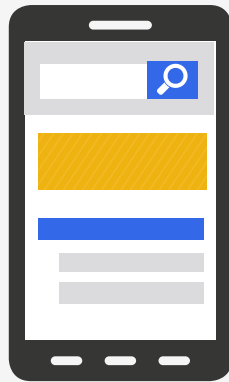


Breaking Down the Impact of Mobile Search Ads



88%

OF CLICKS ON MOBILE SEARCH ADS ARE **INCREMENTAL** TO ORGANIC CLICKS

INCREMENTAL MOBILE CLICKS BY VERTICAL*



*INCREMENTAL REFERS TO SITE VISITS DRIVEN BY MOBILE SEARCH ADS THAT ARE LOST WHEN MOBILE ADS ARE PAUSED.

Source: Using a Google proprietary statistical model, Mobile Search Pause detects sharp changes in advertiser mobile spend and indicates how many clicks were lost or won due to the change. It also shows the extent to which an advertiser's organic traffic makes up for any loss in paid clicks. The meta-analysis shows aggregated results of 327 studies that took place between March 2012 and April 2013.