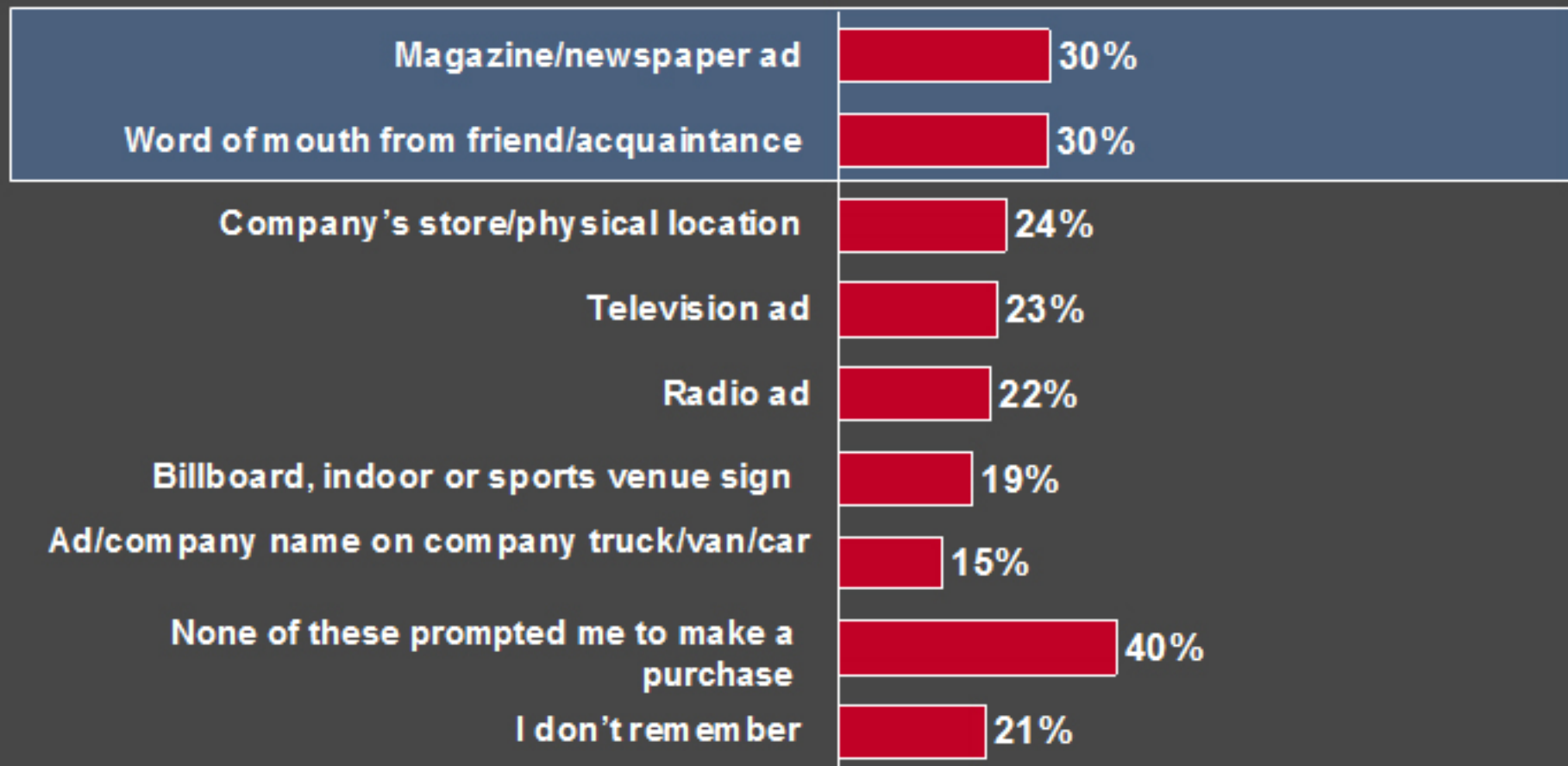


39% Of Online Search Users Make A Purchase After Being Driven to Search As a Result of Exposure to Some Offline Channel. Print Ads and Word of Mouth Are Most Frequent Drivers of Purchases.



Question: 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/service? (Select all that apply)

0% 20% 40% 60% 80% 100%
 Percentage of Online Search Users
 Driven To Search From Exposure To An Offline Channel