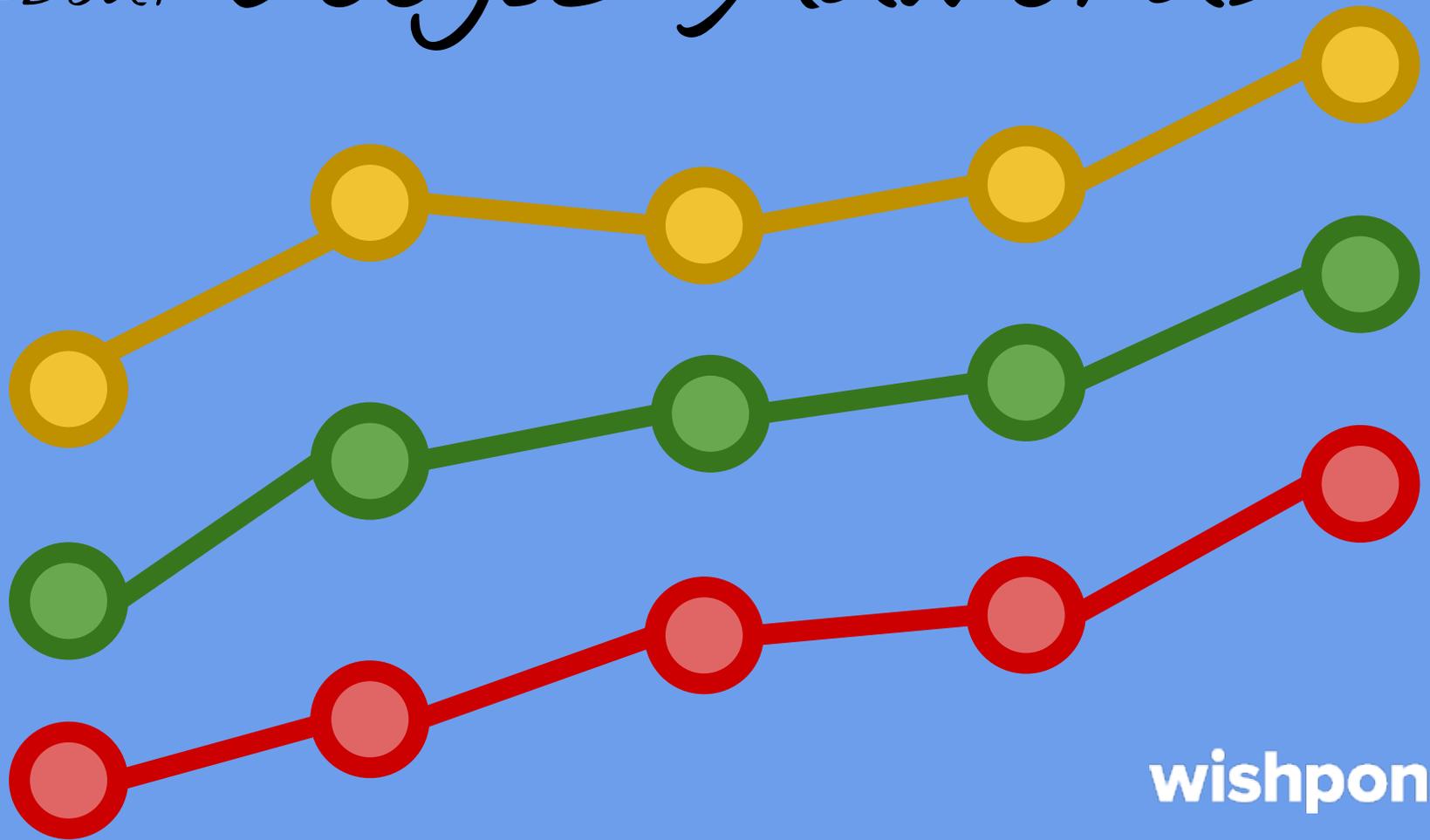


21 Random Stats and Facts

about Google Adwords



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WISHPOND SOCIAL MARKETING SUITE

... is the easiest way to run great marketing campaigns on every channel:

-  Facebook Pages
-  Twitter
-  Pinterest
-  Websites
-  Mobile
-  Local



At least

95%.

**of Google's total revenue
comes from advertising**

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Google rakes in

33%.

of all online ad revenue

*(38.6 billion out of
117.6 billion)*

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The average click-through-rate for
a Google ad is

3.16%

An ad in the

first search position

**has an average click-through-rate
of more than**

7%.

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**Number of businesses advertising on
the Google Search Network:**

Over 1.2 million

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**Number of sites that are part of the
Google Ad Display Network:**

Over 1 million

YouTube (part of the Google Ad Display Network) has a monthly viewership equivalent to roughly

10 Super Bowl audiences

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**A YouTube homepage Ad costs,
on
average,**

\$400,000

There are at least

300,000

mobile apps currently serving
Google Mobile Ads

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Mobile phone listings work:

70%

**of mobile searchers call a
business directly from
Google Search**

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33%

**of all Google search clicks are
generated through mobile**

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Spending on PPC ads rose

12% year-on-year

in the fourth quarter of 2013

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The click-through-rates on Google Adwords jumped

25%

in Q4 2013 vs. Q4 2012

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**Between December 2012 and
December 2013, there was a**

27% Increase

in total Adwords spend

In 2014,

72%

**of Google AdWords marketers
plan to increase their PPC
budgets**

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**Online marketing, including
PPC ads, is**

54% successful

at generating leads

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Local TV advertising (on the other hand), is

11. successful

at generating leads

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Businesses make an average of

\$2 in revenue

for every

\$1 they spend

on AdWords.

If there is no right-hand column,

45.5%

of people can't tell the difference
between organic and paid
search results.

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"Insurance"

**Is the most expensive AdWords
keyword. It costs, on average,**

\$54.91

Per click

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The Google Display Network serves

180 billion

impressions (views) each month,
equalling about

6 billion

every day

Sources

- <http://blog.wishpond.com>
- <http://expandedramblings.com>
- <http://searchengineland.com>
- <http://searchenginewatch.com>
- <http://www.wordstream.com>

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