



2014

Americas

SEARCH ADVERTISING TRENDS

Quarter-over-Quarter (QoQ) | Year-over-Year (YoY)

0% | **+1%**

Cost-per-Click

-16% | **+11%**

Spend

-26% | **+13%**

Advertiser Revenue

-17% | **-16%**

Impressions

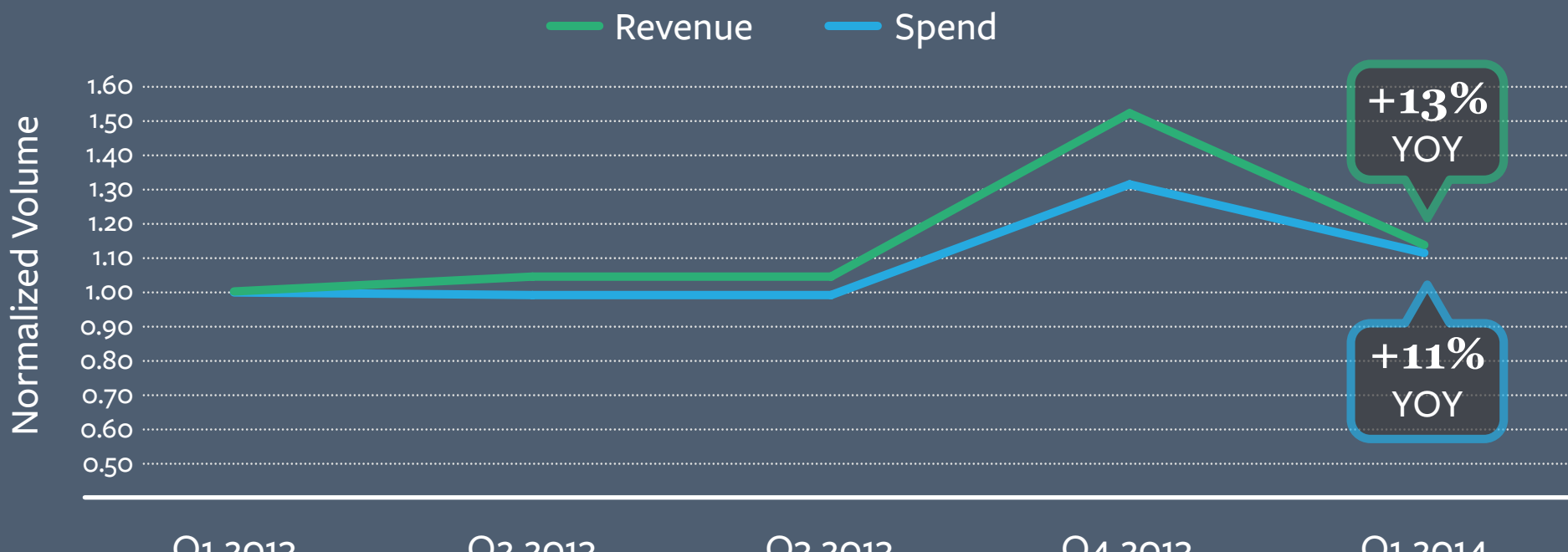
-15% | **+10%**

Clicks

+2% | **+31%**

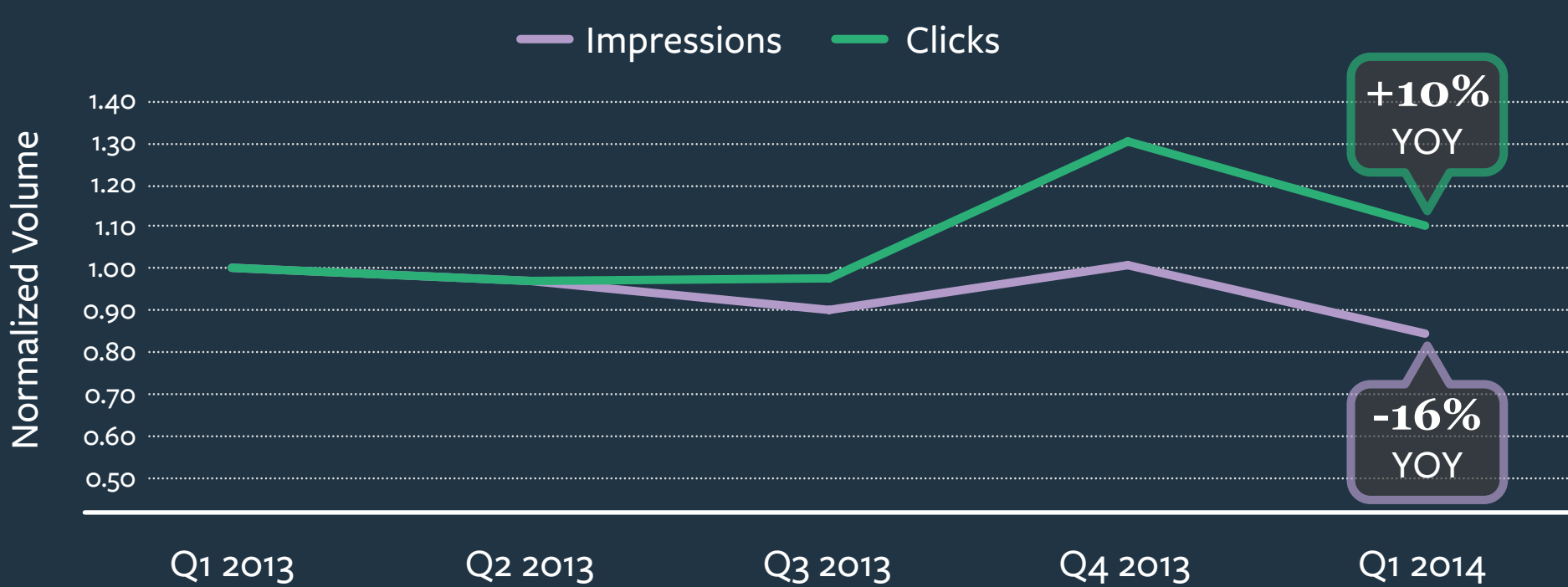
Click-through Rate

Americas Search Advertising Spend and Revenue



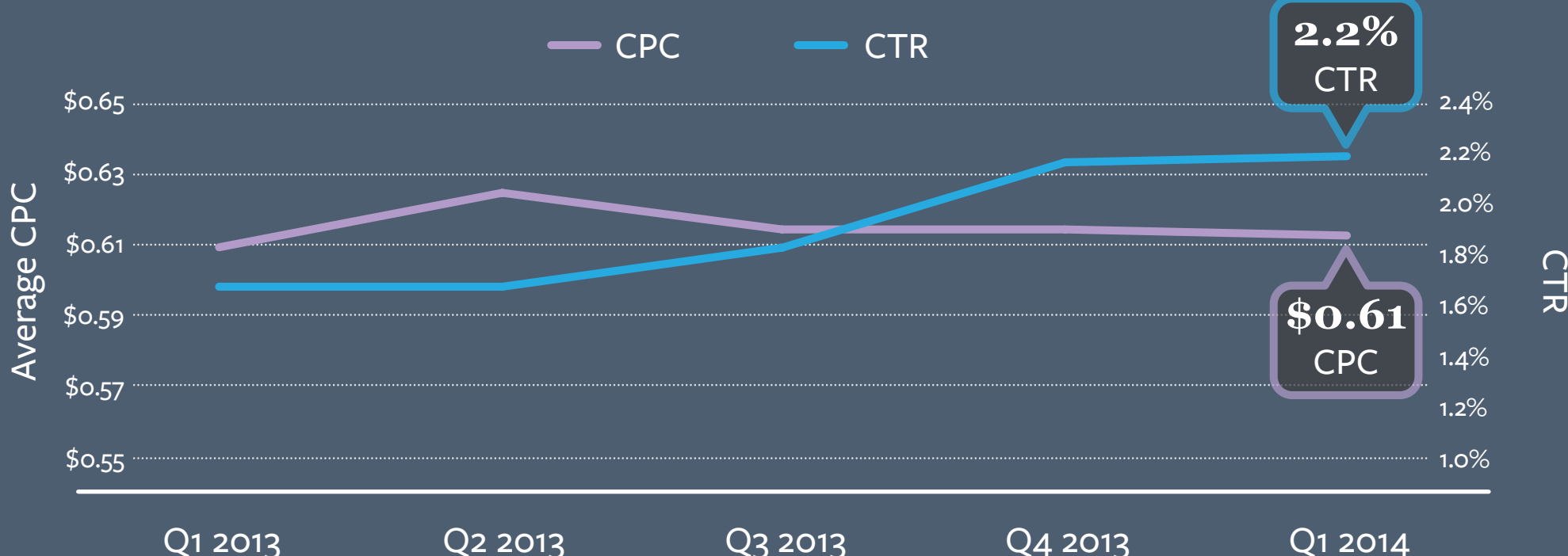
With advertiser revenue growing faster than spend in the Americas, paid search return on investment continues to improve as marketers leverage advanced technology platforms to automate campaigns and meet business goals.

Americas Search Advertising Impressions and Clicks



American marketers are spending their search dollars more effectively and generating more traffic (clicks) despite decreasing impressions by selecting the most relevant keywords to capture consumer intent.

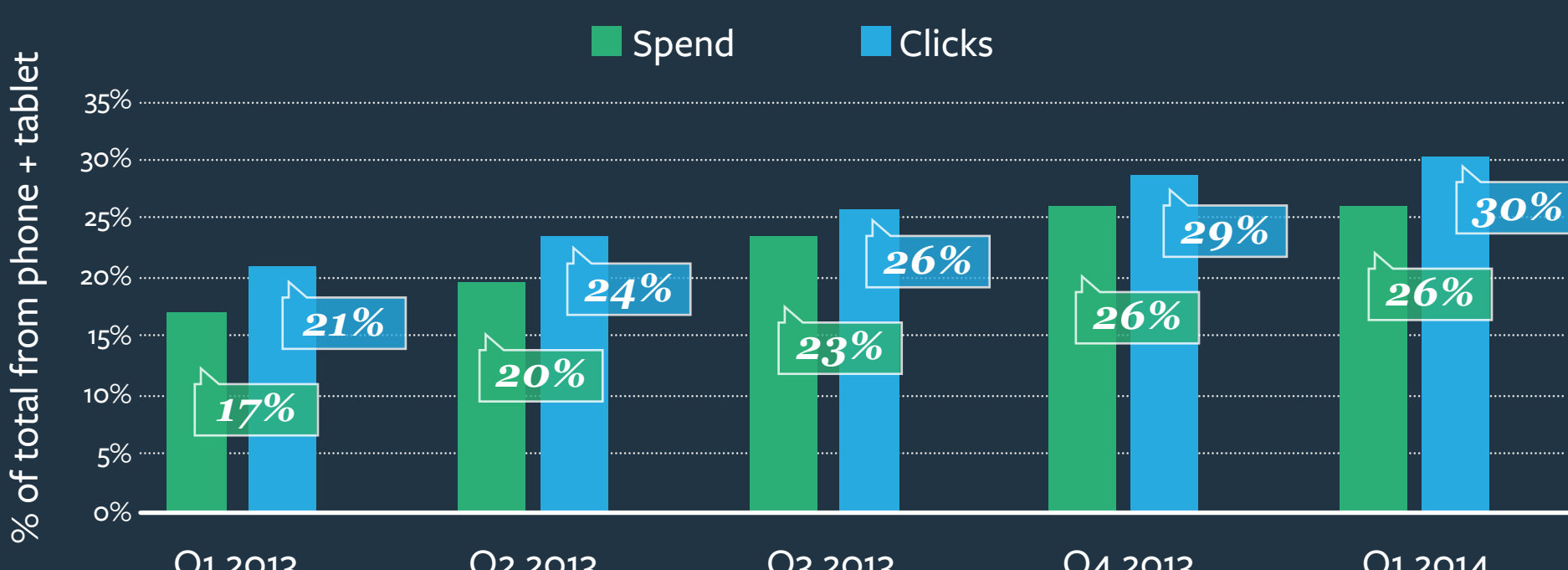
Americas Search Advertising Cost-per-Click and Click-through Rate



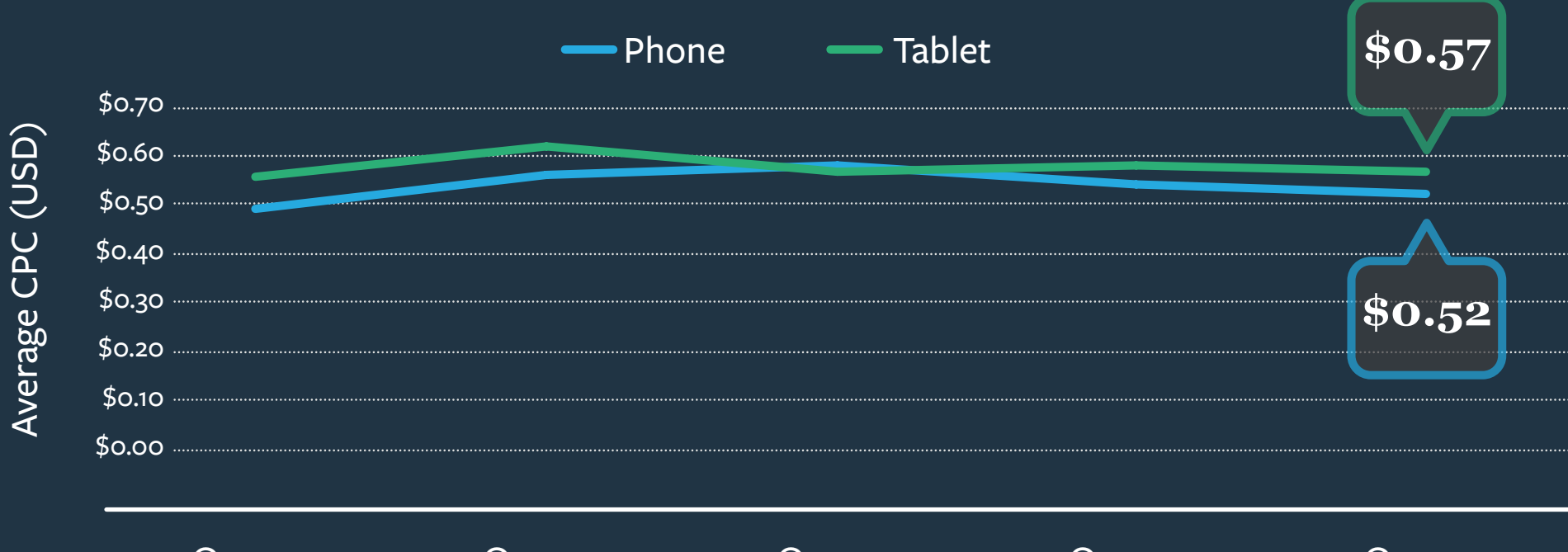
As paid search advertisers in the Americas become more sophisticated and search engine networks improve their matching algorithms, click-through rate has reached an all-time high.

Mobile

U.S. Search Advertising Share of Spend and Clicks from Mobile Devices

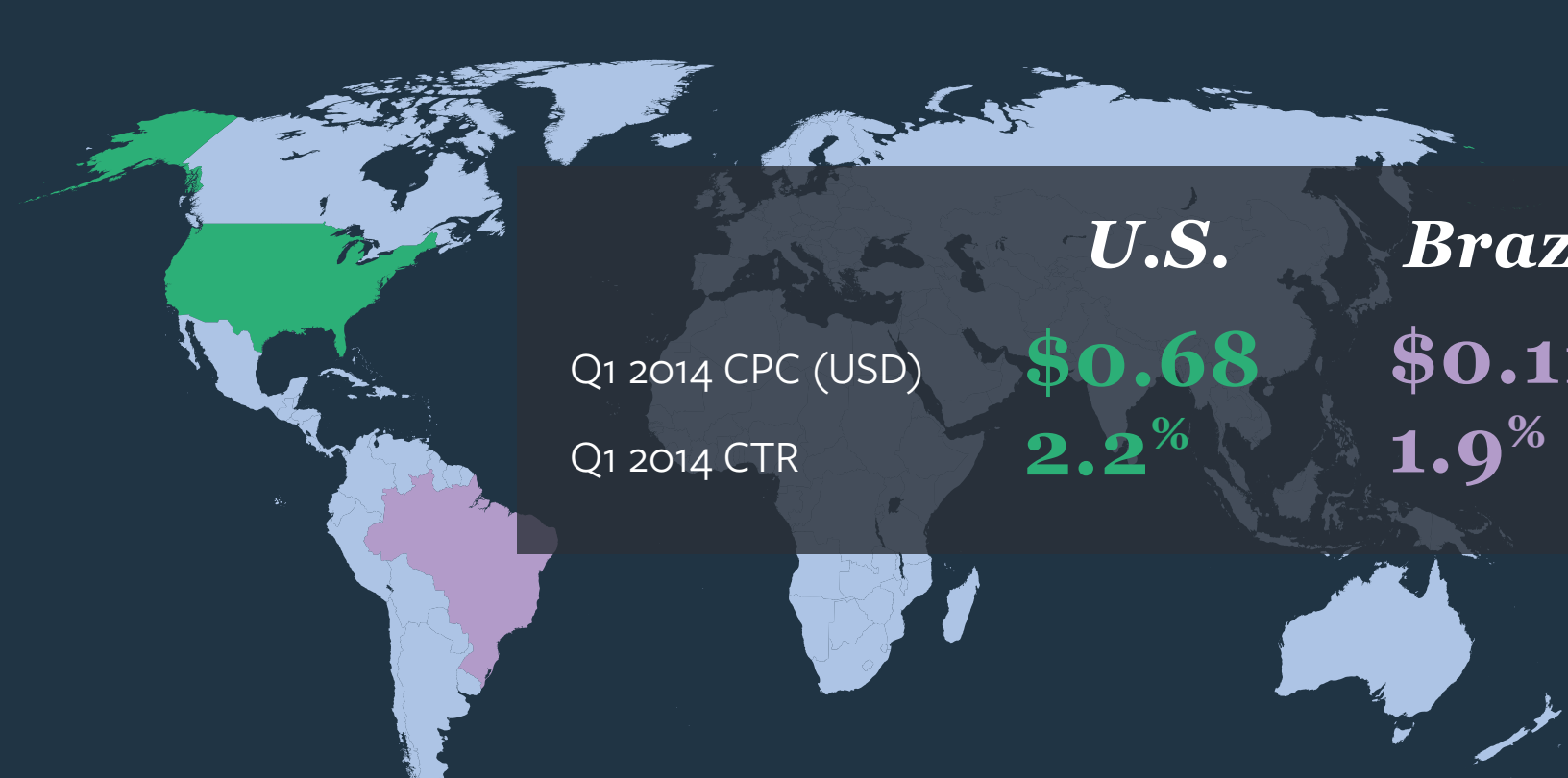


U.S. Search Advertising Mobile Cost-per-Click Rates by Device



Mobile click volume continues to outpace spending on these platforms, which means U.S. marketers have yet to identify the full value of phone and tablet clicks.

Country-Level Cost-per-Click and Click-through Rate



CPC in Brazil is 54% lower YoY, reflecting opportunity for marketers to capture more click-share without significant budget increases.

Kenshoo.com/GlobalSearchTrends

Info@Kenshoo.com

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Data points reflect more than 175 billion search ad impressions on search engines such as Google, Bing, Yahoo, Baidu, and Yahoo Japan across a sample of advertisers and agencies using Kenshoo in the Americas region for the past 5 quarters.

For spend/revenue and impressions/clicks charts, volume metrics have been normalized to a factor of 1 based on the initial volume for the first quarter of data. Data points from subsequent quarters are based on a multiplier from the first quarter. For example, 3.1 means that volume is 210% greater than volume on the initial quarter measured.

Note: There may be variation in numbers for past or future research published by Kenshoo as the rolling data set is dynamic for each new quarter.