

▶ **CPC Strategy**

2013 GOOGLE ECOMMERCE RESEARCH STUDY





In this Google Ecommerce Study, we'll be taking a look at Google's main revenue driver for e-commerce businesses: **Google Shopping** (a.k.a. Google Product Listing Ads).



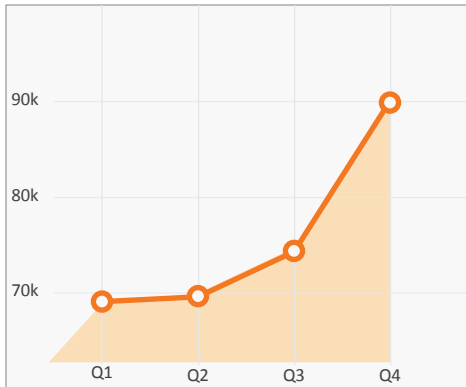
We compiled data from a representative sample of our client base (215+) over the course of Q3 2012 to Q4 2013. Here are a couple trends we examined:

- ✓ **Google Shopping growth per Quarter (Q1-Q4 2013)**
- ✓ **Google Shopping growth YOY (Q3 & Q4)**
- ✓ **The growth of Mobile Google Product Listing Ads**

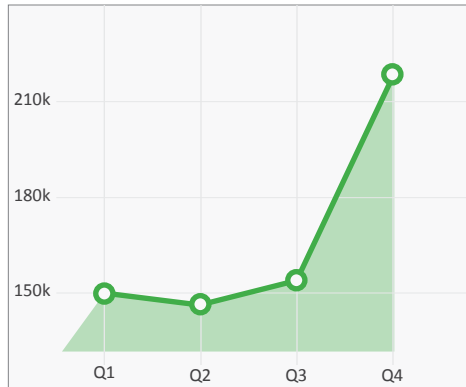
[Jump here](#) to reach the Key Findings Page.



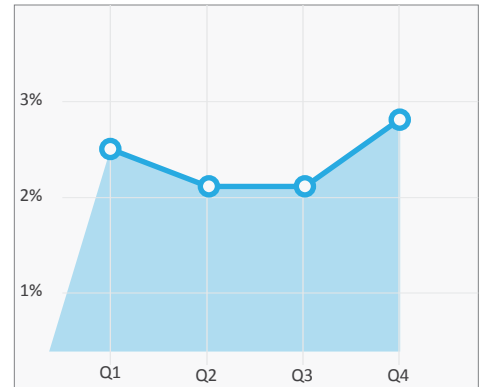
OVERALL GOOGLE SHOPPING PERFORMANCE



Avg. Traffic



Avg. Revenue



Avg. Conversion Rate

Q1 2013

- Avg. Traffic: 69,512
- Avg. Revenue: 150,185
- Avg. Conversion Rate: 2.47%

Q2 2013

- Avg. Traffic: 69,842
- Avg. Revenue: 148,278
- Avg. Conversion Rate: 2.18%

Q3 2013

- Avg. Traffic: 73,758
- Avg. Revenue: 156,264
- Avg. Conversion Rate: 2.18%

Q4 2013

- Avg. Traffic: 90,615
- Avg. Revenue: 224,507
- Avg. Conversion Rate: 2.78%

YOY Q3

- TRAFFIC: +153.56%
- REVENUE: +178.29%
- CR: +2.35%

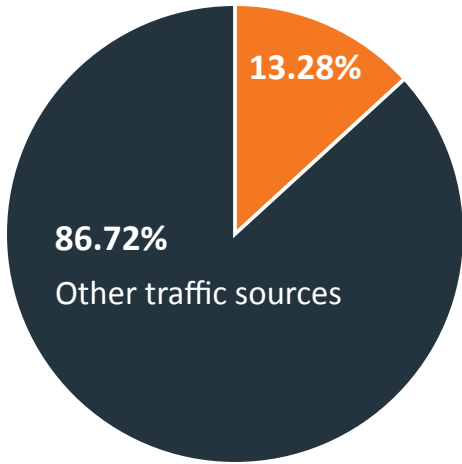
YOY Q4

- TRAFFIC: +65.66%
- REVENUE: +84.32%
- CR: +19.31%

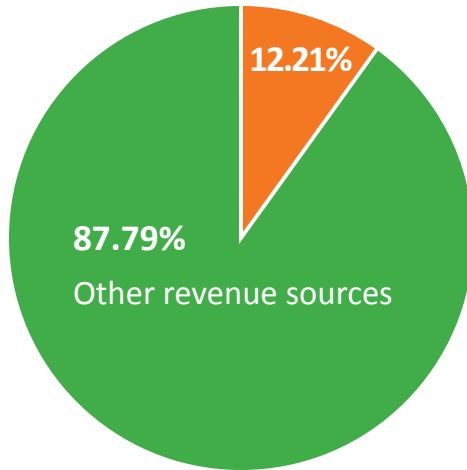


GOOGLE SHOPPING SHARE OF OVERALL SITE TRAFFIC & REVENUE IN 2013

Google Shopping



Overall Site Traffic

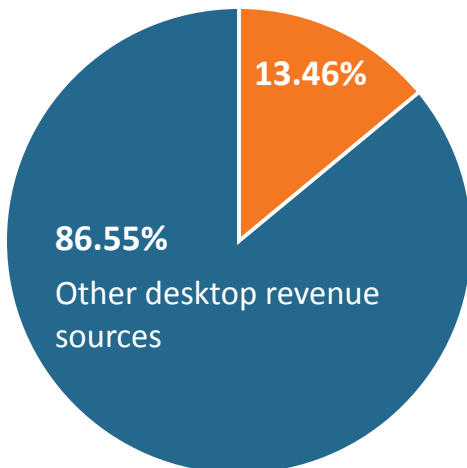


Overall Site Revenue

GOOGLE SHOPPING ACCOUNTED FOR 13.45% OF OVERALL SITE REVENUE IN Q4 2013

DESKTOP PLA REVENUE IN Q4 2013

Google Shopping



Overall Site Desktop Revenue



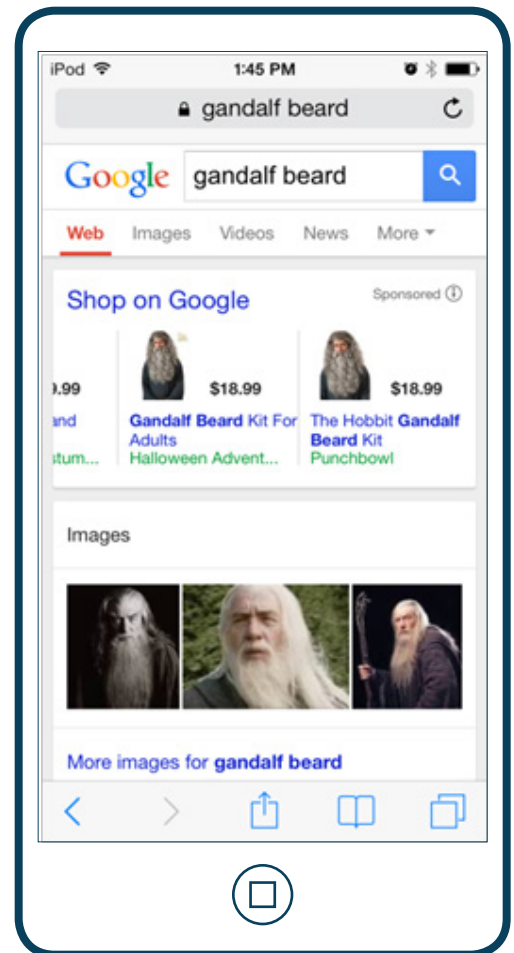
MOBILE GOOGLE SHOPPING PERFORMANCE

The rise of mobile shopping was never more evident than this past Q4 2013. Mobile Product Listing Ads are a feature of the Google Shopping program that can be selected and optimized, depending on the advertiser’s preferences when creating ad groups.

For retailers and advertisers that have mobile-optimized websites, mobile PLAs with adjusted bids can have profound effects.

MOBILE PLAs YOY

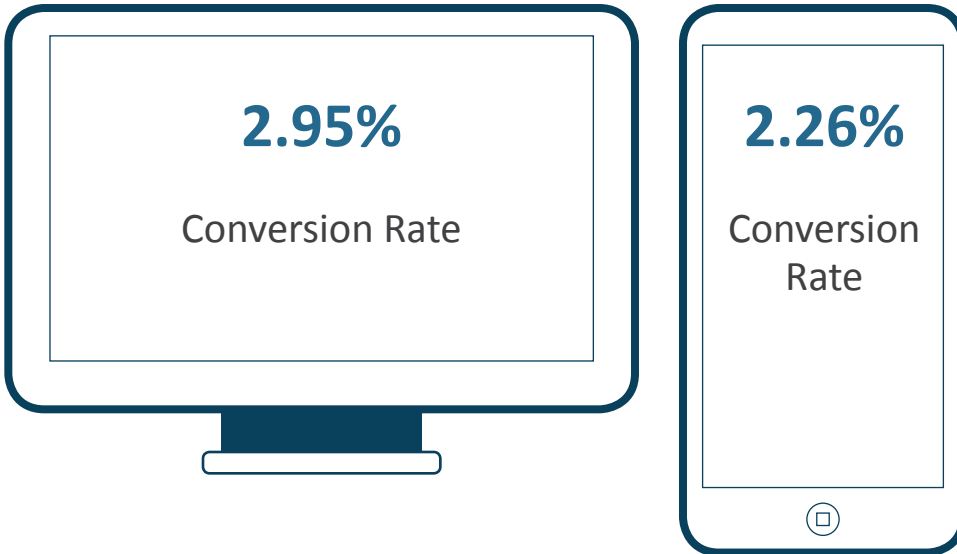
- ✓ Mobile is up 326.22% for traffic YOY in Q4
- ✓ Mobile is up 102.43% for revenue YOY in Q4
- ✓ Mobile is up 259.37% for orders YOY in Q4
- ✓ Mobile conversion rates have risen slightly, from 2.02% - 2.26% YOY in Q4





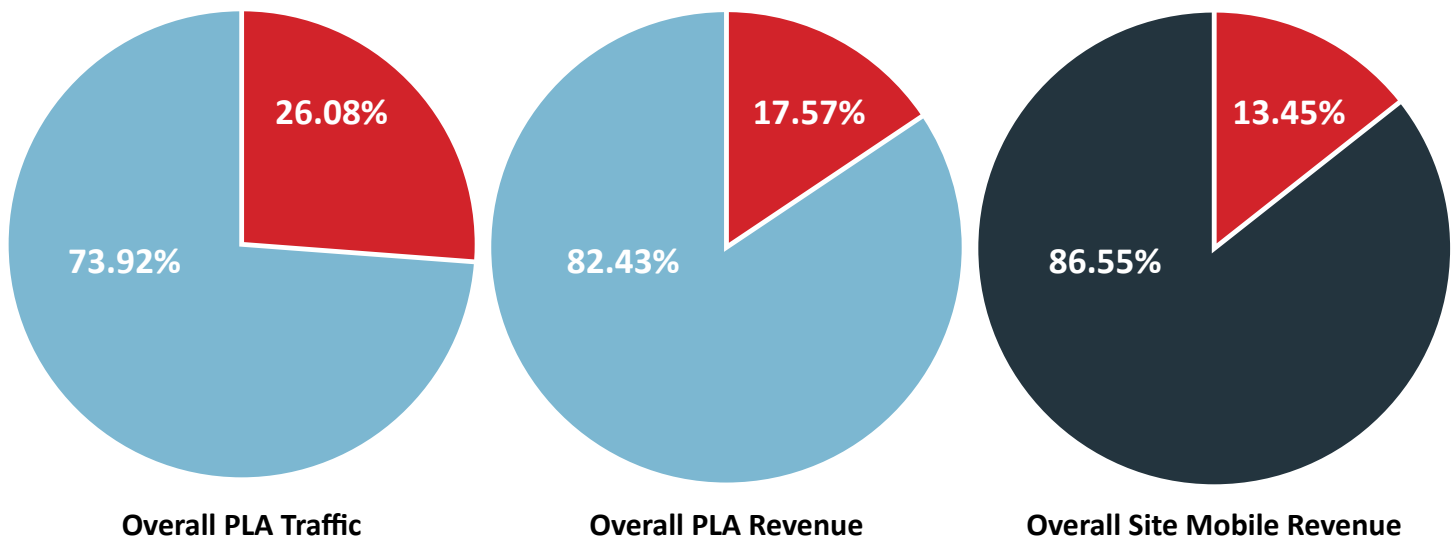
MOBILE VS. DESKTOP CONVERSION RATE ON GS

Over half of American adults are smartphone users, and many of those use phones to make or facilitate purchases. Consequently, we delved into the mobile data of our customers to highlight mobile ecommerce trends.



MOBILE PLA SHARE IN Q4

■ Desktop
 ■ Mobile
 ■ Other mobile revenue sources (aggregated)





KEY FINDINGS

The following stats are based on our sample of clients and pertain to performance data from Q1 2013 to the end of Q4 2013 (1/1/13 – 12/31/13).



In 2013, Google Shopping accounted for 13.28% of Overall Site Traffic



In 2013, Google Shopping accounted for 12.21% of Overall Site Revenue



In Q4 2013, Google Shopping accounted for 13.45% of Overall Site Revenue



Q4 Google Shopping Traffic is up 65.66% YOY and Revenue is up 84.32% YOY



Mobile Product Listing Ads accounted for 26.08% of Overall PLA Traffic in Q4



Mobile Product Listing Ads accounted for 17.57% of Overall PLA Revenue in Q4



Mobile PLA Orders are up 259.37% YOY in Q4; Traffic up 326.22% YOY



Mobile PLAs accounted for 13.45% of Overall Site Mobile Revenue



Desktop Conversion Rate outweighs Mobile CR, averaging 2.95% to Mobile's 2.26%

Methodology

CPC Strategy's 2013 Google Shopping Year in Review was fielded to a representative sample of 28% of CPC Strategy's client base (215 Clients). This survey is part of CPC Strategy's periodic look at retail search performance and collected data between Q3 2012 and Q4 2013 (July 1, 2012 to December 31, 2013). We conduct primary research to better understand trends within the retail space as it relates to ecommerce and search marketing efforts.

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