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Vehicle Tires & Tire Parts

United States

Quarterly Update

Last Quarter: Q4 2015

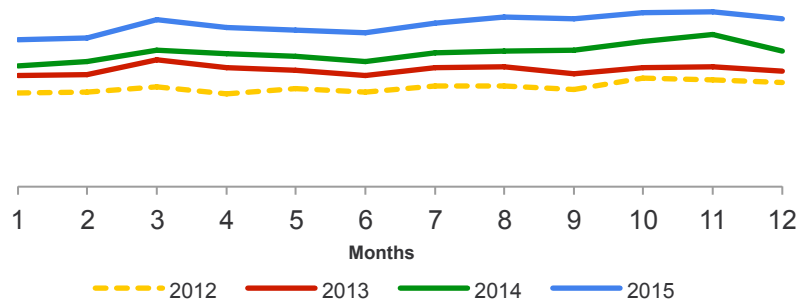
February 2016

Queries grew by **20%** in **Q4 2015** in the **Vehicle Tires & Tire Parts Category**

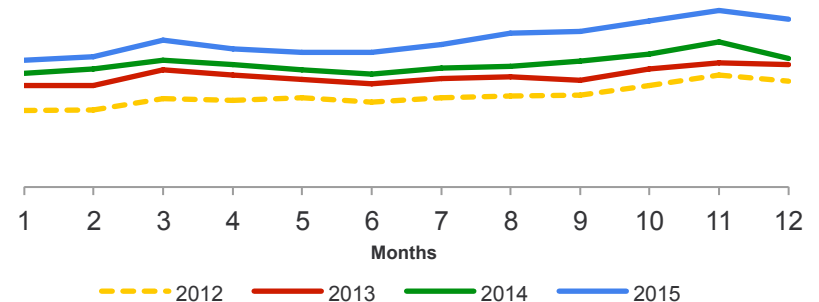
Desktop queries **declined by -1%**, while **Mobile** queries **grew by 42%** and **Tablet** searches **declined by -1%** YoY in the same period

Vehicle Tires & Tire Parts: Q4 2015 Auction Metrics Update

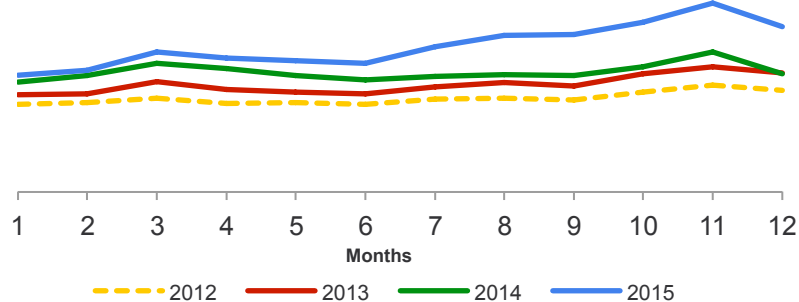
Queries (Q4 2015 Y/Y: 19.62%)



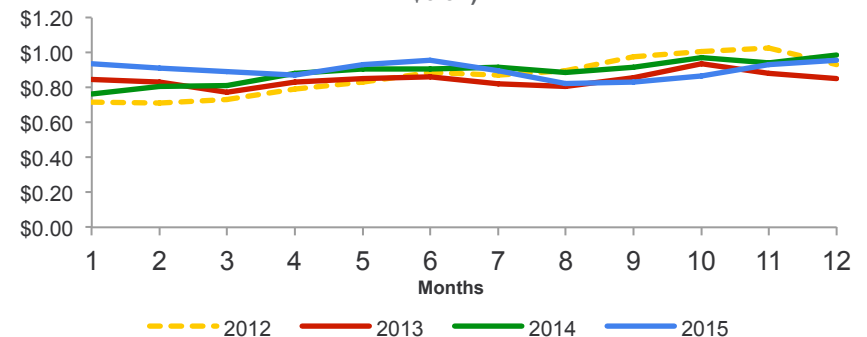
Impressions (Q4 2015 Y/Y: 25.76%)



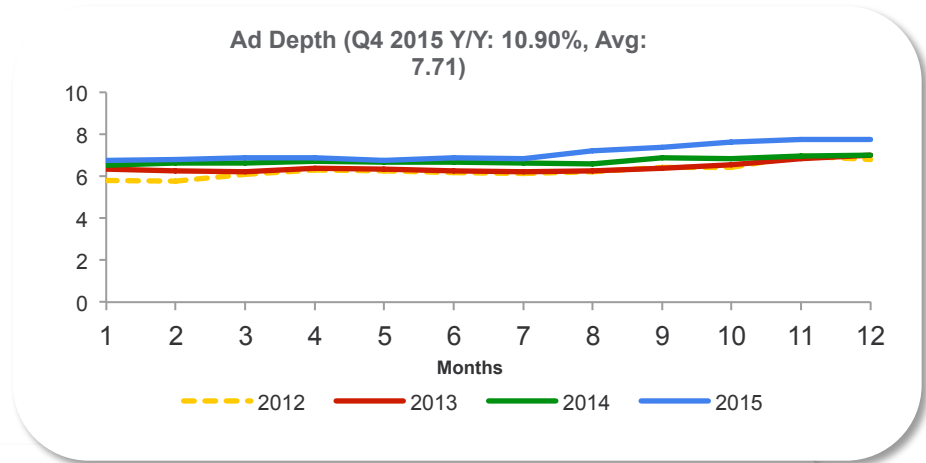
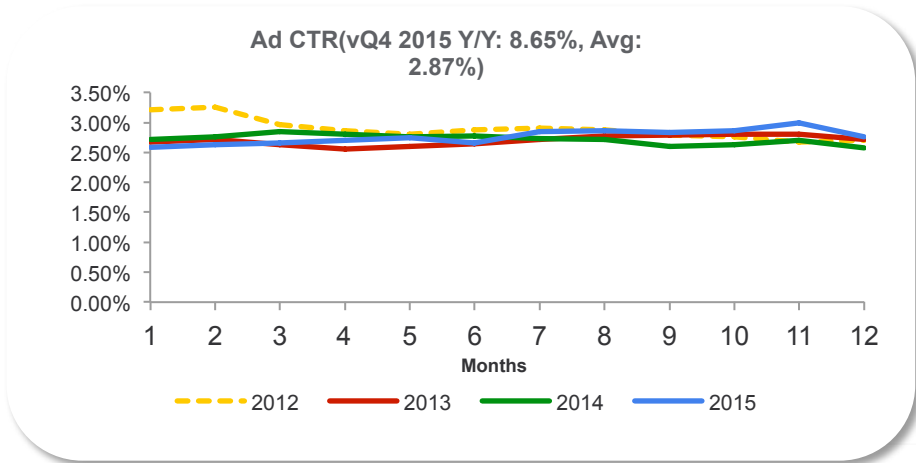
Clicks (Q4 2015 Y/Y: 36.64%)



Actual CPC (Q4 2015 Y/Y: -4.82%, Avg: \$0.92)



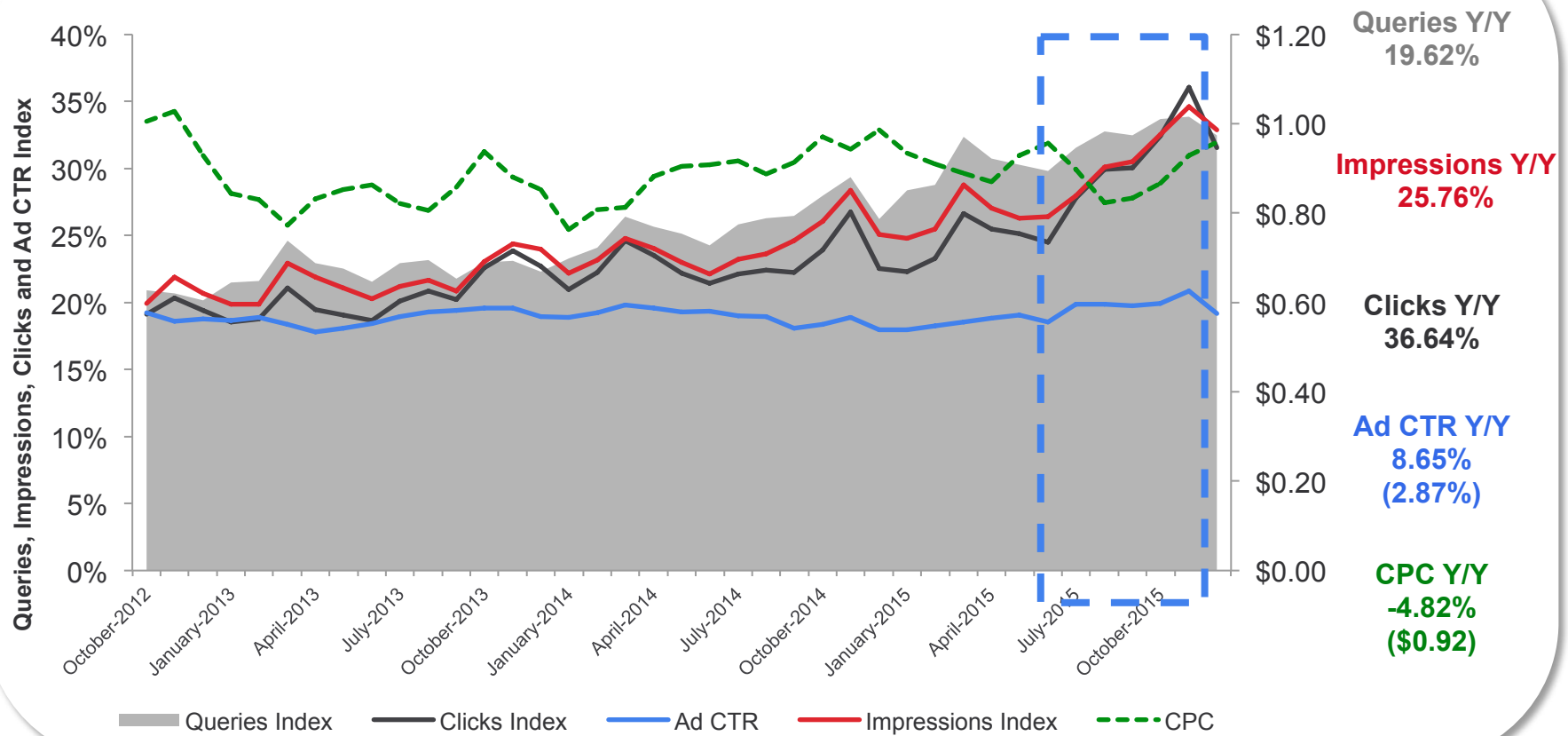
Vehicle Tires & Tire Parts: Q4 2015 Auction metrics update



Auction Stats by Platform: Q4 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	19.62%	25.76%	36.64%	8.65%	2.87%	-4.82%	\$0.92	10.90%	7.71
Desktop	-1.34%	-10.06%	-4.83%	5.82%	2.69%	3.99%	\$1.09	-0.52%	8.46
Mobile	41.84%	82.11%	101.06%	10.41%	2.96%	-3.80%	\$0.78	31.31%	7.17
Tablet	-1.34%	9.62%	12.84%	2.94%	3.13%	-1.29%	\$1.08	15.70%	8.24

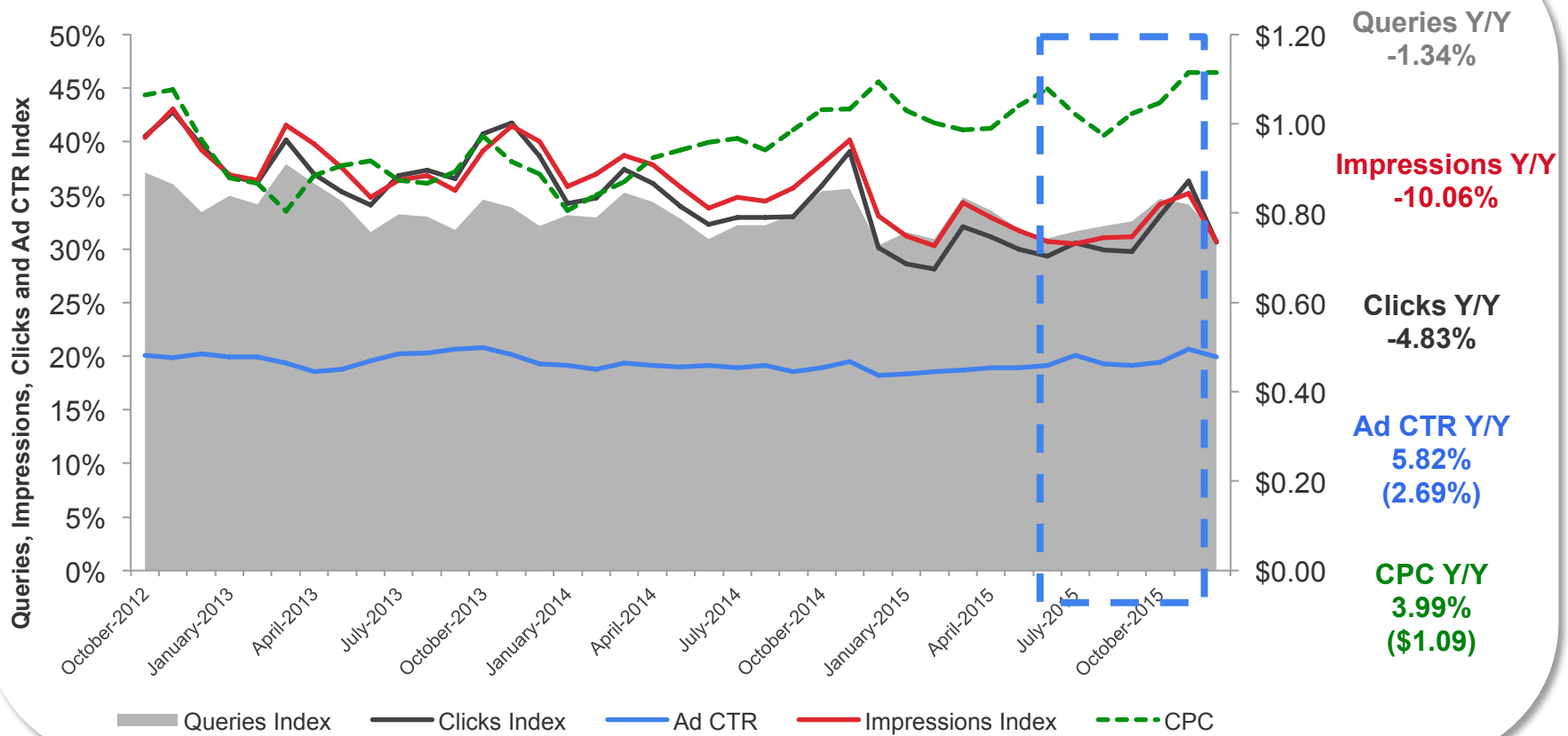
Vehicle Tires & Tire Parts: All Devices Auction metrics evolution



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

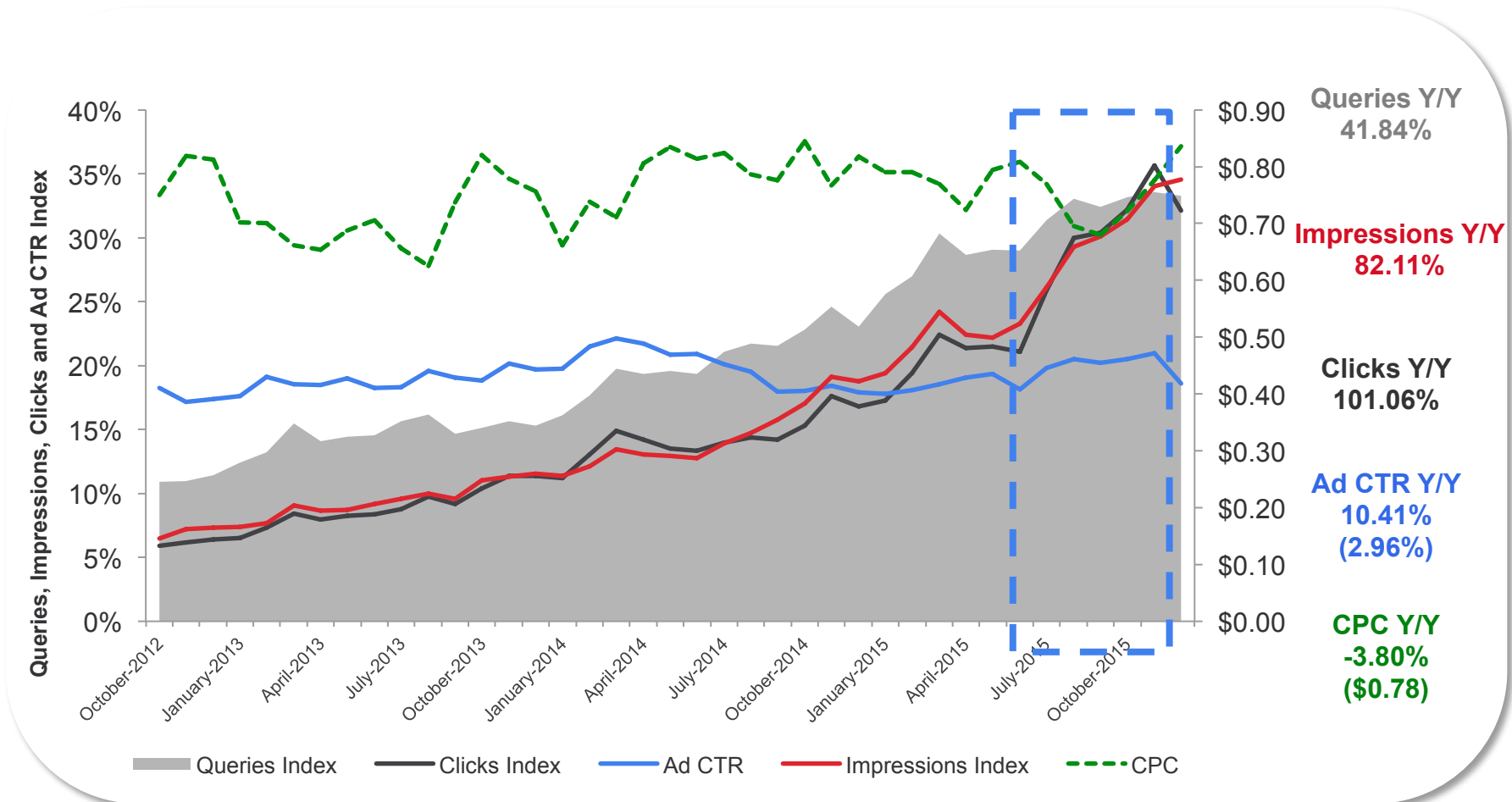
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Vehicle Tires & Tire Parts: Desktop Auction metrics evolution



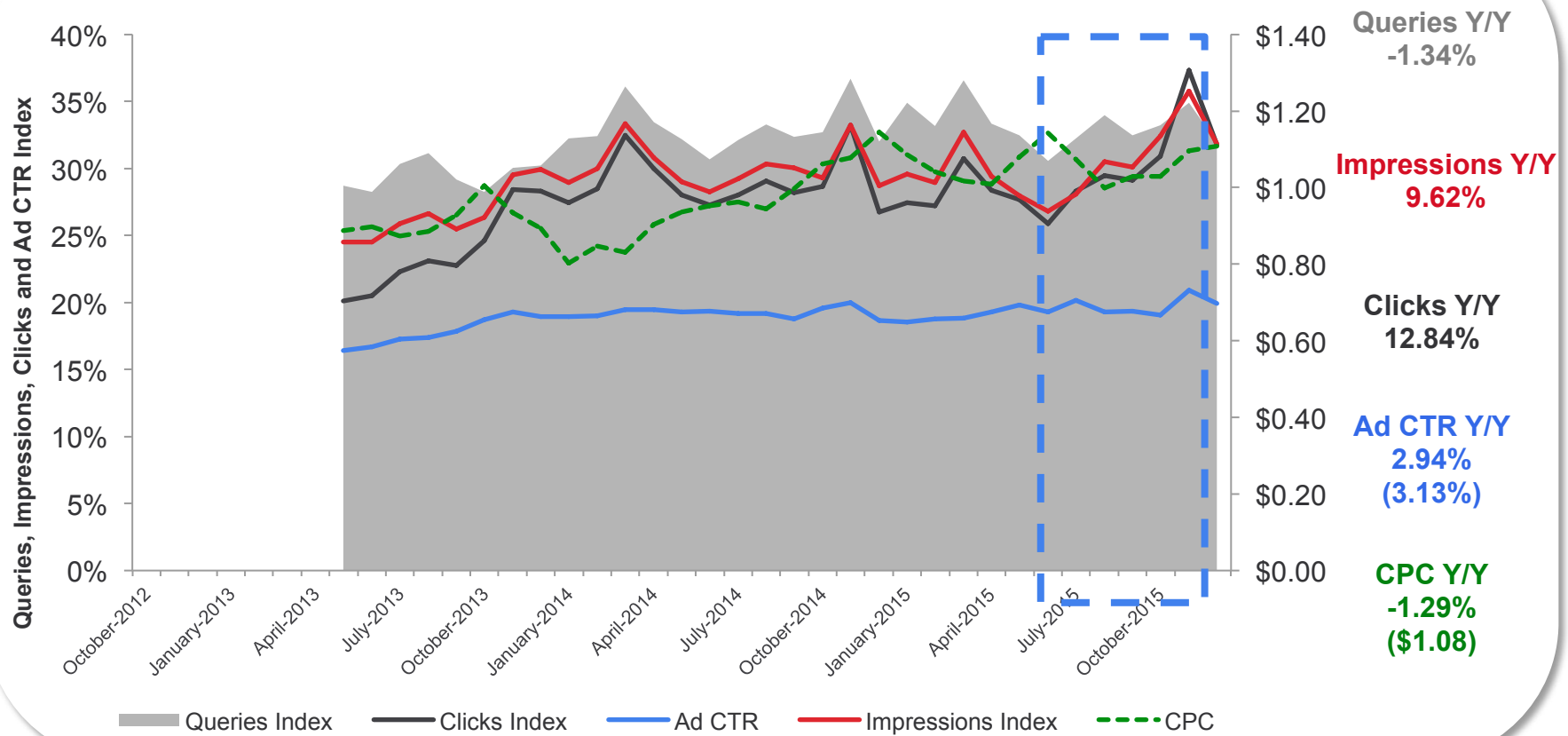
Source: Google internal search data, based on pre-categorised queries for the **Vehicle Tires & Tire Parts**. Note: In-quarter metrics for Query Volume and Ad Depth are only available.

Vehicle Tires & Tire Parts: Mobile Auction metrics evolution



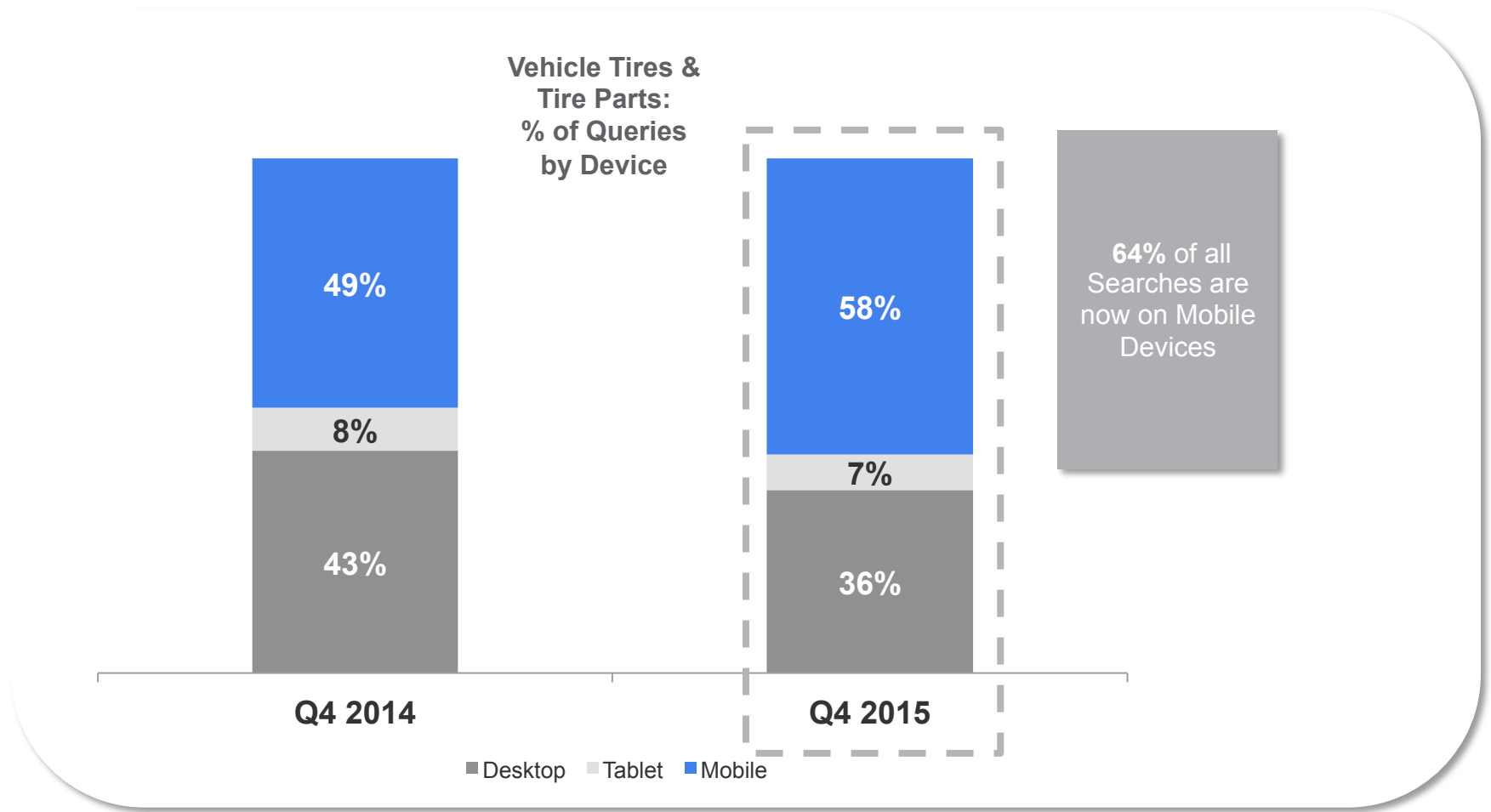
Source: Google internal search data, based on pre-categorised queries for the **Vehicle Tires & Tire Parts**. Note: In-quarter metrics for Query Volume and Ad Depth are only available.

Vehicle Tires & Tire Parts: Tablet Auction metrics evolution



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

Vehicle Tires & Tire Parts: Cross Platform Search Trends



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

Thank You!

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