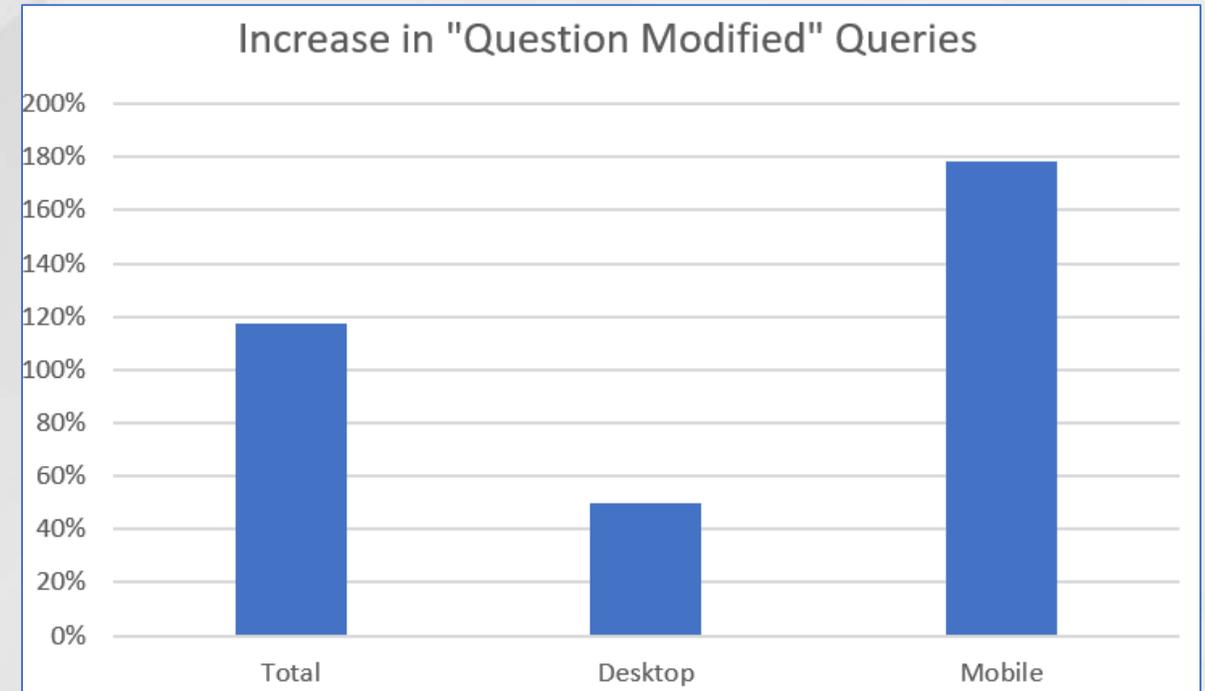
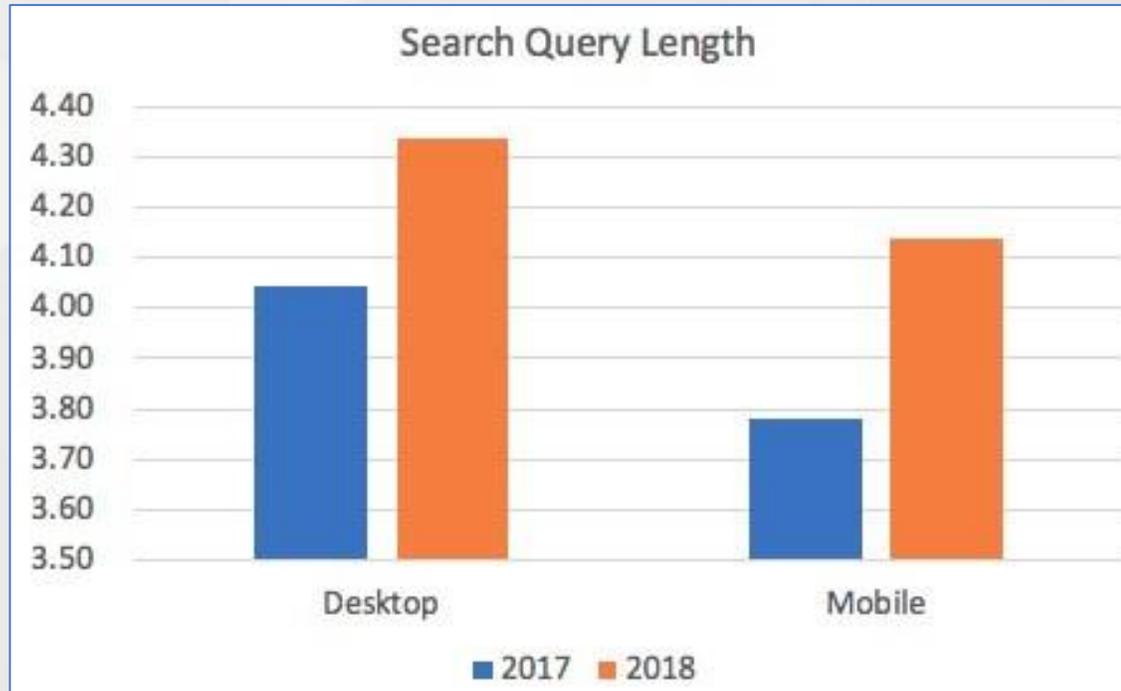


Analytics fun - Tracking voice search



- 7% rise in Desktop queries (4.3 words / query)
- 9% rise in Mobile queries (4.1 words / query)

- 118% rise in conversational Desktop queries
- 178% rise in conversational Mobile queries