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The Latency of Online Conversion in Sporting Goods

More Search, More Clicks, More Time.

Google/Compete
U.S., July 2009

Key Takeaways

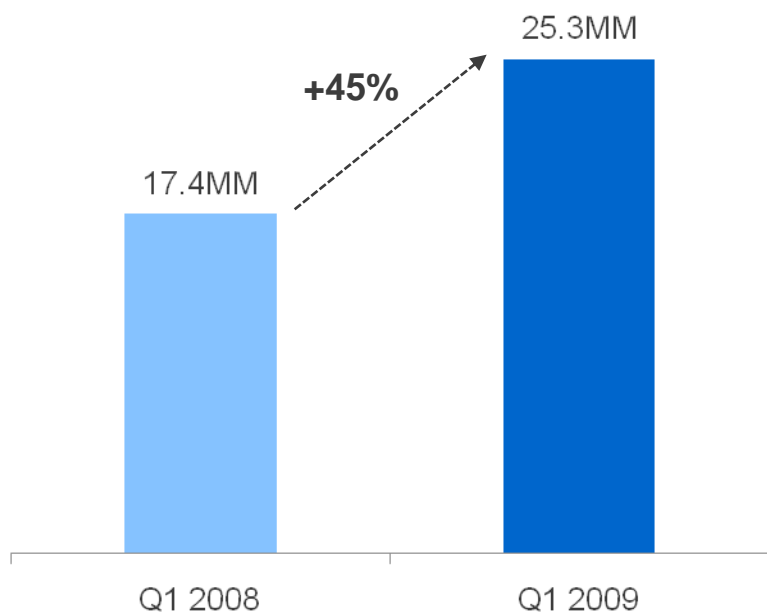
- Search-driven conversion rates are up in 2009
- Consumers are doing more research, making more clicks between first click and purchase
- Conversion rate measurement window must be extended to reflect increased consumer research



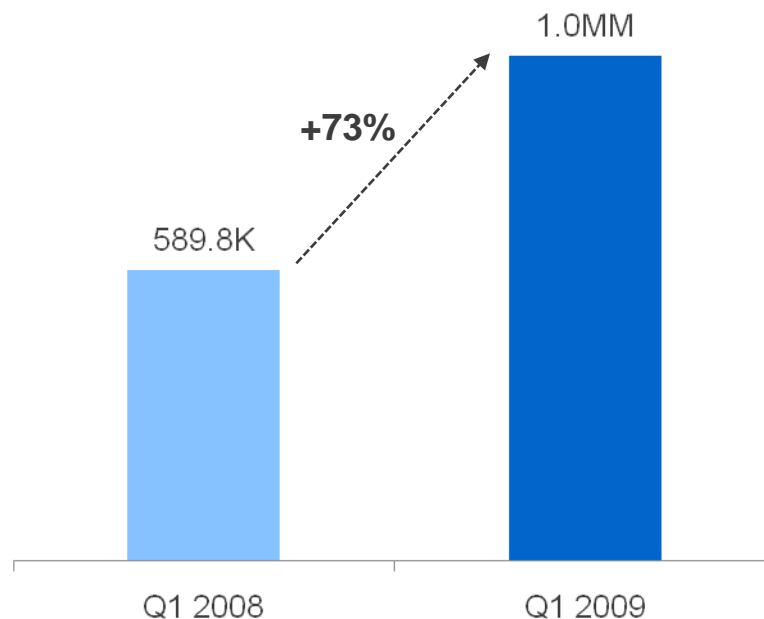
Search Drives Site Visits and Conversions

Sporting Goods & Fitness

Search-Driven Referrals



Search-Driven Share of Retail Conversions



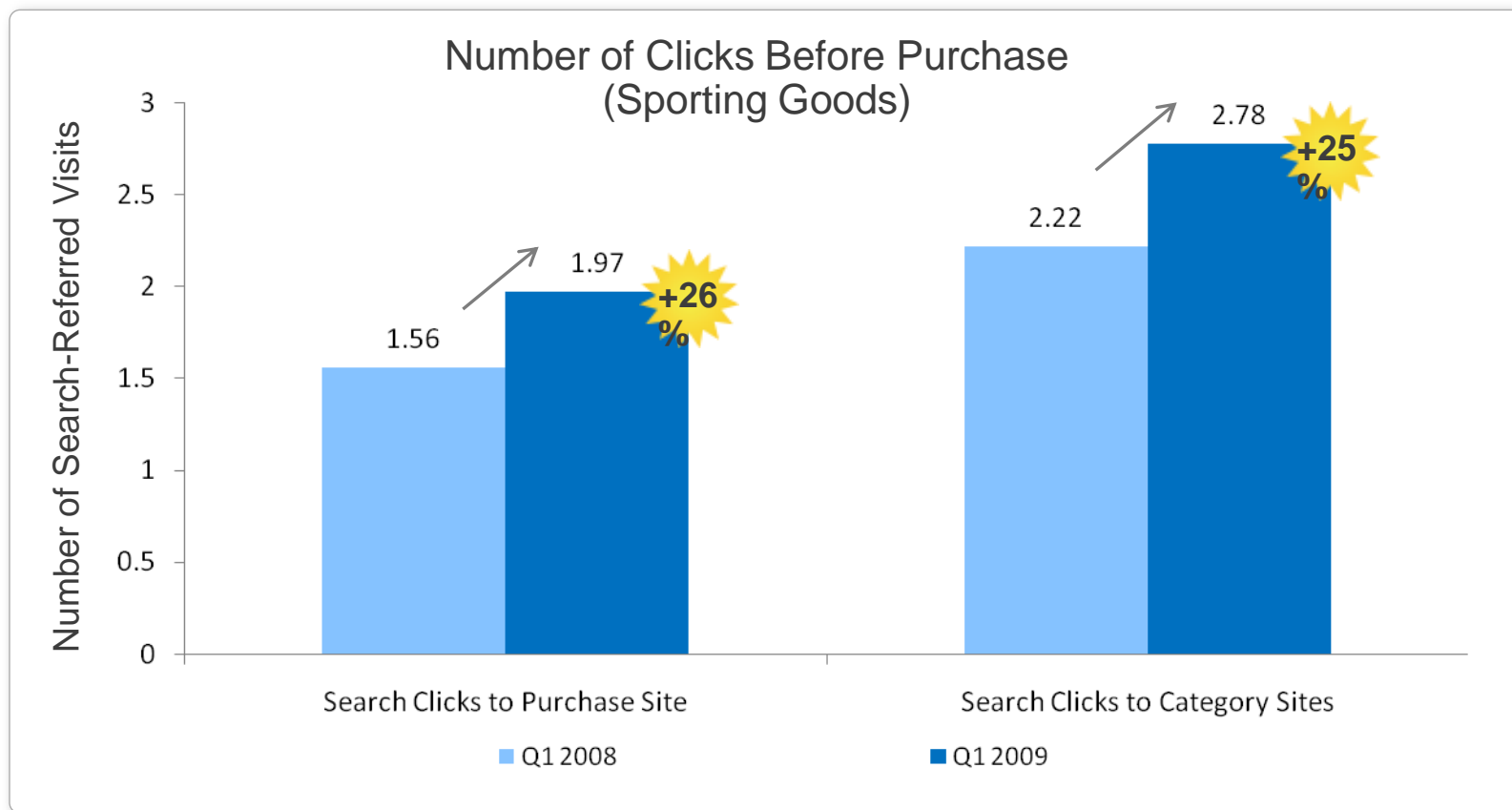
Search Increasingly Sends Shoppers to Sporting Goods & Fitness Sites



Searchers Increasingly Convert

But Shoppers Now Click More

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



thinkretail

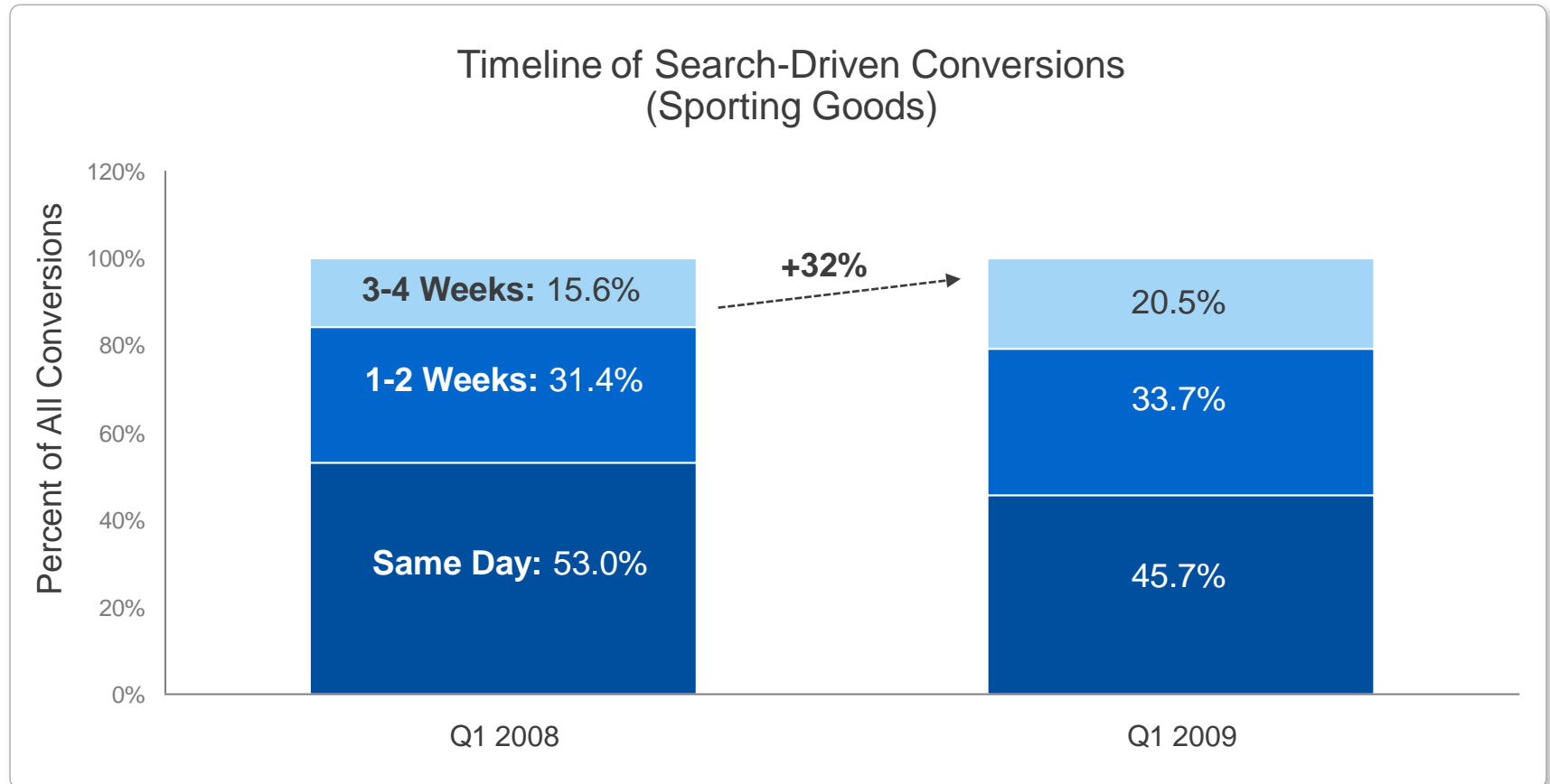
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Source: Compete, Inc. June 2009. Average number of search referrals to site/category sites 4 weeks prior to purchase.

Google Confidential and Proprietary

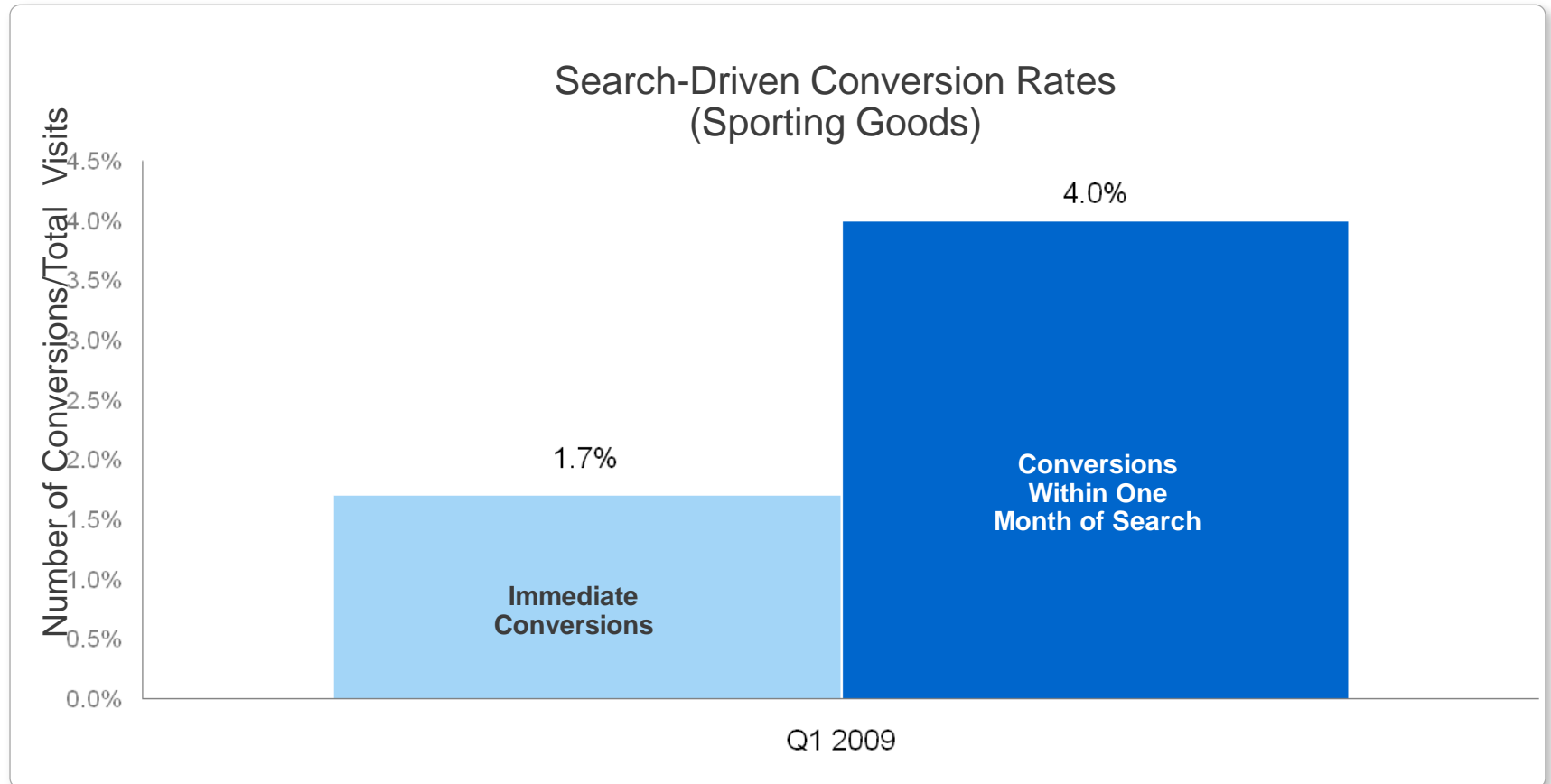
So It Takes Longer to Buy

Conversions occurring 3-4 weeks after the first search have increased **32%** since last year.



Measure Conversions Over 4 Weeks

Given extended research, searchers continue to convert over time.



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