

# The Significance of Google's New Look

Audio

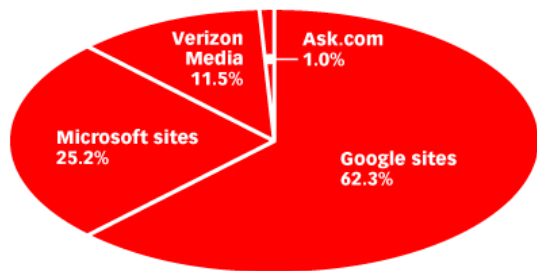
eMarketer forecasting analyst Eric Haggstrom and principal analyst Nicole Perrin talk about Google's redesigned search results page. They then discuss consumer skepticism about corporate social responsibility, the latest on the French digital tax and what the most important area of ad campaign innovation will be.

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**Monthly Share of Online Searches in the US, by Search Engine, June 2019**

% of total

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*Note: home and work locations; desktop only; excludes contextually driven searches that do not reflect specific user intent to interact with the search results*

Source: Comscore qSearch, Sep 3, 2019

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