

The Google logo, featuring the word "Google" in its signature multi-colored font (blue, red, yellow, blue, green, red) with a small trademark symbol (TM) to the upper right.The logo for Hedges & Company, featuring the word "Hedges" in a blue serif font, a decorative ampersand symbol below it, and the word "Company." in a blue serif font below that.

Motorcycle Parts & Accessories

United States

Quarterly Update

Last Quarter: Q4 2015

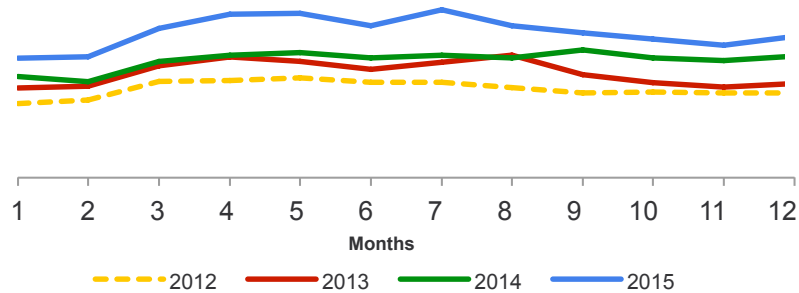
February 2016

Queries grew by **16%** in **Q4 2015** in the **Motorcycle Parts & Accessories Category**

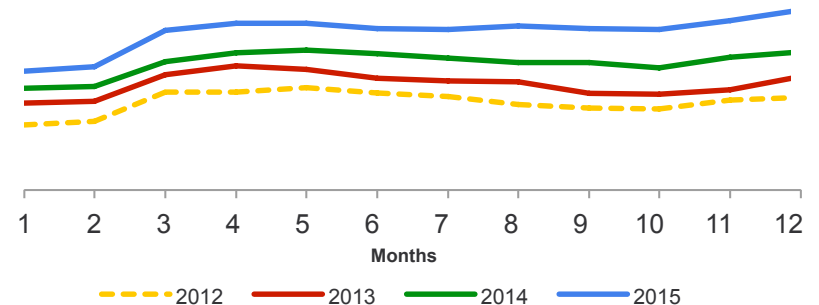
Desktop queries **declined by -7%**, while **Mobile** queries **grew by 45%** and **Tablet** searches **grew by 3%** YoY in the same period

Motorcycle Parts & Accessories: Q4 2015 Auction Metrics Update

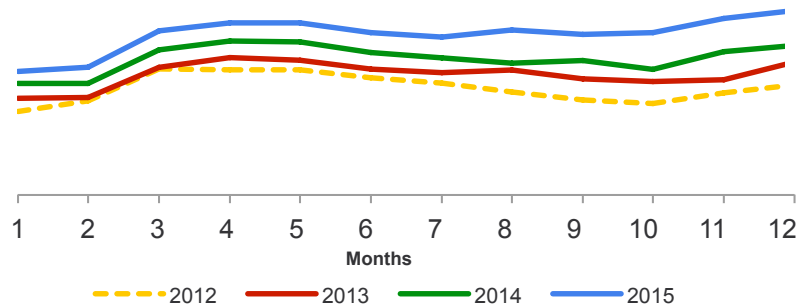
Queries (Q4 2015 Y/Y: 15.55%)



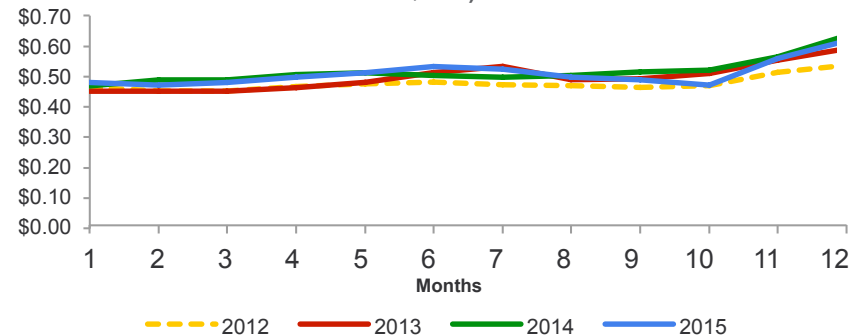
Impressions (Q4 2015 Y/Y: 29.82%)



Clicks (Q4 2015 Y/Y: 25.16%)

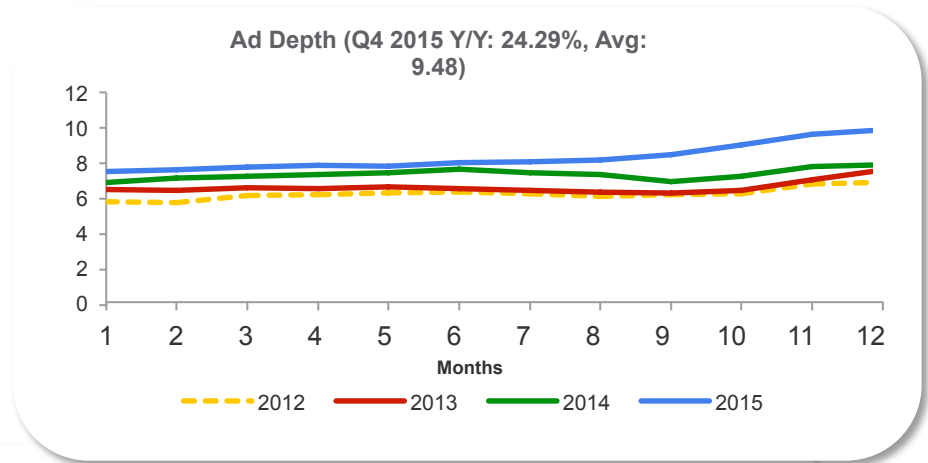
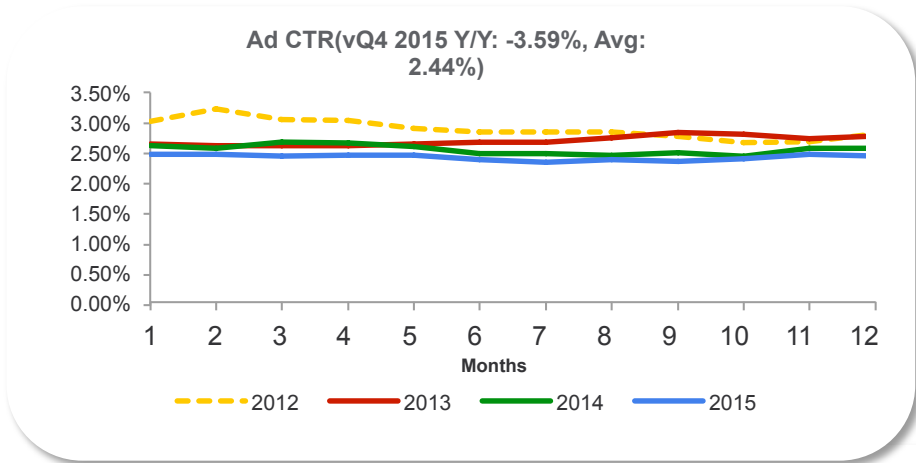


Actual CPC (Q4 2015 Y/Y: -4.20%, Avg: \$0.55)





Motorcycle Parts & Accessories: Q4 2015 Auction metrics update



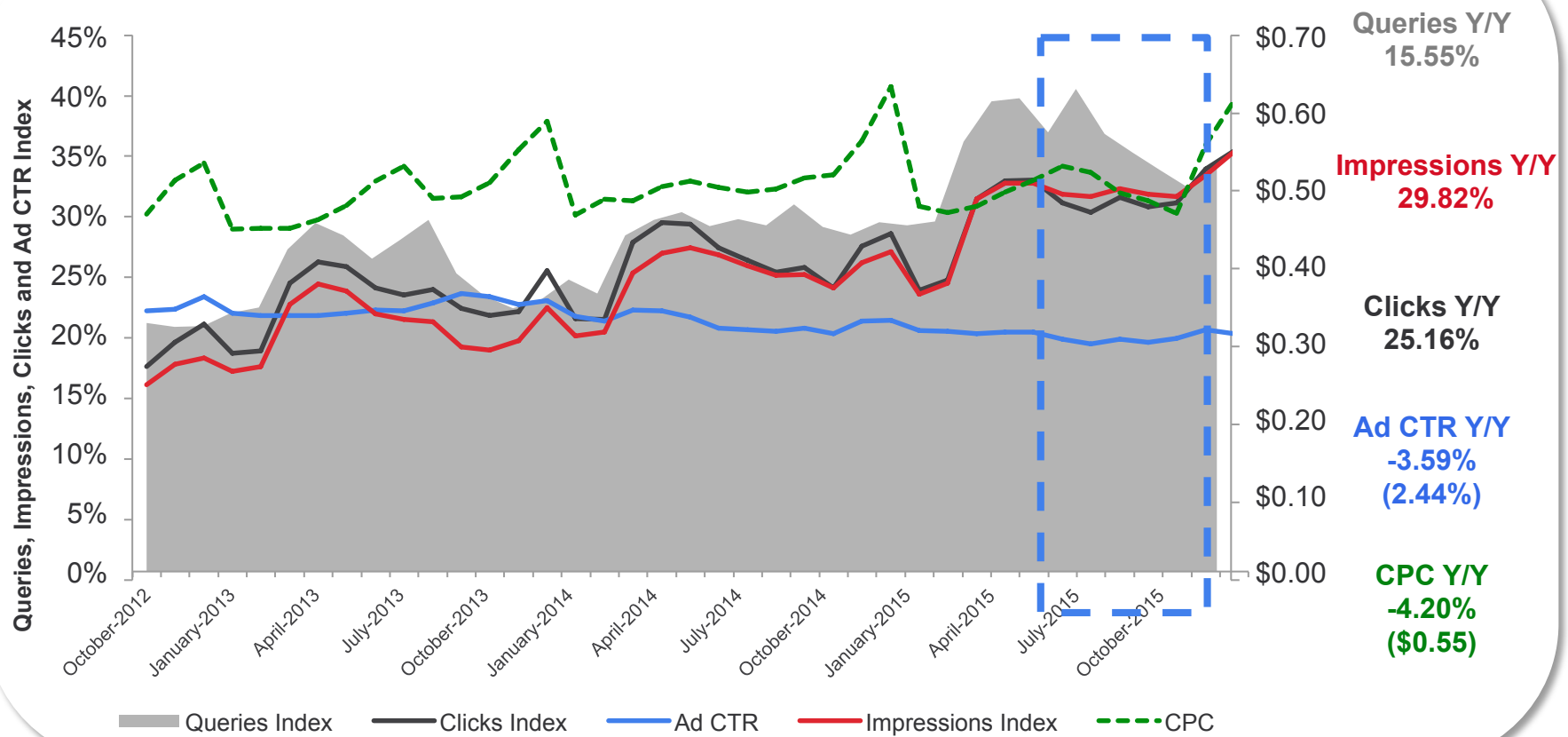
Auction Stats by Platform: Q4 2015 YoY and Averages (where applicable)

Platform	Queries	Impressions	Clicks	Ad CTR YoY	Ad CTR Avg	CPC YoY	CPC Avg	Ad Depth YoY	Ad Depth
Overall	15.55%	29.82%	25.16%	-3.59%	2.44%	-4.20%	\$0.55	24.29%	9.48
Desktop	-7.29%	-7.94%	-8.51%	-0.62%	2.32%	5.41%	\$0.71	8.60%	9.36
Mobile	44.67%	101.42%	82.54%	-9.37%	2.52%	3.17%	\$0.40	50.04%	9.37
Tablet	2.55%	14.90%	4.59%	-8.97%	2.47%	1.80%	\$0.68	29.74%	10.47

Source: Google internal search data, based on pre-categorised queries for the **Motorcycle Parts & Accessories**. Note: In-quarter metrics for Query Volume and Ad Depth are only available.



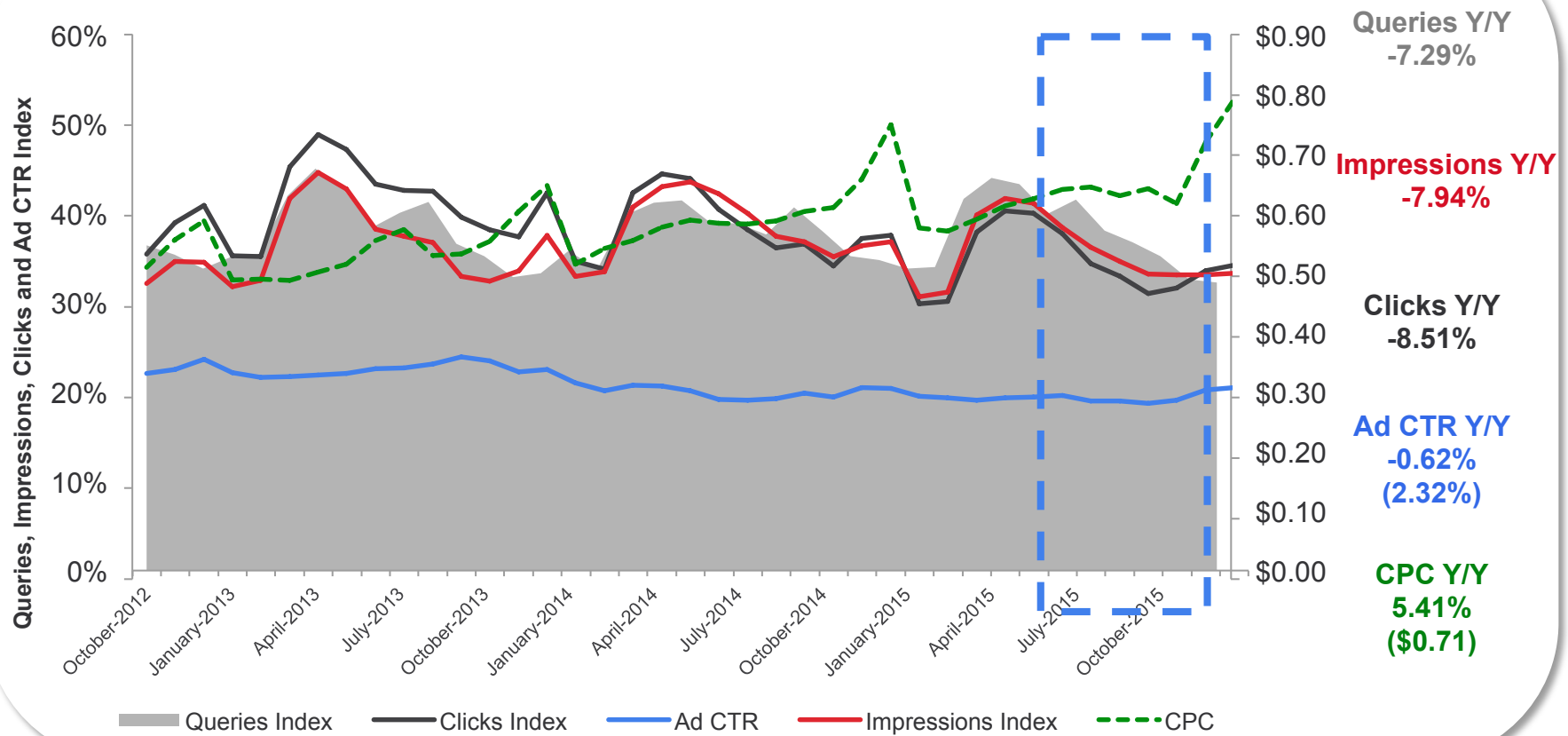
Motorcycle Parts & Accessories: All Devices Auction metrics evolution



Source: Google internal search data, based on pre-categorised queries for the **Motorcycle Parts & Accessories**. Note: In-quarter metrics for Query Volume and Ad Depth are only available.

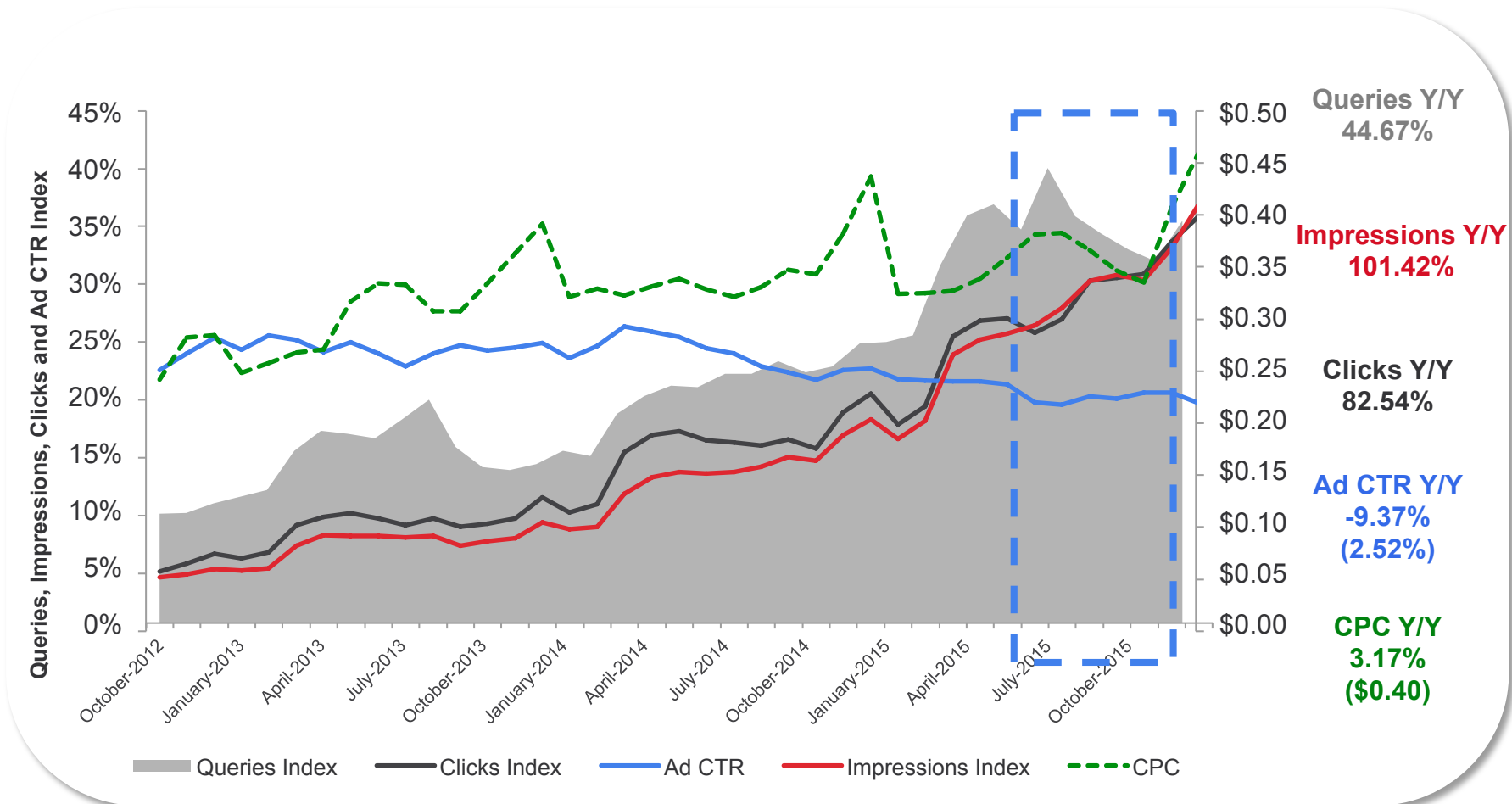
Google Confidential and Proprietary.
Distributed with permission by Hedges & Company

Motorcycle Parts & Accessories: Desktop Auction metrics evolution



Source: Google internal search data, based on pre-categorised queries for the **Motorcycle Parts & Accessories**. Note: In-quarter metrics for Query Volume and Ad Depth are only available.

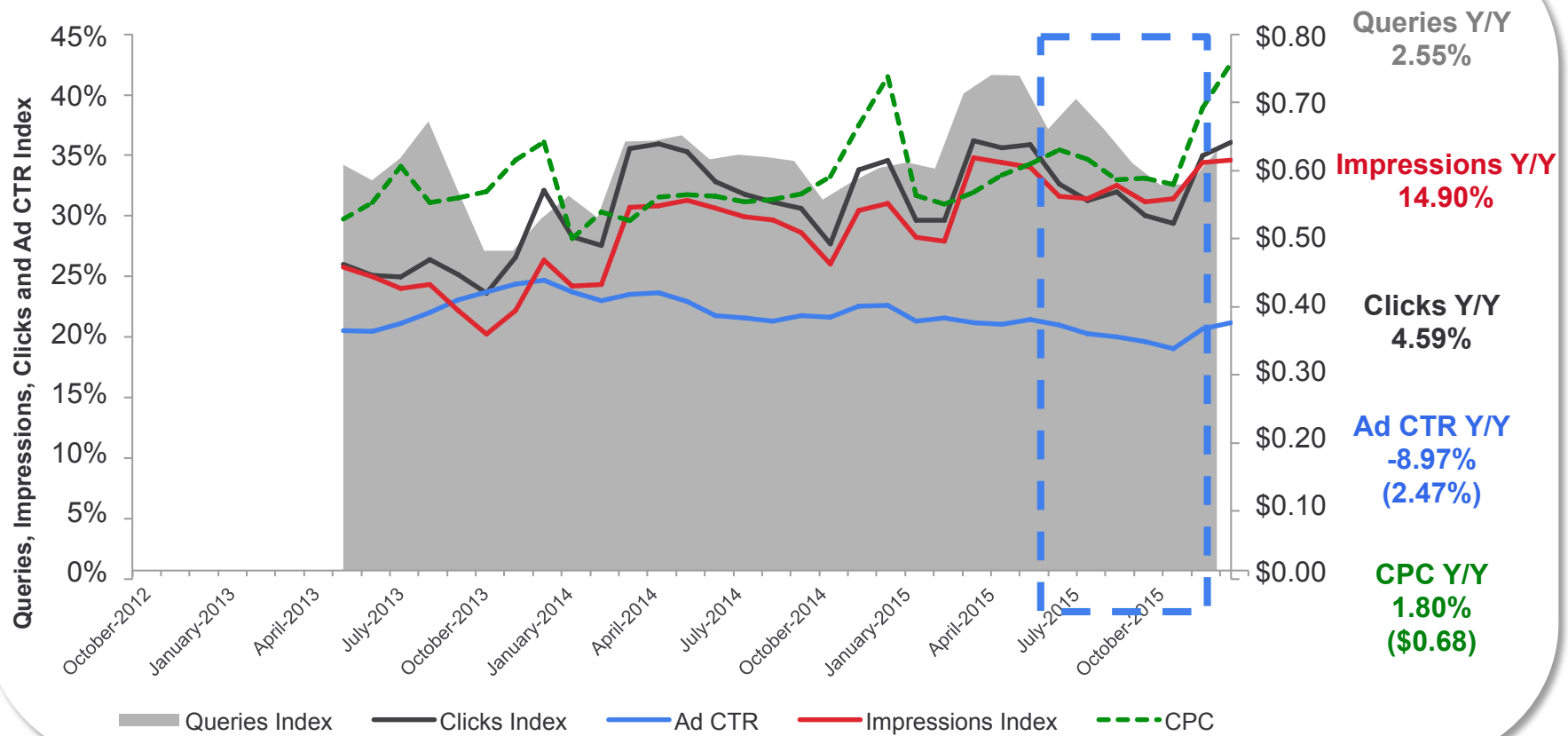
Motorcycle Parts & Accessories: Mobile Auction metrics evolution



Source: Google internal search data, based on pre-categorised queries for the **Motorcycle Parts & Accessories**. Note: In-quarter metrics for Query Volume and Ad Depth are only available.



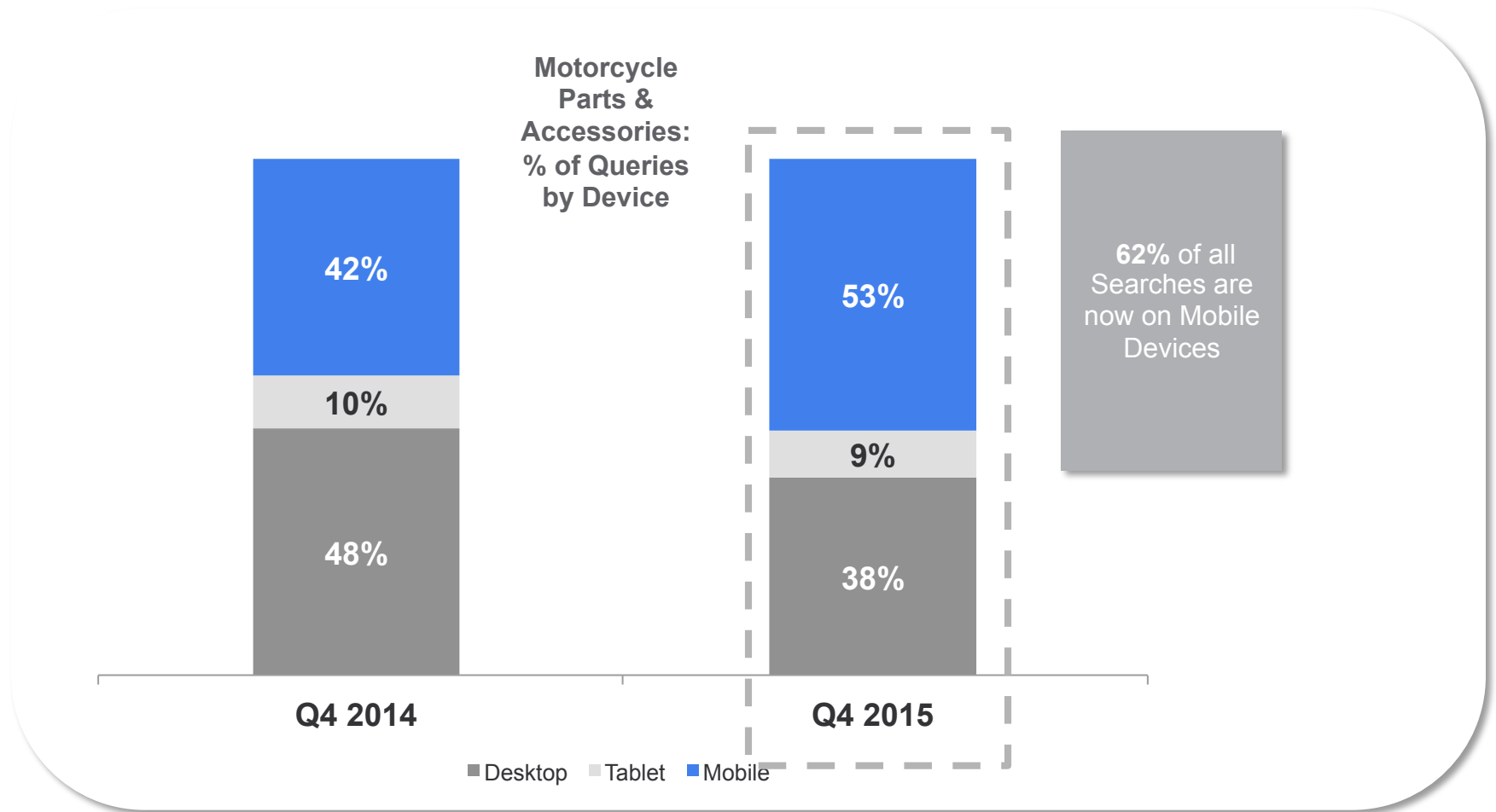
Motorcycle Parts & Accessories: Tablet Auction metrics evolution



Source: Google internal search data, based on pre-categorised queries for the **Motorcycle Parts & Accessories**. Note: In-quarter metrics for Query Volume and Ad Depth are only available.

Google Confidential and Proprietary.
Distributed with permission by Hedges & Company

Motorcycle Parts & Accessories: Cross Platform Search Trends



Thank You!

Hedges
&
Company.

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 ($\text{Clicks} \div \text{Impressions}$)