



Breaking up is hard to do

The Biden administration has four active cases targeting big tech, all in the theme of antitrust. Does CX matter in the effort of shrink Google, Apple, Amazon and Meta?

Google was ordered to sell off its Chrome browser by the U.S. Justice Department in November. The move seeks to dismantle the firm's online search monopoly after its successful antitrust case against Google. What does this mean for apartment leasing?

MARKET CAP GOOGL \$2.13T

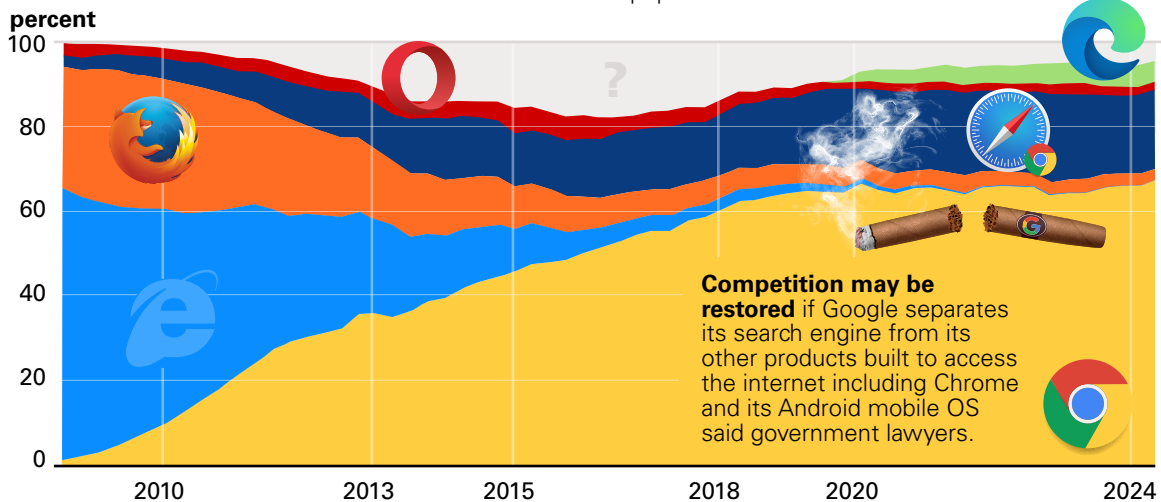
billions of smartphones
come with Google as the default search on Google Chrome and Apple's Safari

Google apps
are included on the company's Android and Pixel devices, and others like Samsung

\$739B
Google's est. contribution in economic activity for millions of American businesses

The fight for browser dominance

Global market share of the most popular internet browsers



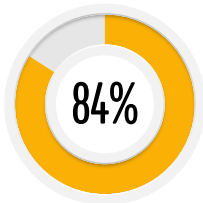
Competition may be restored if Google separates its search engine from its other products built to access the internet including Chrome and its Android mobile OS said government lawyers.

Browser market share

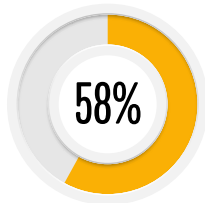
- Google Chrome
68.4%
- Apple Safari
17.1%
- Microsoft Edge
4.91%
- Mozilla Firefox
2.47%
- Opera
2.01%
- Others
- Microsoft IE
(replaced by Edge)

The value of Google to apartment owners

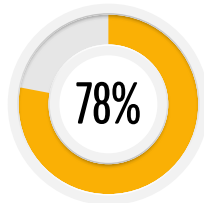
January 2015 to January 2024, worldwide



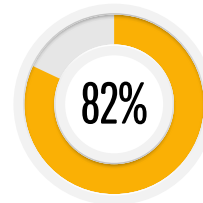
prospects who begin their apartment hunt with online search, likely Google



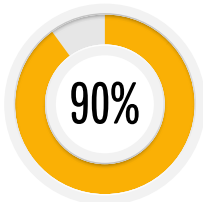
prospects who begin their apartment search 6+ months before their lease ends



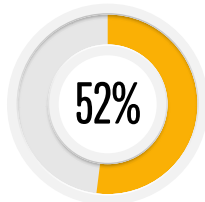
prospects who visit 3+ online sites before deciding which communities to visit



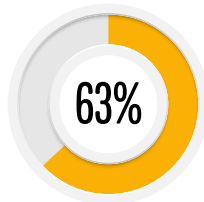
Google search engine market share



Global penetration of Google ads



Google PPC clicks from mobile



people who have clicked on a Google ad at least once

\$6.56

Avg. CPC in U.S. per Google stats

250%

Avg. ROI for Google's search engine marketing

7X

Small to medium-sized companies spend return on PPC on SEO

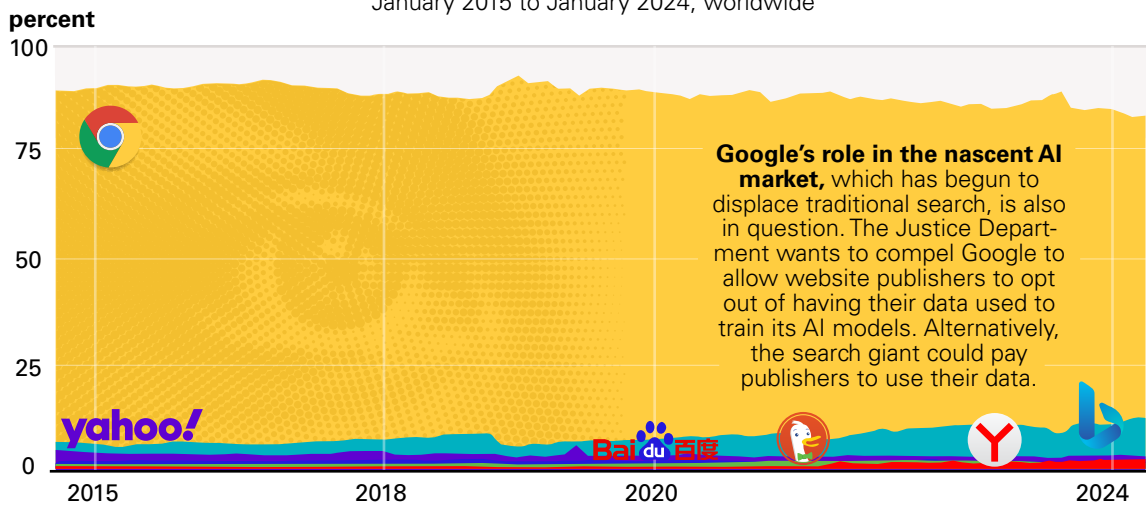
\$2

Google's estimate of revenue gen per \$1 spent on Google ads

Decades ago Clinton sought to break up Microsoft. Once Bush took office, antitrust authorities withdrew the order and proposed conduct restrictions instead. Will the same happen with Biden's case against Google?

Market share of search engines

January 2015 to January 2024, worldwide



Search engine market share

