

Search around the World - Germany

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Search Engine
STRATEGIES
CONFERENCE & EXPO.

Quick overview

- Facts about Germany
- Search engine landscape
- Competition
- State of SEM/SEO industry
- Language barrier
- Future

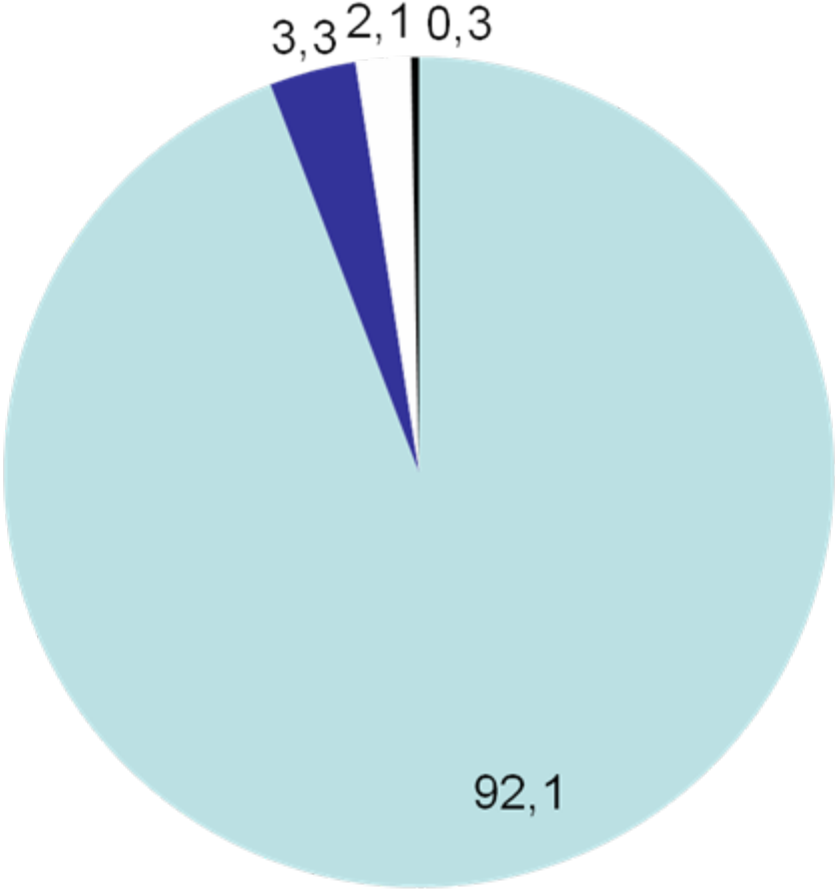
Facts

- 82.3 million people
- GDP per capita \$33,200
- 53 million people online
- 49 billion spent online

Facts

- 82.3 million people (60.6 million)
- GDP per capita \$33.200 (\$38.264)
- 53 million people online (41.5 million)
- 49 billion spent online (53 billion)

Search Engine Landscape



Search Engine Landscape



Competition

Keyword	€
Loan	4.99
Mortgage	3.87
Online Marketing	3.93
Contact lenses	2.44
Private health insurance	10.43
Real estate	0.66

State of SEO/SEM industry

- 94.1 % of advertisers use Google
- 48 % of advertisers do PPC inhouse
- Tracking is used by over 80 %
- CPx and conversion rates are KPIs

Language barrier

A nice car	Ein schönes s Auto
A nice tree	Ein schöner r Baum
A nice flower	Eine schöne Blume
Book, Books	Buch, Bücher
House, Houses	Haus, Häuser

Language barrier

A great beer = Ein gro **ß** artiges Bier



Future

Region	2007	2012	Growth
USA	8273	23749	187%
Europe	6470	17186	166%
Germany	999	3019	202%

SEM Revenues in Million USD

Thank you.



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