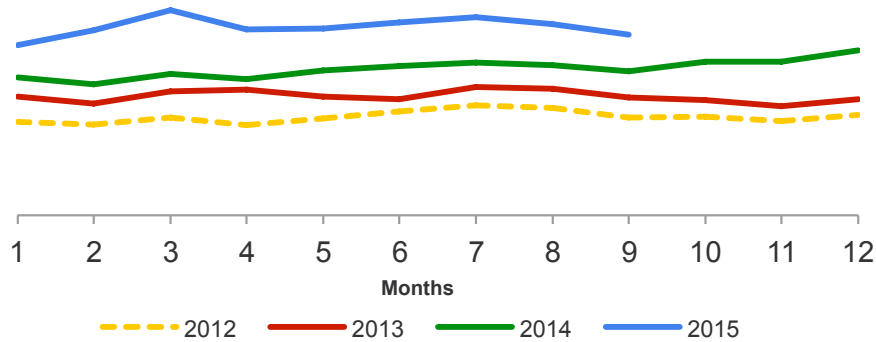
November 2015

# Queries grew by **28%** in **Q3 2015** in the **Vehicle Towing Category**

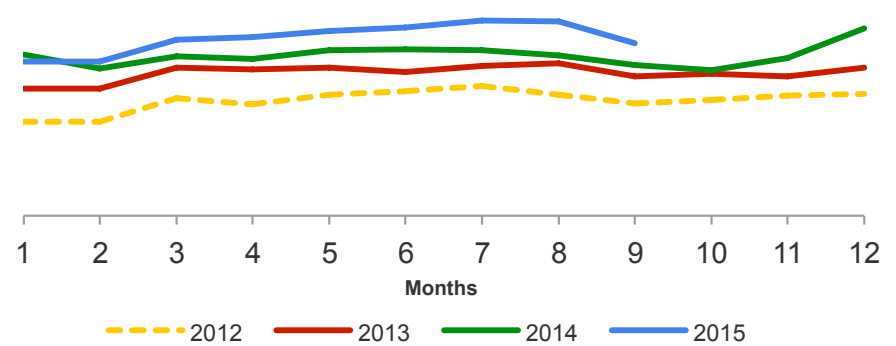
**Desktop** queries **grew by 4%**, while **Mobile** queries **grew by 48%** and **Tablet** searches **grew by 6%** YoY in the same period

# Vehicle Towing: Q3 2015 Auction Metrics Update

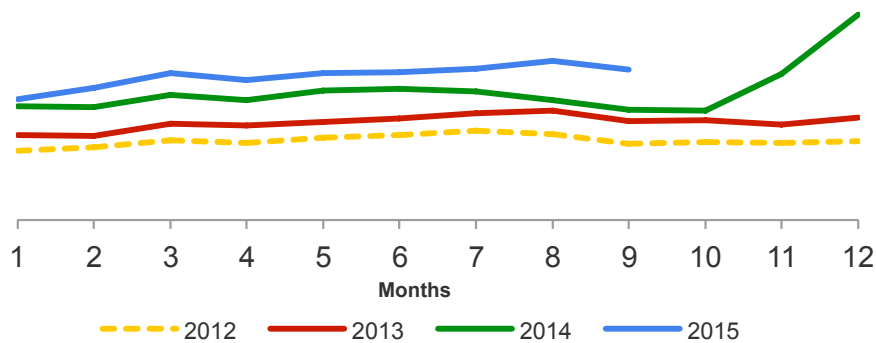
Queries (Q3 2015 Y/Y: 27.57%)



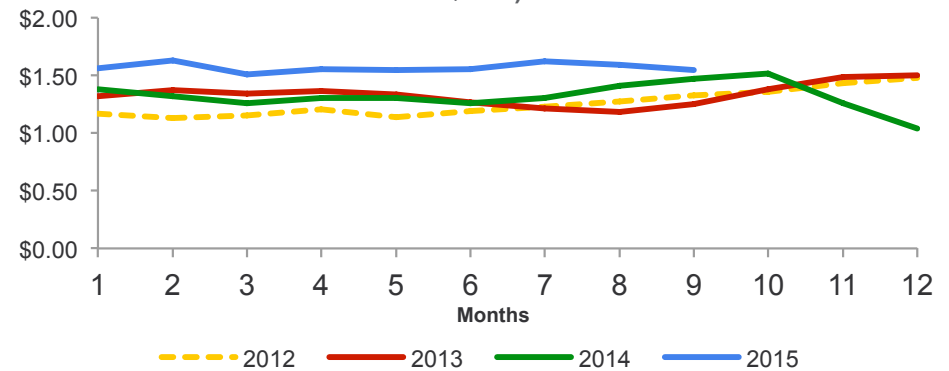
Impressions (Q3 2015 Y/Y: 17.90%)



Clicks (Q3 2015 Y/Y: 28.44%)

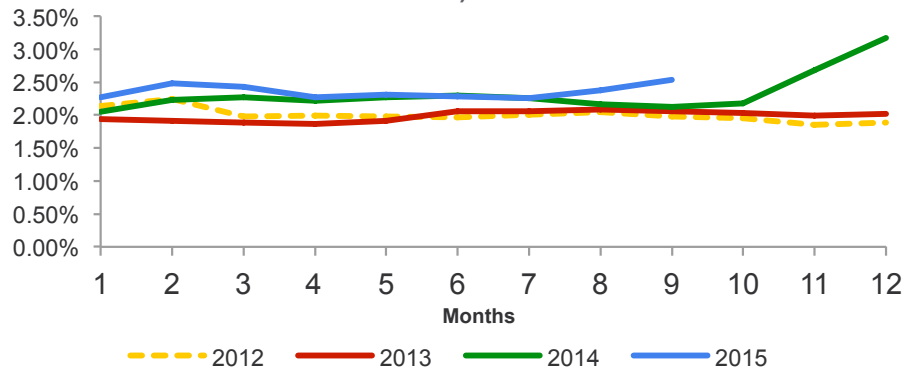


Actual CPC (Q3 2015 Y/Y: 13.83%, Avg: \$1.59)

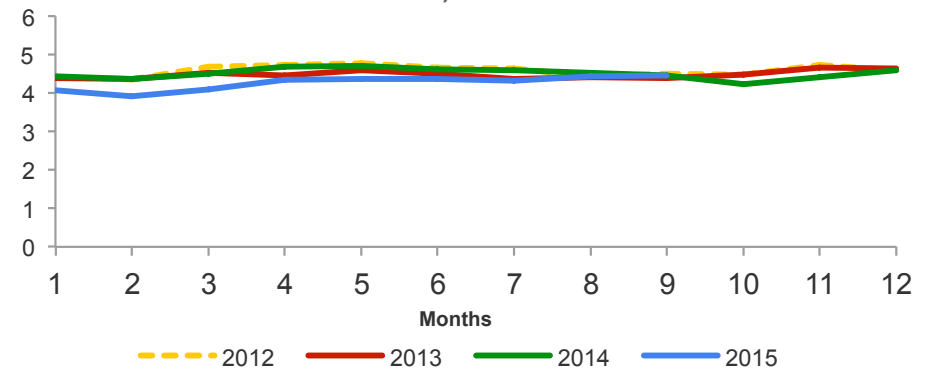


# Vehicle Towing: Q3 2015 Auction metrics update

Ad CTR(vQ3 2015 Y/Y: 8.94%, Avg: 2.38%)



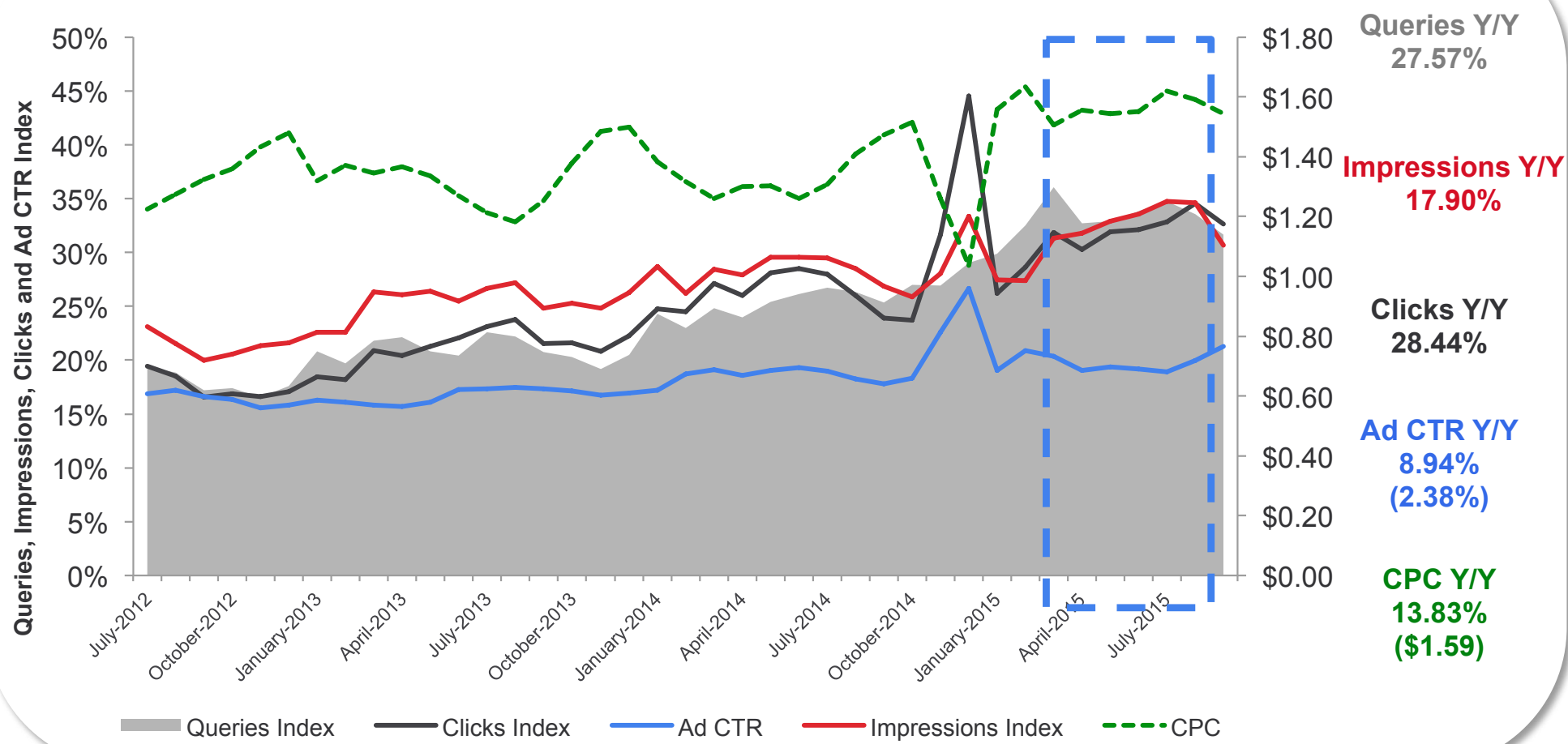
Ad Depth (Q3 2015 Y/Y: -2.68%, Avg: 4.40)



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

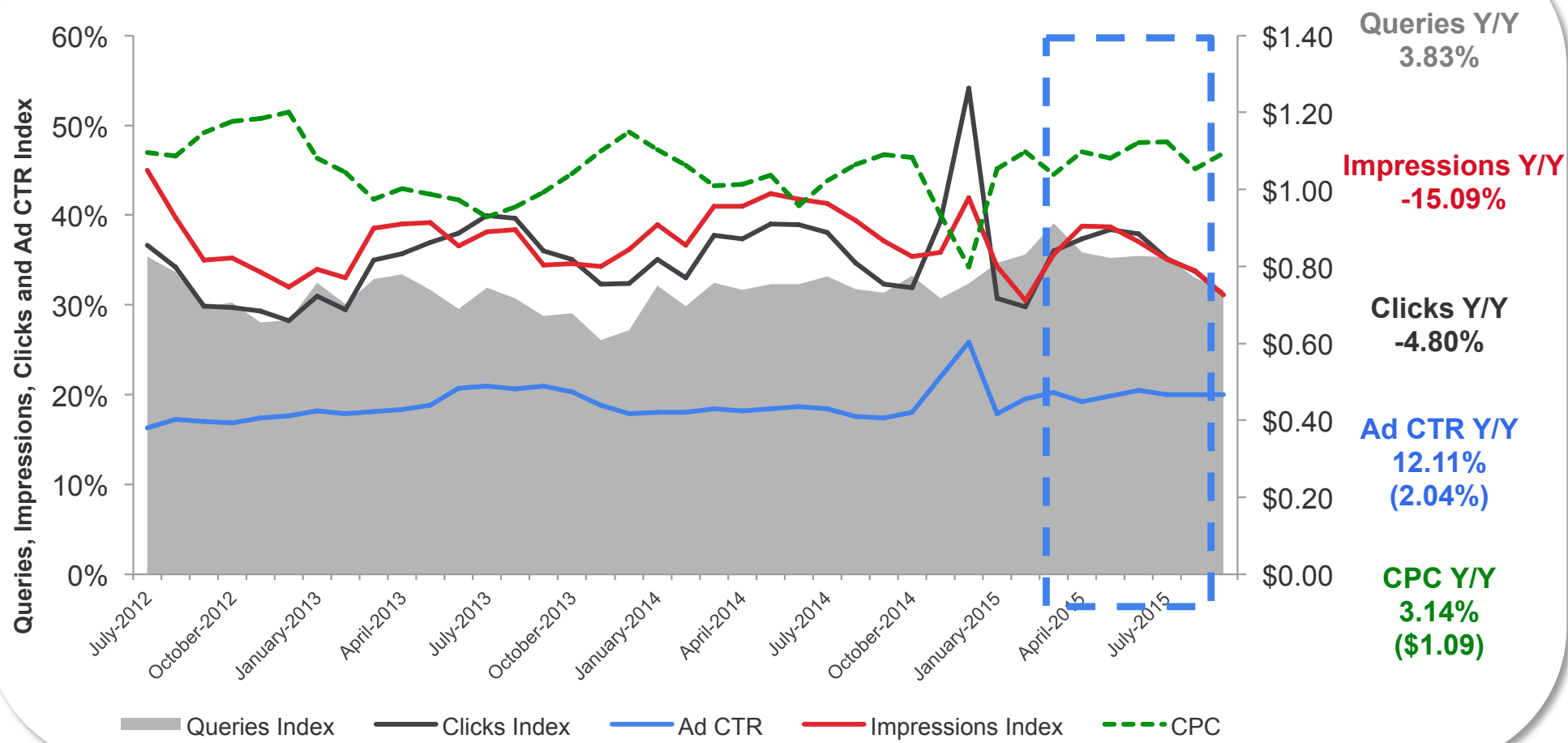
Platform	Queries	Impressions	Clicks	Ad CTR YoY	Ad CTR Avg	CPC YoY	CPC Avg	Ad Depth YoY	Ad Depth
<b>Overall</b>	<b>27.57%</b>	<b>17.90%</b>	<b>28.44%</b>	<b>8.94%</b>	<b>2.38%</b>	<b>13.83%</b>	<b>\$1.59</b>	<b>-2.68%</b>	<b>4.40</b>
<b>Desktop</b>	<b>3.83%</b>	<b>-15.09%</b>	<b>-4.80%</b>	<b>12.11%</b>	<b>2.04%</b>	<b>3.14%</b>	<b>\$1.09</b>	<b>-2.90%</b>	<b>5.82</b>
<b>Mobile</b>	<b>47.72%</b>	<b>61.82%</b>	<b>59.09%</b>	<b>-1.69%</b>	<b>2.60%</b>	<b>9.07%</b>	<b>\$1.91</b>	<b>9.42%</b>	<b>3.72</b>
<b>Tablet</b>	<b>5.53%</b>	<b>0.40%</b>	<b>12.07%</b>	<b>11.63%</b>	<b>2.32%</b>	<b>2.16%</b>	<b>\$0.98</b>	<b>3.63%</b>	<b>5.47</b>

# Vehicle Towing: All Devices Auction metrics evolution



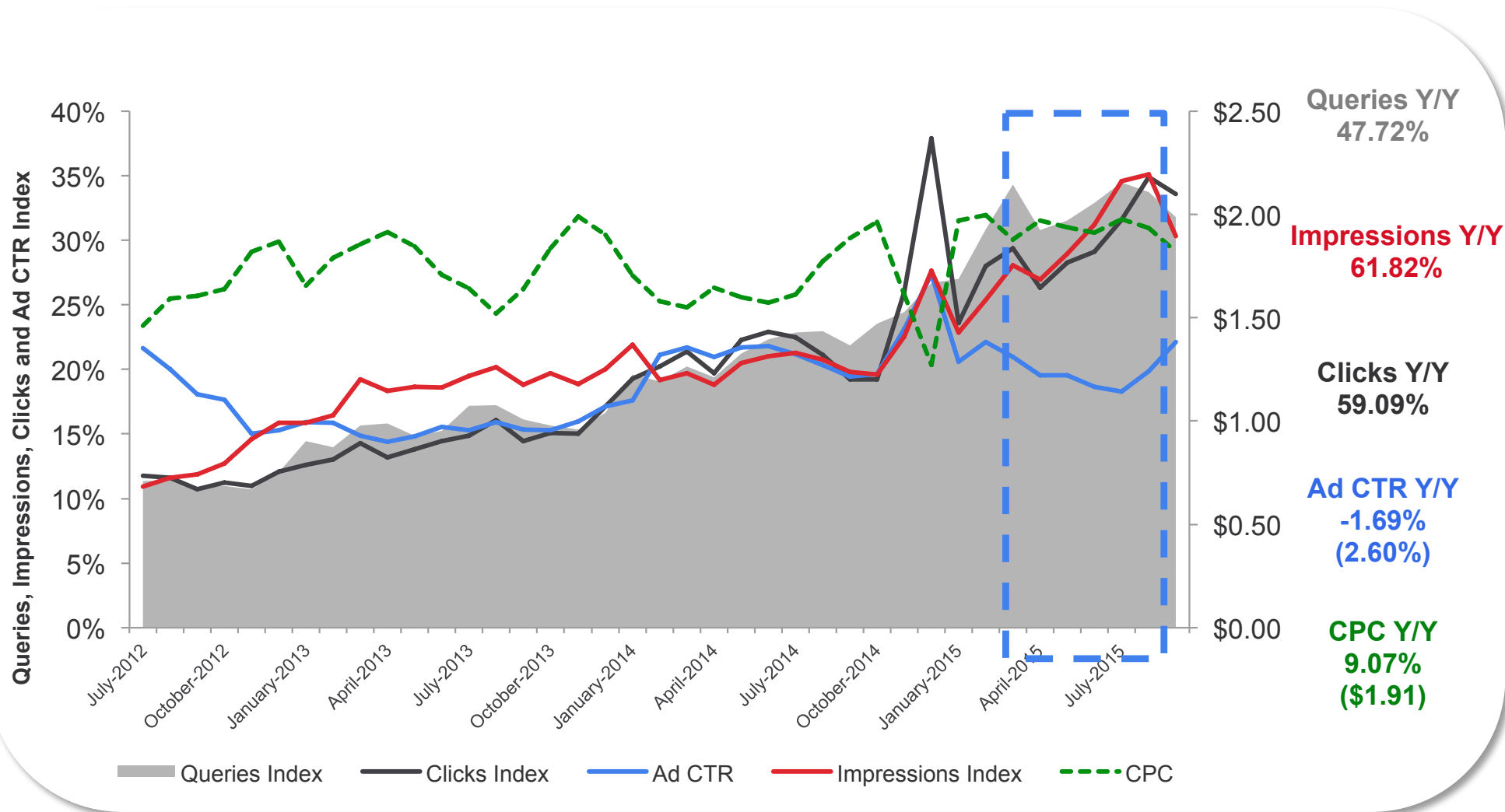
Source: Google internal search data, based on pre-categorised queries for the **Vehicle Towing**. Note: In-quarter metrics for Query Volume and Ad Depth are only available.

# Vehicle Towing: Desktop Auction metrics evolution



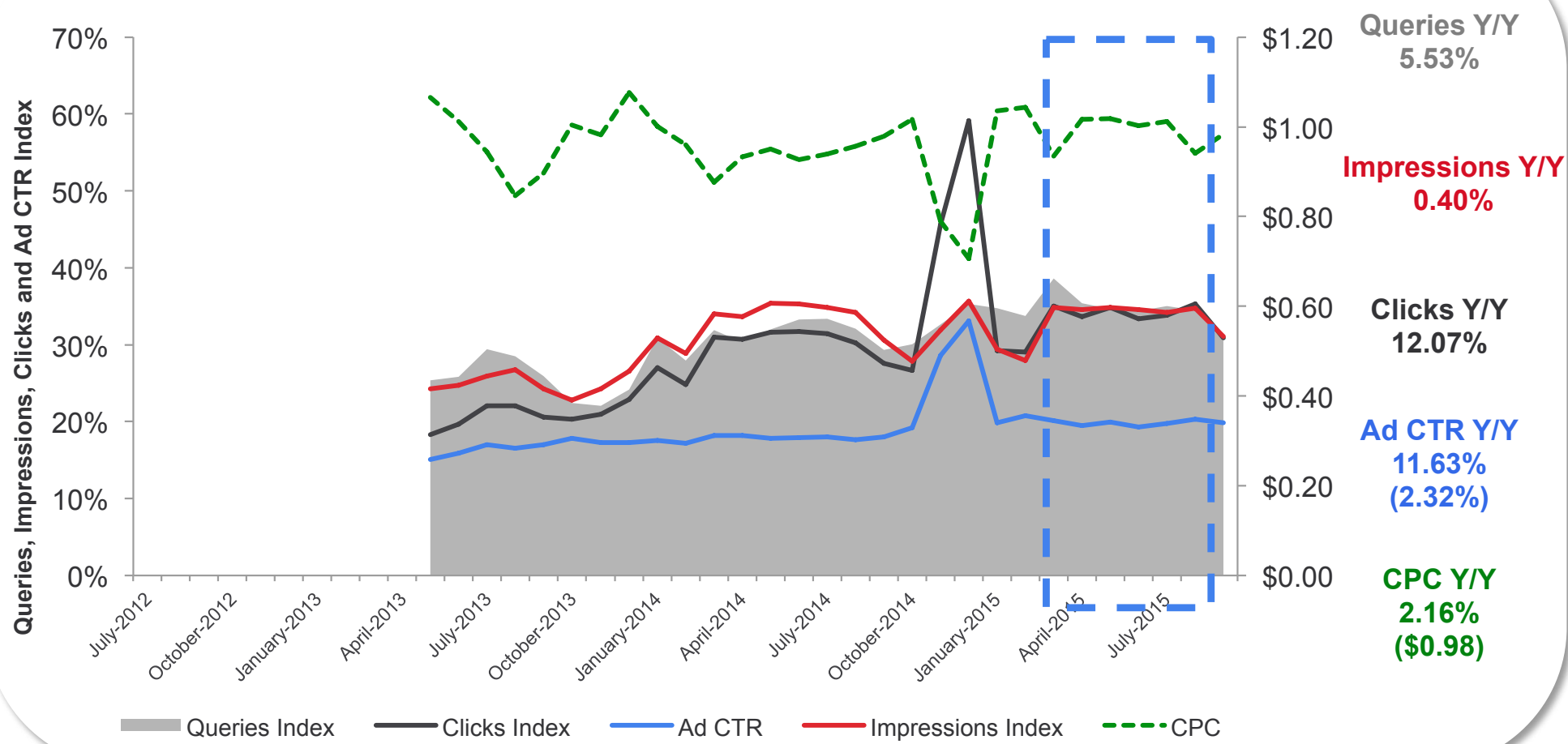
Source: Google internal search data, based on pre-categorised queries for the **Vehicle Towing**. Note: In-quarter metrics for Query Volume and Ad Depth are only available.

# Vehicle Towing: Mobile Auction metrics evolution



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

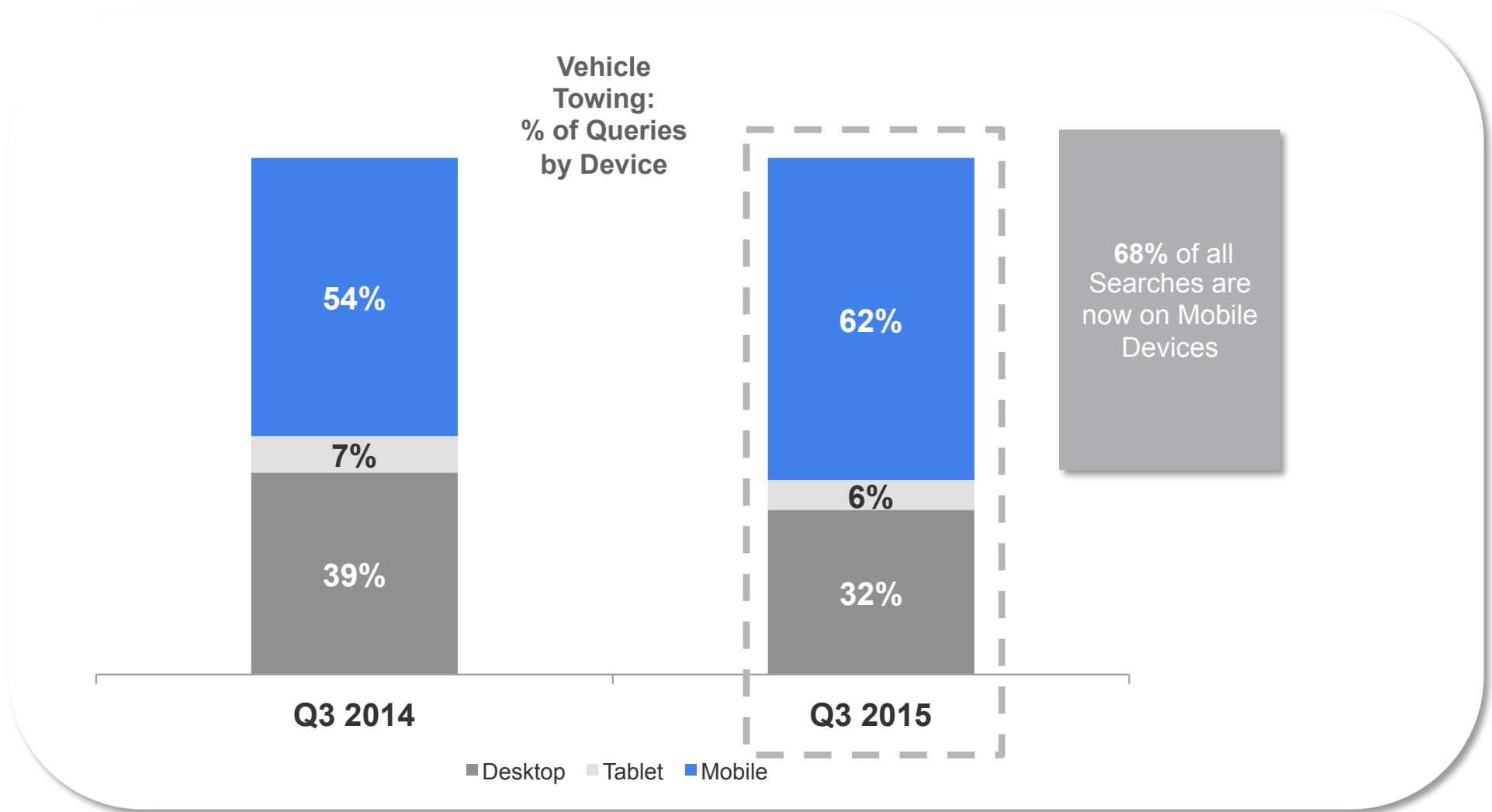
# Vehicle Towing: Tablet Auction metrics evolution



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



# Vehicle Towing: Cross Platform Search Trends



Thank You!

Hedges  
&  
Company.

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