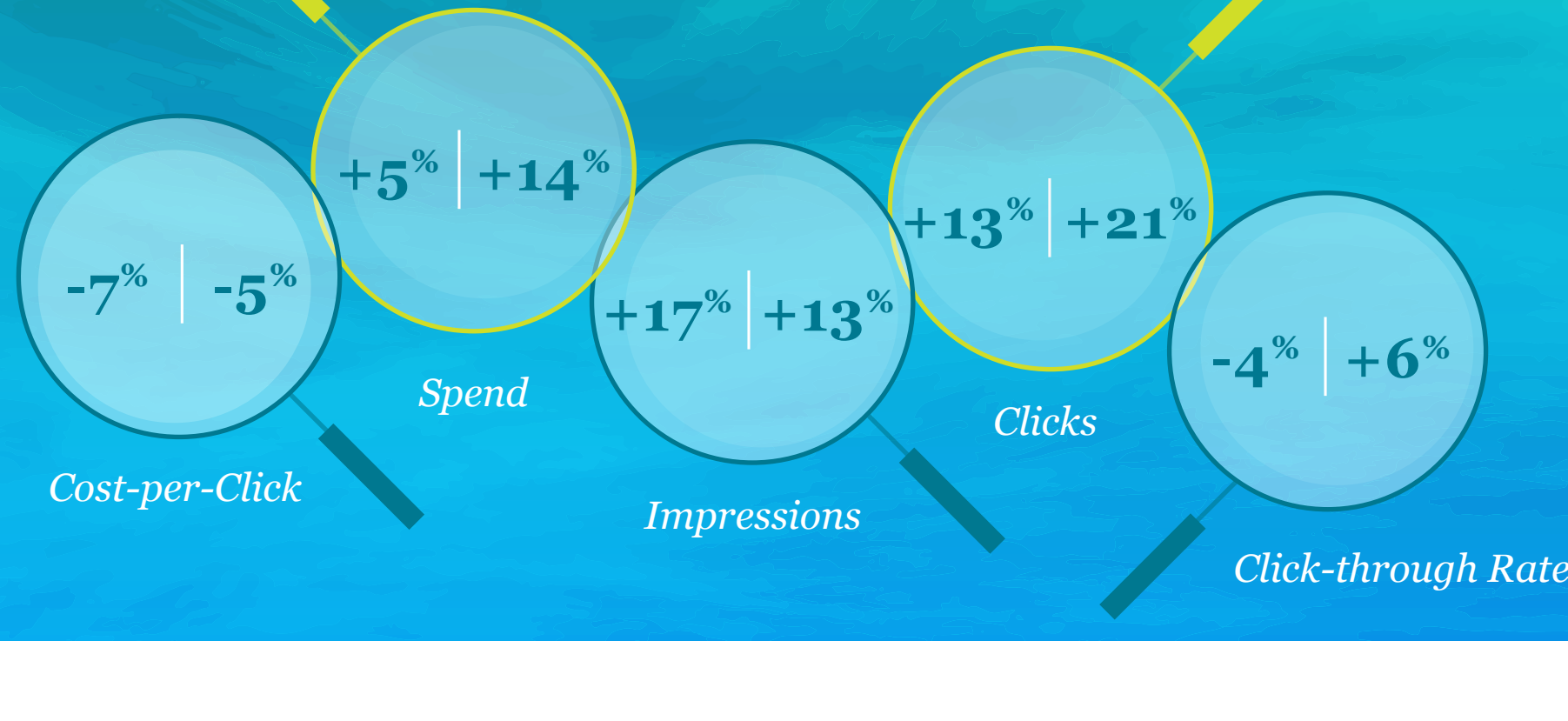


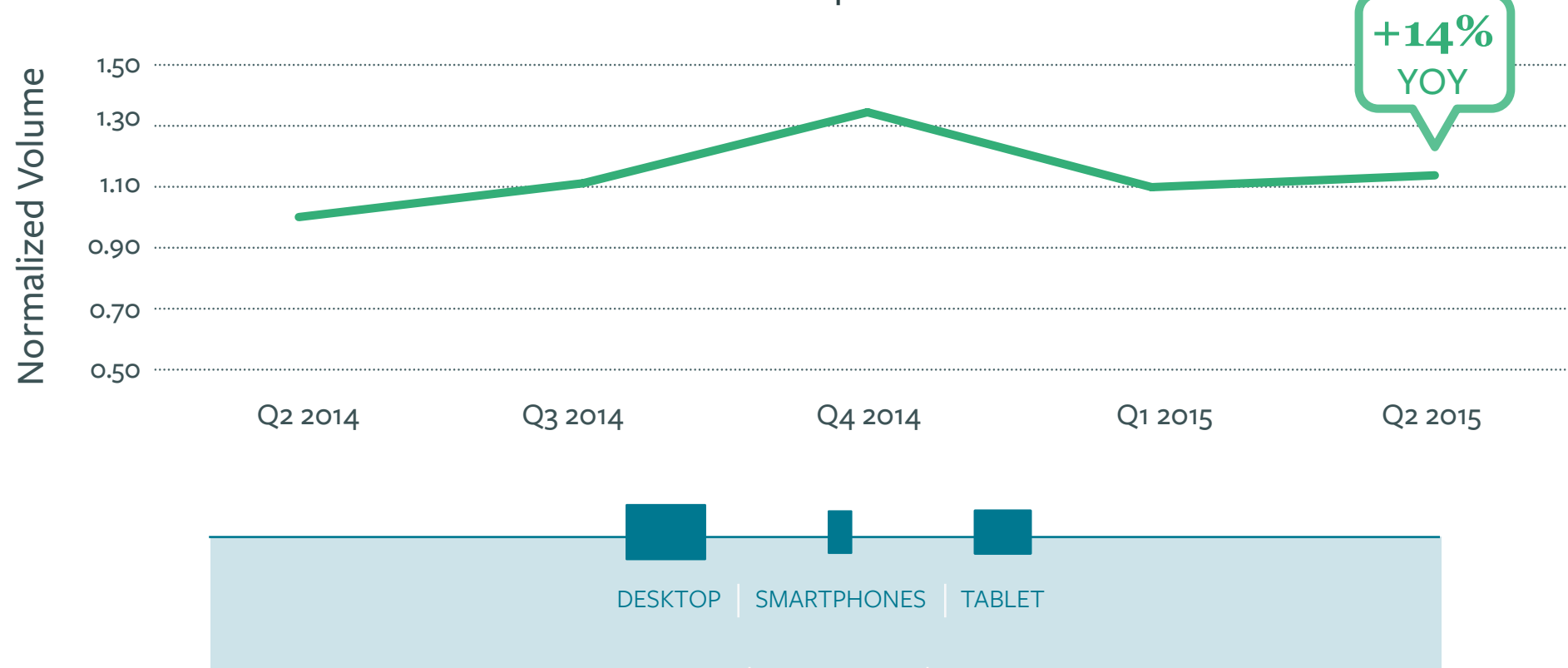
SEARCH ADVERTISING TRENDS AMERICAS



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

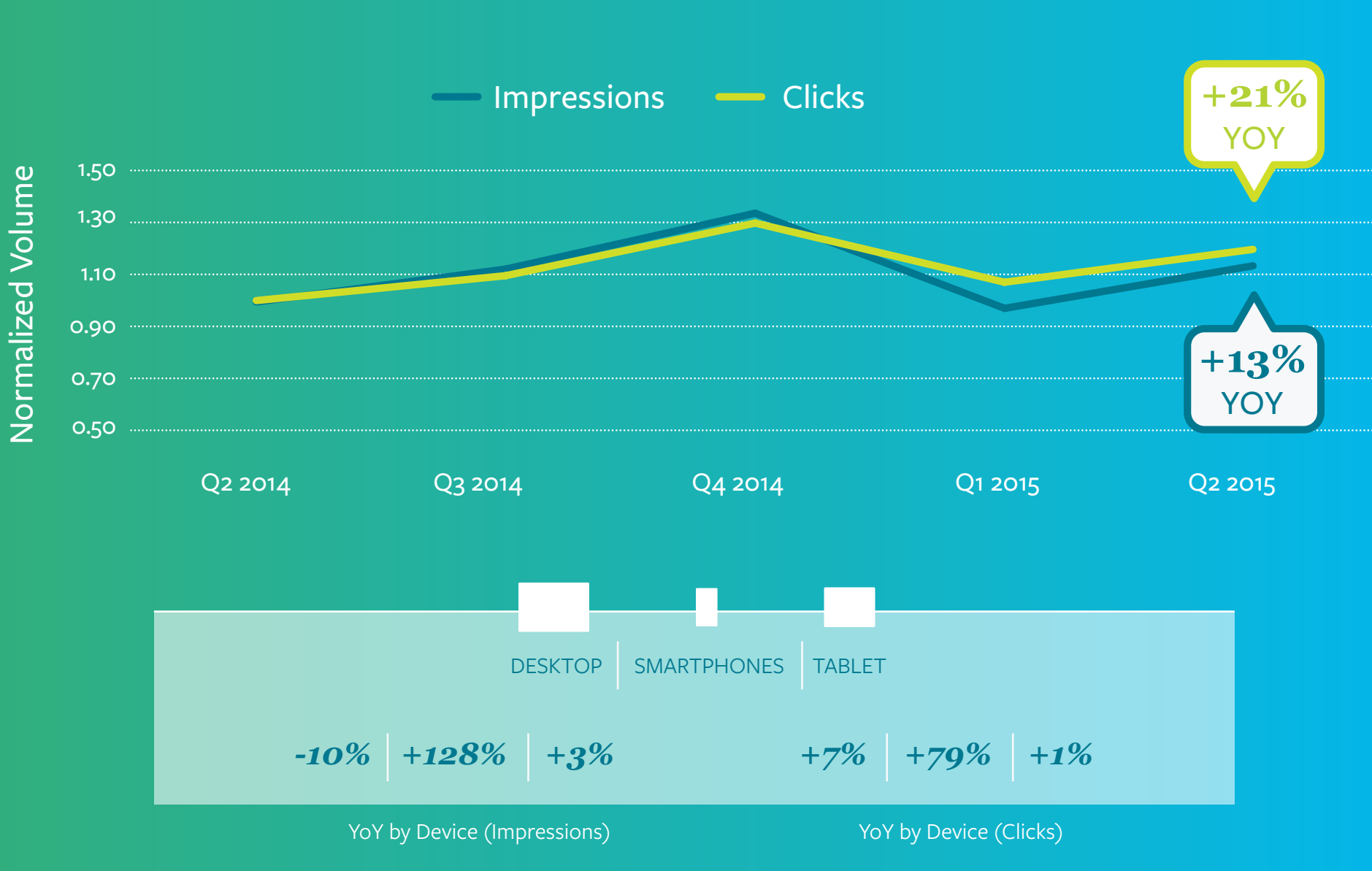


AMERICAS SEARCH ADVERTISING SPEND



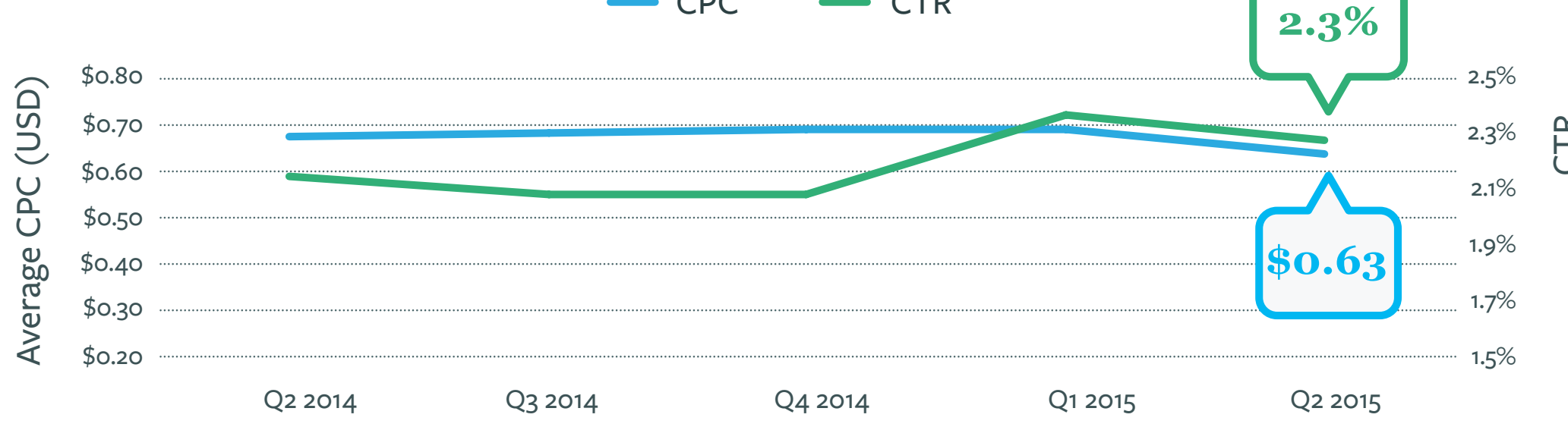
The Americas region saw double-digit year-over-year growth in search advertising spend, predominantly driven by a 77% YoY increase in spend on smartphones.

AMERICAS SEARCH ADVERTISING CLICKS AND IMPRESSIONS



As marketers have become more sophisticated, they have generated efficiencies on desktop search with YoY clicks growing faster than impressions, driving click-through rate up. On the smartphone front, while click volume is increasing drastically, marketers in the Americas still have opportunity to optimize efforts on this newer platform to maximize engagement.

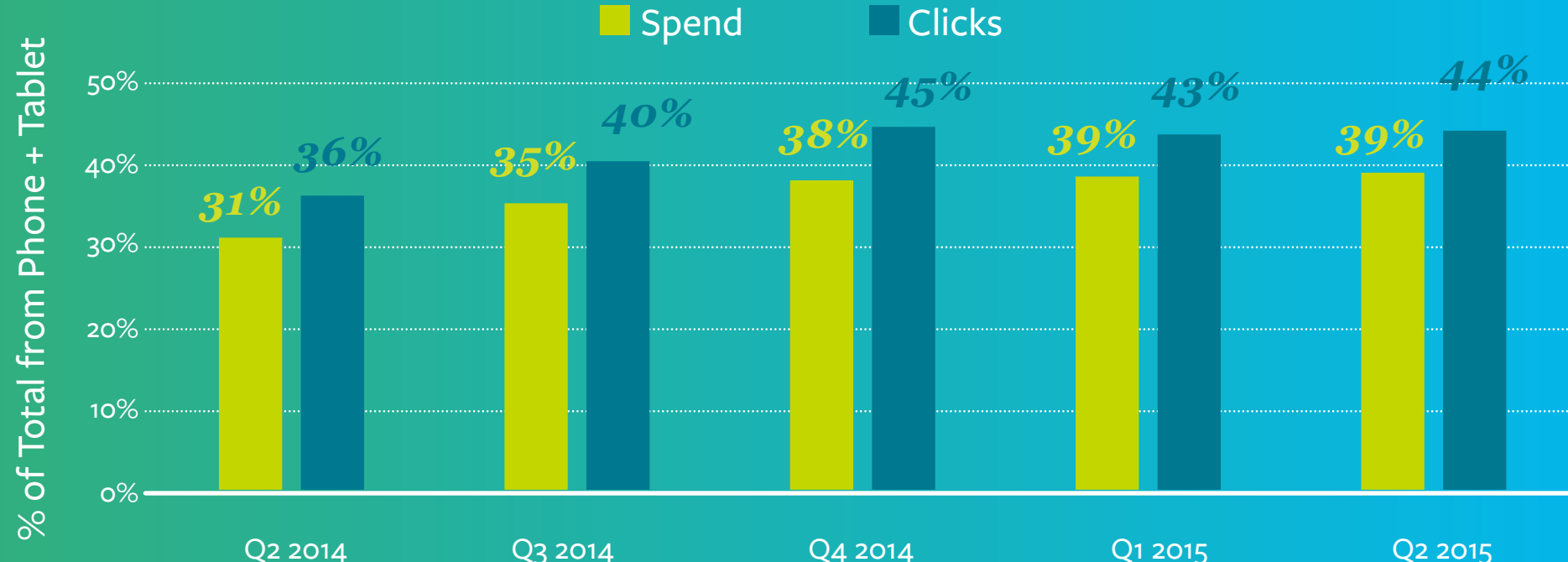
AMERICAS SEARCH ADVERTISING COST-PER-CLICK AND CLICK-THROUGH RATE



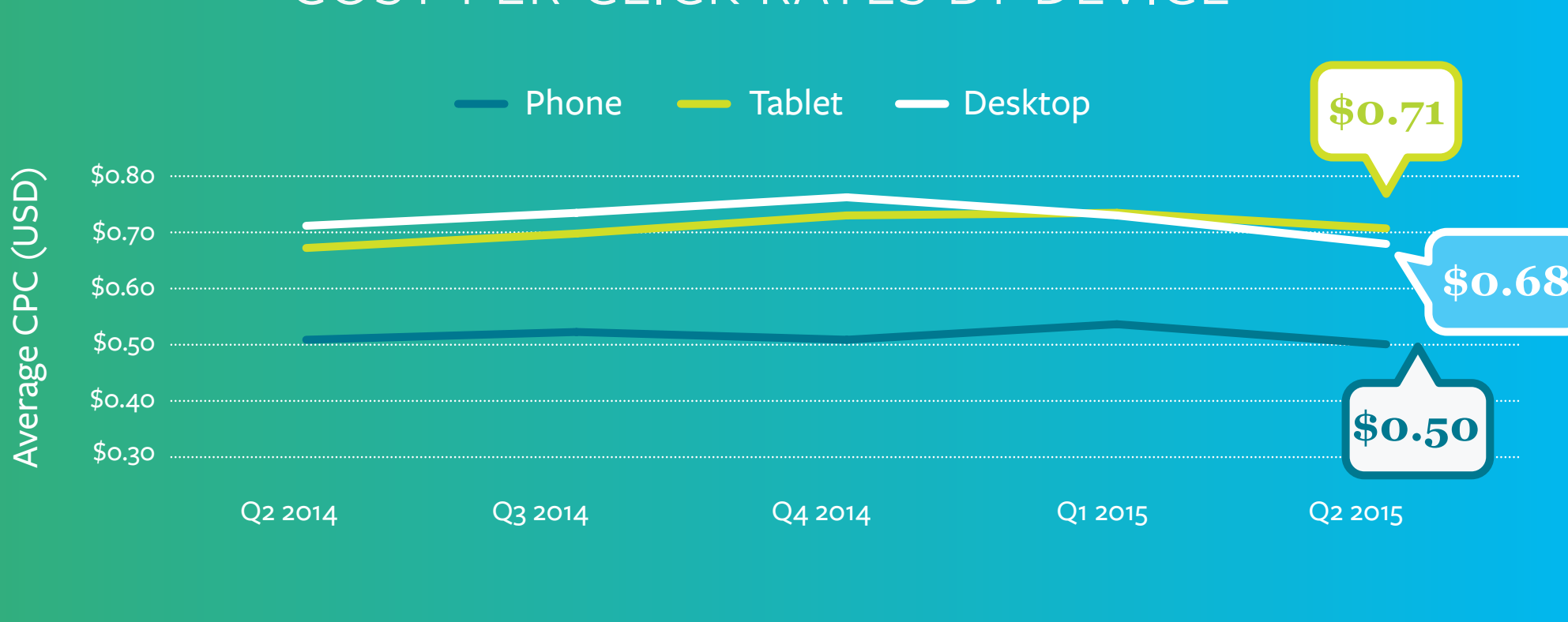
Due to the maturity of the paid search market in the Americas, cost-per-click and click-through rate have remained fairly constant over the past 5 quarters.

Mobile

AMERICAS SEARCH ADVERTISING SHARE OF SPEND AND CLICKS FROM MOBILE DEVICES



AMERICAS SEARCH ADVERTISING MOBILE COST-PER-CLICK RATES BY DEVICE



Share of spend and clicks on mobile has grown slightly year-over-year, accounting for 39% of all Americas spend and 44% of clicks in the quarter. CPCs remained fairly constant across all devices, with desktop and tablet higher than mobile as a result of competition for a greater number of highly visible results.

COUNTRY-LEVEL COST-PER-CLICK AND CLICK-THROUGH RATE



The United States continues to have relatively high CPCs for the region, while Brazil drives high engagement despite much lower CPCs.

Kenshoo.com/GlobalSearchTrends

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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 the Americas region were included in this analysis. Some outliers have been excluded. Advertiser spend and Cost-Per-Click are calculated in US Dollars and are not adjusted for currency fluctuations unless otherwise noted.

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.