



2014

Europe, Africa & Middle East (EMEA) SEARCH ADVERTISING TRENDS

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

-3% | +8%

Cost-per-Click

-13% | +8%

Spend

-26% | -15%

Advertiser Revenue

-8% | -23%

Impressions

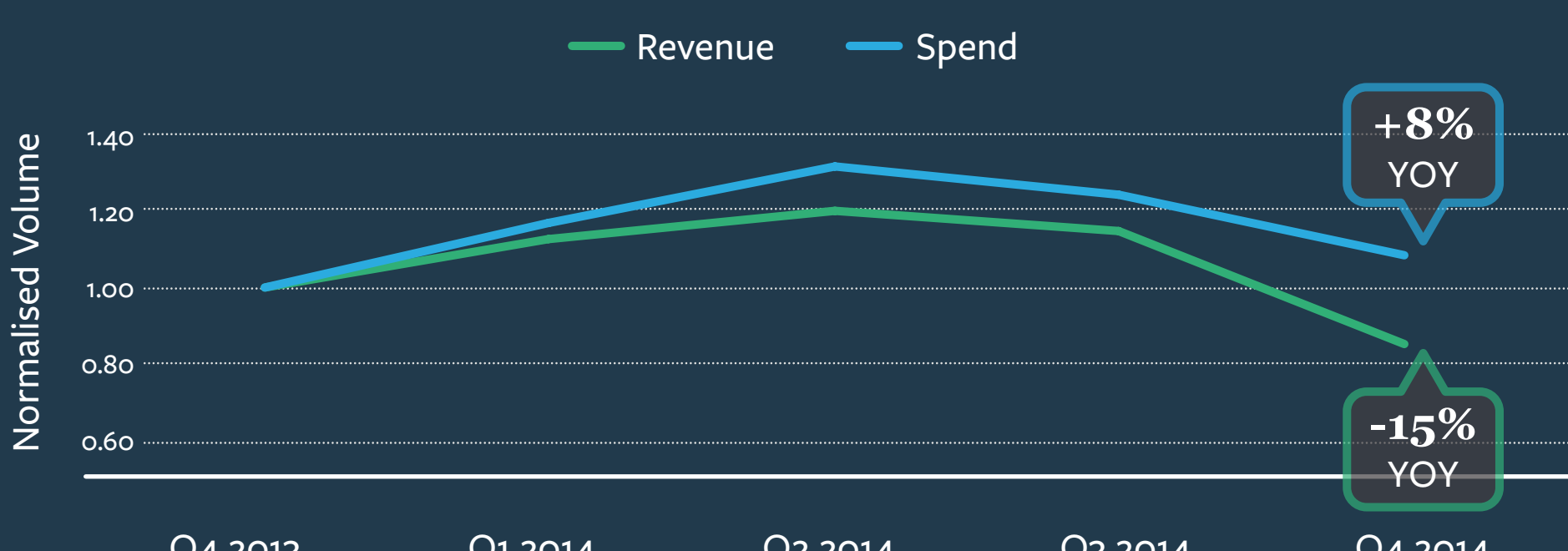
-10% | 0%

Clicks

-3% | +31%

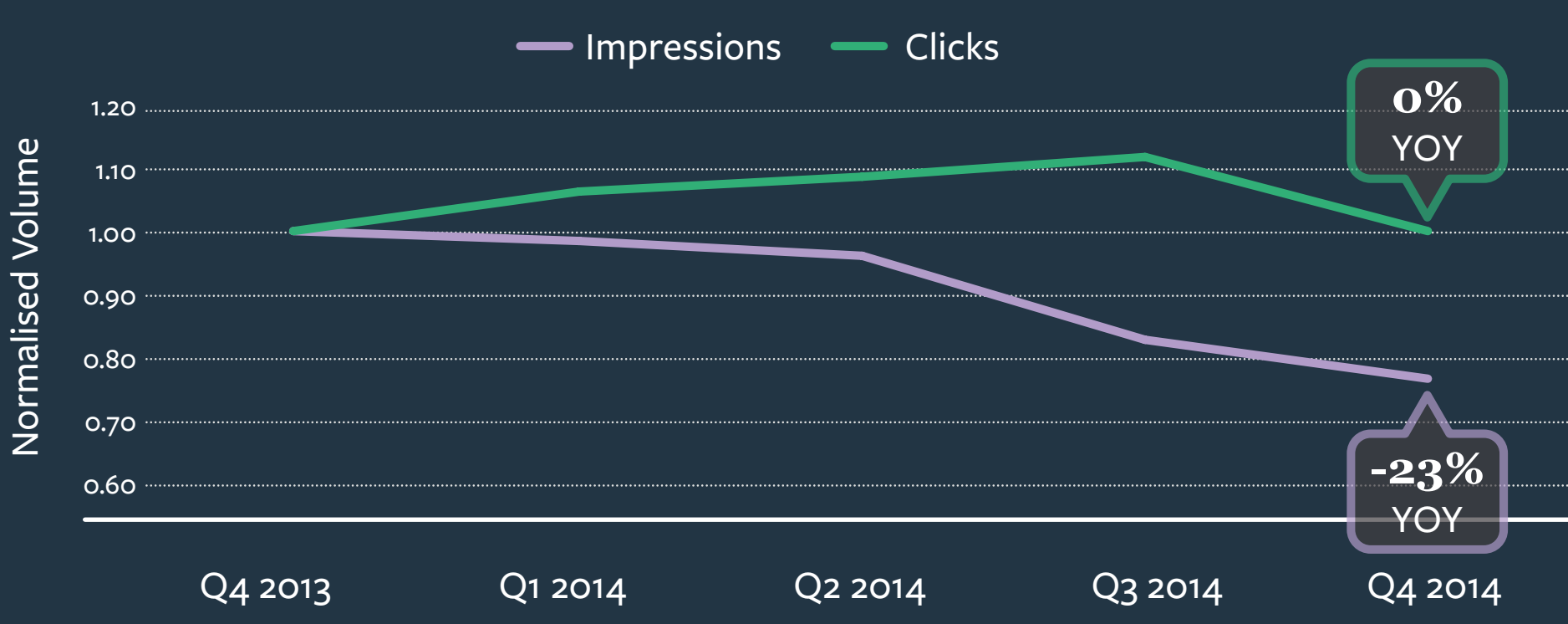
Click-through Rate

EMEA Search Advertising Spend and Revenue



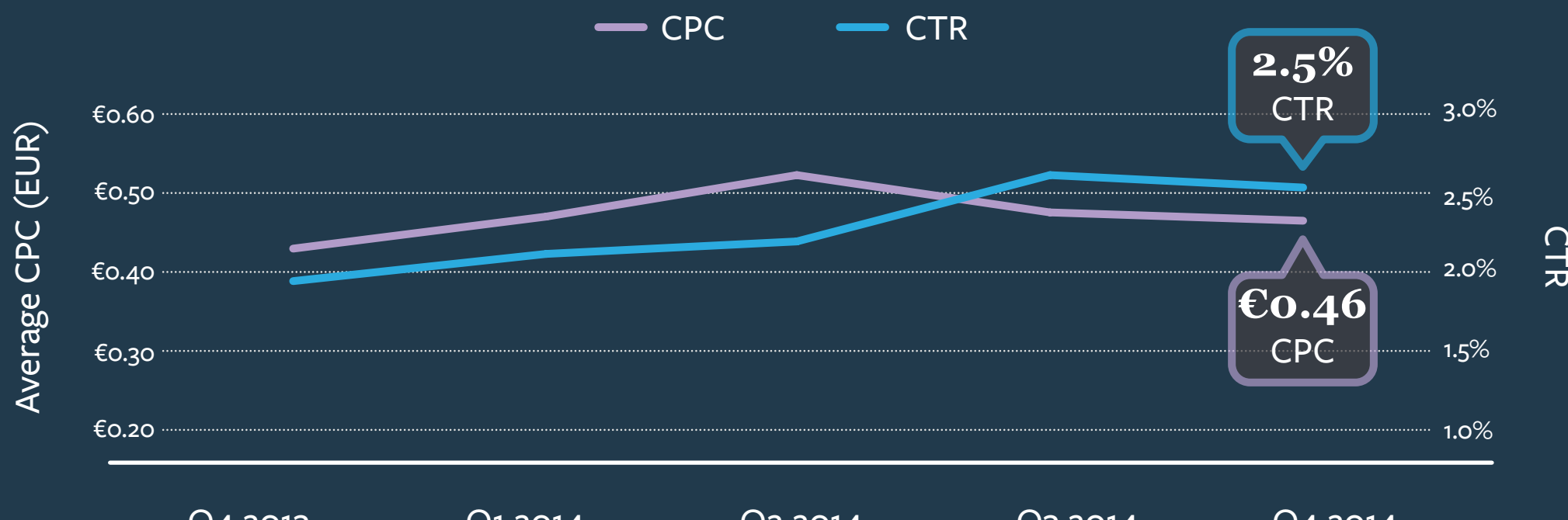
Search spend in EMEA saw an increase of +8% over Q4 2013, while both spend and revenue have been dropping quarter-on-quarter in the region due to the significant peak in the travel sector during Q2.

EMEA Search Advertising Impressions and Clicks



Search marketers in EMEA drove as many clicks in Q4 2014 as this period last year on 23% fewer impression, reflecting optimised campaign strategies addressing keywords, creative, and bids.

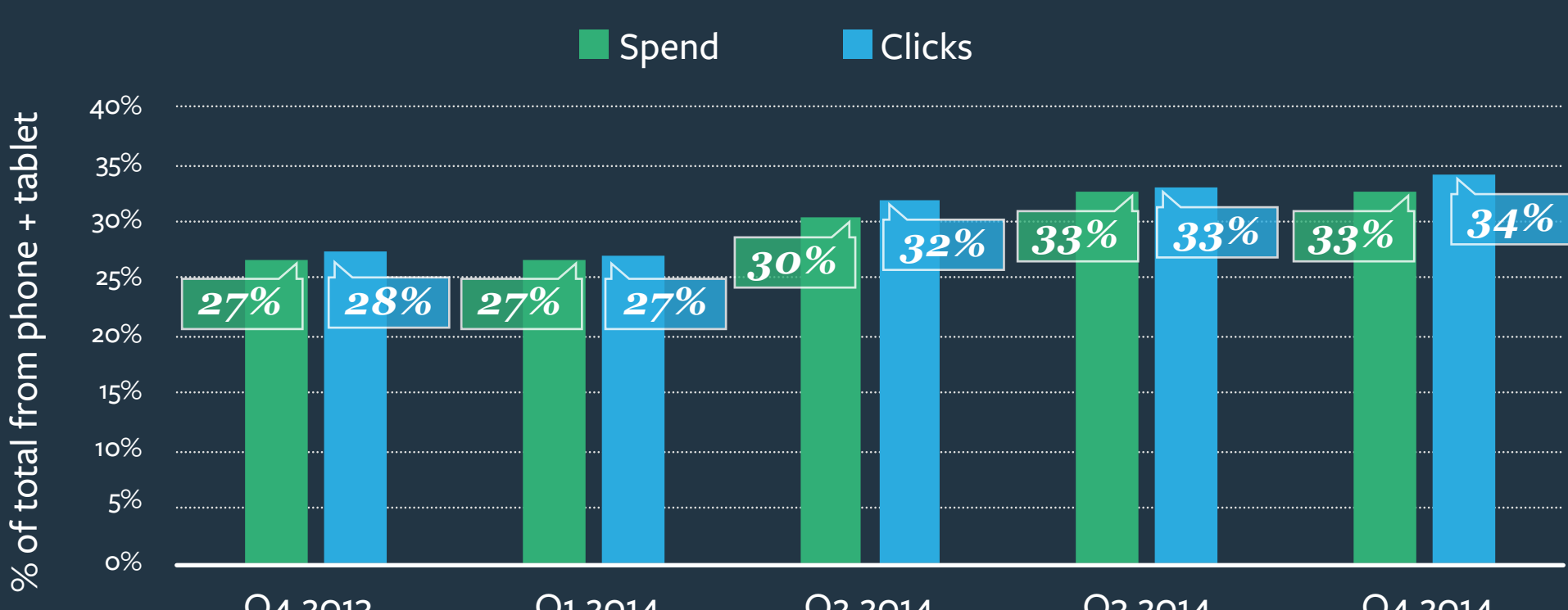
EMEA Search Advertising Cost-per-Click and Click-through Rate



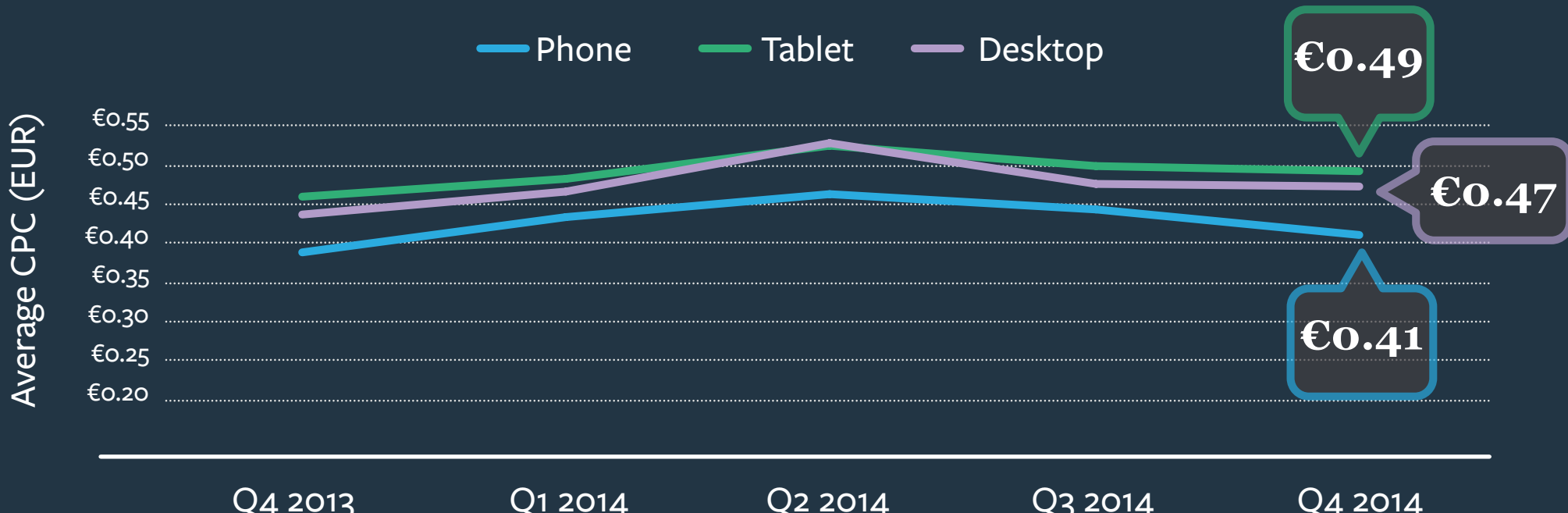
Click-through rate is up 31% over the same period last year, while cost-per-click in EMEA also peaked in Q2 as per the travel seasonality.

Mobile

EMEA Search Advertising Share of Spend and Clicks from Mobile Devices

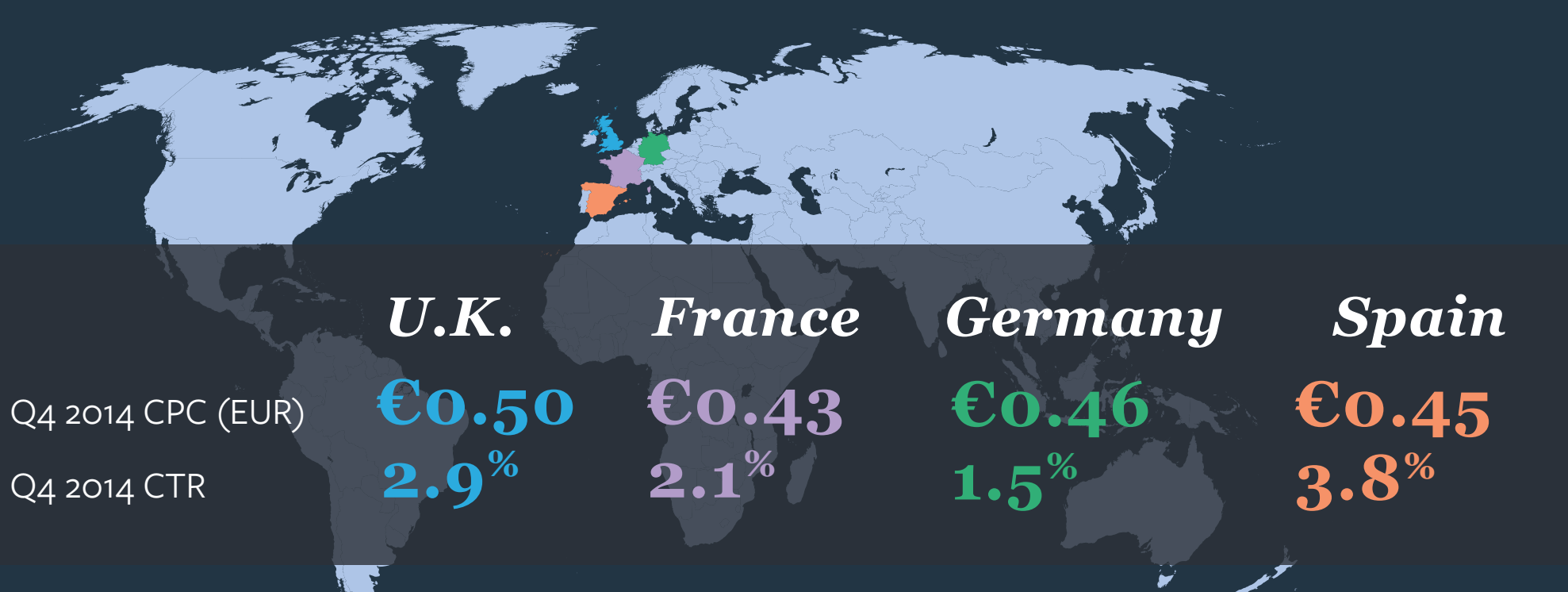


EMEA Search Advertising Mobile Cost-per-Click Rates by Device



Mobile comprises one-third of both clicks and spend for search in EMEA. Tablet search ads have had consistently higher Cost-per-click relative to mobile phones and saw less of a decrease in Q4 over the previous quarter.

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



The U.K. has the highest cost-per-click across several key European markets in light of strong advertiser competition, while Spain has the highest click-through rate.

Kenshoo.com/GlobalSearchTrends

Info@Kenshoo.com

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Search results are based on five quarters of performance data from over 6,000 Kenshoo advertiser and agency profiles across all regions, including 17 vertical industries and 51 countries, spanning the Google, Baidu, Bing, Yahoo!, and Yahoo! Japan ad networks. Only accounts based in EMEA with five consecutive quarters of stable data from October 2013 through December 2014 were included in this analysis.

For charts showing spend and impressions/clicks, 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, 1.6 means that volume is 60% 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.