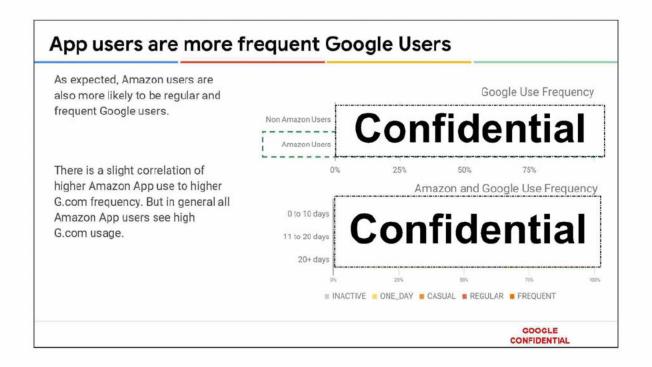


Google Amazon App Usage and Impact

QFA Team / RevTeam Jay Kurrle October 2020

Confidential & Proprietary





Usage tiers are taken from **Confidential**

Data is sourced from Confidential US, Android devices only. Signed in users GSA or Chrome.

Do users alter their Google usage after adopting shopping apps?

- 6 apps were analyzed:
 - O 3 retail focused apps
 - O 3 non retail focused apps
- Adoption is defined as the first use of the app in question.
- Study is at user level, using Confidential
 - O Mobile Android devices
 - O Signed in Users
 - O US only
 - O Search Revenue
- Users are tracked for all of their available history
 - O Revenue data has 830 days of history
 - O Query data has 600 days of history

Confidential is used to identify a causal inference.













Google

