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Travel Sector Reports

Car Hire

May 2016

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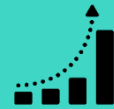
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Agenda



Who has the Largest Share of Search?

Share of Search



How do Search Strategies Differ?

Search Landscape Matrix



Who has the Best Positional Strategy?

Position Coverage

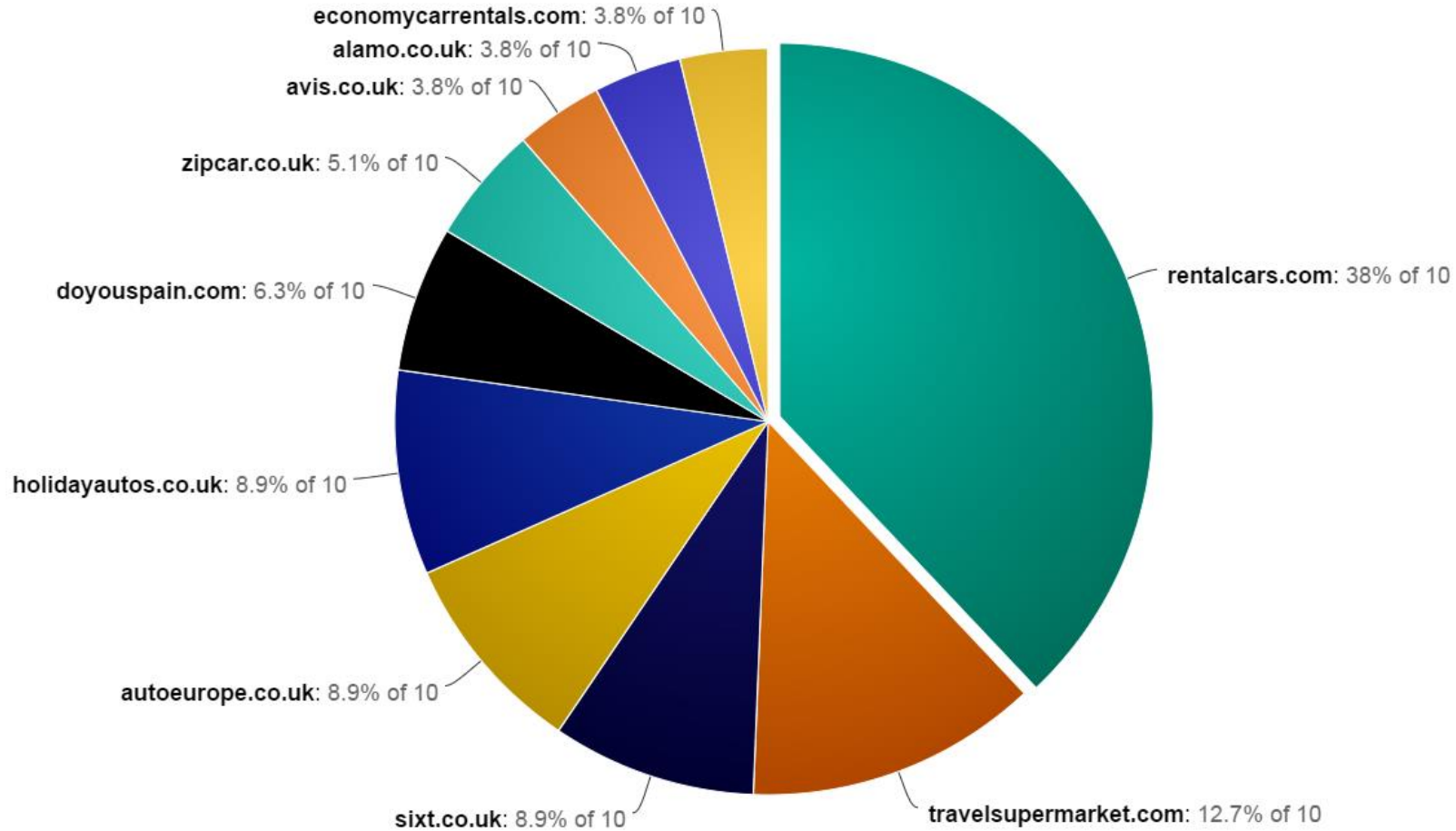


Who does the Most Ad Copy Testing?

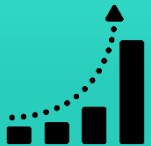
Unique Ad Copy Usage

Who has the Largest Share of Search?

Top 10 Advertisers in May 2016



Source: NMPI



Share of Search Report

The Share of Search results are calculated using advertiser's keyword coverage and average position of all adverts, weighted by keyword search volume.

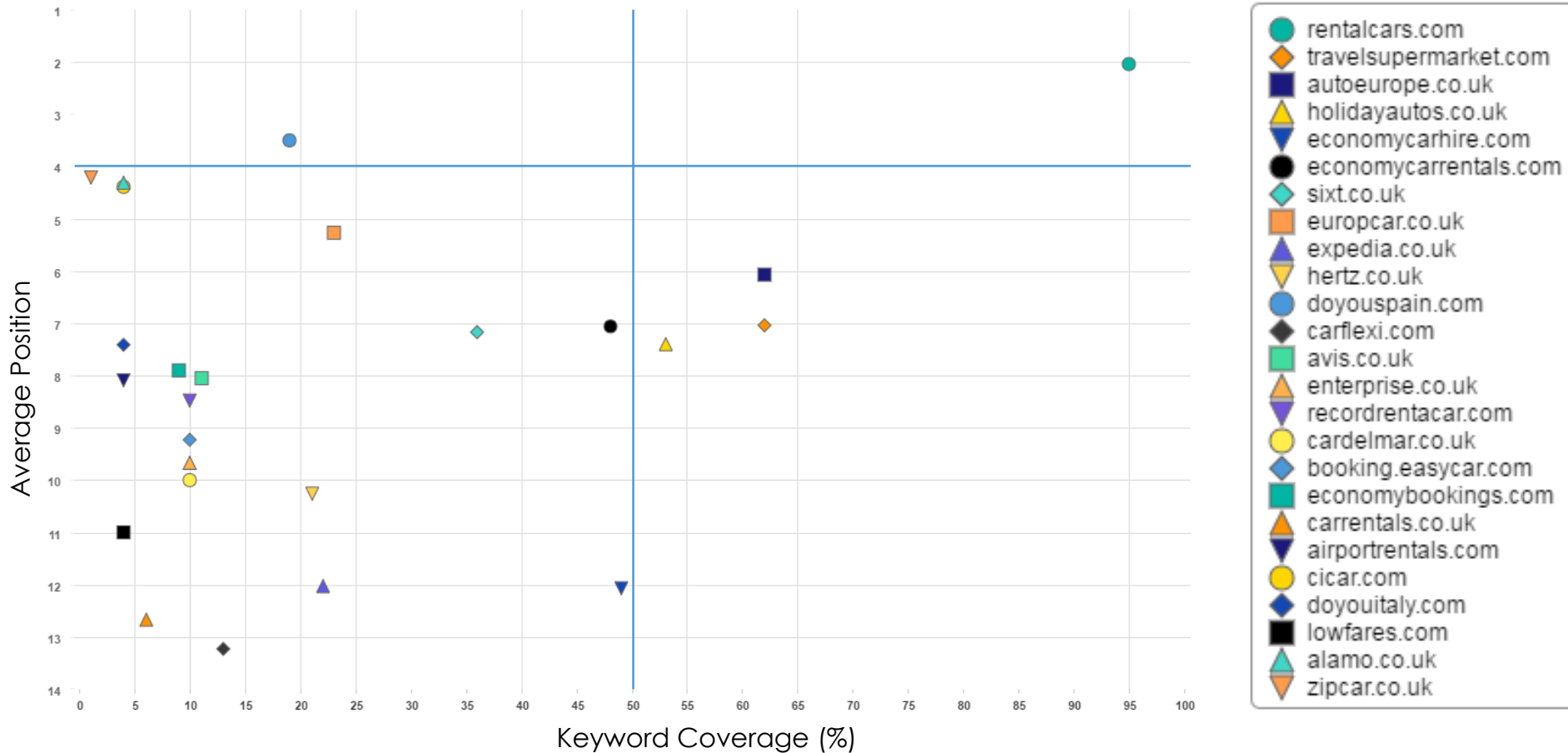


Insights

Advertisers that have a higher Share of Search will achieve a greater reach with their target audience

How do Search Strategies Differ?

Top 25 Advertisers in May 2016



Share Landscape Matrix

The Search Landscape Matrix report gives an indication of the strategy of each advertiser to their competitors.

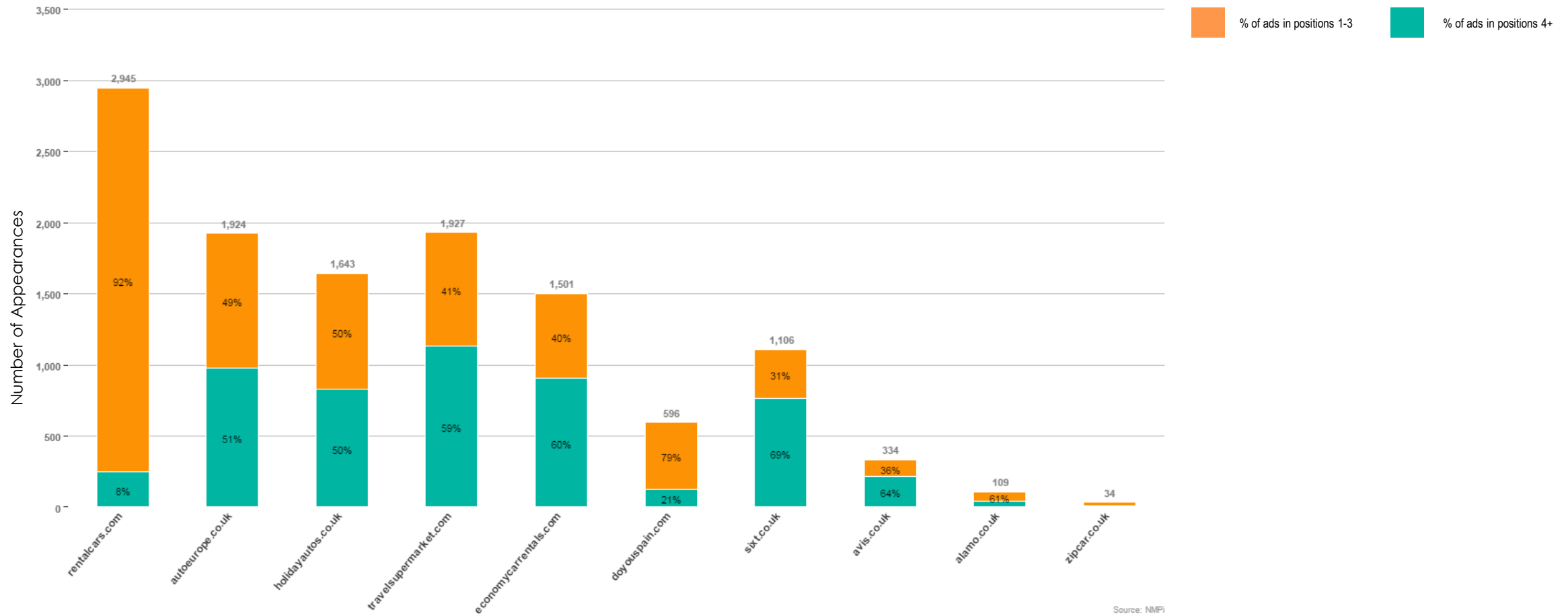


Insights

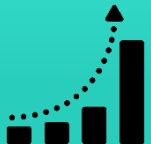
Advertisers in the top right quadrant are highly visible across the search terms analysed.

Who has the Best Positional Strategy?

Top 10 Advertisers in May 2016



Source: NMPI



Top 3 Position Coverage

The Top 3 Position Coverage chart shows the percentage of adverts in positions 1-3 versus positions 4+ across the keyword set analysed.

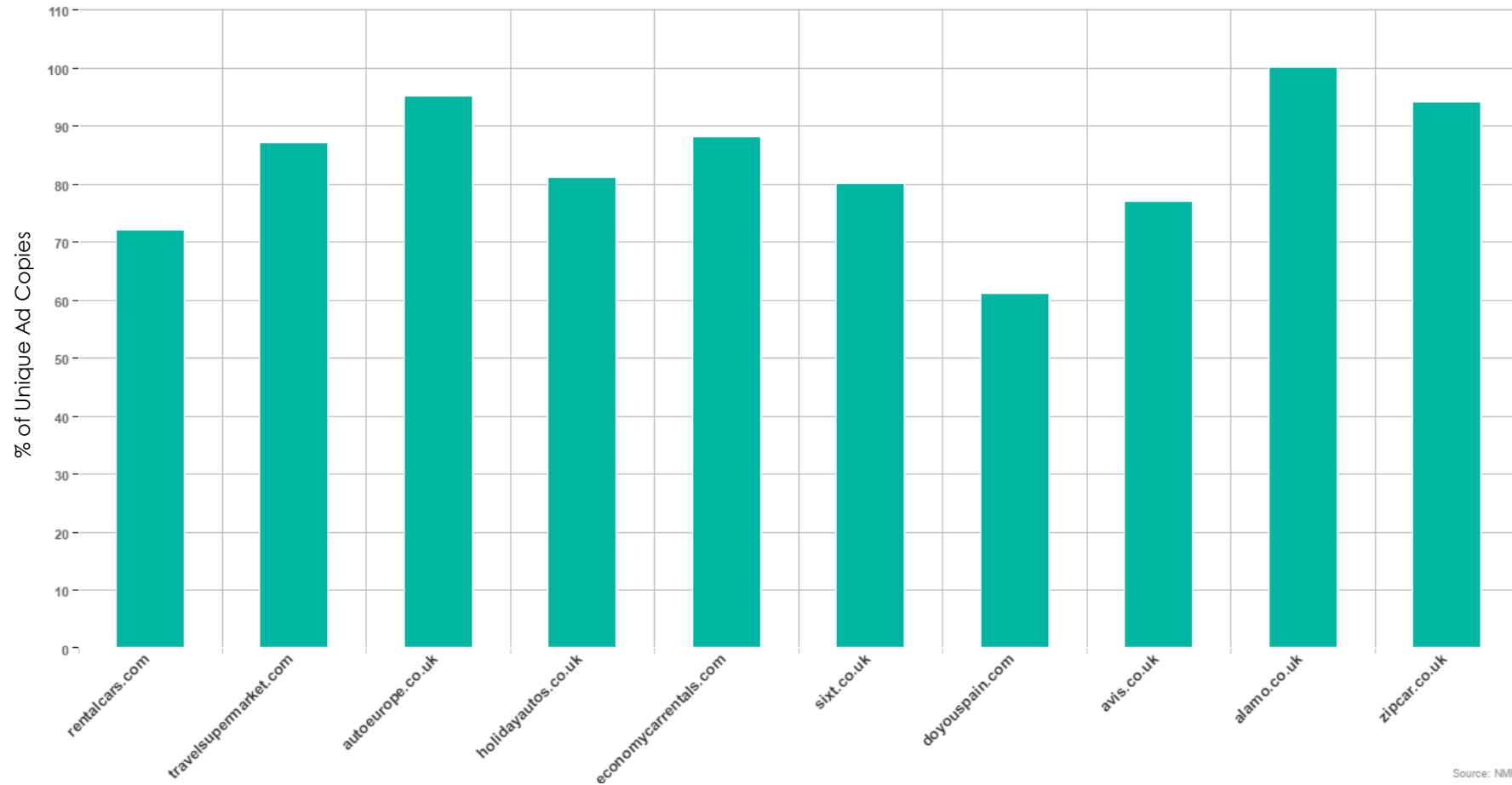


Insights

Advertisers with high top 3 position coverage have greater visibility on a search engine results page, generating a higher CTR.

Who does the Most Unique Ad Copy Testing?

Top 10 Advertisers in May 2016



Source: NMPi



Usage of Unique Ad Copy

The Unique Ad Copy chart shows the percentage of adverts with unique ad copy messaging across the keywords analysed.



Insights

Advertisers with high unique ad ratio are typically seen as differentiating their ads in order to have a high relevancy to the individual search terms.

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