

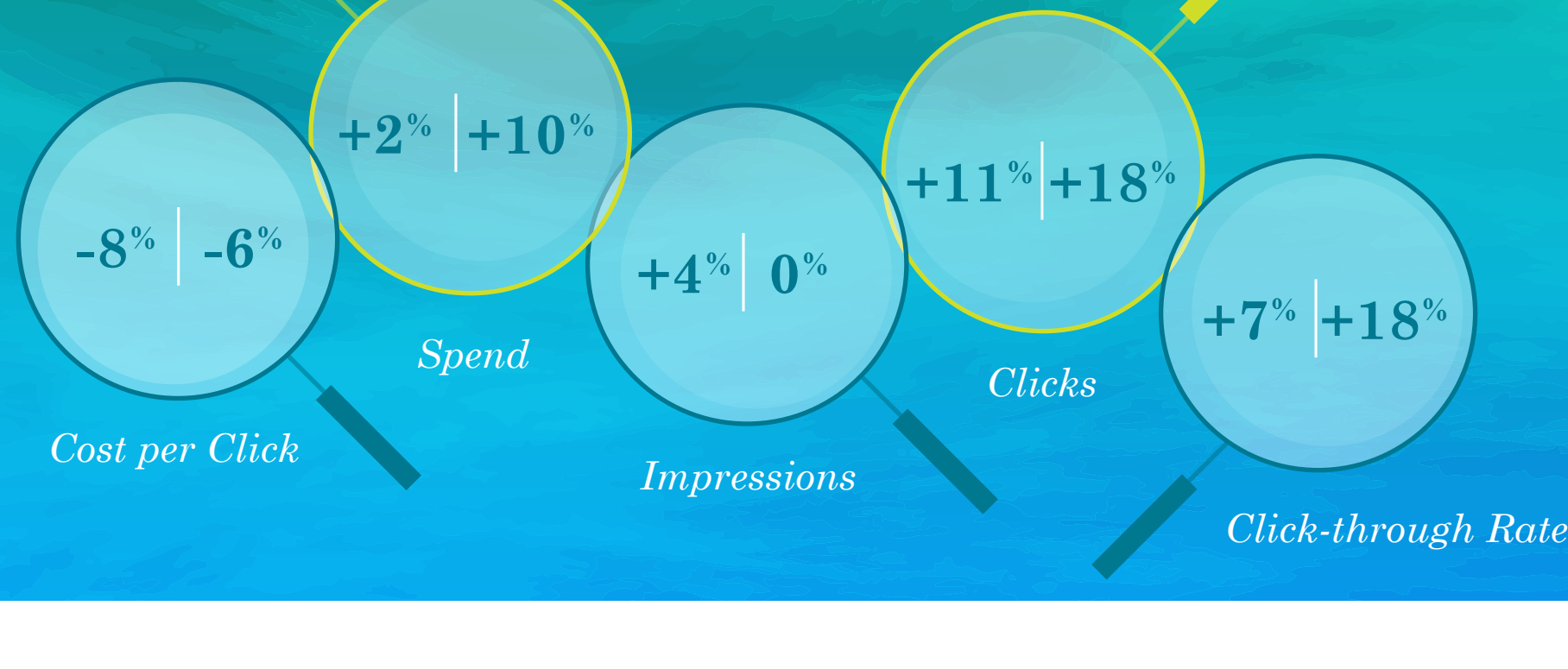


SEARCH ADVERTISING TRENDS

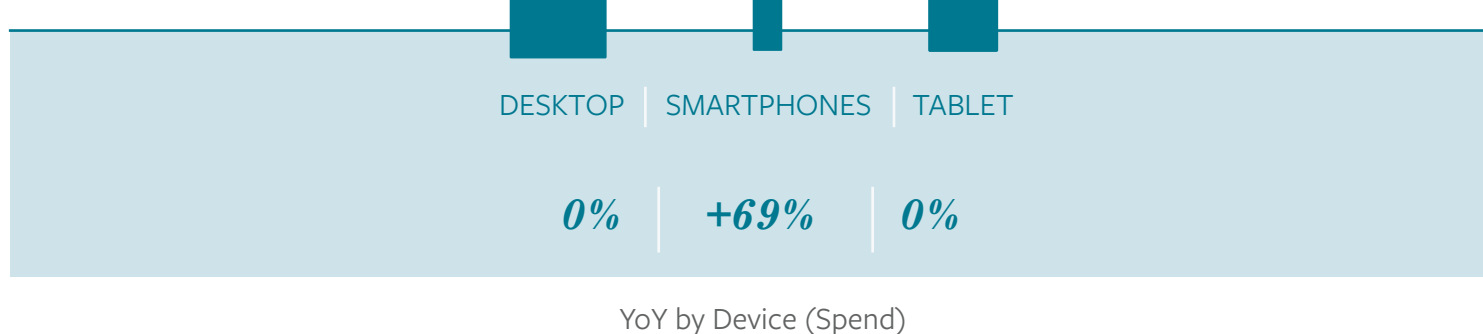
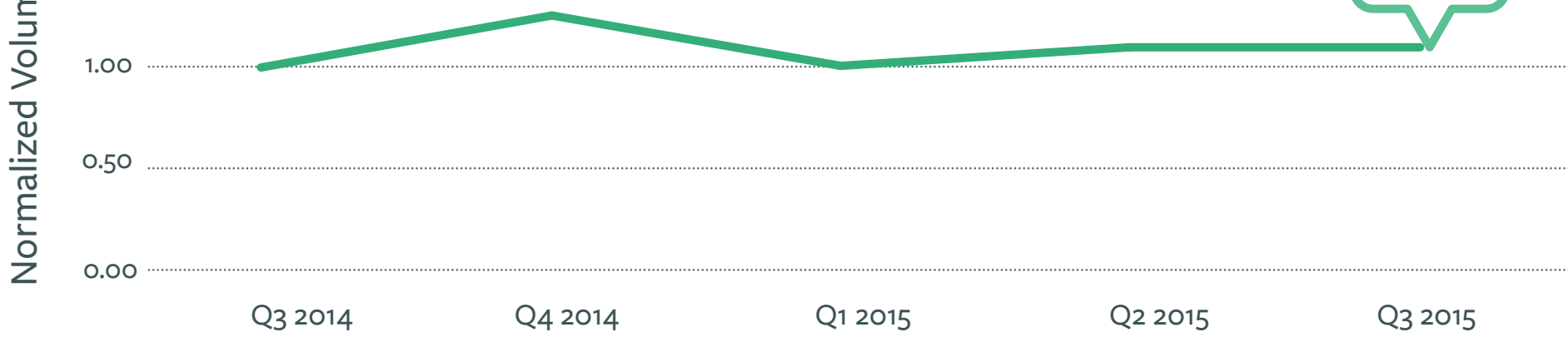
# Americas



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

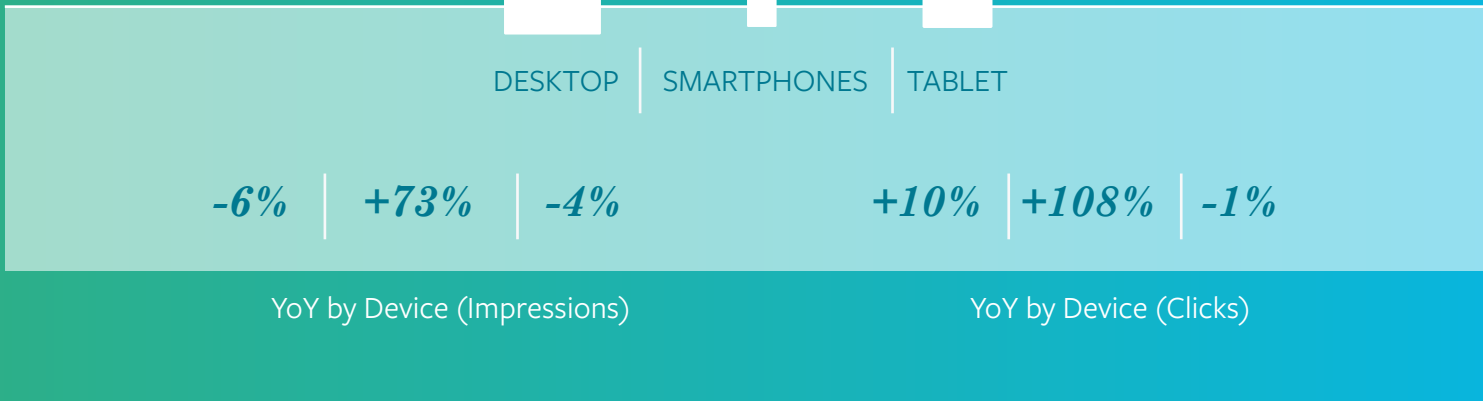
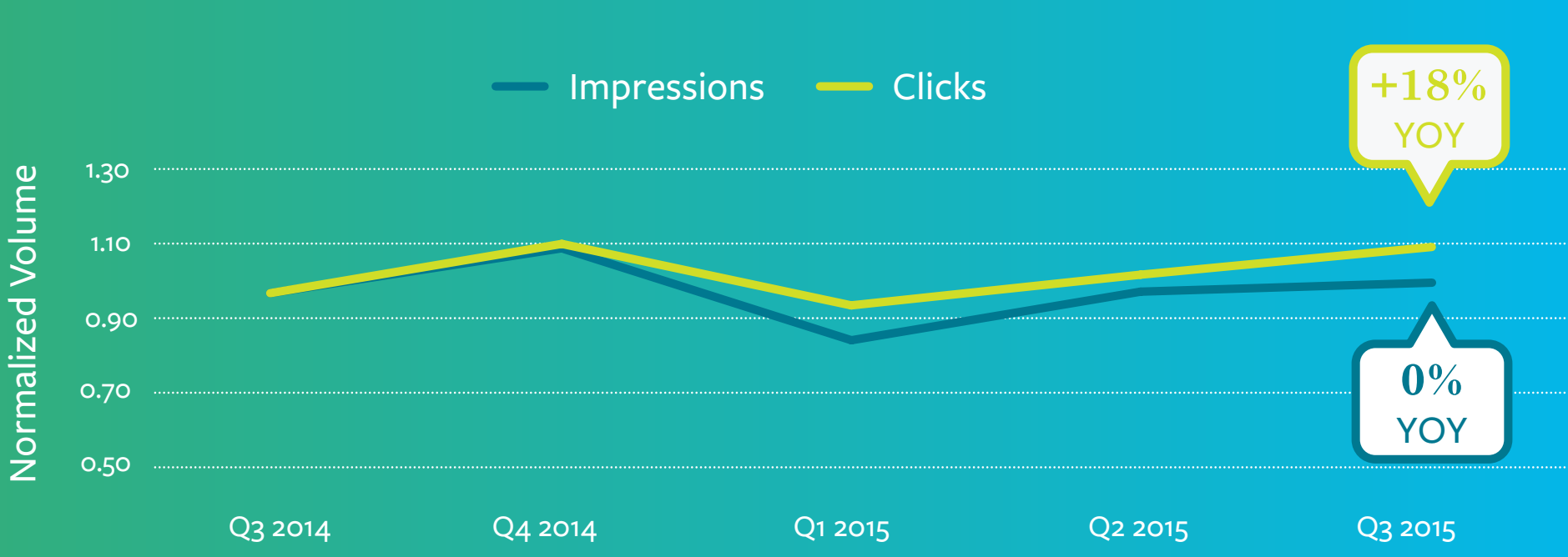


## AMERICAS SEARCH ADVERTISING SPEND



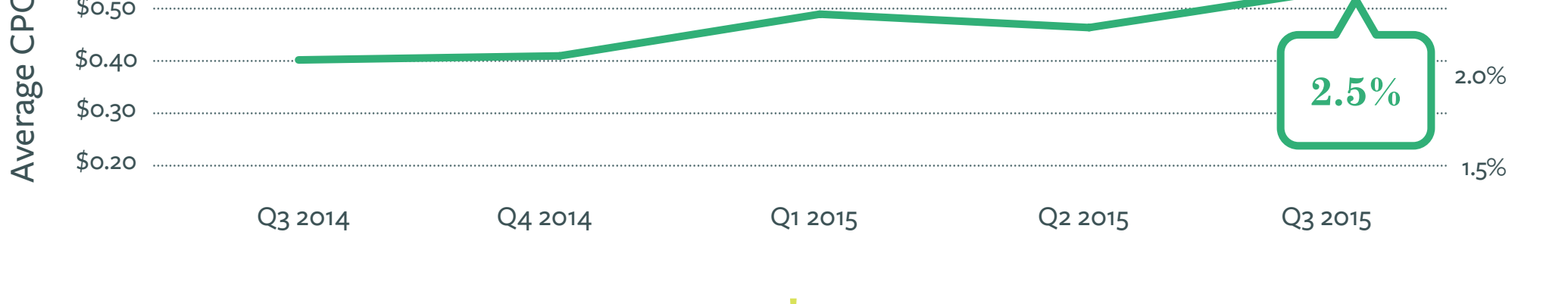
When measured in constant currency (instead of converting to common currency when incurred; see methodology for details), overall paid search spending increased 2% QoQ and 10% YoY, driven by a 69% YoY increase in search spend on smartphones.

## AMERICAS SEARCH ADVERTISING CLICKS AND IMPRESSIONS



Growth in clicks outpaced growth in impressions across all devices, as marketers continue to improve and optimize their programs to maximize engagement.

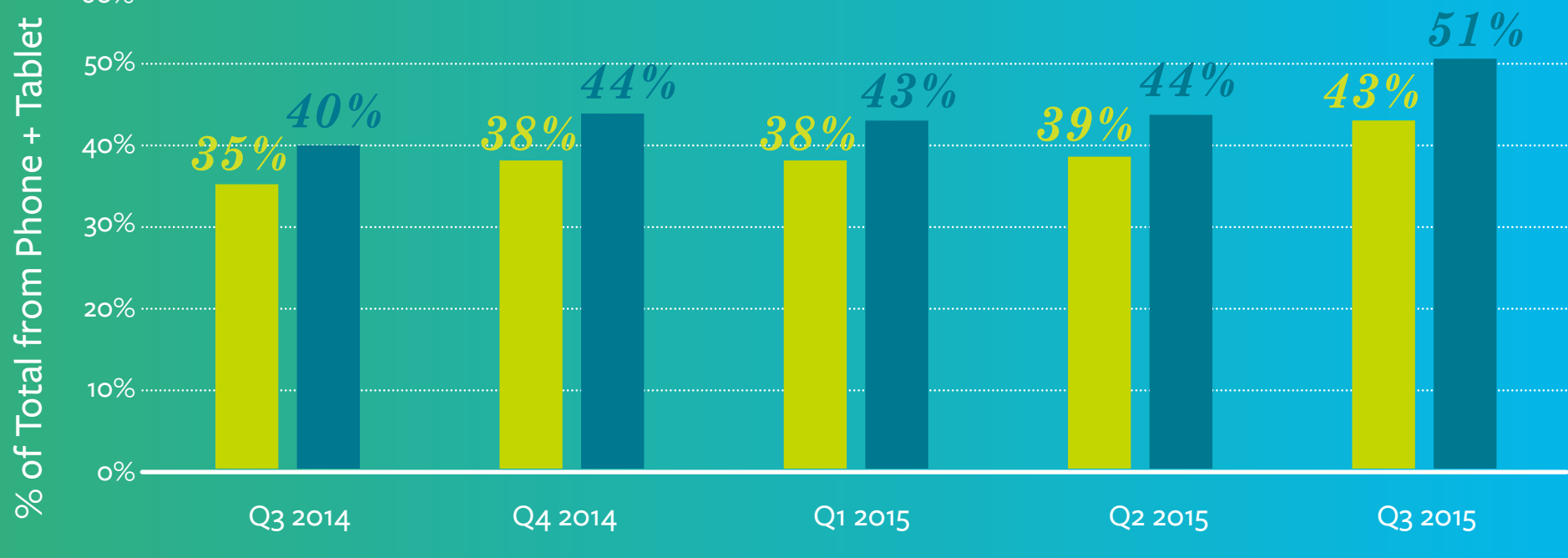
## AMERICAS SEARCH ADVERTISING COST PER CLICK AND CLICK-THROUGH RATE



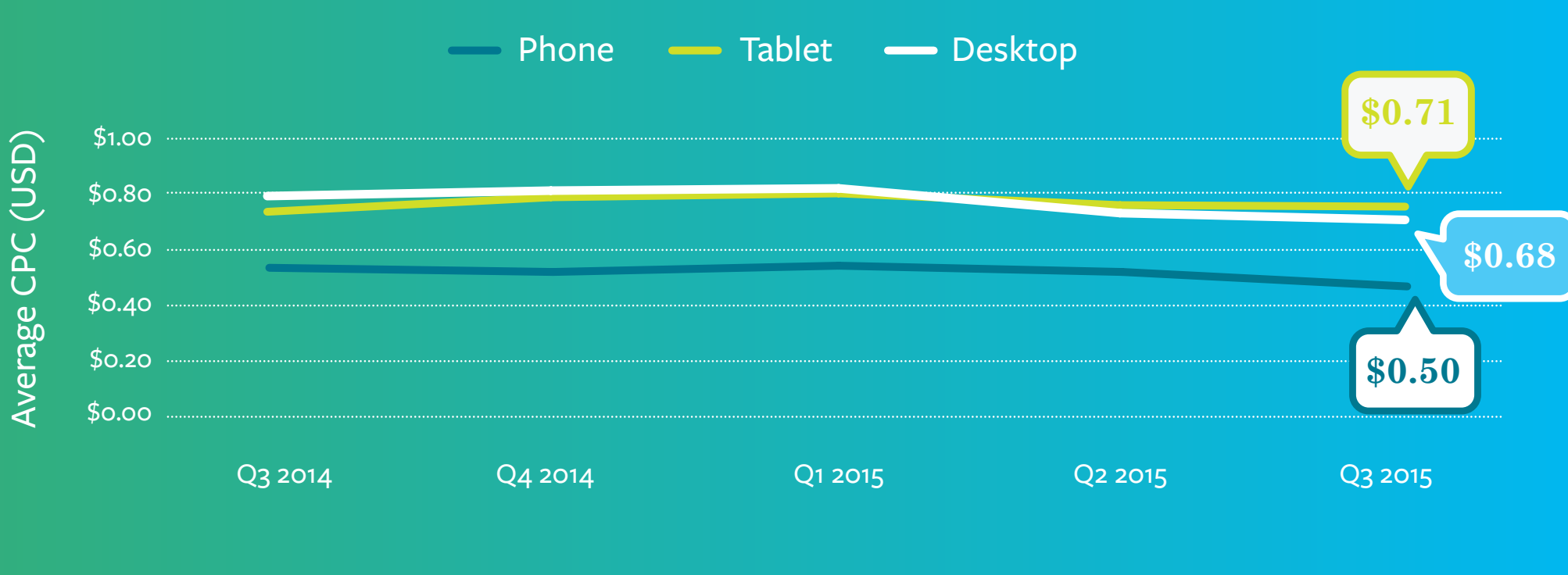
Marketers in the Americas are getting higher levels of engagement for a lower price, with cost per click down 6% YOY in the region, while click-through rate is up 18%.

## Mobile

### AMERICAS SEARCH ADVERTISING SHARE OF SPEND AND CLICKS FROM MOBILE DEVICES

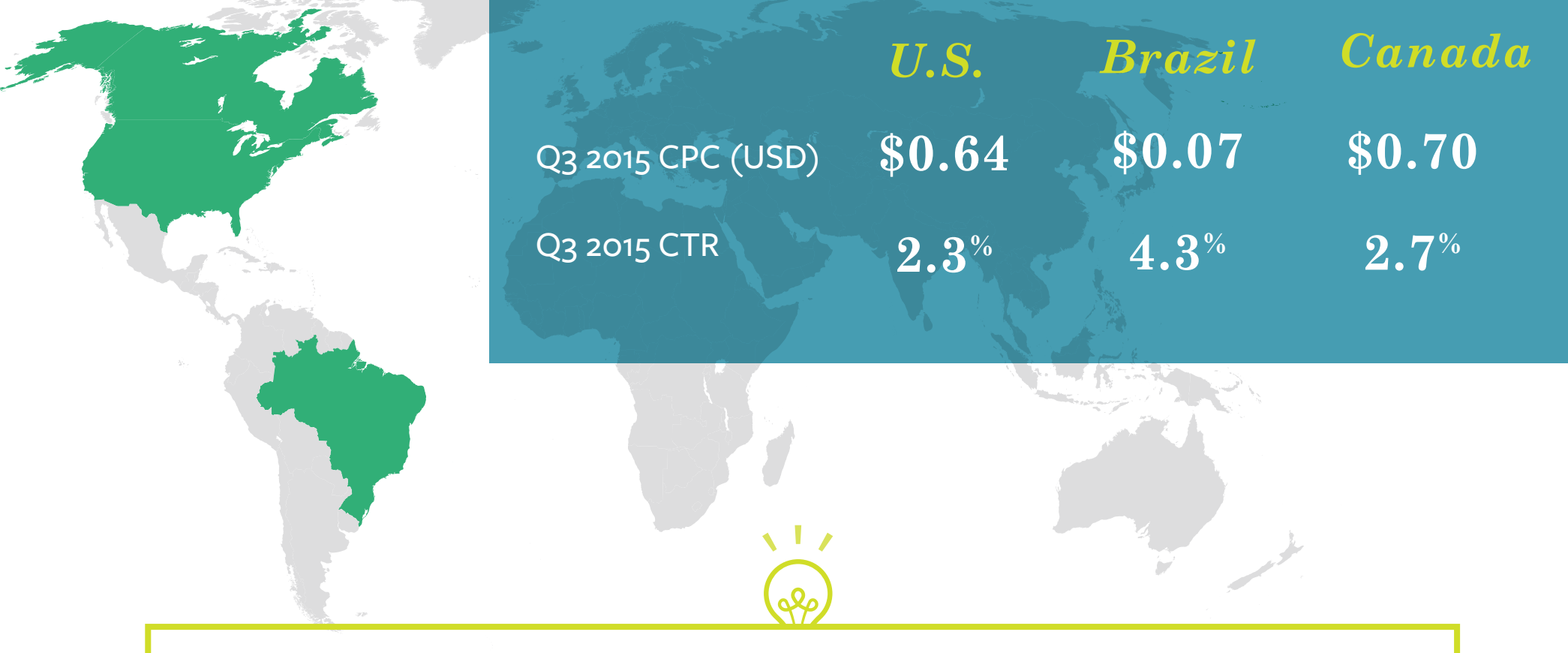


### AMERICAS SEARCH ADVERTISING MOBILE COST PER CLICK RATES BY DEVICE



Search clicks on mobile devices make up the majority of total clicks for the first time in the Americas region. The gap between smartphone CPCs and desktop/tablet CPCs is growing, despite the increasing share of mobile clicks and more mobile optimization tools.

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



The low-CPC, high-CTR approach of countries like Brazil relative to the U.S. and Canada demonstrates one source of lower overall CPC across the entire region.

[Kenshoo.com/GlobalSearchTrends](http://Kenshoo.com/GlobalSearchTrends)

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Search and social results are based on five quarters of performance data from over 3,000 Kenshoo advertiser and agency accounts across 20 vertical industries and over 70 countries, spanning Google, Bing, Baidu, Yahoo!, Yahoo!, Japan. Some outliers have been excluded. Advertiser spend and Cost per Click have been adjusted for currency fluctuations.

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.