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**a new way to track brands and
advertising**

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head of effectiveness
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The Google logo is centered on the page. It consists of the word "Google" in its signature multi-colored font: a blue 'G', a red 'o', a yellow 'o', a blue 'g', a green 'l', and a red 'e'.

The world's biggest database of human intentions

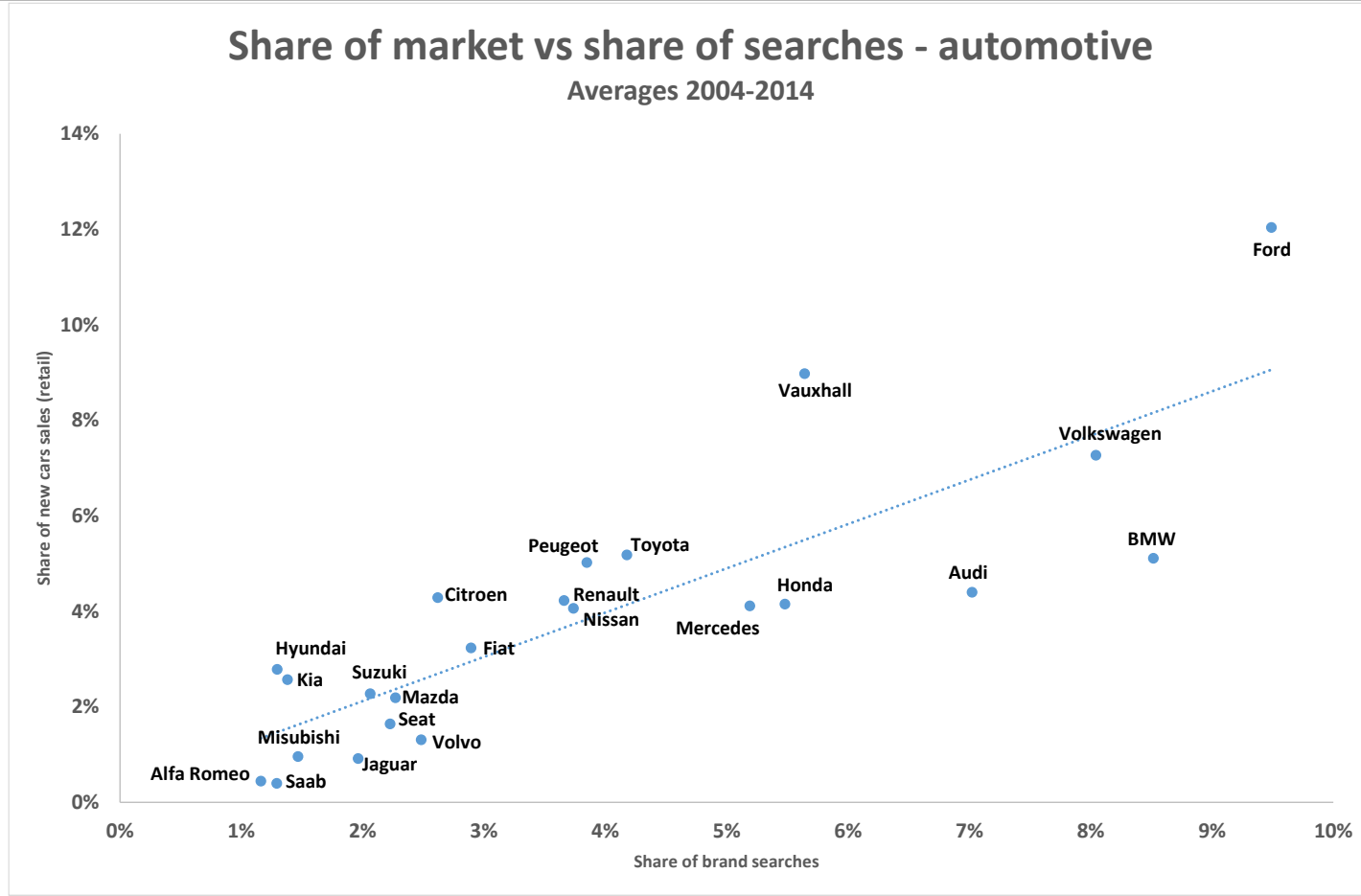
a new metric: share of searches

$$\textit{Share of searches} = \frac{\textit{searches for brand } x}{\textit{searches for all brands in category}}$$

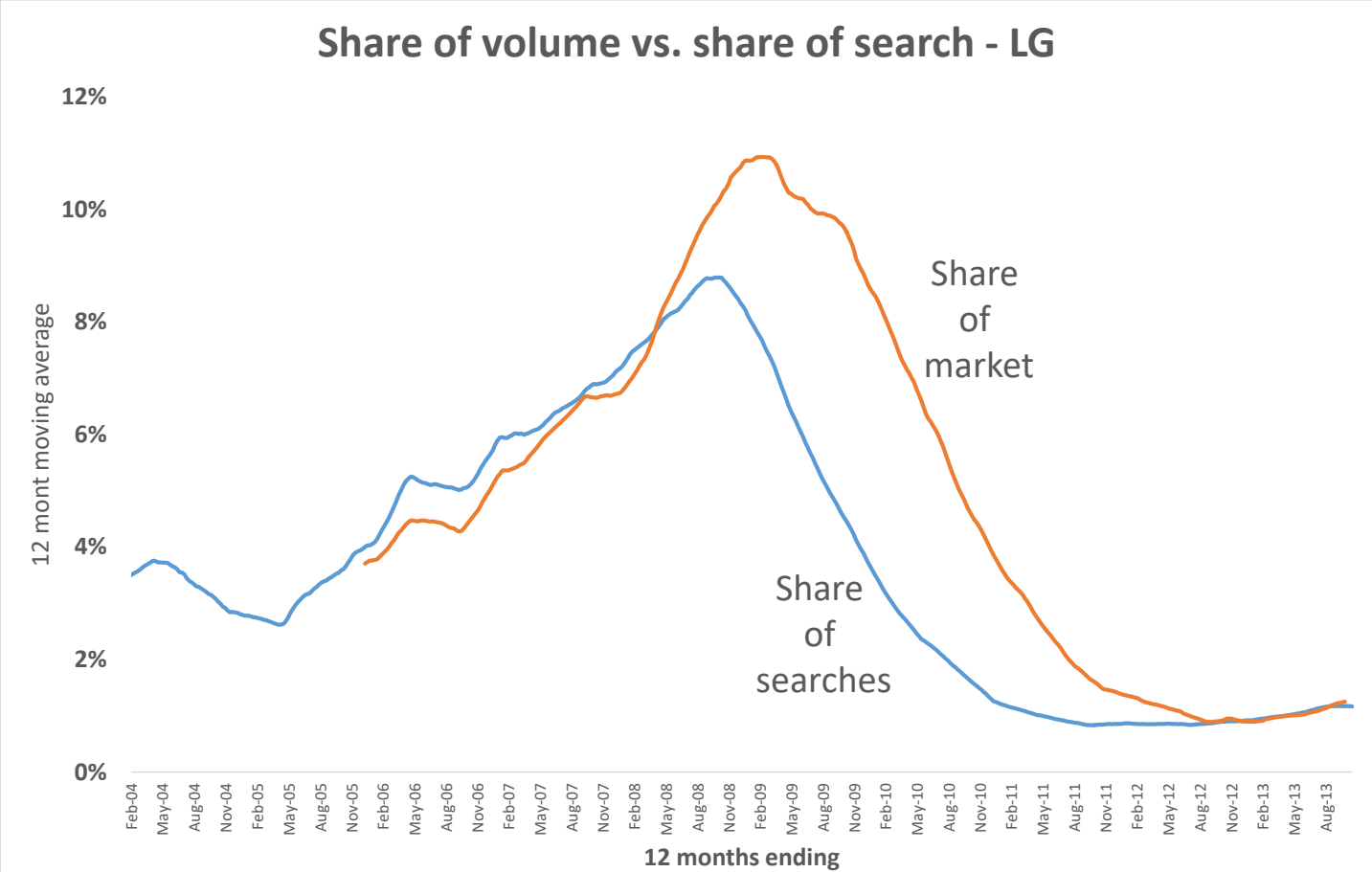
we looked at three categories



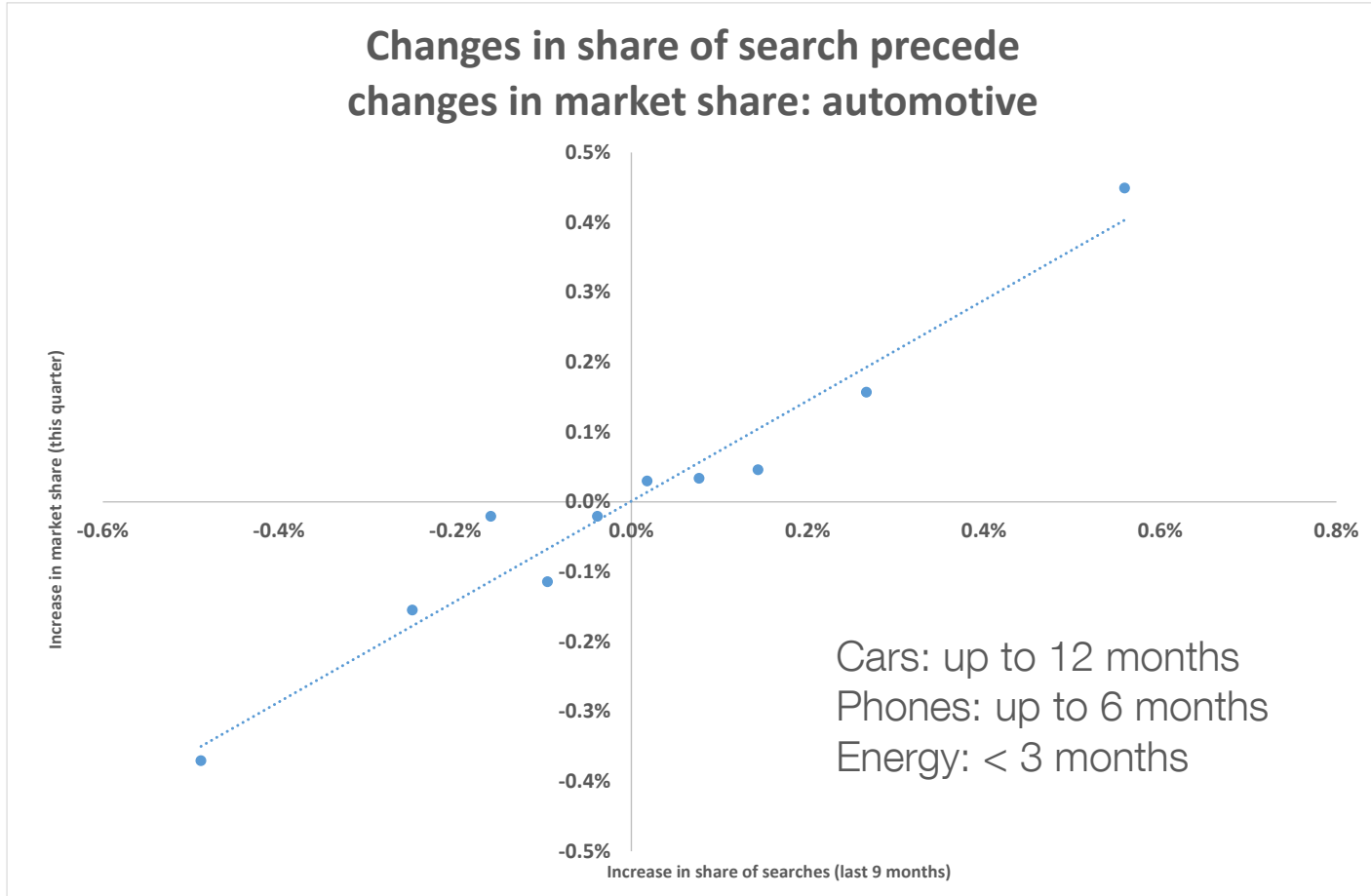
share of searches correlates with market share in all three categories



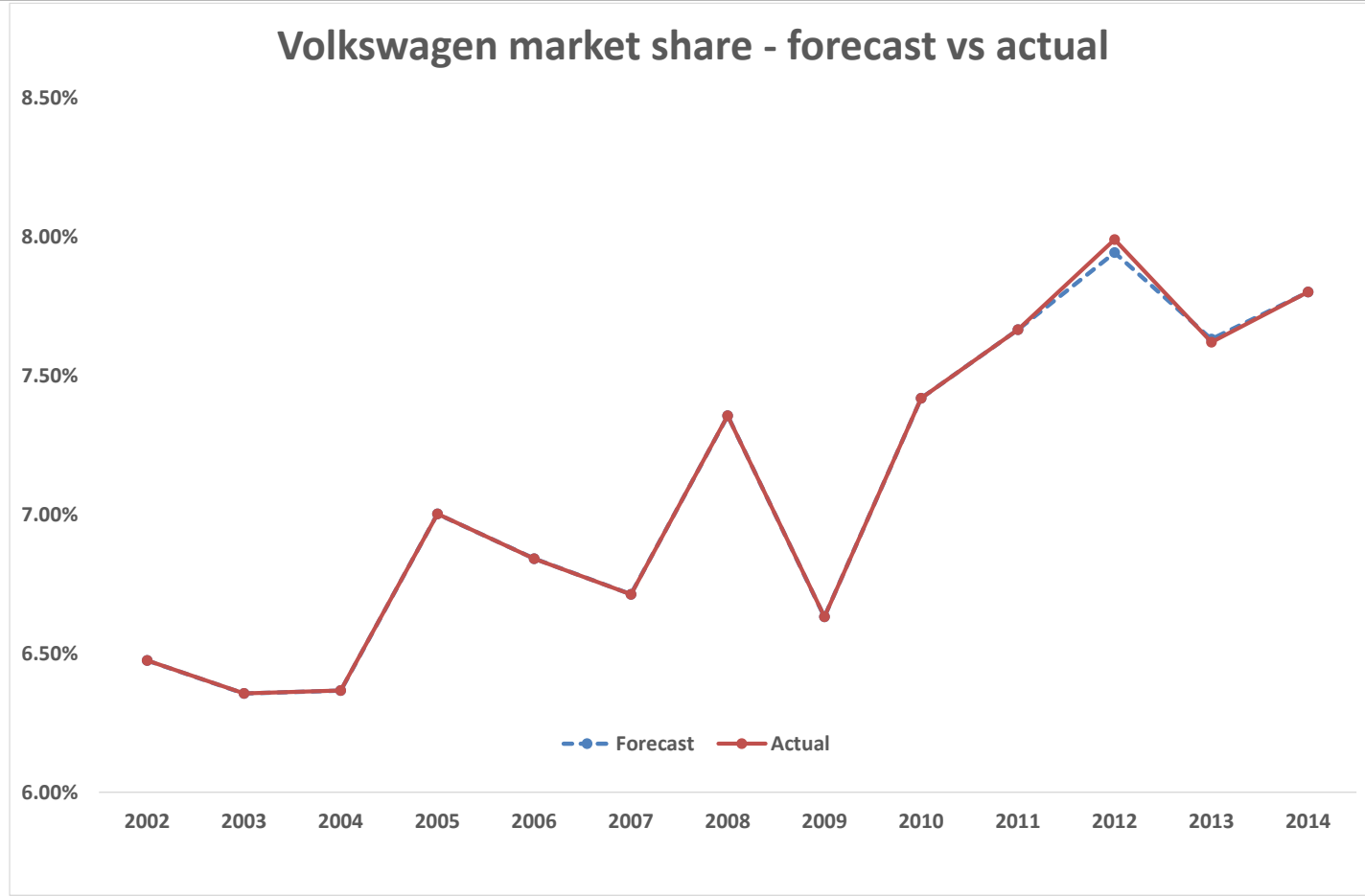
share of searches is a leading indicator



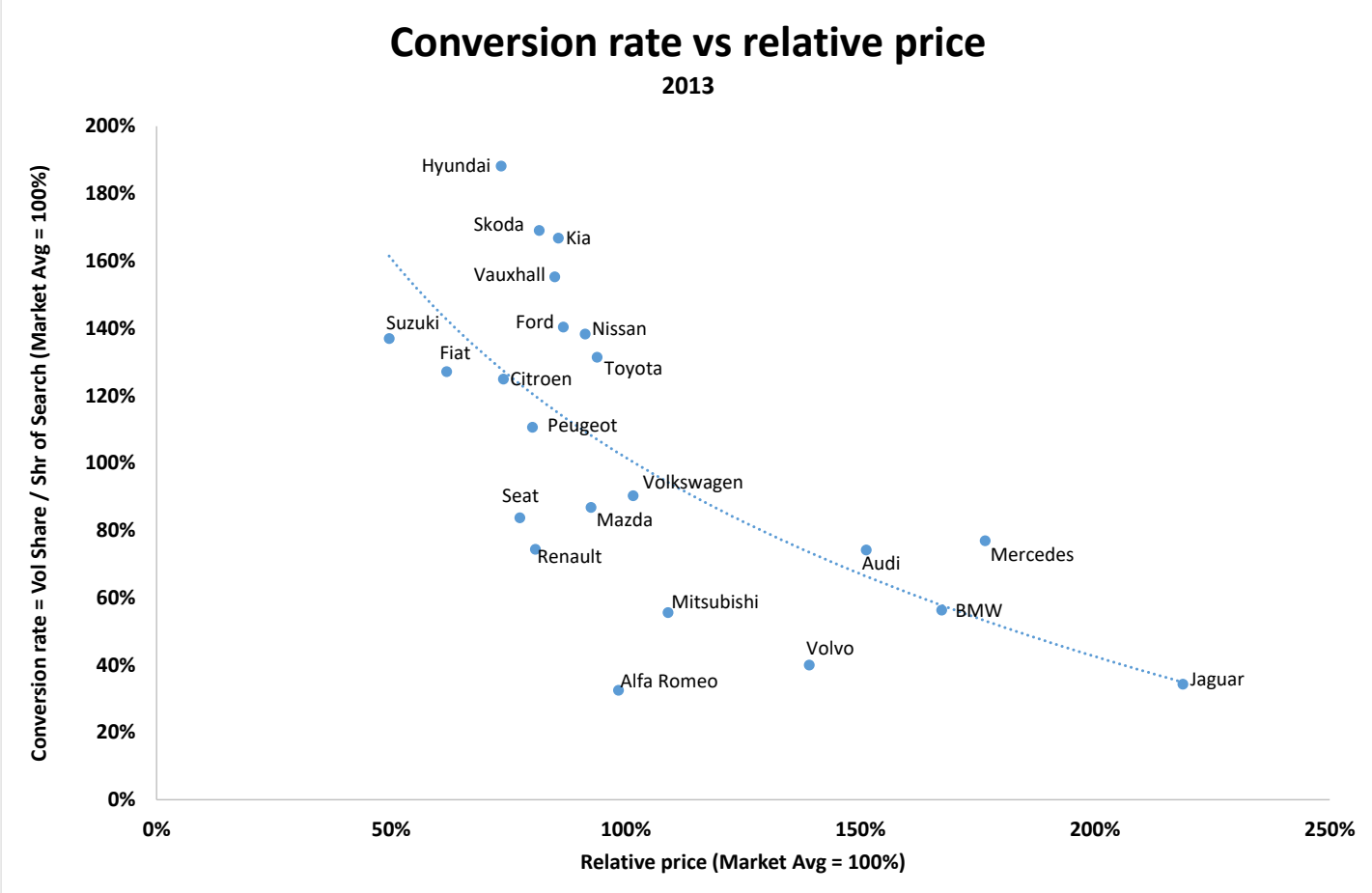
lead times can be quite long



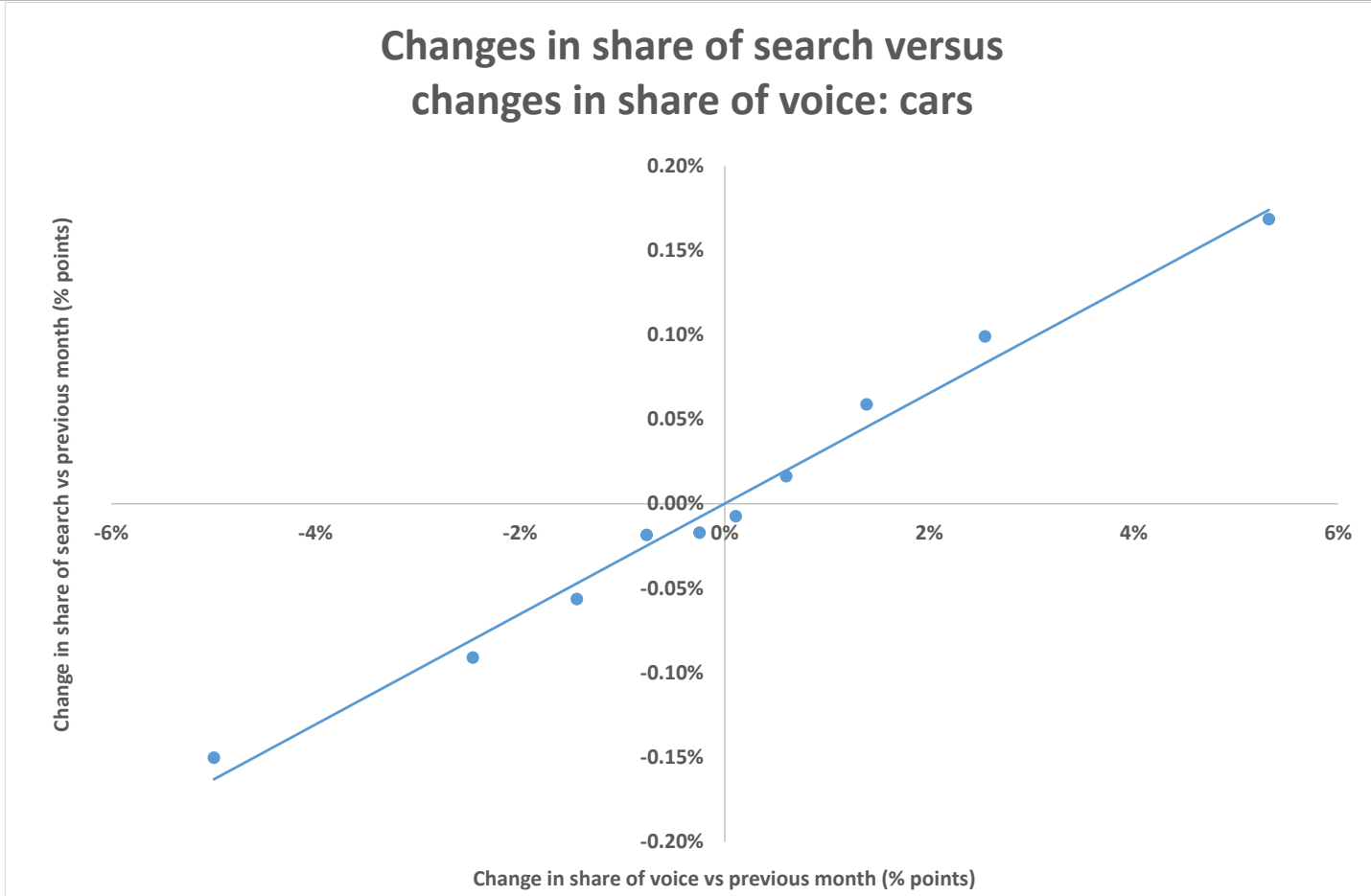
an early warning system for brands?



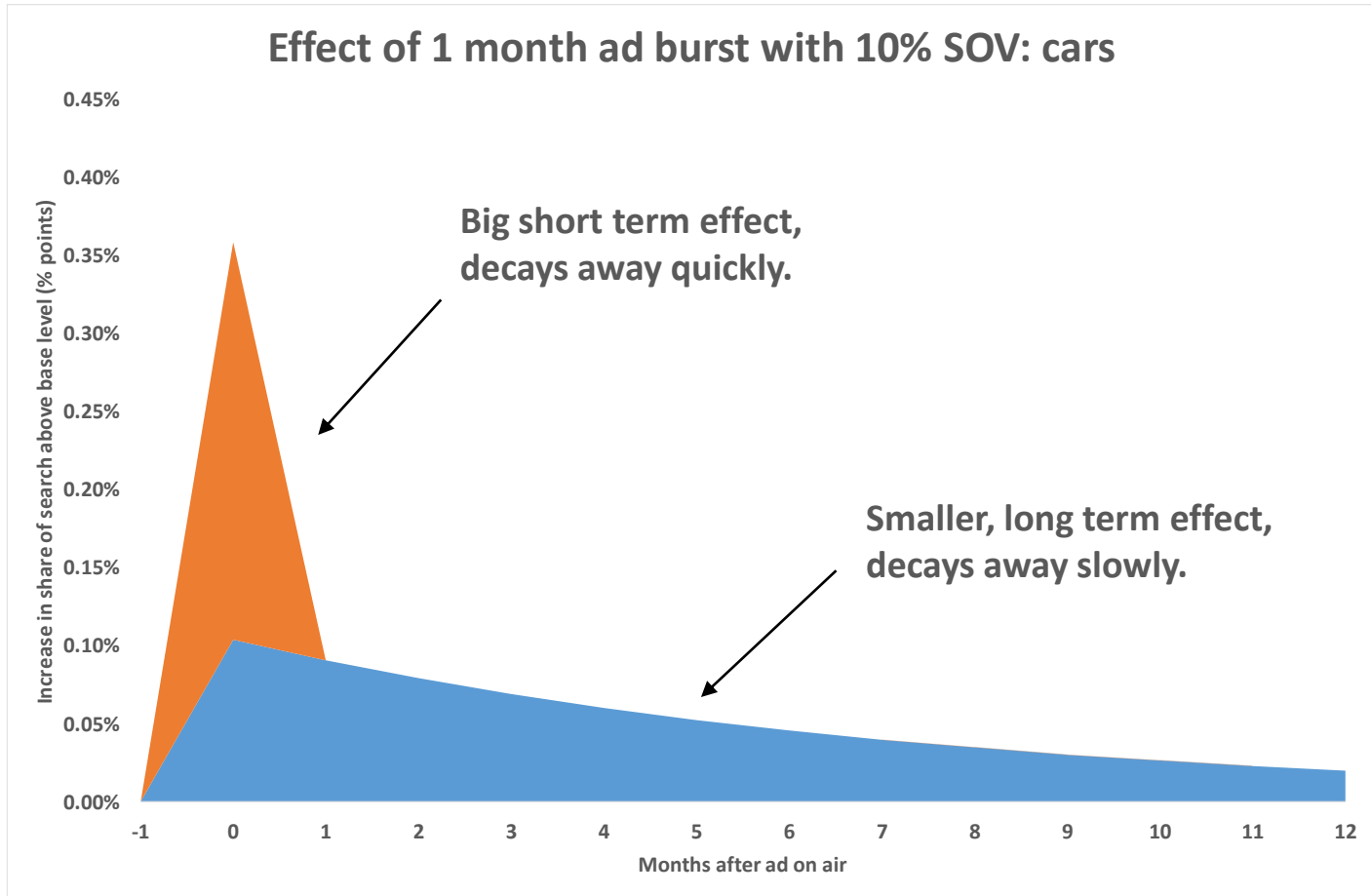
conversion is affected by other factors



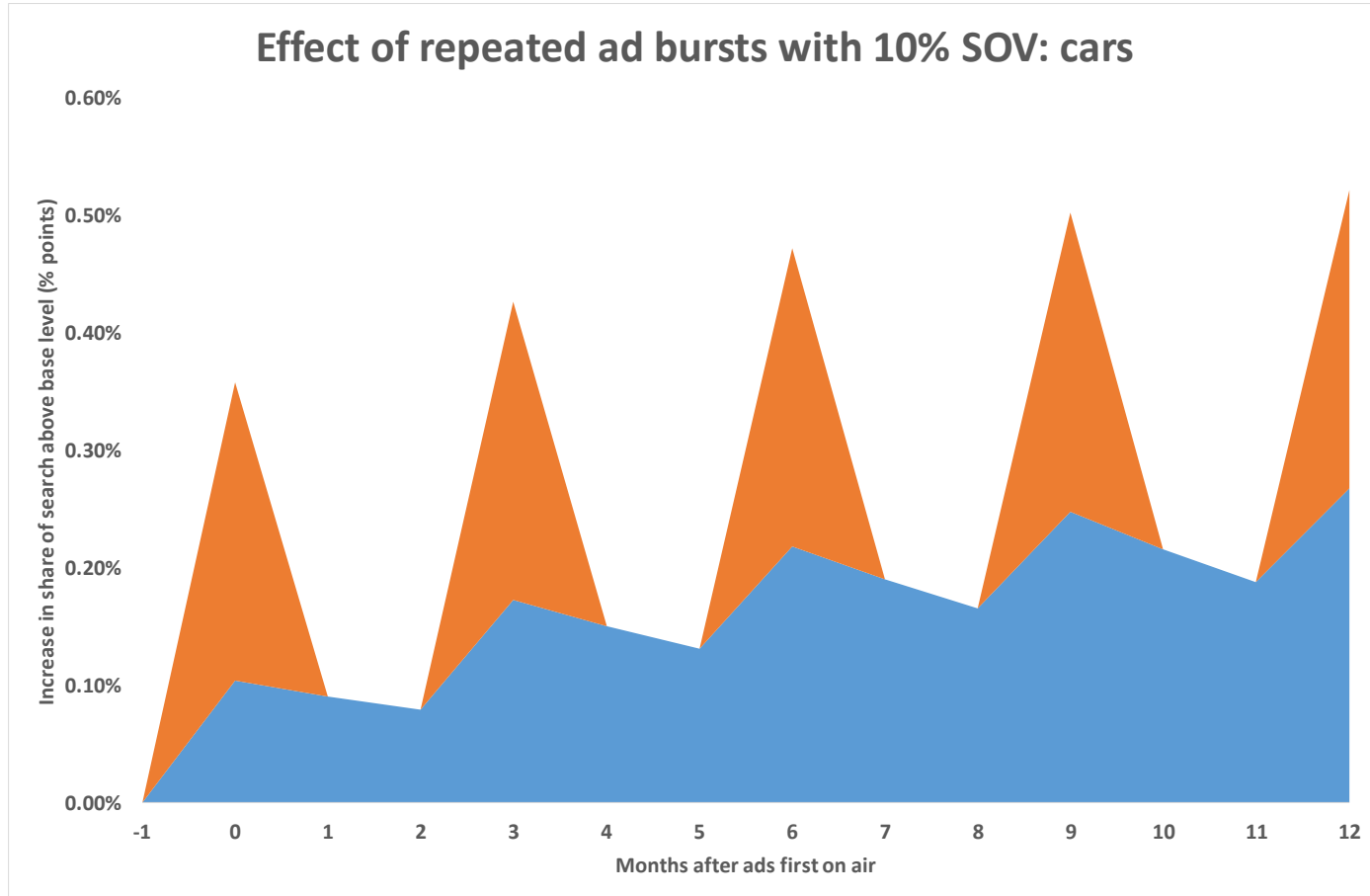
advertising **affects share of searches**



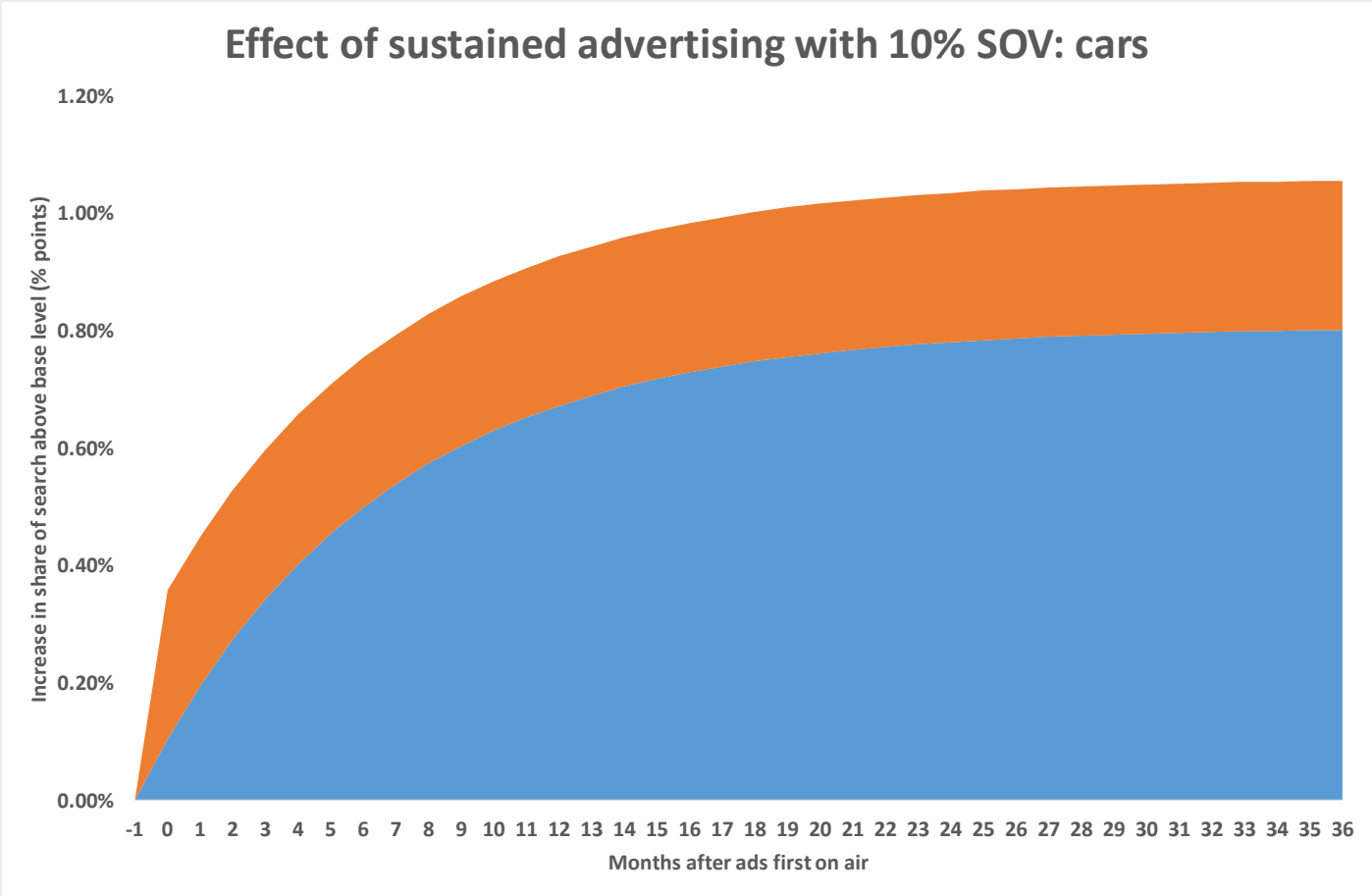
ads have two effects on search



long term effects accumulate over time



sustained advertising drives growth

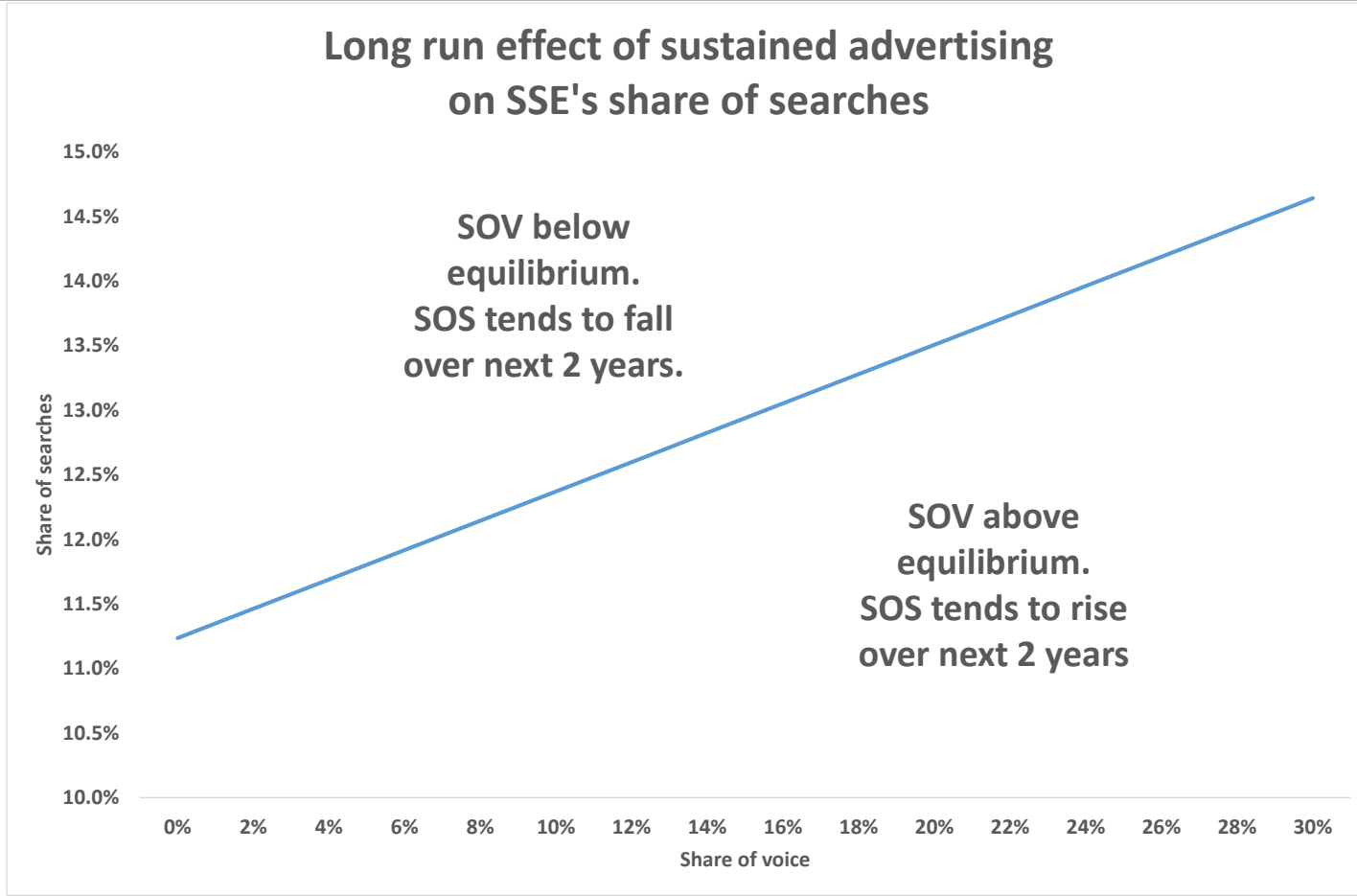


60:40 rule

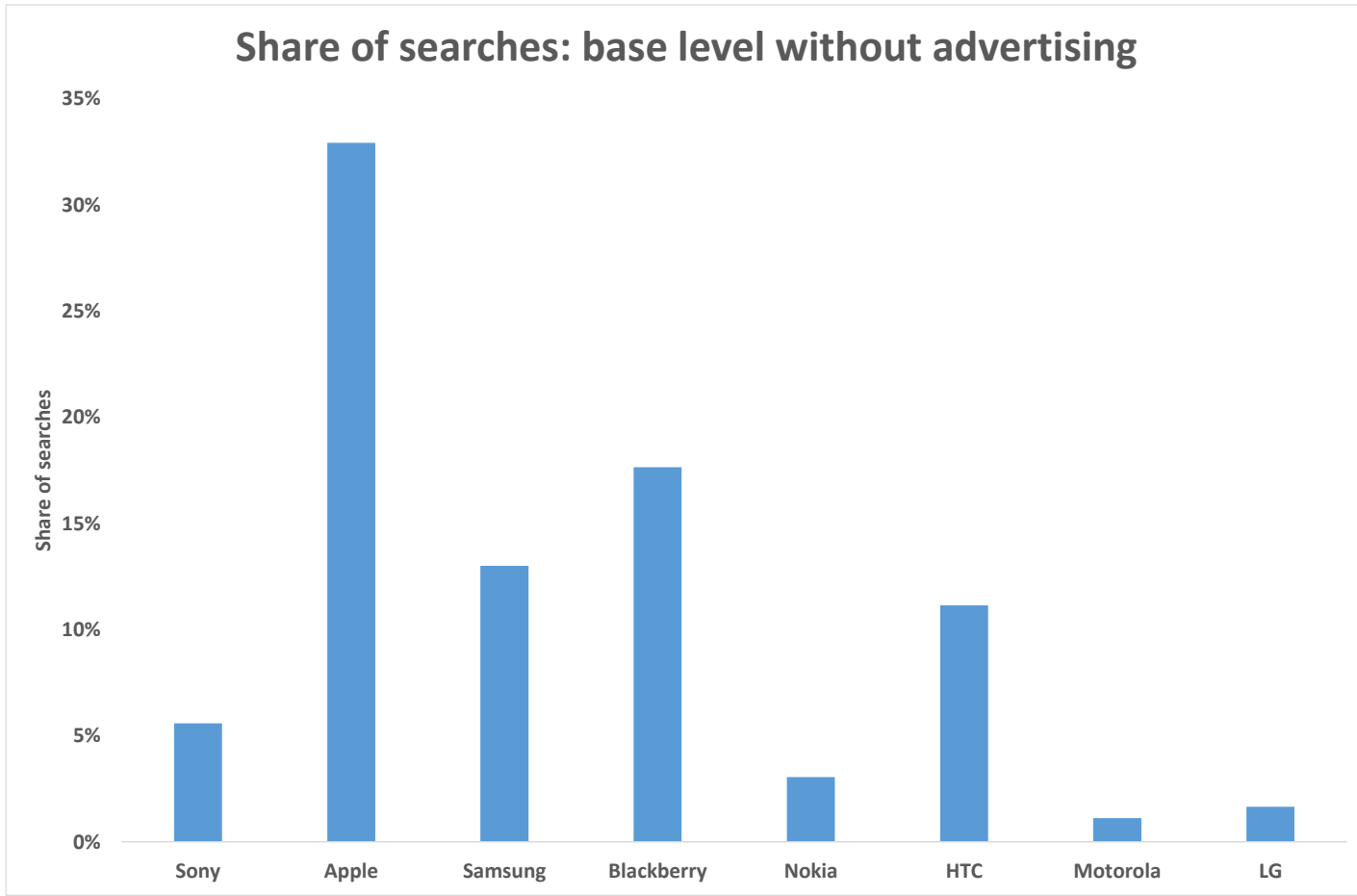
40% of searches from short term effect.

60% from long term.

each brand has an equilibrium level



a new measure of brand strength?



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