



Photo Printing: market trends France and Netherlands

April 3rd, 2020





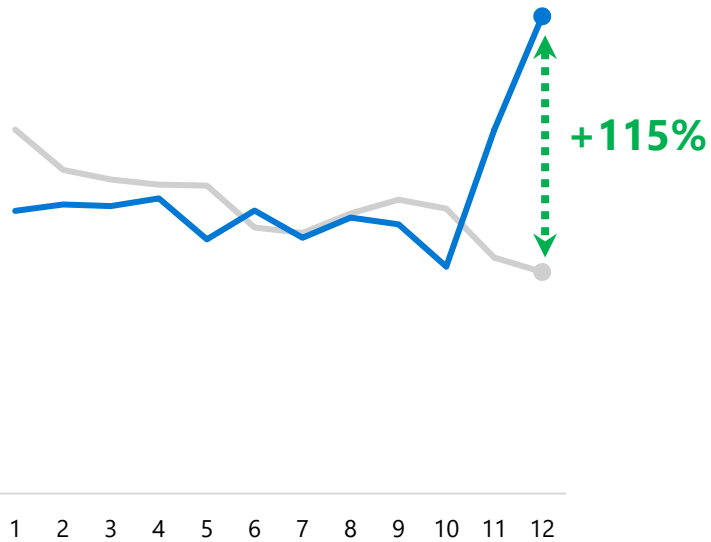
France



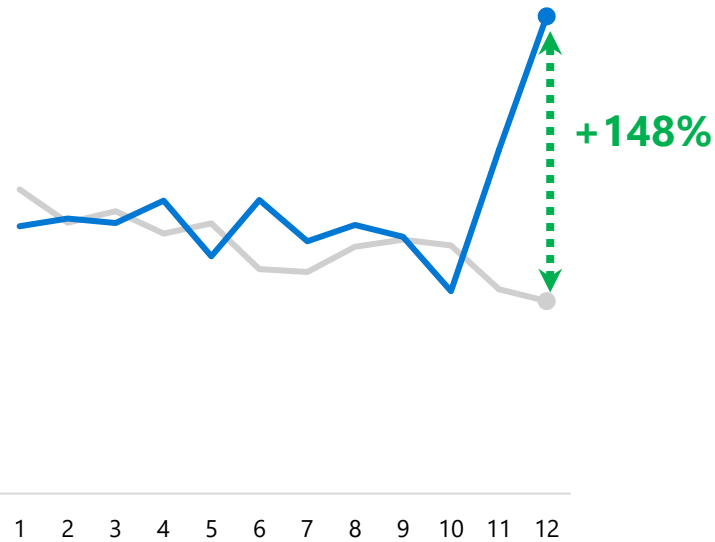
Photo books: strong growth in traffic against lower cost per click (CPCs)

FR marketplace overall weekly performance: Search Volume, Clicks and CPC - 2019 vs. 2020

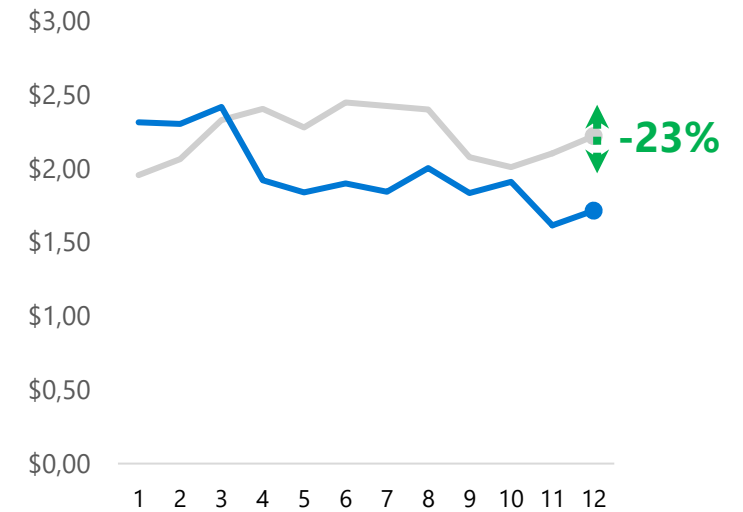
Weekly search volume



Weekly clicks



Weekly average CPC (US\$)

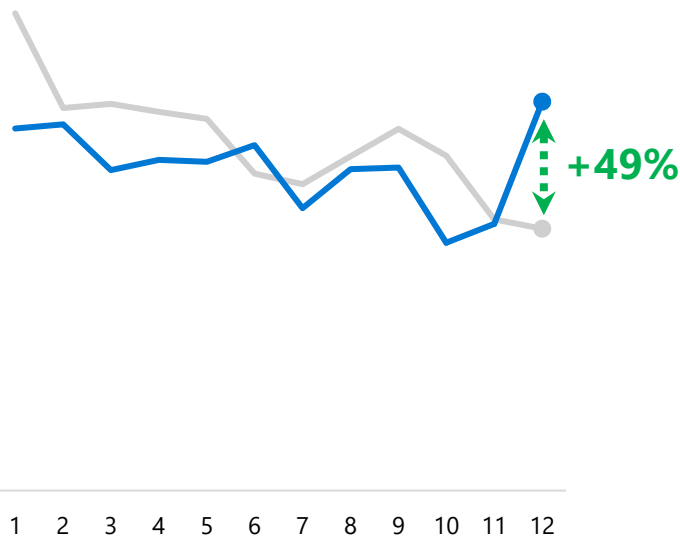


- Strong **search volume** and **click growth** starting week 11 (week commencing 3/16), continuing into week 12 leading to more than double search and click volumes
- **Year over year decrease** in **average CPC** set in week 4 and has further declined in week 11, potentially due to less competitive pressure

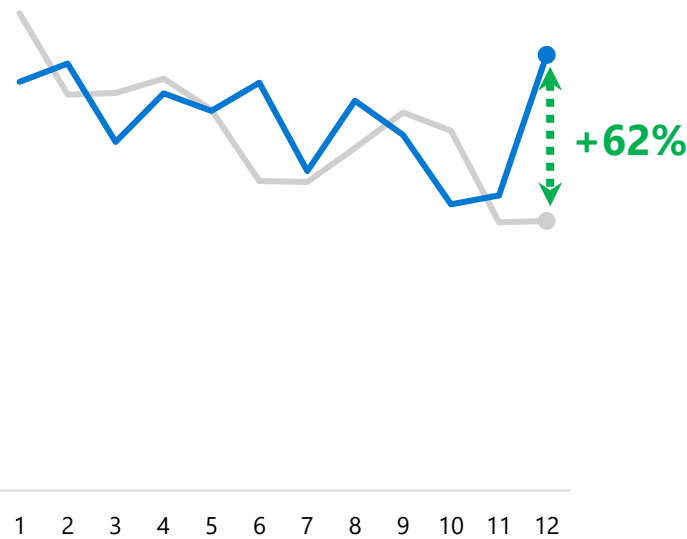
Photo printing: strong traffic year over year with cost per click (CPC) dropping recently

FR marketplace overall weekly performance: Search Volume, Clicks and CPC - 2019 vs. 2020

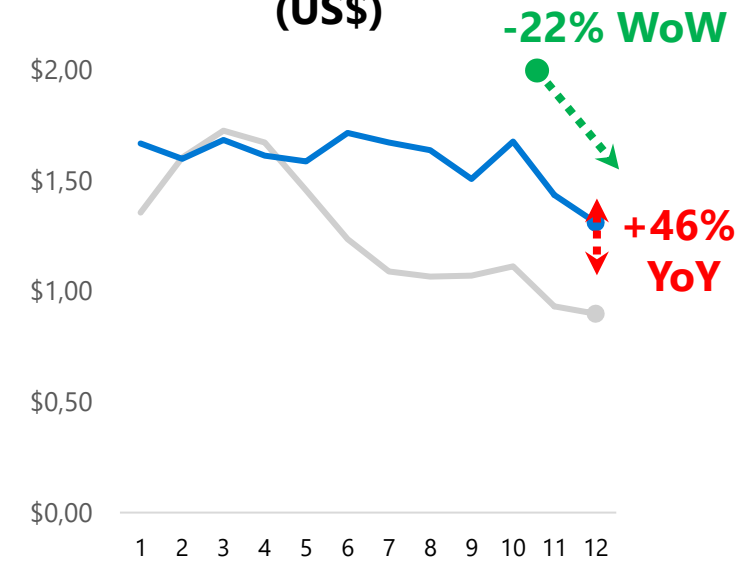
Weekly search volume



Weekly clicks



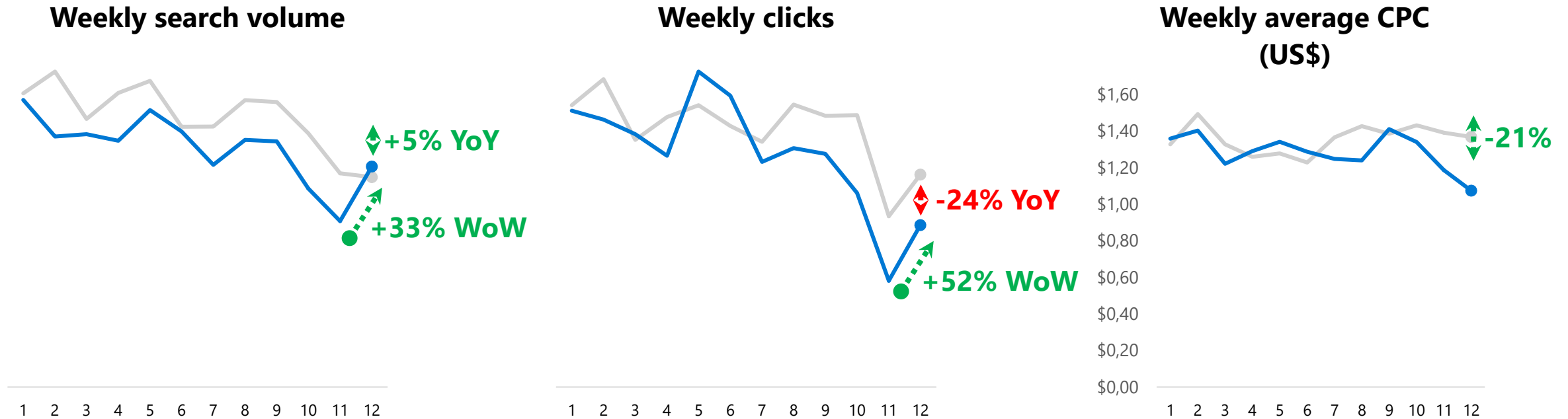
Weekly average CPC (US\$)



- **Search volume** and **clicks** significant **increases** in week 12 (week commencing 3/23), growing respectively **+49%** and **+62% year over year**
- **Average CPC is up year over year** since week 5 (week commencing 2/3), yet **declining over recent weeks**

Wall art: sudden growth search volume, cost per click (CPCs) decreasing

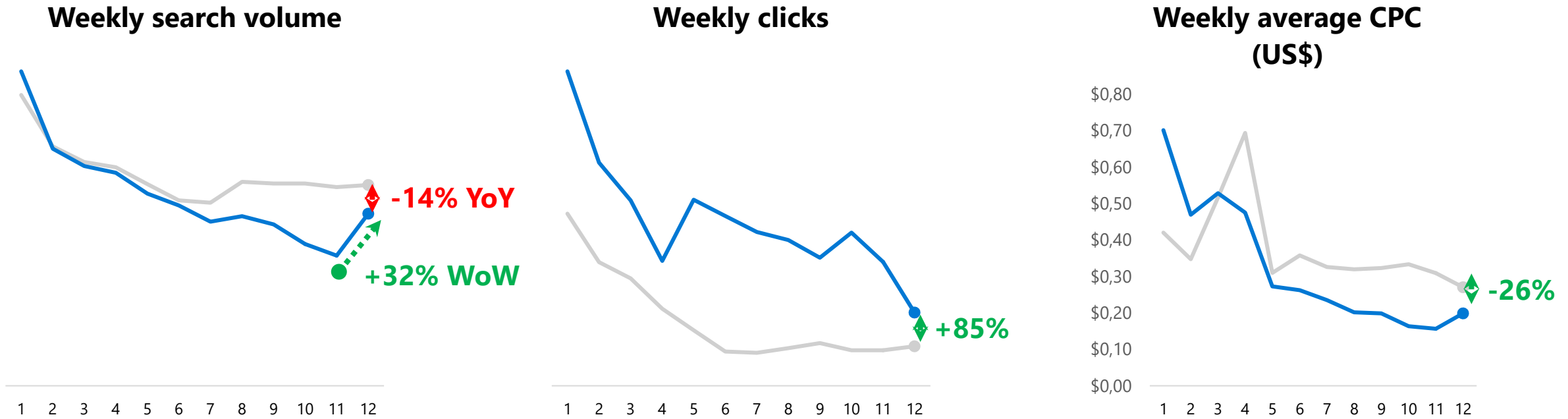
FR marketplace overall weekly performance: Search Volume, Clicks and CPC - 2019 vs. 2020



- Strong (non-seasonal?) **search volume uptick** in week 12 this year, **+33% week over week** growth
- **Week over week strong click increase** but still below last year (-24% year over year in week 12)
- **Average CPCs have been decreasing** starting week 10 (week commencing 3/9), leading to **-21% Year over year** in week 12

Calendars: search volume up week over week, cost per click (CPCs) lower year over year

FR marketplace overall weekly performance: Search Volume, Clicks and CPC - 2019 vs. 2020



- Strong **search volume uptick** in week 12 this year which was not seen last year, **+32% week over week** growth
- **Clicks** have been dropping in 2 recent weeks, but still **up +85%** in week 12
- **Average CPCs** are consistently below last year since week 4, currently at **-26% year over year**

Category overview: 'Photo' categories showing highest change

FR marketplace weekly **Search Volume**, **Clicks** and **CPC** year over year growth (week 12 highlighted)

Photo books

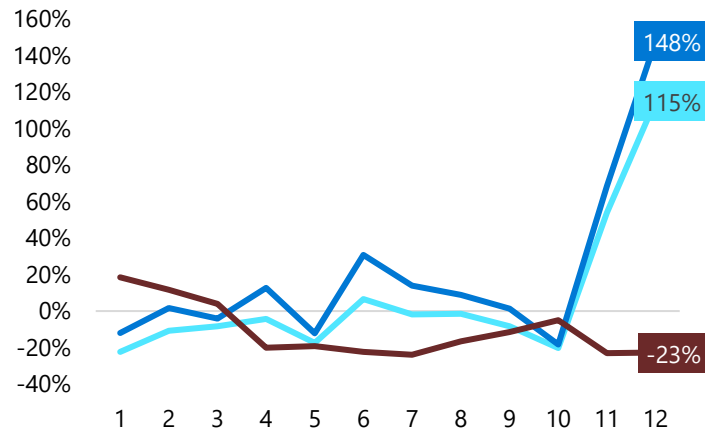
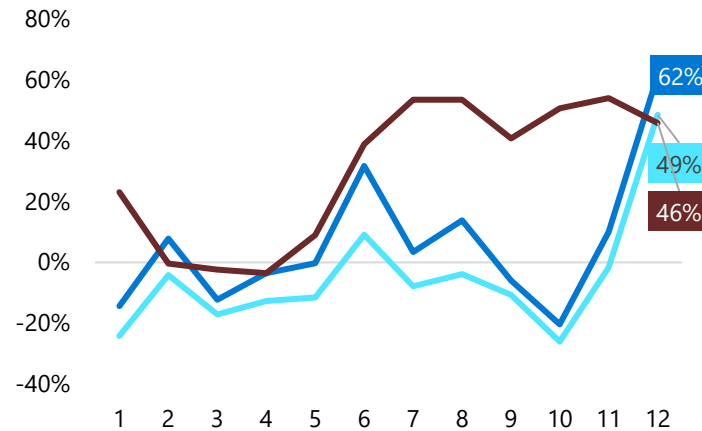
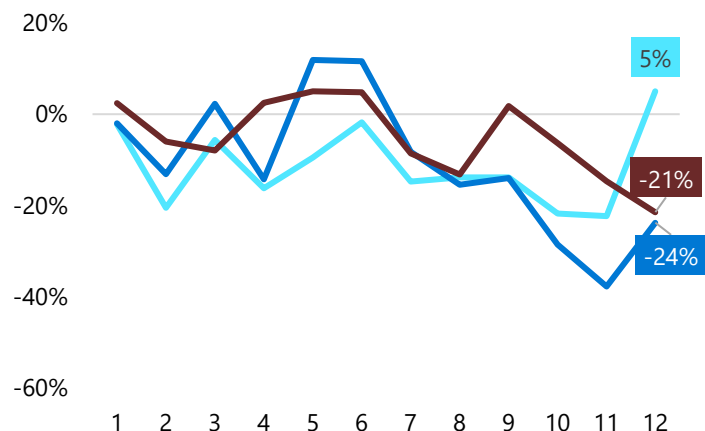


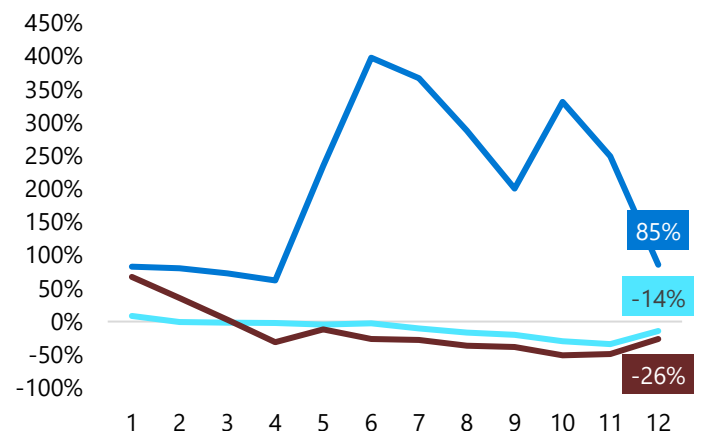
Photo printing



Wall art



Calendars



Key insights:

- **Photo books and Photo printing** categories both see strong **increases** in **search volume** and **clicks**
- **Wall art** and **calendars** show upticks in **search volume** that are **not fully reflected** in **clicks**
- **Photo books** and **wall art** recent year over year **drops** in **CPC** might be evidence of **less competitive pressure**
- Only **photo printing CPCs** are up year over year, but are recently **decreasing week over week**



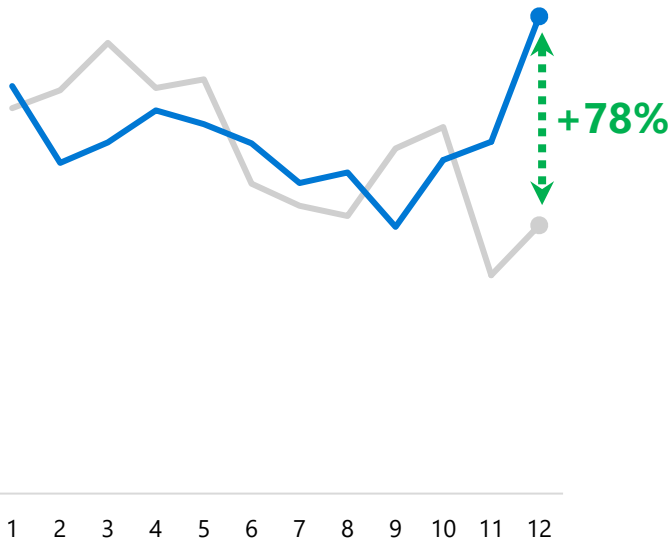
Netherlands



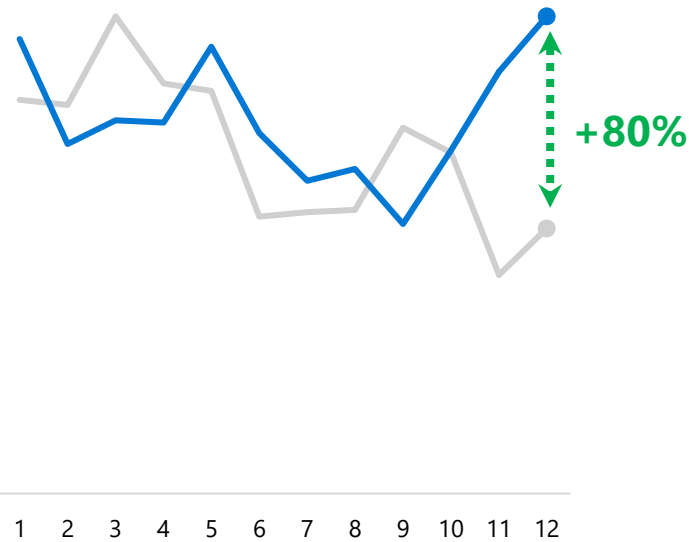
Photo books: strong growth in traffic against lower cost per click (CPCs)

NL marketplace overall weekly performance: Search Volume, Clicks and CPC - 2019 vs. 2020

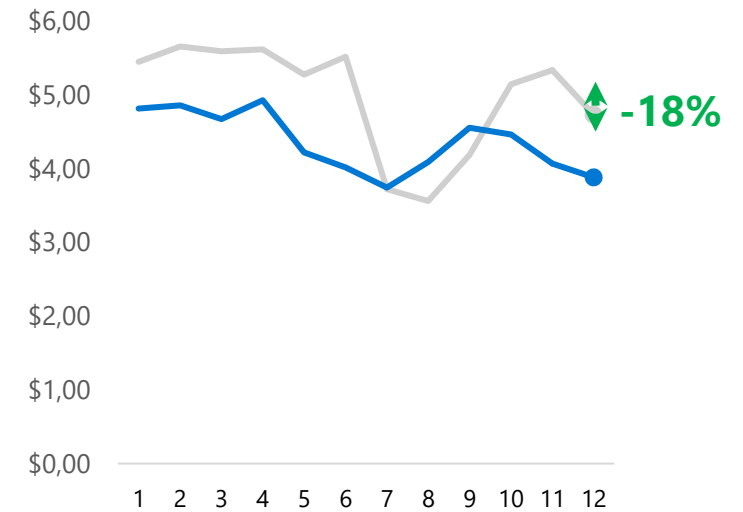
Weekly search volume



Weekly clicks



Weekly average CPC (US\$)

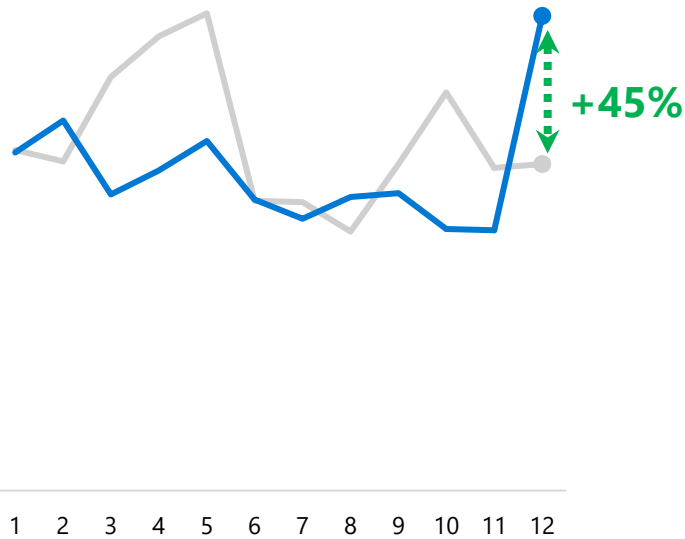


- Clear break from expected trend in week 11, showing strong **search volume** and **click growth** with ~+80% year over year in week 12
- **Average CPC is decreasing year over year (YoY) and week over week** starting week 10, currently at -18% YoY

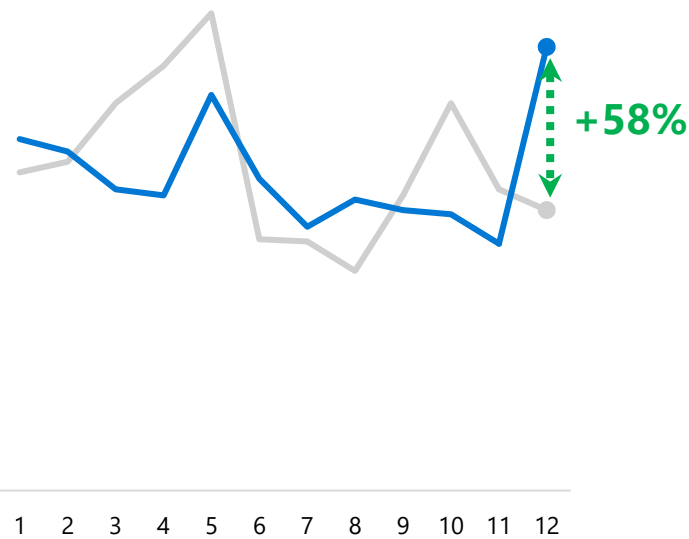
Photo printing: spiking in week 12 only, yet cost per click (CPCs) are up

NL marketplace overall weekly performance: Search Volume, Clicks and CPC - 2019 vs. 2020

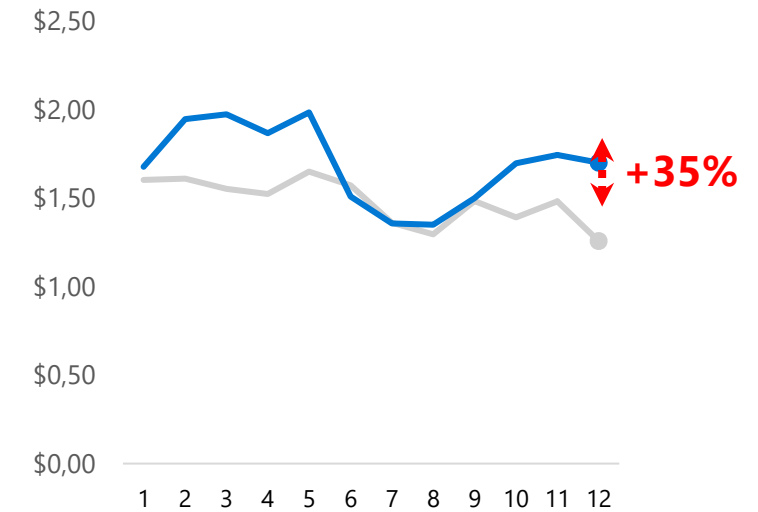
Weekly search volume



Weekly clicks



Weekly Average CPC (US\$)

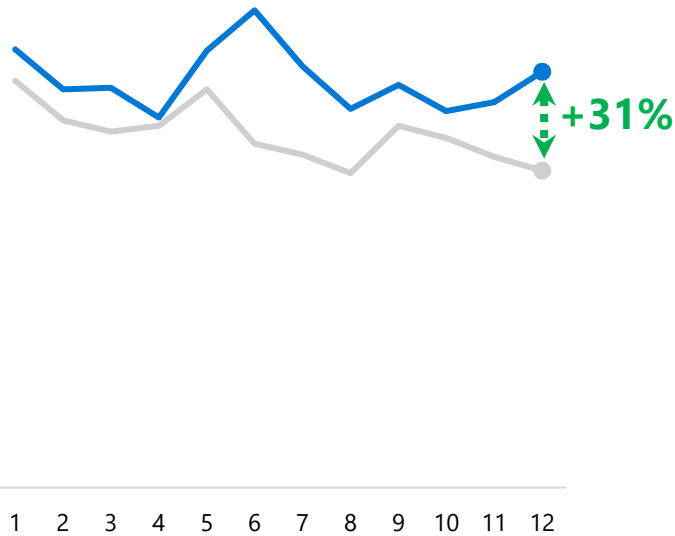


- Upticks in **search volume** (+45%) and clicks (+58%) only visible in week 12
- **Average CPC is up year over year** almost consistently in 2020, currently stable at ~\$1.70

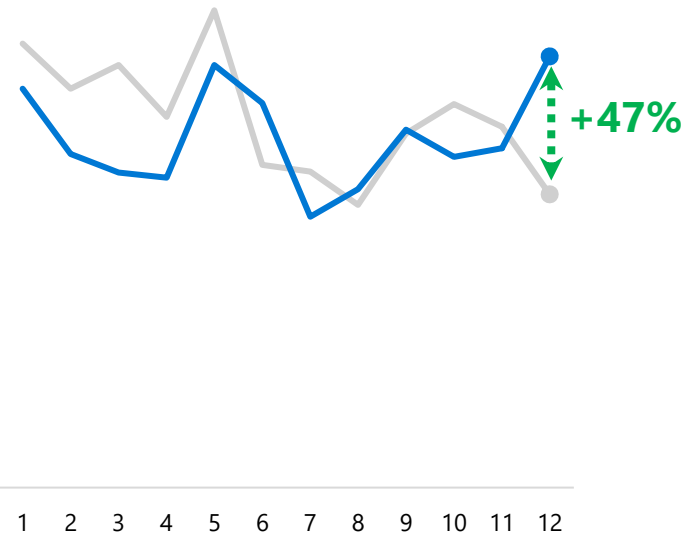
Wall art: sharp improvement search volume, cost per click (CPCs) decreasing

NL marketplace overall weekly performance: Search Volume, Clicks and CPC - 2019 vs. 2020

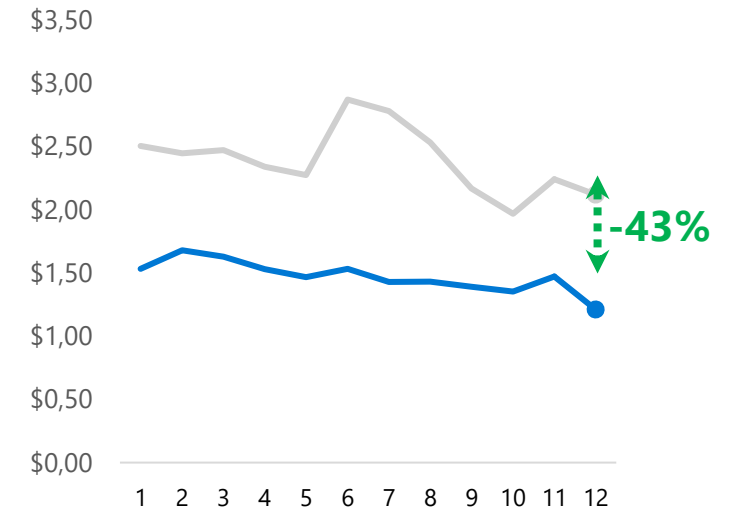
Weekly search volume



Weekly clicks



Weekly average CPC (US\$)

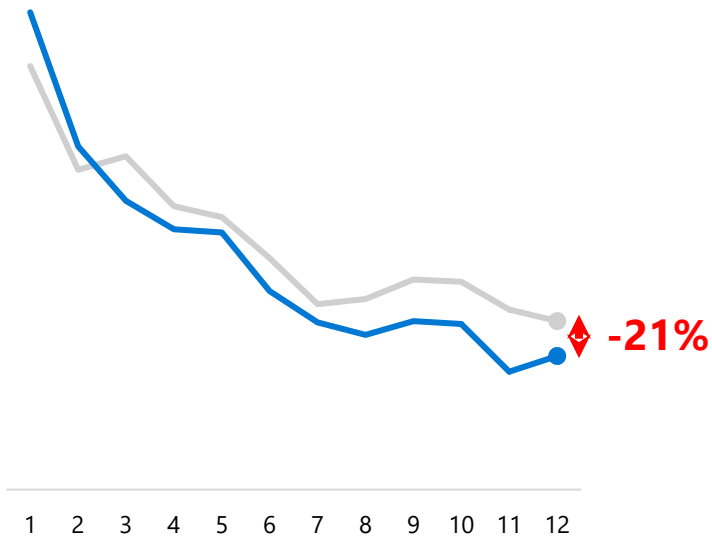


- **Search volumes have been growing** in recent weeks where decreases were expected, **currently at +31% year over year**
- **Week over week strong clicks increase** leading to **+47% year over year** growth
- **Average CPCs are down** significantly this year

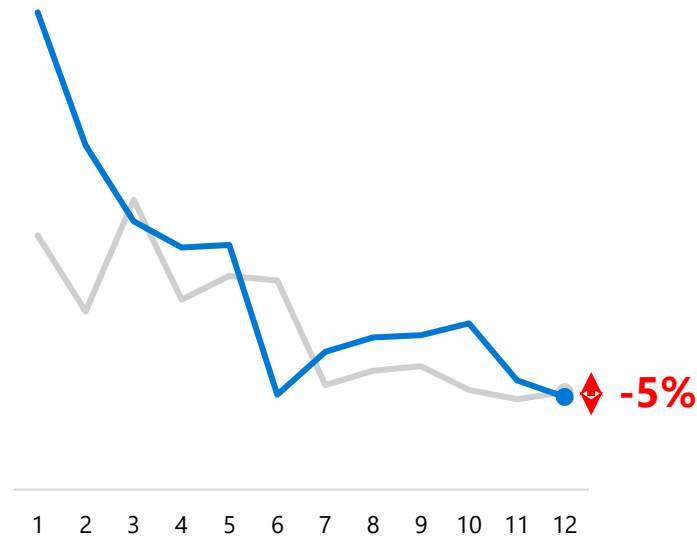
Calendars: seems not to be much affected by recent events

NL marketplace overall weekly performance: Search Volume, Clicks and CPC - 2019 vs. 2020

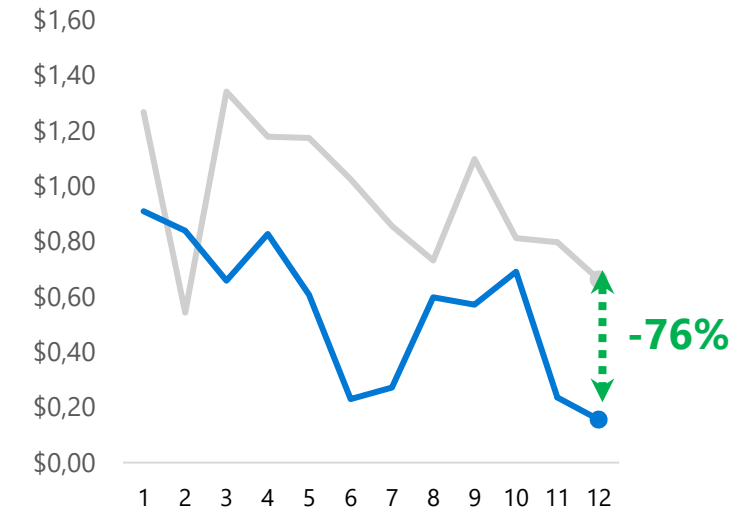
Weekly search volume



Weekly clicks



Weekly Average CPC (US\$)



- **Search volumes** might be showing a reaction to COVID-19 but **still down significantly year over year**
- **Clicks** have been dropping in 2 recent weeks, slipping below last year's volume in week 12
- **Average CPCs** are almost consistently below last year, currently at **-76% year over year**, yet week 11 drop aligns with start restrictions in NL

Category overview: more volume to be captured

NL marketplace weekly **Search Volume**, **Clicks** and **CPC** YoY growth (week 12 highlighted)

Photo books

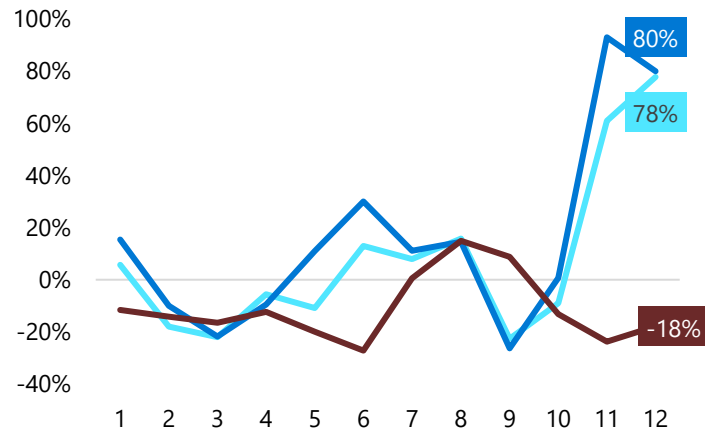
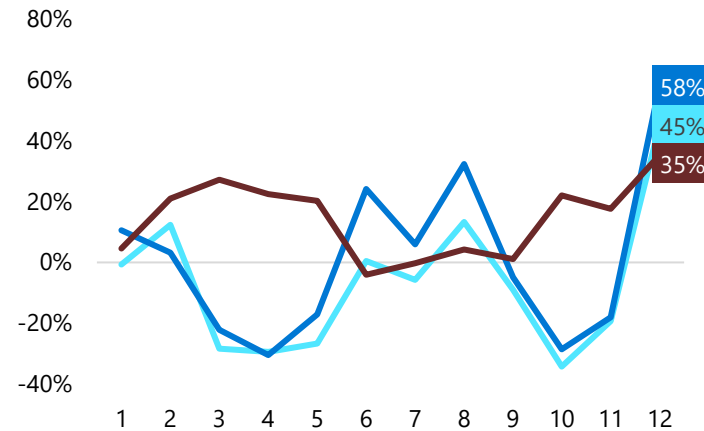
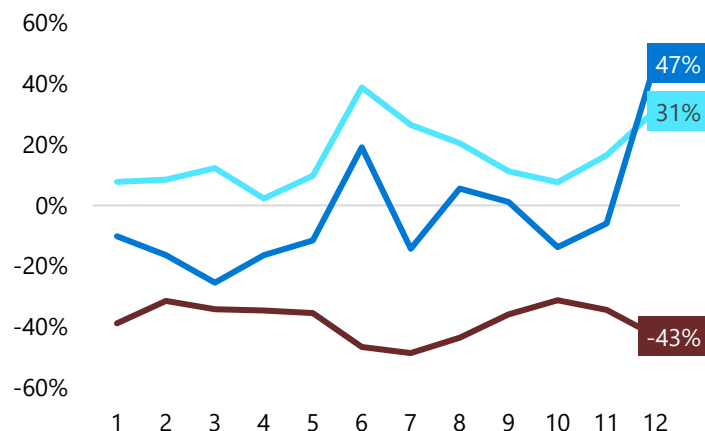


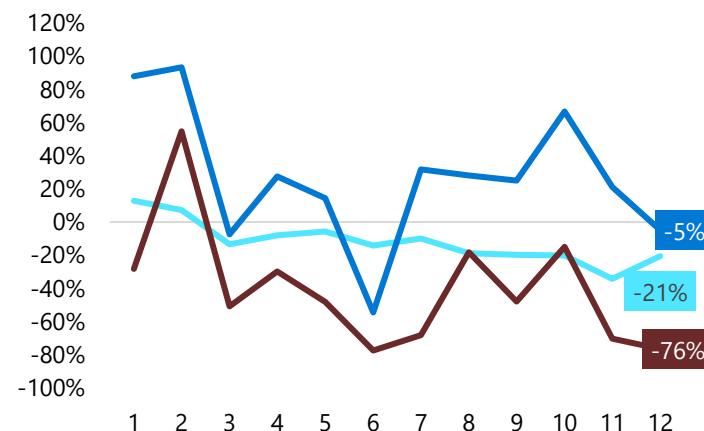
Photo printing



Wall art



Calendars



Key insights:

- **Photo Books, Photo Printing, Wall Art** categories see strong recent **increases** in **search volume** and **clicks**
- **Photo Books, Wall Art and Calendars** year over year **drops** in **cost per click** in week 11 and 12 might be a result of **less competitive pressure**
- Only **Photo Printing cost per click** are **up year over year**, recent events did not slow this down