

# Top Search Trends

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# Agenda

- Marketer Trends
- User Trends
- Industry Trends

# Background

- SearchIgnite is a provider of Search Engine Marketing technology that optimizes and measures:
  - Search performance for **500+ marketers**
  - Search spend across **retail, financial services, travel, media and entertainment**
  - **15+ million** active keywords each month
  - **\$300M+** in annual paid search media
- Headquartered in Atlanta with offices in New York & Tokyo

Top Search Trends

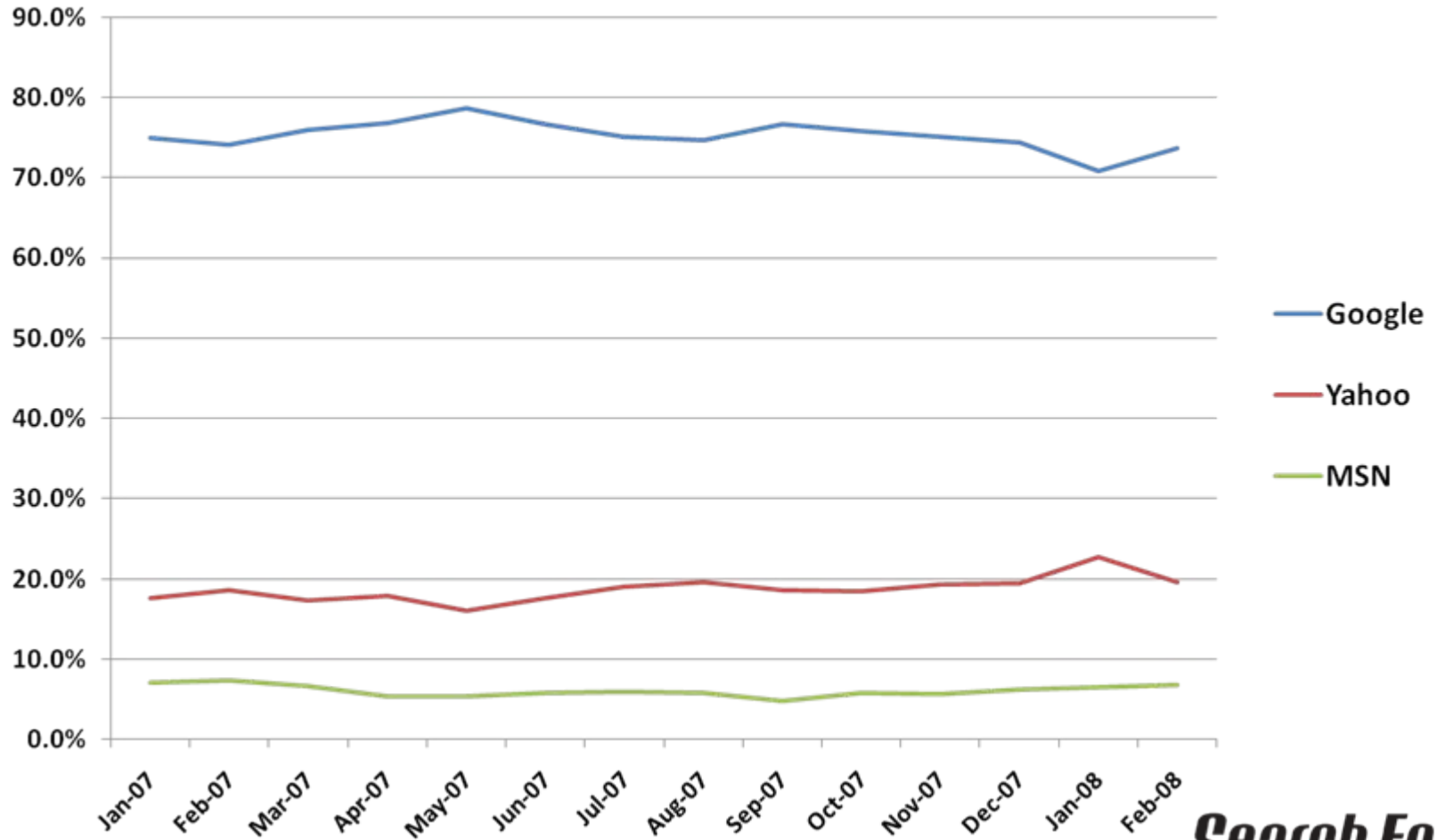
# MARKETER TRENDS

# Marketer Trends

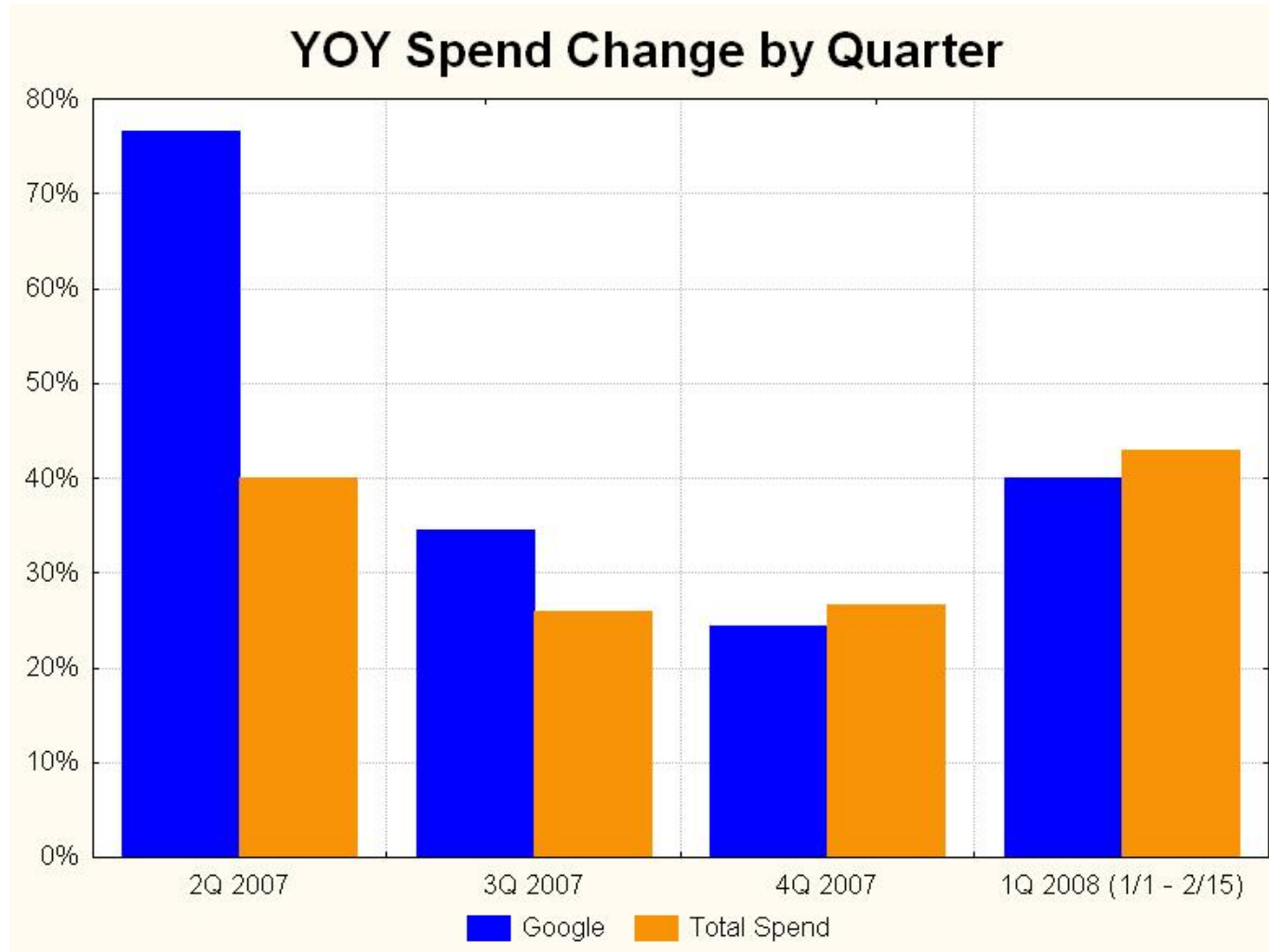
- Marketers are spending more money in paid search in Q1
  - Same advertiser media spend is up 43.0%
  - Paid clicks are up 47.2%
- Search Engine Market Share Basically Flat
  - Relatively flat in the past year with slight gains for Yahoo
  - Good February bump for Google
  - Feb 08: Google 73.7%, Yahoo 19.6%, MSN 6.7%

\*Data from January 1, 2008 from February 15, 2008 unless stated otherwise

# Search Engine Market Share



# Year over Year Growth Trends



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# USER TRENDS



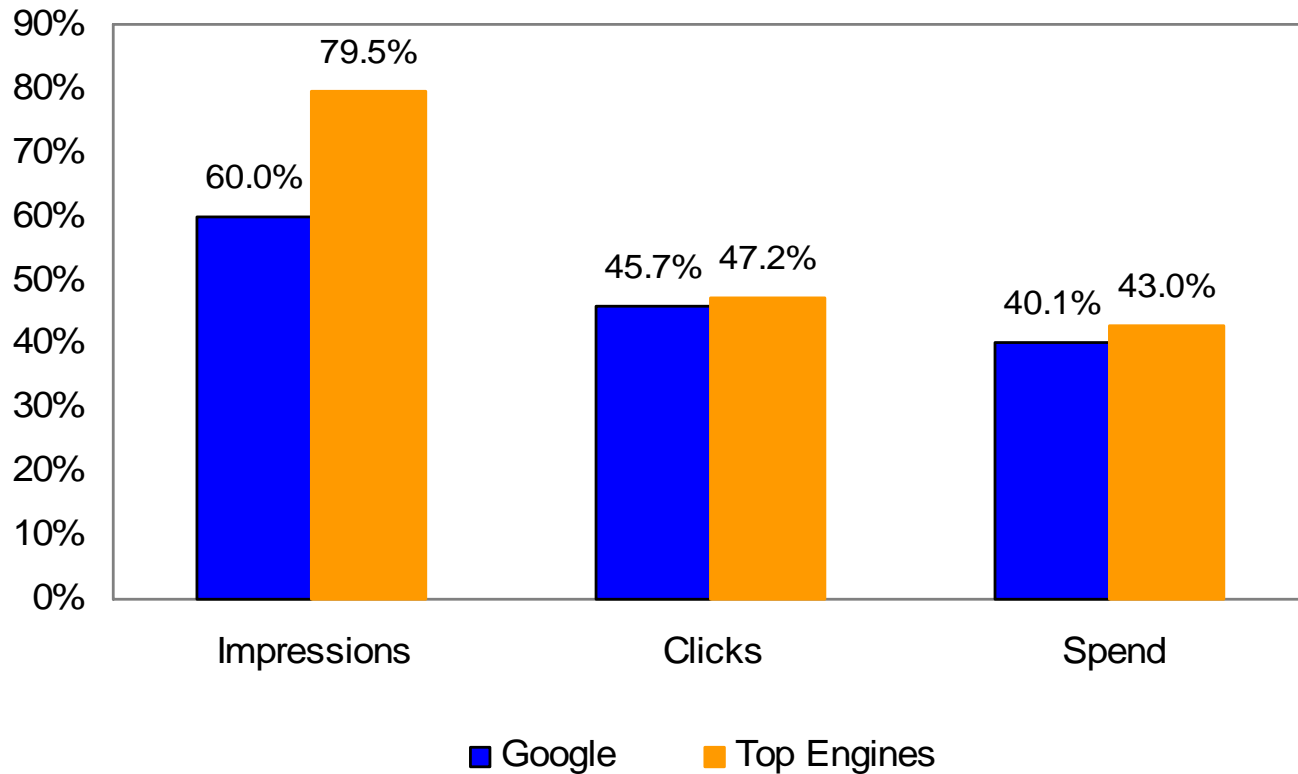
# User Trends

- Impressions (Search Result Pages)
  - Dramatic Increases
  - Google up 60.0% Year over Year
  - All Engines up 79.5% Year over Year
- Cause for Concern?
  - Click Trough Rates declined 18% in Q1 and Conversion Rates have also dropped

\*Data from January 1, 2008 from February 15, 2008 unless stated otherwise

# User Trends

## YOY (1/1 - 2/15) Search Engine Performance



# User Trends

- User Engagement

- Average Clicks Leading to a Transaction

- Feb 2007      1.53

- Feb 2008      1.43

- Decline of 6.8%

- Average Keyword Length

- Feb 2007      14.38

- Feb 2008      15.46

- Decline of - 6.8%

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# INDUSTRY TRENDS

# Broad Industry Trends

- Flight to Quality in Uncertain Economic Times
- Beginning of Momentum towards Blending of Search and Display Campaigns
- Auction Media Platforms Beginning to Move Beyond Paid Search in Earnest
- Marketing Demand for Better Cross-Channel Marketing Attribution Measurement

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