



# Search Growth & Innovation

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- 1. Growth of search**
- 2. How partners are responding to consumer behaviour**
- 3. Emerging opportunities**

# Search share of ad spend is growing

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Australian Advertising  
Spend

-\$1.1bn

2020 vs 2019

Search Spend

+3%

2020 vs 2019

# Online commerce behaviours have changed

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**\$50.4<sub>bn</sub>**

Online retail revenue  
in 2020

**1.3<sub>m</sub>**

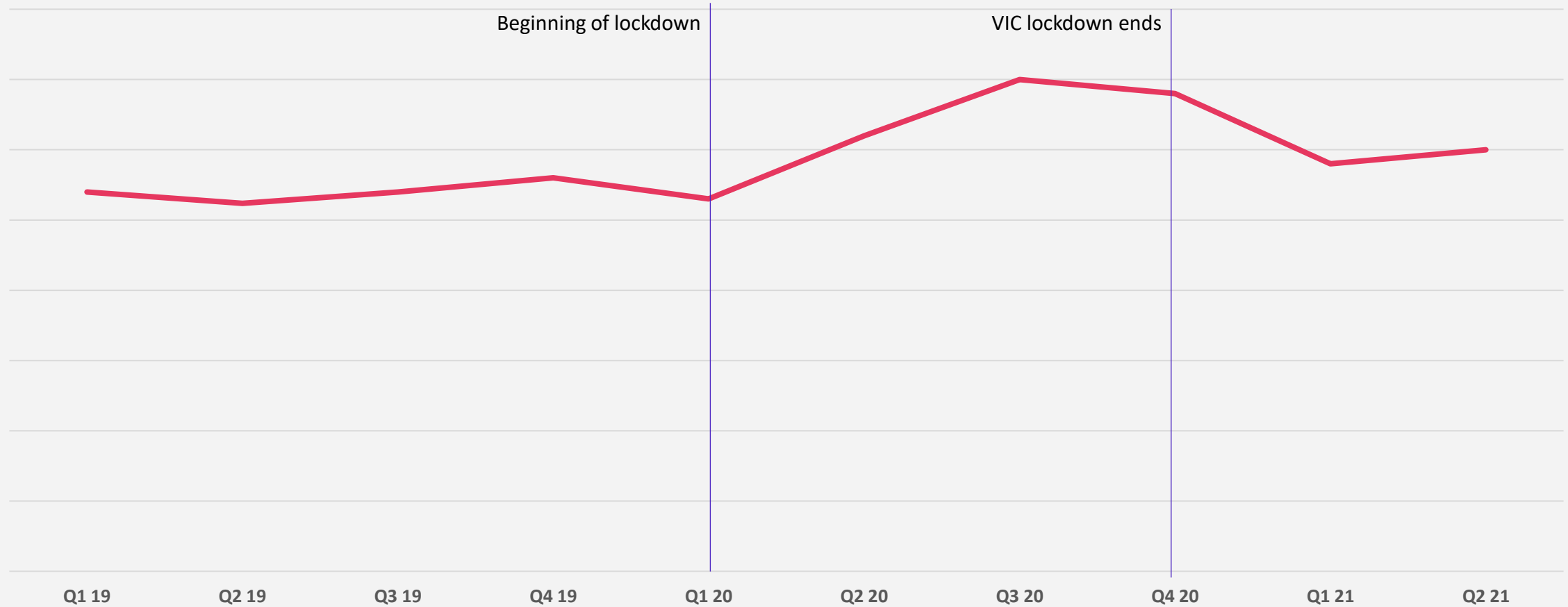
New online shoppers  
in 2020

**28%**

New online shoppers who  
will continue this behaviour

# Now seeing new norms as Paid Search conversion rates level out higher than 2019

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**Search is a behaviour not a channel**

**Always relevant, not always on**

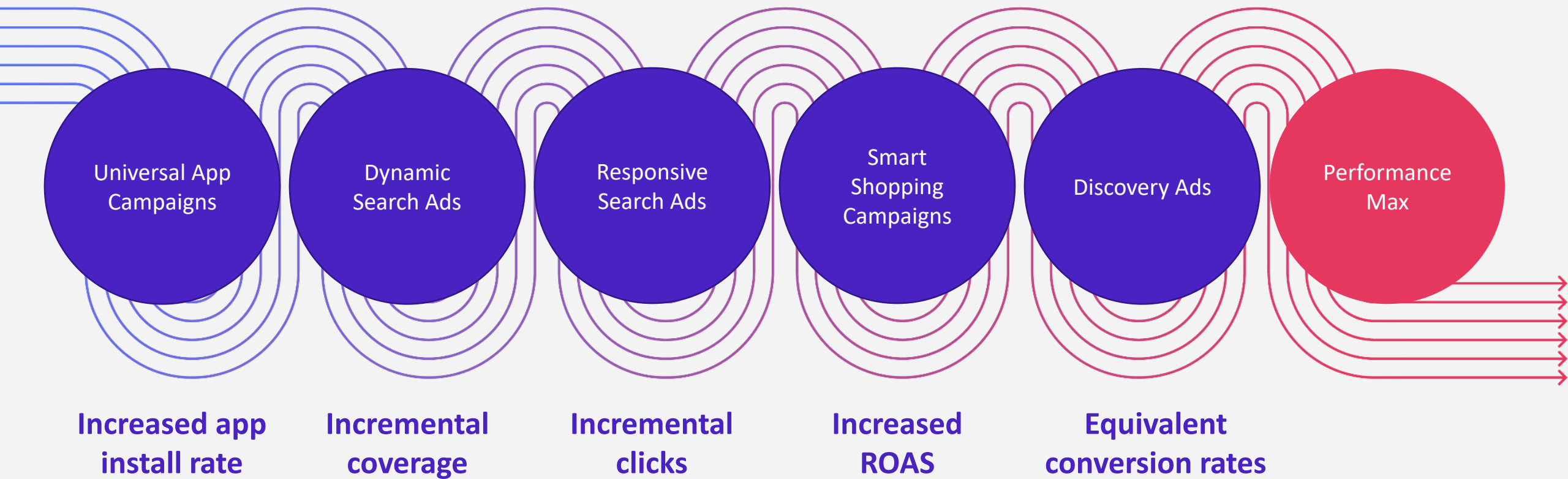






**Creating more  
meaningful and  
relevant customer  
experiences**

**Using machine  
learning to reduce  
the barrier to  
entry**



**Its not all about Google**

# Amazon is growing

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**37% traffic growth YoY**

**But iconic Australian retailers are also growing**

# Visual Search behaviors are emerging and evolving

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**62% Gen Z and Millennials use visuals for searching**

**Pinterest lenses can now recognise 2.5bn objects**

# Key take outs:

1. Behaviour has changed so make sure budgets are matching increased search demand
2. Search isn't just Google, start diversifying your search strategy
3. Search is a behaviour not a channel so don't plan it in a silo



**Thank You**