



# SHARE OF SEARCH

THE MARKETER'S METRIC

Frank Harrison



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The marketer's 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 calculation and value

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 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, October 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*

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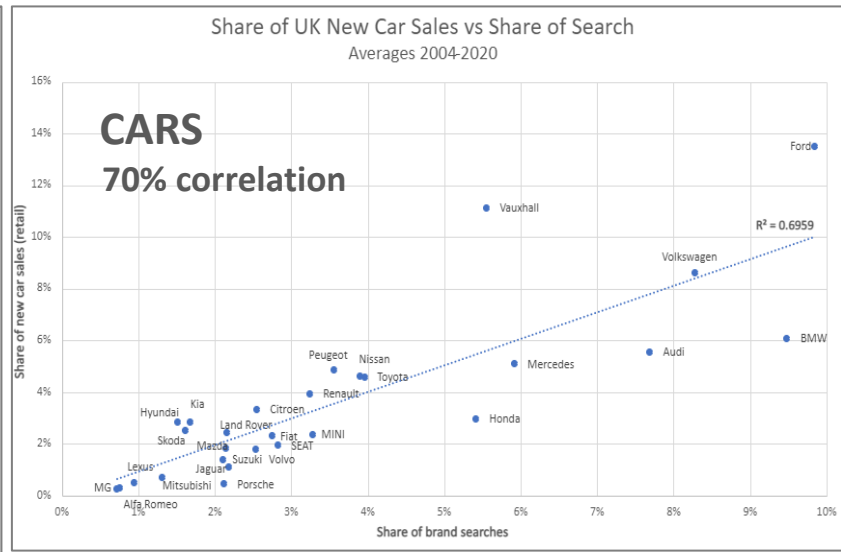
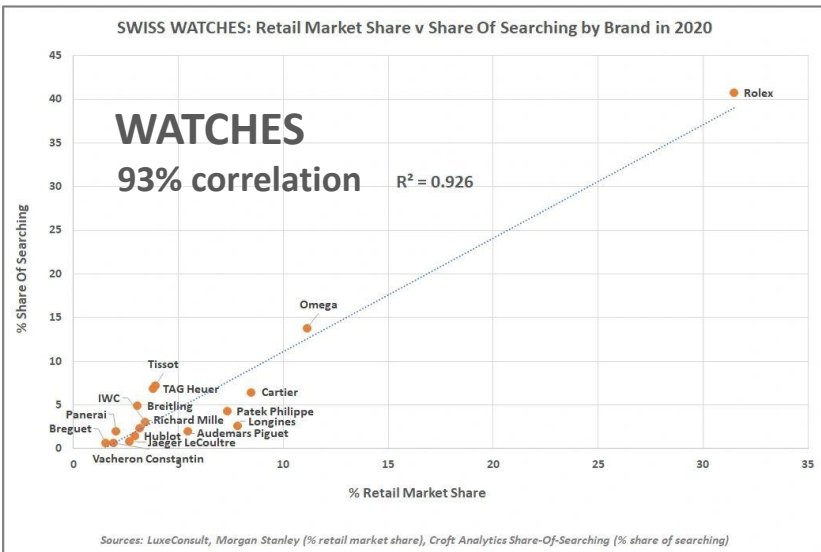
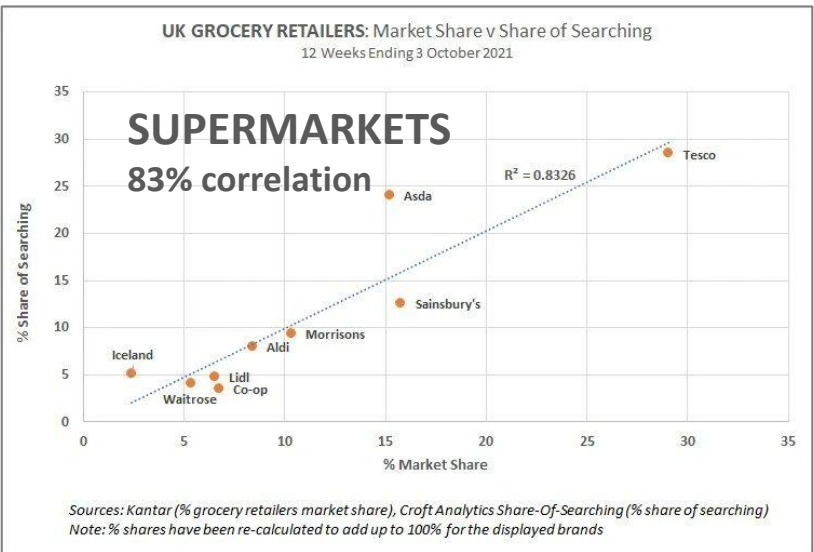
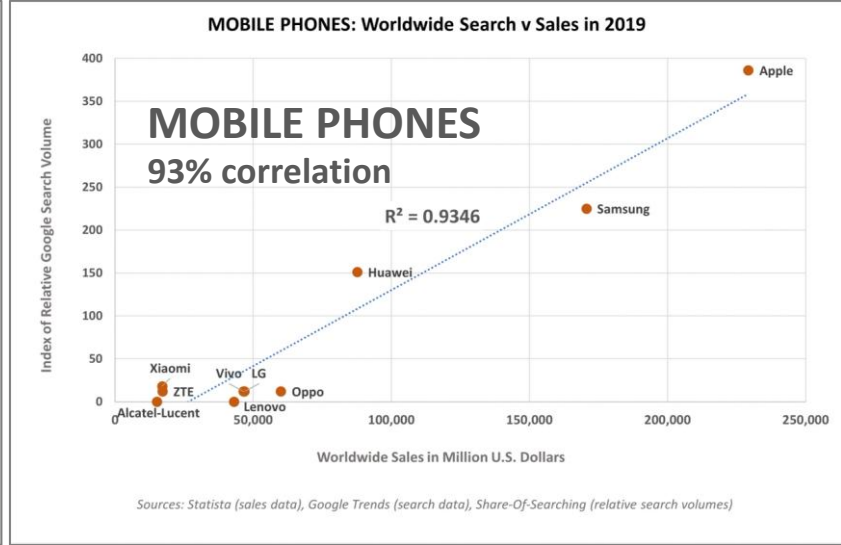
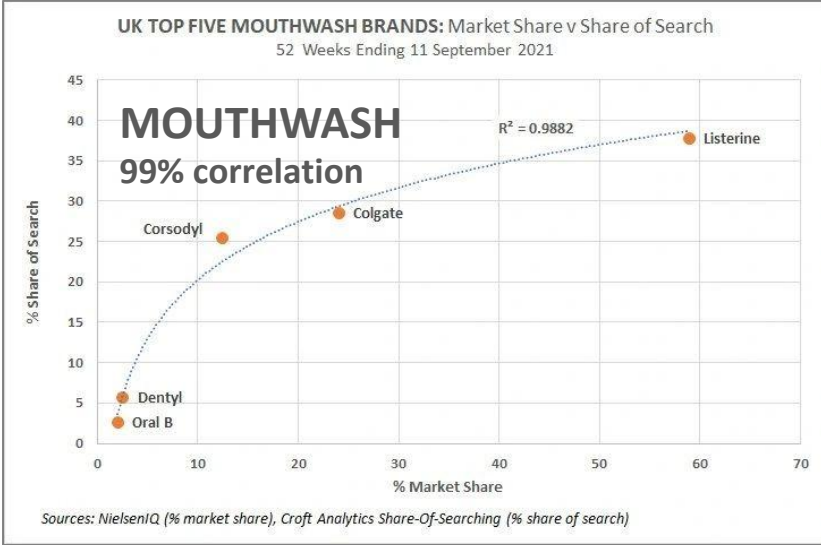
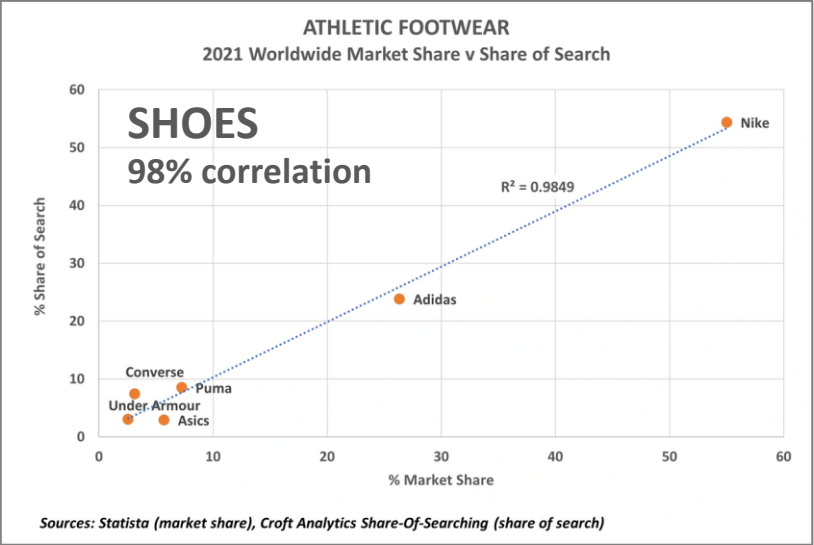


Share of Searching



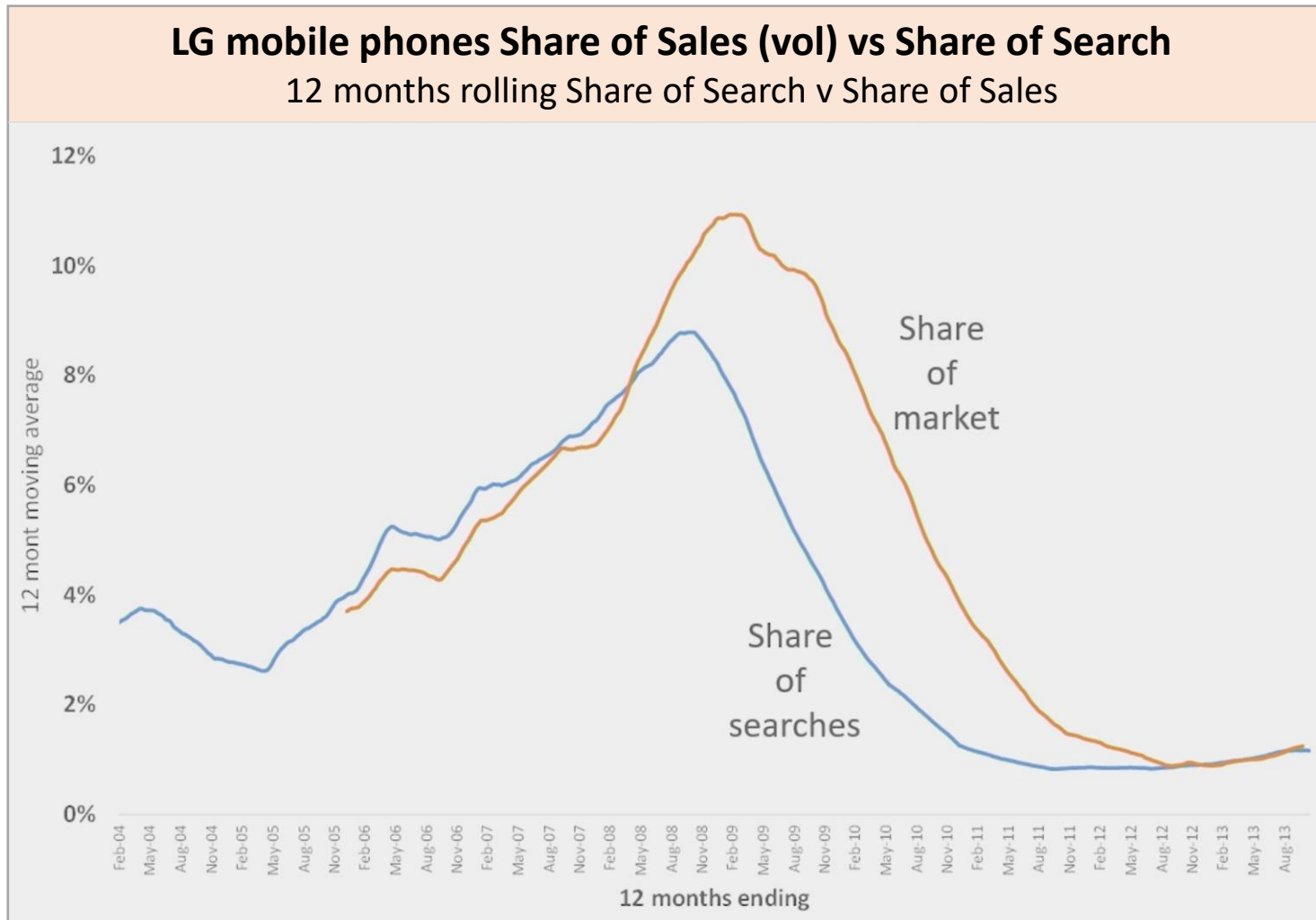
Getting going

# Share of search correlates with market share in many categories



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

# 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.

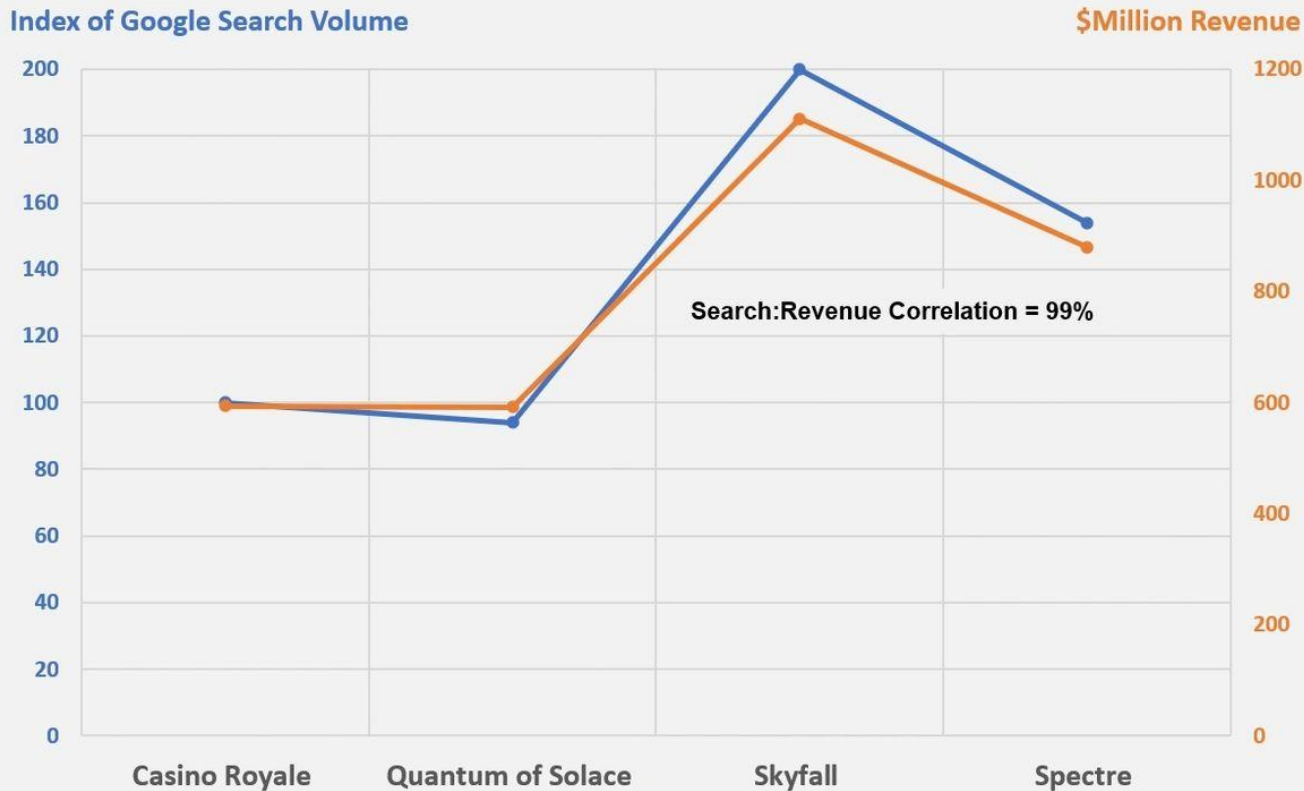
*Energy* has the shortest lag of c. 3 months, reflecting the low involvement of the category and short term decision making.

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 volumes can predict movie box office revenue

## Global Search v Revenue for Bond movies released since 2004



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*

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

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Developed by Croft Analytics, Share of Searching is a tool for marketers to chart trends in search volumes and % share of search for brands and other keywords across Google, YouTube, Bing, and Amazon

**Volume Trends:** enter up to 25 brands (or other search terms) to chart trends in monthly actual search volumes and % share of search over the last four years. View results for any country or worldwide. Compare across countries.

**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.

**Index Trends:** enter up to 20 brands (or other terms) to chart Google or YouTube trends in daily relative search volumes (indexed) and % share of search. Trends back to January 2004. View results for any country.

**Reports** – manage custom reports and schedule monthly emails with updated data

For a detailed Introduction to Share of Searching [click here](#)



## – benefits for marketers

### SEARCH VOLUME TRENDS

- Monthly tracking of search interest for all brands in a category in any country
- Compare up to 25 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 monthly report emails with updated data

### SEARCH INDEX TRENDS

- Daily tracking of search interest for all brands in a category in any country (or worldwide)
- Compare up to 20 brands / search terms at a time
- Trends in search volumes (index) and % share of search
- Trends for any search terms back to 2004
- Export data to Excel and charts to PowerPoint
- Save/retrieve search criteria

### SEARCH TRENDS FOR RELATED TERMS

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



SHAREOFSEARCHING.COM

## – answering brand questions

### **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

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– starting a no-obligation 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

Discover search trends for your keywords, free for two weeks

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

# Subscription Options

| Number of users | Subscription period | Subscription fee GBP £                                          | = £ per user per year | = £ per user per month | = Discount per user | Subscription Conditions                                                                                                                                                                                                                                        |
|-----------------|---------------------|-----------------------------------------------------------------|-----------------------|------------------------|---------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 user          | One year            | £500                                                            | £500                  | £42                    | -                   | The subscription is for a fixed number of individual users and for a fixed period (for example, three users for 12 months). Users may not share their access details with anyone else.                                                                         |
| 2 users         | One year            | £900                                                            | £450                  | £38                    | 10%                 | All Intellectual Property Rights relating to Share of Searching, the documentation, the underlying technology, methodology and principles are the sole and exclusive property of Croft Analytics.                                                              |
| 3 users         | One year            | £1,275                                                          | £425                  | £35                    | 15%                 | Subscribers will not reverse engineer, decompile, disassemble or translate the subscription software, or otherwise attempt to derive source code, trade secrets or know-how in or underlying the subscription software.                                        |
| 4 users         | One year            | £1,600                                                          | £400                  | £33                    | 20%                 | Subscribers will not copy, sell, rent, lease, sub-subscription, distribute, redistribute, syndicate, create derivative works of, assign or otherwise transfer or provide access to, in whole or in part, the subscription software or data to any third party. |
| 5 users         | One year            | £1,875                                                          | £375                  | £31                    | 25%                 | Subscribers will not provide use of the subscription software on a service bureau, rental or managed services basis.                                                                                                                                           |
| 6 users         | One year            | £2,100                                                          | £350                  | £29                    | 30%                 | No public disclosure of Share of Searching information or data may be made, for example on a web site, in a public forum or conference, in a press release, in a public report, or in any other public way, without written consent from Croft Analytics.      |
| 7 users         | One year            | £2,275                                                          | £325                  | £27                    | 35%                 |                                                                                                                                                                                                                                                                |
| 8 users         | One year            | £2,400                                                          | £300                  | £25                    | 40%                 |                                                                                                                                                                                                                                                                |
| 9 users         | One year            | £2,475                                                          | £275                  | £23                    | 45%                 |                                                                                                                                                                                                                                                                |
| 10 users        | One year            | £2,500                                                          | £250                  | £21                    | 50%                 |                                                                                                                                                                                                                                                                |
| 11-49 users     | One year            | Increasing discounts per user, contact frank@croftanalytics.com |                       |                        |                     |                                                                                                                                                                                                                                                                |
| 50 users        | One year            | £7,500                                                          | £150                  | £13                    | 70%                 |                                                                                                                                                                                                                                                                |

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