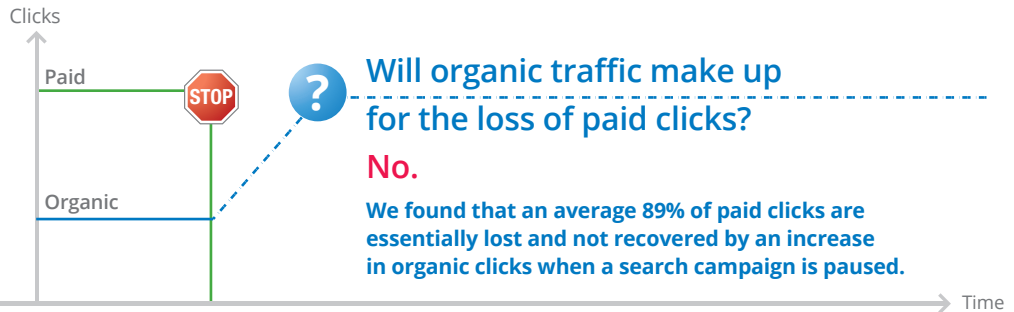


Paid search traffic is incremental to organic

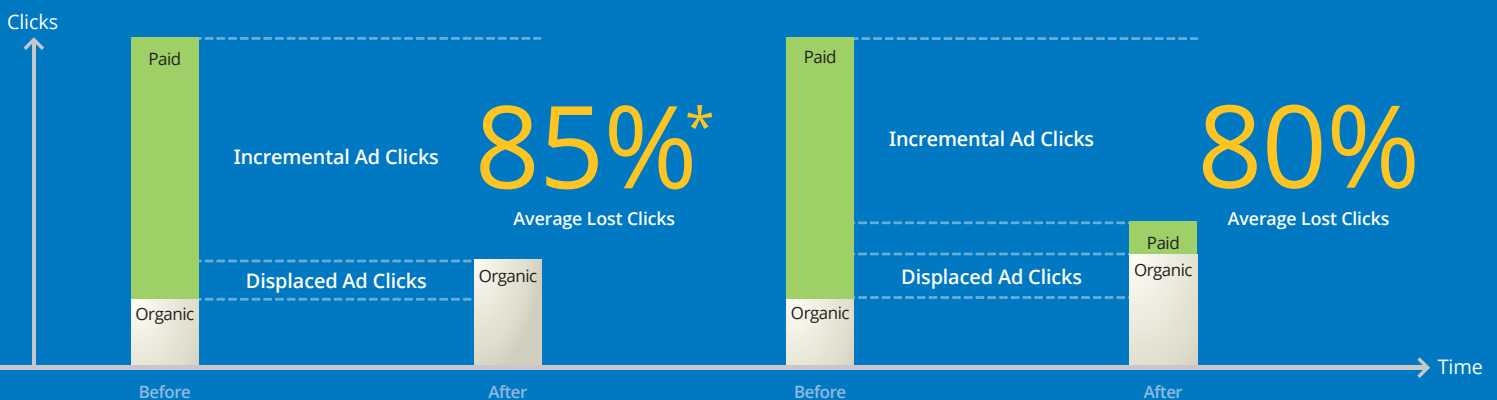


In July 2011, Google released a study called "Search Ads Pause" that showed the amount of search ad traffic that's incremental to traffic from an advertiser's organic search results.¹ In that study, we asked: What happens when search ads are paused? How much does organic traffic make up for the loss in traffic from search ads?



In a follow-up study, we looked at the following scenarios:

What happens in the absence of paid ads?



Decrease search ad spend to zero (paused)

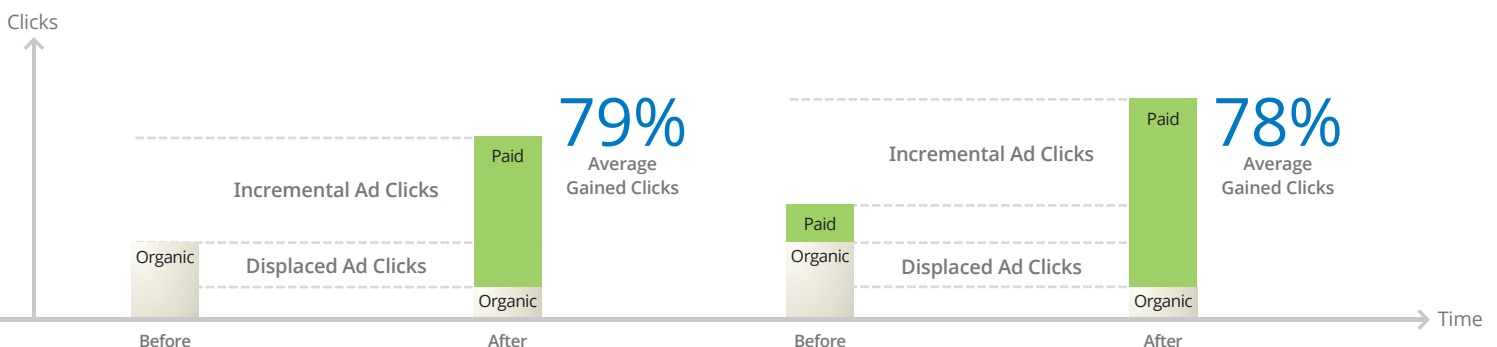
On average, 85% of traffic is lost and not recovered by organic clicks.

***Note:** This finding is lower than the original 89% because of additional advertisers included and also likely due to seasonality effects.

Decrease search ad spend, but not to zero

This result is lower than the 85% reported to the left, possibly due to advertisers selectively turning down less effective components of their search advertising campaigns.

What happens with an increase in search ads?



Increased search ad spend, from a zero base²

Increased search ad spend, from a non-zero base

Our findings are consistent across the board: ads drive a very high proportion of incremental traffic—traffic that's not replaced by navigation from organic listings when the ads are turned off or down.

¹ *Incremental Clicks Impact of Search Advertising.* For full study, go to research.google.com.

² We hypothesize that the difference in incremental ad click estimates for this case is probably due to the accounts in "Increased search ad spend, from a zero base" being not optimized during the period for which the analysis was performed.