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Truck Parts & Accessories

United States

Quarterly Update

Last Quarter: Q3 2015

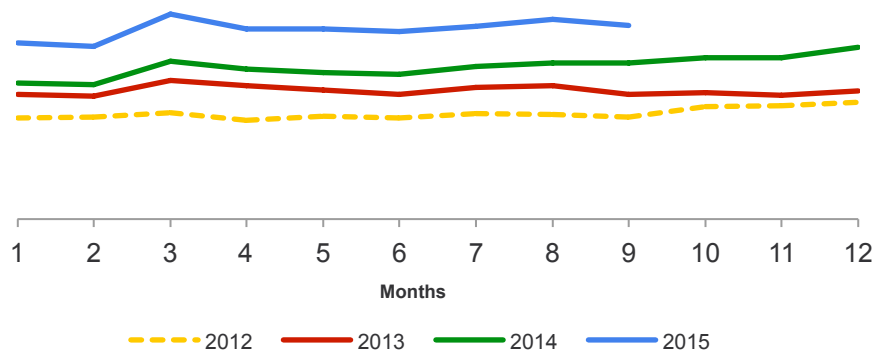
November 2015

Queries grew by **26%** in **Q3 2015** in the **Truck Parts & Accessories Category**

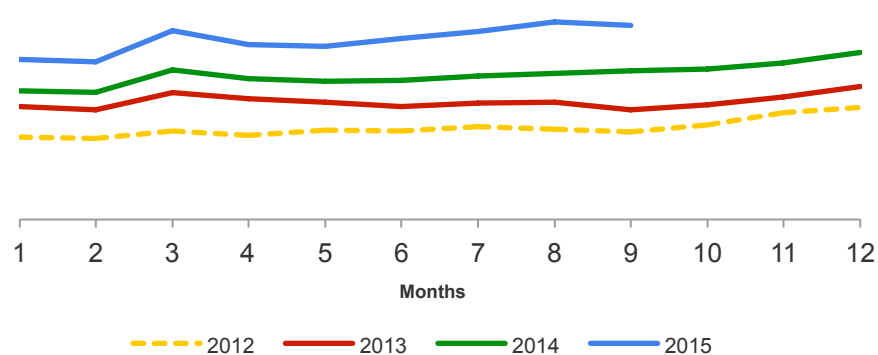
Desktop queries grew by **1%**, while **Mobile** queries grew by **60%** and **Tablet** searches grew by **8%** YoY in the same period

Truck Parts & Accessories: Q3 2015 Auction Metrics Update

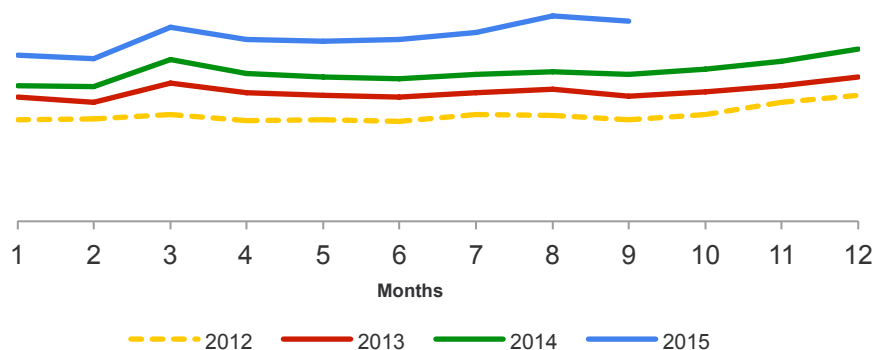
Queries (Q3 2015 Y/Y: 26.10%)



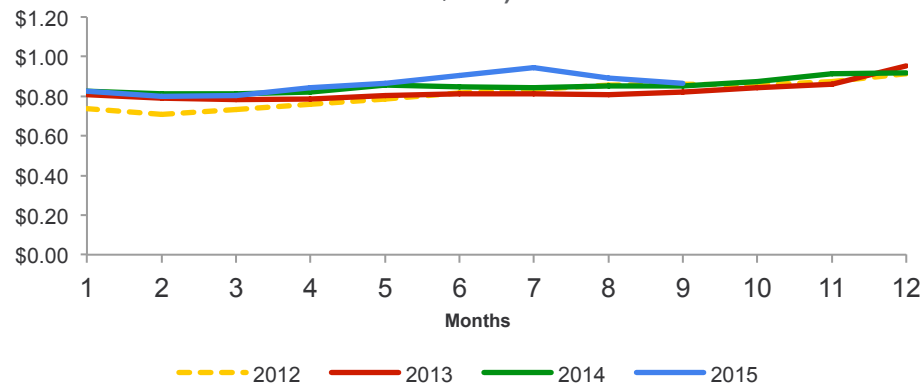
Impressions (Q3 2015 Y/Y: 31.86%)



Clicks (Q3 2015 Y/Y: 33.90%)

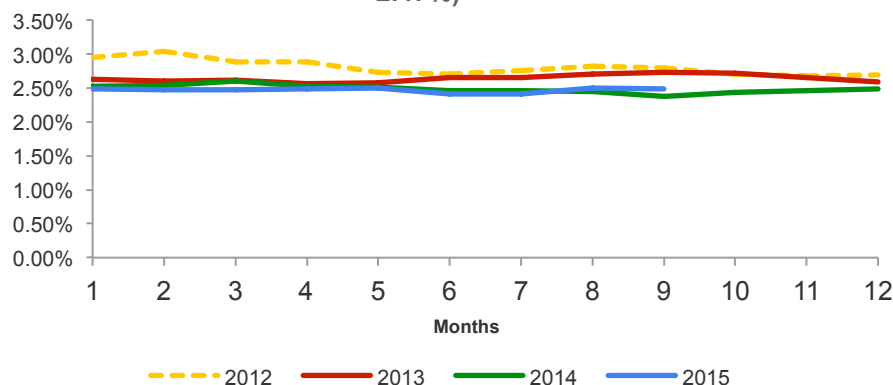


Actual CPC (Q3 2015 Y/Y: 5.85%, Avg: \$0.90)

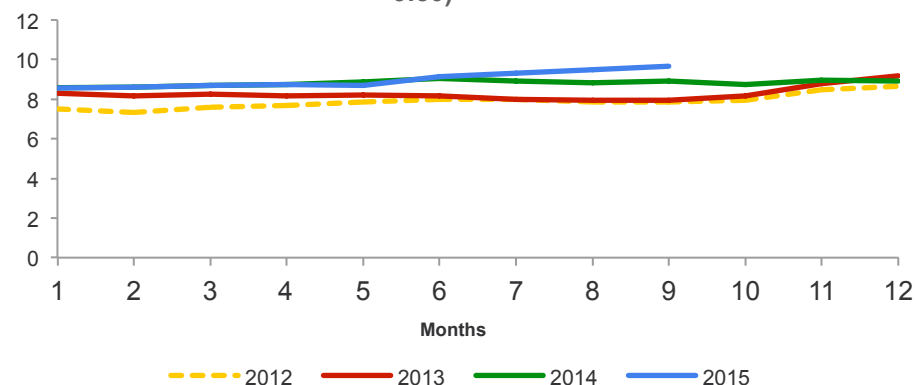


Truck Parts & Accessories: Q3 2015 Auction metrics update

Ad CTR(vQ3 2015 Y/Y: 1.55%, Avg:
2.47%)



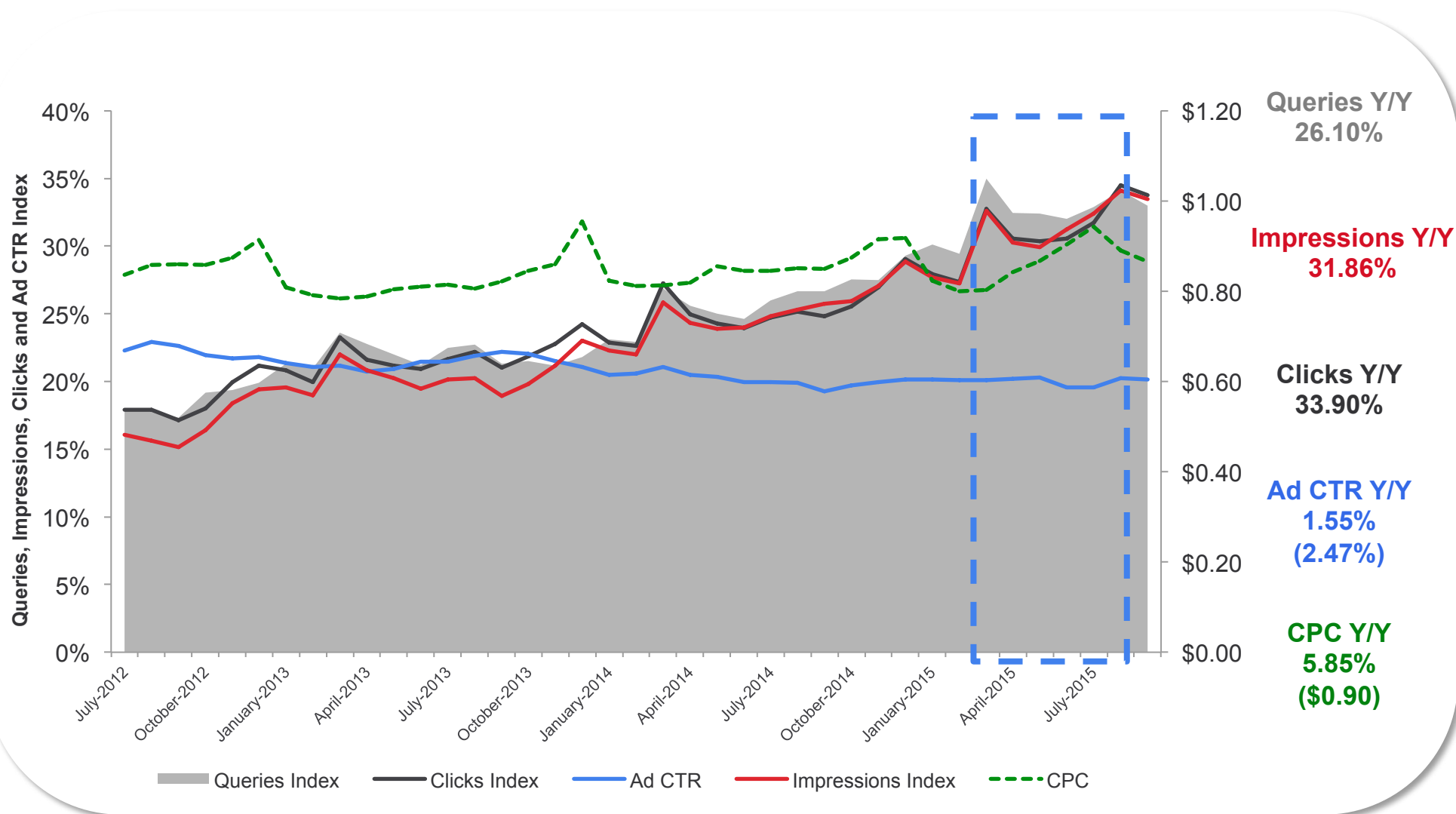
Ad Depth (Q3 2015 Y/Y: 6.85%, Avg:
9.50)



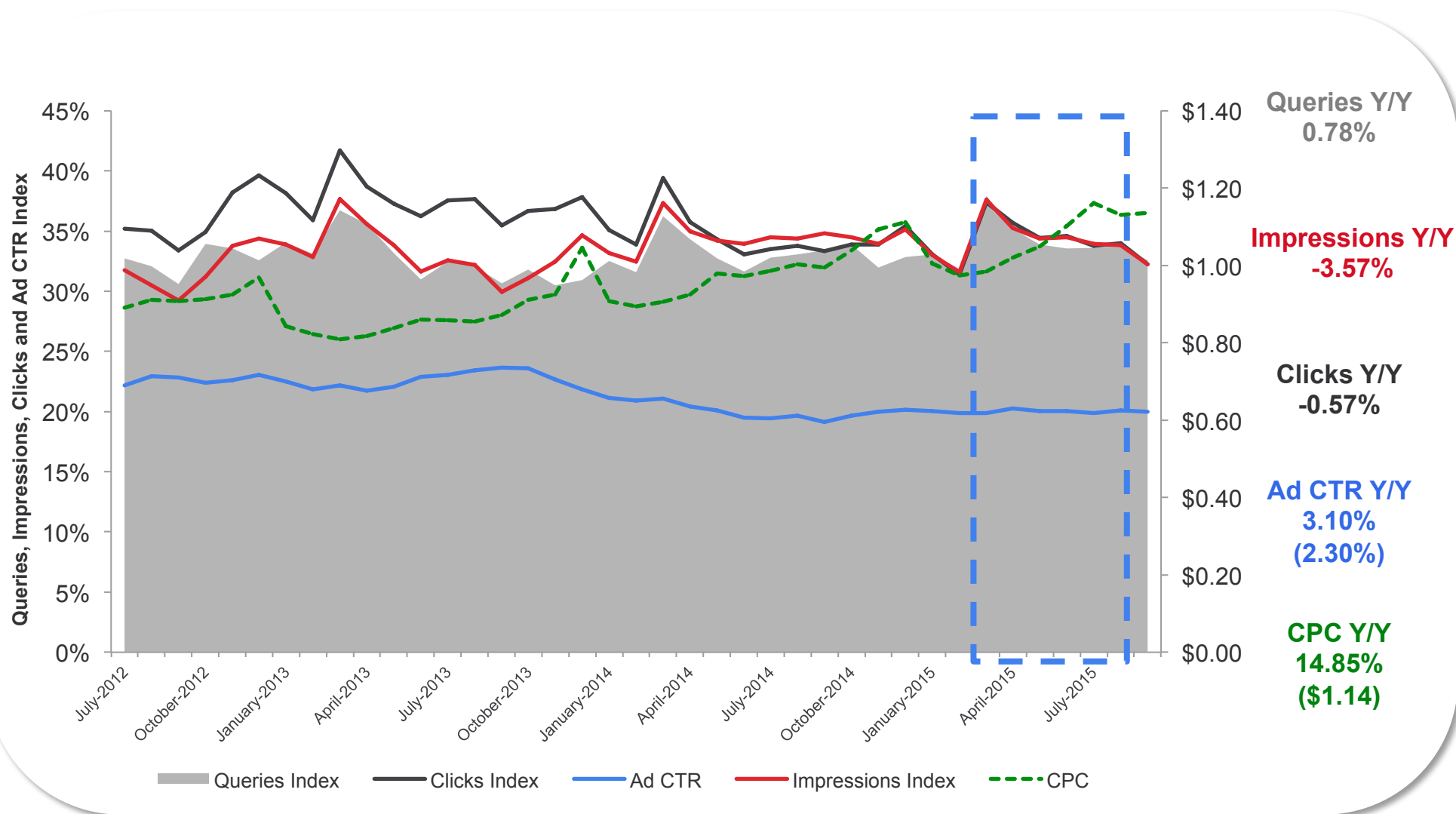
Auction Stats by Platform: Q3 2015 YoY and Averages (where applicable)

Platform	Queries	Impressions	Clicks	Ad CTR YoY	Ad CTR Avg	CPC YoY	CPC Avg	Ad Depth YoY	Ad Depth
Overall	26.10%	31.86%	33.90%	1.55%	2.47%	5.85%	\$0.90	6.85%	9.50
Desktop	0.78%	-3.57%	-0.57%	3.10%	2.30%	14.85%	\$1.14	-2.62%	10.29
Mobile	60.34%	111.84%	100.44%	-5.38%	2.58%	20.37%	\$0.64	31.90%	8.78
Tablet	8.22%	15.10%	14.19%	-0.79%	2.63%	9.95%	\$1.10	8.44%	9.90

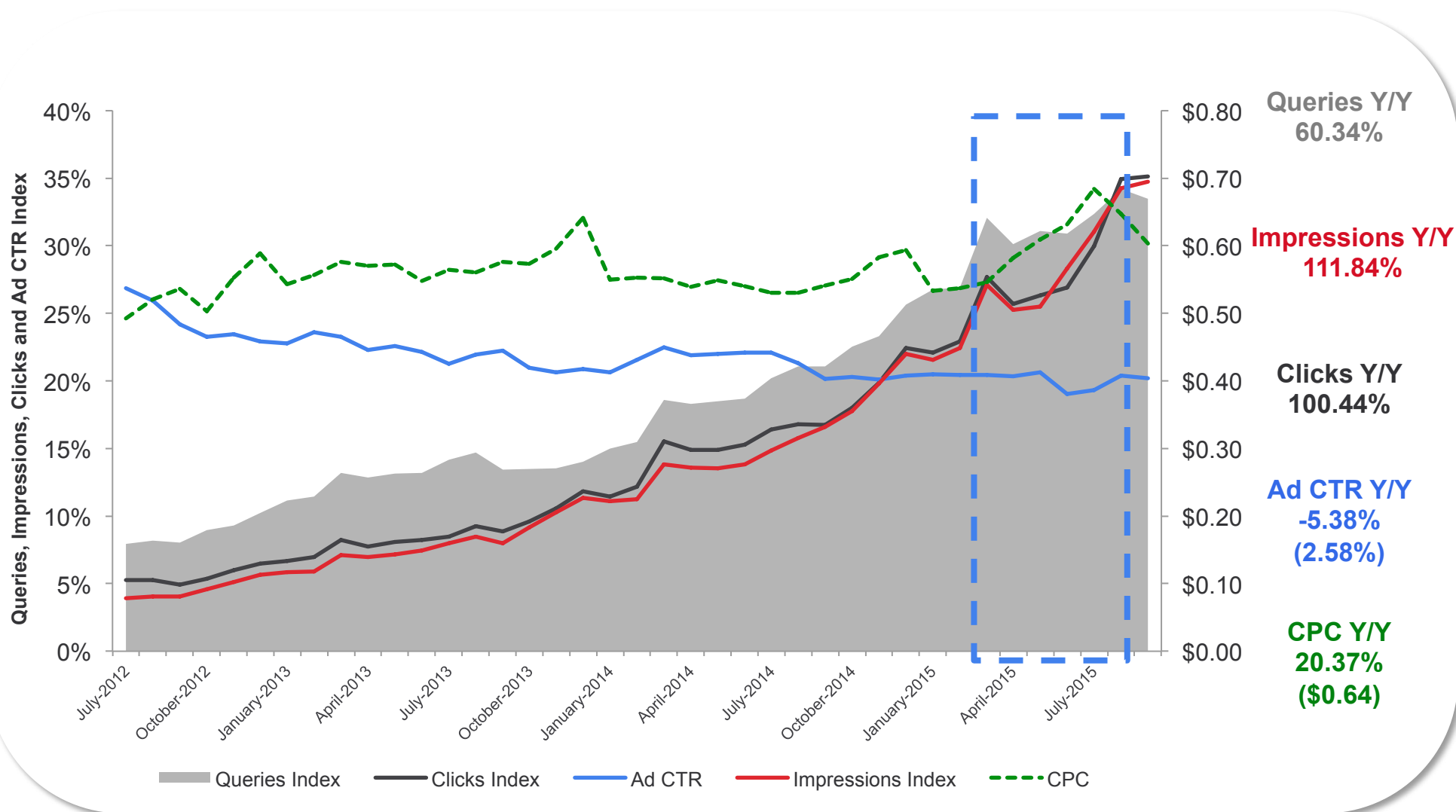
Truck Parts & Accessories: All Devices Auction metrics evolution



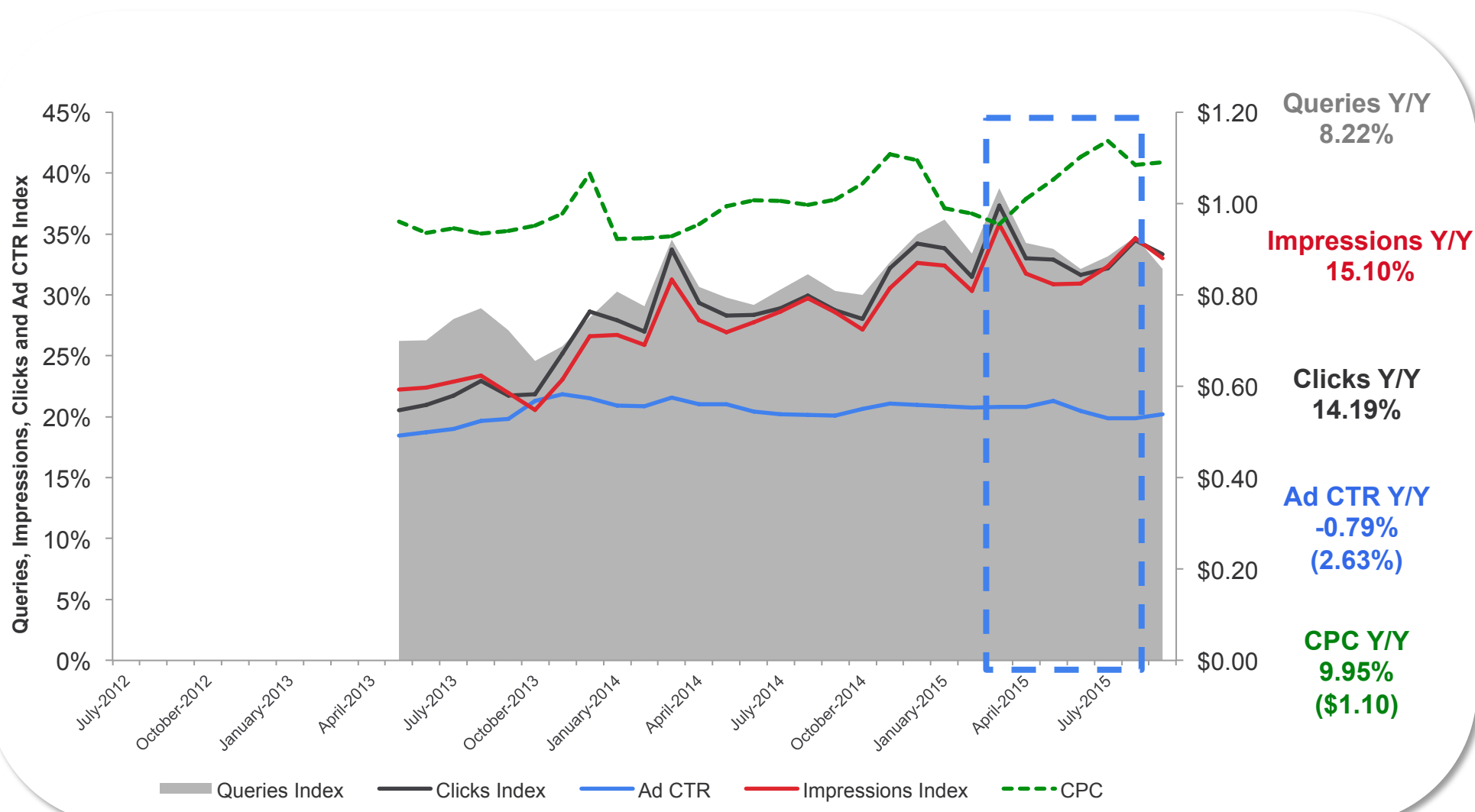
Truck Parts & Accessories: Desktop Auction metrics evolution



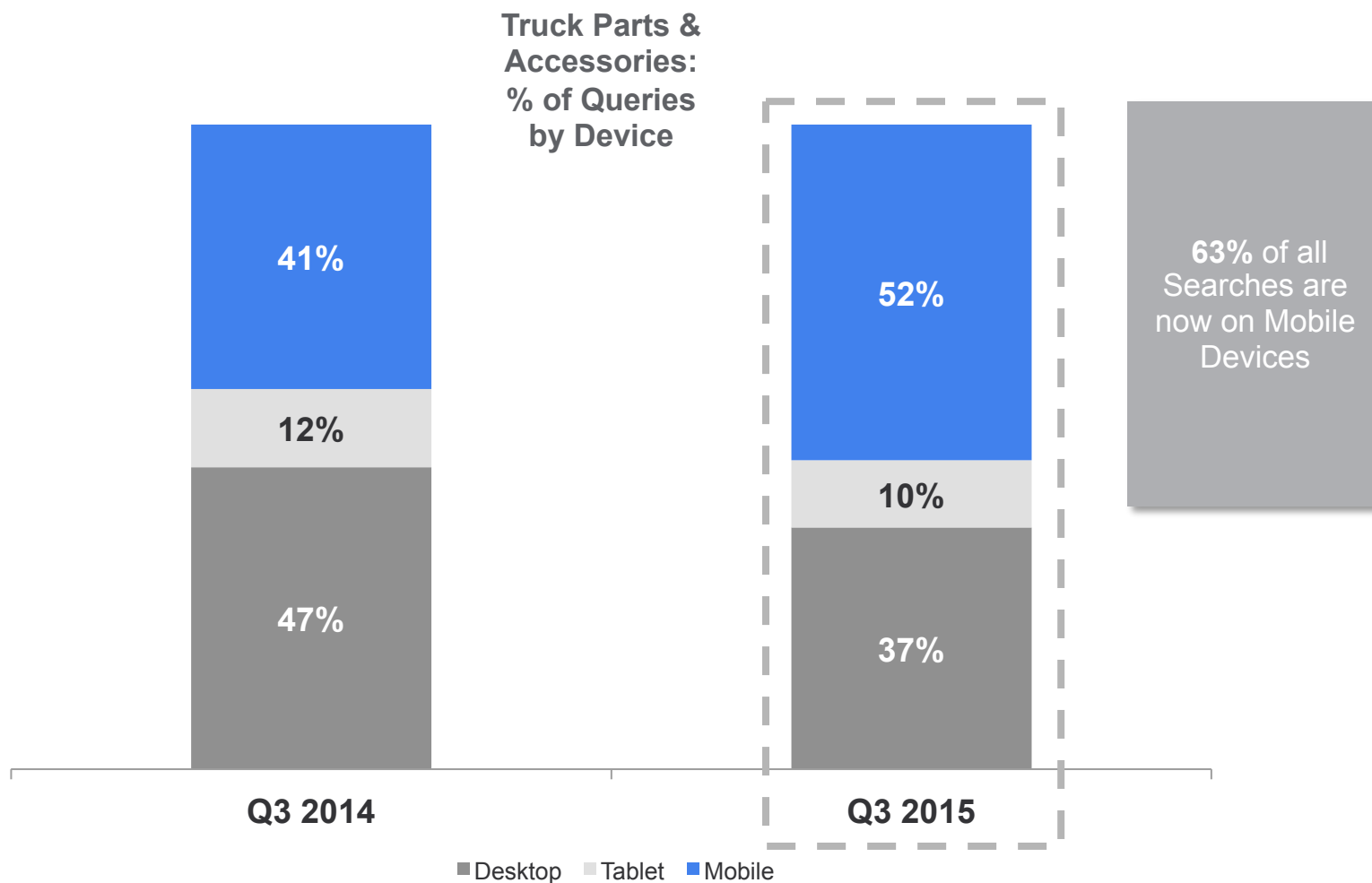
Truck Parts & Accessories: Mobile Auction metrics evolution



Truck Parts & Accessories: Tablet Auction metrics evolution



Truck Parts & Accessories: Cross Platform Search Trends



Thank You!

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Definitions

- **Devices:**

- Overall: Devices across Google Search(Desktop, Mobile, Tablet)
- Mobile = Overall – (Computers + Tablet)
- Tablet = Overall – (Mobile + Computers)
- Mobile is Mobile High End devices with a full browser
- Tablet is Tablet devices with a full browser

- **Metrics**

- Queries: Searches by users on Google Search
- Impressions: AdWords ads shown against search queries on Google Search
- Clicks: Clicks on AdWords ads
- CPC: Cost per Click ($\text{Cost} \div \text{Clicks}$)
- Ad CTR: Click-through Rate ($\text{Clicks} \div \text{Impressions}$)