

THE CURRENT TRENDS IN MARKETING

A SUPPLEMENT TO
AdvertisingAge

FACT PACK 2007

IN ASSOCIATION WITH



crain

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MARKETING

SEARCH MARKETING

THE WHO, WHAT, WHERE, WHEN OF SEARCH. AND HOW.

SEARCH. BY NOW MARKETERS don't need anyone to tell them that it's important and that they should be paying attention to it. After all, search composes 40% of online ad spending and is becoming an ever-more-important driver of traffic across the web. Almost a quarter of September web traffic came from search engines, up from 20% last year (Page 20).

Those trends mean there continues to be a thirst for quality information around the channel, what its major players are up to and how best to use it. In our annual Search Marketing Fact Pack, Ad Age culls much of that data into one handy guide that can sit on your desk all year long. (Download extra Fact Packs from the DataCenter at AdAge.com.)

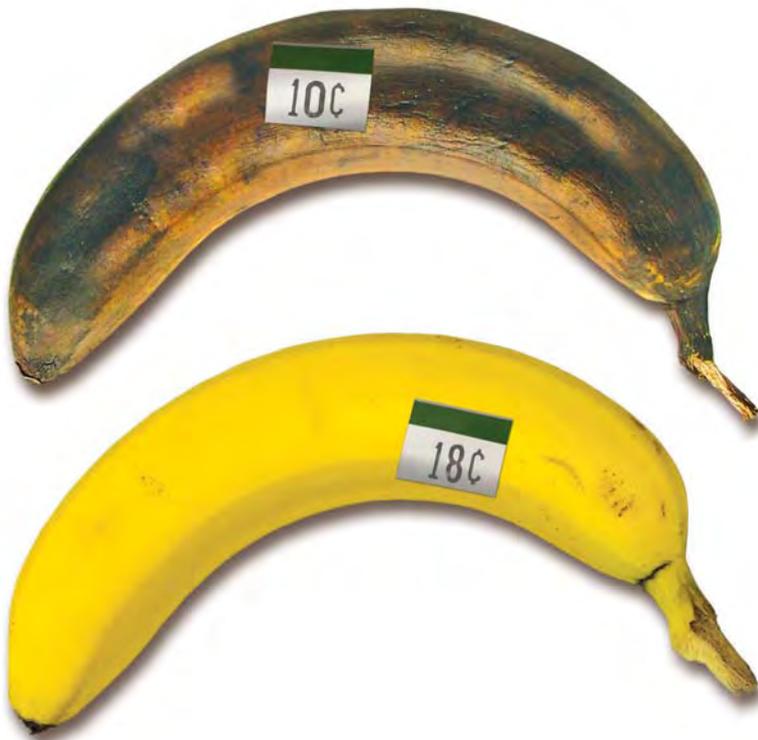
It's been a year of big changes for major search engines. Yahoo in early 2007 rolled out its much-watched Panama search system, which factored in an ad's relevancy as well as bid price to determine placement. Google introduced a universal search system that incorporated multiple media categories, such as images, video, local and books, into its results. And Ask.com garnered positive reviews for its new "Ask3D" system meant to help users find what they're looking for faster. Profiles of the top five search players, starting on Page 10, outline each company's financial and share results and what to watch for in the year ahead.

In these pages, you'll find data to help you navigate the emerging categories of local and mobile search. Did you know, for example, that 75% of mobile internet users use mobile search (Page 45), compared to only 22% of overall mobile phone users? We also break down what sites receive the biggest share of traffic and what search terms are the most popular in various categories. Kraft Foods (kraftfoods.com) snares more than 11% of traffic in the food category (Page 27). And on Page 40, we again speak to 360i's David Berkowitz—this year, he details how marketers can use social media tools, such as wikis, widgets and video, to optimize their placement.

Finally, the Ad Age DataCenter takes on the thorny task of compiling a ranking of the top 20 search agencies as determined by search marketing and optimization revenue.

As always, it's important to note that search marketing is covered by many different trade groups, research companies and publications and, thus, methodologies and totals may vary. But taken in full, this guide should provide a good picture of where search is now and where it's headed.

—Abbey Klaassen, Digital editor
aklaassen@adage.com



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CONTENTS

Overview	6
The interactive channels that marketers use	
The engines	8
Google, Yahoo, MSN, AOL and Ask lead the way	
Categories and keywords	20
Top terms and the leading sites by category	
Top search terms	30
Hitwise's top search terms, Nielsen's top 50 retail terms	
What words cost	32
Top terms and the leading sites by category	
A sample search	34
Searching for iPhone	
Analytics	36
Metrics gauging success	
Adoption	38
How many marketers plan to use search and where the money will come from	
Engineering 101	40
Things to watch in 2008	
Local search	42
Leading engines by share; online revenue by type of web site	
Mobile	44
M:Metrics' top engines by share, and mobile search use trends over time	
Agencies	46
Top 20 search marketing agencies	
Miscellaneous	50
Driving traffic to Wikipedia and YouTube	

TO REACH US

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OVERVIEW

U.S. SEARCH MARKETING SPENDING TO 2012

Source: Forrester Report "U.S. Online Marketing Forecast: 2007 To 2012," Oct. 10, 2007. Paid inclusion is the amount spent on submitting pages to paid directories (like Froogle, Yahoo Shopping) for cataloging. Paid search is the amount spent on paid search media on search engines. Contextual listings is the amount spent buying contextual ads across content sites in different search engine or aggregator networks. Agency fees is the amount of money paid to interactive agencies or search marketing vendors for help managing the above three buys. Numbers are rounded.

	DOLLARS IN MILLIONS					
	2007	2008	2009	2010	2011	2012
Paid search	\$4,496	\$5,633	\$7,054	\$8,220	\$9,237	\$10,129
Paid inclusion	818	1,043	1,198	1,342	1,469	1,773
Contextual ads	838	1,043	1,464	2,013	3,359	4,558
SEO	1,904	2,712	3,594	5,200	6,928	8,863
Total	8,056	10,432	13,310	16,775	20,993	25,323

U.S. SEARCH MARKETING SPENDING TO 2012

Source: Forrester Report "U.S. Online Marketing Forecast: 2007 To 2012," Oct. 10, 2007.

	DOLLARS IN MILLIONS					
	2007	2008	2009	2010	2011	2012
Search engine marketing	\$8,056	\$10,432	\$13,310	\$16,775	\$20,993	\$25,323
Online display marketing	6,126	7,656	9,354	11,137	12,745	13,988
E-mail marketing	2,710	3,189	3,588	3,892	4,130	4,256
Emerging channels	1,040	2,130	3,534	5,301	7,519	10,610
Online video marketing	471	989	1,859	3,198	4,875	7,153
Total	18,402	24,396	31,645	40,304	50,261	61,330
Percent of total advertising	8%	10%	12%	14%	16%	18%

U.S. SEARCH MARKETING CLICK-THROUGH RATE

Source: Morgan Stanley*, Oct. 2006, via eMarketer. Click-through rate calculated as the total number of clicks on ads divided by the number of searches that show ads; *Estimated by Morgan Stanley Internet Research and based on Yahoo Analyst Day (5/04) framework.

2003	2004	2005	2006	2007	2008	2009	2010
10.4%	10.6%	10.8%	11.1%	11.5%	11.9%	12.3%	12.6%

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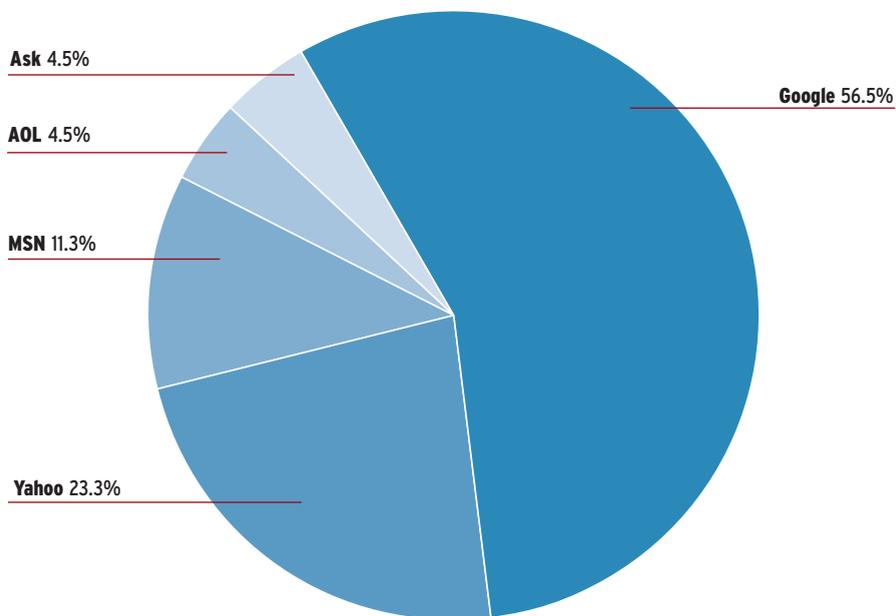
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SEARCH ENGINES

SHARE OF 9.82 BILLION U.S. SEARCHES

Source: comScore qSearch 2.0, a division of comScore Networks. Core sites include affiliates, but not subsidiary sites. For example, Google excludes YouTube and non-affiliate sites, which may say "Powered By Google." Percent change based on the actual number of searches in August 2007 versus August 2006, and not the share. The overall volume of U.S. searches—9.82 billion in August—increased 28.4% since August 2006. *The percent change on actual searches (August versus August). Profiles of the top five sites run through Page 18.

RANK	ENGINE	PERCENT OF SEARCHES		SHARE +/- CHG	% CHG ON SEARCHES*
		AUG. '07	AUG. '06		
1	Google sites	56.5%	46.6%	9.9	55.7%
2	Yahoo sites	23.3	29.8	-6.5	0.3
3	MSN/Windows Live (Microsoft sites)	11.3	12.3	-1.0	17.9
4	AOL (Time Warner network)	4.5	6.3	-1.8	-7.9
5	Ask network	4.5	5.0	-0.5	13.6



SEARCH SITES BY SHARE OF SITE VISITS

Source: Hitwise data for the four weeks ended Sept. 29, 2007. Hitwise collects internet usage information through partnerships with ISPs and opt-in panels to monitor more than 10 million users in the U.S. and more than 25 million worldwide.

RANK	NAME	DOMAIN	SHARE
1	Google	www.google.com	53.78%
2	Yahoo Search	search.yahoo.com	17.94
3	MSN Search	search.msn.com	5.96
4	Google Image Search	images.google.com	5.22
5	Ask.com	www.ask.com	2.75
6	Windows Live Search	www.live.com	1.74
7	My Web Search	www.mywebsearch.com	1.65
8	Yahoo Image Search	images.search.yahoo.com	1.38
9	AOL Search	www.aolsearch.com	1.23
10	Dogpile	www.dogpile.com	0.60

SHARE OF 61.04 BILLION WORLDWIDE SEARCHES

Source: comScore qSearch 2.0 for Expanded Search, which includes affiliates and subsidiary sites. Shown are top worldwide search properties for August 2007. Baidu is Chinese. NHN is South Korean.

RANK	ENGINE	MILLIONS OF SEARCHES	% SHARE	UNIQUE (000) SEARCHERS	MILLIONS OF RESULT PAGES
1	Google sites	37,094	60.8	596,577	53,335
2	Yahoo sites	8,549	14.0	297,887	13,165
3	Baidu.com	3,253	5.3	59,792	5,338
4	Microsoft sites	2,166	3.5	184,963	3,324
5	NHN Corp.	2,044	3.3	21,987	2,598
Total internet		61,036	100.0	754,459	90,645

SEARCH ENGINE USE BY GENDER

Source: Hitwise data for four weeks ended Sept. 29, 2007.

RANK	NAME, DOMAIN	MALE	FEMALE
1	Google, www.google.com	52.77%	47.23%
2	Yahoo Search, search.yahoo.com	48.83	51.17
3	MSN Search, search.msn.com	49.15	50.85

NO. 1: GOOGLE

U.S. search share: 56.5%, up 9.9 points

UP TILL NOW, Google generated almost all of its revenue from selling keywords tied to searches on Google and partner sites. But Google's \$1.2 billion acquisition of YouTube in November 2006 opened a new source of revenue: video. Google now is pushing search into video, giving partner sites a way to display ad-supported video content.

Deals: Google in April 2007 agreed to buy DoubleClick, the nation's top third-party web ad server, for \$3.1 billion cash. Regulators still were considering the deal in late 2007 amid staunch opposition from Microsoft Corp.

Results: Google accounted for 56.5% of web searches in August, according to comScore Networks' core search engine ranking. Google over the past year gained 9.9 share points—equivalent to adding AOL plus Ask. (Google already benefits from searches done on AOL and Ask, which participate in its ad network. Google provides search and ad services to AOL and ad services to Ask in return for a cut of the ad revenue.)

Google generated \$4.1 billion in U.S. ad revenue in 2006 (after subtracting money—traffic acquisition costs—paid to partner sites), up 70%. That placed it No. 19 on Ad Age's list of the 100 largest U.S. media companies. Worldwide, Google generated \$7.2 billion in '06 ad revenue after traffic acquisition costs. Google in 2006 generated 57% of revenue from the U.S.

What's ahead: Google is revamping Orkut, a social networking site popular in Latin America and Asia-Pacific but an also-ran in the U.S. and Europe. Google in October 2007 bought Jaiku, an instant-messaging venture for the web and mobile phones. More mobile initiatives are likely.

HEADQUARTERS Mountain View, Calif.

MAIN DOMAIN google.com

U.S. market share for searches: 56.5%*

FINANCIALS	2006	2005	% CHG
Revenue	\$10.60	\$6.14	72.8
Net income	3.08	1.47	110.0
U.S. revenue	6.04	3.74	61.4
U.S. ad rev. excluding TAC**	4.09	2.41	69.9
Non-U.S. revenue	4.56	2.39	90.5

Notes: Dollars in billions. Numbers rounded.

REVENUE BREAKOUT	2006	2005	% CHG
Total	\$10.60	\$6.14	72.8
Advertising	10.49	6.07	73.0
Licensing and other revenue	0.11	0.07	52.7

Notes: Dollars in billions. Google in 2006 generated 60.4%—\$6.3 billion—of its ad revenue from its sites. The rest (39.6% or \$4.2 billion) came from "Google Network" sites: Through its AdSense program, Google enables other sites to deliver AdWords sponsored-link ads relevant to search results or content of their pages. It shares in revenue from ads on partners' sites. Google in '06 had gross ad revenue of \$10.5 billion. After paying \$3.3 billion in worldwide traffic acquisition costs—payments to partners—Google had worldwide net ad revenue of \$7.2 billion.

AD SPENDING	2006	2005	% CHG
U.S. measured spending	\$20.5	8.1	153.0
Worldwide ad costs	188.4	104.3	80.6

Notes: Dollars in millions. U.S. spending is measured media from TNS Media Intelligence. Worldwide ad costs, from Google's 10-K, include measured and unmeasured forms of advertising.

WORKFORCE	2006	2005	% CHG
Employees	10,674	5,680	87.9

Top execs: Eric E. Schmidt, chmn & CEO; Larry Page, co-founder & pres-prods; Sergey Brin, co-founder & pres-tech

Top marketing execs: Omid Kordestani, sr VP-global sls & bus devel; Tim Armstrong, VP-Google, pres-adv & commerce-North America

AD AGENCIES

In-house

*Source: comScore (Aug. '07)

**Traffic acquisition costs (money paid to affiliated sites)



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NO. 2: YAHOO

U.S. search share: 23.3%, down 6.5 points

YAHOO IS A WORK in progress, but Wall Street is betting on bold action from co-founder Jerry Yang, who stepped in as CEO last June.

Deals: Yahoo, rounding out its portfolio, in July paid \$650 million for Right Media, an online media ad exchange, and in September agreed to buy online ad network BlueLithium for \$300 million.

Yahoo also struck recent deals to buy sports site Rivals.com, mobile ad firm Actionality and e-mail and collaboration software venture Zimbra.

Results: Yahoo is No. 2 in searches with a U.S. market share of 23.3% according to comScore Networks' August data. But Yahoo's share has been falling while Google surges ahead.

Yahoo pulled in \$3.4 billion in 2006 U.S. revenue (excluding money paid to partner sites), making it the No. 21 U.S. media company. Yahoo's U.S. revenue (excluding TAC**) rose 22.6%—far below Google's 70% gain. Yahoo in 2006 generated about 68% of total revenue from the U.S.

What's ahead: Mr. Yang is pushing three multi-year strategic objectives: "First, become the starting point for the most consumers on the internet. Second, establish Yahoo as the must buy for the most advertisers. Third, deliver industry-leading platforms that attract the most developers."

Mr. Yang expects the worldwide online ad market to grow from \$45 billion now to about \$75 billion in 2010. "We are one of the only few companies that have the scale, the technology, the insights and the expertise to really take advantage of this big opportunity." And if Yahoo can't go it alone? Maybe Microsoft or eBay will decide it's time to Yahoo.

HEADQUARTERS Sunnyvale, Calif.

MAIN DOMAIN yahoo.com

U.S. market share for searches: 23.3%*

FINANCIALS	2006	2005	% CHG
Revenue	\$6.43	\$5.26	22.2
Net income	0.75	1.90	-60.4
U.S. revenue	4.37	3.67	19.0
U.S. rev. excluding TAC**	3.42	2.79	22.6
Non-U.S. revenue	2.06	1.59	29.5

Notes: Dollars in billions. Numbers rounded.

REVENUE BREAKOUT	2006	2005	% CHG
Total	\$6.43	\$5.26	22.2
Marketing services	5.63	4.59	22.5
Fees	0.80	0.66	20.3

Notes: Dollars in billions. Yahoo in 2006 generated 88% of revenue from marketing services, including rich-media display ads, text-based links to an advertisers' websites, listing-based services and commerce-based transactions. The majority of marketing services revenue comes from online display advertising, including ads on Yahoo sites and on websites of affiliates. Marketing services also includes listings revenue (HotJobs, Yahoo Autos, Yahoo Real Estate) and transaction revenue (Yahoo Travel, Yahoo Shopping). The rest of revenue comes from fees from consumer and business services including internet broadband, premium e-mail, music and personals as well as services for small businesses.

AD SPENDING	2006	2005	% CHG
U.S. measured spending	\$35.3	\$36.6	-3.6
Worldwide ad costs	222.0	201.0	10.4

Notes: Dollars in millions. U.S. spending is measured media from TNS Media Intelligence. Worldwide ad costs, from Yahoo's 10-K, include measured and unmeasured forms of advertising.

WORKFORCE	2006	2005	% CHG
Employees	11,400	9,800	16.3
Top exec: Jerry Yang, CEO			

AD AGENCIES

Soho Square, OgilvyOne Worldwide, Media: MindShare

*Source: comScore (Aug. '07)

**Traffic acquisition costs (money paid to affiliated sites)

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NO. 3: MSN

U.S. search share: 11.3%, down 1 point

CEO STEVE BALLMER'S pitch is all about advertising and the increasingly blurry lines between software and media. Mr. Ballmer last month said advertising could account for as much as 25% of Microsoft Corp.'s revenue in four to 10 years.

Deals: After losing out to Google on a DoubleClick deal, Microsoft in August closed its acquisition of online ad firm aQuantive for \$6 billion. That was the largest acquisition in Microsoft history.

Results: MSN's market share was 11.3% in August, down one point from a year ago, according to comScore Networks' August data. Microsoft pulled in an estimated \$1.13 billion in U.S. ad revenue for the fiscal year ended June 2007, up 17.1% from the prior year. Microsoft ranked No. 41 on Ad Age's list of the 100 largest U.S. media companies.

Worldwide ad revenue for the same fiscal year was \$ 1.84 billion, accounting for 3.6% of total revenue. Those figures don't include aQuantive, which reeled in \$442 million in worldwide revenue for the calendar year 2006 and is ranked by Ad Age as the world's ninth largest marketing organization. AQuantive's Avenue A/Razorfish, the nation's largest digital agency, pulled in \$235.4 million in U.S. revenue, according to Ad Age's Agency Report.

Microsoft generated 61.3 % of worldwide revenue from the U.S. in fiscal '07.

What's ahead: Mr. Ballmer brashly predicts all consumer media will be delivered through internet technology within 10 years. "Everything you read, you will read on a screen," he said. In his world view, \$550 billion in advertising eventually will flow through two or three competing web platforms. Microsoft intends to be one of those platforms.

HEADQUARTERS Redmond, Wash.

MAIN DOMAIN msn.com

U.S. market share for searches: 11.3%*

FINANCIALS	2007	2006	% CHG
Revenue	\$51.12	\$44.28	15.4
Net income	14.07	12.60	11.6
U.S. revenue	31.35	27.96	12.1
Non-U.S. revenue	19.78	16.33	21.1

Notes: For Microsoft Corp. Dollars in billions for years ended June 30. Numbers rounded.

ONLINE SERVICES	2007	2006	% CHG
Worldwide revenue	\$2.47	\$2.30	7.6
Advertising	1.84	1.53	20.6
Access	0.34	0.50	-31.5
Subs/transaction services	0.29	0.28	6.1

Notes: Dollars in billions; Ad Age estimates. Microsoft in fiscal '07 generated 4.8% of worldwide revenue from its Online Services Business segment, which offers services such as e-mail, instant messaging, search and MSN-branded portals/content. The segment also includes online services such as dial-up internet service (a rapidly shrinking business) and OneCare, a PC antivirus and security services. In fiscal '06, Microsoft launched adCenter, its proprietary ad platform. Microsoft said it had more than 310 million active Hotmail accounts and more than 280 million Messenger instant messaging accounts as of June 2007.

AD SPENDING	2007	2006	% CHG
U.S. measured spending	\$447.0	\$461.9	-3.2
Worldwide ad costs	1,330.0	1,230.0	8.1

Notes: Dollars in millions for Microsoft Corp. U.S. spending is measured media from TNS Media Intelligence ('06 vs '05). Worldwide ad costs, from the 10-K, include measured and unmeasured forms of advertising.

WORKFORCE	2007	2006	% CHG
Microsoft employees	79,000	71,000	11.3

Top corp execs: Bill Gates, chmn; Steven A. Ballmer, CEO

Corp marketing exec: Mich Mathews, sr VP-central mktg grp
Other execs: Kevin Johnson, pres-platforms & svcs division;
Brian McAndrews, sr VP-advertiser & publisher solutions grp;
Steve Berkowitz, sr VP-online svcs grp; Satya Nadella, corp VP-search & adv platform grp

Notes: Employees are worldwide for Microsoft Corp.

AD AGENCIES

McCann Erickson, San Francisco. Media: Universal McCann

*Source: comScore (Aug. '07)

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NO. 4: AOL

U.S. search share: 4.5%, down 1.8 points

TIME WARNER'S AOL is transforming itself from a subscription-based business to an ad-supported web services business. AOL in September realigned some recent acquisitions and Advertising.com into Platform A, an ad network and ad tools group.

Deals: AOL in May bought Third Screen Media, a mobile ad network, and, in September, nabbed behavioral targeting firm Tacoda for \$275 million. Google in April '06 bought 5% of AOL for \$1 billion, expanding a strategic alliance in which Google provides search services in return for a cut of ad revenue on AOL searches. Google said it generated about 7% of its '06 revenue—some \$742 million—from AOL.

Results: AOL remains a small player in search, with a 4.5% U.S. market share in August, according to comScore Networks. That's down 1.8 points from a year ago.

AOL's estimated '06 U.S. revenue fell 7.2% to \$5.5 billion. The decline was all about subscriptions; AOL in August '06 ceased marketing its faltering dial-up internet service business, staking its future on advertising. AOL's estimated '06 U.S. ad revenue soared 57.5% to \$1.27 billion. AOL last year generated about 70% of revenue from the U.S.

What's next: It's about the network. Speaking at a September investor conference, Time Warner CEO Richard Parsons said AOL's strategy "has shifted slightly to do more of an ad network strategy, which makes sense as advertisers are quickly switching their behavior from buying just premium advertising to buying performance-based display advertising like they do with search." Said Mr. Parsons: "You want to own a lot of inventory, you want to have an information advantage, you want to have an analytics advantage."

HEADQUARTERS (AOL) Dulles, Va.; moving to N.Y.

MAIN DOMAIN aol.com

U.S. market share for searches: 4.5%*

FINANCIALS	2006	2005	% CHG
Revenue	\$44.22	\$42.40	4.3
Net income	6.55	2.67	145.3
U.S. revenue	35.60	33.34	6.8
Non-U.S. revenue	8.62	9.07	-4.9

Notes: For Time Warner. Dollars in billions. Numbers rounded.

AOL REVENUE	2006	2005	% CHG
Worldwide revenue	\$7.87	\$8.28	-5.0
Advertising	1.89	1.34	41.0
Subscriptions	5.78	6.76	-14.4
Other	0.20	0.19	3.2

Notes: Dollars in billions. Ad revenue consists of paid search (\$591 million in '06 vs. \$452 million in '05); Advertising.com ad network (\$455 million in '06 vs. \$259 million in '05); and display and other ad services (\$840 million in '06 vs. \$627 million in '05). Ad Age's DataCenter estimates AOL had U.S. revenue of \$5.46 billion (including ad revenue of \$1.27 billion) in 2006 vs. \$5.90 billion (including ad revenue of \$809.5 million) in 2005. AOL had 13.2 million U.S. internet-service subscribers as of Dec. 31, 2006, a plunge from 19.5 million in December 2005. AOL's subscriber count fell to 10.9 million as of June 2007.

AD SPENDING	2006	2005	% CHG
U.S. measured spending	\$1.84	\$2.10	-11.5
Worldwide ad costs	4.56	5.14	-11.4

Notes: Dollars in billions for Time Warner as a whole. U.S. spending is Time Warner's measured media from TNS Media Intelligence. Worldwide ad costs, from the company's 10-K, include measured and unmeasured forms of advertising.

WORKFORCE	2006	2005	% CHG
Employees	92,700	87,850	5.5
Top exec: Richard D. Parsons, chmn & CEO, Time Warner			
AOL top exec: Randy Falco, chmn & CEO, AOL			
Top marketing exec: John Burbank, chief mktg officer, AOL			

Notes: Total worldwide employees for Time Warner

AD AGENCIES
 AOL agency: Hill Holliday. Media: Initiative
 *Source: comScore (Aug. '07)

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NO. 5: ASK

U.S. search share: 4.5%, down 0.5 points

ASK FOCUSES ALMOST ENTIRELY on search and offers sites in multiple countries, operating under IAC/InterActiveCorp's IAC Search & Media.

Ask in June unveiled Ask3D, a revamped search site that combines search results—text links, video, music files—on one page.

Results: IAC in July 2005 bought Ask Jeeves Inc. for \$1.7 billion and renamed the unit IAC Search & Media. IAC said “the substantial majority” of 2006 revenue for IAC Search & Media was from a paid listing supply agreement with Google that expires at year-end 2007.

IAC/InterActiveCorp's Media & Advertising sector—IAC Search & Media, Evite and Citysearch—generated an estimated \$468 million in 2006 U.S. revenue, mostly from IAC Search & Media, vs. estimated pro forma revenue of \$360.8 million in 2005. The U.S. in 2006 accounted for 86% of IAC worldwide revenue.

Commenting on Ask's market-share performance, IAC CEO Barry Diller told an investor conference in September: “I would have liked to have grown much more. I thought it was easier than it certainly is, has been and will be. But we have a great product.” Ask's August U.S. search share was 4.5%, down 0.5 points vs. a year ago, according to comScore Networks.

What's ahead: Mr. Diller told the investor conference that IAC had engaged in “very interesting and productive discussions” with Google, Microsoft and Yahoo about a search ad partnership to replace the Google pact that expires in December. Ask has no interest, he said, in building its own ad platform to compete with those three. Said Mr. Diller: “There is no chance that a new player can enter.”

HEADQUARTERS (ASK) Oakland, Calif.

MAIN DOMAIN ask.com

U.S. market share for searches: 4.5%*

FINANCIALS	2006	2005	% CHG
Revenue	\$6.28	\$5.42	15.9
Net income	0.19	0.87	-77.8
U.S. revenue	5.41	4.64	16.5
Non-U.S. revenue	0.87	0.78	12.3

Notes: For IAC/InterActiveCorp. Dollars in billions. Numbers rounded.

U.S. MEDIA & AD REVENUE 2006 2005 % CHG

Total	\$0.47	\$0.36	29.7
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Notes: Dollars in billions for IAC's U.S. Media & Advertising as estimated pro forma by the Ad Age DataCenter. Figures include IAC Search & Media (formerly Ask Jeeves Inc., bought by IAC in July '05), Evite and Citysearch. Most of the revenue is for IAC Search & Media.

AD SPENDING 2006 2005 % CHG

U.S. measured spending	\$305.2	\$203.9	49.7
Worldwide ad costs	862.8	579.0	49.0

Notes: Dollars in millions for IAC/InterActiveCorp as a whole.

U.S. spending is IAC/InterActiveCorp's measured media from TNS Media Intelligence. Worldwide ad costs, from the company's 10-K, include measured and unmeasured forms of advertising.

WORKFORCE 2006 2005 % CHG

Employees	28,000	26,000	7.7
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Top exec: Barry Diller, chmn & CEO, IAC/InterActiveCorp

Ask.com top exec: Jim Lanzone, CEO

Notes: Worldwide employees for IAC/InterActiveCorp

AD AGENCIES

Crispin Porter & Bogusky, Media: Mullen

*Source: comScore (Aug. '07)

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CATEGORIES & KEYWORDS

TOP TERMS AND DOMAINS

Source: Ad Age asked Hitwise to rank the top search terms driving traffic to domains in heavily advertised "traditional media" categories. The category rankings run through Page 29. The top terms shown are those driving traffic to the category. The domains are the top web sites in the category, regardless of how users accessed the site. Top categories are listed below.

TOP CATEGORIES REACHED BY SEARCH

Source: Hitwise data for four weeks ended Sept. 29, 2007. Hitwise collects internet usage information through partnerships with ISPs and opt-in panels to monitor more than 10 million users in the U.S. and more than 25 million worldwide. This table shows that 44.43% of all traffic on health and medical sites came from search engines. On all sites, 24.45% came from search engines, versus 20.07% a year ago.

RANK	CATEGORY	PERCENT OF TRAFFIC (VISITS) FROM SEARCH ENGINES
1	Education	44.64%
2	Health and medical	44.43
3	Food and beverage	39.74
4	Music	39.16
5	Community	34.73
6	Travel	32.51
7	Government	31.78
8	Shopping and classifieds	25.55
9	Aviation	24.85
10	Automotive	23.75
11	Lifestyle	23.19
12	News and media	20.89
13	Entertainment	20.81
14	Gambling	20.63
15	Business and finance	17.00
16	Computers and internet	13.90
17	Sports	9.84
	All categories	24.45

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TOP SITES BY SHARE OF VISITS BY CATEGORY

Source: Hitwise data for Sept. 2007. Share for search terms below is of all search traffic to the category.

RANK	SITE	AUTOMOTIVE	DOMAIN	SHARE
1	eBay Motors		www.ebaymotors.com	22.58%
2	AutoTrader.com		www.autotrader.com	3.98
3	Nascar.com		www.nascar.com	3.19
4	Kelley Blue Book		www.kbb.com	2.30
5	Cars.com		www.cars.com	1.97
6	Edmunds		www.edmunds.com	1.94
7	Yahoo Autos		autos.yahoo.com	1.55
8	Department of Motor Vehicles Guide		www.dmv.org	0.98
9	ESPN.com - RPM		sports.espn.go.com/rpm	0.94
10	AutoZone.com		www.autozone.com	0.92

TOP 10 TERMS DRIVING TRAFFIC	SHARE	TERM	SHARE
ebay	1.06%	cars.com	0.51%
kelly blue book [sic]	0.92	used cars	0.47
autotrader	0.70	autozone	0.44
ebay motors	0.68	autotrader.com	0.42
auto trader	0.51	nascar	0.39

RANK	SITE	SHOPPING AND CLASSIFIED	DOMAIN	SHARE
1	eBay		www.ebay.com	18.36%
2	eBay Motors		www.ebaymotors.com	3.34
3	Amazon.com		www.amazon.com	3.01
4	craigslist		www.craigslist.org	2.25
5	Half.com		www.half.ebay.com	1.30
6	Walmart		www.walmart.com	1.30
7	Target		www.target.com	1.14
8	Smarter.com		www.smarter.com	0.73
9	Yahoo Shopping		shopping.yahoo.com	0.70
10	BizRate		www.bizrate.com	0.68

TOP 10 TERMS DRIVING TRAFFIC	SHARE	TERM	SHARE
ebay	2.44%	target	0.25%
craigslist	1.34	amazon.com	0.23
ebay.com	0.39	best buy	0.23
walmart	0.37	www.ebay.com	0.23
amazon	0.26	halloween costumes	0.23

RANK	SITE	BUSINESS INFORMATION	DOMAIN	SHARE
1	Yahoo Finance		finance.yahoo.com	33.58%
2	MSN Money		moneycentral.msn.com	11.44
3	CNNMoney.com		money.cnn.com	3.14
4	TheStreet.com		www.thestreet.com	3.03
5	MarketWatch		www.marketwatch.com	2.96
6	Reuters		www.reuters.com	2.72
7	The Motley Fool		www.fool.com	2.06
8	Internal Revenue Service		www.irs.gov	1.90
9	Bankrate		www.bankrate.com	1.77
10	Bloomberg		www.bloomberg.com	1.76

TOP 10 TERMS DRIVING TRAFFIC	SHARE	TERM	SHARE
yahoo finance	0.97%	dex	0.38%
better business bureau	0.62	bbb	0.30
irs	0.57	irs.gov	0.29
yahoo	0.48	equifax	0.26
mortgage calculator	0.43	msn money	0.25

RANK	SITE	BANKS	DOMAIN	SHARE
1	Bank of America Online Banking		online.bankofamerica.com	7.44%
2	Bank of America		www.bankofamerica.com	5.63
3	Wells Fargo - Online Banking		online.wellsfargo.com	4.21
4	Chase Online		chaseonline.chase.com	3.57
5	Chase Investment Banking		www.chase.com	3.29
6	Wells Fargo		www.wellsfargo.com	2.94
7	Wachovia Online Services		onlineservices.wachovia.com	2.61
8	Capital One USA		www.capitalone.com	2.34
9	Citi Cards - Online Services		www.accountonline.com	2.29
10	Washington Mutual - Personal Banking Online		onlinebanking.personal.wamu.com	2.27

TOP 10 TERMS DRIVING TRAFFIC	SHARE	TERM	SHARE
bank of america	3.43%	wachovia	0.93%
wells fargo	1.30	chase	0.90
www.bankofamerica.com	1.01	bankofamerica	0.89
bankofamerica.com	0.98	chase.com	0.83
wellsfargo.com	0.96	wamu	0.82

TOP SITES BY SHARE OF VISITS BY CATEGORY

Source: Hitwise data for Sept. 2007. Share for search terms below is of all search traffic to the category.

RANK	SITE	DOMAIN	SHARE
STOCKS & SHARES			
1	Yahoo Finance	finance.yahoo.com	24.19%
2	MSN Money	moneycentral.msn.com	8.24
3	TD Ameritrade	www.tdameritrade.com	5.33
4	Fidelity Investments	www.fidelity.com	5.15
5	Vanguard Group	www.vanguard.com	3.40
6	E-Trade	www.etrade.com	2.94
7	Charles Schwab	www.schwab.com	2.76
8	Scottrade	www.scottrade.com	2.76
9	Fidelity Investments - NetBenefits	netbenefits.fidelity.com	2.71
10	CNNMoney.com	money.cnn.com	2.26

TOP 10 TERMS DRIVING TRAFFIC	SHARE	TERM	SHARE
scottrade	1.79%	yahoo	0.72%
yahoo finance	1.48	etrade	0.70
fidelity	0.97	ameritrade	0.66
fidelity.com	0.86	scottrade.com	0.48
vanguard	0.74	www.scottrade.com	0.47

RANK	SITE	DOMAIN	SHARE
TELECOMMUNICATIONS			
1	AT&T (wireless)	www.wireless.att.com	11.81%
2	Verizon Wireless	www.verizonwireless.com	8.39
3	Verizon	www.verizon.com	6.48
4	Verizon Wireless - My Account	myaccount.verizonwireless.com	5.46
5	Sprint	www.sprint.com	5.24
6	T-Mobile USA	www.t-mobile.com	5.19
7	AT&T	www.att.com	4.89
8	Sprint/Nextel Account Management	my.nextel.com	4.19
9	My T-Mobile	my.t-mobile.com	4.00
10	BellSouth Corp.	www.bellsouth.com	3.06

TOP 10 TERMS DRIVING TRAFFIC	SHARE	TERM	SHARE
verizon	3.13%	tracfone	0.99%
verizon wireless	2.64	tmobile	0.94
cingular	2.45	t-mobile	0.93
sprint	1.63	virgin mobile	0.90
at&t	1.44	verizon.com	0.89

GLOSSARY

Source: Search Engine Marketing Professional Organization (SEMPO)

SEARCH ENGINE MARKETING (SEM): The entire set of techniques and strategies used to direct more visitors from search engines to marketing web sites, including all of the tactics and strategies defined below.

PAID PLACEMENT: Text ads targeted to keyword search results on search engines, through programs such as Google AdWords and Yahoo Search "Precision Match," also sometimes referred to as "Paid Placement," "Pay-per-Click" (PPC) advertising and Cost-per-Click (CPC) advertising.

CONTEXTUALLY TARGETED TEXT ADS: Text ads targeted to the subject of writings on web pages, such as news articles and weblogs, using programs such as Google's AdSense and Yahoo Search's Content Match programs.

PAID INCLUSION: The practice of paying a fee (fee structures may vary) to search engines and similar types of sites (e.g., directories, shopping comparison sites) so that a given web site or web pages may be included in the service's directory, although not necessarily in exchange for a particular position in search listings.

ORGANIC SEARCH ENGINE OPTIMIZATION (SEO): The practice of using a range of techniques, including augmenting HTML code, web-page copy editing, site navigation, linking campaigns and more, in order to improve how well a site or page gets listed in search engines for particular search topics.

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TOP SITES BY SHARE OF VISITS BY CATEGORY

Source: Hitwise data for Sept. 2007. Share for search terms below is of all search traffic to the category.

RANK	SITE	HEALTH	DOMAIN	SHARE
1	Merck		www.merck.com	3.97%
2	My Alli		www.myalli.com	2.76
3	Viagra.com		www.viagra.com	2.49
4	Acuvue Contact Lenses		www.acuvue.com	1.88
5	Tylenol		www.tylenol.com	1.71
6	Kotex.com		www.kotex.com	1.69
7	Ambien CR		www.ambienr.com	1.53
8	Chantix		www.chantix.com	1.37
9	Cymbalta		www.cymbalta.com	1.06
10	Davis Vision		www.davisvision.com	1.04

TOP 10 TERMS DRIVING TRAFFIC	SHARE	TERM	SHARE
viagra	0.53%	yaz	0.30%
chantix	0.50	lyrica	0.29
alli	0.48	diabetes	0.29
herpes	0.46	cialis	0.28
lexapro	0.40	pfizer	0.25

RANK	SITE	BEAUTY	DOMAIN	SHARE
1	Avon		www.avon.com	8.76%
2	Bath & Body Works		www.bathandbodyworks.com	5.31
3	Sephora		www.sephora.com	5.13
4	Mary Kay		www.marykay.com	3.63
5	Arbonne International		www.arbonne.com	3.61
6	Makeover Solutions		www.makeoversolutions.com	2.66
7	About.com - Beauty and Health		beauty.about.com	2.53
8	Lancome USA		www.lancome-usa.com	2.30
9	Makeup Alley		www.makeupalley.com	2.24
10	Procter & Gamble		www.pg.com	1.86

TOP 10 TERMS DRIVING TRAFFIC	SHARE	TERM	SHARE
hairstyles	3.19%	sephora	0.90%
hair styles	1.24	bare minerals	0.63
avon	1.17	short hair styles	0.58
bath and body works	0.95	avon.com	0.56
homecoming hairstyles	0.90	short hairstyles	0.56

RANK	SITE	FOOD	DOMAIN	SHARE
1	Kraft Foods USA		www.kraftfoods.com	11.09%
2	Wrigley's Candystand		www.candystand.com	4.72
3	Pepsi USA		www.pepsi.com	3.77
4	Pizza Hut USA		www.pizzahut.com	3.58
5	BettyCrocker.com		www.bettycrocker.com	2.82
6	NabiscoWorld.com		www.nabiscoworld.com	2.54
7	Pizza Hut Online Ordering		quikorder.pizzahut.com	1.82
8	Omaha Steaks		www.omahasteaks.com	1.76
9	Domino's Pizza		www.dominos.com	1.67
10	Dr Pepper		www.drpepper.com	1.43

TOP 10 TERMS DRIVING TRAFFIC	SHARE	TERM	SHARE
pizza hut	2.90%	candystand	0.58%
starbucks	0.92	callyourplay.com	0.58
mcdonalds	0.82	drpepper.com	0.52
dominos pizza	0.70	dominos	0.48
subway	0.64	candystand.com	0.48

RANK	SITE	ENTERTAINMENT	DOMAIN	SHARE
1	Internet Movie Database		www.imdb.com	20.87%
2	Netflix.com		www.netflix.com	8.47
3	Yahoo Movies		movies.yahoo.com	7.74
4	Blockbuster		www.blockbuster.com	7.54
5	MSN Entertainment - Movies		movies.msn.com	4.04
6	Fandango		www.fandango.com	3.44
7	Flixster		www.flixster.com	3.12
8	Moviefone.com		www.moviefone.com	2.66
9	Zap2it.com		www.zap2it.com	2.34
10	Rotten Tomatoes		www.rottentomatoes.com	1.53

TOP 10 TERMS DRIVING TRAFFIC	SHARE	TERM	SHARE
netflix	1.56%	netflix.com	0.36%
imdb	1.32	hollywood video	0.29
blockbuster	0.75	harry potter	0.28
movies	0.66	blockbuster.com	0.27
fandango	0.44	movie times	0.24

TOP SITES BY SHARE OF VISITS BY CATEGORY

Source: Hitwise data for Sept. 2007. Share for search terms below is of all search traffic to the category.

RANK	SITE	TRAVEL	DOMAIN	SHARE
1	MapQuest		www.mapquest.com	14.58%
2	Google Maps		maps.google.com	5.22
3	Yahoo Maps		maps.yahoo.com	3.75
4	Expedia		www.expedia.com	3.35
5	Travelocity		www.travelocity.com	2.79
6	Southwest Airlines		www.southwest.com	2.73
7	Orbitz		www.orbitz.com	2.11
8	Cheap Tickets		www.cheaptickets.com	1.65
9	Yahoo Travel		travel.yahoo.com	1.59
10	Local Live		local.live.com	1.24

TOP 10 TERMS DRIVING TRAFFIC	SHARE	TERM	SHARE
mapquest	4.01%	driving directions	0.54%
map quest	1.23	google earth	0.46
maps	1.02	travelocity	0.45
mapquest.com	0.87	expedia	0.43
southwest airlines	0.64	mapquest driving directions	0.36

RANK	SITE	NET COMMUNITIES & CHAT	DOMAIN	SHARE
1	MySpace		www.myspace.com	46.96%
2	Facebook		www.facebook.com	8.49
3	YouTube		www.youtube.com	6.29
4	craigslist		www.craigslist.org	2.01
5	MySpaceTV		www.myspacetv.com	1.43
6	Yahoo Groups		groups.yahoo.com	0.96
7	Yahoo Member Directory		members.yahoo.com	0.95
8	Bebo		www.bebo.com	0.72
9	Yahoo Answers		answers.yahoo.com	0.64
10	BlackPlanet.com		www.blackplanet.com	0.53

TOP 10 TERMS DRIVING TRAFFIC	SHARE	TERM	SHARE
myspace	8.13%	facebook	1.04%
myspace.com	3.92	my space	0.83
www.myspace.com	2.10	you tube	0.62
craigslist	2.02	youtube.com	0.45
youtube	1.95	craigslist.com	0.33

RANK	SITE	NEWS & MEDIA	DOMAIN	SHARE
1	Yahoo News		news.yahoo.com	8.05%
2	The Weather Channel - U.S.		www.weather.com	3.84
3	CNN.com		www.cnn.com	3.73
4	MSNBC		www.msnbc.msn.com	3.61
5	Google News		news.google.com	1.93
6	Drudge Report		www.drudgereport.com	1.55
7	Fox News		www.foxnews.com	1.54
8	New York Times		www.nytimes.com	1.49
9	Yahoo Weather		weather.yahoo.com	1.44
10	People Magazine		www.people.com	1.38

TOP 10 TERMS DRIVING TRAFFIC	SHARE	TERM	SHARE
weather	0.57%	news	0.19%
vanessa hudgens	0.33	weather channel	0.16
cnn	0.32	drudge report	0.16
weather.com	0.25	cnn.com	0.16
fox news	0.21	tv guide	0.14

RANK	SITE	FLOWERS & GIFTS	DOMAIN	SHARE
1	Hallmark.com		www.hallmark.com	12.29%
2	Lakeside Collection		www.lakeside.com	7.29
3	Collections Etc.		www.collectionsetc.com	6.03
4	Florists' Transworld Delivery		www.ftd.com	4.48
5	1-800-flowers.com		www.1800flowers.com	3.17
6	DaySpring Cards		www.dayspring.com	3.14
7	Birthday Alarm		www.birthdayalarm.com	3.06
8	Gifts.com		www.gifts.com	2.26
9	A.C. Moore		www.acmoore.com	2.20
10	Carol Wright Gifts		www.carolwrightgifts.com	2.17

TOP 10 TERMS DRIVING TRAFFIC	SHARE	TERM	SHARE
flowers	1.68%	ftd	0.37%
hallmark	1.16	lakeside collection	0.35
www.lakeside.com	0.68	flower delivery	0.34
baby shower invitations	0.63	lakeside.com	0.34
hallmark.com	0.54	ac moore	0.34

TOP SEARCHES

A PORN-FREE LOOK AT THE TOP 50

From Hitwise for four weeks ended Sept. 29, 2007. Share is the percent of all terms searched.

RANK	TERM	SHARE	RANK	TERM	SHARE
1	myspace	0.860%	26	maps	0.044%
2	myspace.com	0.410	27	target	0.042
3	ebay	0.370	28	www.yahoo.com	0.041
4	www.myspace.com	0.220	29	amazon	0.041
5	craigslist	0.210	30	google	0.041
6	youtube	0.200	31	halloween costumes	0.040
7	mapquest	0.170	32	match.com	0.039
8	yahoo	0.140	33	people search	0.038
9	facebook	0.110	34	aol.com	0.038
10	yahoo.com	0.096	35	best buy	0.038
11	myspace layouts	0.089	36	mapquest.com	0.037
12	my space	0.086	37	yellow pages	0.036
13	dictionary	0.073	38	amazon.com	0.036
14	you tube	0.066	39	craigslist.com	0.035
15	wikipedia	0.063	40	www.ebay.com	0.035
16	walmart	0.061	41	craigs list	0.033
17	ebay.com	0.061	42	limewire	0.033
18	map quest	0.054	43	espn	0.033
19	bank of america	0.053	44	home depot	0.033
20	white pages	0.050	45	games	0.032
21	youtube.com	0.046	46	facebook.com	0.031
22	msn	0.045	47	weather	0.031
23	vanessa hudgens	0.045	48	msn.com	0.030
24	lyrics	0.045	49	fantasy football	0.030
25	photobucket	0.044	50	runescape	0.029

TOP 50 RETAIL & PRODUCT SEARCHES

From Nielsen/NetRatings MegaView Search for the month of August 2007. Searches are in thousands.

RANK	TERM	SEARCHES	RANK	TERM	SEARCHES
1	walmart	4,056	26	dell.com	785
2	amazon	2,904	27	dell	753
3	home depot	2,901	28	t-mobile	740
4	target	2,731	29	at&t	737
5	best buy	2,484	30	ikea	715
6	staples	2,288	31	qvc.com	687
7	amazon.com	2,030	32	kmart	683
8	hdtv for sale, memphis, tn	1,706	33	old navy	675
9	sears	1,612	34	walgreens	673
10	lowes	1,558	35	direct tv	669
11	circuit city	1,436	36	barnes and noble	663
12	walmart.com	1,358	37	office max	661
13	costco	1,335	38	autozone	659
14	office depot	1,234	39	dillards	633
15	verizon wireless	1,130	40	sams club	604
16	qvc	978	41	overstock.com	601
17	target.com	959	42	nextel	600
18	radio shack	940	43	babies r us	590
19	sprint	940	44	t mobile.com	565
20	cingular	914	45	wal-mart	561
21	kohls	873	46	nike	554
22	verizon	862	47	wedding dresses	518
23	macys	837	48	laura ashley clothing	515
24	madden 08	830	49	sears.com	502
25	bed bath and beyond	809	50	dish network	475

WHAT WORDS COST

TOP BIDS FOR SELECT PAID SEARCH TERMS ON YAHOO

Source: eMarketer using Yahoo Search Marketing to identify high bids for the top five positions as of Jan. 22, 2007 at 12:30 p.m. ET.

TERM	TOP BIDS BY POSITION				
	NO. 1	NO. 2	NO. 3	NO. 4	NO. 5
Hotel	\$1.73	\$1.16	\$1.12	\$0.52	\$0.51
Car rental	1.60	1.44	1.43	1.43	0.42
Computer	4.31	2.36	1.33	1.00	1.00
Bicycle	0.35	0.33	0.28	0.22	0.21
Automobile	0.76	0.75	0.75	0.69	0.49
Viagra	1.25	0.80	0.47	0.46	0.30
Sopranos	0.75	0.49	0.44	0.25	0.12
Subaru Forester	1.20	0.88	0.87	0.76	0.76
Real estate San Francisco	3.01	3.00	2.39	2.38	0.51
Starbucks	0.25	0.18	0.15	0.13	0.13

PERCENT CHANGE FOR SELECT TERMS

Source: eMarketer using Yahoo Search Marketing to identify the percent change on high bids for select terms as of Jan. 22, 2007, at 12:30 p.m. ET versus Jan. 23, 2006, at 2:30 p.m. ET.

TERM	TOP BIDS BY POSITION				
	NO. 1	NO. 2	NO. 3	NO. 4	NO. 5
Hotel	-13.5%	-10.8%	-13.2%	-56.7%	-54.9%
Car rental	6.7	-4.0	-4.7	-4.0	-66.4
Computer	-49.3	17.4	-33.5	-1.0	0.0
Bicycle	-10.3	-13.2	0.0	10.0	16.7
Automobile	-22.4	-23.5	-22.7	-28.9	-49.0
Viagra	-26.0	-52.4	-68.7	-48.3	-65.9
Sopranos	-14.8	-21.0	158.8	127.3	9.1
Subaru Forester	17.6	-13.7	-13.9	-24.0	-24.0
Real estate San Francisco	32.6	38.9	11.2	12.3	-75.8
Starbucks	-16.7	-14.3	-25.0	-18.8	-7.1

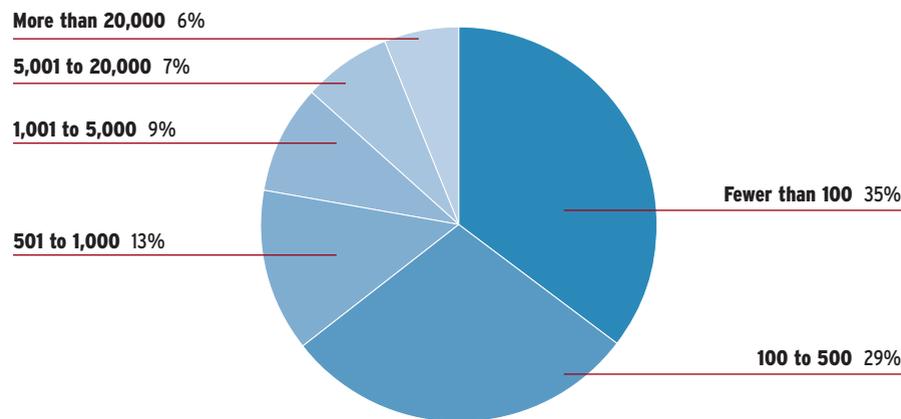
COST-PER-CLICK CHARGES ON SELECT KEYWORDS

Source: Yahoo Search Marketing appearing in Piper Jaffray & Co., February 2007 via eMarketer's "Search marketing: Counting Dollars and Clicks" report, April 2007. EMarketer writes: "The price differential between the top position and the fifth position for any keyword also varies, often tremendously. In ongoing research by eMarketer, a keyword like 'real estate San Francisco' cost \$3.01 for the top listing on Yahoo on Jan. 22, 2007, but the fifth position cost only \$0.51. That latter rank might be more effective for certain marketers, since the far lesser cost could balance off the likely fewer (but not far fewer) number of clicks it would garner."

TERM	TOP SLOT PRICE	TERM	TOP SLOT PRICE
Paris Hilton	\$0.11	Outdoor furniture	\$0.59
Blood test	0.11	Airline tickets	0.95
PlayStation3	0.16	Digital camera	1.02
China	0.25	Financial advisor	1.51
Xbox 360	0.27	Eames chair	2.07
San Francisco restaurants	0.44	Life insurance	4.01
iPod	0.46	Mortgage	5.01
New York restaurants	0.51	Car insurance	10.01
eBay	0.51		

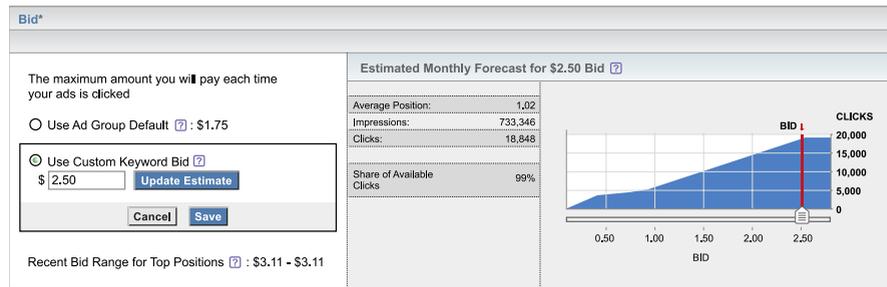
KEYWORDS UNDER MANAGEMENT

Source: Forrester Research's "Get Serious With Search Marketing," August 20, 2007, from the Q4 2006 Marketing Benchmark Study. Respondents answered the question: "How many keywords are you managing with your paid search marketing efforts today?" Base: 190 marketers currently or planning to use search marketing (percentages do not total 100 because of rounding).



A SAMPLE BID

USING YAHOO'S FORECASTING TOOL



ESTIMATED RESULTS: Yahoo's Forecasting Tool shows marketers what to expect.

SEARCH ENGINES offer tools to help bidders gauge the costs of terms and the relative value of a bid.

On Yahoo, the ultimate position of an ad is determined not only by the bid, but by the relevance of the ad. If customers like the ad (i.e., if it gets lots of clicks), the ad will appear higher. And a higher bid may improve the ad's position. But an ad cannot simply be bid to the top of a search. An advertiser may bid \$5 but end up paying only 50 cents. Advertisers rarely pay the full bid amount. The sample shown above is a bid of \$2.50 for the term "iPhone."

The tool shows that a recent high bid was \$3.11. Yahoo estimates the ad's average position will be 1.02 (essentially No. 1). The ad will receive 733,346 impres-

sions and 18,848 clicks. The slider bar in the graph shows the change in clicks based on the change in a bid, but the relevance (theoretically better copy and more potential customer clicks) still plays a part.

Yahoo estimates that for the term "iPhone" with "a good average quality score" the monthly investment would be \$17,000.

A "Use Ad Group Default," feature allows advertisers to make one bid for multiple terms, like "iPhone, iPhones, Apple iPhone, Apple iPhones," etc.

To use Yahoo's tool, users need to set up an account at advertising.yahoo.com. Other search engines have competing tools. On Google.com, click on Advertising Programs.

Search results below show what Ad Age found Oct. 22, 2007, around 11 a.m. CT searching on the term "iphone" on each of the top five engines.

ENGINE	TOP SPONSORED POSITION	TOP NATURAL POSITION
Google	www.apple.com/store	www.apple.com/iphone
Yahoo	att.com/wireless	store.apple.com
MSN	att.com/wireless	www.apple.com/iphone
AOL	att.com	www.apple.com/iphone
Ask	www.apple.com/store	www.mobilewhack.com/handset/apple_iphone.html

TOP 10 SITES RECEIVING TRAFFIC FROM "IPHONE"

Source: Hitwise data for the four weeks ended Sept. 29, 2007. Share for search terms below is of all search traffic to the category.

RANK	SITE	DOMAIN	SHARE
1	Apple iPhone	www.apple.com/iphone	28.55%
2	Apple Store	store.apple.com	14.94
3	AT&T (wireless)	www.wireless.att.com	7.32
4	Google News	news.google.com	6.35
5	Wikipedia	www.wikipedia.org	5.56
6	CNET.com	www.cnet.com	2.86
7	Engadget	www.engadget.com	2.08
8	www.electronics-netpathreward.com	www.electronics-netpathreward.com	1.43
9	eBay	www.ebay.com	1.43
10	Yahoo	www.yahoo.com	1.27

TOP 10 SEARCH TERMS CONTAINING "IPHONE"

Source: Hitwise data for the four weeks ended Sept. 29, 2007. Share for search terms below is of all search traffic to the category.

RANK	TERM	SHARE
1	iphone	21.22%
2	apple iphone	4.18
3	iphone hacks	0.87
4	iphone price	0.81
5	unlock iphone	0.74
6	free iphone	0.74
7	iphone reviews	0.58
8	iphone ringtones	0.55
9	at&t iphone	0.52
10	iphone news	0.52

ANALYTICS

METRICS GAUGING SUCCESS

Source: SEMPO's "The State of Search Engine Marketing" report, Dec. 2006, for a graph titled "Metrics Tracked to Gauge the Success of Search Engine Marketing Programs." Figures in this table are for both advertiser and agency respondents.

MEDIUM	PERCENT RESPONDING
Increased traffic volume	73%
Conversion rate	71
Click-through rate	68
Return on investment	62
Cost per click	61
Cost per action	58
Total number of online sales	49
Overall revenue increase	47
Return on Google AdSpend	43
Boss' satisfaction	37
Rank of link on search engines	34
Cost of generating sale offline	28
Brand impact	21

ANALYTICS IN WHICH MARKETERS SAID THEY'D PLANNED TO INVEST

Source: MarketingSherpa, January 2007 via eMarketer. Respondents were ad:tech attendees.

MEDIUM	PERCENT RESPONDING	
	2006	2005
Paid search marketing management/measurement tools	64%	56%
A/B landing page comparison tests	56	51
Upgrading site analytics software	52	61
Integrating offline and online campaign tracking	51	46
Integrating Web analytics with search e-mail	50	50
Brand awareness studies of online campaigns	42	33
Usability lab testing	23	23
Eyeball/eyetracking testing	18	15

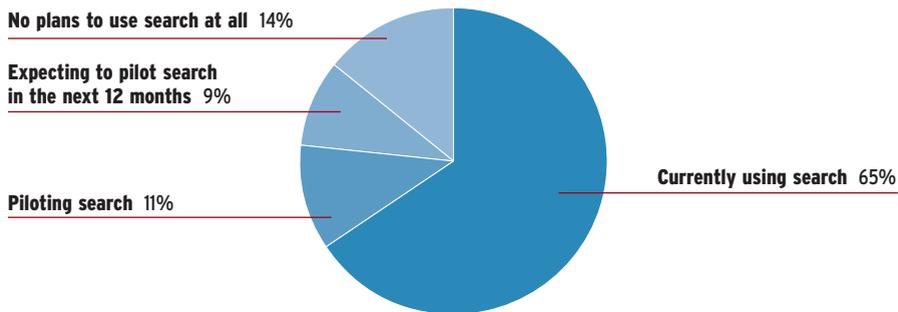
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ADOPTION

MARKETERS USING SEARCH

Source: Forrester Research's "Get Serious with Search Marketing," Aug. 20, 2007. Respondents were asked the question: "Are you using search marketing?" Base: 275 marketers. Percentages do not total 100 because of rounding.



BUDGETS BEING SHIFTED TO SEARCH MARKETING

Source: IntelliSurvey and Radar Research commissioned by SEMPO, Dec. 2006. Advertisers n=61. The biggest shares of budgets for search engine marketing programs are shifting from offline marketing such as print, direct mail and TV advertising. This is a big shift from 2005, when budget was more likely to be shifted from online marketing programs such as web development, affiliate marketing and e-mail.

MEDIUM	% RESPONDING
Print magazine advertising	20%
Direct mail	16
Web site development	15
Print newspaper advertising	13
TV advertising	13
Affiliate marketing	10
E-mail marketing	8
Conferences and exhibitions	8
Print yellow pages advertising	8
Web graphical display advertising	8
Online yellow pages advertising	3
Point-of-sale promotions	3
Coupons	2
Other	23

TOP SEARCH MARKETING METHODS

Source: Forrester Research's "Get Serious With Search Marketing," August 20, 2007, from the Q4 2006 Marketing Benchmark Study. Respondents answered the question: "What search marketing methods are you currently using or piloting?" Base: 193 marketers currently using or piloting search marketing (multiple responses accepted).

MEDIUM	% RESPONDING
Search engine optimization	87%
Paid search ads	81
Contextual ads (appear next to content)	44
Paid inclusion (e.g. Yahoo)	33
Other	7

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INNOVATIONS AND WEB SITE OPTIMIZATION

THINGS TO PAY ATTENTION TO IN 2008

Edited excerpts from interviews with David Berkowitz, director of emerging media and client strategy at 360i, a New York-based digital marketing agency. For last year's Search Marketing Fact Pack, Ad Age asked Mr. Berkowitz for 12 tips on search engine optimization. This year, we asked Mr. Berkowitz to describe changes in how search engines work. He offered examples of work done for 360i clients MTV Networks (parent of Comedy Central) and NBC. Some material below originally appeared in Ad Age's Search Marketing Special Report (AA, July 30).

Own the search results

If marketers are really good at search engine optimization (SEO), they can own search results.

Items optimized for Flickr, YouTube, Metacafe, upcoming.com, news search results and local listings (if they have an offline presence—for example, a product launch with video clips, photos, events) may not cause a consumer to go directly to their site, but at least they can attempt to control how a brand is seen in search results.

Quantum improvements in relevancy algorithms allow engines to look at how frequently news pages are updated. For example, Yankees news came up lower once they were out of the playoffs—even below the MLB site—but Rockies news came up on top of the natural result.

Google's Universal Search uses categories such as video, local, news, books.

Here are some examples:

In Google, search for "budweiser commercials." Push the plus button and see the video right there. Yahoo offers similar functionality, but numbers the results.

For another example, look in Yahoo search for "Italy photos." Note that you're directed to Yahoo's shortcuts; then Yahoo's Flickr items come up high.

If you're an Italian tour guide, you want to optimize for social network sites.

Like traditional SEO, image titles, descriptions and—most important for Flickr—the tags (names of people in the photos) are key to higher position. But for SEO, the most relevant data here are country, city, building name, etc.

For an iconic retail presence like Anthropologie—if there's a Chinese theme to the store, add China to the tags, or cherry blossom. Try to tie into everything the marketer is doing in terms of keyword search.

The idea is to optimize every venue.

Widgets

Widget optimization didn't exist even a year ago.

Widgets are designed to be shared on other web sites. There are three kinds:

1) Desktop widgets are downloadable applications like the WeatherBug or the Southwest Airlines Ding, which alerts you whenever there's a deal within your parameters—say Chicago to Los Angeles.

2) Personal web widgets can live on your own web homepage. American Airlines has a flight search Google gadget that you can add to your iGoogle page.

The value is more for personal use than to share data with the world.

3) Public web widgets work for a MySpace page or a blog to share photos/videos.

Public widgets on open networks can have SEO value if they're properly encoded with keywords that refer back to a site. For example, TravBuddy.com has one called Where I've Been. If properly coded, it can link back to TravBuddy. As long as Google can access everything on the page, it counts as a link back to TravBuddy, which helps TravBuddy come up higher in a natural search.

Moreover, a widget that mainstream bloggers post counts as a link. Any link coming from the blogger's site benefits—a longtail effect.

Wikis

Wikipedia's site is set up so any site it links to does not benefit simply by having a link in an entry.

However, when a user clicks a link, the linked site will benefit by receiving more traffic.

For example, Comedy Central benefits because people clicking through the hard link in an entry for Stephen Colbert, under external links. "The Colbert Report Official Site" is part of Comedy Central.

Amazon, one of the best optimized sites of all time, has a wiki in beta called Amapedia. When Amazon products come up, they can dominate natural search results by showing entries for Amazon and Amapedia. As an example, search Google for "Cradle of Splendor." (Editor's note: When Ad Age tried it, Amazon and Amapedia had the first two positions.)

Offline can drive online

For MTV Networks, a 360i media manager got a press pass for the Grammy Awards. Working backstage, the media

person purchased keywords as artists won, so Winner of Best R&B Grammy was instantly relevant. Immediacy adds value. And again, offline events can drive search.

Video

We're still in the early stage in terms of marketing opportunities for video search. It's in natural search where more opportunity lies.

One of the problems with video search that doesn't plague text search is that there isn't a universal standard for how videos get indexed into search engines.

If entertainment companies have videos with proprietary players—sometimes appearing in a daughter window—it's nearly impossible for a search engine to index the clip. But if the video plays on the main page, the search engine can index all the text around it.

To a large degree, companies for now are reliant on the text around a video. Tagging standards are emerging.

It is possible to optimize video so a clip shows up higher in search results. When the "Saturday Night Live" hit "Lazy Sunday"—a hip-hop-music video parody starring Andy Samberg—went viral on YouTube in December 2005, NBC was nowhere to be found in the first page of results for a Google search on "SNL videos."

After major video-search-optimization efforts, the SNL video page showed up first. Optimization efforts ensure NBC video sites show up in the top half of results for other phrases, such as "Friday Night Lights," ahead of other popular sites such as IMDB, TV.com and Wikipedia.

Marketers will have to play closer attention to such optimization tactics as more of them add video to their sites to explain complex stories that can be better told in sight, sound and motion.

LOCAL SEARCH

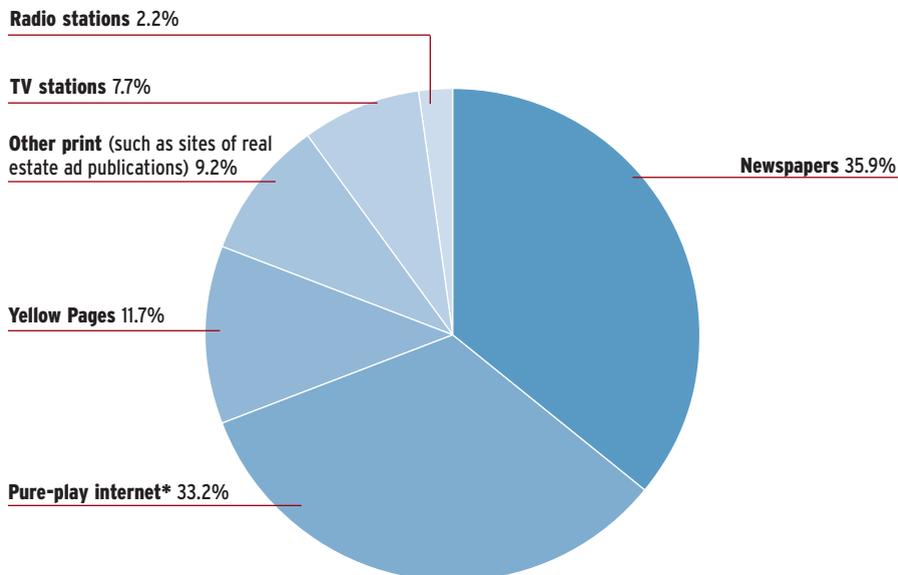
LOCAL ONLINE ADVERTISER SPENDING

Source: eMarketer's "Local Online Advertising" report, August 2007. eMarketer benchmarks its online ad spending projections against IAB/PricewaterhouseCoopers data, for which the last full year measured was 2006. Included are local and national business advertising in local markets, using any of the following formats: paid search, display, rich media, video, classifieds, sponsorships, referrals, e-mail.

LOCAL ONLINE AD SPENDING	DOLLARS IN BILLIONS					
	2006	2007	2008	2009	2010	2011
U.S. total	\$2.1	\$2.9	\$4.6	\$5.6	\$6.8	\$7.8
As % of total online	12.1%	13.4%	16.0%	16.5%	17.4%	17.7%
Paid search as a % of online	41.5%	43.1%	43.5%	44.6%	48.5%	51.3%

US LOCAL ONLINE ADVERTISING REVENUES BY TYPE OF WEBSITE, 2007

Source: Borrell Associates, "What Local Media Web Sites Earn: 2007 Survey" June 2007, via eMarketer. Local online advertising defined as "advertising placed by businesses with a physical presence in a given DMA that is intended to reach consumers and businesses in the same DMA"; numbers may not add up to 100% due to rounding. *Pure-play internet defined as Google, Yahoo, Monster, etc.



TOP 10 LOCAL SEARCH CATEGORIES

Source: Borrell Associates' "WebAudit, Market: Total U.S.," September 2007. The definition used for local is "any advertiser with local presence." National chains and franchises qualify, even though their advertising decisions may not be made within the market analyzed. Other categories represent 28.5%.

RANK	CATEGORY	PROJECTED 2007 LOCAL ONLINE AD SPENDING (\$ MIL.)	SPENDING AS % OF TOTAL
1	General merchandise stores	\$2,039	28.0%
2	Real estate	838	11.5%
3	Hotels/motels	796	10.9%
4	Credit & mortgage services	336	4.6%
5	Auto marketing	257	3.5%
6	Cleaning & laundry services	256	3.5%
7	Print media	237	3.2%
8	Telecommunications	159	2.2%
9	Colleges & universities	156	2.1%
10	Retail sporting goods	149	2.0%
	2007 market projection	7,284	100.0%

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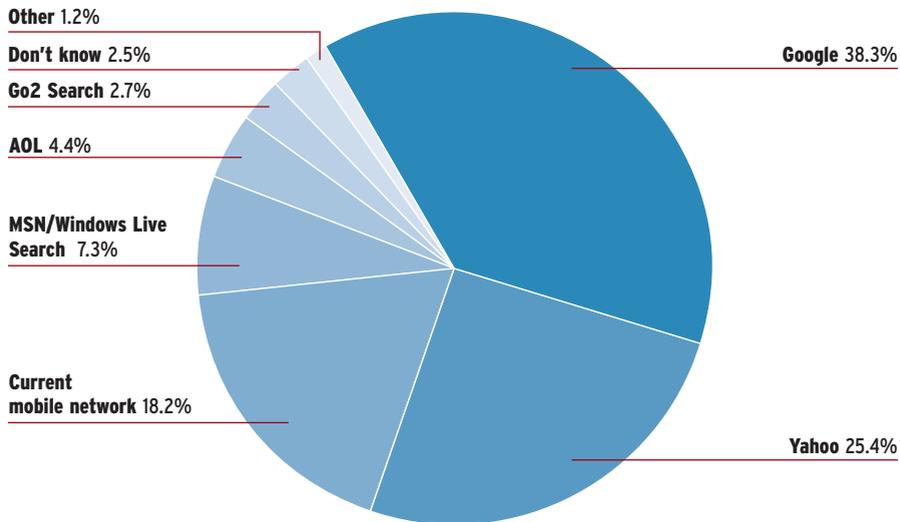
*Source: Marketing Sherpa

MOBILE

SHARE OF MOBILE SEARCH BRANDS

Source: M:Metrics survey of 33,271 U.S. mobile subscribers. Data based on three-month moving average for periods ending August 2007 and July 2006. Total subscribers are projected and include those who used a browser on their mobile device to access a search engine ever in a month.

RANK	SITE	PROJECTED AUDIENCE			% OF TOTAL
		AUG. '07	JULY '06	% CHG	
1	Google	6,275,259	4,490,437	39.7%	38.3%
2	Yahoo	4,160,998	3,839,826	8.4	25.4
3	Current mobile network	2,973,533	NA	NA	18.2
4	MSN/Windows Live Search	1,200,577	1,086,152	10.5	7.3
5	AOL Mobile	720,352	692,651	4.0	4.4
6	Go2 Search	448,868	433,830	3.5	2.7
	Don't know	402,940	572,149	-29.6	2.5
	Other	188,422	154,752	21.8	1.2
	Total	16,370,949	NA	NA	100.0



MOBILE USE OF DIRECTORIES

Source: M:Metrics (see facing page). Directories are local business listings (such as entertainment or restaurant guides, like Time Out, Citysearch, Yellowpages.com, etc.

RANK	SITE	SUBSCRIBERS
1	Google	4,379,885
2	Yahoo	3,736,255
3	Mapquest	2,770,715
4	Citysearch	1,196,696
5	Moviefone	1,111,961
6	Fandango	1,000,295
7	Don't know	915,797
8	Other	391,743
9	Go2 Dining	389,389
10	Vindigo	372,282

MOBILE BROWSING BY GENRE

Source: M:Metrics (see facing page). Data based on three-month moving average for period ending August 2007. Genre's shown here are subgenres of M:Metric's News/Info category.

RANK	GENRE	SUBSCRIBERS
1	Weather	11,204,738
2	Search	10,918,947
3	News	10,582,320
4	Sports information	9,191,222
5	Entertainment news	8,066,981
6	Maps & directions	7,415,407
7	Movie & entertainment	6,738,457
8	Finance news	5,605,874
9	Business directories	4,861,608
10	Restaurant info	4,555,723

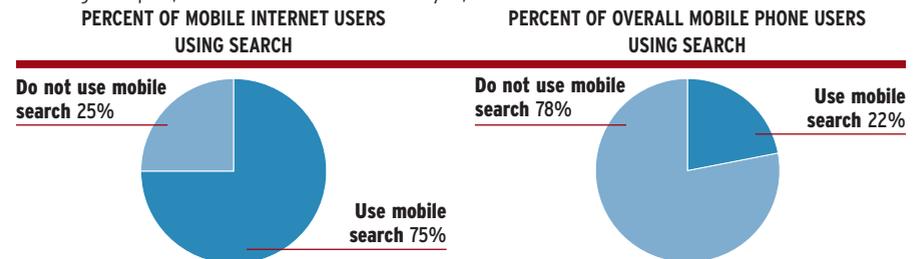
MOBILE INTERNET, SEARCH USE; SEARCH AD REVENUE

Source: eMarketer's "Mobile Search: Clash of the Titans," July 2007. *Earned from the sale of display or text listings alongside mobile search results.

LOCAL ONLINE AD SPENDING	2006	2007	FIGURES IN MILLIONS			
			2008	2009	2010	2011
Mobile internet users	27.0	31.1	36.0	42.9	52.3	64.8
Mobile search users	20.3	23.3	28.8	35.1	43.9	55.8
Mobile search ad revenue*	\$2.1	\$13.5	\$48.1	\$155.7	\$307.4	\$713.7

SEARCH USE AMONG MOBILE SUBSCRIBERS

Source: iCrossing's "How America Searches: Mobile," April 25, 2007, a survey of 1,001 mobile phone users aged 16 plus, via eMarketer. Of those surveyed, 300 were mobile internet users.



AGENCIES

TOP 20 SEARCH MARKETING AGENCIES

U.S. revenue in millions estimated by Ad Age DataCenter. Agencies are ranked on 2006 revenue from search engine marketing and optimization. Data drawn from agency responses to search section on Ad Age's 2007 Agency Report Questionnaire (adage.com/arq). Some large agencies have a search practice but did not respond to that question. Employee count includes staffers involved in disciplines other than search. Ranking continues through Page 49.

RANK	AGENCY, HEADQUARTERS	SEARCH ENGINE MKTG & OPTIMIZATION REVENUE	% CHG	EMPLOYEES
1	iCrossing icrossing.com ICrossing manages 25 million key words and has a paid/natural split of 58/42. Clients include General Motors Corp., Office Depot, PR Newswire and Travelocity. Top exec: Jeffrey Herzog, founder & CEO	Scottsdale, Ariz. \$63.0	37.0%	350
2	Avenue A/Razorfish avenuea-razorfish.com Avenue A/Razorfish's parent, aQuantive, was acquired by Microsoft Corp. in August 2007. Avenue A/Razorfish is a broad-based digital agency with 2006 U.S. revenue of \$235.4 million; some 12.7% of revenue came from search. The agency has 11 U.S. offices. Clients include Alaska Airlines, Hotels.com, Walt Disney Co., Ford Motor Co., Polo Ralph Lauren, Victoria's Secret, Carnival Cruise Lines and Wyeth. Top exec: Clark Kokich, CEO	Seattle 30.0	156.4	1,800
3	360i 360i.com 360i became part of Innovation Interactive, a holding company, in June 2005. 360i has a paid/natural split of 65/35. Agency clients include NBC Universal, H&R Block, Discovery Communications, Saks Fifth Avenue, Turner, Scripps, Office Depot and Borders. Top exec: Bryan Wiener, CEO	New York 27.5	47.8	175
4	Website Pros websitepros.com Website Pros (Submitawebsite.com, Leads.com) is a publicly traded company (ticker: WSPi) with a market capitalization of \$277 million as of late October 2007. The company gets about half its revenue from search, with a paid/natural split of 30/70. Top exec: David L. Brown, CEO	Jacksonville, Fla. 24.9	21.8	700
5	DoubleClick Performics performics.com DoubleClick Performics, a division of DoubleClick, provides online marketing services (search engine marketing, data feed, affiliate marketing) to large retailers, catalogers and direct marketers. Google in April 2007 agreed to buy DoubleClick, the top third-party ad server. Performics clients include American Eagle, Eddie Bauer, Hewlett-Packard Co., Northern Tool and Zazzle. Top exec: Stuart Frankel, pres	Chicago 23.8	58.1	242

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Jackie Ghedine, National Sales Manager, at 212-210-0725 or jghedine@adage.com.

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RANK	AGENCY, HEADQUARTERS	SEARCH ENGINE MKTG & OPTIMIZATION REVENUE	% CHG	EMPLOYEES
6	Leapfrog Online leapfrogonline.com Evanston, Ill.	\$21.3	NA	85
	Leapfrog Online, an interactive and sales promotion agency, offers search to clients as part of its total integrated package. The agency reported 25% of its 2006 revenue was from search. Clients include Comcast, Time Warner and Cox Communications. Top exec: Dave Husain, co-founder & CEO			
7	Efficient Frontier efrontier.com Mountain View, Calif.	19.7	95.5%	140
	Efficient Frontier manages more than 43 million keywords. Clients include Amazon Services (Amazon.com), BabyCenter, BuildDirect, E-Loan, Fox Interactive and LendingTree. Top exec: Ellen Siminoff, CEO			
8	iProspect iprospect.com Watertown, Mass.	16.1	29.7	115
	iProspect, part of Aegis Group's Isobar global network, has a paid/natural split of 65/35. Clients include Circuit City and NBC Universal's iVillage. Top exec: Robert Murray, pres			
9	Impaqt impaqt.com Pittsburgh	14.1	40.6	87
	Impaqt serves a client base largely in the retail, finance, education, travel, pharmaceutical and business-to-business sectors. Impaqt has a paid/natural revenue split of 45/55. The agency has several hundred thousand keywords under management. Top exec: Richard Hagerty, CEO			
10	Acronym Media acronym.com New York	11.6	16.1	65
	Acronym Media specializes in search engine optimization, paid search, search analytics, conversion optimization and international search engine marketing. Its paid/natural split is 55/45. Clients include SAP, Four Seasons Hotels, Humana, Sirius Satellite Radio, Siemens, Nokia and Clarins. Top exec: Anton E. Konikoff, founder & CEO			
11	Didit didit.com Rockville Centre, N.Y.	11.0	6.8	111
	Didit is a search marketing and auction-media management agency. Didit has more than 22 million keywords under management. Clients include Dun & Bradstreet and Brookstone. Top exec: David Pasternack, pres & CEO			
12	Outrider outrider.com St. Louis	10.0	132.6	80
	Outrider, which bills itself as the first search marketing company (it was founded in 1995), is the search marketing agency of GroupM, WPP Group's media buying and planning network. Outrider manages 20 million keywords. Clients include Microsoft Corp., Xerox Corp., Showtime, DHL, AstraZeneca and Chevron. Outrider has four U.S. offices and 27 non-U.S. offices. Top exec: Chris Copeland, sr ptrn & mg dir			
12	The Search Agency theseagency.com Santa Monica, Calif.	10.0	92.3	65
	The Search Agency has a revenue split of 60% paid, 30% natural and 10% conversion path optimization. The shop manages 15 million keywords. Top exec: David Hughes, CEO			

RANK	AGENCY, HEADQUARTERS	SEARCH ENGINE MKTG & OPTIMIZATION REVENUE	% CHG	EMPLOYEES
14	Fathom SEO fathomseo.com Valley View, Ohio	\$8.6	71.4%	60
	Fathom SEO, whose emphasis is on search engine optimization link-building, serves clients including Cleveland Clinic, Career Education Corp., Bissell and Sauder Woodworking. Top exec: Bill Fox, pres & CEO			
15	Oneupweb oneupweb.com Traverse City, Mich.	8.0	23.1	50
	Oneupweb is a search engine marketing agency also involved in search engine optimization, podcast production, social media marketing, usability analysis, website conversion improvement, media placement and blog marketing. It has a paid/natural split of 45/55. The agency manages 1.5 million keywords. Clients include Unisys, Cancer Treatment Centers of America, United Healthcare, Muzak and Shutterfly. Top exec: Lisa Wehr, founder & CEO			
15	Range Online rangeonlinemedia.com Fort Worth, Texas	8.0	60.0	49
	Range Online provides services in paid search, search engine optimization, feeds, media buying, emerging media, interactive marketing strategy and conversion optimization. Clients include Nike, CompUSA, Bergdorf Goodman, The Container Store, Neiman Marcus, Burberry, The Sharper Image, Samsung Wireless, Wyndham Hotels & Resorts, The Sundance Channel, Toshiba and L'Occitane en Provence. Top exec: Misty Locke, co-founder & pres			
17	Reprise Media reprisemedia.com New York	7.2	43.1	58
	Reprise Media, acquired in April 2007 by Interpublic Group of Cos., offers search engine marketing services including paid search and search engine optimization. Its paid/natural revenue break-out is 80/20. Reprise manages more than 30 million keywords. Clients include Microsoft, Texas Instruments and the U.S. Army. Top execs: Joshua Styلمان, Peter Hershberg, mg ptrns			
18	Resolution Media resolutionmedia.com Chicago	6.50	80.6	45
	Resolution Media, a unit of Omnicom Group, is involved in search engine marketing, search engine optimization, search re-targeting, web analytics and merchandising consulting. The agency manages more than five million key words. Clients include Bank of America, FedEx, Lowe's Cos. and XM Satellite Radio. Top exec: Matt Spiegel, founder and mg dir			
19	IMC2 imc2.com Dallas	6.49	NA	381
	IMC2, with four offices, serves its clients through search engine marketing, keyword placement and optimization. Clients include Pfizer, Procter & Gamble Co. and Lowe's. Top exec: Doug Levy, pres			
20	Brulant brulant.com Beachwood, Ohio	5.6	298.6	285
	Brulant offers search engine marketing, search engine optimization, linking strategies, pay per click and online media buying. Clients include Nationwide Insurance, Marriott Hotels, Campmor and Berkshire Hathaway's Helzberg Diamonds. Top exec: Len Pagon Jr., pres & CEO			

MISCELLANEOUS

NEW VISITORS

Source: Hitwise for four weeks ended Sept. 29, '07. The table shows new visitors only to MySpace by search engine from which the visitor came.

ENGINE	PERCENT	ENGINE	PERCENT
Google	7.05%	MSN	9.07%
Yahoo	7.57%	Ask	5.54%

TOP SEARCH TERMS DRIVING TRAFFIC TO WIKIPEDIA.COM

Source: Hitwise for four weeks ended Sept. 29, '07.

RANK	TERM	SHARE
1	wikipedia	2.01%
2	wiki	0.17
3	wikipedia.com	0.11
4	jena 6	0.09
5	naruto	0.08
6	vanessa hudson	0.08
7	www.wikipedia.com	0.06
8	wikipedia	0.05
9	halo 3	0.04
10	encyclopedia	0.04
11	wikipedia.org	0.04
12	kanye west	0.04
13	wikipedia encyclopedia	0.04
14	sex	0.04
15	myspace	0.04
16	50 cent	0.03
17	bleach	0.03
18	christopher columbus	0.03
19	www.wikipedia.org	0.03
20	chris brown	0.03

KEYWORD BREAKDOWN

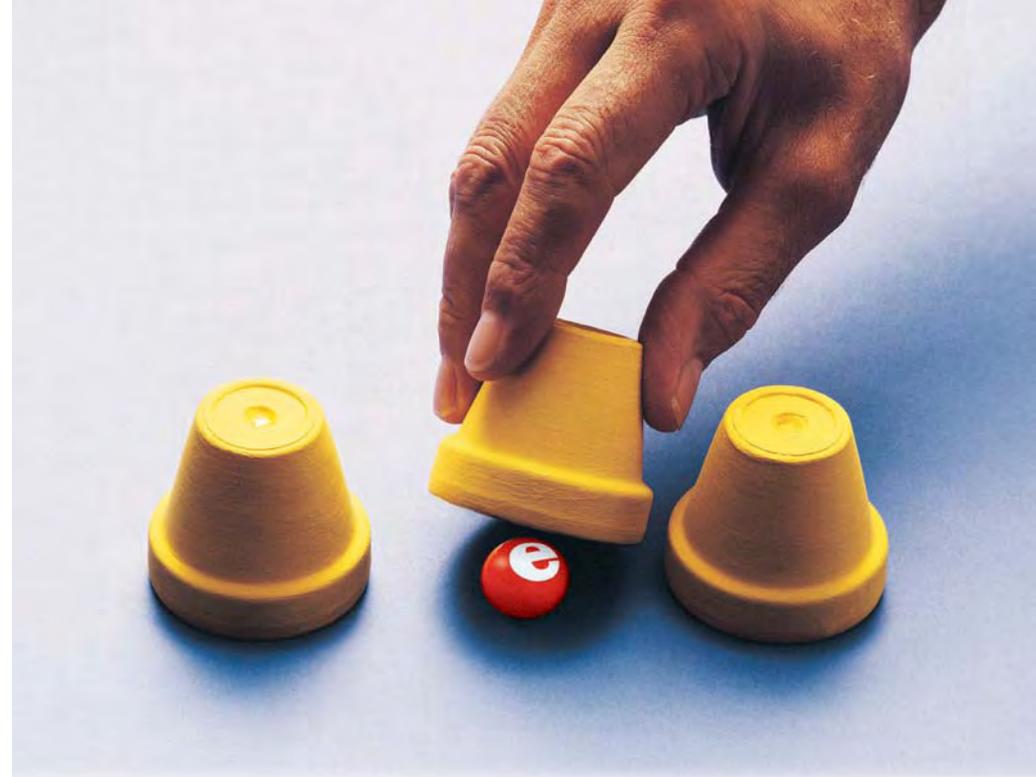
Source: Hitwise for four weeks ended Sept. 29, '07. The percentage of successful terms used by the number of terms in a search phrase.

WORDS	PERCENT	WORDS	PERCENT
1 word	21.68%	3 words	22.03%
2 words	25.00%	4 words	14.33%

TOP SEARCH TERMS DRIVING TRAFFIC TO YOUTUBE.COM

Source: Hitwise for four weeks ended Sept. 29, '07.

RANK	TERM	SHARE
1	youtube	19.37%
2	you tube	6.32
3	youtube.com	4.57
4	www.youtube.com	2.58
5	utube	0.84
6	u tube	0.58
7	you tube.com	0.57
8	youtube video	0.41
9	myspace	0.20
10	www.youtube	0.18
11	you tube videos	0.17
12	naruto	0.15
13	soulja boy	0.13
14	tube	0.11
15	www.you tube.com	0.10
16	youtube videos	0.10
17	you	0.09
18	youtube com	0.09
19	youtube .com	0.08
20	myspace.com	0.07



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