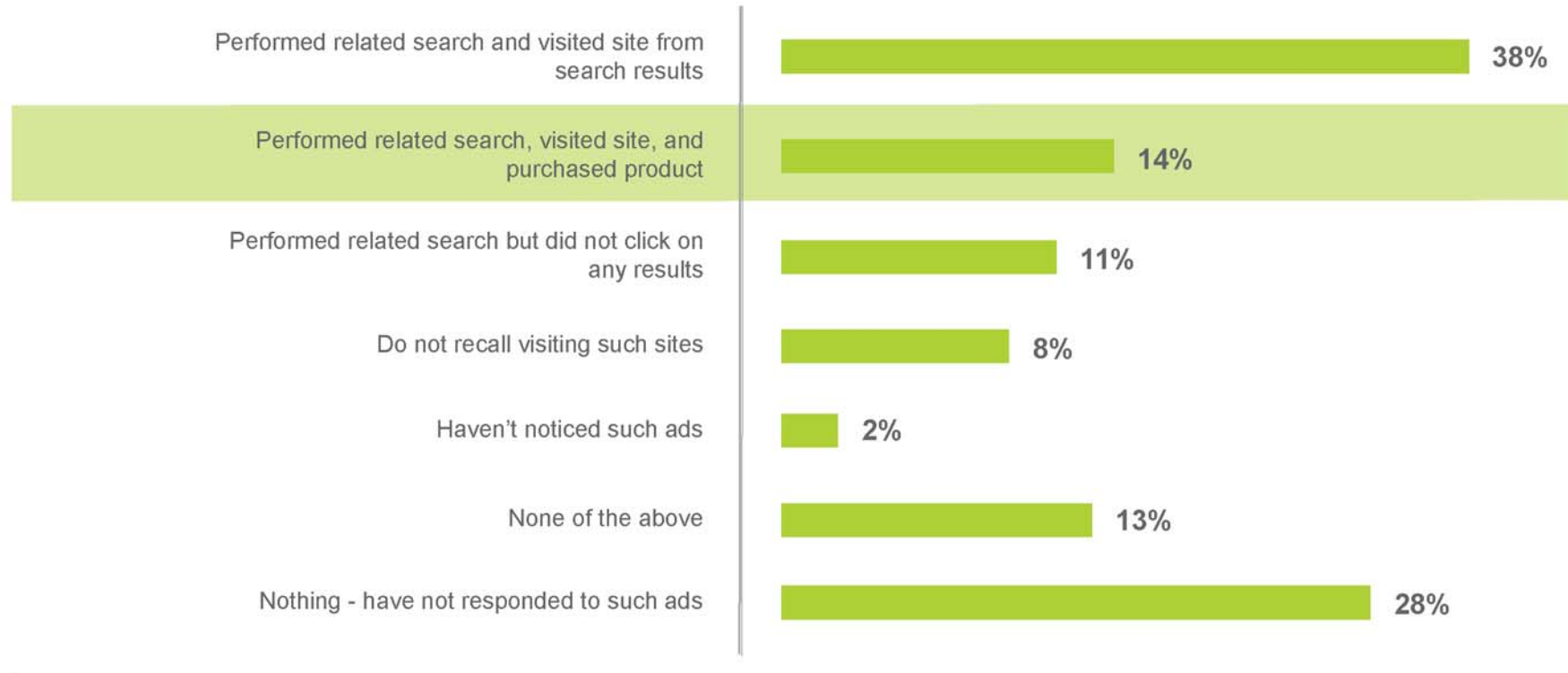


Fourteen Percent of Internet users Eventually Purchased the Product Originally Seen in the Ad, Having Searched Further as a Result



Base: US Online Consumers
N=1575

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