



# Advertising Research: Positions (Desktop)

koala.com

# Advertising Research: Positions (Desktop)

**1.6K** KEYWORDS

The number of keywords bringing users to the website via Google's top 100 paid search results

**4.3K** TRAFFIC

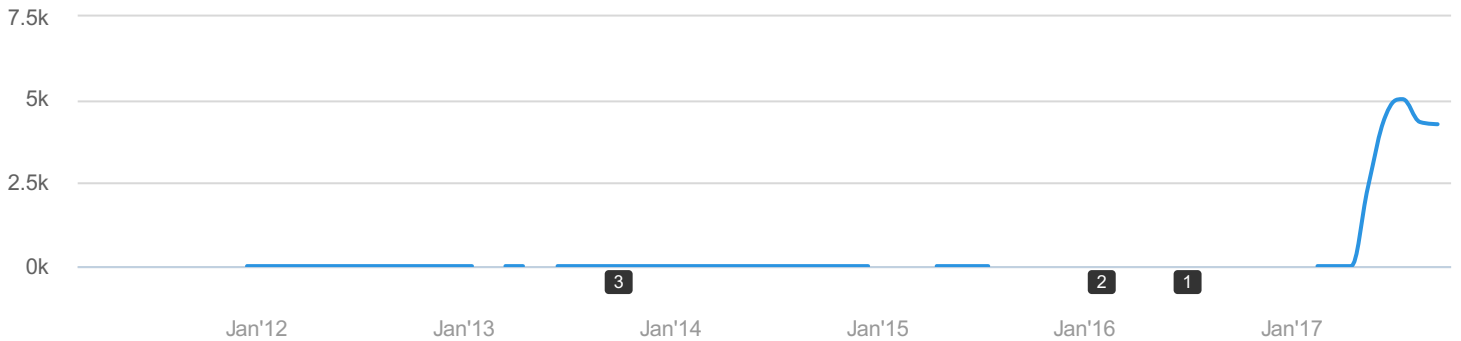
The number of users expected to visit the website in the following month or condition that average monthly paid traffic stays relatively the same.

**A\$8.5K** TRAFFIC COST

Estimated price of paid keywords in Google AdWords

## Paid Search: Traffic

koala.com | AU | All time



| # | Date         | Note  | Category    |
|---|--------------|---|-------------|
| 1 | Jul 26, 2016 | <b>Expanded Text Ads are Live</b><br>Google has officially launched expanded text ads. The extra-long ads with double headlines are now available across all devices. This may potentially change paid traffic flows.   | Google paid |
| 2 | Feb 20, 2016 | <b>Right sidebar Ads removed</b> <a href="#">↗</a><br>Google will no longer show ads in the right sidebar. Now it will place up to four ads above the search results and all the rest will be moved to the bottom of the results page, which may lead to a drop in click-through rates. This update is limited to desktop search results. | Google paid |
| 3 | Oct 22, 2013 | <b>AdRank Update</b> <a href="#">↗</a><br>Google announced a change to Ad Rank, its ad serving calculation in AdWords that determines where your ad shows and how much you'll pay per click. In addition to max CPC bid and quality score, Ad Rank will now factor in the expected impact from ad extensions and formats                  | Google paid |

## Paid Search: Positions 1 - 100 (1,579)

AU | koala.com

| Ad | Keyword | Pos   | Block | Volume | CPC (AUD) | URL               | Traffic % | Costs % | Com. | Result     | Trend | Last Seen  |
|----|---------|-------|-------|--------|-----------|-------------------|-----------|---------|------|------------|-------|------------|
| Ad | koala   | 1 (2) |       | 22,200 | 2.11      | <a href="#">↗</a> | 24.45     | 26.12   | 0.01 | 61,900,000 |       | 2 days ago |





| Ad | Keyword                   | Pos   | Block | Volume | CPC (AUD) | URL | Traffic % | Costs % | Com. | Result      | Trend | Last Seen   |
|----|---------------------------|-------|-------|--------|-----------|-----|-----------|---------|------|-------------|-------|-------------|
| Ad | koala                     | 1 (1) |       | 22,200 | 2.11      |     | 6.75      | 7.21    | 0.01 | 61,900,000  |       | 11 Sep 2017 |
| Ad | koalas                    | 1 (1) |       | 4,400  | 2.09      |     | 4.83      | 5.11    | 0.02 | 23,500,000  |       | Aug 2017    |
| Ad | koala                     | 1 (3) |       | 22,200 | 2.11      |     | 4.66      | 4.99    | 0.01 | 61,900,000  |       | Jul 2017    |
| Ad | koala                     | 1 (4) |       | 22,200 | 2.11      |     | 3.63      | 3.88    | 0.01 | 61,900,000  |       | Jul 2017    |
| Ad | koala                     | 1 (5) |       | 22,200 | 2.11      |     | 2.60      | 2.77    | 0.01 | 61,900,000  |       | Jul 2017    |
| Ad | koala                     | 1 (6) |       | 22,200 | 2.11      |     | 2.60      | 2.77    | 0.01 | 61,900,000  |       | Jun 2017    |
| Ad | mattress                  | 1 (1) |       | 1,900  | 2.13      |     | 2.08      | 2.23    | 0.99 | 306,000,000 |       | a day ago   |
| Ad | mattress sale             | 4 (4) |       | 12,100 | 2.33      |     | 1.96      | 2.32    | 1.00 | 13,200,000  |       | Aug 2017    |
| Ad | ikea beds                 | 1 (3) |       | 8,100  | 0.21      |     | 1.68      | 0.17    | 0.86 | 51,300,000  |       | Jul 2017    |
| Ad | foam mattress             | 2 (2) |       | 3,600  | 1.49      |     | 1.07      | 0.81    | 1.00 | 9,320,000   |       | Aug 2017    |
| Ad | single mattress size      | 1 (1) |       | 880    | 1.66      |     | 0.96      | 0.81    | 1.00 | 66,100,000  |       | Aug 2017    |
| Ad | ikea malm bed             | 1 (1) |       | 880    | 0.41      |     | 0.96      | 0.19    | 0.03 | 1,420,000   |       | Jun 2017    |
| Ad | makin mattresses          | 1 (3) |       | 4,400  | 0.97      |     | 0.91      | 0.44    | 0.36 | 233,000     |       | Jun 2017    |
| Ad | ikea mattress             | 1 (2) |       | 2,900  | 0.38      |     | 0.86      | 0.16    | 0.46 | 30,200,000  |       | 07 Sep 2017 |
| Ad | king single mattress size | 1 (1) |       | 720    | 2.05      |     | 0.77      | 0.81    | 0.95 | 1,960,000   |       | Aug 2017    |
| Ad | eurobed                   | 1 (5) |       | 6,600  | 0.23      |     | 0.77      | 0.08    | 0.66 | 91,000      |       | Jun 2017    |
| Ad | double mattress size      | 1 (1) |       | 720    | 2.80      |     | 0.77      | 1.11    | 0.81 | 154,000,000 |       | Jul 2017    |
| Ad | ikea toddler bed          | 1 (1) |       | 720    | 0.28      |     | 0.77      | 0.10    | 0.36 | 12,700,000  |       | Jul 2017    |
| Ad | ikea sofa bed             | 1 (3) |       | 3,600  | 0.42      |     | 0.75      | 0.16    | 0.93 | 16,900,000  |       | Jun 2017    |

| Ad | Keyword                  | Pos   | Block | Volume | CPC (AUD) | URL | Traffic % | Costs % | Com. | Result      | Trend | Last Seen   |
|----|--------------------------|-------|-------|--------|-----------|-----|-----------|---------|------|-------------|-------|-------------|
| Ad | foam mattress            | 1 (3) |       | 3,600  | 1.49      |     | 0.75      | 0.56    | 1.00 | 9,320,000   |       | Aug 2017    |
| Ad | koalas                   | 1 (4) |       | 4,400  | 2.09      |     | 0.70      | 0.75    | 0.02 | 23,500,000  |       | Aug 2017    |
| Ad | queen mattress sale      | 1 (1) |       | 590    | 1.61      |     | 0.63      | 0.51    | 1.00 | 52,200,000  |       | Aug 2017    |
| Ad | snooze beds              | 1 (7) |       | 6,600  | 0.30      |     | 0.60      | 0.08    | 0.46 | 6,690,000   |       | Jun 2017    |
| Ad | ikea mattress            | 1 (3) |       | 2,900  | 0.38      |     | 0.60      | 0.11    | 0.46 | 30,200,000  |       | Jul 2017    |
| Ad | queen size mattress      | 1 (2) |       | 1,900  | 2.50      |     | 0.56      | 0.72    | 1.00 | 140,000,000 |       | Aug 2017    |
| Ad | koalas                   | 1 (6) |       | 4,400  | 2.09      |     | 0.51      | 0.53    | 0.02 | 23,500,000  |       | Jul 2017    |
| Ad | ikea bed                 | 1 (3) |       | 2,400  | 0.13      |     | 0.49      | 0.02    | 0.51 | 42,600,000  |       | Jul 2017    |
| Ad | single mattress          | 4 (4) |       | 2,900  | 1.66      |     | 0.46      | 0.38    | 1.00 | 67,200,000  |       | 29 Aug 2017 |
| Ad | ikea mattress            | 1 (4) |       | 2,900  | 0.38      |     | 0.46      | 0.08    | 0.46 | 30,200,000  |       | Jul 2017    |
| Ad | snooze beds              | 1 (8) |       | 6,600  | 0.30      |     | 0.44      | 0.05    | 0.46 | 6,690,000   |       | Jun 2017    |
| Ad | omf mattress             | 1 (1) |       | 390    | 1.99      |     | 0.42      | 0.42    | 0.43 | 311,000     |       | May 2017    |
| Ad | mattress sale            | 1 (4) |       | 390    | 2.40      |     | 0.42      | 0.51    | 1.00 | 10,500,000  |       | Aug 2017    |
| Ad | boori mattress           | 1 (1) |       | 390    | 0.73      |     | 0.42      | 0.14    | 0.95 | 348,000     |       | May 2017    |
| Ad | double bed mattress size | 1 (1) |       | 390    | 2.75      |     | 0.42      | 0.59    | 0.86 | 78,600,000  |       | May 2017    |
| Ad | makin mattresses         | 1 (7) |       | 4,400  | 0.97      |     | 0.39      | 0.19    | 0.36 | 233,000     |       | Jun 2017    |
| Ad | king size mattress       | 1 (3) |       | 1,900  | 2.70      |     | 0.39      | 0.53    | 1.00 | 40,000,000  |       | Aug 2017    |
| Ad | memory foam mattress     | 3 (3) |       | 1,900  | 6.21      |     | 0.39      | 1.24    | 1.00 | 17,400,000  |       | Aug 2017    |
| Ad | koalas                   | 1 (7) |       | 4,400  | 2.09      |     | 0.39      | 0.42    | 0.02 | 23,500,000  |       | Jun 2017    |

| Ad | Keyword              | Pos   | Block | Volume | CPC (AUD) | URL | Traffic % | Costs % | Com. | Result     | Trend | Last Seen   |
|----|----------------------|-------|-------|--------|-----------|-----|-----------|---------|------|------------|-------|-------------|
| Ad | ikea bed             | 1 (4) |       | 2,400  | 0.13      |     | 0.37      | 0.01    | 0.51 | 42,600,000 |       | Jun 2017    |
| Ad | best mattress        | 2 (2) |       | 1,300  | 4.91      |     | 0.37      | 0.97    | 1.00 | 18,200,000 |       | Aug 2017    |
| Ad | forty winks beds     | 1 (4) |       | 2,400  | 1.45      |     | 0.37      | 0.28    | 0.29 | 386,000    |       | Jul 2017    |
| Ad | ikea loft bed        | 1 (2) |       | 1,300  | 0.52      |     | 0.37      | 0.10    | 0.68 | 4,290,000  |       | May 2017    |
| Ad | tempur mattress      | 2 (4) |       | 2,400  | 2.69      |     | 0.37      | 0.53    | 1.00 | 974,000    |       | 05 Sep 2017 |
| Ad | forty winks mattress | 1 (1) |       | 320    | 1.49      |     | 0.35      | 0.25    | 0.51 | 151,000    |       | May 2017    |
| Ad | ikea king single bed | 1 (1) |       | 320    | 0.65      |     | 0.35      | 0.10    | 1.00 | 2,180,000  |       | May 2017    |
| Ad | ikea bed base        | 1 (1) |       | 320    | 0.30      |     | 0.35      | 0.04    | 0.91 | 5,210,000  |       | Jun 2017    |
| Ad | mattress sales       | 1 (1) |       | 320    | 2.43      |     | 0.35      | 0.42    | 1.00 | 42,500,000 |       | May 2017    |
| Ad | mattress cover       | 1 (1) |       | 320    | 1.37      |     | 0.35      | 0.23    | 1.00 | 7,760,000  |       | May 2017    |
| Ad | mattress removal     | 1 (1) |       | 320    | 2.43      |     | 0.35      | 0.42    | 0.75 | 23,400,000 |       | Jun 2017    |
| Ad | makin mattresses     | 1 (1) |       | 320    | 1.31      |     | 0.35      | 0.22    | 0.42 | 278,000    |       | May 2017    |
| Ad | mattress brisbane    | 1 (1) |       | 320    | 3.87      |     | 0.35      | 0.68    | 0.99 | 4,310,000  |       | May 2017    |
| Ad | king mattress sale   | 1 (1) |       | 320    | 2.25      |     | 0.35      | 0.40    | 1.00 | 3,300,000  |       | May 2017    |
| Ad | ikea single mattress | 1 (1) |       | 320    | 0.72      |     | 0.35      | 0.11    | 0.55 | 1,850,000  |       | Jul 2017    |
| Ad | ikea bed frame       | 1 (3) |       | 1,600  | 0.21      |     | 0.32      | 0.02    | 0.60 | 39,200,000 |       | Jul 2017    |
| Ad | double mattress      | 3 (3) |       | 1,600  | 1.95      |     | 0.32      | 0.32    | 1.00 | 77,400,000 |       | Aug 2017    |
| Ad | ikea mattress        | 1 (6) |       | 2,900  | 0.38      |     | 0.32      | 0.05    | 0.46 | 30,200,000 |       | Jul 2017    |
| Ad | ikea bunk beds       | 1 (4) |       | 1,900  | 0.51      |     | 0.30      | 0.07    | 1.00 | 16,200,000 |       | May 2017    |

| Ad | Keyword                   | Pos   | Block | Volume | CPC (AUD) | URL | Traffic % | Costs % | Com. | Result      | Trend | Last Seen   |
|----|---------------------------|-------|-------|--------|-----------|-----|-----------|---------|------|-------------|-------|-------------|
| Ad | ikea single bed           | 1 (2) |       | 1,000  | 0.22      |     | 0.30      | 0.02    | 0.90 | 48,000,000  |       | Jul 2017    |
| Ad | queen mattress size       | 1 (2) |       | 1,000  | 2.43      |     | 0.30      | 0.37    | 0.67 | 90,400,000  |       | Jun 2017    |
| Ad | latex mattress            | 1 (5) |       | 2,400  | 4.77      |     | 0.28      | 0.66    | 1.00 | 3,170,000   |       | Aug 2017    |
| Ad | serta mattress review     | 1 (1) |       | 260    | 1.64      |     | 0.28      | 0.23    | 0.66 | 63,000,000  |       | Jun 2017    |
| Ad | king single mattress      | 3 (6) |       | 2,400  | 2.11      |     | 0.28      | 0.29    | 1.00 | 10,500,000  |       | Aug 2017    |
| Ad | double mattress sale      | 1 (1) |       | 260    | 2.01      |     | 0.28      | 0.28    | 1.00 | 43,400,000  |       | May 2017    |
| Ad | mattress sale adelaide    | 1     |       | 260    | 2.69      |     | 0.28      | 0.38    | 0.91 | 2,250,000   |       | Aug 2017    |
| Ad | mattresses perth          | 1     |       | 260    | 3.18      |     | 0.28      | 0.45    | 1.00 | 696,000     |       | 04 Sep 2017 |
| Ad | double bed mattress       | 3 (4) |       | 1,600  | 2.00      |     | 0.25      | 0.25    | 1.00 | 111,000,000 |       | Aug 2017    |
| Ad | king mattress             | 2 (2) |       | 880    | 2.80      |     | 0.25      | 0.37    | 1.00 | 6,910,000   |       | Aug 2017    |
| Ad | single bed mattress       | 1 (4) |       | 1,600  | 1.69      |     | 0.25      | 0.22    | 1.00 | 89,000,000  |       | Jun 2017    |
| Ad | ikea mattress             | 1 (7) |       | 2,900  | 0.38      |     | 0.25      | 0.04    | 0.46 | 30,200,000  |       | Jul 2017    |
| Ad | mattresses                | 6 (8) |       | 3,600  | 2.28      |     | 0.23      | 0.28    | 1.00 | 106,000,000 |       | 5 days ago  |
| Ad | kowala                    | 1 (1) |       | 210    | 0.00      |     | 0.21      | 0.00    | 0.00 | 2,710,000   |       | Jul 2017    |
| Ad | bed mattress              | 2 (6) |       | 720    | 1.71      |     | 0.21      | 0.17    | 1.00 | 273,000,000 |       | Aug 2017    |
| Ad | king single mattress size | 1 (2) |       | 720    | 2.05      |     | 0.21      | 0.22    | 0.95 | 1,960,000   |       | Aug 2017    |
| Ad | queen matress             | 1 (1) |       | 210    | 2.20      |     | 0.21      | 0.25    | 1.00 | 85,400,000  |       | Jul 2017    |
| Ad | forty winks beds          | 1 (7) |       | 2,400  | 1.45      |     | 0.21      | 0.16    | 0.29 | 386,000     |       | Jul 2017    |
| Ad | latex mattress australia  | 2 (2) |       | 720    | 4.97      |     | 0.21      | 0.54    | 1.00 | 739,000     |       | Aug 2017    |

| Ad | Keyword                     | Pos   | Block | Volume | CPC (AUD) | URL | Traffic % | Costs % | Com. | Result      | Trend | Last Seen  |
|----|-----------------------------|-------|-------|--------|-----------|-----|-----------|---------|------|-------------|-------|------------|
| Ad | sealy posturepedic mattress | 1 (1) |       | 210    | 1.71      |     | 0.21      | 0.19    | 1.00 | 488,000     |       | Jun 2017   |
| Ad | queen mattress size         | 1 (3) |       | 1,000  | 2.43      |     | 0.21      | 0.25    | 0.67 | 90,400,000  |       | Jun 2017   |
| Ad | kaola                       | 1 (2) |       | 210    | 0.00      |     | 0.21      | 0.00    | 0.00 | 1,490,000   |       | 4 days ago |
| Ad | double bed mattress         | 1 (6) |       | 1,600  | 2.00      |     | 0.18      | 0.17    | 1.00 | 111,000,000 |       | Jun 2017   |
| Ad | ikea kids beds              | 1 (6) |       | 1,600  | 0.40      |     | 0.18      | 0.02    | 1.00 | 49,700,000  |       | May 2017   |
| Ad | mattress size               | 1 (1) |       | 170    | 2.59      |     | 0.16      | 0.23    | 0.41 | 16,900,000  |       | Jun 2017   |
| Ad | makin mattresses prices     | 1 (1) |       | 170    | 1.65      |     | 0.16      | 0.14    | 0.89 | 1,050,000   |       | Jun 2017   |
| Ad | roll up mattress            | 1 (1) |       | 170    | 1.36      |     | 0.16      | 0.11    | 1.00 | 2,400,000   |       | Jun 2017   |
| Ad | mattress review             | 1 (1) |       | 170    | 2.35      |     | 0.16      | 0.22    | 0.93 | 70,400,000  |       | Aug 2017   |
| Ad | slumberland mattress review | 1 (1) |       | 170    | 1.49      |     | 0.16      | 0.13    | 0.55 | 84,000      |       | Jul 2017   |
| Ad | ikea queen bed              | 1 (2) |       | 590    | 0.25      |     | 0.16      | 0.01    | 0.90 | 4,360,000   |       | Jul 2017   |
| Ad | beds and mattresses         | 1 (1) |       | 170    | 1.49      |     | 0.16      | 0.13    | 1.00 | 13,100,000  |       | Jun 2017   |
| Ad | single mattress size        | 1 (4) |       | 880    | 1.66      |     | 0.14      | 0.11    | 1.00 | 66,100,000  |       | May 2017   |
| Ad | king single mattress size   | 1 (3) |       | 720    | 2.05      |     | 0.14      | 0.14    | 0.95 | 1,960,000   |       | Jul 2017   |
| Ad | tempur beds                 | 1 (2) |       | 480    | 1.17      |     | 0.14      | 0.07    | 1.00 | 4,060,000   |       | Jun 2017   |
| Ad | tempur mattress review      | 1 (2) |       | 480    | 2.38      |     | 0.14      | 0.16    | 0.86 | 488,000     |       | Jun 2017   |
| Ad | bedshed sale                | 2 (3) |       | 720    | 1.81      |     | 0.14      | 0.13    | 0.11 | 76,000      |       | Jun 2017   |
| Ad | making mattresses           | 1 (1) |       | 140    | 1.64      |     | 0.14      | 0.11    | 0.67 | 38,700,000  |       | Jun 2017   |
| Ad | mattress sale perth         | 3 (2) |       | 720    | 3.92      |     | 0.14      | 0.29    | 1.00 | 2,510,000   |       | Aug 2017   |

| Ad | Keyword             | Pos   | Block   | Volume | CPC (AUD) | URL   | Traffic % | Costs % | Com. | Result     | Trend   | Last Seen |
|----|---------------------|-------|---|--------|-----------|---|-----------|---------|------|------------|---|-----------|
| Ad | ikea bed frames     | 2 (2) |  | 480    | 0.33      |  | 0.14      | 0.01    | 0.67 | 2,720,000  |  | Jun 2017  |
| Ad | mattress australia  | 1 (1) |  | 140    | 2.85      |  | 0.14      | 0.22    | 1.00 | 47,700,000 |  | Aug 2017  |
| Ad | therapedic mattress | 1 (1) |  | 140    | 1.93      |  | 0.14      | 0.14    | 0.77 | 284,000    |  | Jun 2017  |
| Ad | mattress collection | 1 (1) |  | 140    | 1.21      |  | 0.14      | 0.08    | 0.71 | 76,400,000 |  | Jul 2017  |