

This study is brought to you courtesy of

thinkinsights
with Google™

www.google.com/think/insights



The Value of Search for CPG Product Launches

Google/Compete
U.S., March 2010

Study Objectives

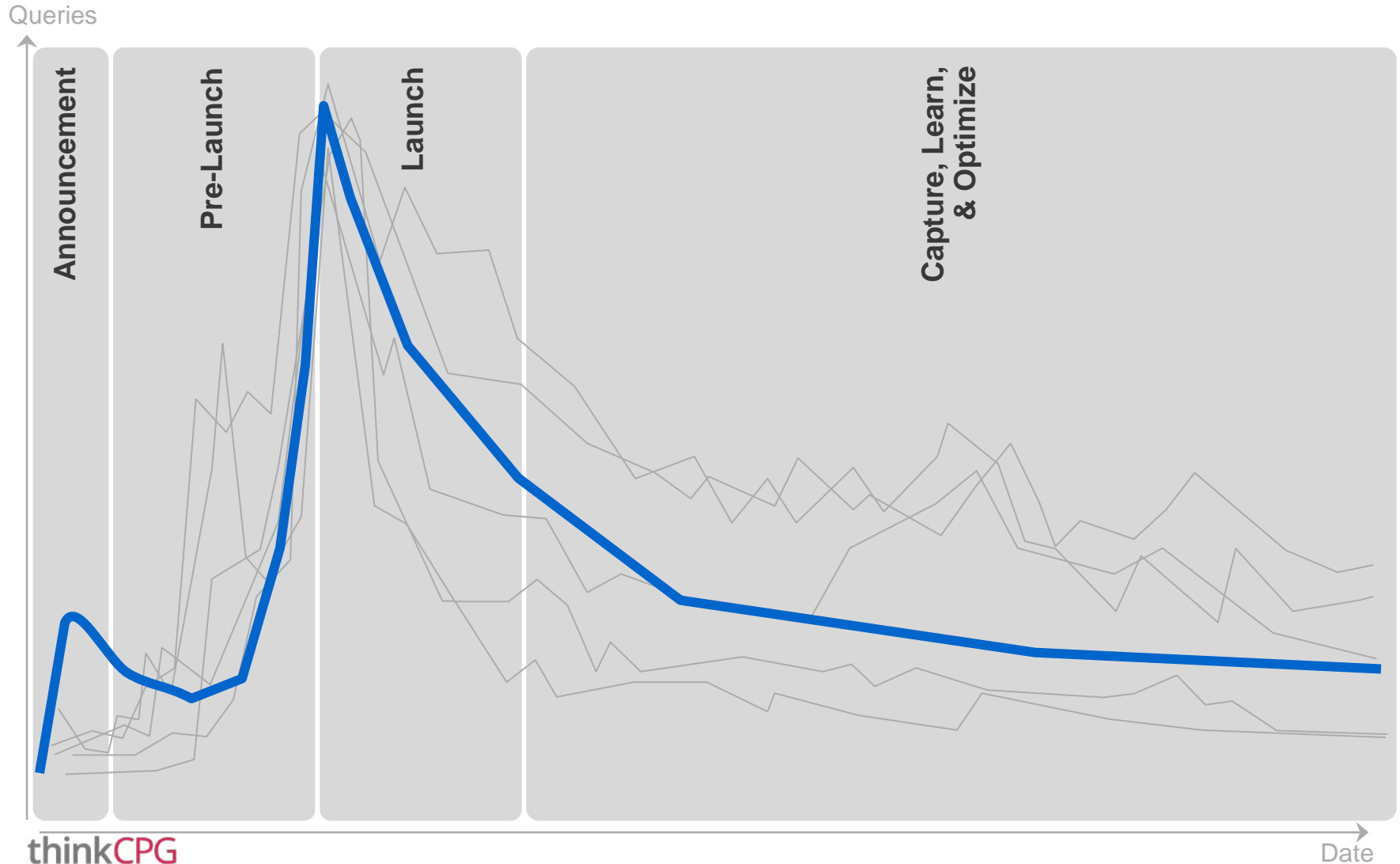
- To understand the CPG new product launch **timeline** and gain visibility around when consumers discover, research and take action on new CPG product pages
- To quantify the impact of **TV and Paid Search** campaigns on traffic to new product brand pages
- To quantify the impact of **paid search campaigns** and how they might accelerate the discovery of a new product
- To quantify the **value of searchers**, who were actively seeking information around the new product

Methodology

- Clickstream analysis conducted on Compete's panel of 2 million U.S. consumers
- 8 weeks of activity analyzed for each product; general timeframe spanned January through October 2009 with dates of analysis specific to each product
- Focused on **26** new CPG products launched in 2009 analyzing search behavior and traffic to the brand product pages pre launch, during launch, and post launch
- Products included:

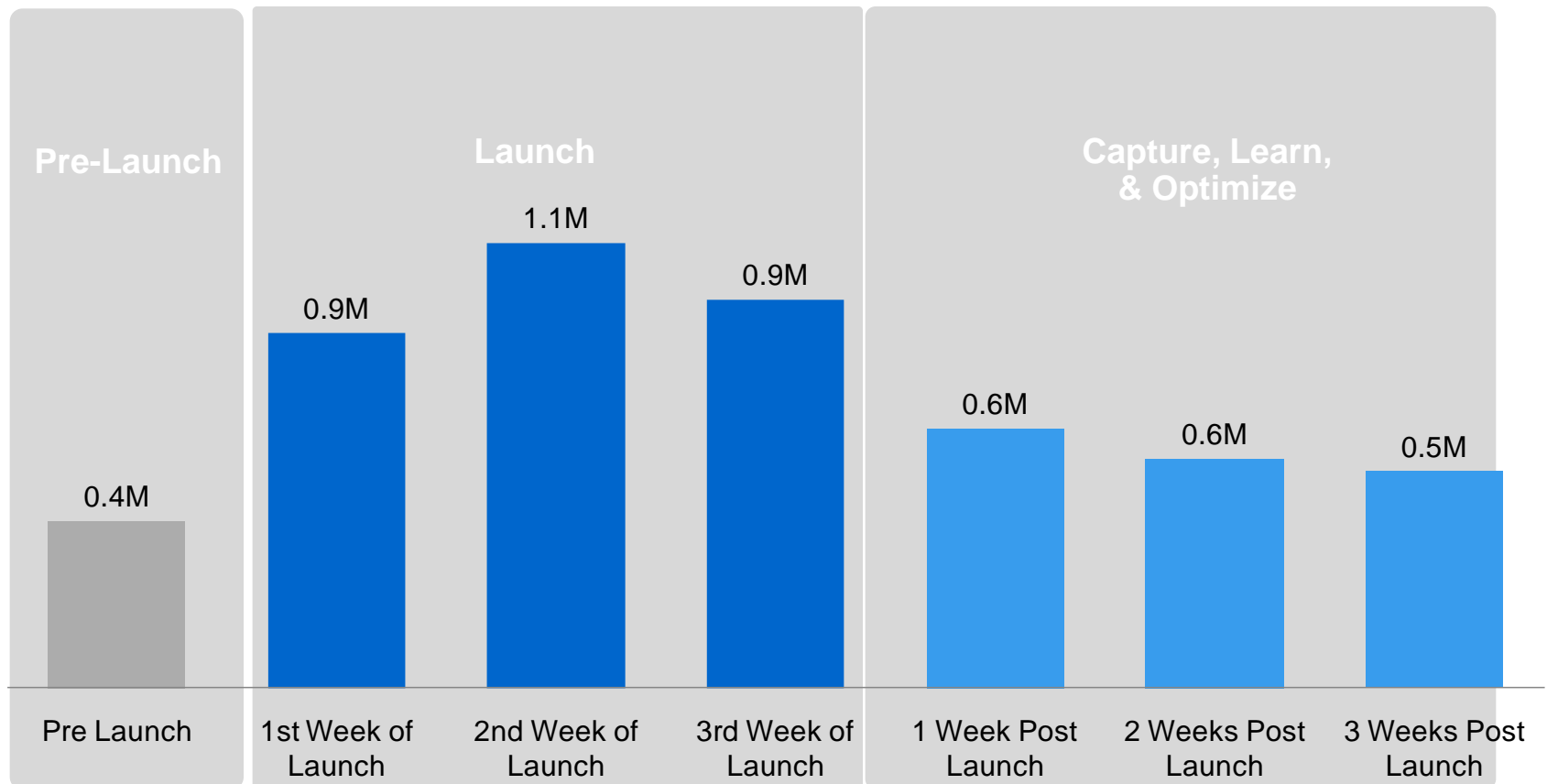
Arm & Hammer Cat Spray	Colgate Maxfresh	Healthy Choice - Spokesperson Wanted	Off Clip On	Pledge Fabric Sweeper for Pet Hair
Betty Crocker Gluten Free	Crest Advanced Seal	Healthy Choice Mixers	Oreo Cakesters Peanut Butter Crème	Purex 3-in-1
Bounce Dryer Ball	DiGiorno Crispy Flatbread	Mars Fling	Pedigree Dentastix	Ritz Crackerfuls
Clairol Herbal Essences Hydralicious Reconditioning	Dove Nutrium	Mountain Dew Game Fuel	Pepsi Throwback	Southern Comfort Drink Mixes
Clinique Superbalanced	Febreze Home Collection	Golden Double Stuff Oreo	Pert Plus for Men	Tide Stain Release
				Wheaties Fuel

The Average Search Trend Around New Product Launches



The Traffic to CPG New Product Pages Follow The Search Trend

Total Visits to New Product Pages
(Aggregate visits per product, pre launch and each week thereafter)

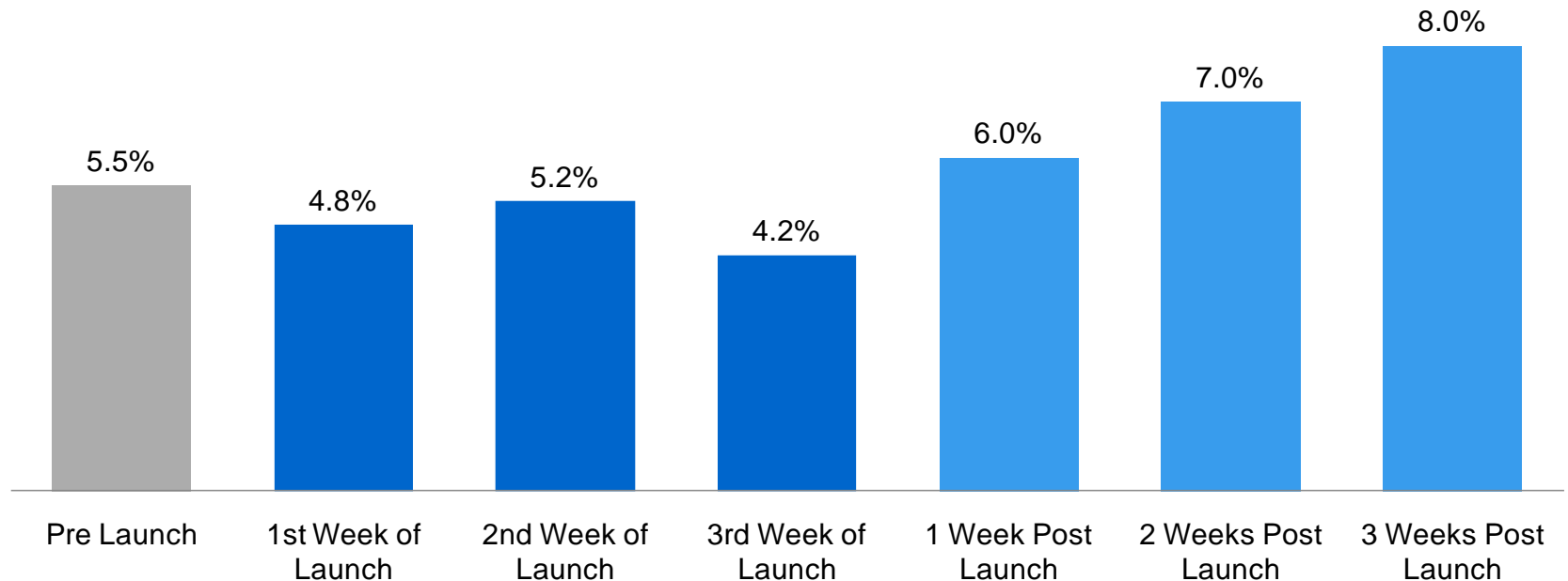


The Search Share of Visits Follow a Different Trend

- Search plays an important role in the post launch period. As consumers become more aware of the products, they increasingly relied on search engines to help them find new product pages

Search Share of Total Visits to New Product Pages

(Share of search referrals among total referrals, pre launch and each week thereafter)

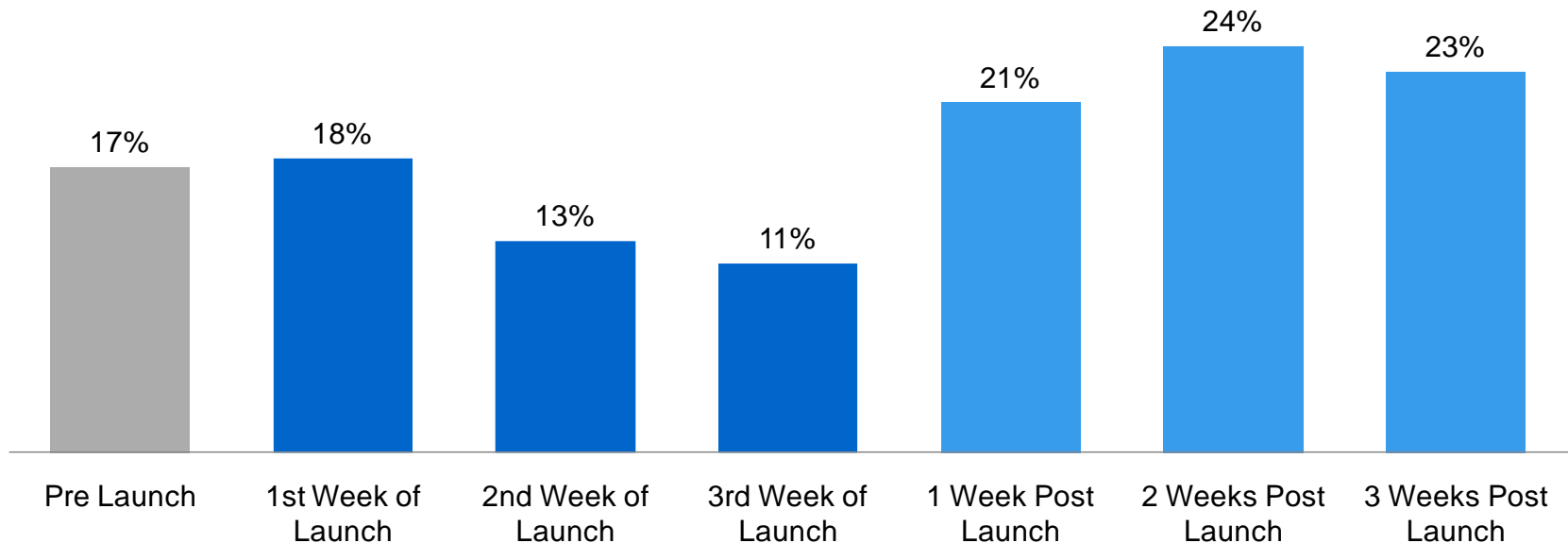


Consumers More Likely to Take Action Post Launch

- The subsequent uptick in KPI activity demonstrates that consumers who visited post launch were more likely to be in-market to purchase

Share of KPI Visits to New Product Pages

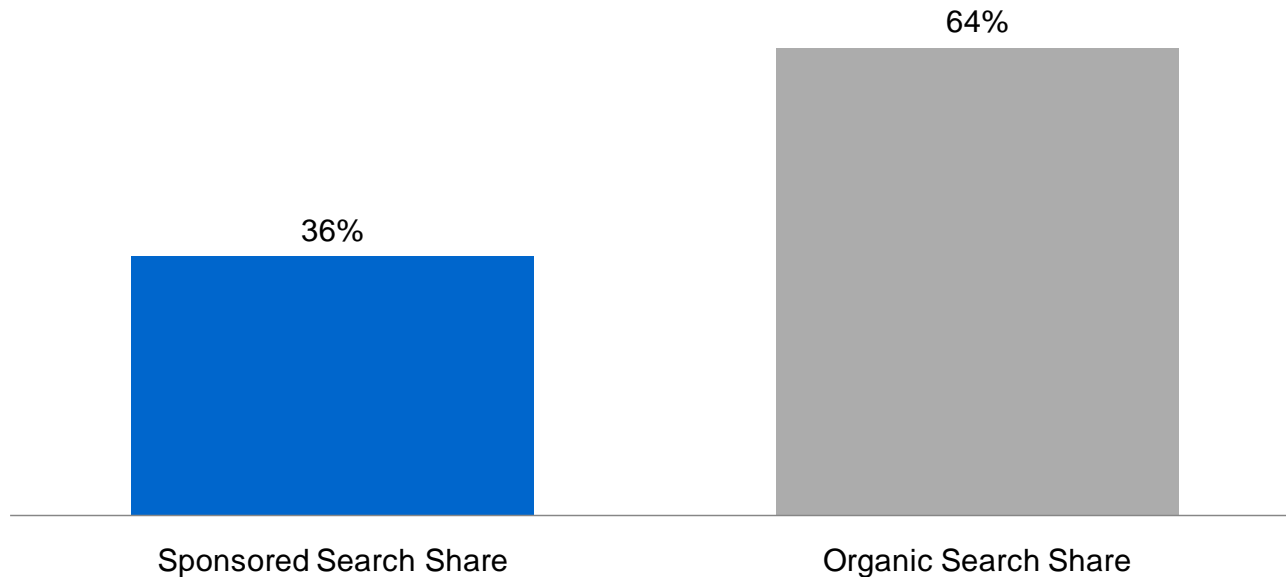
(Percent of visits in which the visitor performed a KPI, pre launch and each week thereafter)



1 in 3 Searchers Discovered the New Product Page through a Sponsored Link

- Sponsored links drove more than 1/3 of all search referrals throughout the total new product launch period

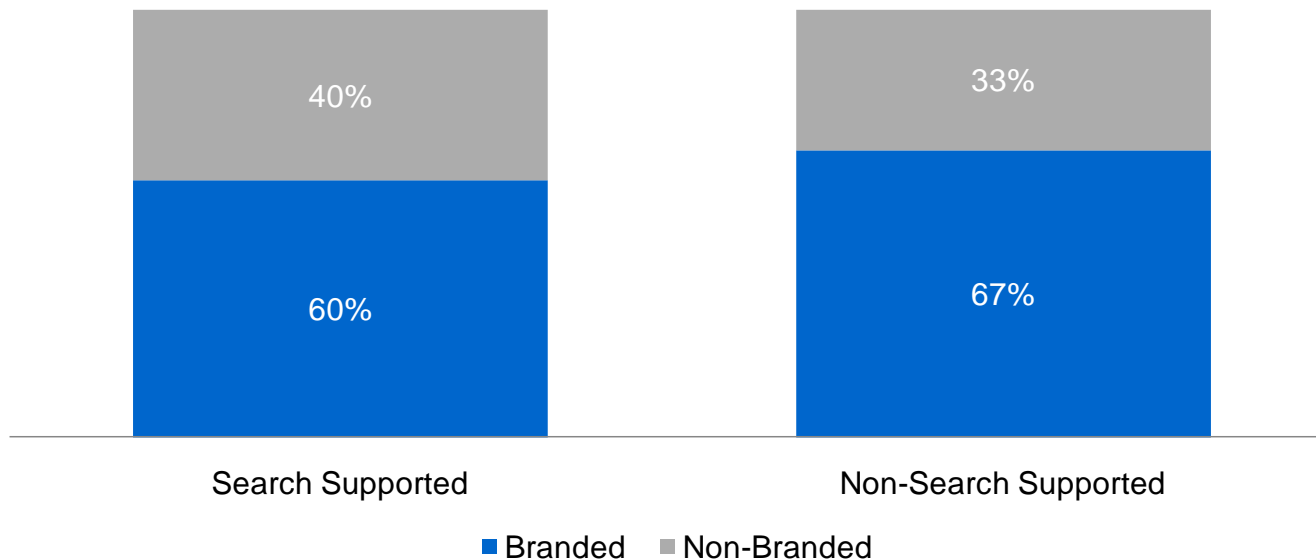
Sponsored Share of Google Search Referrals
(Sponsored share of Google search referrals for search supported products)



Search Campaigns Help Searchers Associate a New Product with a Brand

- Search supported campaigns brought in more non-branded searchers to the new product page

Branded Share of Search Referrals to Product Pages
(Percent of branded and non branded search referrals product pages)

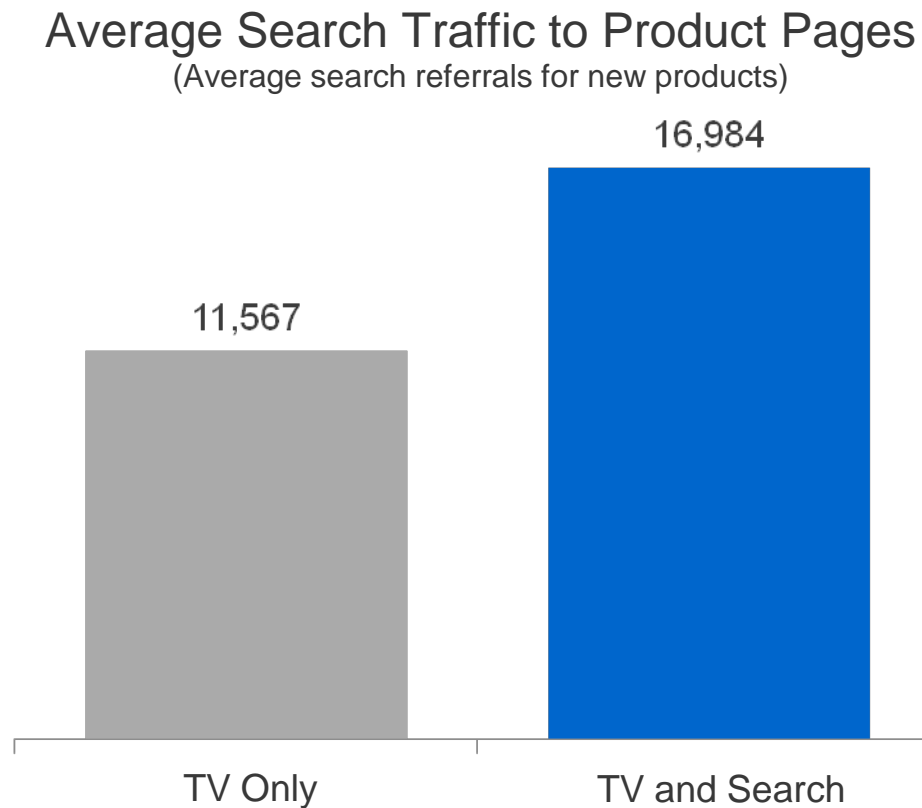




The Impact of TV and Search for CPG New Product Launches

Search and TV are Synergistic

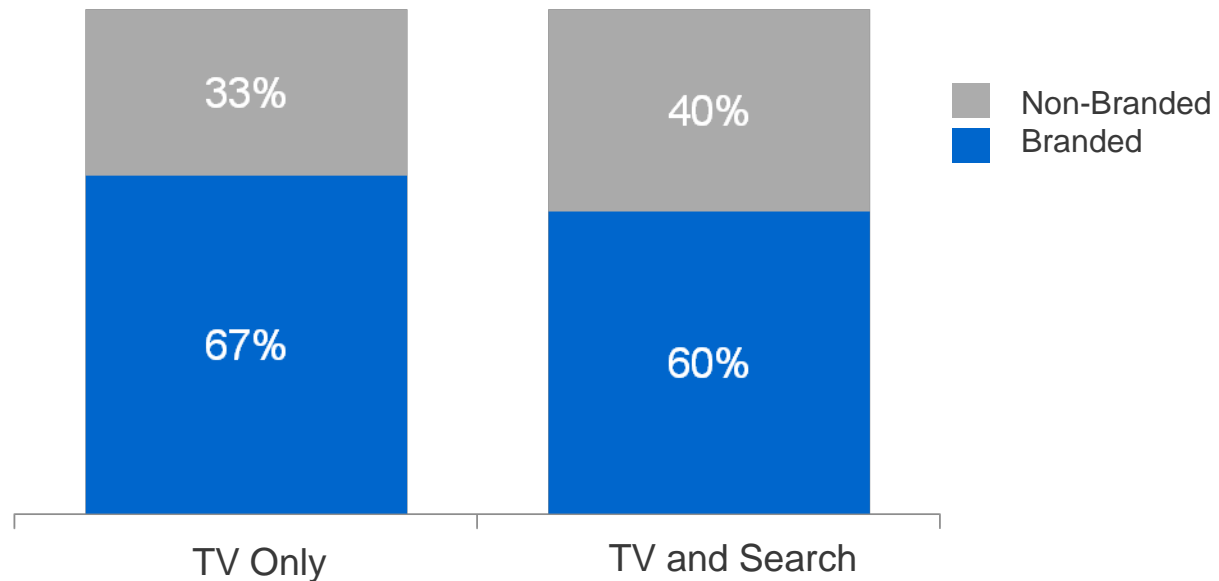
- Search traffic was **21% higher** for TV + Search campaigns than for TV Only campaigns



Search Stimulates Awareness of the New Product

- Search campaigns helped brands capture **more non-branded** terms, helping to encourage awareness around the specific new product being launched

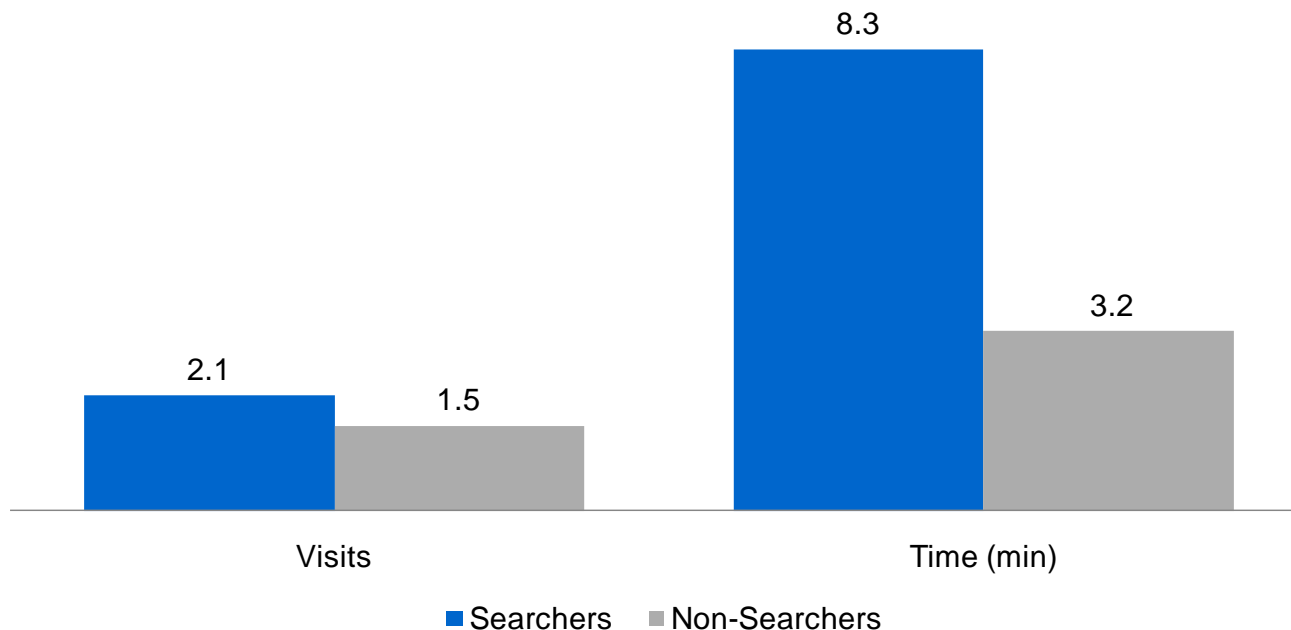
Branded and Non-Branded Search Share to Product Pages
(Percent of total search referrals that are branded and non-branded)



Searchers Were More Engaged With Products

- Searchers returned to new product pages more often and spent more than **twice the amount of time** on these pages

Average Visits to and Time Spent on New Product Pages
(Average visits per product and average time spent on page, in minutes)

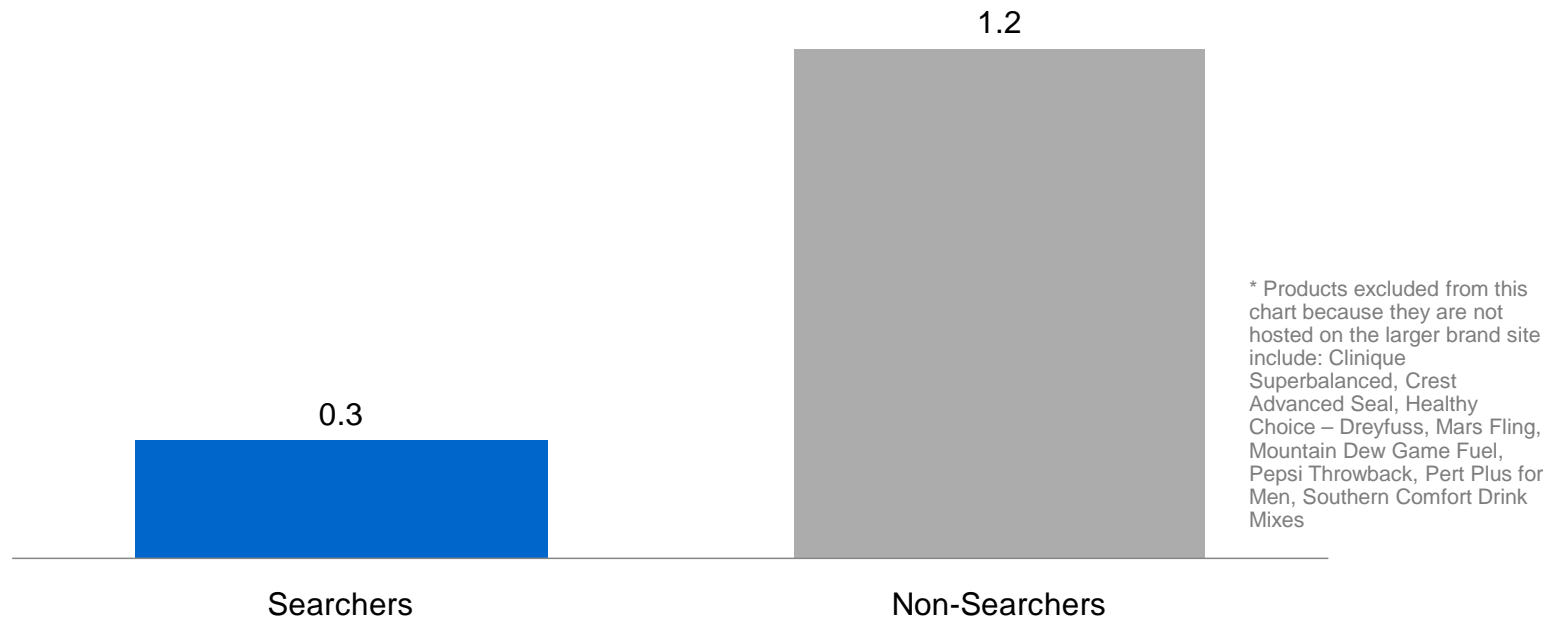


Search Shortens the Path to New Products

- Search engines helped **save** consumers an average of 0.9 **clicks**
 - In the most extreme example: Healthy Choice Mixers searches average 0.6 clicks and non-searchers averaged 5.2 clicks

Average Number of Clicks to New Product Pages

(Average number of clicks it took consumers to find the product page* once they arrived on the branded site)

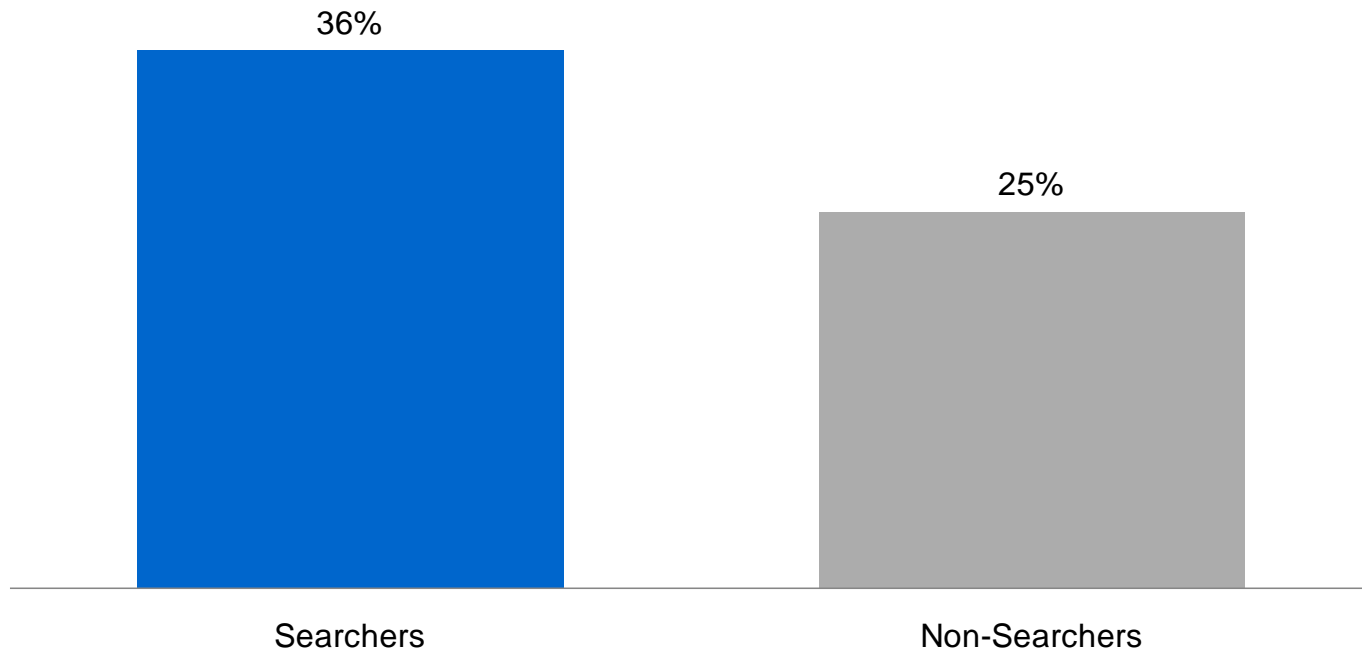


Searchers Are More Likely to Take Action

- Searchers to search supported product pages were **43%** more likely to perform a KPI than non-searchers to search supported product pages

Share of KPI to Product Pages

(Percent of total visits to search supported product pages in which the consumer performed a KPI)



Key Takeaways & Marketing Implications

- Consumers continued searching for new products and performing KPIs for several weeks after the launch
 - Running search campaigns both during and post launch is essential for capturing interested consumers
- TV campaigns paired with search garnered more visits, more search referrals, and more non-branded search referrals compared to TV only campaigns
 - TV campaigns are most effective when augmented with search campaigns
- Search campaigns were associated with increased site visitation, search traffic, and KPI activity on new product pages
 - Search advertising is an effective marketing tool to accelerate the discovery and engagement of new products
- Searchers returned more often to product pages, spent more time on these pages, and performed KPIs at a high
 - Consumers who enter the decision process through a search engine is a qualified consumer who is raising their hand to get to know the new product

Like what you learned?
Find more studies and data at

thinkinsights
with Google™

www.google.com/think/insights