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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

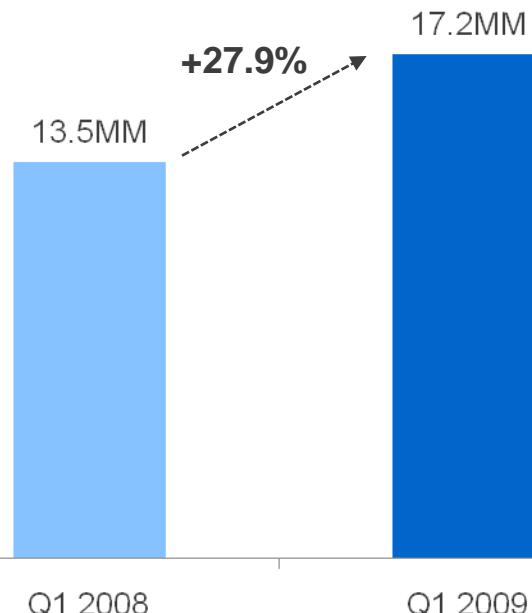
- Search-driven conversion rates are up in 2009
- Consumers are doing more research, making more clicks between first click and purchase
- Conversion rate measurement window must be extended to reflect increased consumer research



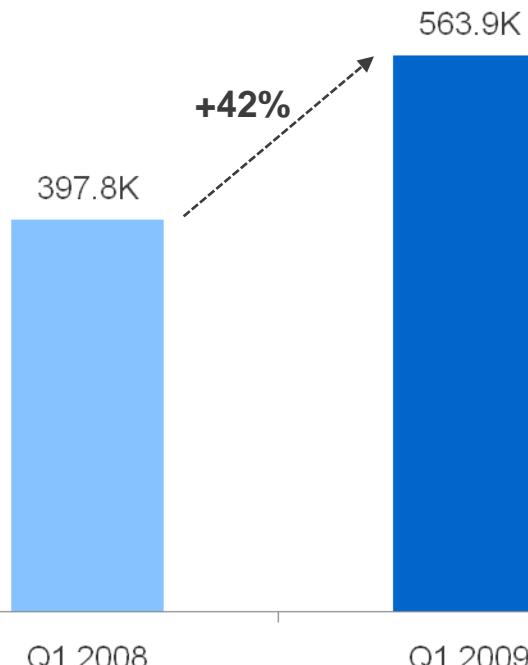
# Search Drives Site Visits and Conversions

## Toys

Search-Driven Referrals



Search-Driven Share of Retail Conversions



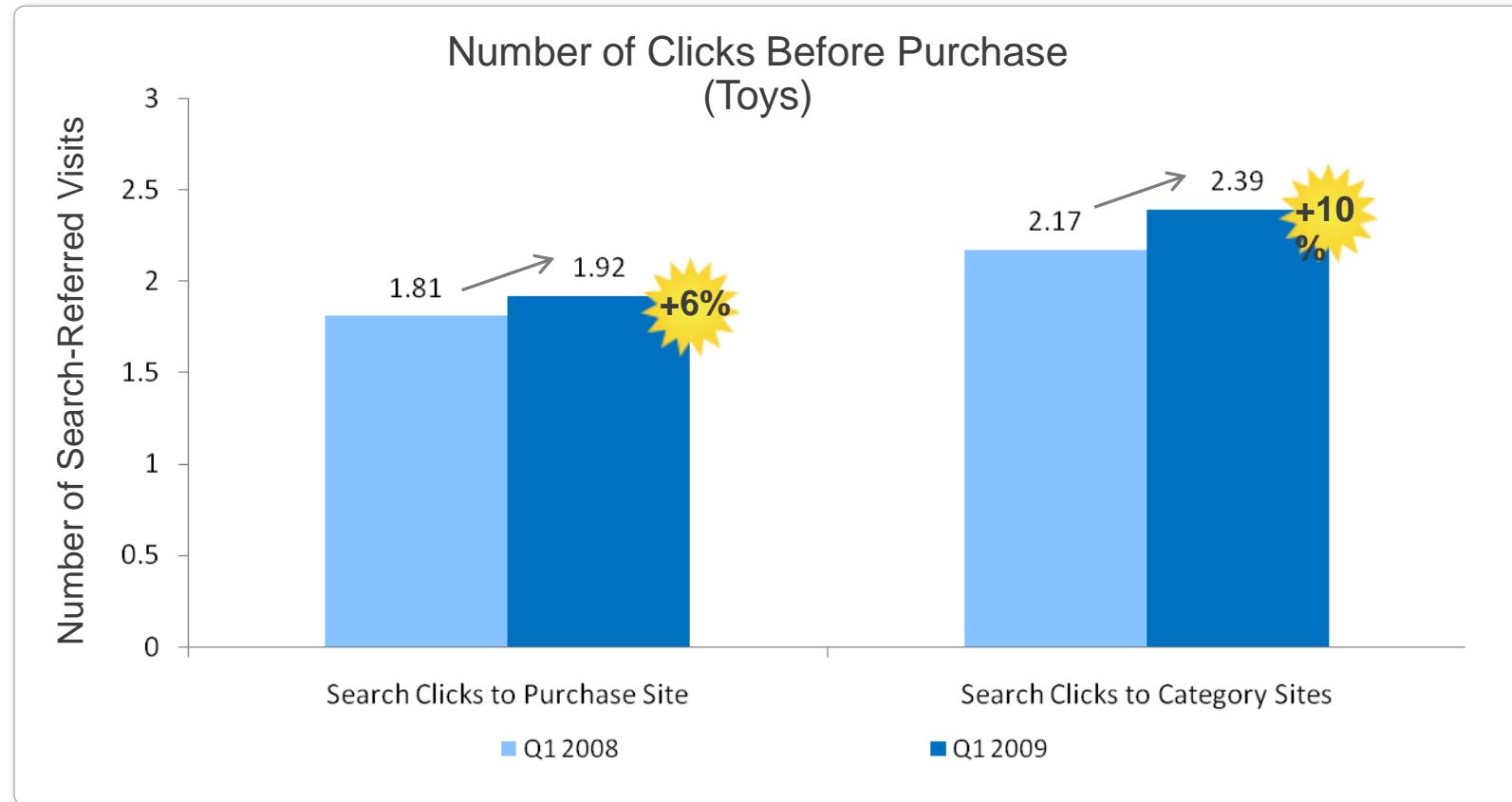
Search Increasingly Sends Shoppers to Toys Sites



Searchers Increasingly Convert

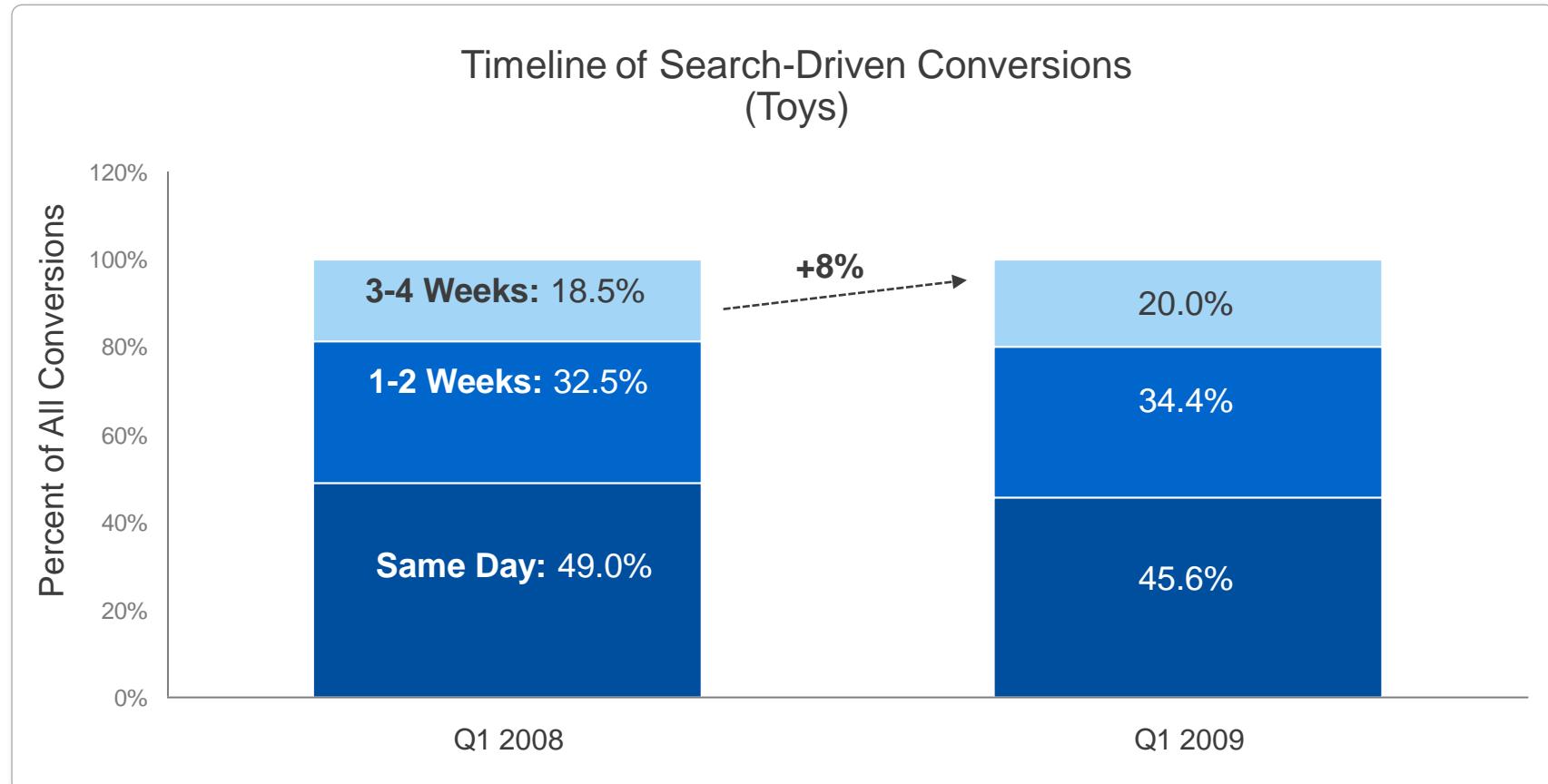
# But Shoppers Now Click More

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



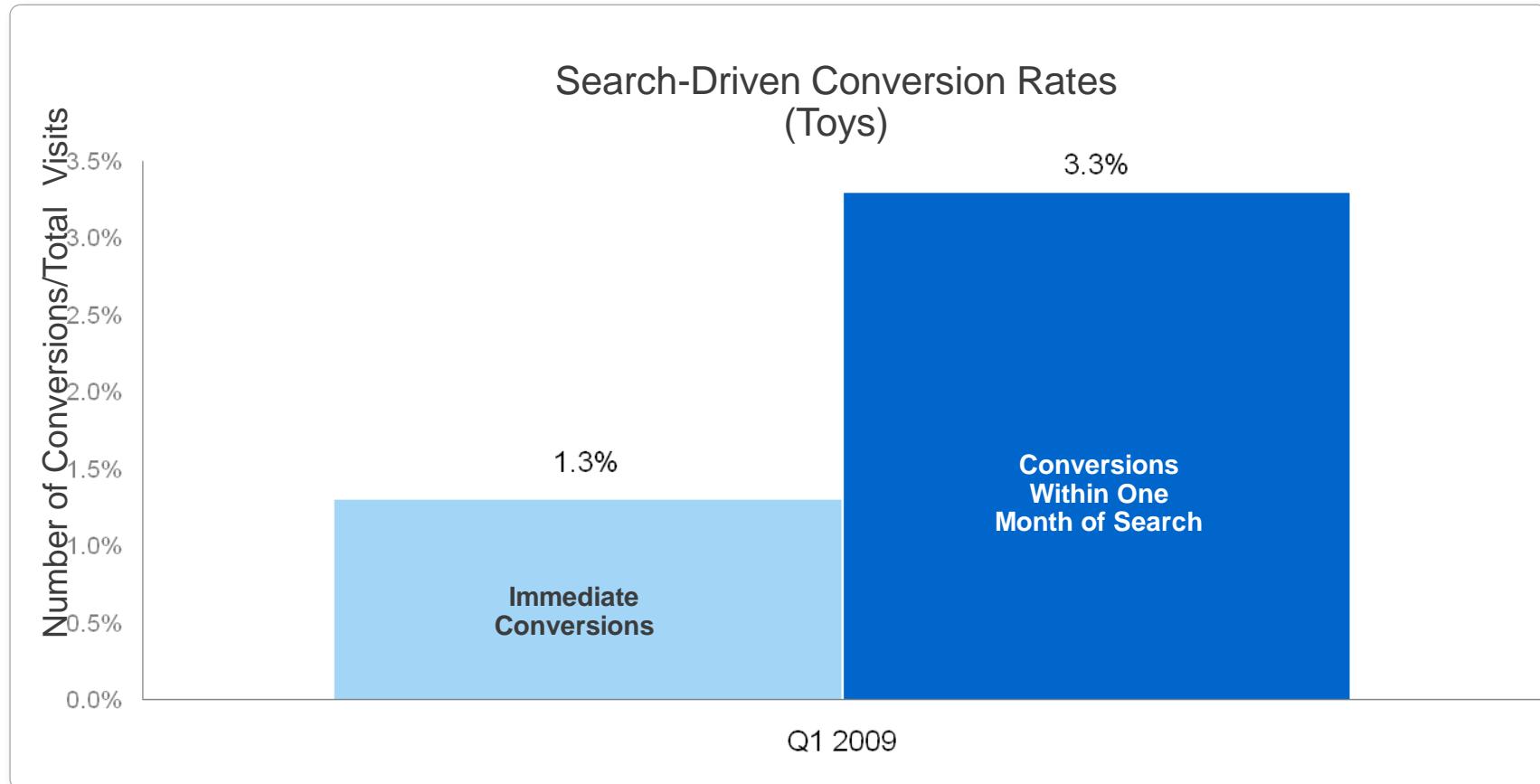
# So It Takes Longer to Buy

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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