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The Latency of Online Conversion in the Retail Industry

More search, more clicks, more time.

Google/Compete
U.S., July 2009

Key Takeaways

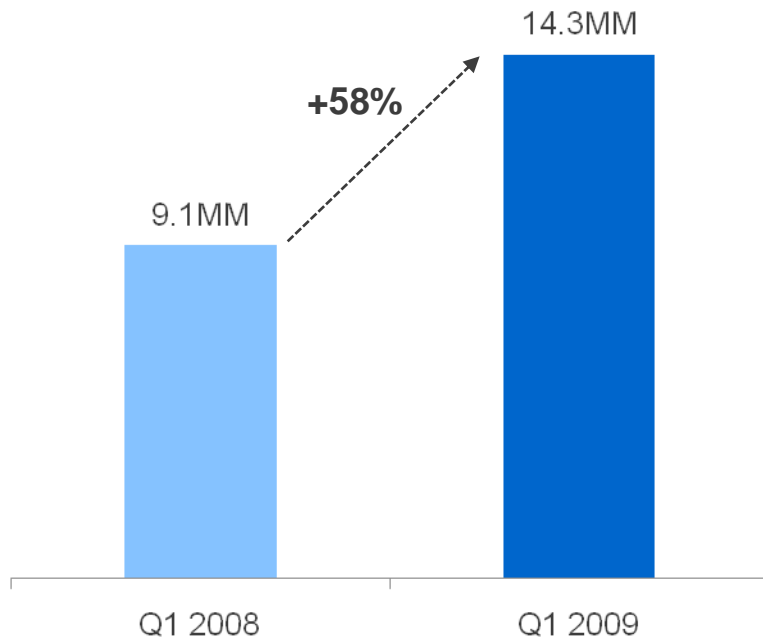
- Search-driven conversion rates are up in 2009
- Consumers are doing more research, making more clicks between first click and purchase
- Conversion rate measurement window must be extended to reflect increased consumer research



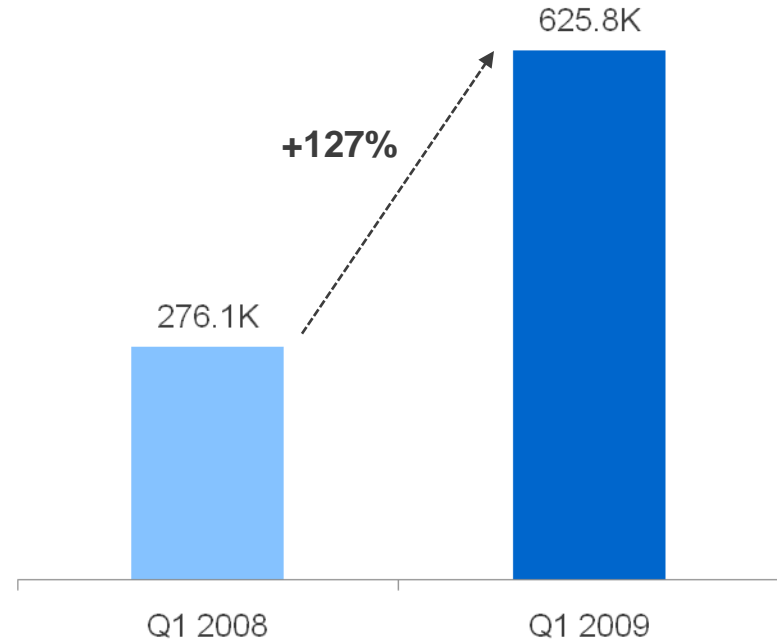
Search Drives Site Visits and Conversions

Office Supplies

Search-Driven Referrals



Search-Driven Share of Retail Conversions



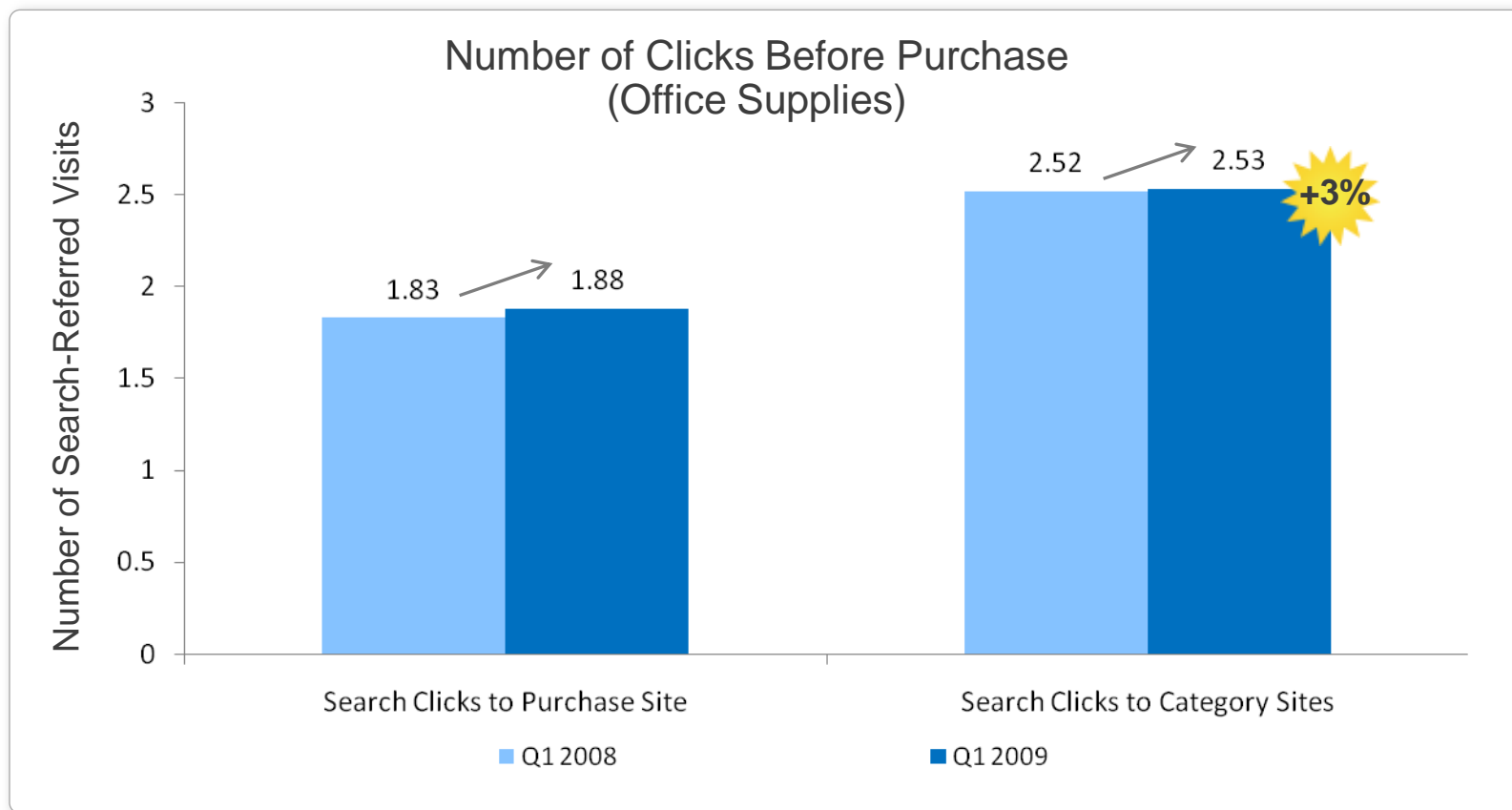
Search Increasingly Sends Shoppers to Office Supplies Sites



Searchers Increasingly Convert

But Shoppers Now Click More

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



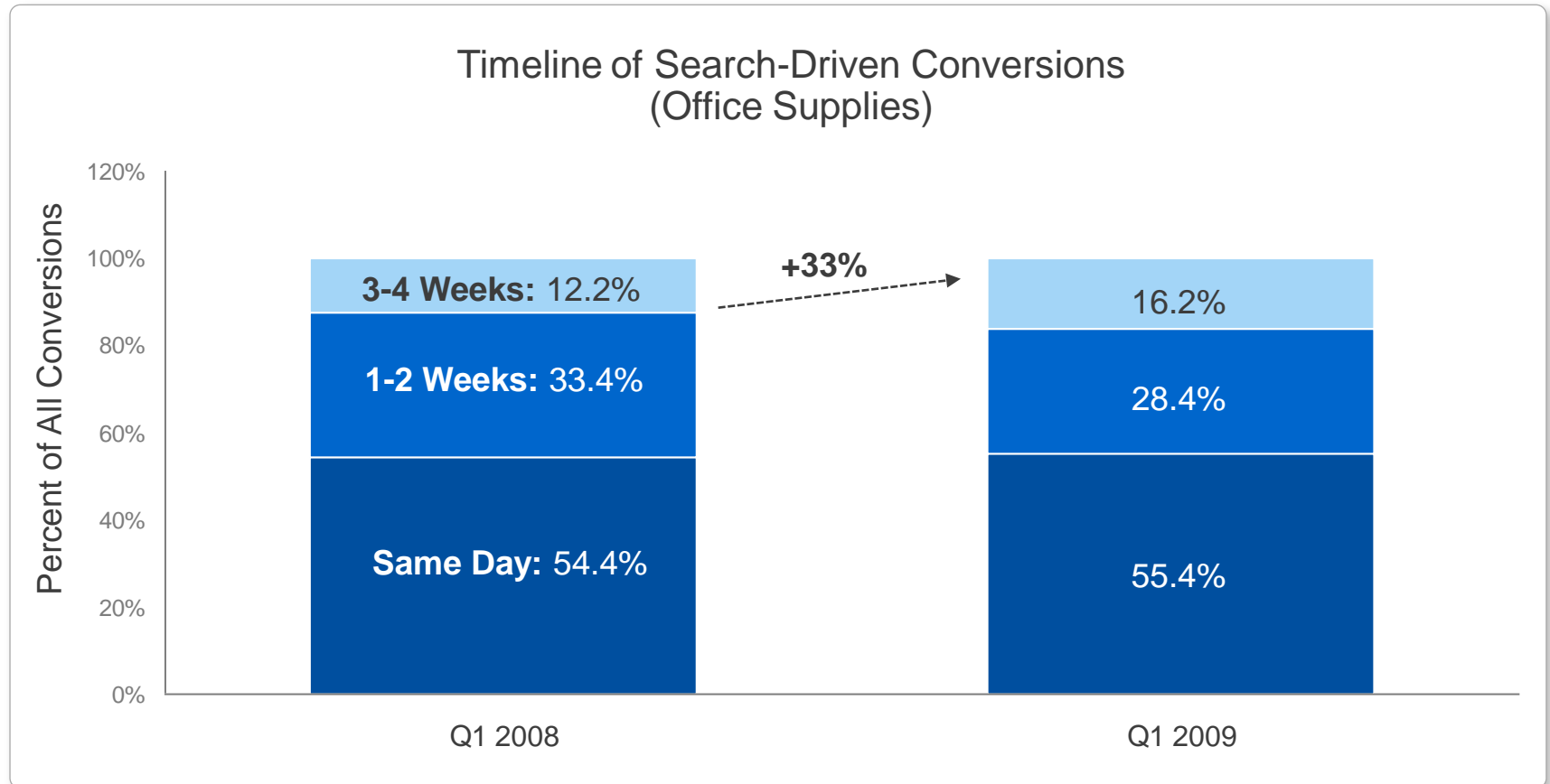
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Source: Compete, Inc. June 2009. Average number of search referrals to site/category sites 4 weeks prior to purchase. Google Confidential and Proprietary

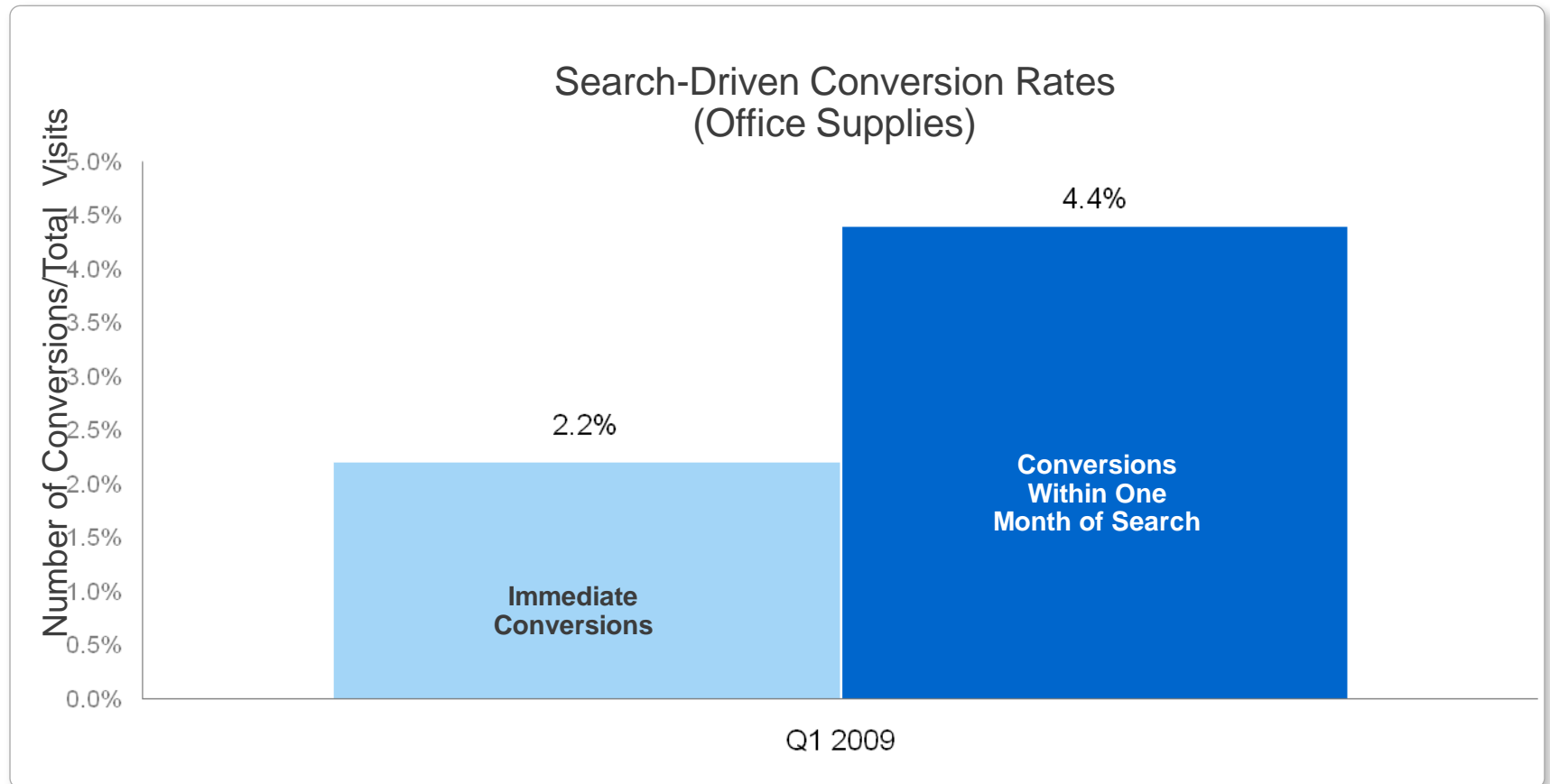
So It Takes Longer to Buy

Conversions occurring 3-4 weeks after the first search have increased **33%** since last year.



Measure Conversions Over 4 Weeks

Given extended research, searchers continue to convert over time.



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