

Apple And Amazon Dominate Online Space For Brown Goods

Contributed by Greenlight
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Amazon UK was the most visible brown goods advertiser online whilst Apple remained the most visible website for brown goods-related searches, reveals the latest research from leading independent digital marketing agency, Greenlight.

Greenlight's "Brown Goods Sector Report - Issue 12" assessed which brands, retailers and review sites were the most visible in both Natural Search* and Paid Media** results and therefore had the greatest share of consideration when UK consumers searched on Google UK for Audio & Accessories, Cameras & Camcorders, PCs & Laptops, Phones & Accessories and TVs & DVD Players. The report also highlights those brands that interacted well on Social Media Networks.

According to the report, Amazon UK achieved a 30% share of visibility in Paid Media. It also displayed the most visible unique ad creative, in the Audio & Accessories subsector, advertising low prices on the iPod Nano.

Through ranking at position 1 for the search term "iPhone", in the organic listings, Apple attained a dominant 37% share of voice for brown goods-related searches overall.

Expected to launch in September with a release date sometime in October, the keyword "iPhone 5" received the highest number of queries - 450,000, and accounted for 6% of the total number of searches for brown goods products in May and 21% of those made for the Phones & Accessories subsector. The keyword "iPhone 5" was closely followed by "iPad" and "Blackberry".

Other key findings from Greenlight's report reveal:

- In May, more than 7 million searches were made for brown goods-related keywords. Searches for PCs & Laptops remained the most popular, accounting for 50% (over 3.5 million) of all brown goods-related searches. Phones & Accessories followed over 2.1 million searches (30% share)
- The term "iPad 3" received 301,000 queries and made up the majority (9%) of searches pertaining to the PCs, laptops & tablets sub-sector
- For Phones & Accessories, O2 was the most visible brown goods-related website, ranking in first place for four search terms including "iPhone 4". Orange was the most visible advertiser
- Comet was the most visible site for TVs & DVD players achieving a 57% share of voice in natural search through ranking at position one for 25 keywords including "cheap LED TVs". Argos followed with 43%

About Greenlight

For more information please visit www.greenlightdigital.com

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