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The Latency of Online Conversion for Toys

More Search, More clicks, More Time.

Google/Compete
U.S., July 2009

Key Takeaways

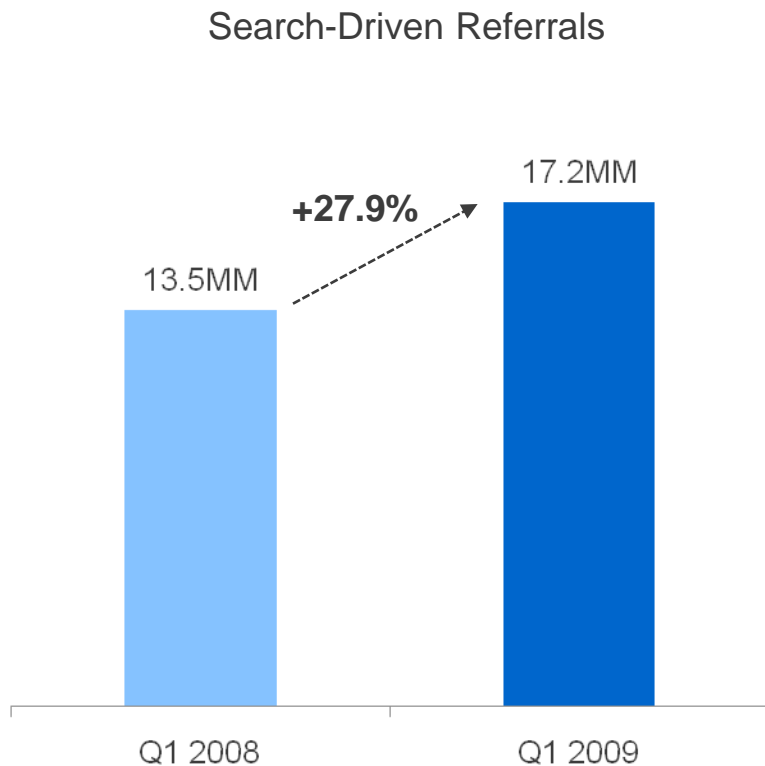
- Search-driven conversion rates are up in 2009
- Consumers are doing more research, making more clicks between first click and purchase
- Conversion rate measurement window must be extended to reflect increased consumer research



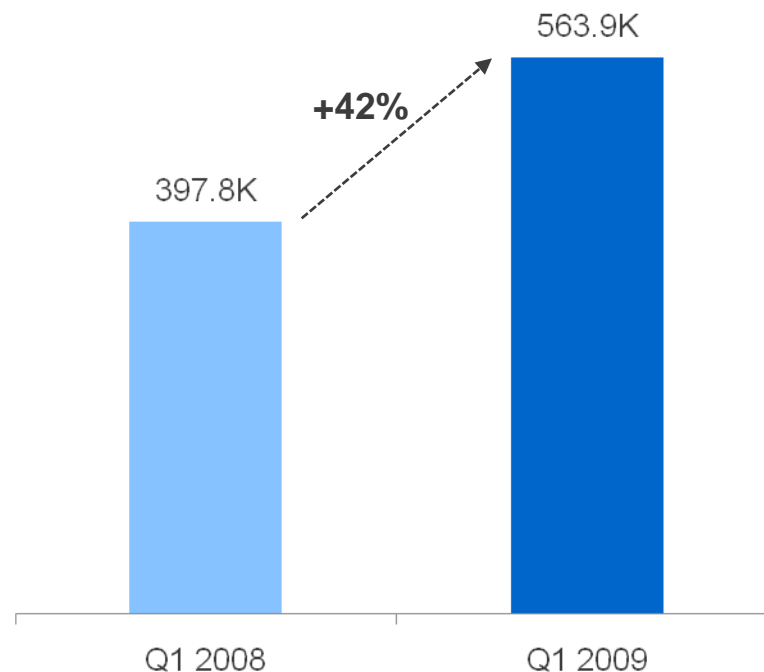
Search Drives Site Visits and Conversions

Toys

Search-Driven Referrals



Search-Driven Share of Retail Conversions



Search Increasingly Sends Shoppers to Toys Sites



Searchers Increasingly Convert

thinkretail

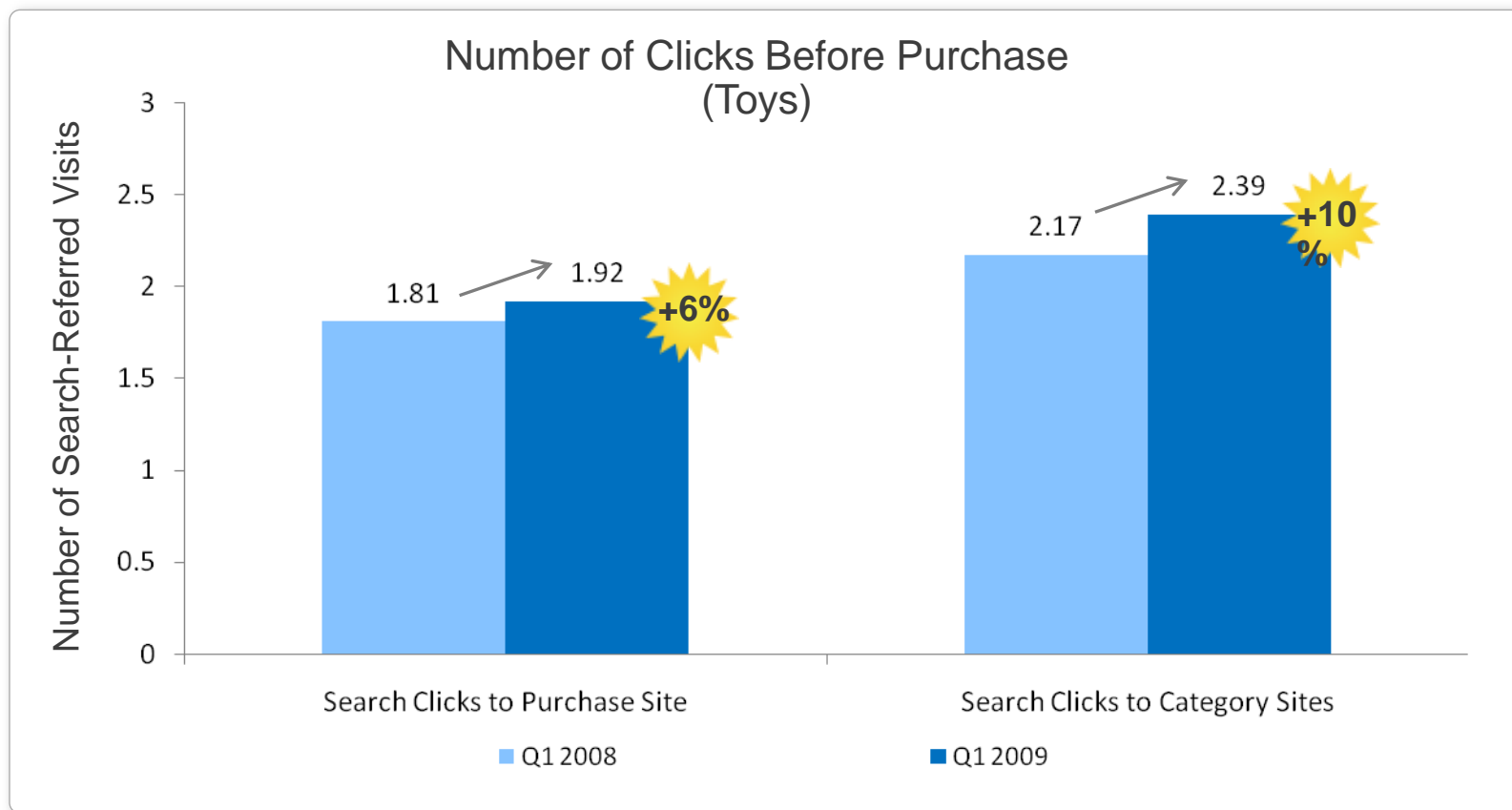
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Source: Compete, Inc, June 2009. Increase in Search-Driven site referrals and conversions, Q1 2009 vs Q1 2008.

Google Confidential and Proprietary

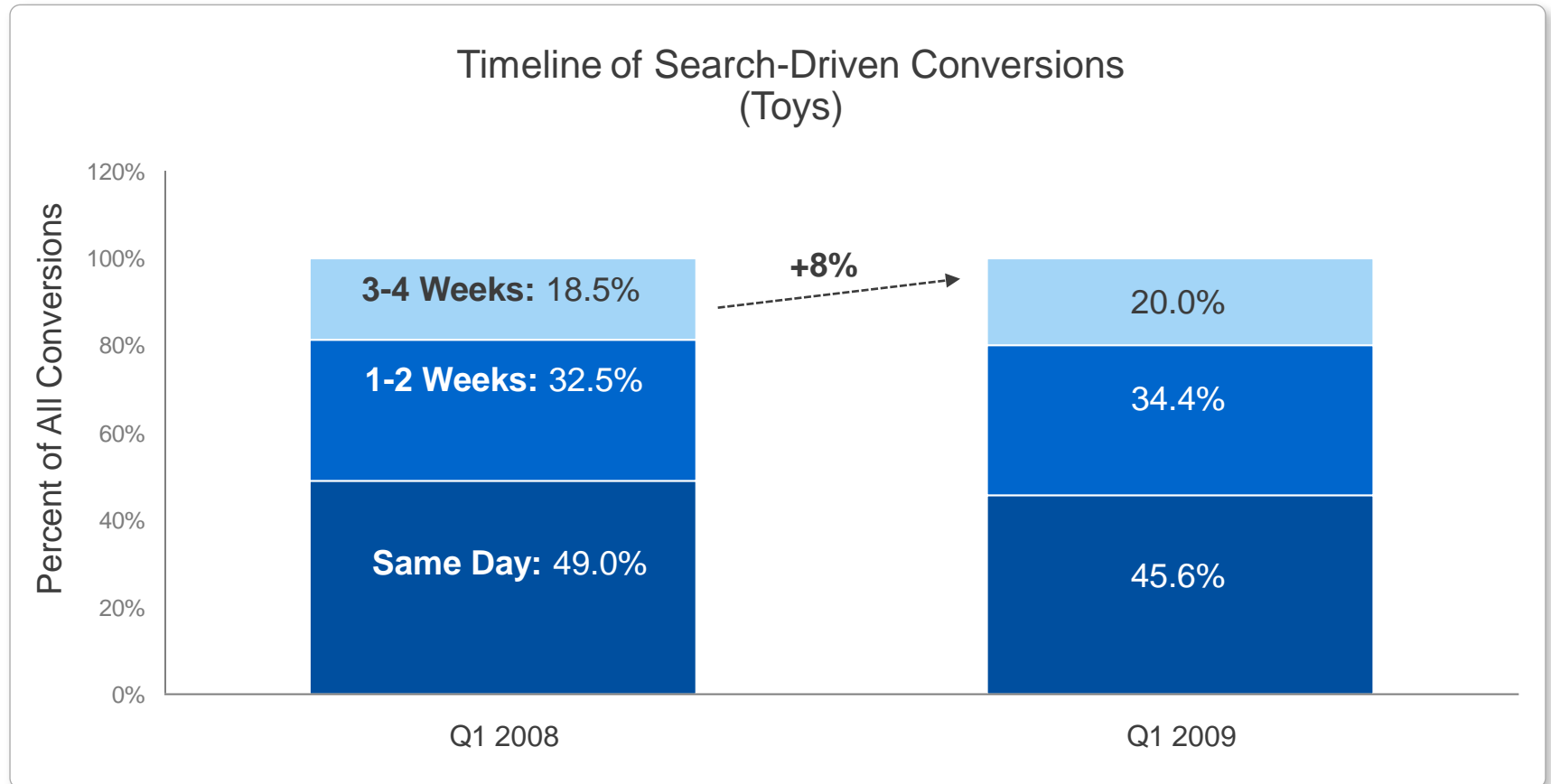
But Shoppers Now Click More

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



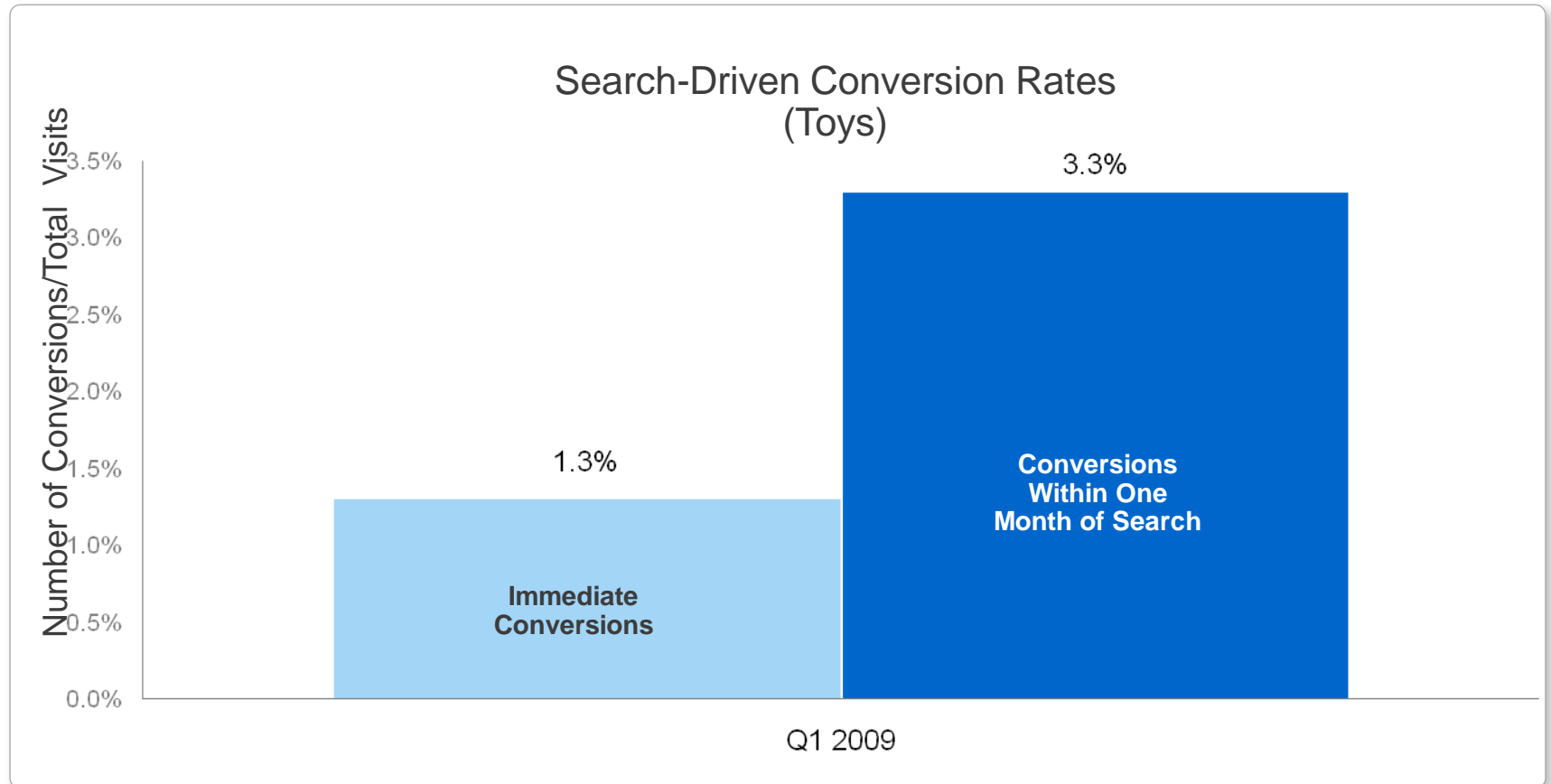
So It Takes Longer to Buy

Conversions occurring 3-4 weeks after the first search have increased **8%** since last year.



Measure Conversions Over 4 Weeks

Given extended research, searchers continue to convert over time.



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