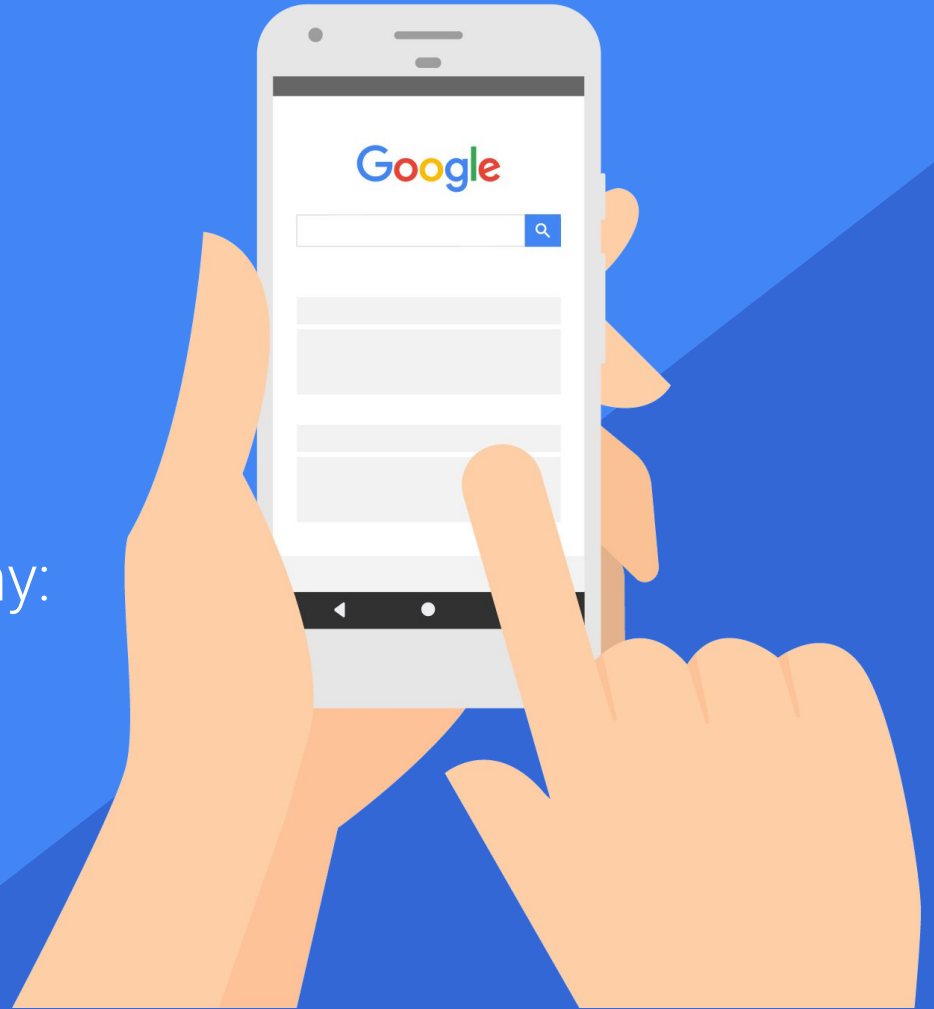


View, Click, Impact!

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



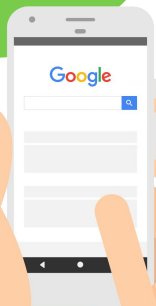
On smartphones, the top position (ad) in combination with an organic result leads to highest volume of clicks for a brand



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...

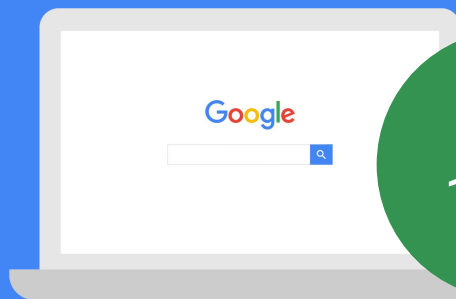
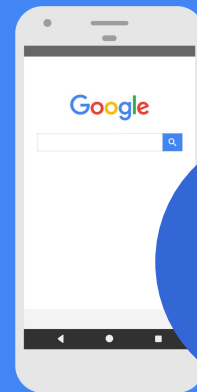
13.7 sec

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

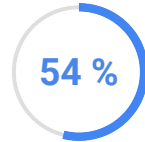
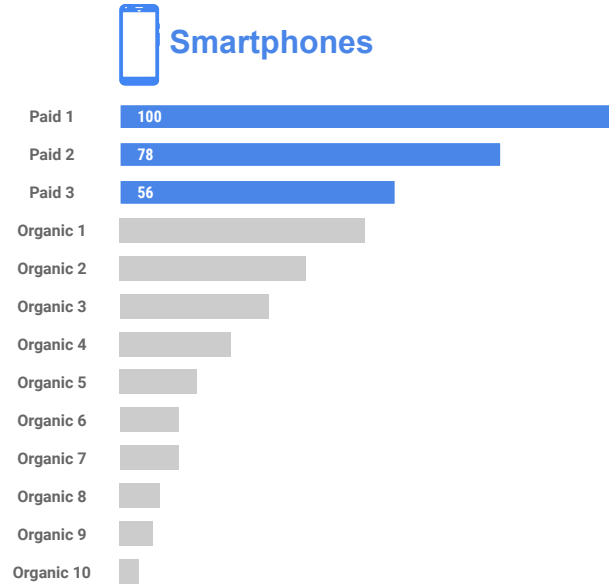
This time is ...

1.7 sec (11%)

shorter compared to desktop.



...and pay attention mainly to the top positions.

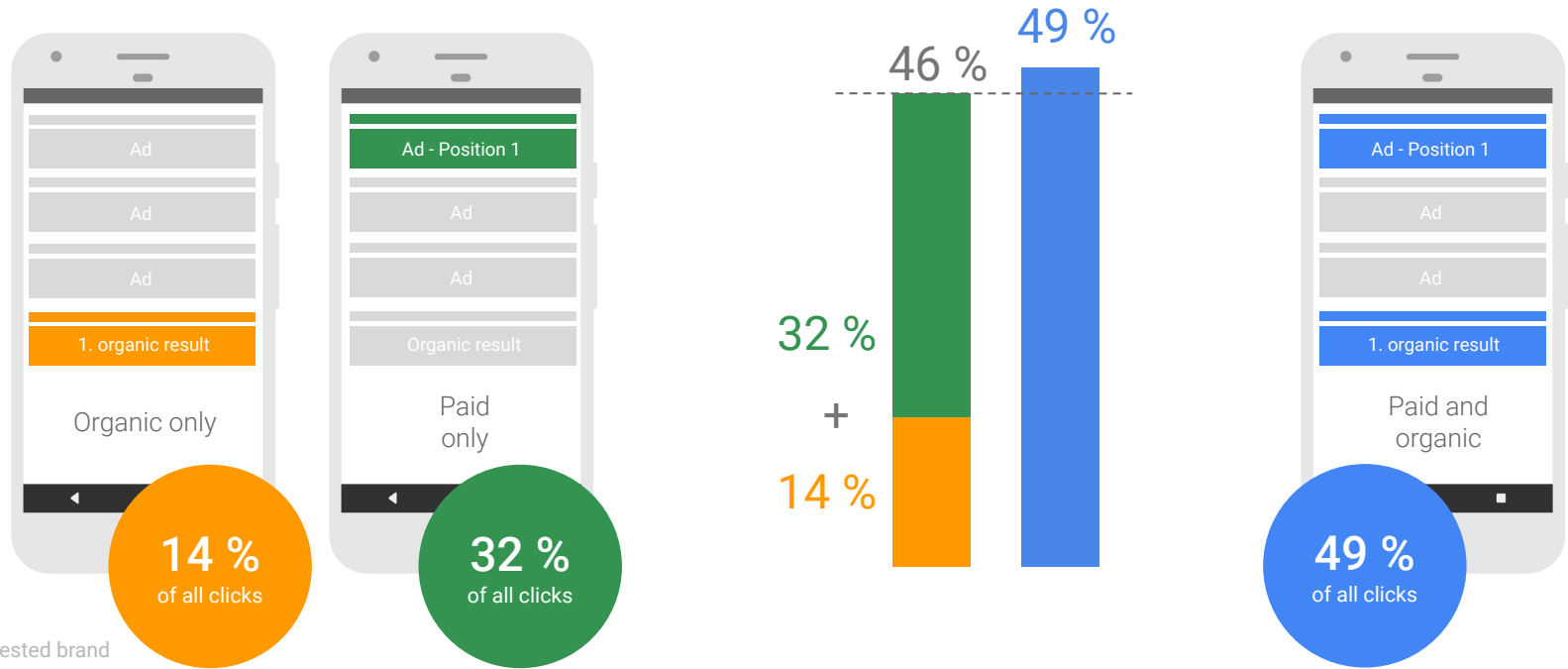


of view time is spent on average on the top 3 positions

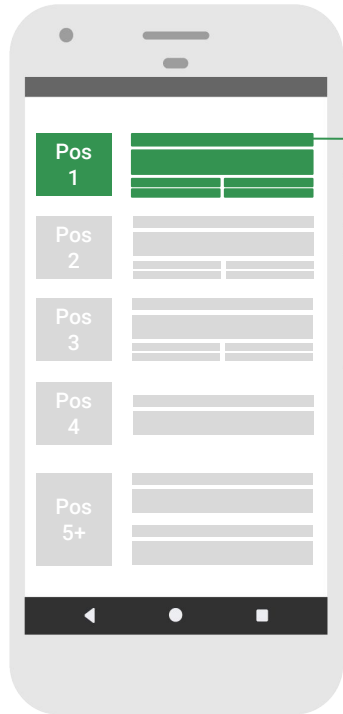


View time ranking (index)

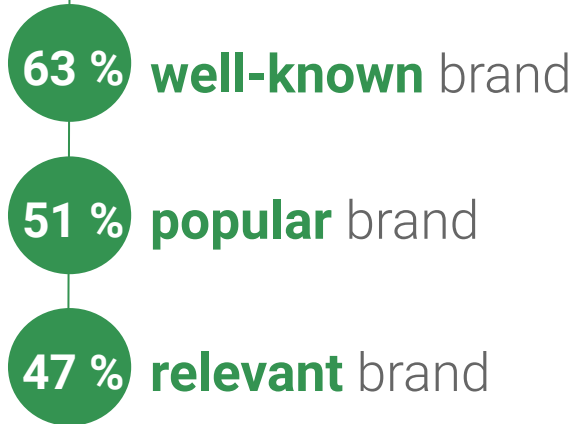
The combination of paid and organic search creates synergies and the highest share of clicks



Perception: The first position is associated with strong brands



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



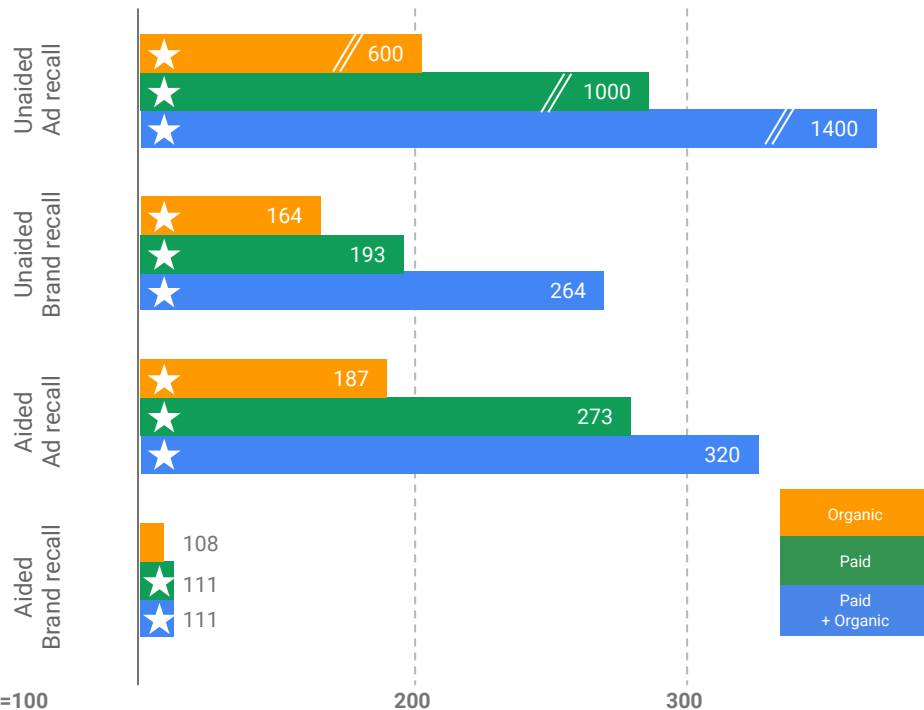
Impact: Double brand exposure increases recall

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

Indexed against control group =100

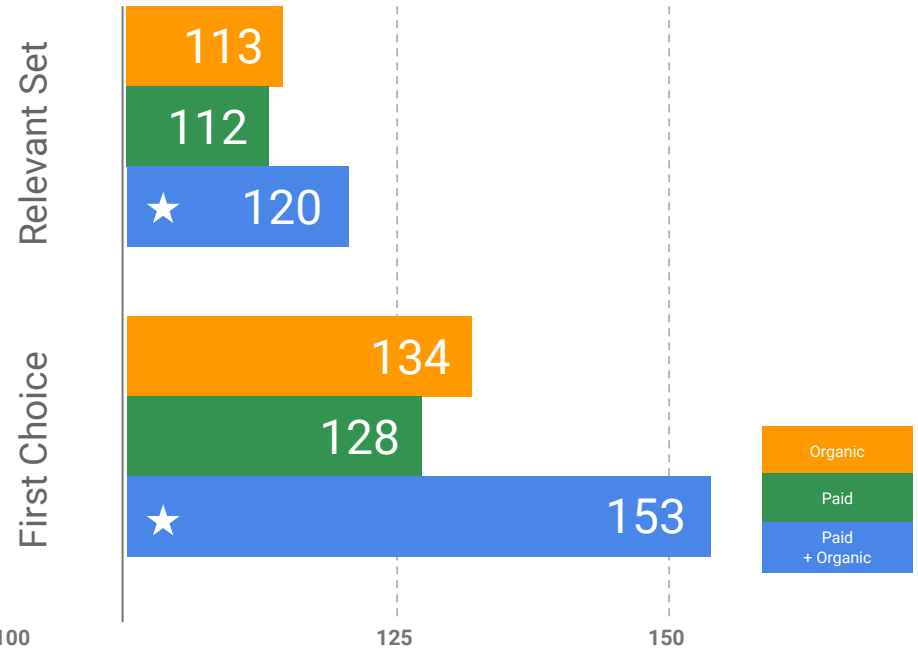


The consideration to purchase is positively impacted, too

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

☆ = significant difference compared to 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.

Experiment,
Mobile only, via
online access
panel
n=1017 persons

Instruction and search task

The participants conduct four search queries on Google.de via their smartphone.



Questionnaire

The participants fill out an online survey afterwards.



Control group

Tested brand is not visible



SEO only

Tested brand as first organic result



SEM only

Tested brand as first AdWord



SEO+SEM

Tested brand as first AdWord and first organic result



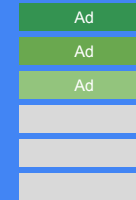
Eye tracking,
Mobile und
desktop (lab)
n=189 persons

Participants interact with 10 different search result pages (10 search tasks) ...



... with the same structure:

3 ads
and
organic
results



on a
smartphone



or

on a
desktop



Basis: Online population Germany 18-64 years (use Google search, also on their smartphone)

In cooperation with the following participating brands



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.



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