

This study is brought to you courtesy of

thinkinsights
with Google™

www.google.com/think/insights



The Latency of Online Conversion for Home Furnishings

More Search, More Clicks, More time.

Google/Compete
U.S., July 2009

Key Takeaways

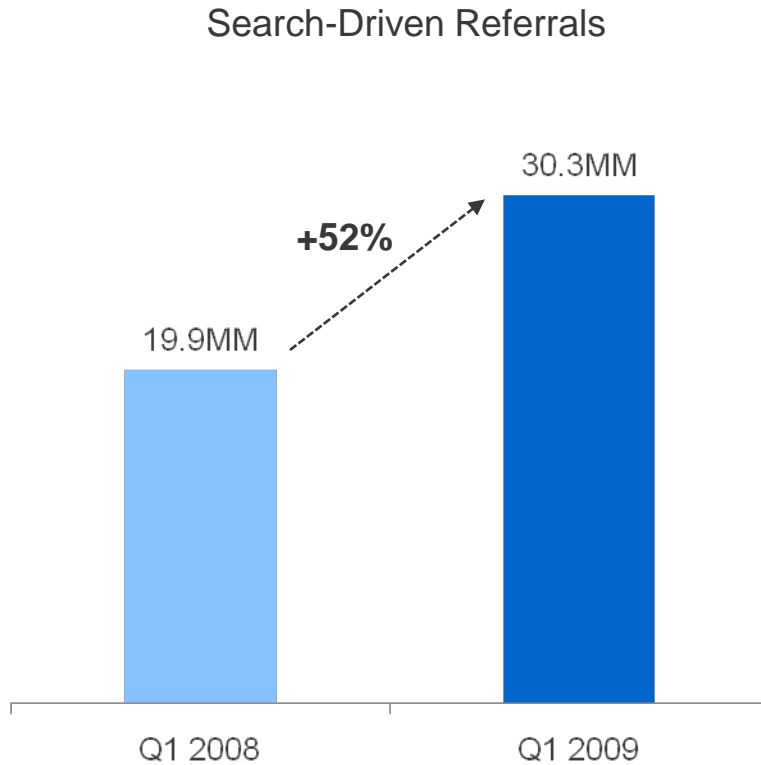
- Search-driven conversion rates are up in 2009
- Consumers are doing more research, making more clicks between first click and purchase
- Conversion rate measurement window must be extended to reflect increased consumer research



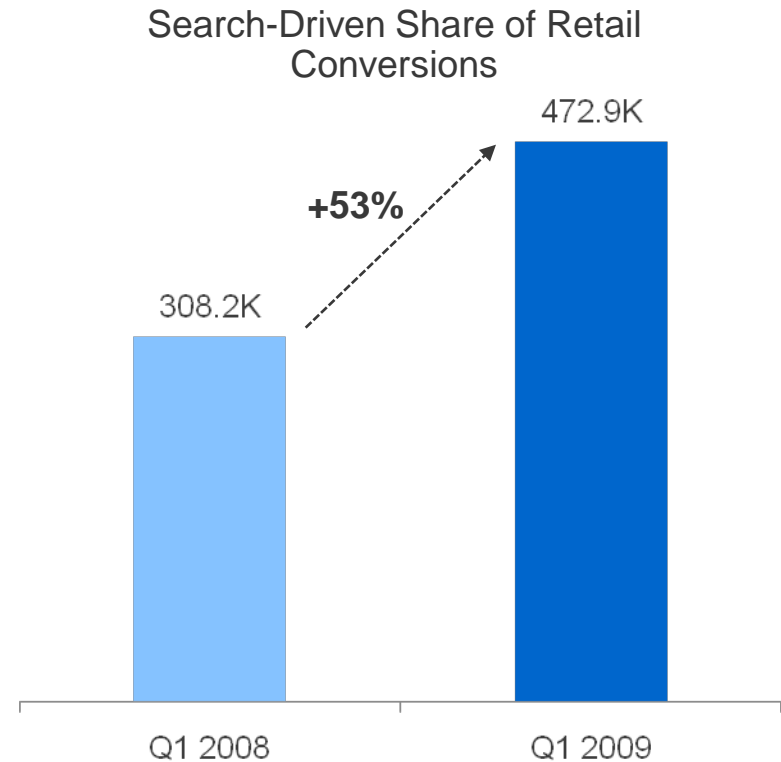
Search Drives Site Visits and Conversions

Home Furnishings

Search-Driven Referrals



Search-Driven Share of Retail Conversions



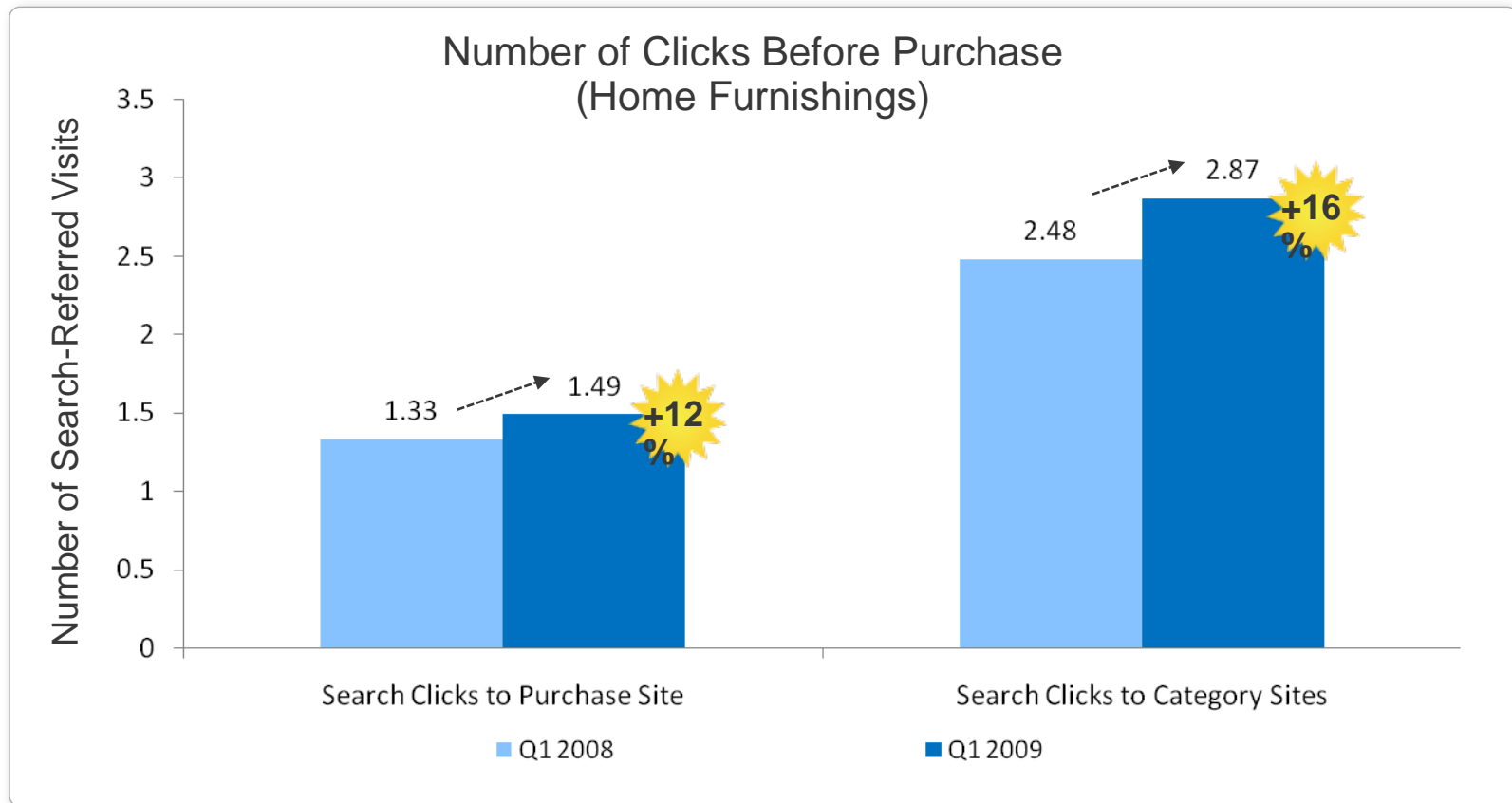
Search Increasingly Sends Shoppers to Home Furnishings Sites



Searchers Increasingly Convert

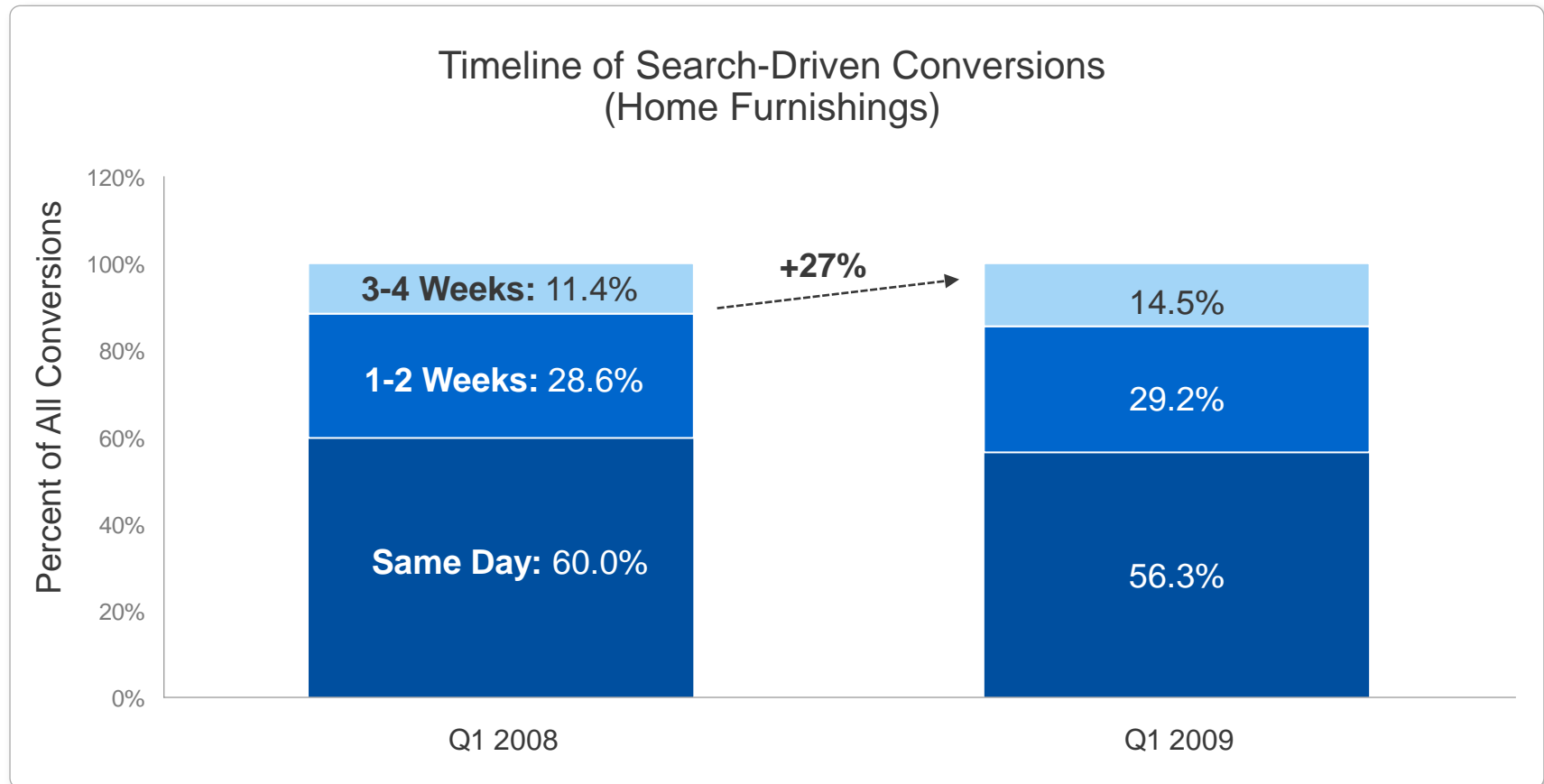
But Shoppers Now Click More

Consumers are doing more research, making more site visits before purchasing.



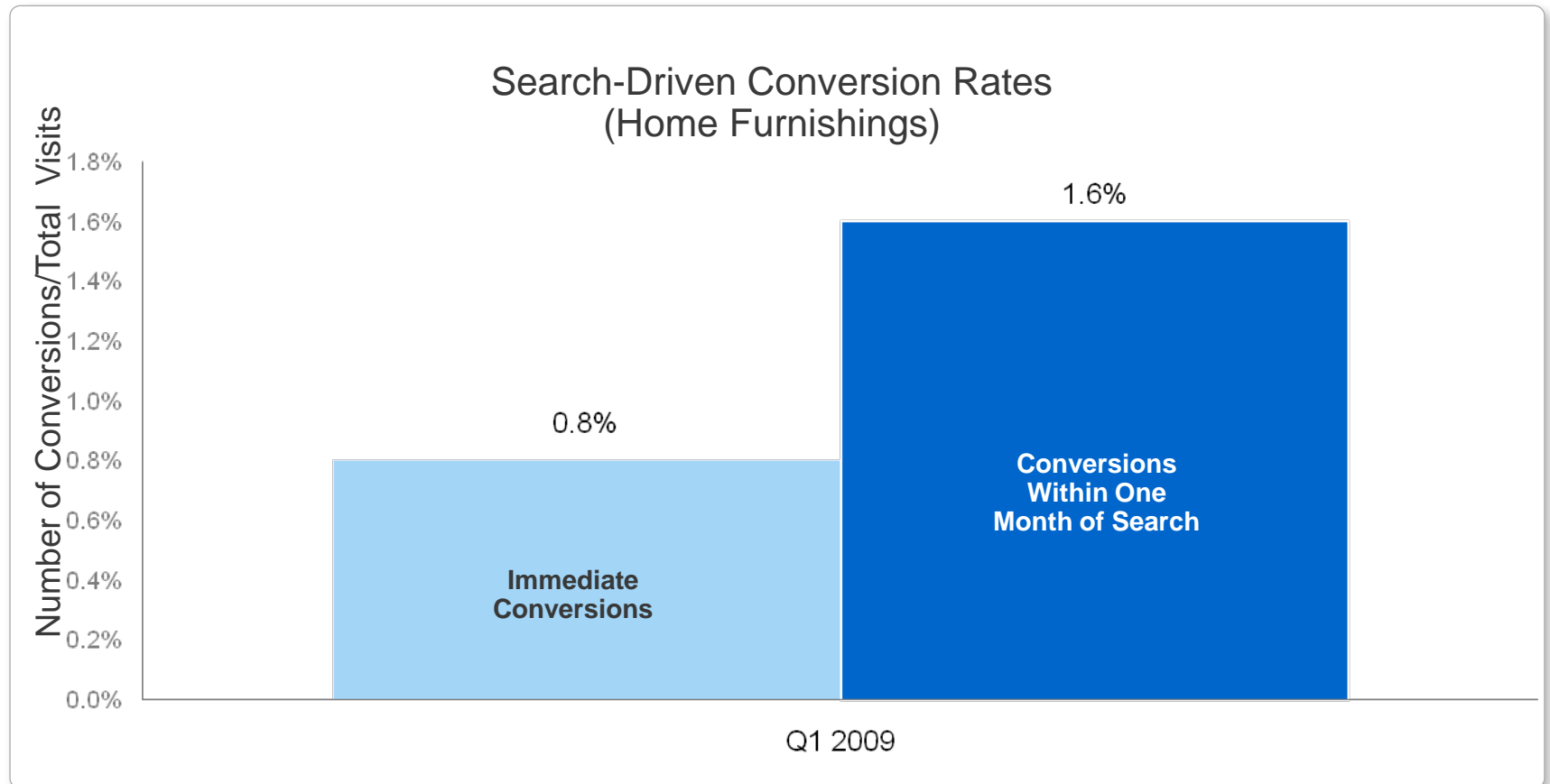
So It Takes Longer to Buy

Conversions occurring 3-4 weeks after the first search click have increased **27%** since last year.



Measure Conversions Over 4 Weeks

Given extended research, searchers continue to convert over time.



Like what you learned?
Find more studies and data at

thinkinsights
with Google™

www.google.com/think/insights