

## Sponsored Search

### Key Statistics

When you consider that more and more consumers are using search to find the products and services they want, it just makes sense for your business to be featured prominently in search results.

Consumers who use search are actively seeking what businesses like yours sell-which means they are highly targeted and motivated to buy.

### The Popularity of Search

How many people are utilizing search each day? Findings by PEW Internet and American Life Project indicate that on an average day, nearly 60 million people use a search engine.<sup>1</sup>

Also for the first time in three years<sup>2</sup>, paid search has outperformed other online marketing tactics in click-through and conversion rates, according to a survey conducted by MarketingSherpa.<sup>3</sup>

#### ONLINE MARKETING TACTICS

##### BEST PERFORMING ONLINE MARKETING TACTICS



##### MARKETERS' PLANNED ADDITIONS TO 2006 ONLINE TACTICS



MarketingSherpa—New Study: Biggest Internet Marketers Rate Best & Worst Tactics of 2005 + Reveal 2006 Plans Jan. 2006

### The Importance of Search

Research by iProspect explores user behavior, revealing that 62% of search engine users click on a search result within the first page of results, and 90% of search engine users click on a result within the first three pages of search results. Statistics like these indicate that in order to be seen by the most searchers, marketers need to try to get their listings onto the first few pages of the search results.

### The Future of Search

Search engine marketing was a \$5.75 billion industry in 2005 and it will nearly double to \$11.1 billion in 2010, according to SEMPO's (Search Engine Marketing Professional Organization) latest industry survey. In 2006, search marketing spending will total about \$7.2 billion and increase by 15.3% to \$8.3 billion in 2007.

Couple this information with the trends in search use and it's clear that advertisers utilizing search only have one place to go: up.

1. "Search Engine Use," PEW Internet & Life Project, November 2005
2. "Statistically Speaking: Trends, forecasts and follow-ups," Revenue Magazine, May/June 2006
3. "New Study: Biggest Internet Marketers Rate Best & Worst Tactics of 2005 + Reveal 2006 Plans," MarketingSherpa, January
4. "Search Engine User Behavior Study" iProspect, April 2006
5. Actual Survey: [http://www.sempo.org/news/releases/Search\\_Engine\\_Marketers](http://www.sempo.org/news/releases/Search_Engine_Marketers)
6. "Racing Ahead," Internet Retailer, July 2006