View, Click, Impact!

Research Study in Germany: Performance of Mobile Search

May 2017
The most important results of the study

- Users navigate faster on smartphones than on desktop.
- Users on smartphones focus on the top positions.
- On smartphones, the top position (ad) in combination with an organic result leads to highest volume of clicks for a brand.
- Users associate the top position with well-known, popular and relevant brands.
- 1+1=3: The combination of paid and organic results has the strongest impact on recall and consideration.
On smartphones, users navigate faster...

13.7 sec

is the average view time of search results on smartphones before decisions (clicks) are made.

This time is ...

1.7 sec (11%) shorter compared to desktop.

eye square study [DE]: Performance of mobile search 2017 (Eye Tracking); N=189 participants, data points: Desktop N=650; Mobile N=975
...and pay attention mainly to the top positions.

![Smartphones view time ranking](image)

- Paid 1: 100
- Paid 2: 78
- Paid 3: 56
- Organic 1: ...
- Organic 2: ...
- Organic 3: ...
- Organic 4: ...
- Organic 5: ...
- Organic 6: ...
- Organic 7: ...
- Organic 8: ...
- Organic 9: ...
- Organic 10: ...

View time ranking (index)

54% of view time is spent on average on the top 3 positions.

---

Source: eye square study [DE] Performance of mobile search 2017 (Eye Tracking); N=189 participants. Data points: Mobile N=975

100 equals longest watch time compared to other positions, e.g. the second ad on smartphones receives 78% attention compared to the first ad.
The combination of paid and organic search creates synergies and the highest share of clicks.
Perception: The first position is associated with strong brands

Users (%) think that the top position is the most...

- 63% well-known brand
- 51% popular brand
- 47% relevant brand

Question: In the following you see some statements that could be made about the top position on the Google search results page. Please indicate to which degree you agree with these statements: (3 items) The most well-known/popular/relevant brand is on the top position. 5-point scale, Top 2 boxes.
Impact: Double brand exposure increases recall

For all KPIs regarding Recall a combination of paid and organic results performs best. Double brand exposure strengthens memory.

Search results in top positions are recalled significantly more often than others.

☆☆ = significant difference compared to control group
The consideration to purchase is positively impacted, too

The combination of paid and organic search results can even significantly increase the impulse to purchase.

Starred values indicate a significant difference compared to the control group.

Indexed against control group = 100
Methodology
### Study design

#### 1. Ad-effectiveness experiment

Participants are searching products on their smartphone and are exposed to ads and organic results of the tested brands. The effect of the ads and the organic results is tested afterwards by a survey.

#### 2. Eye-tracking study

Perception of ads and organic results on smartphone and desktop are compared.

---

The study was conducted by the research agency eye square, commissioned by Google.

**Basis:** Online population Germany 18-64 years (use Google search, also on their smartphone)
In cooperation with the following participating brands:

- Conrad
- Gravis
- HRS
- StepStone
- Volkswagen

Product categories included in the study:
- Hotel booking platforms
- Online retailers for Apple products
- Electronics online retailers
- Online job boards
- SUVs
Thank you for your attention.