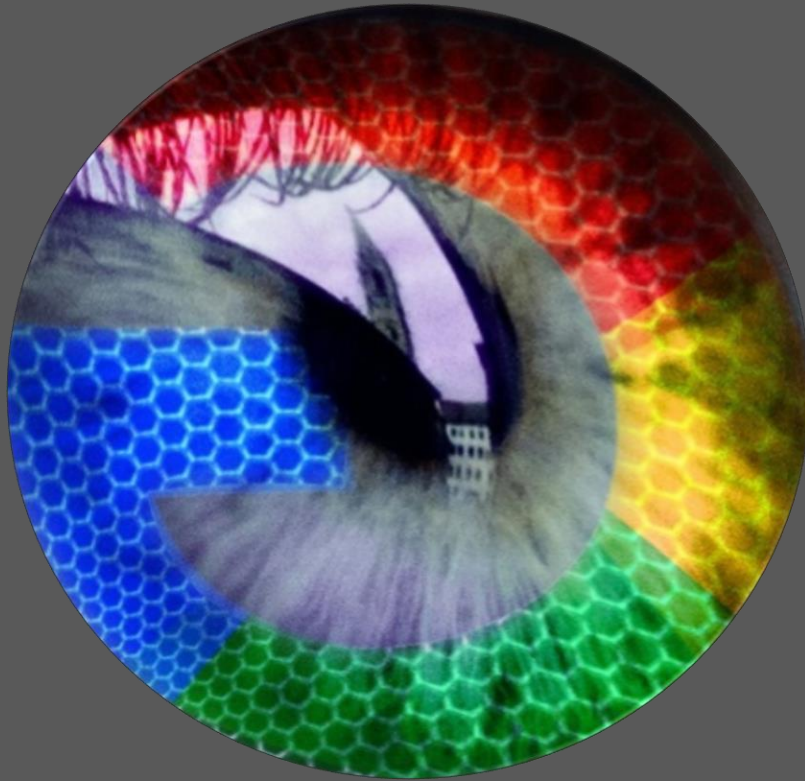




Share of Search

A WONDERFUL METRIC

Frank Harrison



SHARE OF SEARCH



A wonderful metric



Use examples



Share of Searching



Getting going



searching reflects interest

when the interest is to buy something,
search can predict sales

for brands in many categories

Share of Search is a wonderful metric

A brand's share of search is its % share of total category search

$$\text{Share of Search for Brand X} = \frac{\text{Search volume for Brand X}}{\text{Total search volume for all category brands}}$$

VALUE FOR BRAND MARKETERS

Tracking brands: daily tracking of competitive search interest for category brands

Sales prediction: in categories where consumers regularly search before they buy, share of category search often predicts sales

The value of Share of Search



Les Binet
Head of Effectiveness,
adam&eveDDB

[Share of Search as a Predictive Measure](#)

[A New Way To Track Consumer Demand](#)



James Hankins
Global VP Marketing Strategy
& Planning, Sage

[The most important metric you've never heard of](#)



Mark Ritson
Brand Consultant,
Former Marketing Professor

[It's time for 'share of search' to replace 'share of voice'](#)



Adele Jolliffe
Head of Brand Domain
Consultant Team, Kantar

[Share of Search: your moment has arrived](#)

For links to more articles, presentations, and videos on the value of Share of Search [click here](#)

Les Binet



“ Over the past 30 years, I’ve found that the relationship between tracking metrics and actual purchase behaviour is often surprisingly weak.

By tracking Share of Search we have a powerful metric to measure what people are actually doing online, rather than what they say they are doing.

Share of Search has enormous potential and predictive power to track brands and advertising going forward. ”

Les Binet, Head of Effectiveness, adam&eveDDB, Oct 2020

Mark Ritson



“ Even in low-involvement categories like FMCG, a relative comparison of search frequency should provide us with a decent proxy for salience and consideration.

Searching for chocolate bars is less common than searching for insurance, but in relative terms the balance of one brand’s share of total search in a category should still be revealing. ”

Mark Ritson, Marketing Week, 24 September 2020

James Hankins



Share of search represents 83% of a brand's market share, think tank finds

Research led by James Hankins for the IPA's share of search think tank also shows the metric is dynamic, so when share of search changes, so too does share of market.

Results based on 30 case studies representing 12 categories across seven countries

James Hankins, IPA EffWorks, 12 Oct 2021

SHARE OF SEARCH



A wonderful metric



Use examples

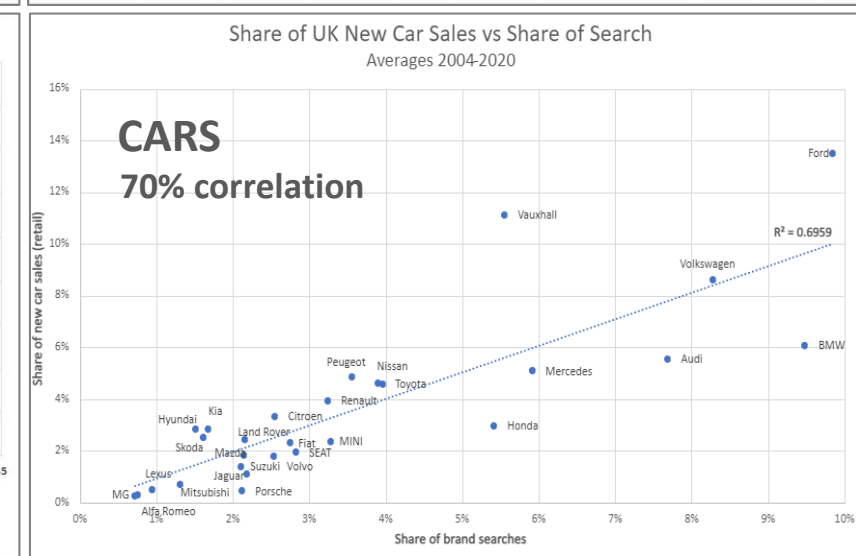
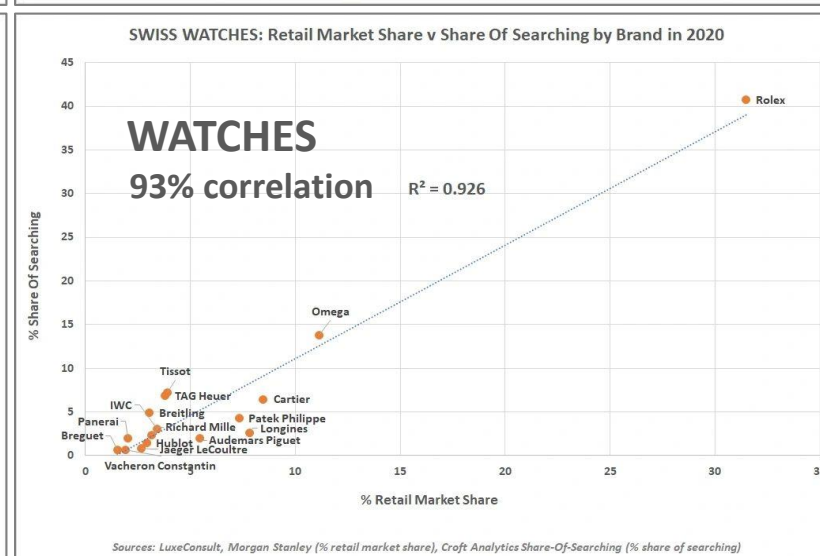
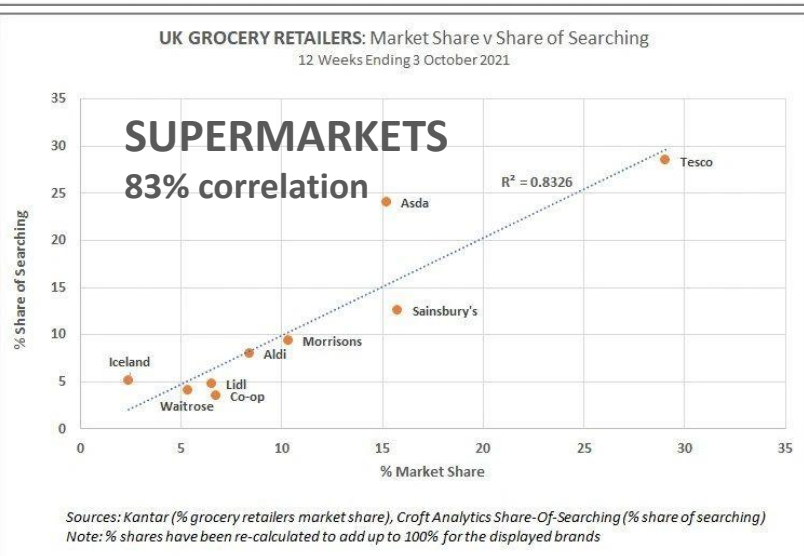
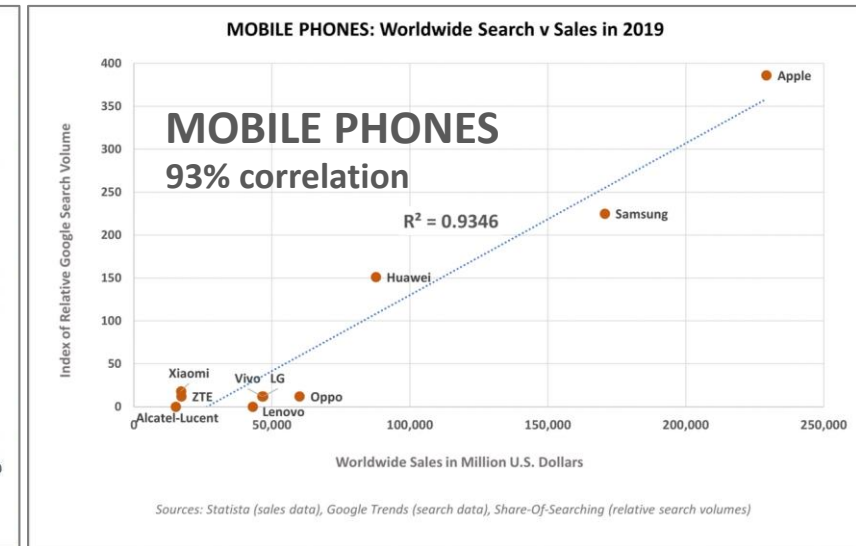
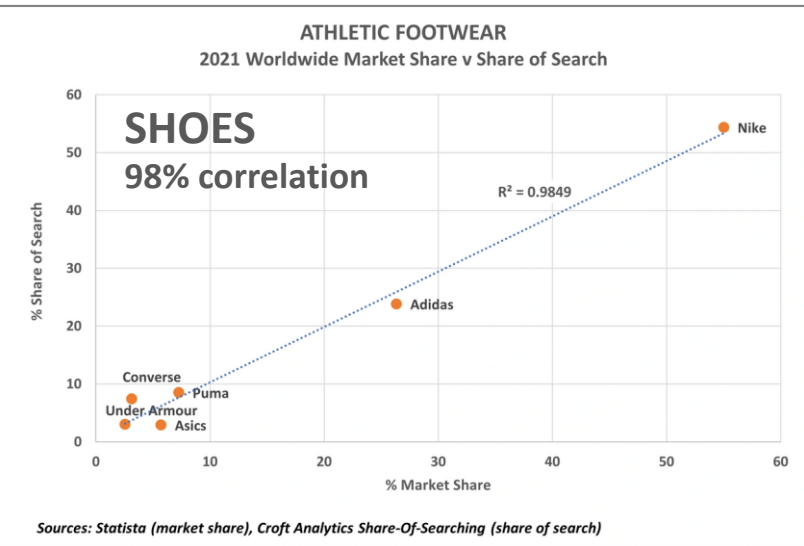


Share of Searching



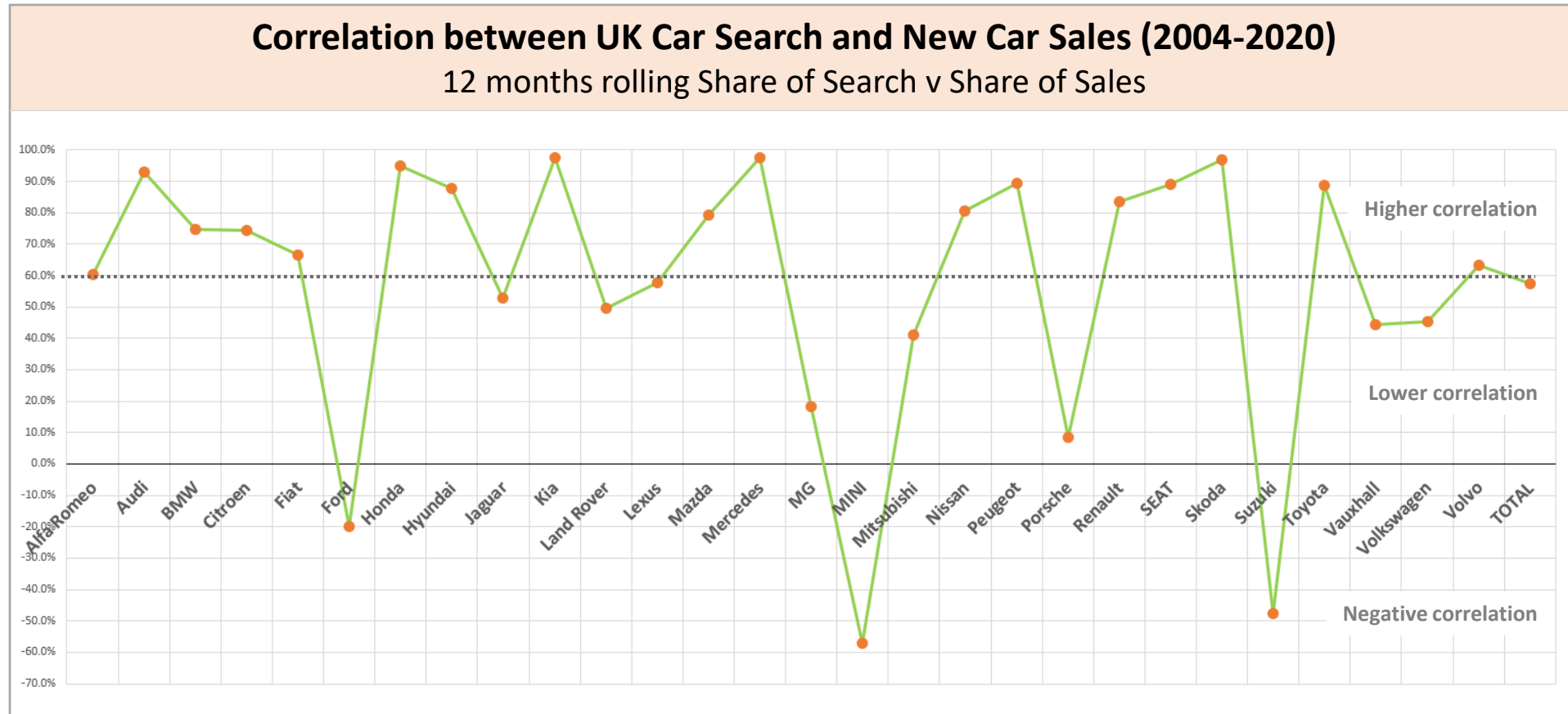
Getting going

Share of search correlates with brand market share in many categories



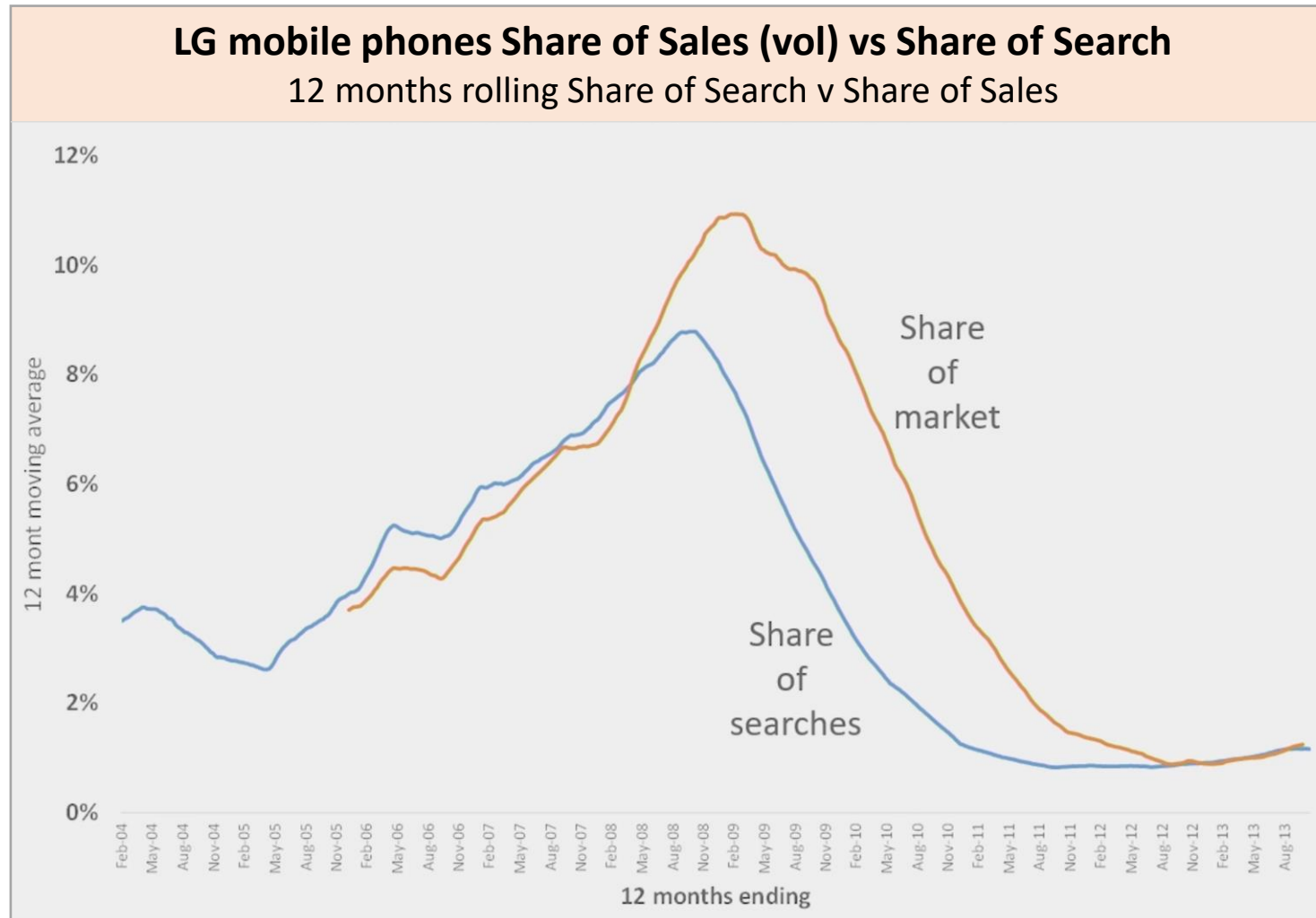
For a presentation with use case examples in eleven categories [click here](#)

Correlations vary by brand



Source: Croft Analytics Share-Of-Searching, Google Trends, SMMT

Share of Search can predict sales



Source: Les Binet

Les Binet, Oct 2020

“ The ‘lag’ between changes in share of search and market share depends on the category.

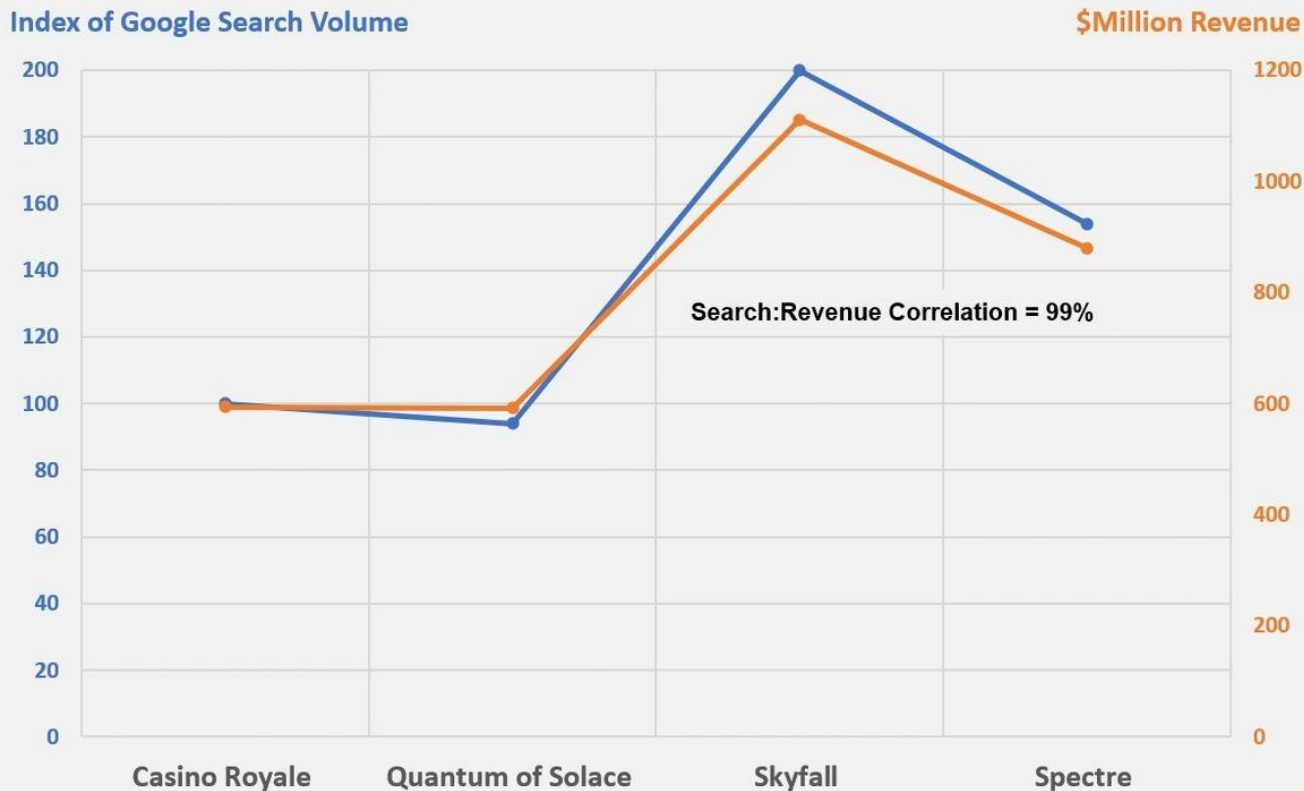
Energy has the shortest lag of c. 3 months, reflecting the low involvement of the category and short term decision making.

The *car market* has the longest lag of c. 12 months, reflecting a big purchase decision that takes place over a long period.

Mobile phones are in between, with a lag of up to 6 months. ”

Search can predict movie box office revenue

Global Search v Revenue for Bond movies released since 2004



Source: Croft Analytics Share-Of-Searching (search volume), Forbes (movie revenue)

There is a 99% correlation between global movie revenues and search volumes for the Bond movies franchise

Using Casino Royale box office revenue as the base, it is possible to predict, with 90% accuracy, the revenue of the next three Bond movies **using search volumes from the six months prior to the release of each movie**

Source: Croft Analytics

SHARE OF SEARCH



A wonderful metric



Use examples



Share of Searching



Getting going

Share of Searching – search trends tool for brand marketers

<https://www.shareofsearching.com>

Developed by Croft Analytics

Data via Google API

Index Trends: enter up to 40 brands (or other terms) to chart trends in daily relative search volumes (indexed) and % share of search. Data back to January 2004. View results for any country and category

Volume Trends: enter up to 100 brands (or other terms) to chart trends in monthly actual search volumes and % share of search over the last four years. View results for any country

Similar Terms: enter a brand name (or other term) to see [related search terms](#) from Google and charts of trends in search volume and % share of search for the terms. View results for any country

My Reports – Create custom reports and schedule weekly or monthly emails with updated data

For the Introduction to Share of Searching document [click here](#)

INDEX TRENDS

Trends in search volumes (relative index) and % share of search for up to 40 brands

Select Search Criteria

Retrieve Searches

Country
United Kingdom

Select a State/Region
Not selected

Category
AUTOS & VEHICLES

Start
1 Jan 2004

End
13 Jun 2022

Search List
+ Clear i

For each search term, input the term then click the [+] button to add it to the list

Ford, BMW, VW+Volkswagen, Audi, Mercedes, Toyota, Kia, Tesla,

Edit List

Graph Size

Save Search

SUBMIT

Source of search data: Google Trends

Retrieve saved search criteria

1 Select a country

Optional: select a region in the country

Optional: select a category / sub-category

2 Select start/end dates

3 Enter a list of up to 40 search terms

Save search criteria

4 Generate charts

BENEFITS FOR MARKETERS

- Daily tracking of search interest for all brands in a category in any country (or worldwide)
- Compare up to 40 brands / search terms at a time
- Trends in search volumes and % share of search
- Trends for any search terms back to 2004
- Export data to Excel and charts to PowerPoint
- Save/retrieve search criteria
- Schedule weekly or monthly report emails with updated data

INDEX TRENDS

VOLUME TRENDS

SIMILAR TERMS

Select Search Criteria

Retrieve Searches

Country

United Kingdom

Select a State/Region

Not selected

Category

Air Travel

Start

1 Jan 2020

End

6 Sep 2022

Search List

+ Clear i

For each search term, input the term then click the [+] button to add it to the list

Air Canada, Air France, Alitalia, American Airlines, British Airways, Cathay Pacific, Delta, EasyJet, Emirates, Etihad, Eurowings, Flybe, Iberia, KLM, Lufthansa, Qantas, Qatar Airways, Ryanair, Singapore Airlines, Transavia, TUI, Turkish Airlines, United, Virgin, Vueling,

Edit List

Graph Size

Save Search

SUBMIT

Source of search data: Google

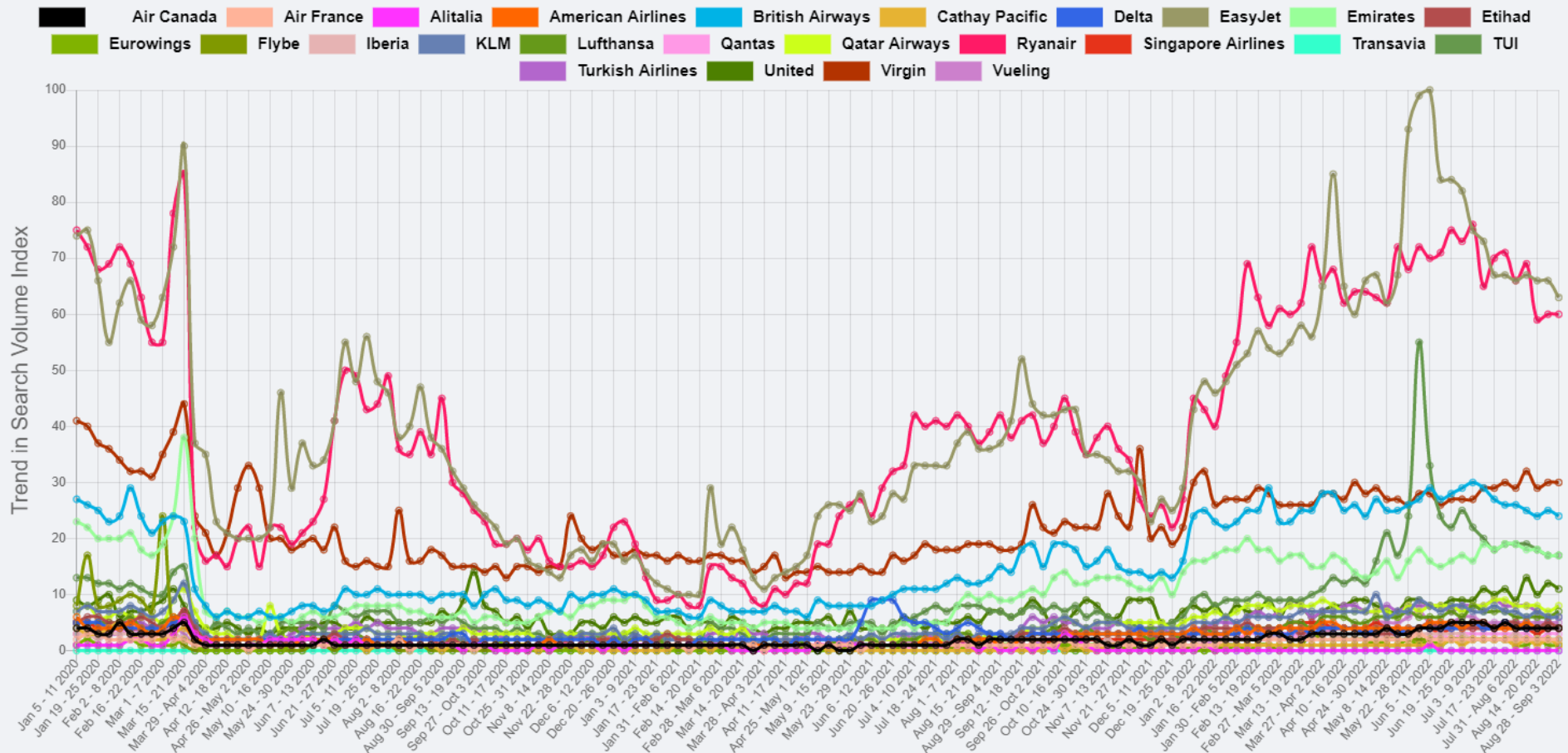
EXPORT VOLUME INDEX

EXPORT % SHARE

EXPORT CHARTS

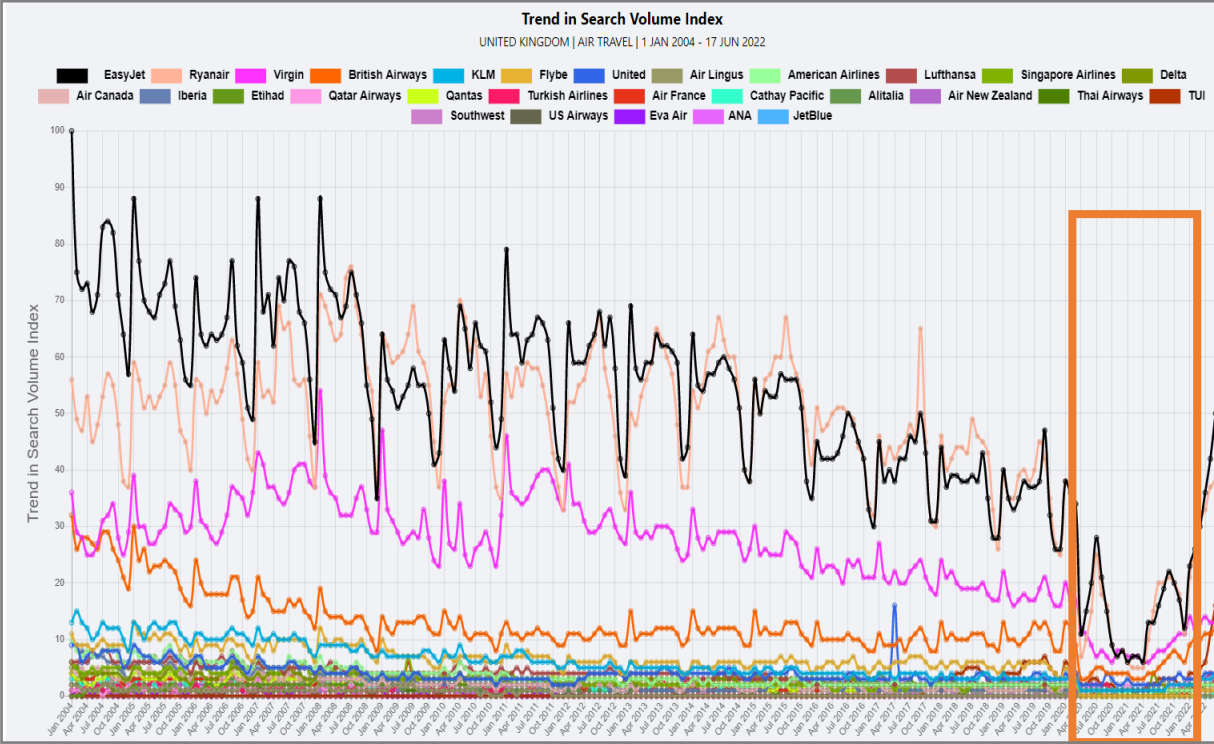
Trend in Search Volume Index

UNITED KINGDOM | AIR TRAVEL | 1 JAN 2020 - 6 SEP 2022

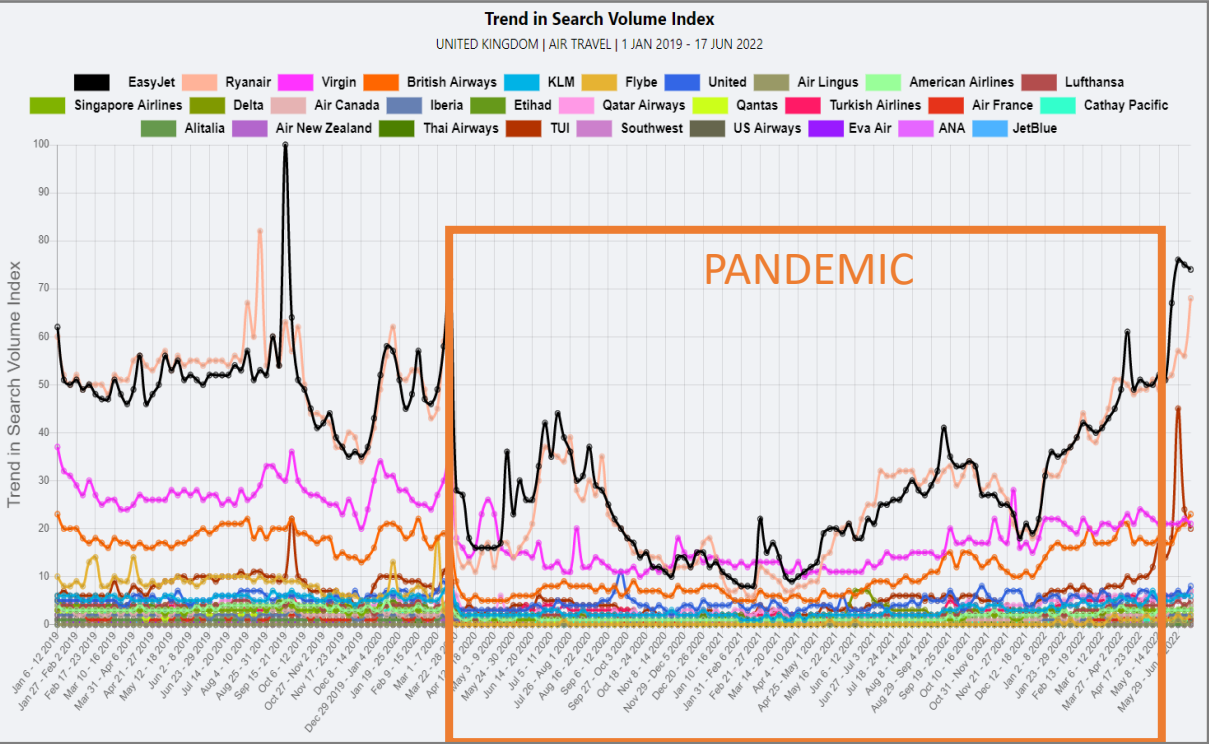


Airlines – UK search volume trends

2004 - 2022

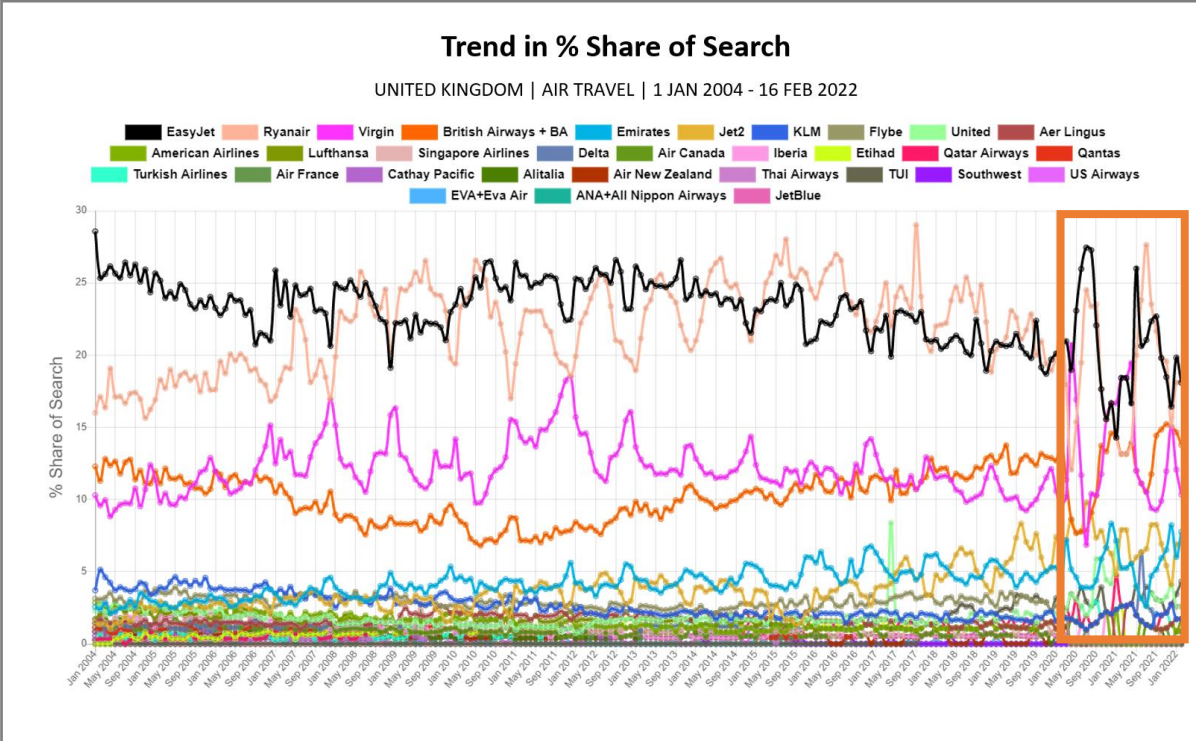


2019 - 2022

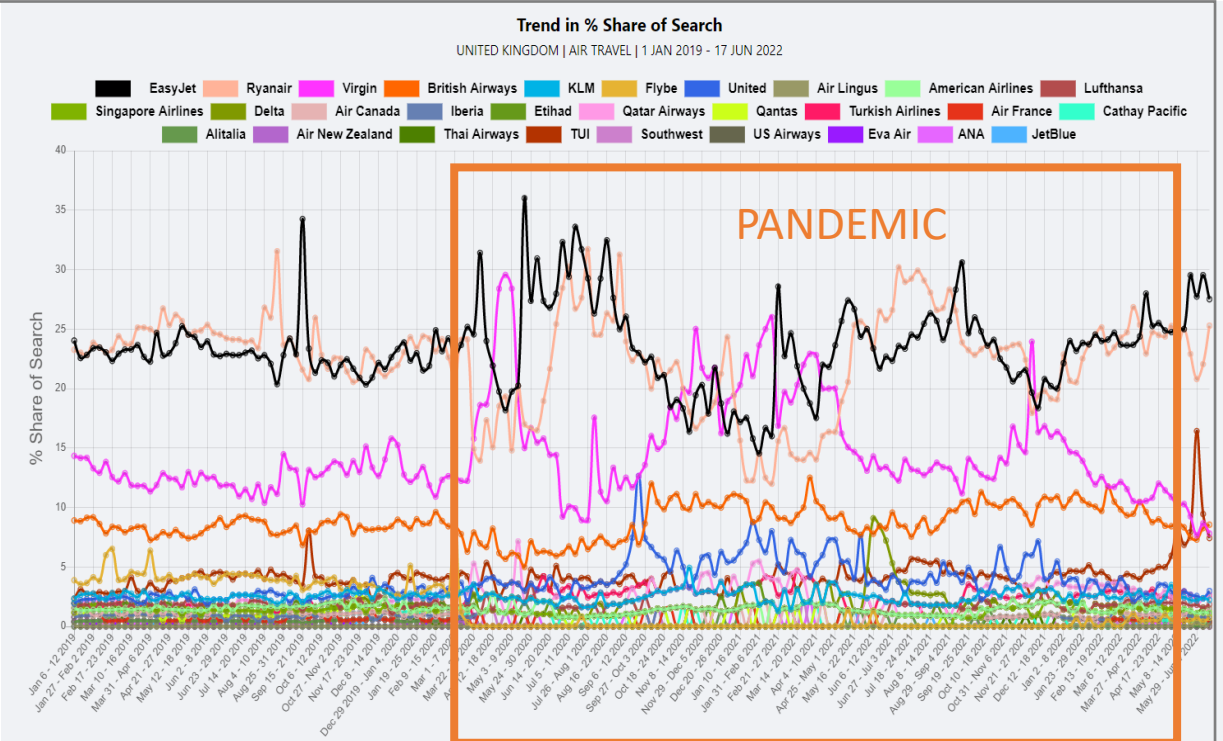


Airlines – UK % share of search trends

2004 - 2022

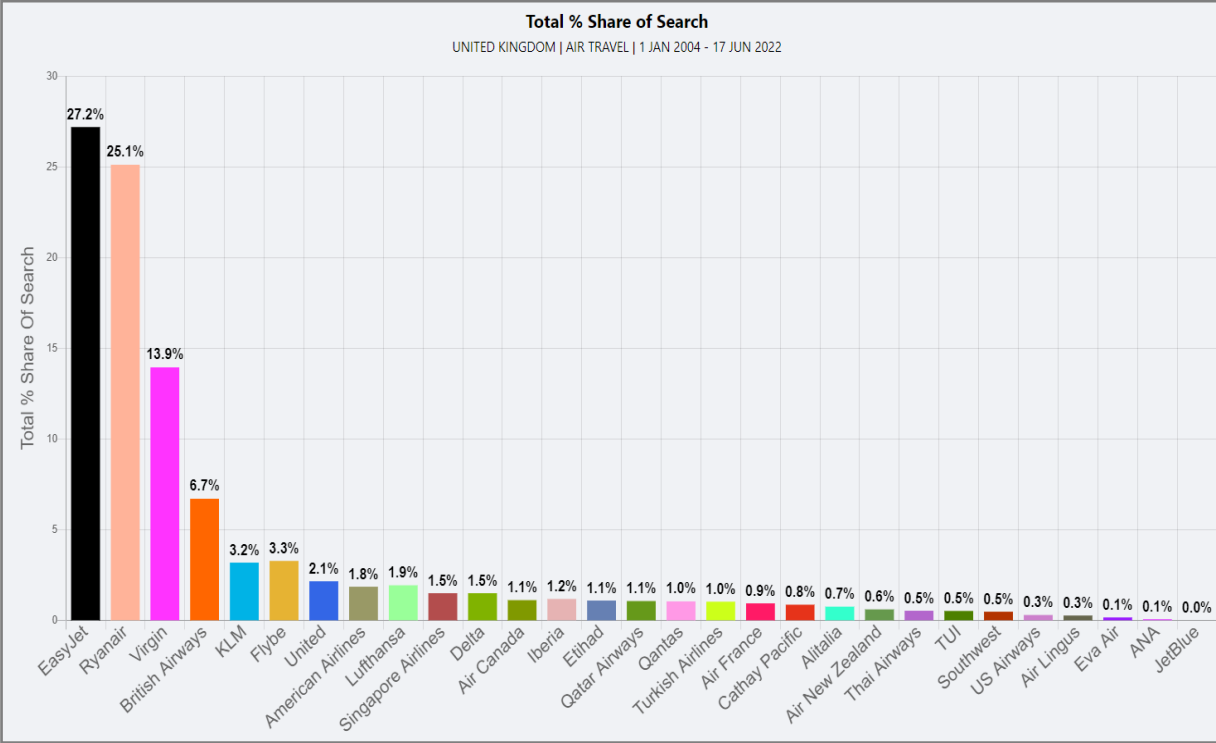


2019 - 2022

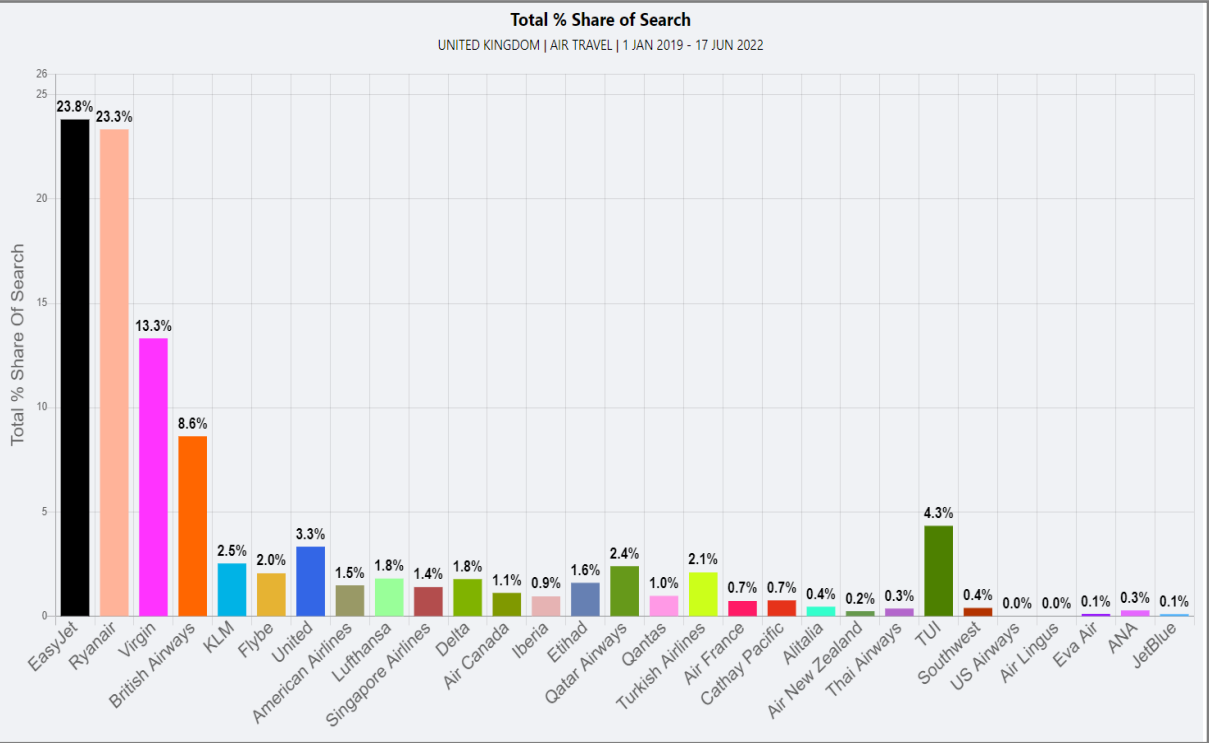


Airlines – UK total % share of search for the period

2004 - 2022



2019 - 2022



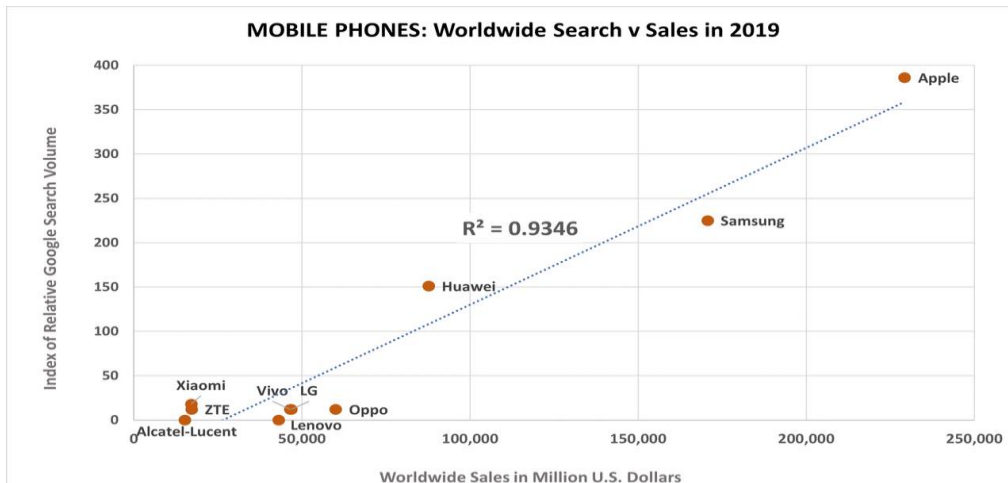
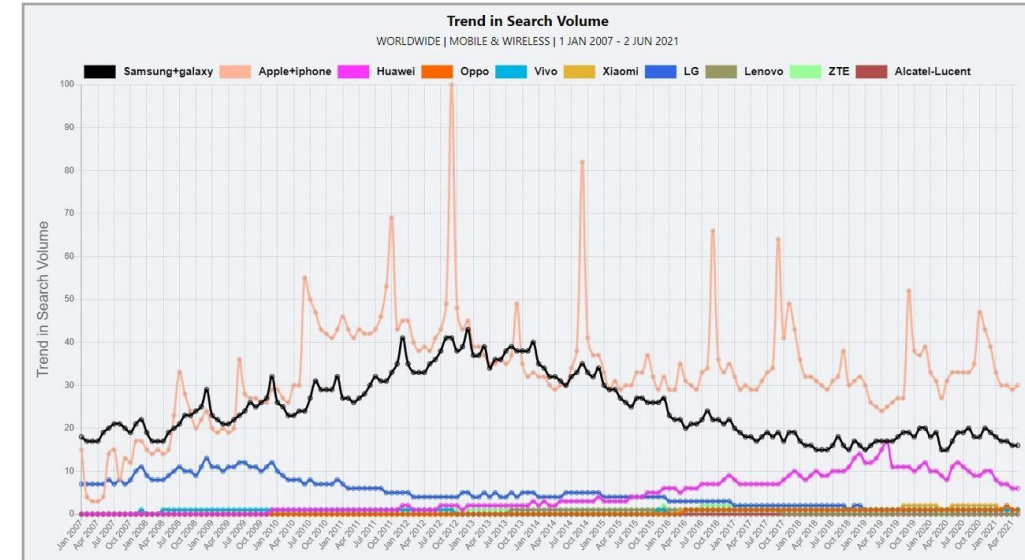
Share of Searching : Mobile Phones

Ranking of leading mobile phone brands worldwide in 2019, by shipments, sales, profit

Characteristic	Units Shipped (in millions)	Profit (in million U.S. dollars)	Sales (in million U.S. dollars)
Samsung	315	18,947	170,625
Apple	215	48,351	229,234
Huawei	152	6,890	87,646
Oppo	111	1,400	60,000
Vivo	95	1,125	46,484
Xiaomi	95	1,000	17,000
LG	55	110	46,800
Lenovo	50	535	43,035
ZTE	45	719	17,123
Alcatel-Lucent	20	218	15,149

Source: Statista

In 2019, there was 93% correlation between Google search volumes and value of sales for mobile phone brands globally



Sources: Statista (sales data), Google Trends (search data), Share-Of-Searching (relative search volumes)

INDEX TRENDS

VOLUME TRENDS

SIMILAR TERMS

Select Search Criteria

Retrieve Searches

Country

United Kingdom

Select a State/Region

Not selected

Category

All

Start

1 Jan 2020

End

17 Jun 2022

Search List

+

Clear

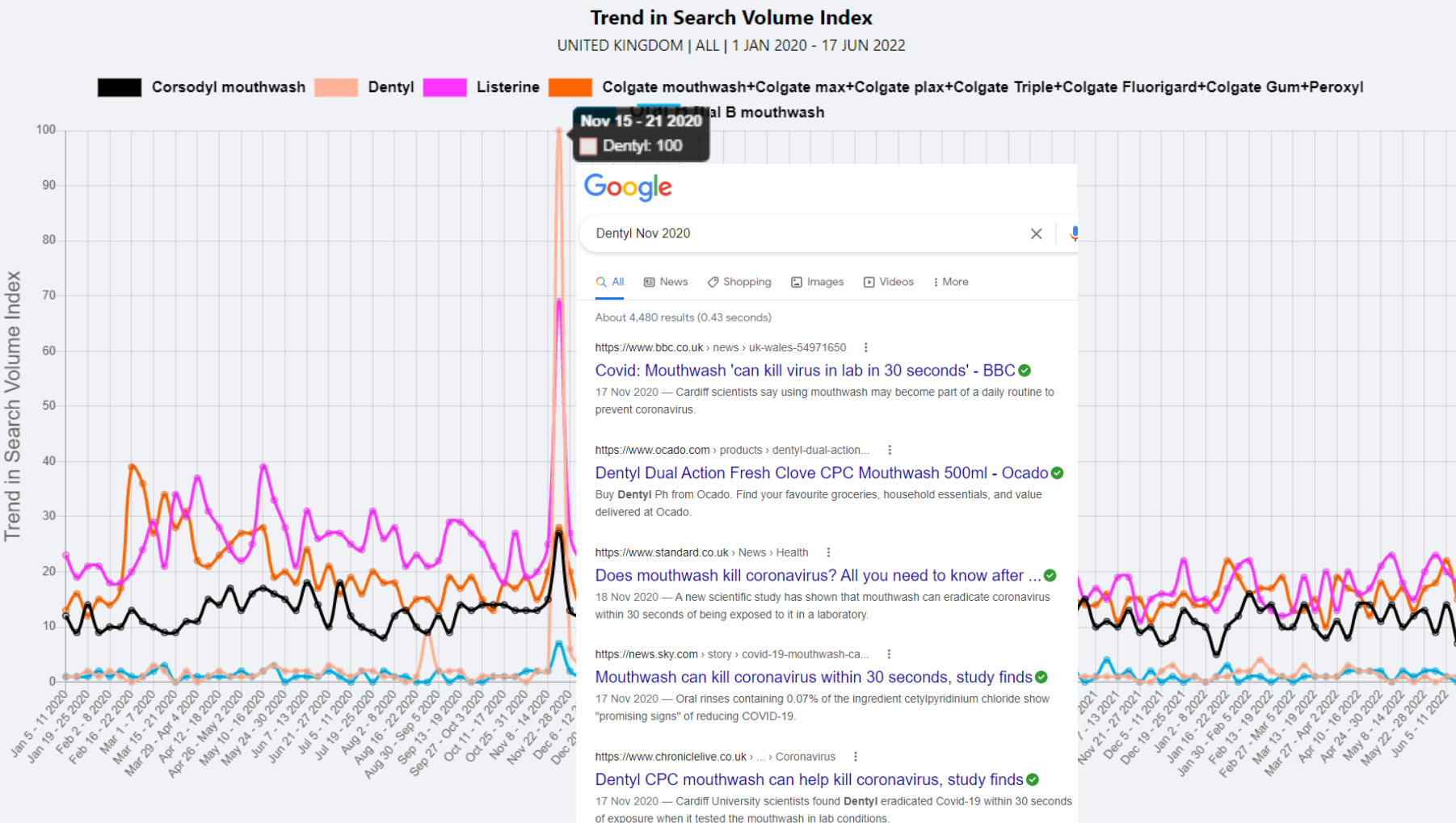
i

For each search term, input the term then click the [+] button to add it to the list

Corsodyl mouthwash, Dentyl, Listerine, Colgate mouthwash+Colgate max+Colgate plax+Colgate Triple+Colgate Fluorigard+Colgate Gum+Peroxyl, Oral B mouthwash,

Edit List

Graph Size



VOLUME TRENDS

Trends in search volumes and % share of search for up to 100 brands in a category

Select Search Criteria

Retrieve Searches

Country
United Kingdom

Start
1 Jan 2018

End
10 Jun 2022

Search List
+ Clear i

For each search term, input the term then click the [+] button to add it to the list

Nike, Adidas, Puma, Converse, Asics, Under Armour, Reebok, New Balance,

Edit List

Graph Size

Save Search

SUBMIT

Source of search data: Google

Retrieve saved search criteria

1 Select a country

2 Select start/end dates

3 Enter a list of search terms

Save search criteria

4 Generate charts

BENEFITS FOR MARKETERS

- Monthly tracking of search interest for all brands in a category in any country
- Compare up to 100 search terms at a time
- Trends in actual search volumes and % share of search
- Trends for any search terms back four years
- Export data to Excel and charts to PowerPoint
- Save/retrieve search criteria
- Schedule weekly or monthly report emails with updated data

INDEX TRENDS

VOLUME TRENDS

SIMILAR TERMS

Select Search Criteria

Retrieve Searches

Country

United Kingdom

Start

1 Jan 2018

End

6 Sep 2022

Search List

Air Canada,Air France,Al

+

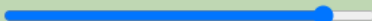
Clear

i

For each search term, input the term then click the [+] button to add it to the list

Air Canada,Air France,Alitalia,American Airlines,British Airways,Cathay Pacific,Delta,EasyJet,Emirates,Etihad,Eurowings,Flybe,Iberia,KLM,Lufthansa,Qantas,Qatar Airways,Ryanair,Singapore Airlines,TUI,Turkish Airlines,United,Virgin,Vueling,

Graph Size



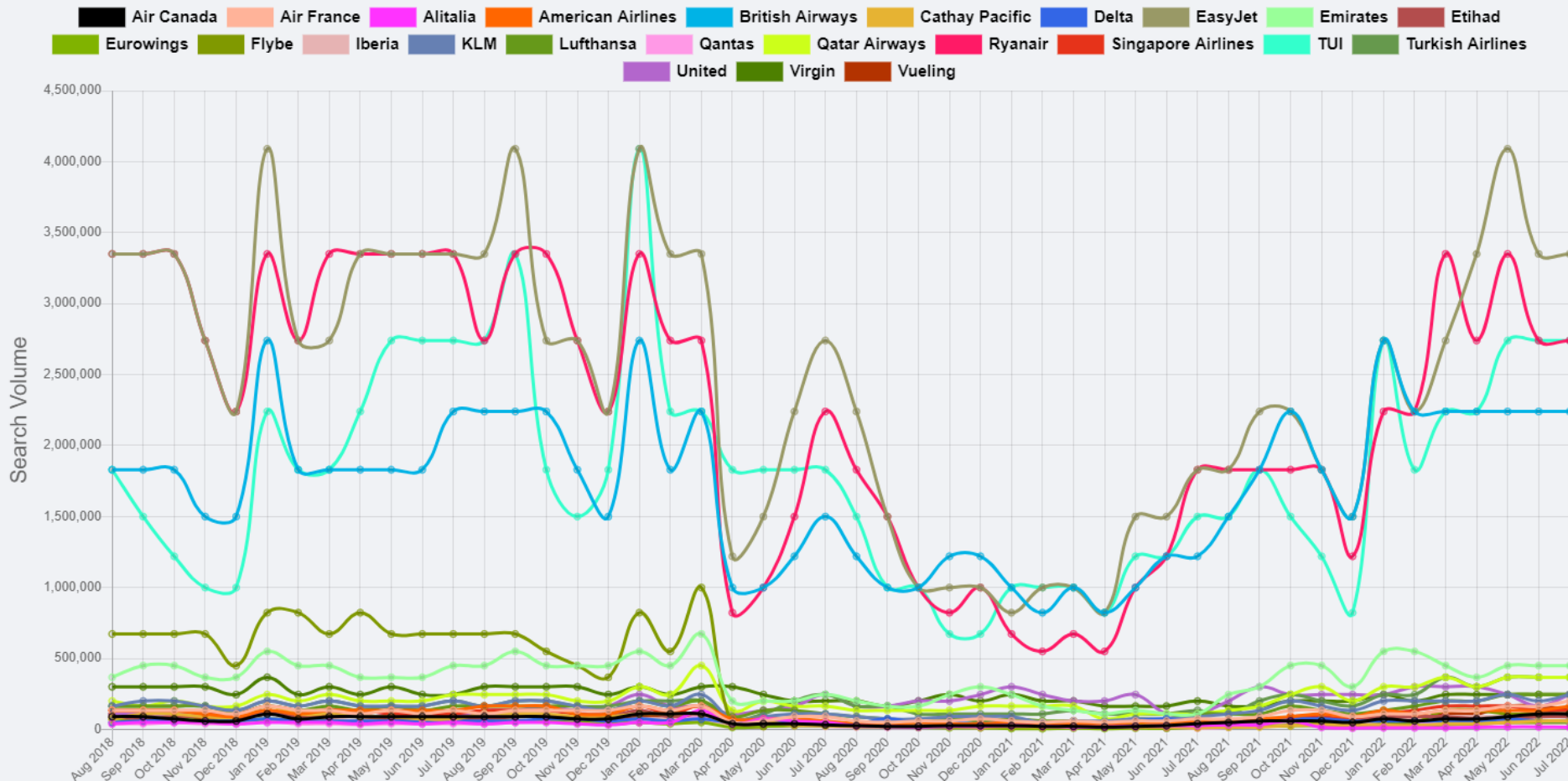
Save Search

SUBMIT

Source of search data: Google

Trend in Search Volume

UNITED KINGDOM | 1 JAN 2018 - 6 SEP 2022



SIMILAR TERMS

Trends in volumes / % share of search for terms associated to a brand

Similar terms criteria
Enter a search term to retrieve Related Searches

Single Search Term

Nespresso

☒ Narrow search
☐ Wide search

Country

United Kingdom

Start End

1 Jan 2020 17 Jun 2022

Graph Size

SUBMIT

Source of data: Google

- 1 Enter a search term
Either: select 'narrow' for associated similar terms that include the search term
Or: select 'wide' for any similar terms associated with the search term
- 2 Select a country (or Worldwide)
- 3 Enter start/end dates
- 4 Generate charts

BENEFITS FOR MARKETERS

- Discover search terms associated with a brand or brand-relevant topic in a country
- See the relative importance of each term (volume) and trend in interest for the terms
- Similar terms can indicate category entry points that cue a brand search
- Similar terms can indicate competing brands and related search topics

INDEX TRENDS

VOLUME TRENDS

SIMILAR TERMS

Similar terms criteria

Enter a search term to retrieve Related Searches

Single Search Term

Nespresso

☒ Narrow search
☐ Wide search

Country

United Kingdom

Start

1 Jan 2020

End

17 Jun 2022

Graph Size

SUBMIT

Source of data: Google



EXPORT VOLUME



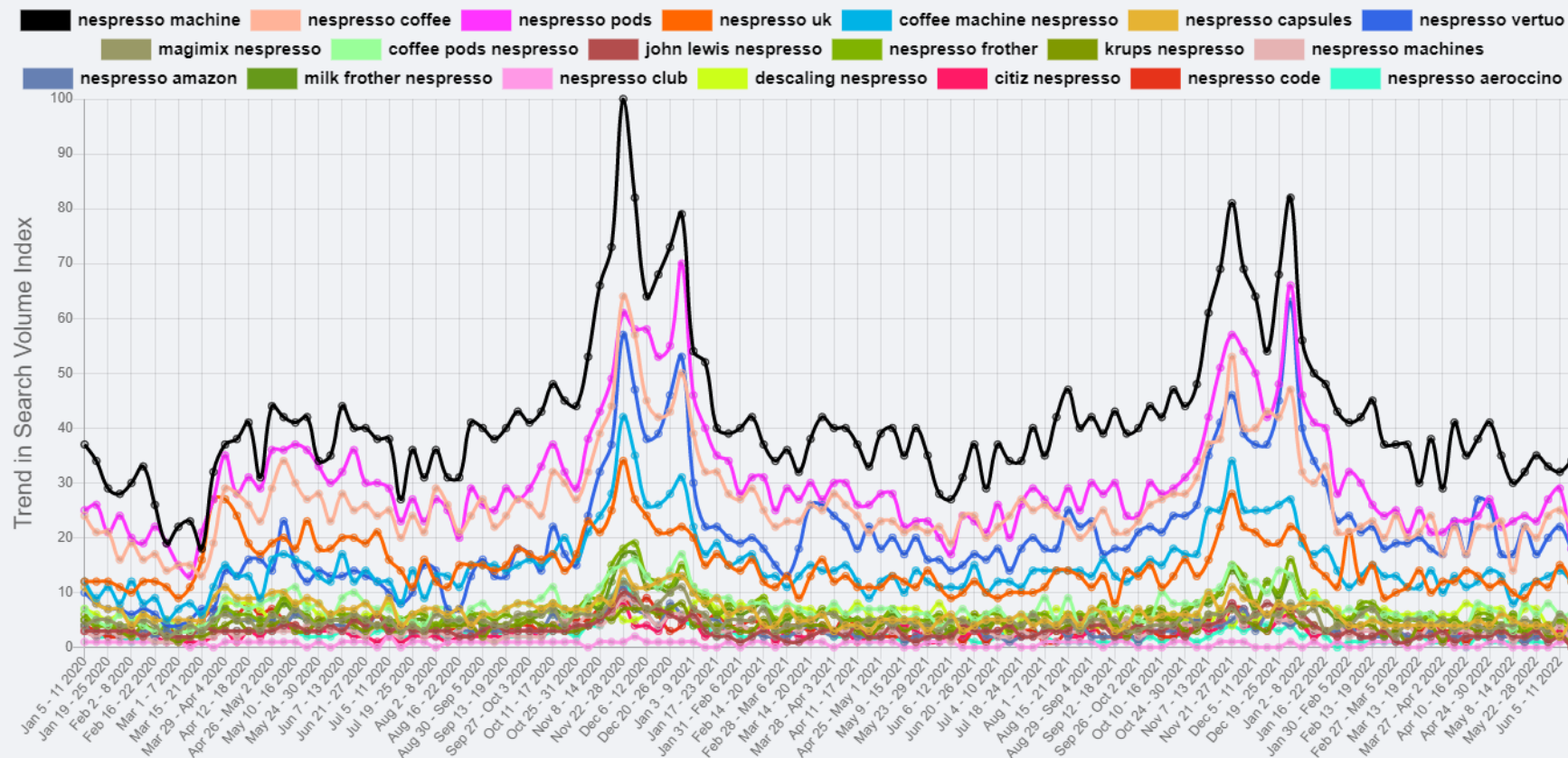
EXPORT % SHARE



EXPORT CHARTS

Trend in Search Volume Index

UNITED KINGDOM | 1 JAN 2020 - 17 JUN 2022



INDEX TRENDS

VOLUME TRENDS

SIMILAR TERMS

Similar terms criteria

Enter a search term to retrieve Related Searches

Single Search Term

Nespresso

☐ Narrow search
☒ Wide search

Country

United Kingdom

Start

1 Jan 2020

End

17 Jun 2022

Graph Size

SUBMIT

Source of data: Google



EXPORT VOLUME



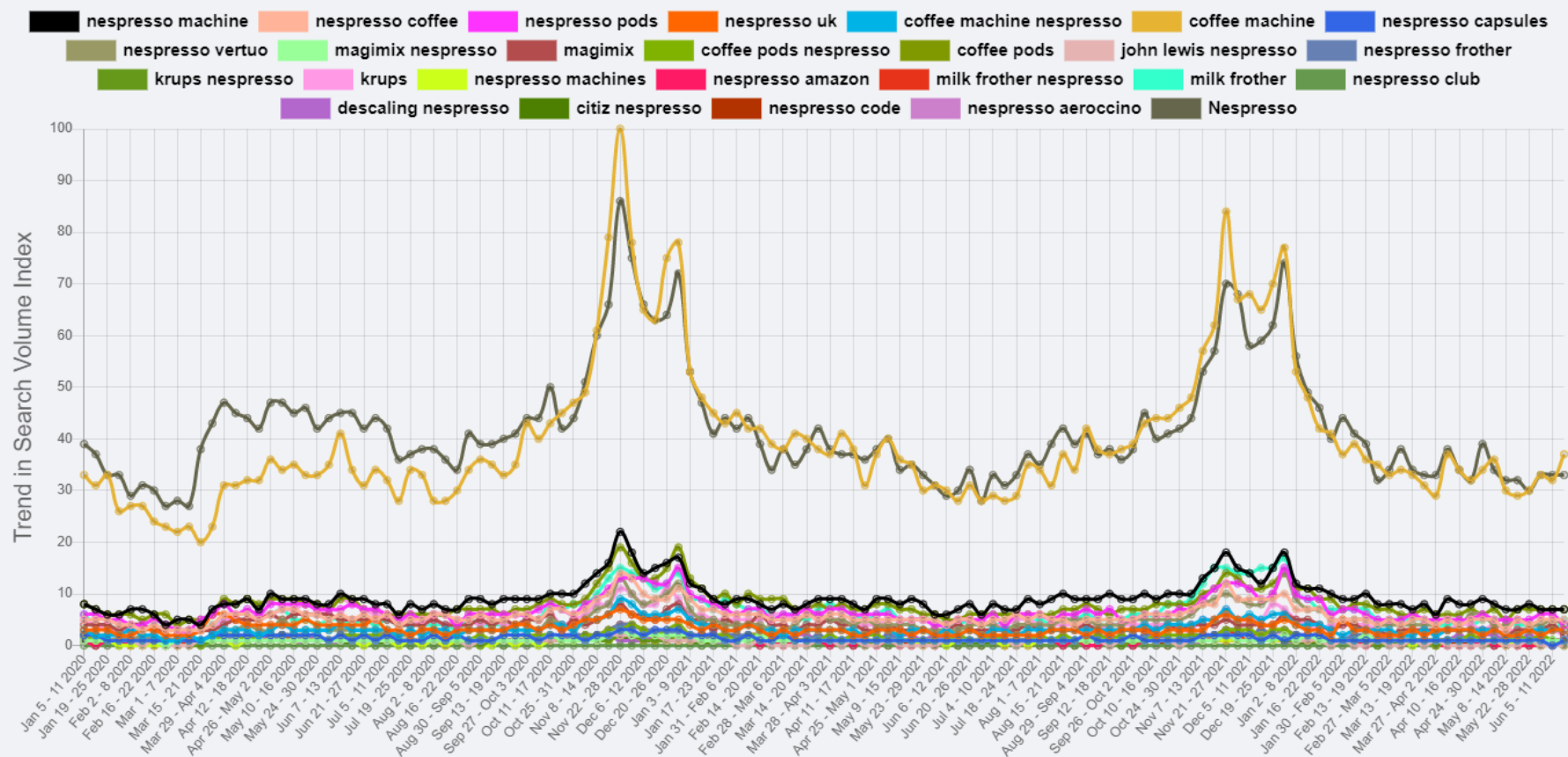
EXPORT % SHARE



EXPORT CHARTS

Trend in Search Volume Index

UNITED KINGDOM | 1 JAN 2020 - 17 JUN 2022



Share of Search answers brand questions

In categories where consumers search before they buy

Is my brand generating enough search interest (its fair share)?

Plot brand share of search vs market share

- If share of search > market share ... the brand is likely to grow market share
 - If share of search < market share ... the brand is likely to lose market share
-

What competitive propulsion does my brand have?

Plot change in brand share of search vs change in market share

- If top right ... high competitive propulsion, market share likely to be growing
-

How much brand interest am I generating with my media spend?

Plot share of search vs share of voice within the category

- If top right ... media spend generating competitively high search interest
-

Does share of search impact market share in my category?

Plot % share of search trend vs % market share trend for category brands. Calculate R^2

- If $R^2 > 0.6$... high coefficient of determination between share of search and market share
-

Can future sales / market share for my brand be predicted from share of search?

Analyse vol/share for search v sales. Is there a lag effect? Examine rolling averages to remove data noise

SHARE OF SEARCH



A wonderful metric



Use examples



Share of Searching



Getting going

Getting going with a free trial

Go to <https://www.shareofsearching.com>

➤ Click on the 'Free Trial' button

➤ Create your account – enter your name, email, password

➤ Verify your email address

➤ Log in with your email/password for a two week free trial

A one year unlimited use subscription costs £500

For a one page overview of Share of Searching [click here](#)

Share of Searching Subscription Options

Number of users	Subscription period	Subscription fee GBP £	= £ per user per year	= Discount per user
1 user	One year	£500	£500	-
2 users	One year	£900	£450	10%
3 users	One year	£1,275	£425	15%
4 users	One year	£1,600	£400	20%
5 users	One year	£1,875	£375	25%
6 users	One year	£2,100	£350	30%
7 users	One year	£2,275	£325	35%
8 users	One year	£2,400	£300	40%
9 users	One year	£2,475	£275	45%
10 users	One year	£2,500	£250	50%
11+ users	One year	Higher discounts per user, contact frank@croftanalytics.com		

Subscription Conditions

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