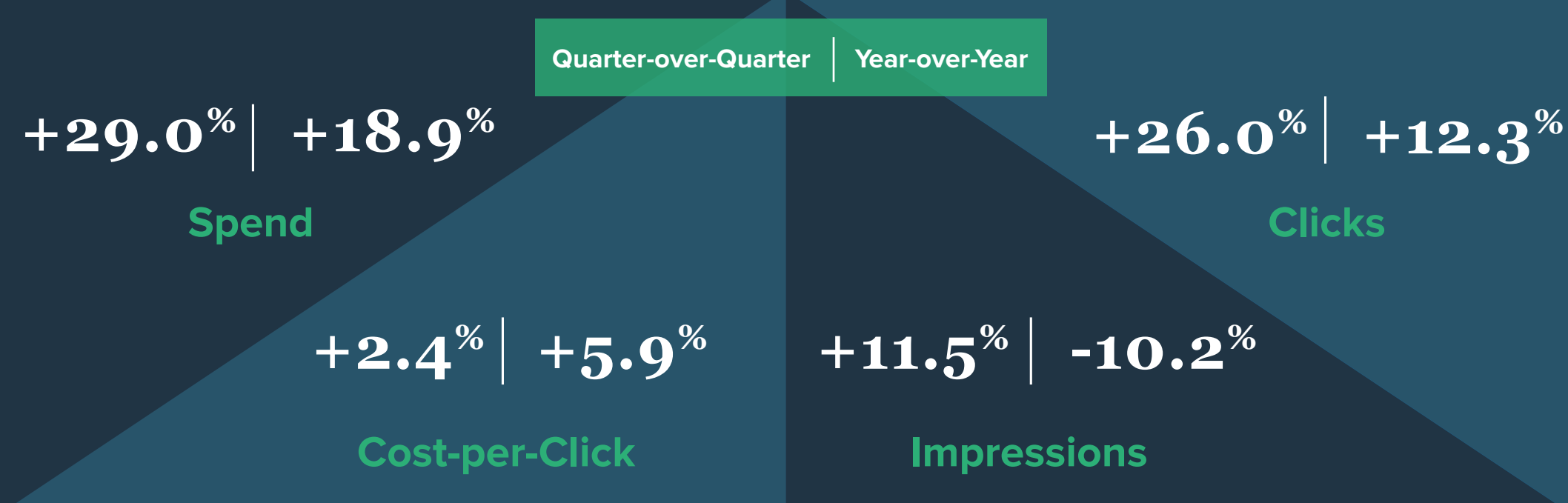


Q4 2013 *Global* SEARCH ADVERTISING TRENDS

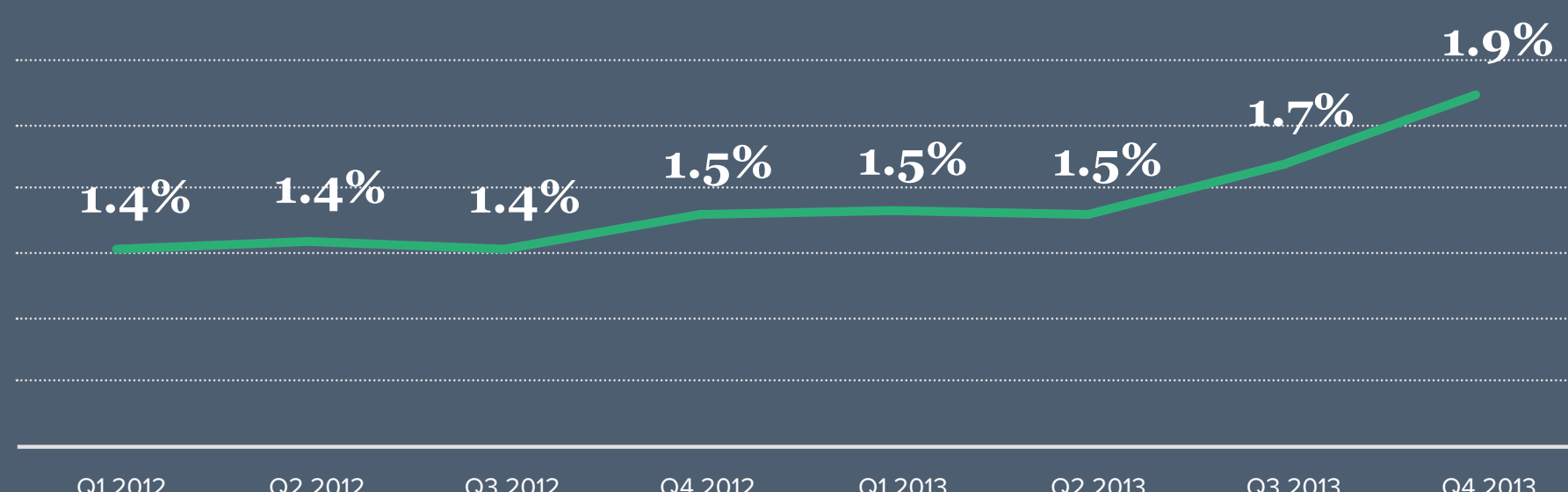
Q4 2013 was the biggest quarter in paid search history fueled by another record-setting end-of-the-year online shopping season:

- ▶ Marketers **spent more** in Q4 2013 than any other quarter on record with a 19% Year-over-Year (YoY) and 29% Quarter-over-Quarter (QoQ) lift.
- ▶ Search marketers **improved overall efficiency**, driving more clicks with fewer impressions. This yielded a 13% QoQ increase in click-through rate globally.
- ▶ Global average **Cost-per-Click has leveled off** after some volatility throughout the year largely attributed to Google's enhanced campaigns.

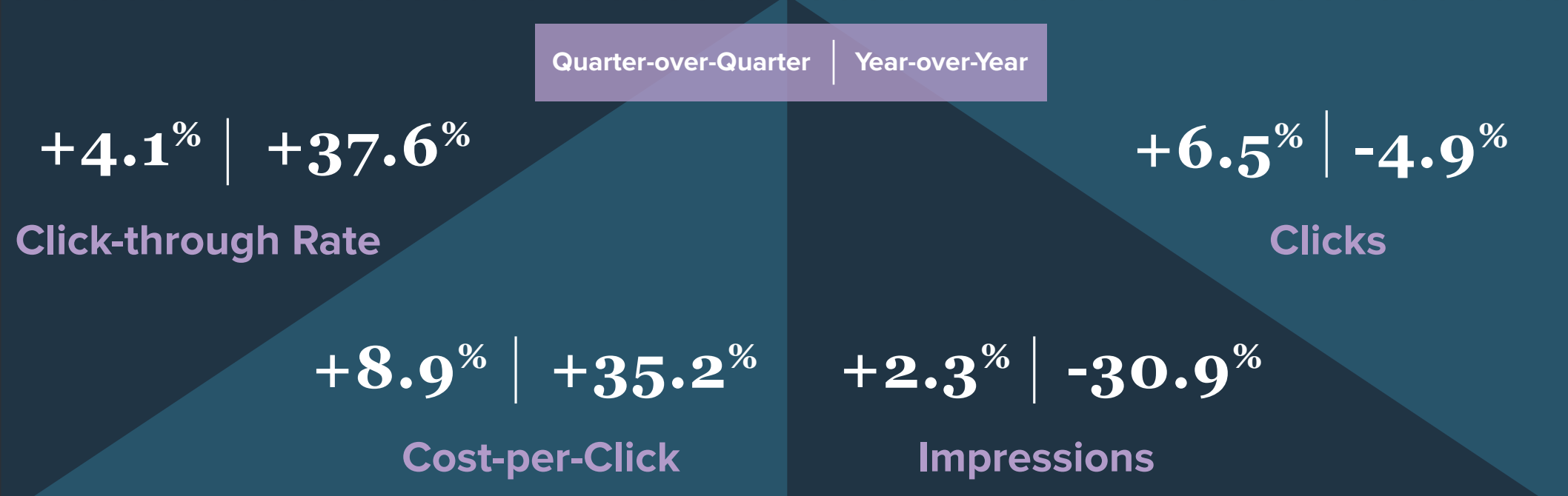
Global



Quarterly Global Click-through Rate



Asia Pacific Japan (APJ)



QoQ Spend

+15.96%

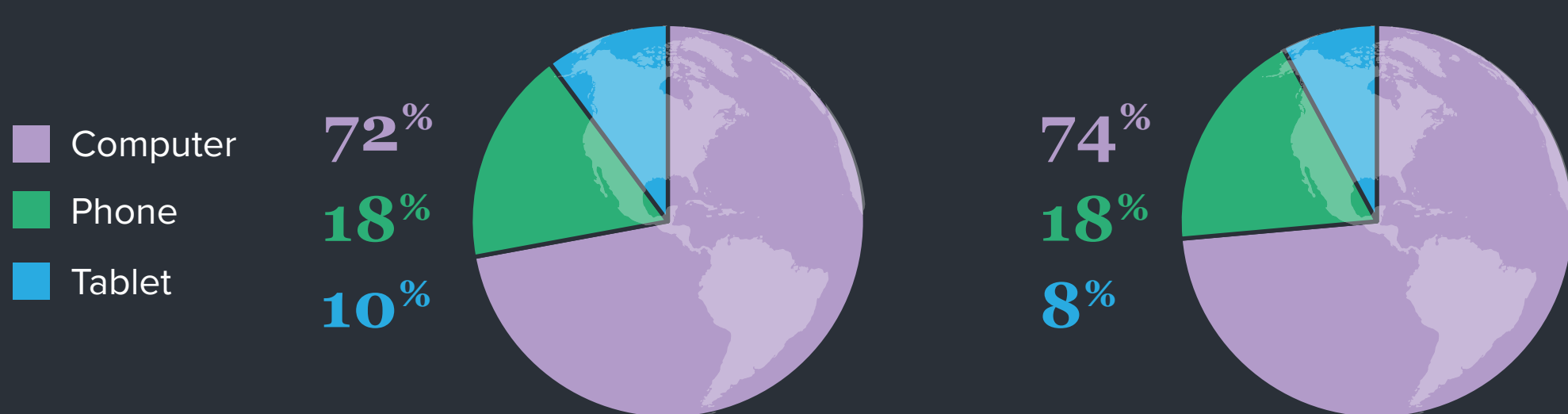
YoY Spend

+28.58%

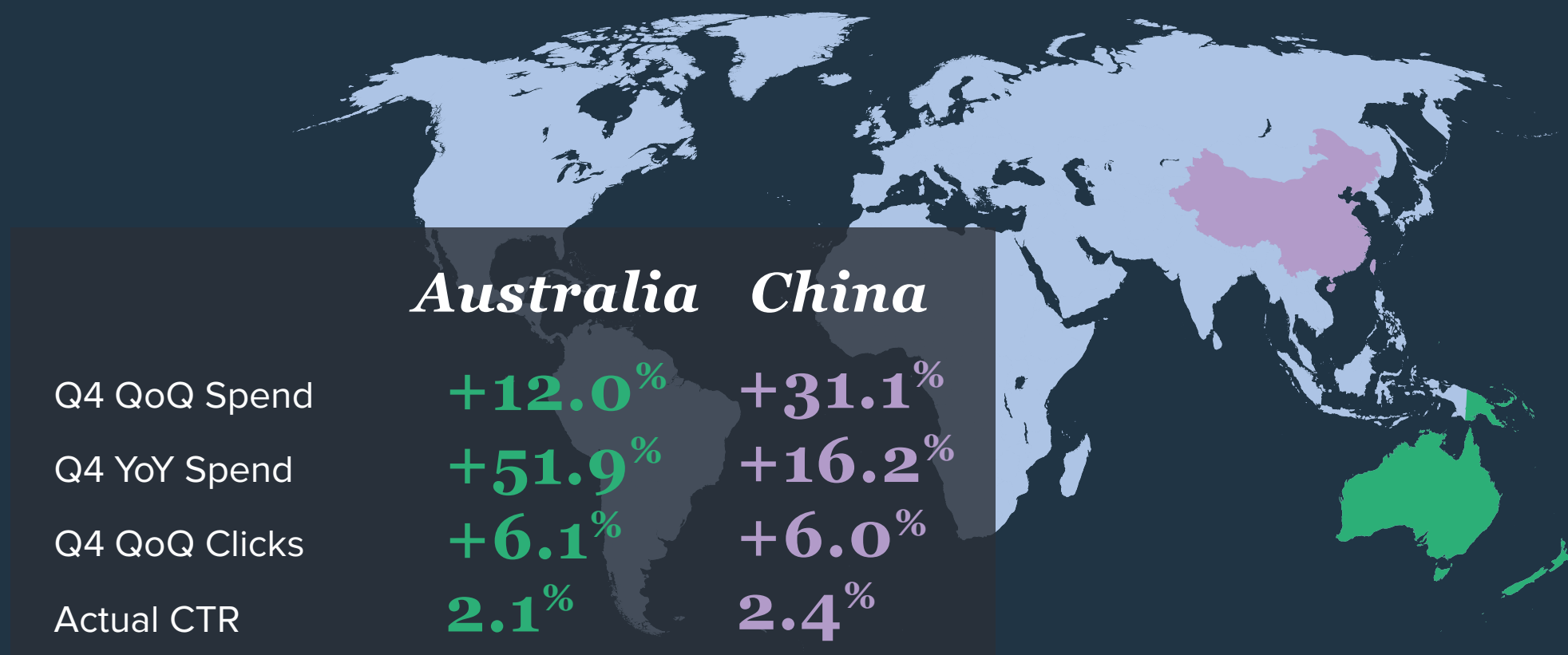
Insight: More clicks at higher CPCs drove overall spend in the APJ region 16% higher from Q3 to Q4.

Q4 Paid Search Spend by Device

Q4 Paid Search Clicks by Device



Country



Tip: Both Australia and China grew 6% in overall click volume, with increased CPCs in China contributing to higher QoQ growth in spend.

Kenshoo.com/GlobalSearchTrends

Data points reflect more than \$5 billion in global paid search advertising spend across a representative sample of advertisers and agencies using Kenshoo. Note: There may be variations in past and future reports published by Kenshoo as the rolling data set is dynamic each new quarter.