

This study is brought to you courtesy of

**thinkinsights**  
with Google™

[www.google.com/think/insights](http://www.google.com/think/insights)



# The Latency of Online Conversion for Apparel

More Search, More Clicks, More time.

Google/Compete  
U.S., July 2009

# Key Takeaways

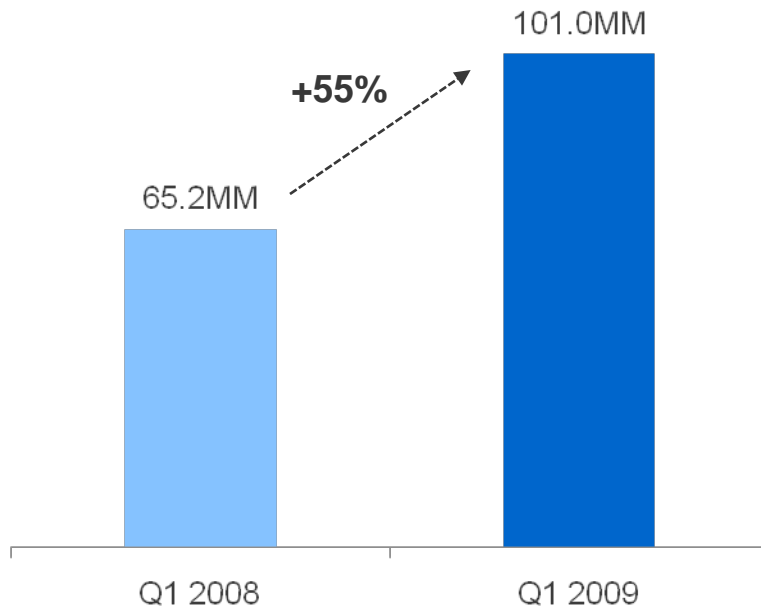
- Search-driven conversion rates are up in 2009
- Consumers are doing more research, making more clicks between first click and purchase
- Conversion rate measurement window must be extended to reflect increased consumer research



# Search Drives Site Visits and Conversions

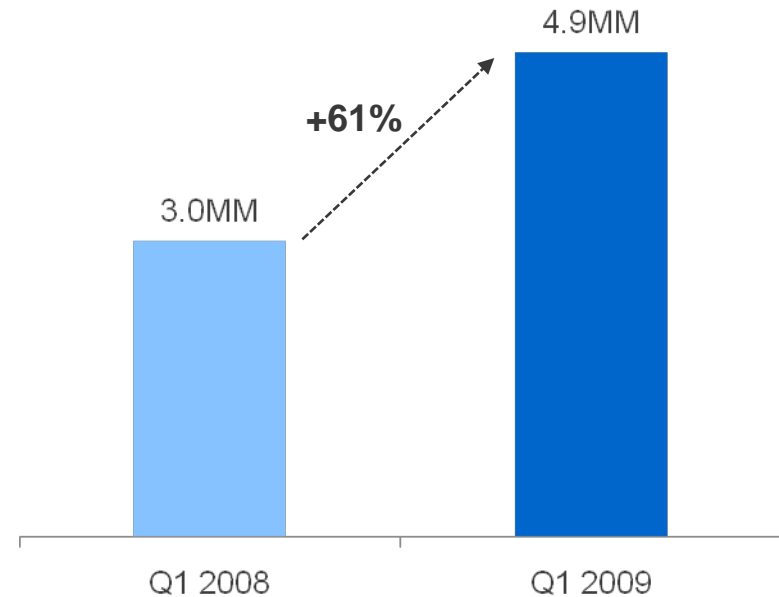
## Apparel

Search-Driven Referrals



Search Increasingly Sends Shoppers to Apparel Sites

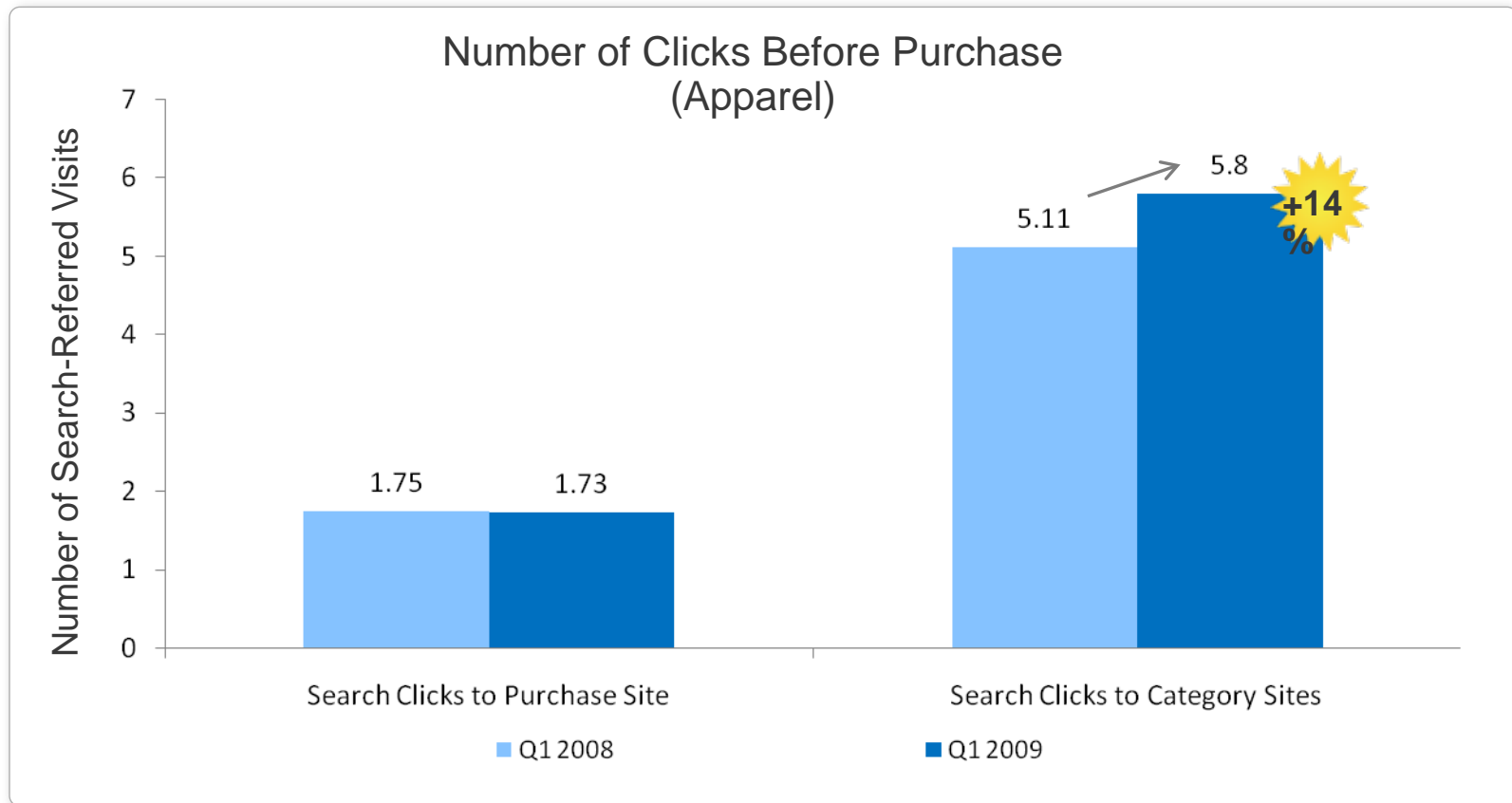
Search-Driven Share of Retail Conversions



Searchers Increasingly Convert

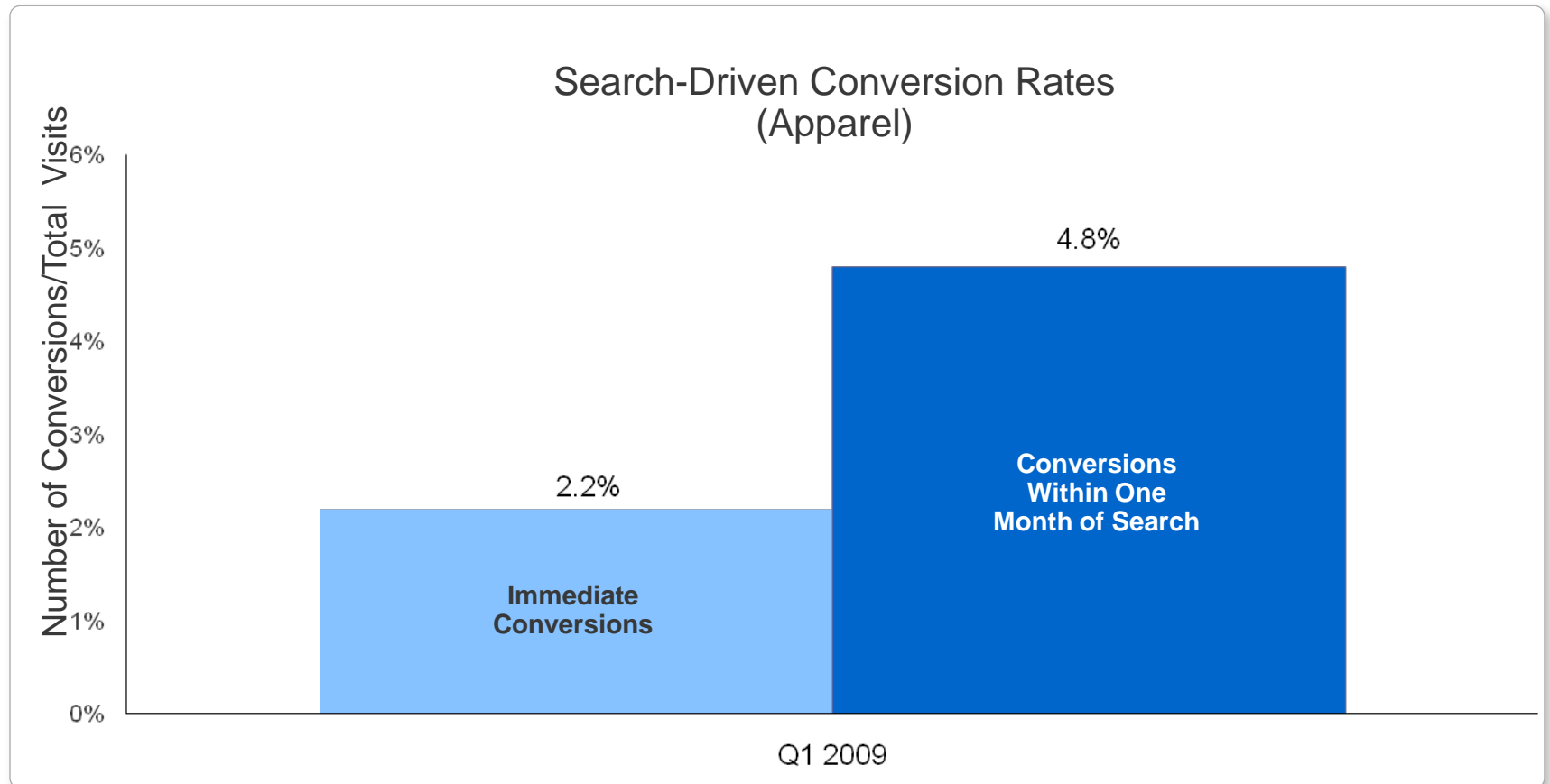
# But Shoppers Now Click More

Consumers are doing more research, visiting more sites before purchasing.



# Measure Conversions Over 4 Weeks

Conversions are more likely to occur within the first month of search, compared to same session.



Like what you learned?  
Find more studies and data at

thinkinsights  
with Google™

[www.google.com/think/insights](http://www.google.com/think/insights)