



THE IMPACT OF ADVERTISING ON SEARCH



Ultimate challenge

Success of media channels is often considered in a **silos**



Indirect effects or **synergies** are rarely fully considered



How much does advertising **boosts** search ?





Boost factor



Scale of this project



34

Categories



155

Brands



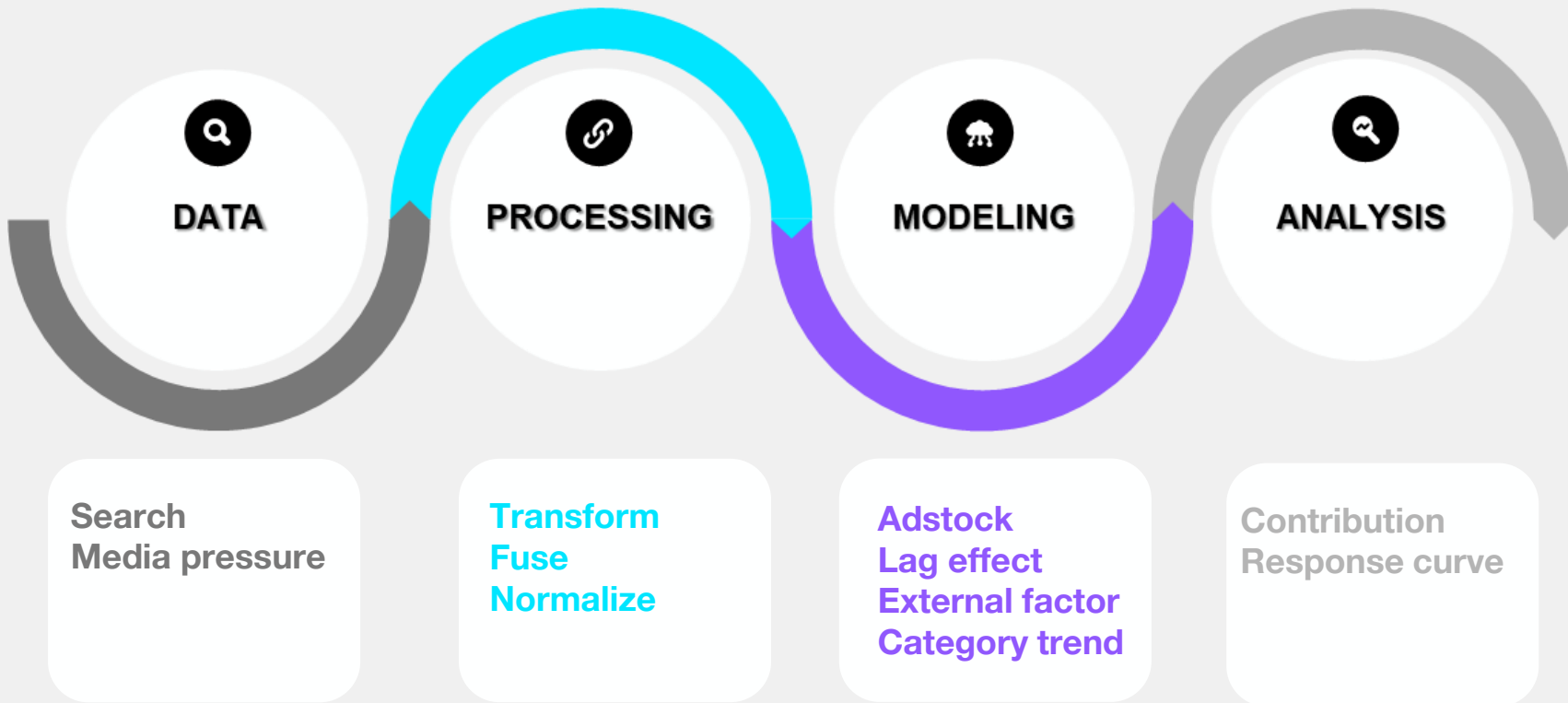
1.4 billion
Media Pressure



Base : >1 mio annual budget, >1% SOS
and search and search sensitive

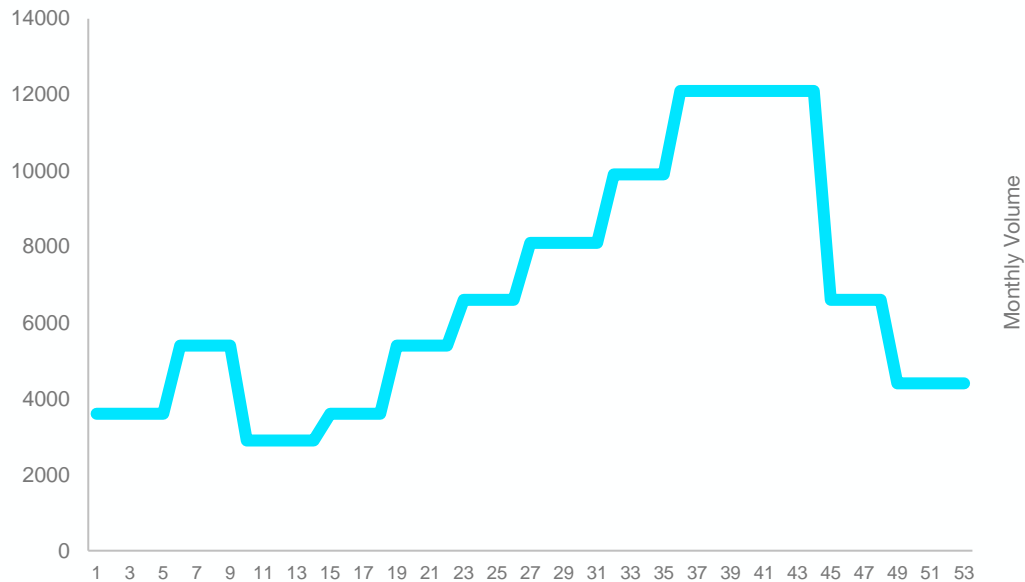
Base : TV, OLV, Radio, OOH, Magazines, Newspapers & Display

The chosen approach



Transform

Monthly search volumes

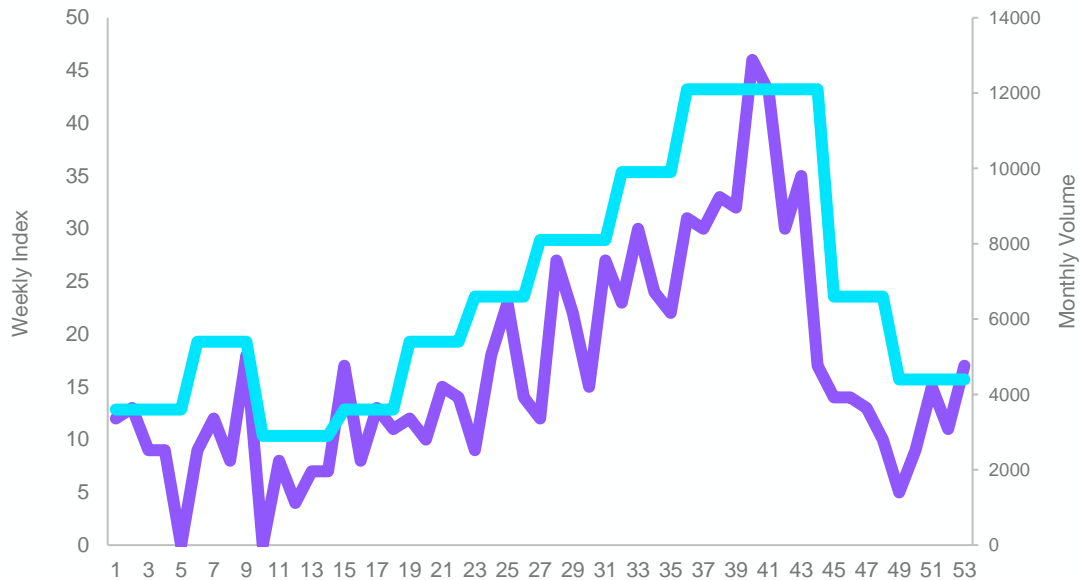


Google Ads —
Monthly



Transform

Adding weekly trend index



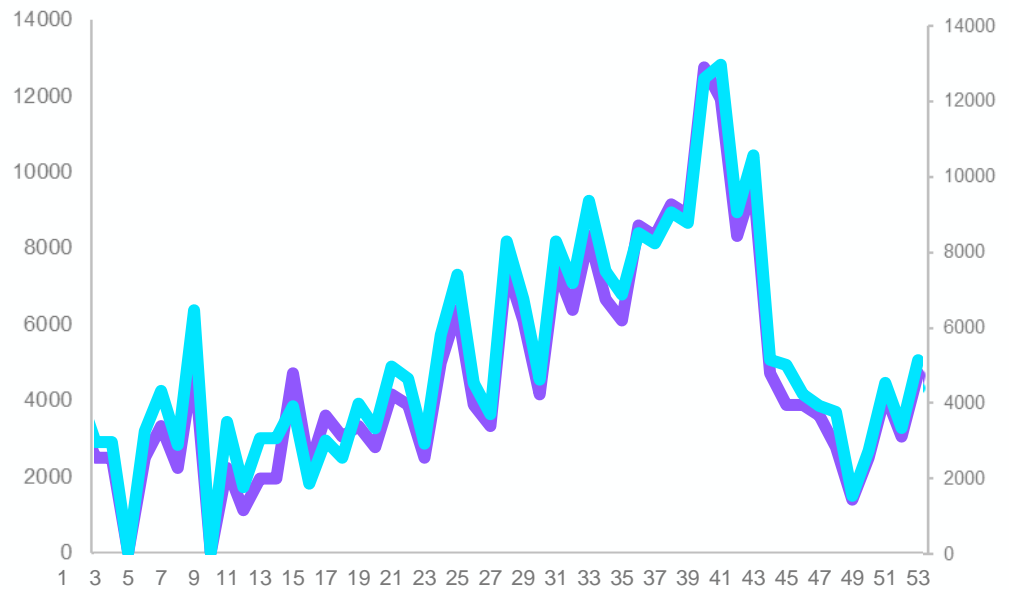
Google Ads
Monthly

Google Trends
Weekly



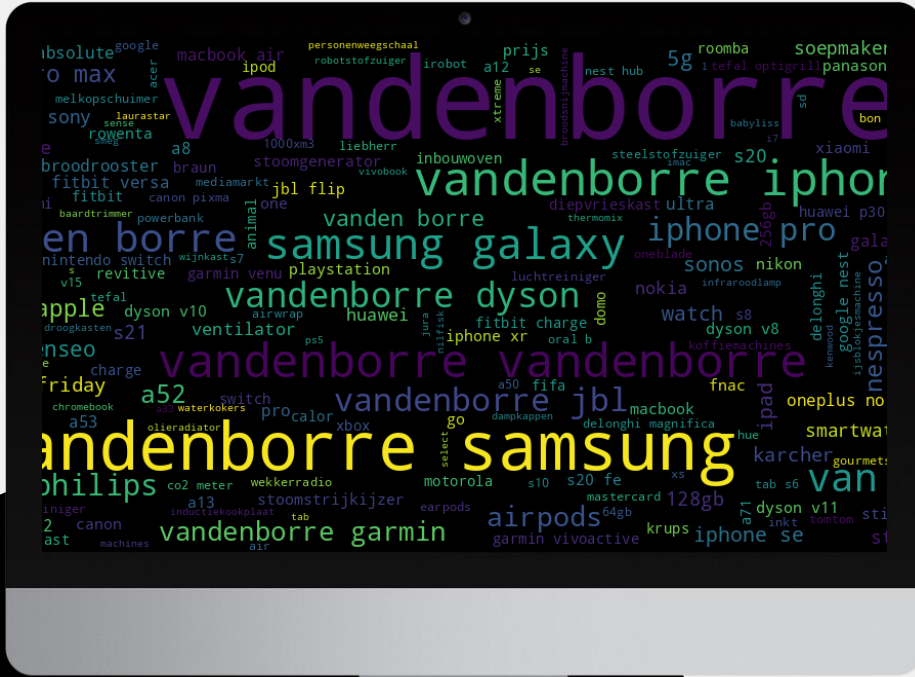
Transform

Weekly estimated search volumes



Google Trends + Ads





Google Ads
KEYWORD PLANNER



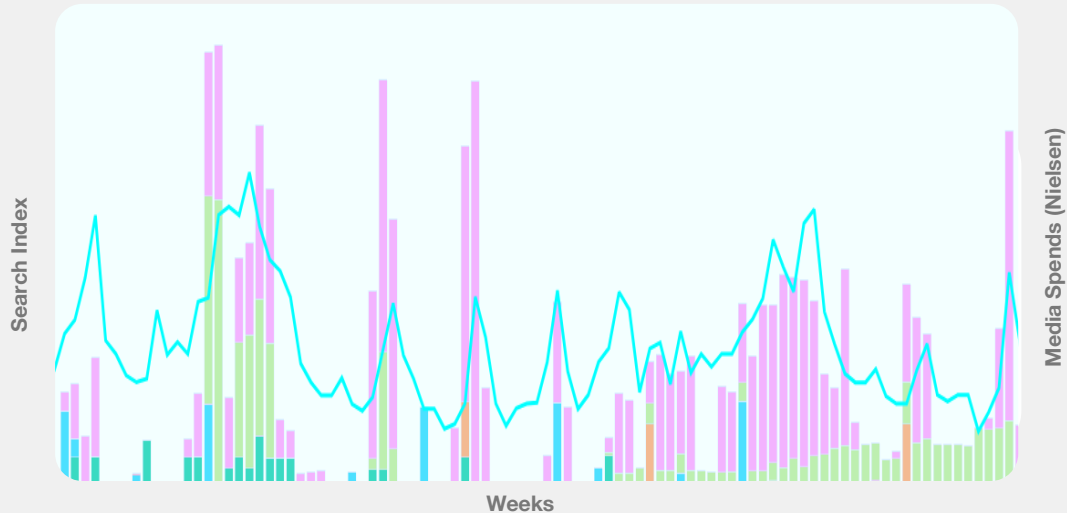
Electronics & Multimedia





Fuse

32.000

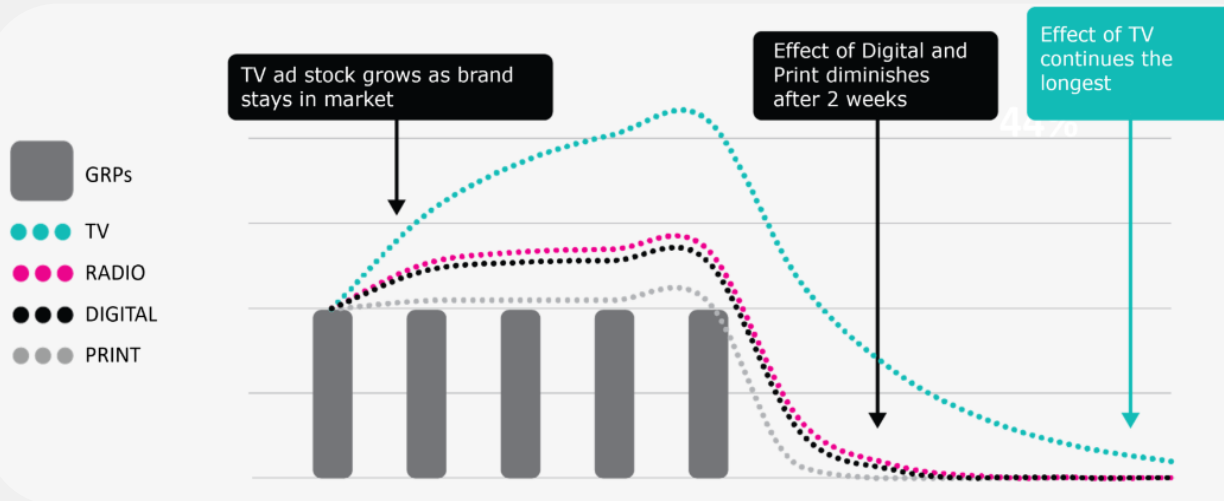


Google Trends + Ads
+ nielsen
.....

7

Adstock

measures the **prolonged effect** of advertising on consumer behaviour over time. It shows how long advertising continues to influence consumers even **after the initial** exposure.



A way to measure **how long the effect of an ad lasts** in people's minds and how it influences their buying decisions over time.



Lag effect

Consumer's search behaviour that **extends** over a period to find information, even **in the absence of** continued media exposure. Their interest **sustains** itself without needing constant advertising.



A way to measure **how long initial ad exposure resonates** in the mind of consumers and thus how long the search & explore continues.



Scope search
volume 2023

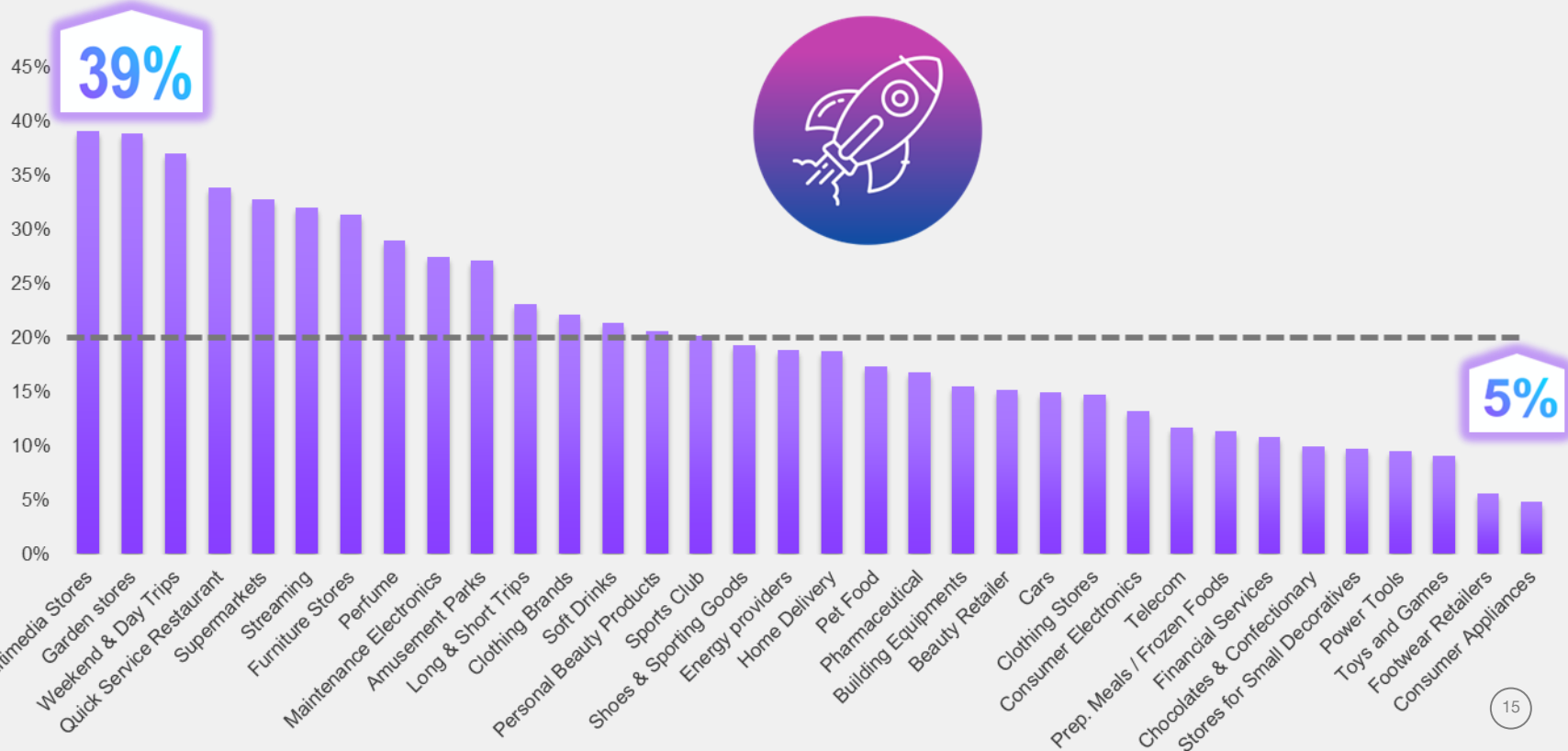
700 mio

Average impact
of Advertising

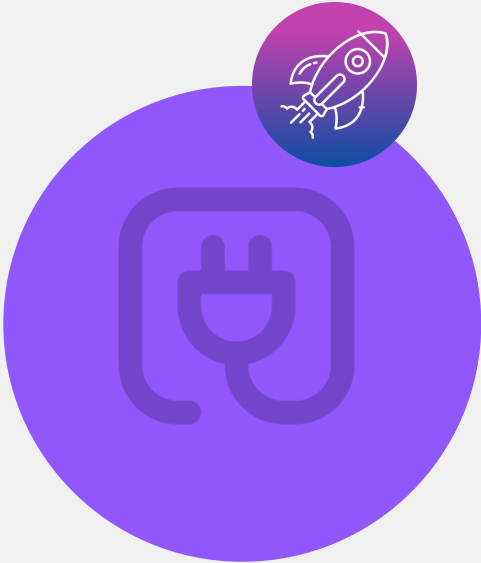
20%
Boost factor



Boost factor varies between 5 and 39% depending on the category



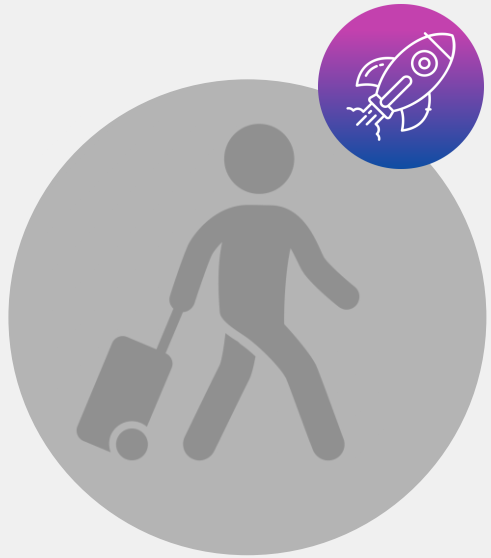
Top 3 categories: electro/multimedia stores, garden/outdoor boutiques and day/weekend trips



Electro & Multimedia stores



Outdoor & Garden boutiques



Day & Weekend trips

Media channel boost effect : on average, media convert their media share in search boost share (contribution).



Media share

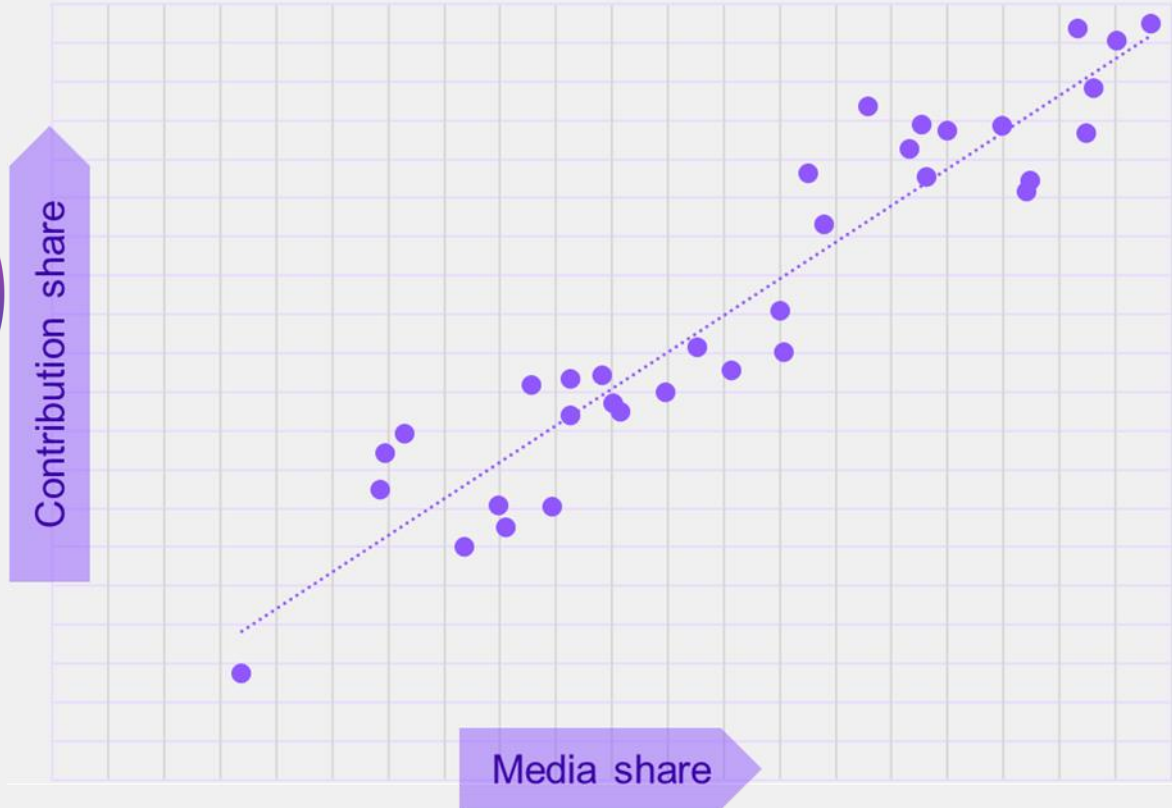


Contribution share

- Display
- OOH
- Newspapers
- Magazines
- Radio
- OLV
- TV



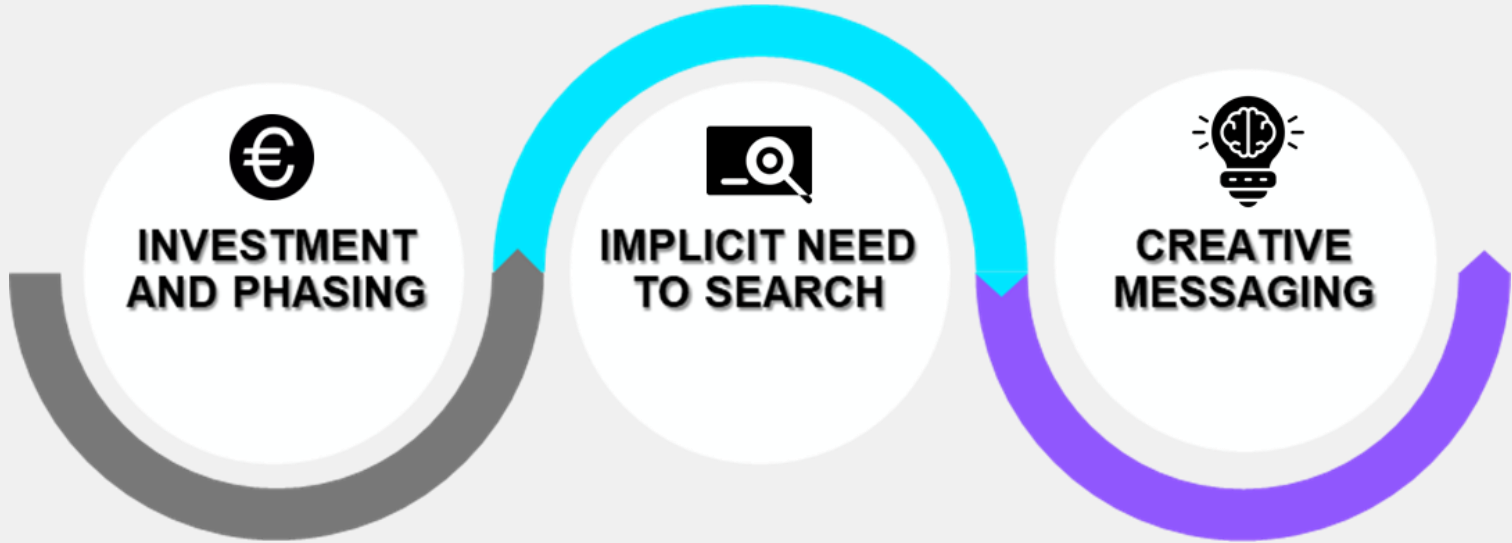
But categories differ - above trend line better conversion of media share into contribution share!



Example for TV



A broad range in Boost Factor! So, what is driving the differences in scoring?

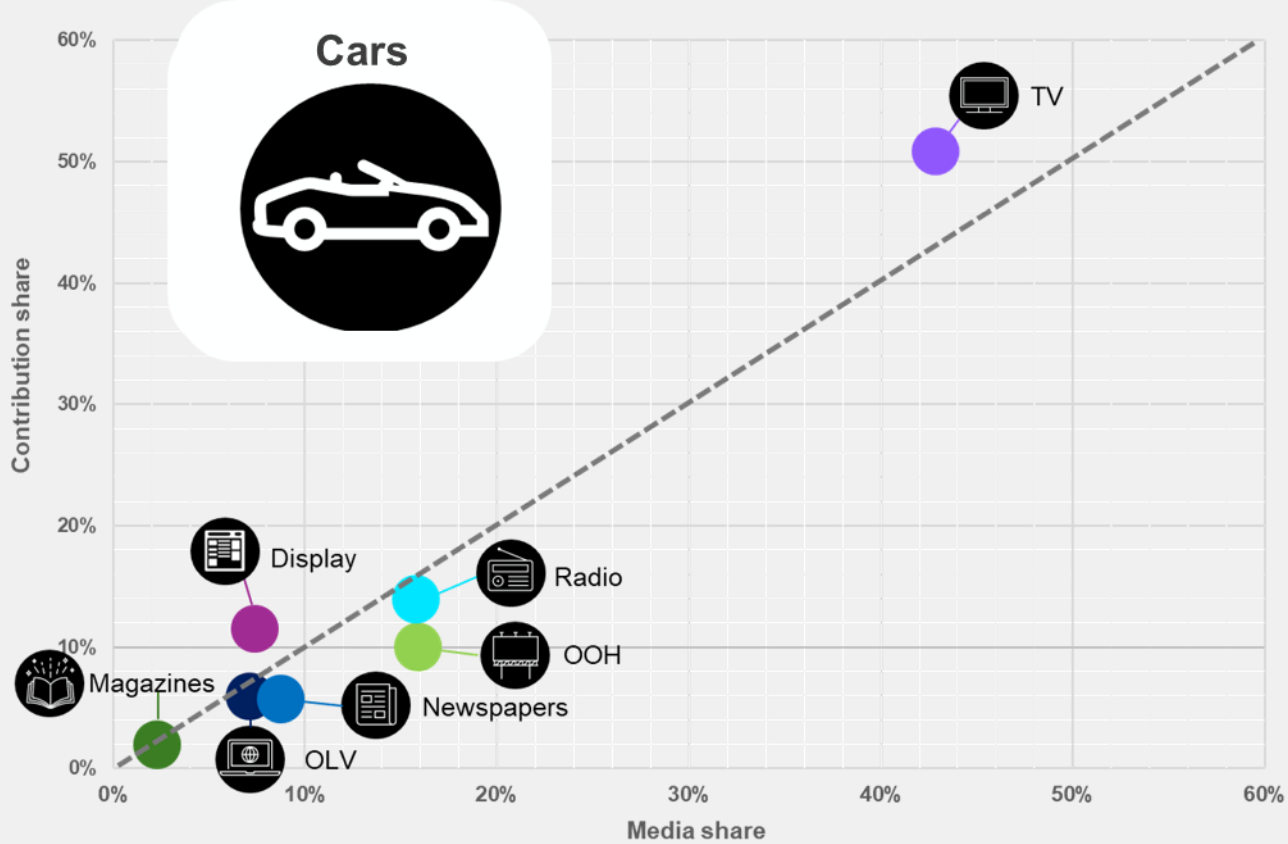




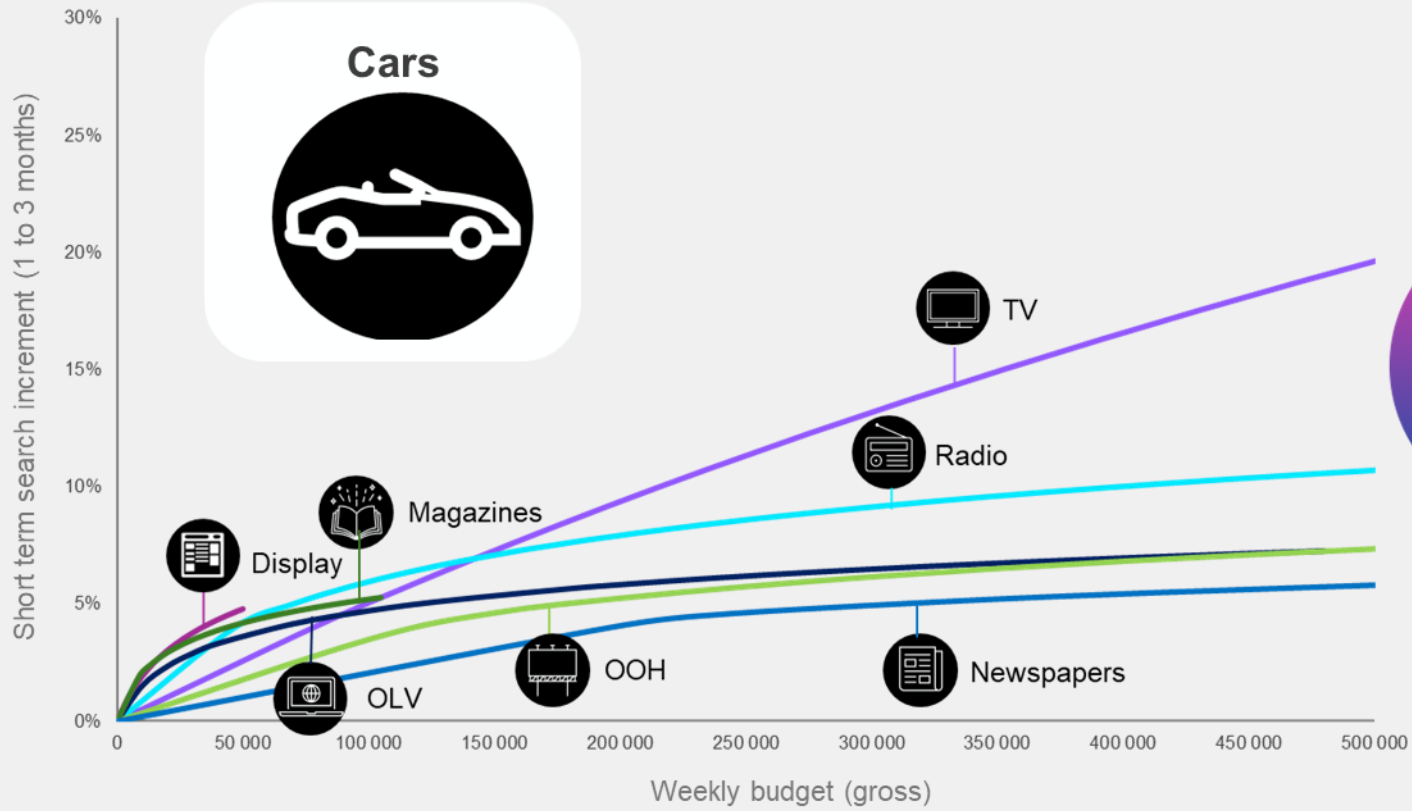
Contribution & Response

Zooming in on the car sector

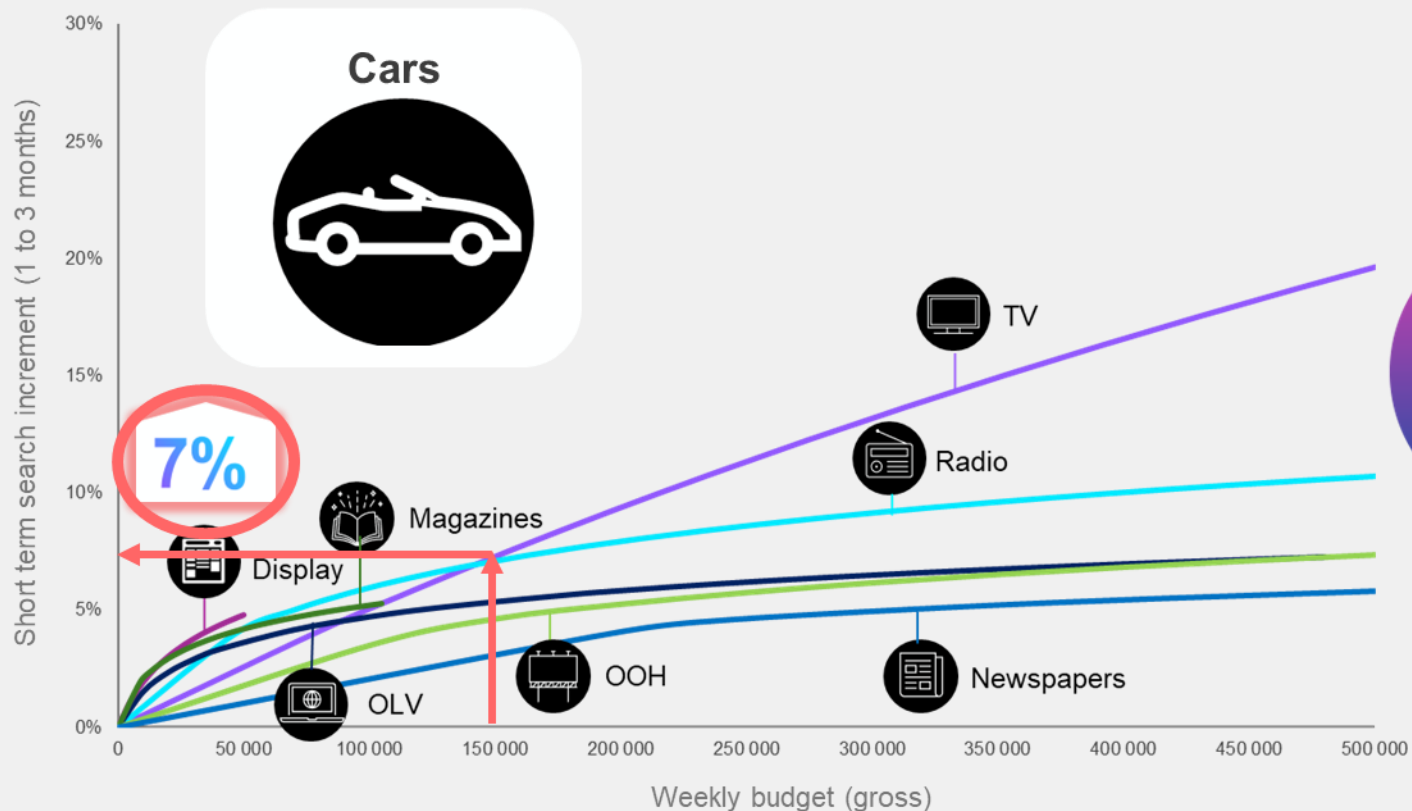
Contribution chart comparing media share with contribution of each media in search



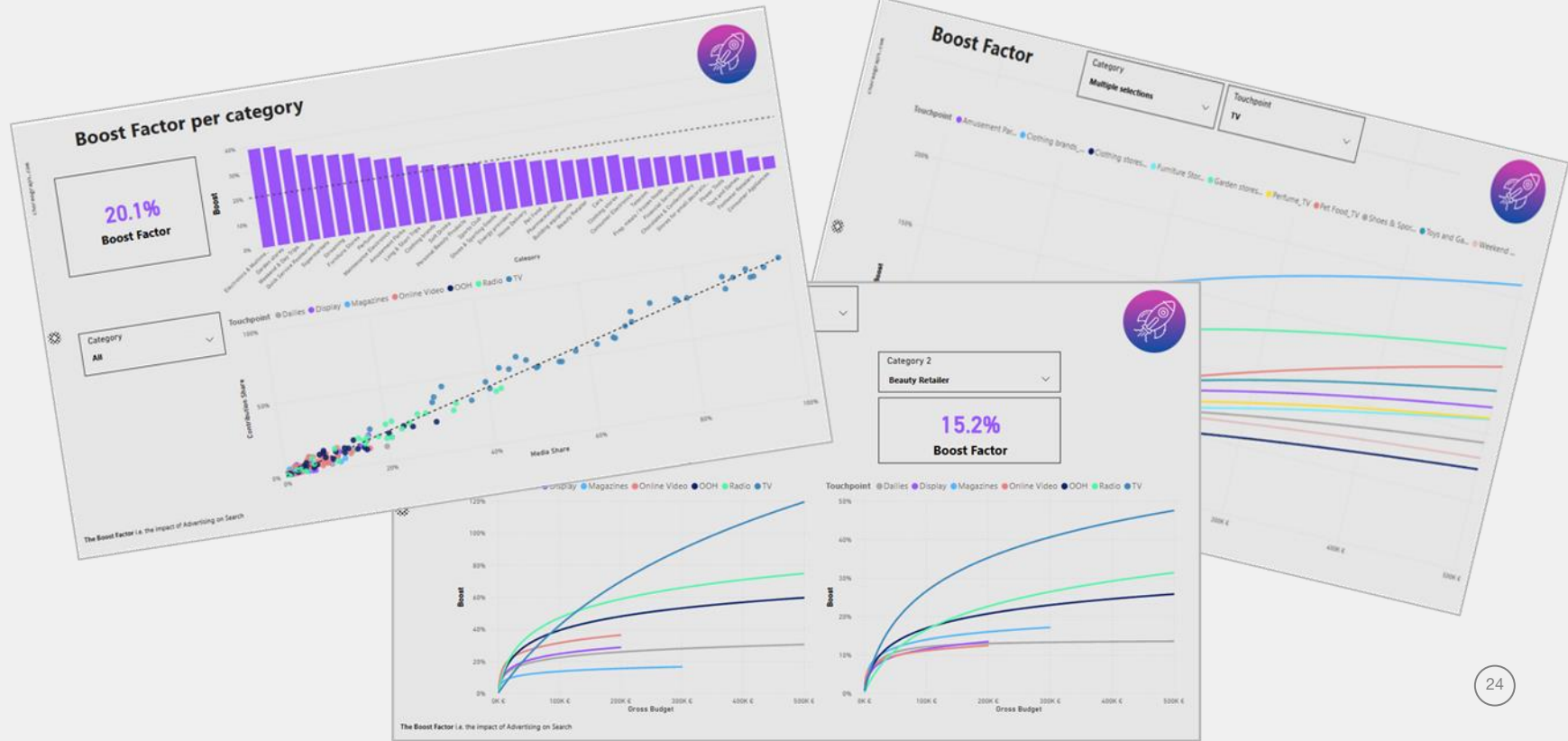
Response curves compare impact on search per media and budget level for on an average active week



How to read? A gross weekly budget of 150k on TV boosts search with 7% (1 to 13 weeks effect)



All this information is put available via a dashboard enabling all types comparisons and simulations!



Do not search any longer
We found the **BOOST FACTOR**

20%