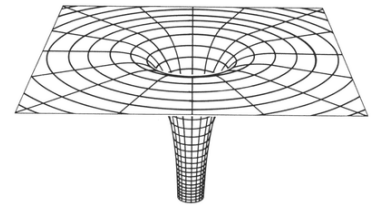


The Click-To-Order Interval “Time Warp”



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3 questions, 4 tips

Questions

- How soon can we tell if something is working?
- Why do we care?
- How does this wait affect bidding?

Tips

- Don't overreact to short term results.
- Handle click-to-order interval in reporting, not in cookie.
- Compute economics on P90 conversion.
- If day-parting, day-part on click date, not order date.

The sample

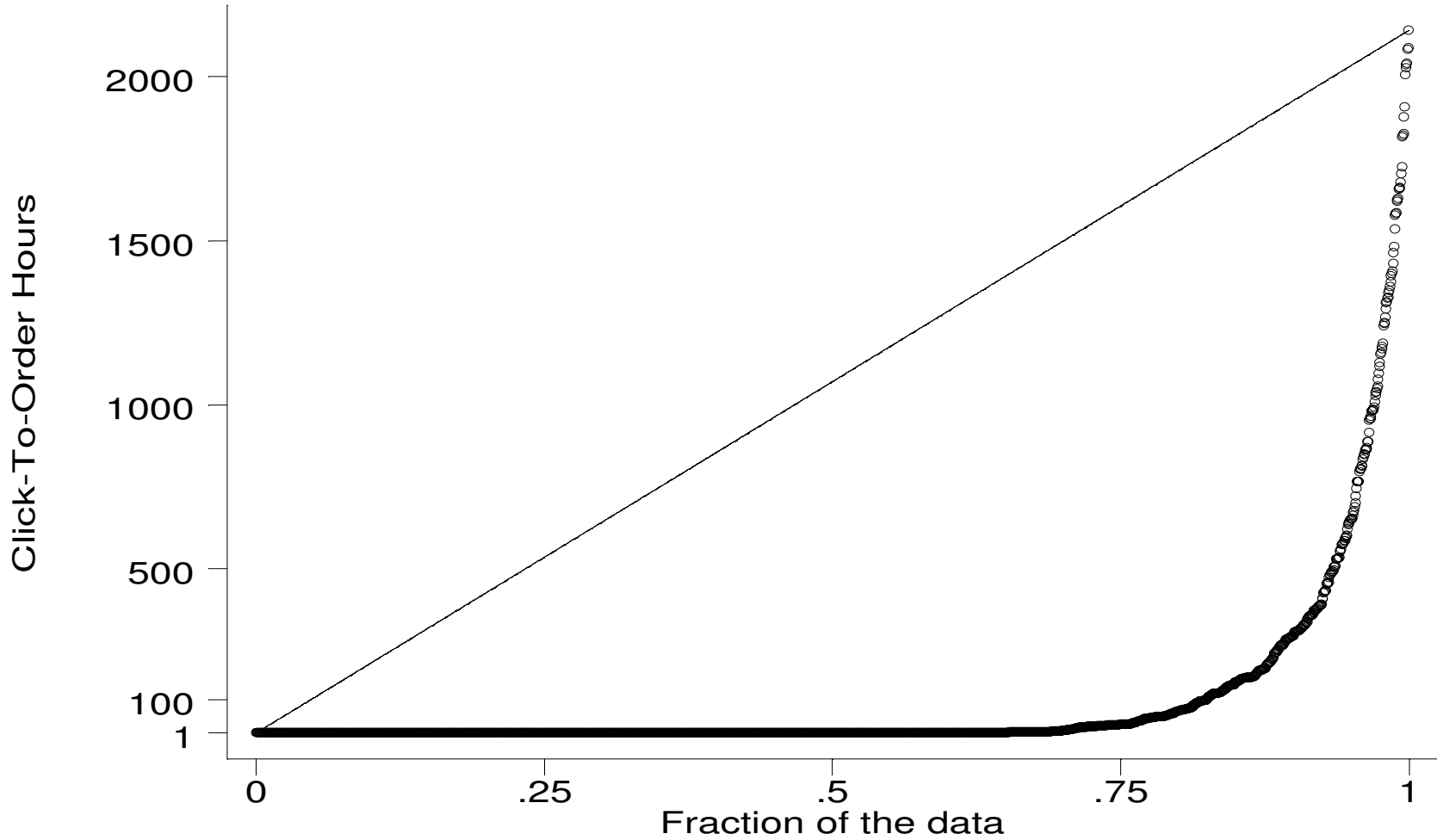
- **1 million paid search clicks**
Random sample from 6-1-04 thru 6-1-05
Google & Yahoo
- **41,377 subsequent conversions**
6-1-04 thru 8-1-05
(primarily orders, some catalog reqs & info reqs)
- 85% / 15% split B2C vs. B2B advertisers
- long duration cookie

Who are we? What do we do? Where'd we get these data?

The Rimm-Kaufman Group provides paid search, paid inclusion, and shopping feed management to catalogers and e-tailers. Satisfaction guarantee, proprietary bid platform based on MIT research, fair pricing. www.rimmkaufman.com

How long must we wait?

- Many orders come quickly...
 - 50% within 28 minutes
- ...but getting nearly all takes longer.
 - 75% within 25 hours
 - 90% within 12 days
 - 95% within 4 weeks



Distribution of Click-To-Order Hours

Are they looking for **you**?

- Search phrase contains client brand name

50% in 28 mins

75% in 3 hrs

90% in 7 days

“Lands End shirt”

“Dell laptop”

- Search phrase does not contain client brand name

50% in 32 mins

75% in 1.5 days

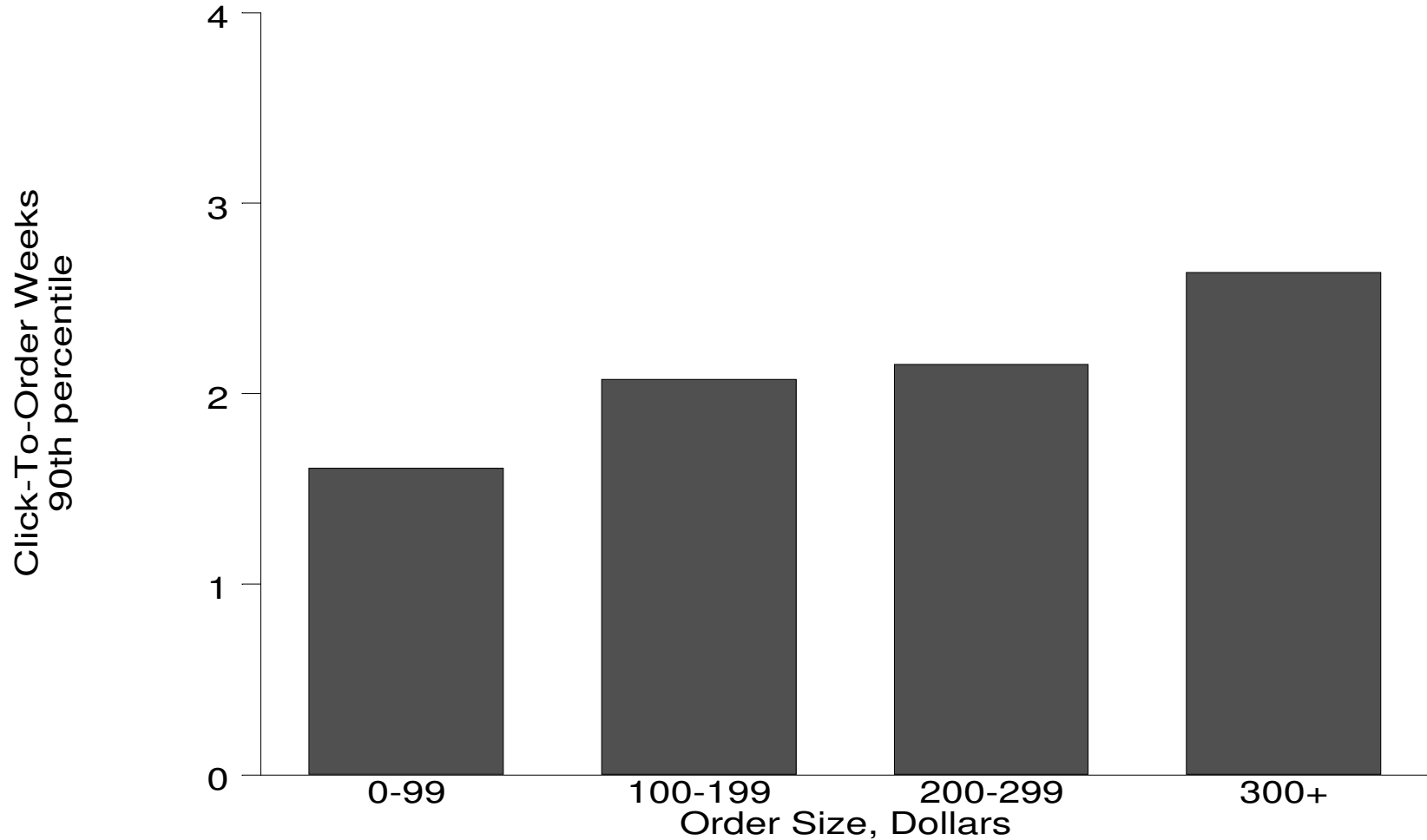
90% in 13.6 days

“mens oxford shirt”

“laptop computer”

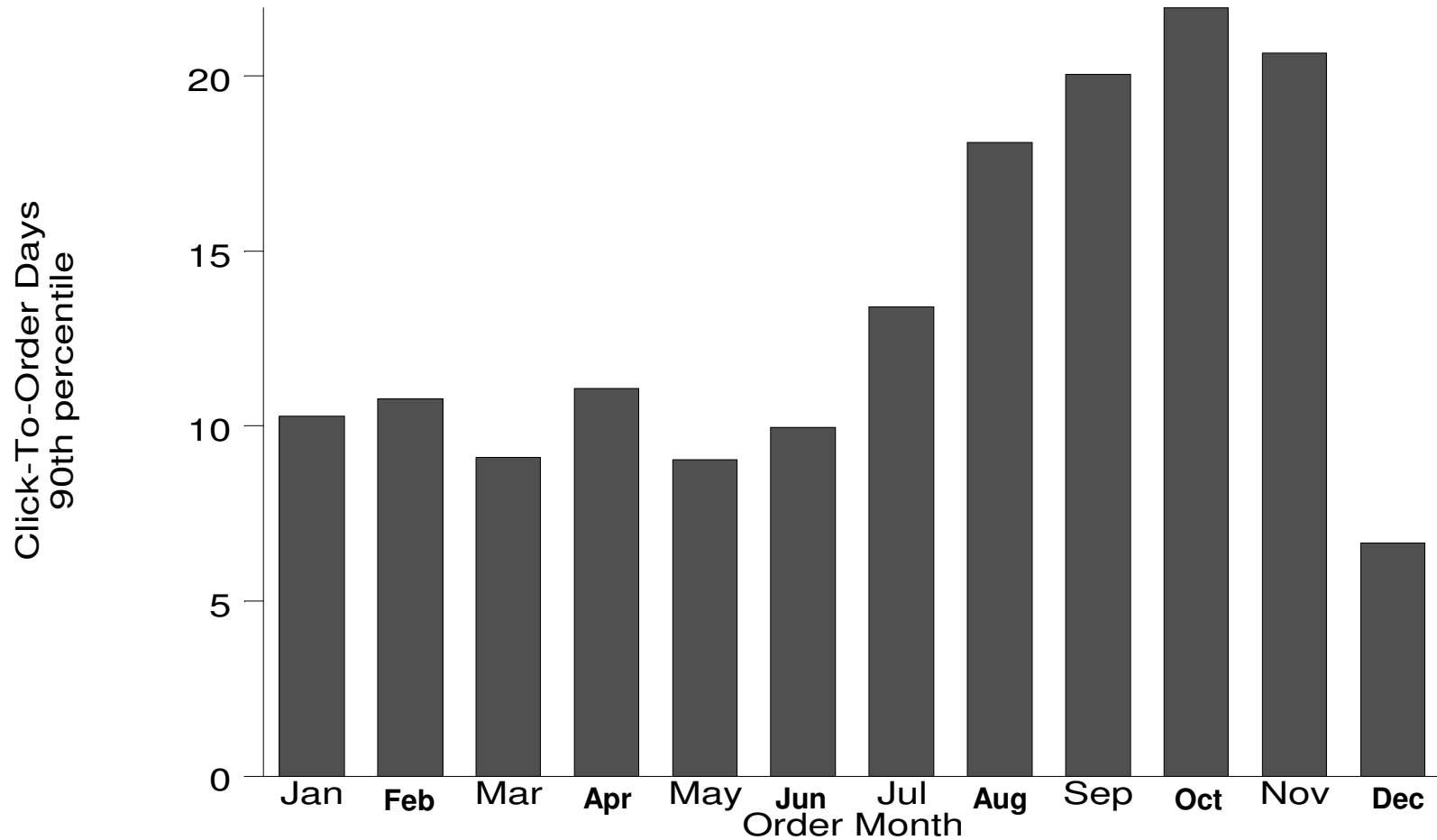
Big ticket purchase?

Click-To-Order Weeks By Order Size -- 90th percentile



Holiday?

Click-To-Order Days By Order Month -- 90th percentile



Vertical?

- Hobby supplies
 - 50% in 38 minutes
 - 75% in 20 hours
 - 90% in 6 days
- Professional services (B2B, lead-gen)
 - 50% in 20 minutes
 - 75% in 1 day
 - 90% in 3 days
- Consumer electronics
 - 50% in 30 minutes
 - 75% in 3 days
 - 90% in 16 days

**Tip #1: Be patient.
Don't overreact to
short-term results.**

Long cookies

Method:

- Long cookies: 90+ days.
- Order-crediting in reporting:
14 days, 30 days, as per client.
- Preserves full data, can recast history to show impact of max interval decision.

Tip #2: Handle click-to-order interval in reporting, not in cookie.

```
Name: Cookie4  
Content: c-2877210_h-b6050ecaa5834de46e4b4a9f907240d8_t-1123205843  
Host: rkdms.com  
Expires: Friday, December 02, 2005 8:42:56 PM
```

Bid management & day-parting

- Bid management must address click-to-order delay.
- Day-parting: must be on time of click, not order.
Example: over 25% of Monday midday orders driven by pre-Monday clicks.



Tip #3: Compute economics on P90 conversion.

**Tip #4: If day-parting, day-part on click date,
not order date.**

Thanks!

Tips

Don't overreact to short term results.

Handle click-to-order interval in reporting, not in cookie.

Compute economics on P90 conversion.

If day-parting, day-part on click date, not order date.

More info: www.rimmkaufman.com/articles

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