



The Brand Lift of Search

Enquiro Online Survey and Eye Tracking Study

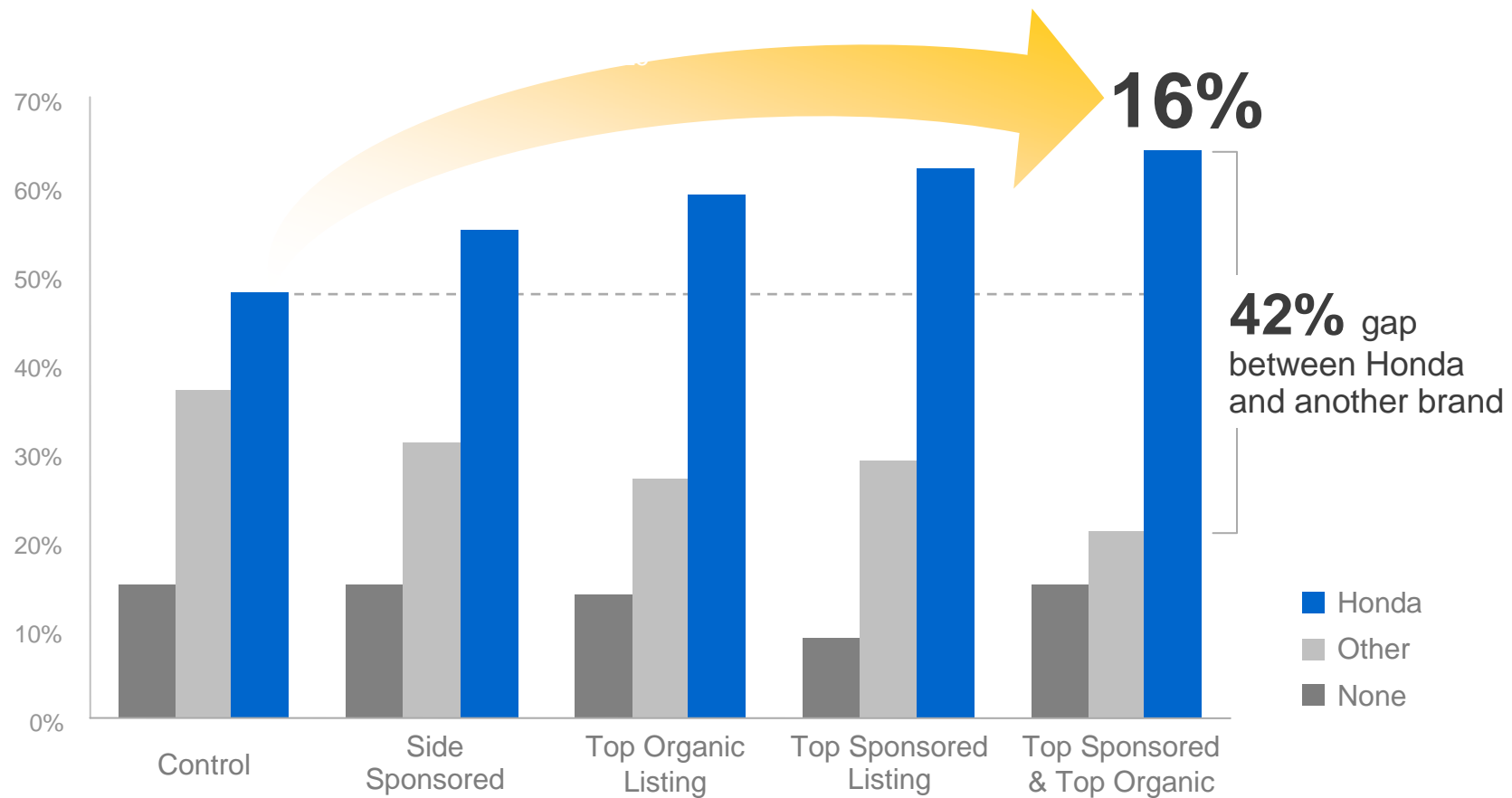
July 2007

Enquiro Study: Methodology

- Online survey: 2722 Subjects interact with a mocked up Google Search Engine Results Page (SERP) to test the brand impact of Search
 - Users 25+ and considering purchasing a new car within the next year (test brand: Honda)
- Subjects entered unbranded query (e.g., “fuel efficient cars”) and saw one of the following SERPs:
 1. Control (No branding – “Honda” does not appear on the SERP)
 2. Branded Side Sponsored result only
 3. Branded Top Organic result only
 4. Branded Top Sponsored result only
 5. Branded Top Sponsored and Top Organic results
- Two additional groups of users entered Branded Queries (e.g., “Honda fuel efficient car”) and saw one of the following SERPs:
 1. Branded Top Organic result only
 2. Branded Top Organic and Top Sponsored results
- After interacting with the SERP, all groups were asked a series of attitudinal questions (unaided and aided brand lift, purchase intent, etc.)
- 100 additional subjects were run through the survey in an eye tracking lab environment to qualify engagement with the mock SERP

A 16% Lift in Unaided Brand Recall When Brand Is in Top Sponsored and Top Organic Results

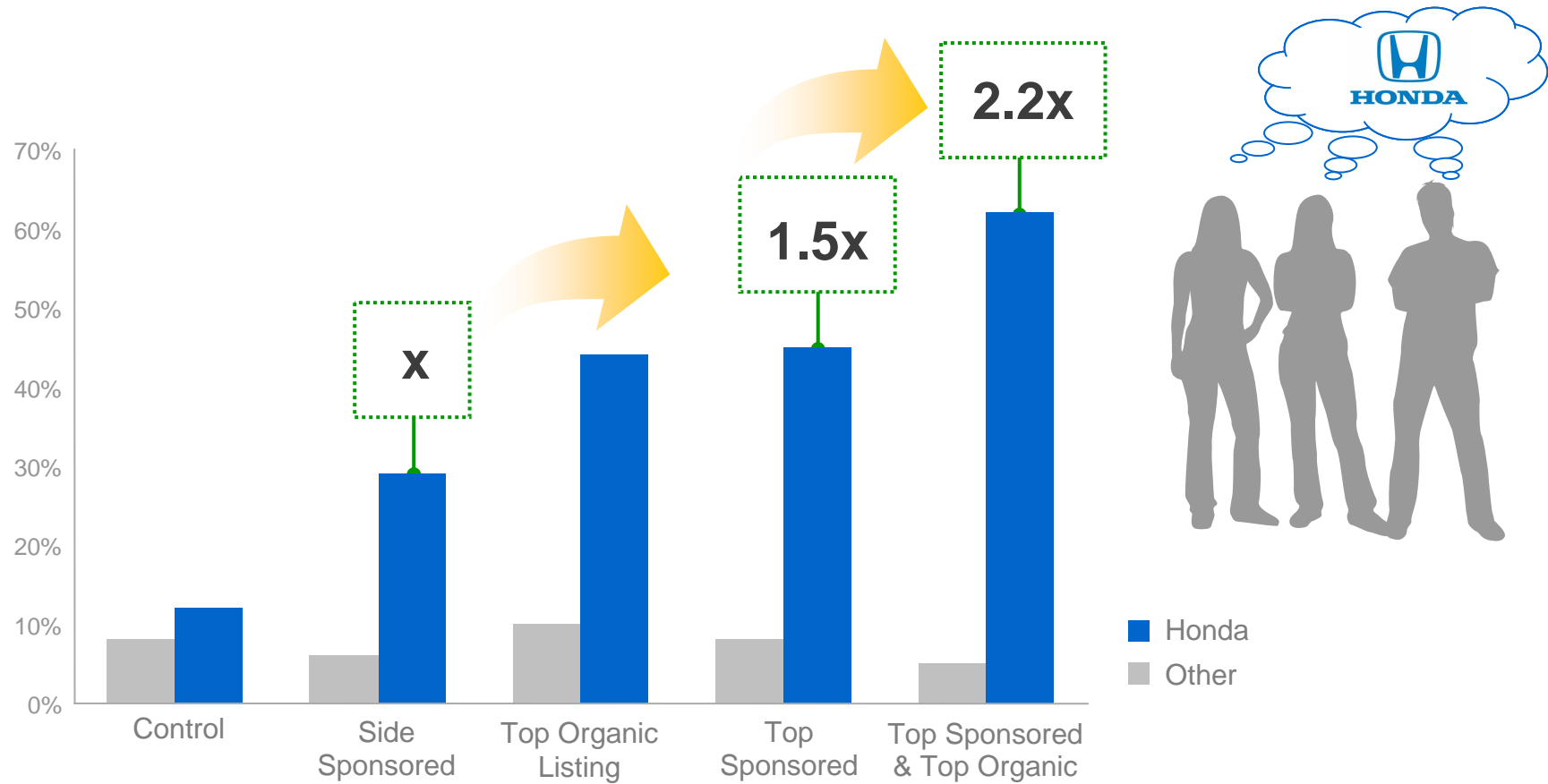
When you think of fuel-efficient cars, which come to mind?



Source: Enquiro Search Solutions, Inc., July 2007

A 2.2x Lift in Aided Brand Recall When Brand Is in Top Sponsored and Top Organic Results

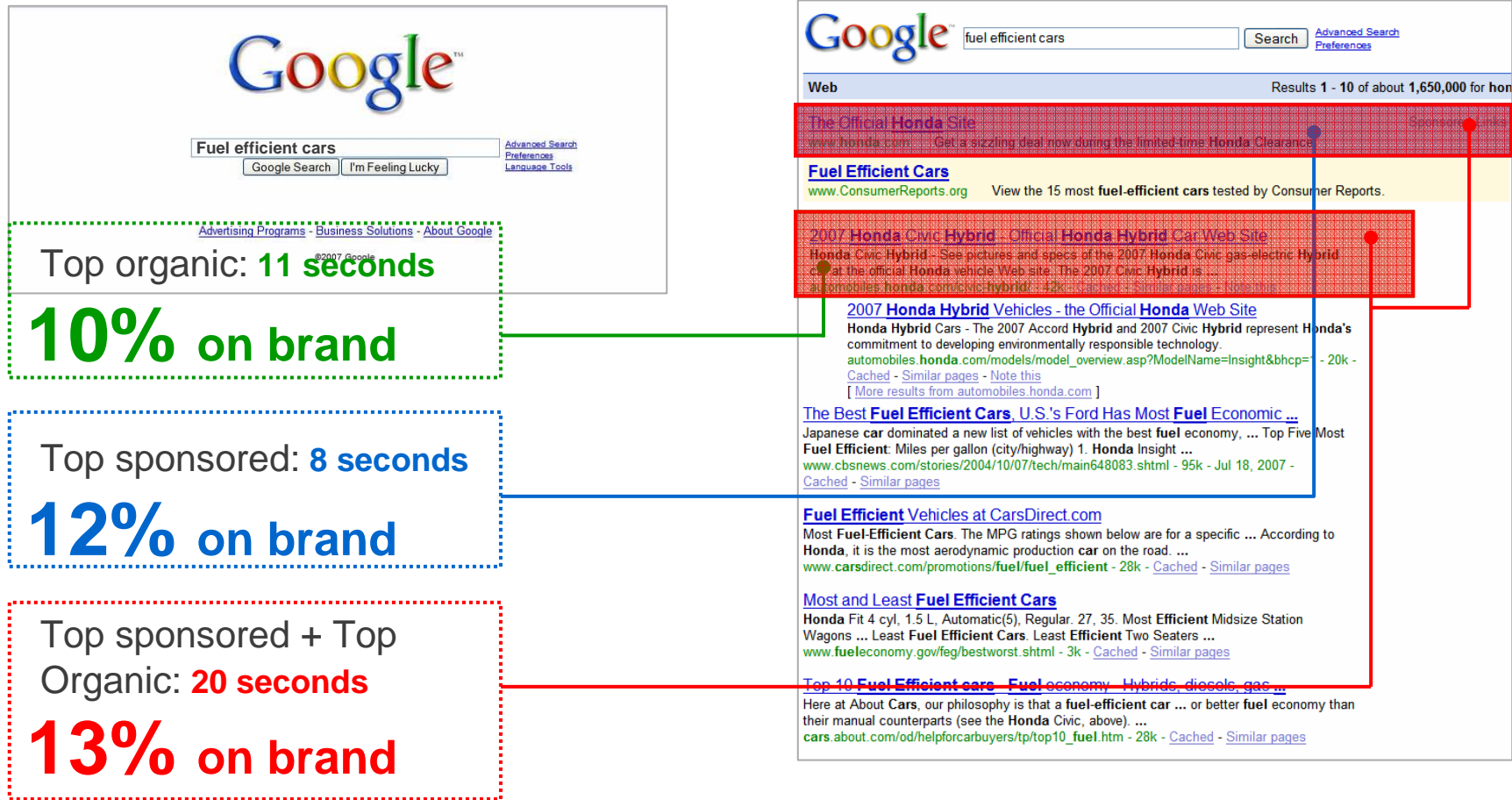
Which of the following brands do you remember seeing in the search results page you just viewed?



Source: Enquiro Search Solutions, Inc., July 2007

Brand Viewed Most When It Appears in Both Top Sponsored and Top Organic Results

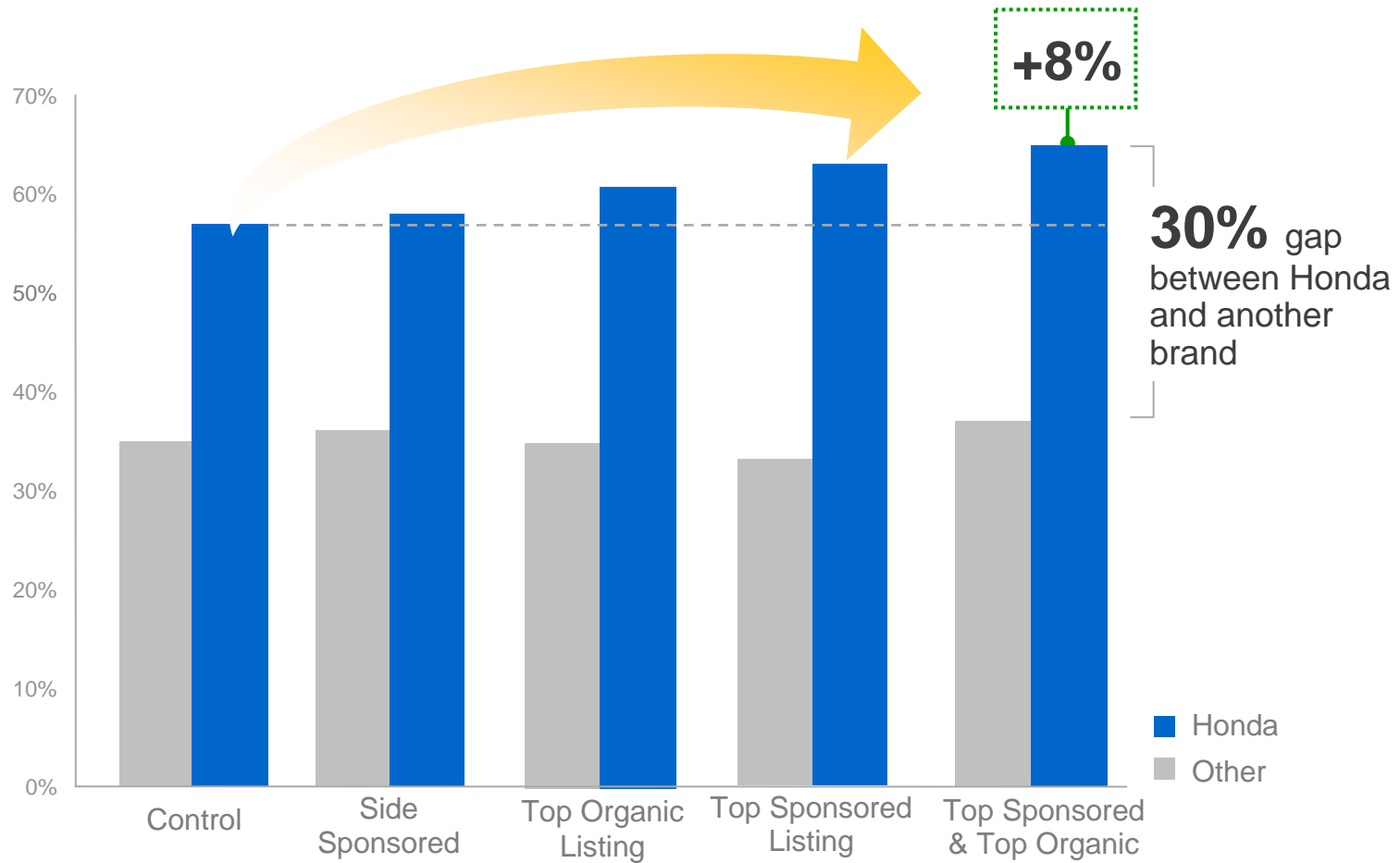
What was the total time spent viewing the brand name when it appeared in the various sections of the search results page?



Source: Enquiro Search Solutions, Inc., July 2007

When Brand Is in Top Sponsored and Top Organic Results, Purchase Intent Increases 8%

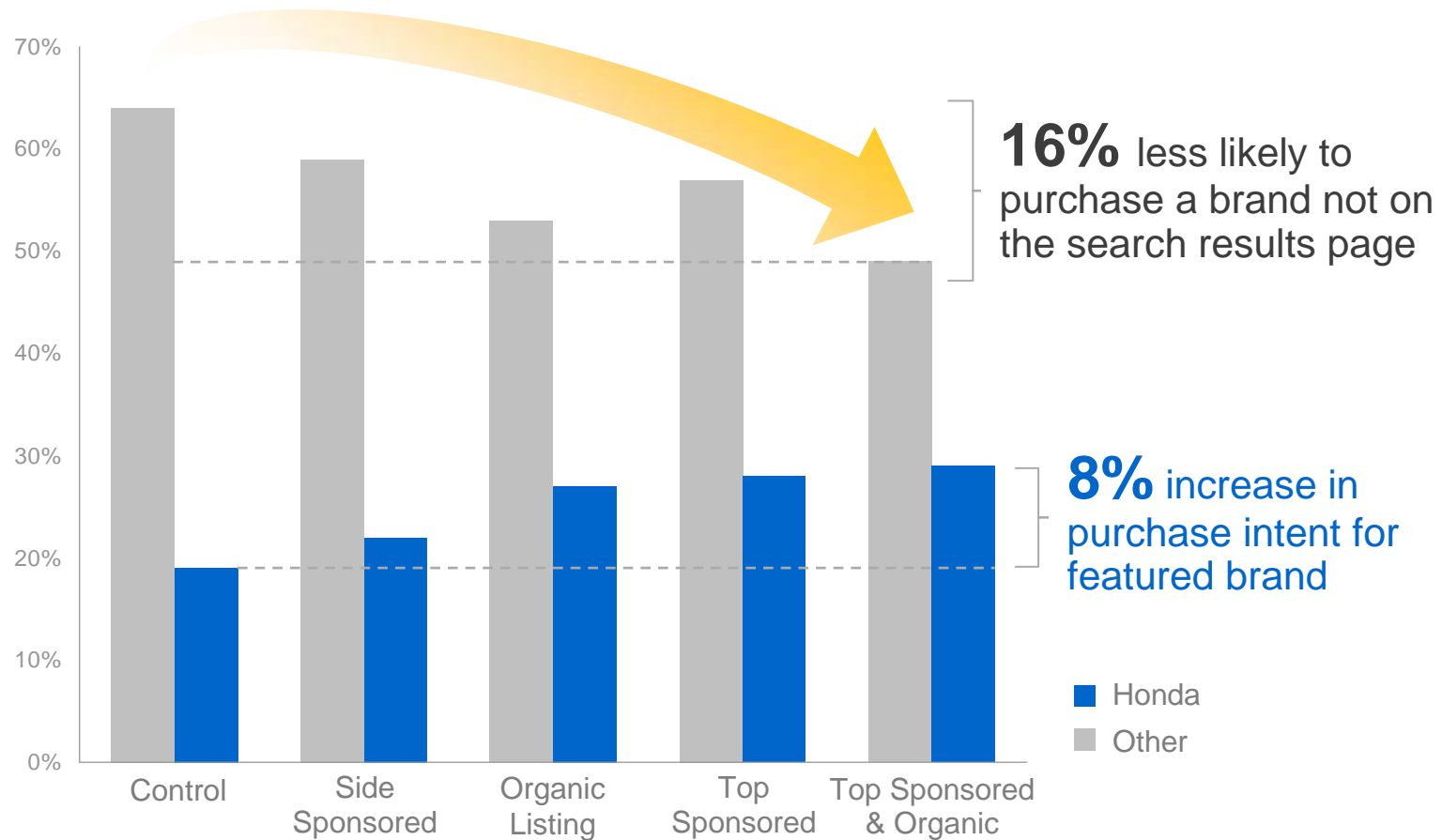
Which of the following brands do you remember seeing in the search results page you just viewed?



Source: Enquiro Search Solutions, Inc., July 2007

Consumers Are Less Likely to Consider Purchasing a Brand That Doesn't Appear on the Search Results Page

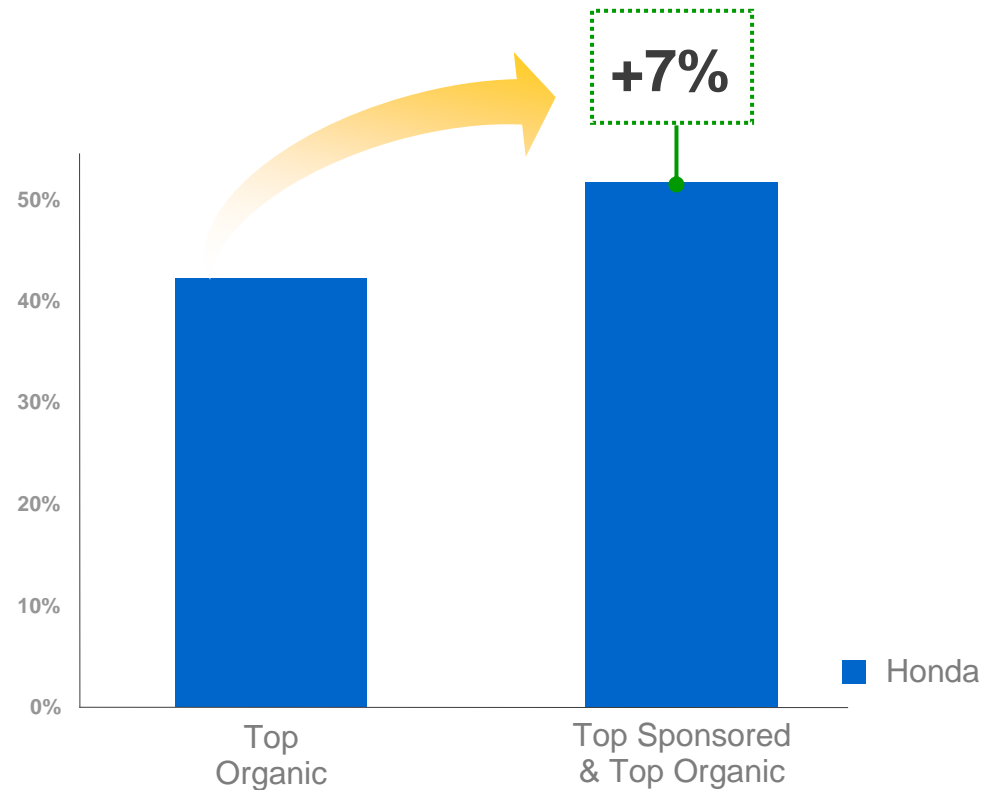
Which of the above brands would you be most likely to consider purchasing?



Source: Enquiro Search Solutions, Inc., July 2007

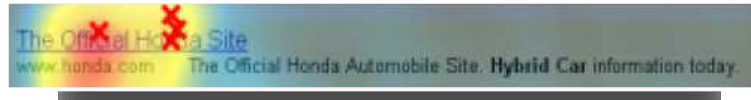
Even for Branded Queries, Presence in Top Sponsored and Top Organic Listings Boosts Purchase Intent

Which of the above brands would you be most likely to consider purchasing?



Source: Enquiro Search Solutions, Inc., July 2007; Note: A "Branded query" is a search query that includes the brand (i.e., "Honda").

Eye Tracking Reveals Consumer Insights



Observation: Brand fixations occurred in the URL and title of the listing; not in the description

Best Practices: Place your brand in the title, URL, and as close to the start of the description as possible in your sponsored and organic listings



Observation: Subjects with established affinity for the brand spent 25% less time on the Top Sponsored listing, jumping down to the organic listings 73% faster than the non-affinity group

Best Practices: Sponsored listings appear to be more effective at lifting a brand among new customers; write and target them as such – especially for upper funnel queries



Thank you.

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