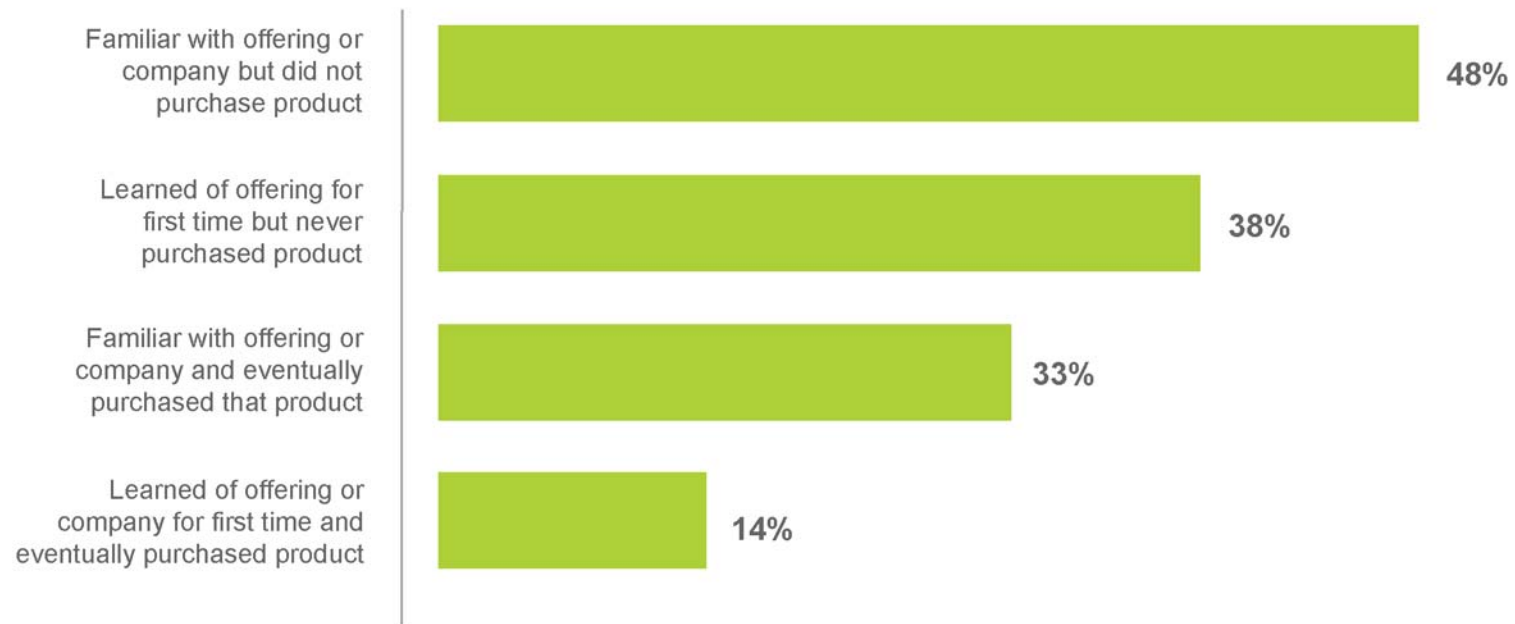


Internet Users Are More Likely to Purchase from Known Brands, and More Likely to Engage Ads with Familiar Names



*Base: Those that responded to an ad in Q1 (Q1 is NOT = I haven't noticed any ads that promote offerings from companies other than the website OR I haven't clicked on any ads OR I haven't / don't recall visiting such a website)
N=813*

Source: Commissioned Custom Research Study by Forrester Consulting on behalf of iProspect, January 2009