

THE **YAHOO!** FUTURE OF SEARCH

REDEFINING YOUR
ONLINE AND
OFFLINE EFFORTS

Presented for AIMIA

Presented by Willie Pang
Head of Yahoo! Search Marketing



YAHOO!

The Search Experience is Changing

Web | Images | Video | News | more ▾

heath ledger

Search

Options ▾

YAHOO!7

Search In: the Web Australia NZ

1 - 10 of about 177,000,000 for **heath ledger** ([About this page](#)) - 0.10 sec.

Also try: [candy heath ledger](#), [heath ledger joker](#), [heath ledger movies](#), [more...](#)

Y7



News Videos

Heath Andrew Ledger

Perth, Australia | 4th April, 1979 - 22nd January, 2008

[au.news.search.yahoo.com](#)

Heath Ledger's death caused by an "accidental overdose" from a mix of prescription drugs, according to official report.

[Biography](#) [Discussions](#) [Photos](#) [Obituary](#)

[Heath Ledger's final fare...](#) Yahoo!7 News - Sun, 10 Feb 2008 14:53:11

+1100 ago

[Final farewell for Heath ...](#) Sydney Morning Herald - Sun, 10 Feb 2008

01:55:55 +1100 ago

[Sunset goodbye for Heath Ledger](#) News Interactive - Sun, 10 Feb 2008

00:00:00 +1100 ago

Yahoo! Shortcut - [About](#)

Yahoo!: [Report](#) bad results or ads. Bucket test: None

1. [Heath Ledger](#)

... Mountain. When a young, hunky 20 year old heart-throb **Heath Ledger** first came to... Discuss this name with other users on IMDb message board for **Heath Ledger** ...

[www.imdb.com/name/nm0005132](#) - 42k - [Cached](#)

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Emerging Trends: Blurring of the Lines

- Search marketing is evolving
- Marketers will have a sharper focus on business objectives
- Sophisticated marketers will capitalise on combo search, vertical search and knowledge search
- Search will become an integral part of a 360' marketing plan
- Search is *the* medium to harness brand building initiatives
- Search and Display will become increasingly integrated

Search, in it's many iterations, provides a **“bridge” that connects your online and offline efforts** and seamlessly and holistically moves consumers online to engage in your online initiatives.

Who Remembers Numbers?

Video Example



Brand and Search

Video Example



THE WRITING ON THE WALL

- **72%** of online consumers cannot remember URLs that appeared in TV spots
- **72%** of online consumers have navigated to web sites via search engine results
- **67%** of online consumers are driven to search for brand or product information by exposure to an offline call-to-action
- **40%** of consumers surf the web while watching TV
- **39%** of online consumers make a purchase after being driven to search from an offline call-to-action
- **Almost half** of all consumers use the phone while watching TV and **3 in 4** U.S. households have a mobile phone

Tap into consumer behavior:
Provide a memorable online call-to-action to drive engagement and purchase

Redefining Search Marketing

Search provides consumers a gateway to engage with your online initiatives

- **Integrate** a simple, compelling call-to-action into your offline marketing channels:

“For more info, Go to Yahoo! and Search for X (program title, etc.)”

- Consumers go to Yahoo!, **search and discover** all the rich online content, starting with a customized Multimedia Module or Branded Shortcut promoting relevant content/information on and off Yahoo!.

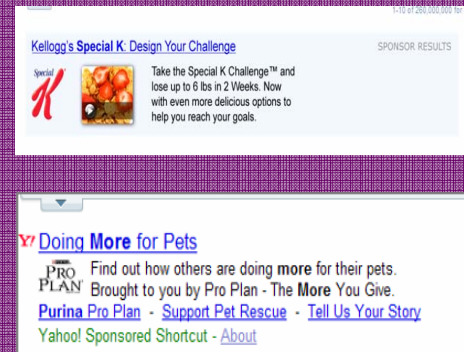
TV/Print/
Radio/On-pack



Y! Front Page



Search Results
Multimedia Module or
Branded Shortcut



Link on and
off Yahoo!



The Future of Search Marketing

- Search will serve as the gateway to a rich content experience
- New search experiences *increase* relevance and targeting ability
- Highly effective medium for performance *and* brand marketing
- Online advertising, powered by search, will fuel growth in the overall ad spend
- Search marketing will offer a more engaging consumer experience
- Growth in search will continue to be explosive

Search Marketing: Value Beyond the Click

THANK YOU
Questions?

Go to Yahoo7 and search “Willie Pang”

RESEARCH APPENDIX



Integrating Your Online and Offline Marketing Efforts

The Research : Online While Watching TV

With consumers increasingly online while watching TV,
an on-air “call-to-action” could inspire an interactive, engaging online experience

What other activities, if any, do you regularly do while watching TV?



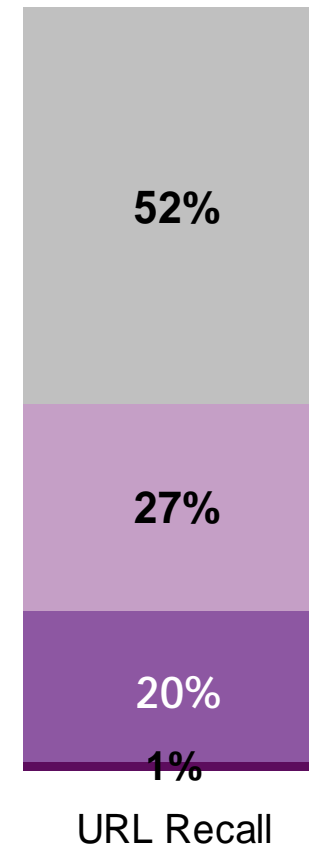
Integrating Your Online and Offline Marketing Efforts

The Research : A URL Is Not a Natural Born Call-to-Action

72% of respondents answered that they *cannot* remember URLs that appeared on TV spots

Is it easy to remember URLs that appear in TV spots?

- I don't remember URLs very well
- I sometimes remember URLs
- I don't remember URLs at all
- I always remember URLs

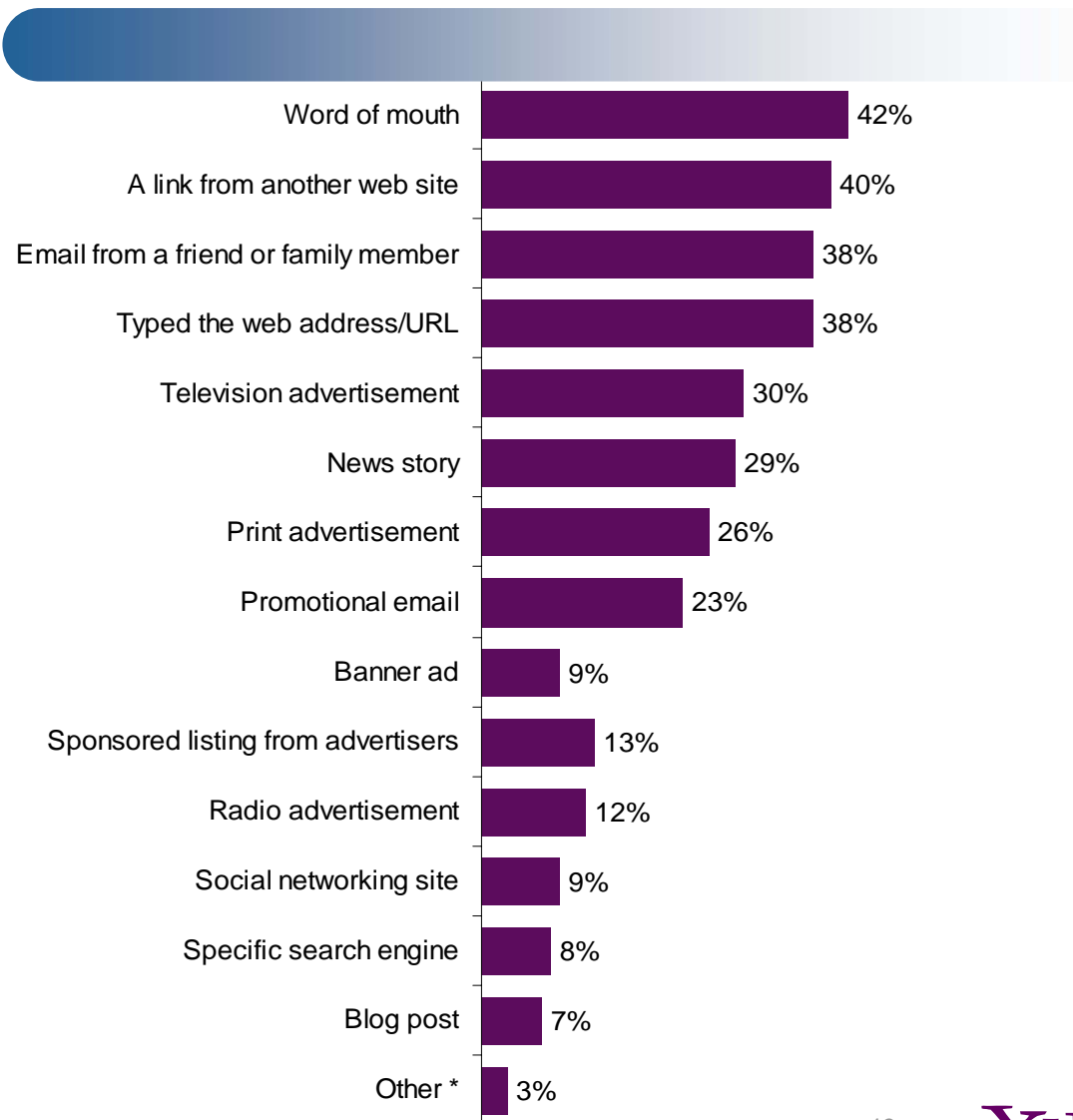


Integrating Your Online and Offline Marketing Efforts

The Research

72% of respondents navigate to web sites via search engine results

How have you typically found Web sites you have visited in the past month?

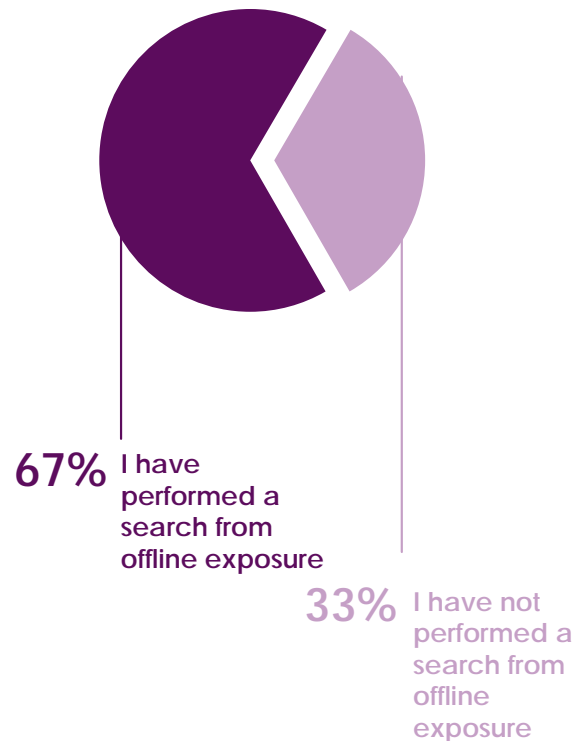


Integrating Your Online and Offline Marketing Efforts

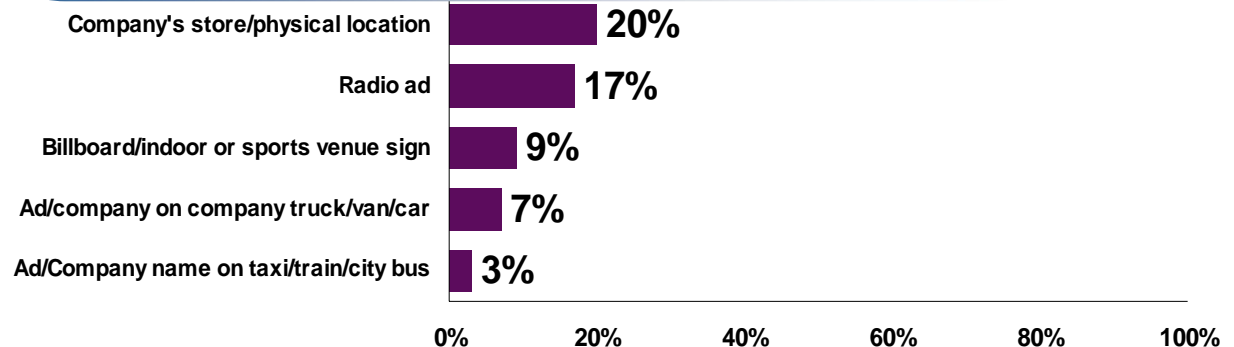
The Research

67% of online search users are driven to perform searches as a result of exposure to some offline channel.

TV, Word of Mouth and Print are the top three channel drivers



Within the last 6 mos., which of the following prompted you to go to a search engine to look for info on a particular company, product, service or slogan (select all that apply)?

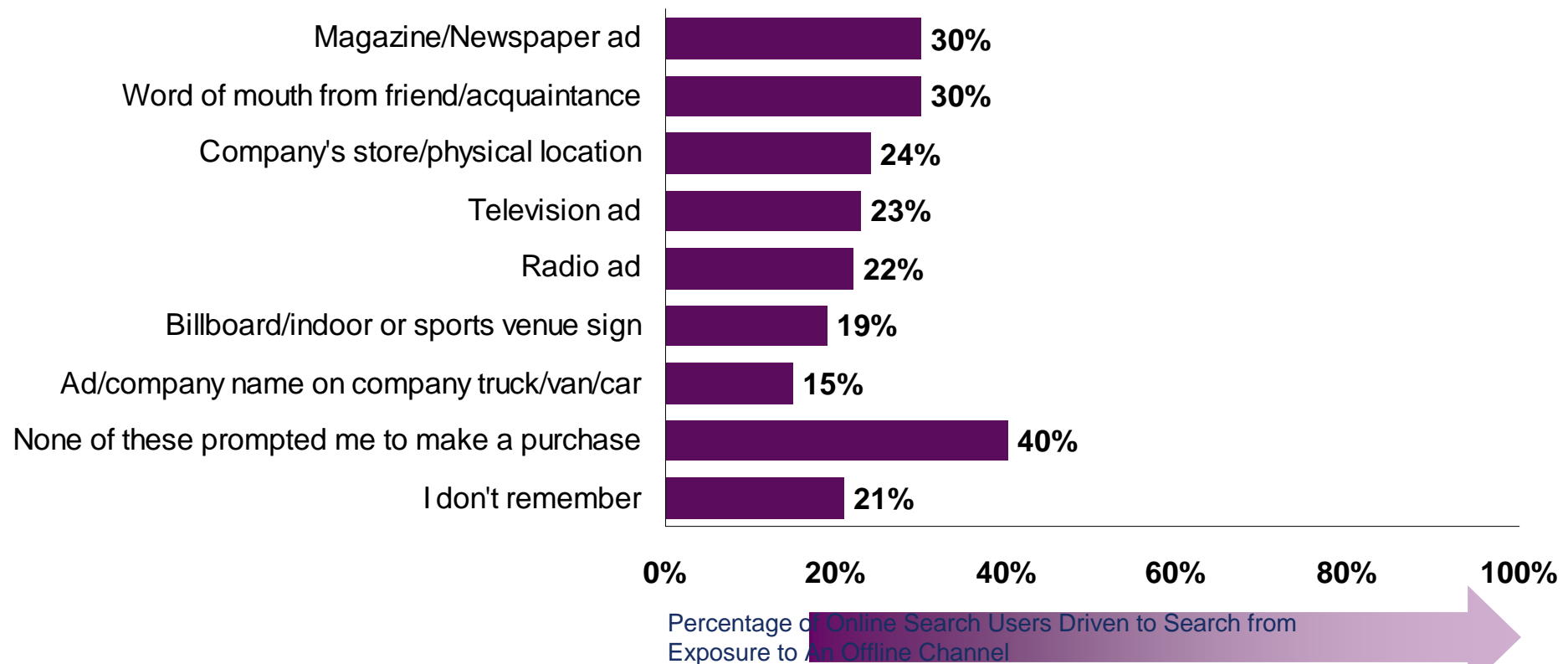


Integrating Your Online and Offline Marketing Efforts

The Research

39% of online search users make a purchase after being driven to search as a result of exposure to some offline channel

Which of the following sources - that you mentioned previously had prompted you to use an Internet search engine - eventually led you to make a purchase from that company, product or service (select all that apply)?



Achieve your Business and Marketing goals
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digital media company

WHY YAHOO?

- The Yahoo! Home Page is the largest page on the Internet, reaching over half of all Internet users.
- Yahoo! continues as the top property in the US, reaching 74.4% of the US online population.
- Yahoo! is “#1 in customer satisfaction among Search Engines & Portals.*
- Yahoo! is the U.S. leader across male and female audience segments and all age demographics from 18 to 65+ years old.
- Internet users spend 11.6% of their time on Yahoo!, a larger share of time spent than any other site.
- Yahoo! users visited all Yahoo! sites a total of 3.6 billion times, the highest of all Internet sites. They average 26.2 visits per user per month, also the highest among top sites.
- Yahoo! is ranked #1 in 14 categories and #2 in 9, including Homepage, Mail, News, Sports, Music, Games, Finance, Travel, Search, Answers, omg!, Shopping, TV, Groups, Real Estate and more.
- In addition to being the #1 most-visited site on the Internet, Yahoo! has one of the largest audiences on the mobile Web **

Source: Dec 2007 Media Metrix

*Source: 2007 American Customer Satisfaction Index)

** Source: mMetrrics

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