

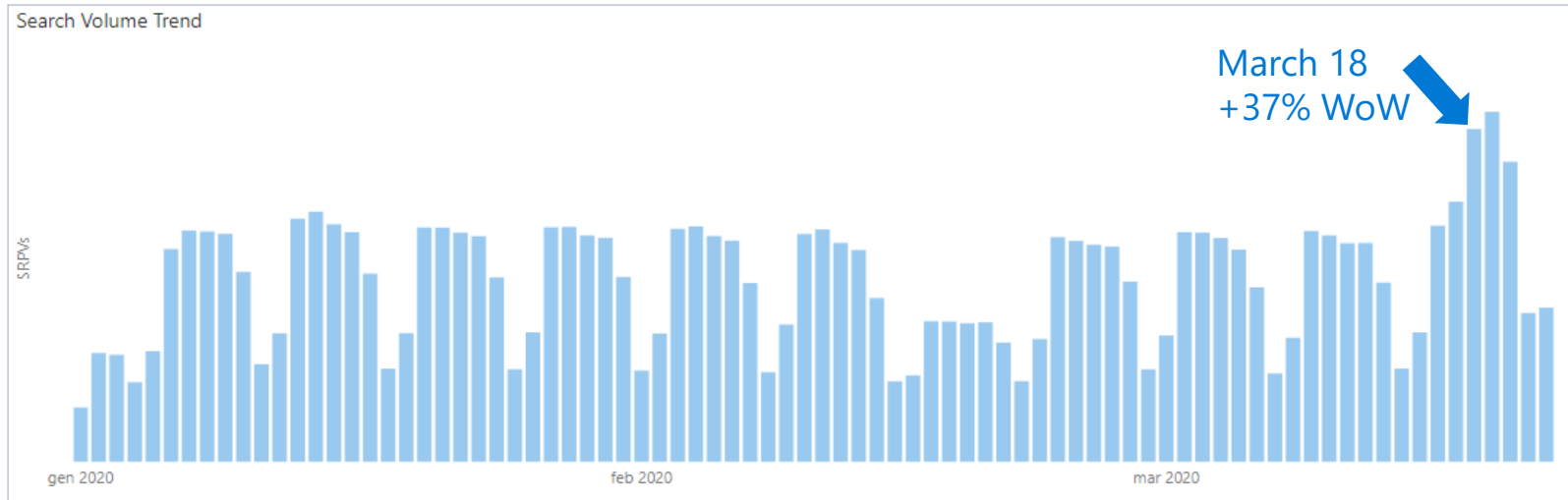
Education & Training COVID-19 marketplace trends

March 2020

Education & Training searches are growing in the U.K.



There has been substantial growth in searches (+37% week over week (WoW)), whilst cost per click (CPC) decreased constantly in parallel to this growth. As seen for other countries, the surge unsurprisingly started right after the [government closed schools down](#).



Education & Training – Week 9 March

Searches WoW
+37%

CPC WoW
-19%

Student Resources – Week 9 March

Searches WoW
+74%

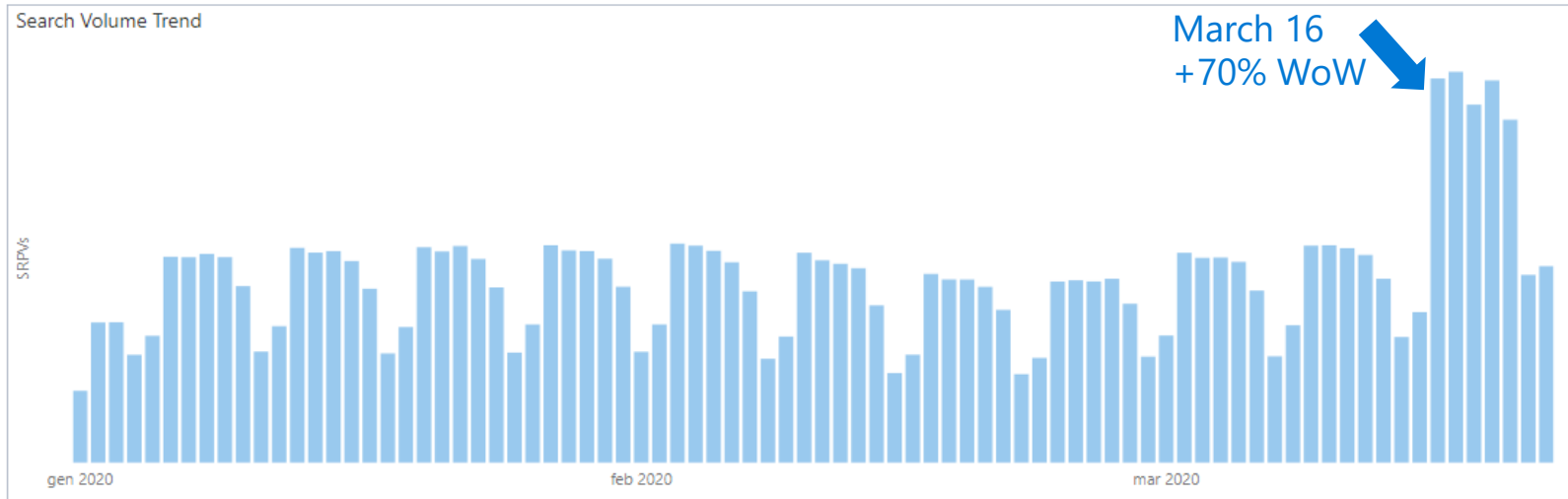
CPC WoW
-28%

The **Student Resources sub-vertical**, which covers services for students, **grew even faster (+74% WoW)** in searches, whilst **CPC decreased** by **-28% WoW**. This was most likely driven by relatively no growth in active advertisers in the auction and dramatic traffic growth, similarly to what has been seen in Italy.

Education & Training searches are growing in France



There has been substantial growth in searches (+70% WoW), whilst CPC decreased constantly in parallel to this growth. As seen for other countries, the surge unsurprisingly started right after the [government enforced lockdown on the whole country](#).



Education & Training – Week 9 March

Searches WoW
+70%

CPC WoW
-23%

Student Resources – Week 9 March

Searches WoW
+21%

CPC WoW
+79%

The **Student Resources sub-vertical**, which covers services for students, also **grew significantly** (+21% WoW) in searches, and **CPC grew even faster** by +79% WoW. Competition within this category is driving the growth in pricing.



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