Overview
Kantar Media has partnered with a leading provider of search engine intelligence and we are tapping into its database of search ad spend and keywords. We receive a monthly summary of estimated spend for the top 20,000 subdomains, as ranked by spend. For each subdomain we also receive the top 250 keywords which drove paid search traffic to the subdomain as well as the estimated number of clicks per keyword. All of these data are based on Google U.S. only.

Kantar Media maps the subdomains to our Brand Central database, enabling the integration of search and multimedia ad spending at a product level.

Expenditure Estimation
The search engine company uses a three-step process to estimate search expenditures. First, it compiles a monthly database of key measures about search engine advertising. Data points include destination URLs, keywords where ads appeared, average position of each ad in the search results, competitiveness, traffic projections and estimated national pricing ranges by keyword. (local market pricing is not an input). Sources for these data points include the Google API and various public domain information.

At the second step, data points are cleaned and then entered as inputs into independent models that produce estimates of ad impressions, click through rates (CTR) and CPC.

Finally, the outputs of these models are combined to produce search expenditure estimates by subdomain. All models are periodically tested, refined and validated against known advertiser search spending.

Expenditures reflect ‘average national pricing’ for the keywords purchased. As such, the estimated spend reported for any individual advertiser will differ from the actual amount paid, reflecting the proportional variance between actual pricing and a more generalized marketplace average.

Kantar Media receives a monthly data file containing search expenditure estimates for the Top 20,000 subdomains. It’s a dynamic list which reflects results for the specific period. Month-to-month turnover results in a net of more than 50,000 subdomains per calendar year. If and when a subdomain makes its first appearance in the monthly rankings, historical expenditure estimates will be backfilled for up to 12 months.

Keywords and Clicks
The search engine company also provides modeled estimates (not actual empirical counts) of clicks per keyword within subdomain. Keyword clicks are calculated by multiplying the output values from the CTR and ad impression models (Clicks = Impressions* CTR). For keywords with low impression volume it is possible for the modeled click estimate to be less than 1.00.