

# Search Engine Revenue from Navigational and Brand Advertising

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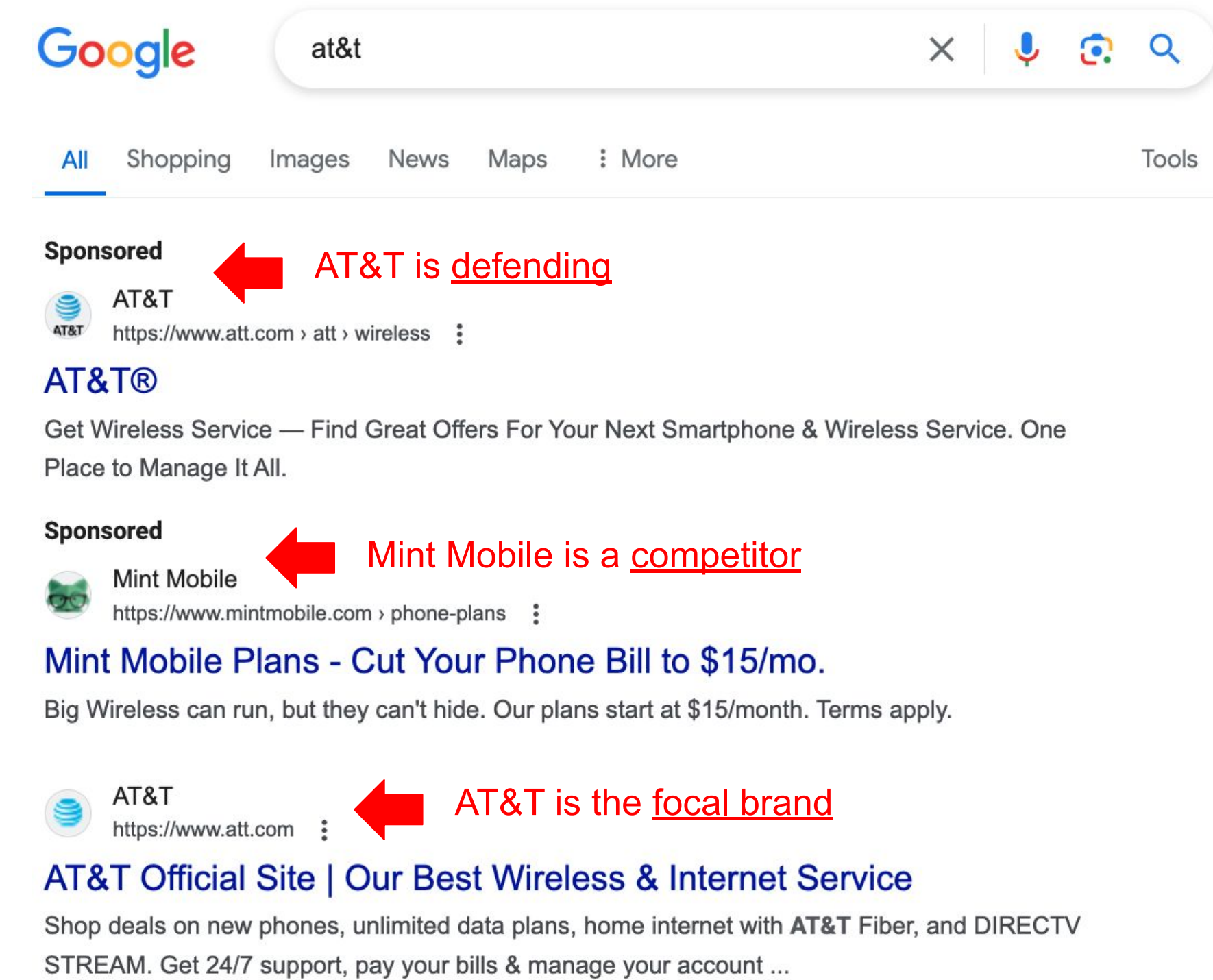
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## INTRODUCTION

In the *US vs. Google* antitrust trial, Judge Mehta compelled Google to reveal its most profitable queries from an example week in 2018. **Half were navigational queries!**

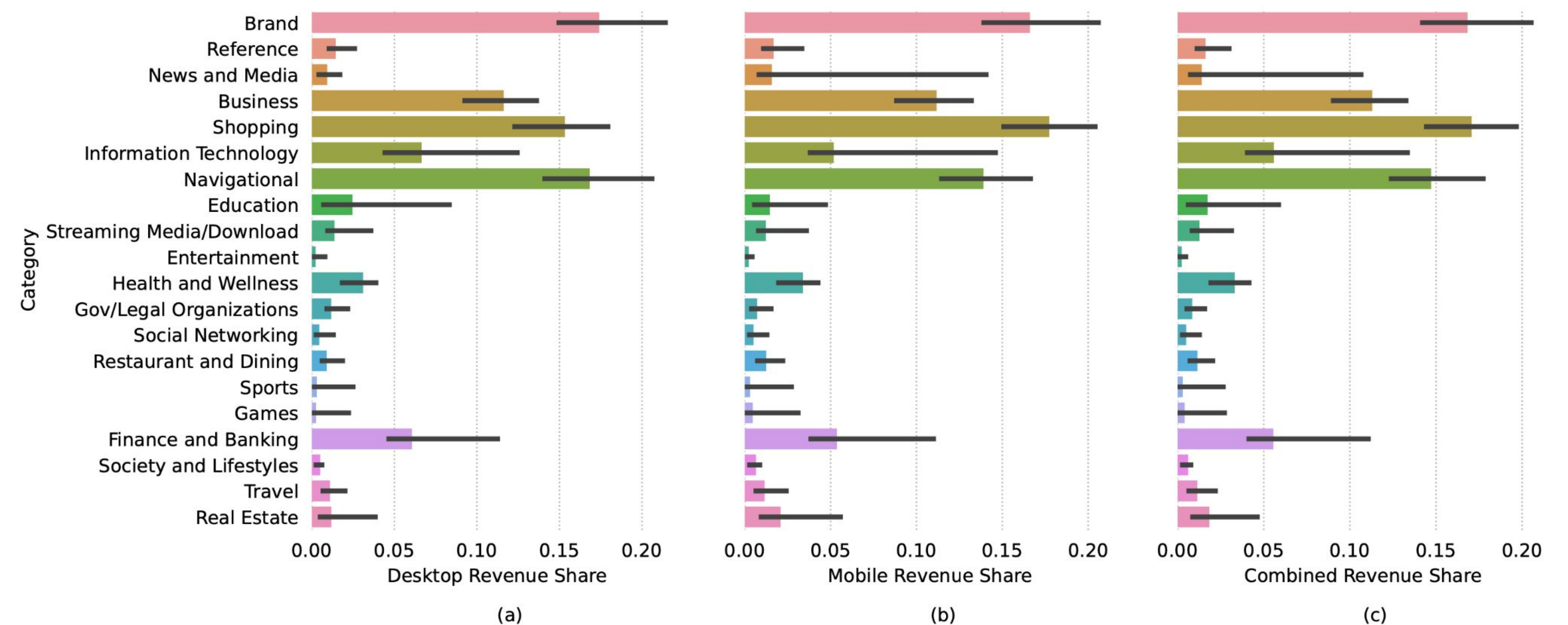
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11. iphone
12. **uber**
13. **spectrum**
14. **comcast**
15. **xfinity**

Here's an example navigational search with competitive advertising. Search engines run cost-per-click (CPC) auctions. Advertisers only pay if a user clicks on an ad.



## RESULTS

### RQ1: Revenue Shares Across Categories on Google Search



## RESEARCH QUESTIONS

- RQ1: How much of Google's search revenue (**\$175B**) is navigational/brand ads?
- RQ2: How effective are competitor ads on navigational/brand/non-brand searches?
- RQ3: Are navigational and brand search similarly lucrative for Bing and DuckDuckGo?

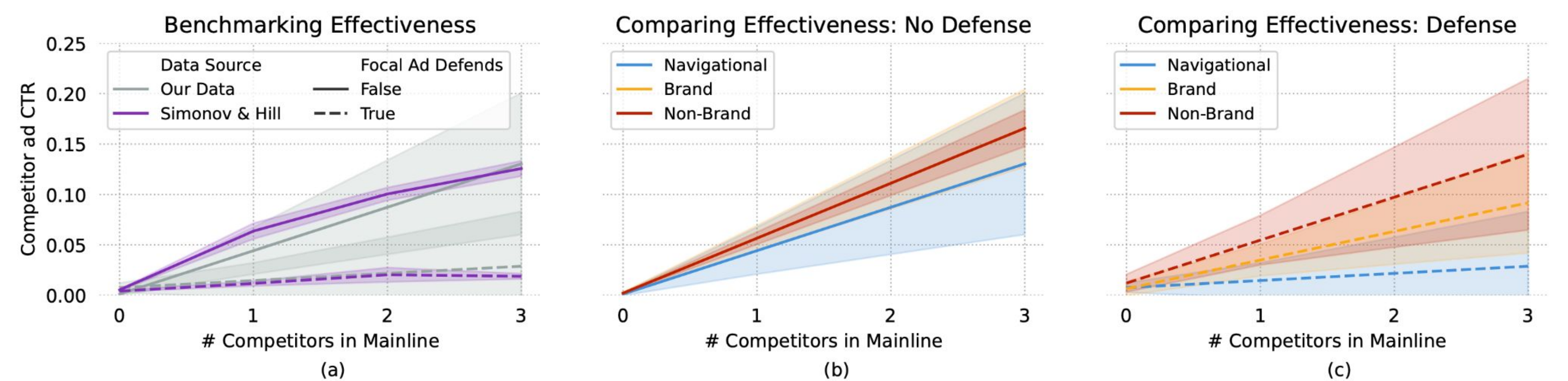
## DATA + MEASUREMENT

- **Data Collection:** Browser extension collects browsing activity and search result pages from 926 US residents between Aug–Dec 2020.
- **Query Labeling:** We label navigational/brand queries by comparing the query to the top organic domain. We label topical categories using all domains on the page.
- **Ad Clicks:** We identify ad clicks using URL tracking parameters (e.g. `gclid`).
- **Ad Cost-Per-Clicks:** We retrieve CPC estimates from Google's and Bing's ad APIs.

## CONCLUSIONS

- RQ1: **28–36%** of Google search revenue (**~\$50B**) comes from navigational/brand ads.
- RQ2: Exploratory evidence that navigational ads are **less effective** for competitors.
- RQ3: Navigational/brand ads are similarly lucrative for Bing and DuckDuckGo.

### RQ2: Ad Effectiveness for Competitors



### RQ3: Navigational/Brand Revenue Across Search Engines

