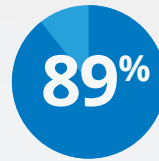




# Impact of Organic Rank on Ad Click Incrementality

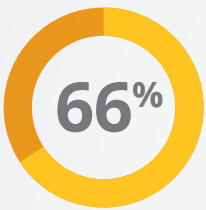


In 2011, Google released a meta study called "Search Ads Pause" that estimated that **89%** of ad clicks are incremental.

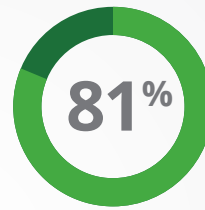


We ran a **follow-up analysis** of 390 cases to answer these two questions:

## 1 How often is an ad impression accompanied by an associated organic result?



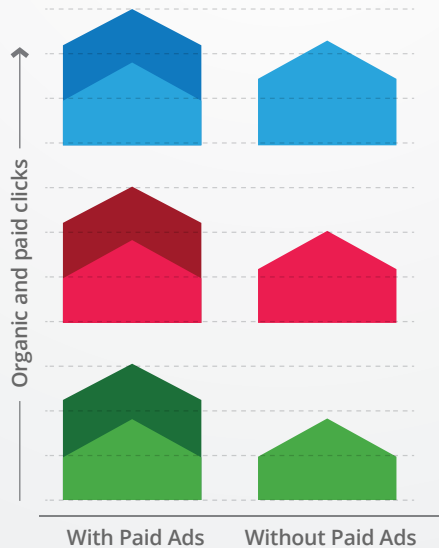
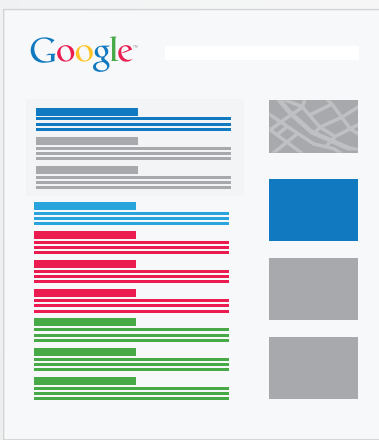
Within the first Google results page, percentage of ad clicks not associated with related organic results.



Within the first Google results page, percentage of ad impressions not associated with related organic results

For ad impressions with no associated organic results, 100% of ad clicks are incremental.

## 2 How does the incrementality of the ad clicks vary with the rank of advertiser's organic results?



**50%**

For associated search results in the top rank, the study shows that 50% of the ad clicks are incremental.

■ Organic Clicks | ■ Paid Clicks

**82%**

For associated search results in rankings 2-4, 82% of the ad clicks are incremental.

■ Organic Clicks | ■ Paid Clicks

**96%**

For associated search results with rankings 5 and higher, 96% of the ad clicks are incremental.

■ Organic Clicks | ■ Paid Clicks

The incrementality numbers we report are averages. We encourage advertisers to experiment with their own accounts to determine their individual incrementality rates.