



New Research:

Search Engine Marketing 2008-2009

September 4th, 2:00-2:30pm ET (11:00-11:30am PT)



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Based on Real-life Data: MarketingSherpa Methodology

Our research comes from 5 sources:

- Survey of 1,928 SEM Pros
- Surveys of Consumers
- Lab tests and Partnered Research
- Sherpa Case Studies
- "Best of" Data from Partner Research Orgs.



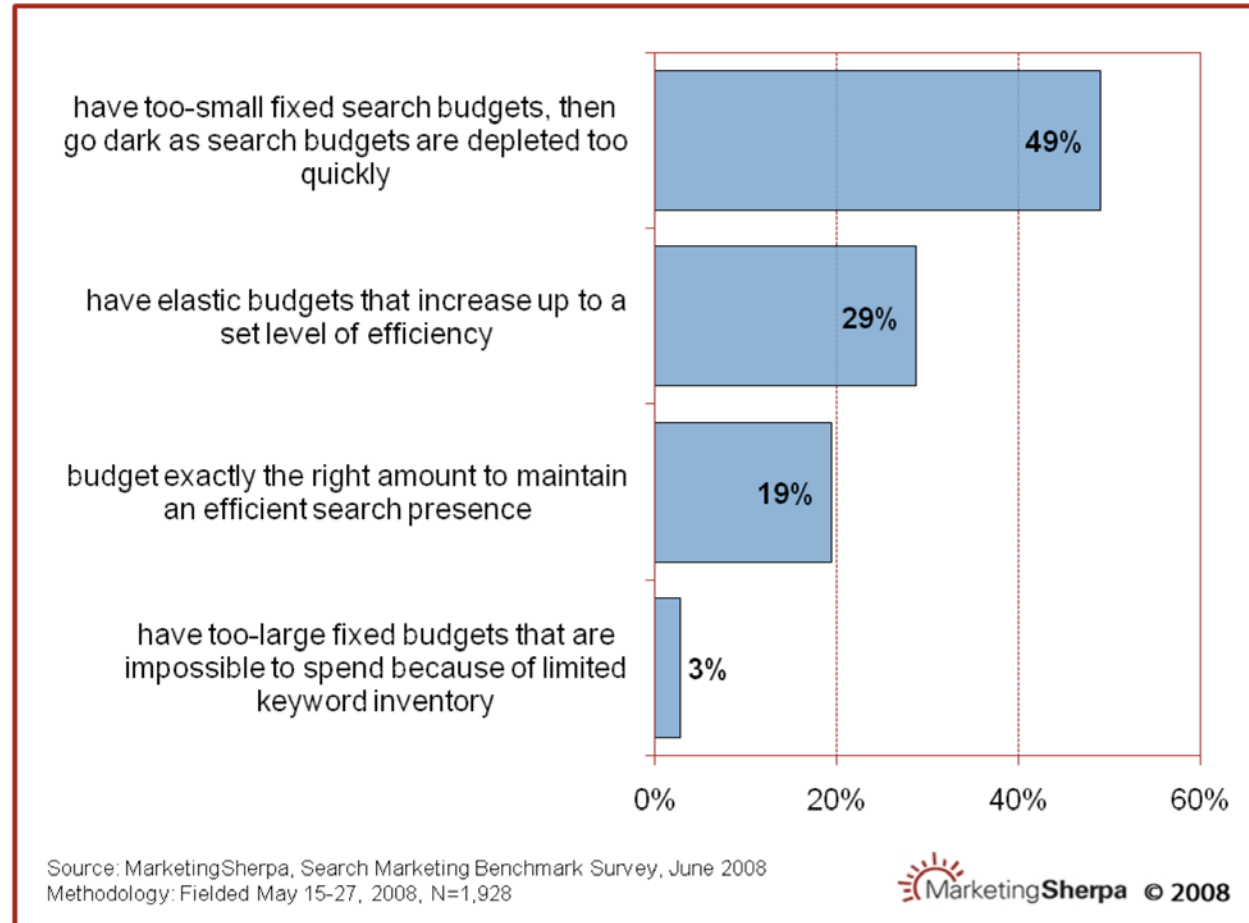
The Business of Search



Inflexible budgeting still the norm

Chart: Elasticity of Client Budgets

Are your paid search clients more likely to...



Viral rarely making it into the budget

Chart: Budget Allocation for Viral Initiatives

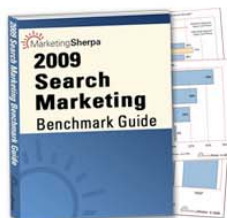
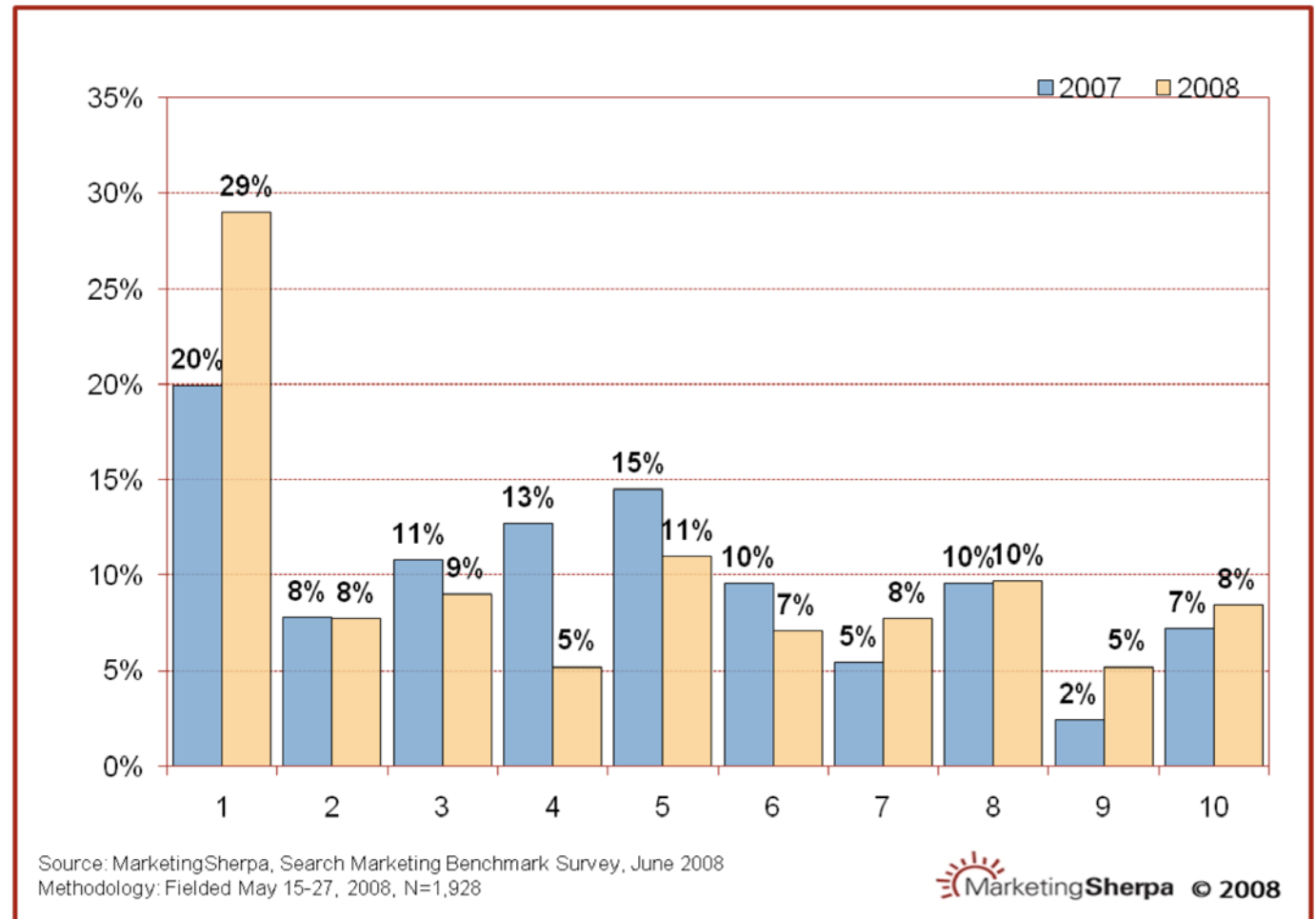


Keeping SEM staff less difficult

Chart: Ease of Retaining SEM Staff, 2007 vs. 2008

1 = Very Easy

10 = Very Difficult

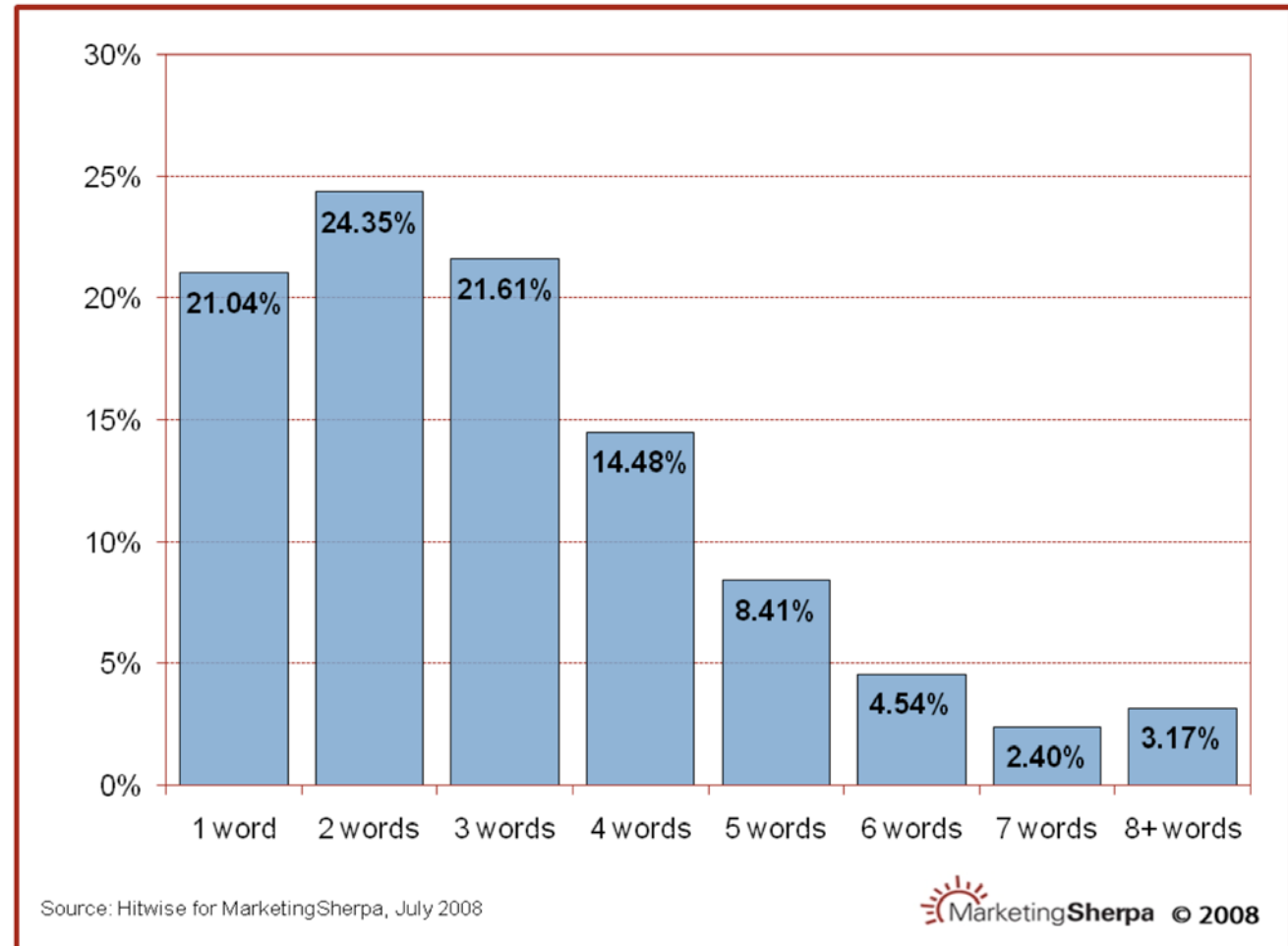


Tactical Issues in Search



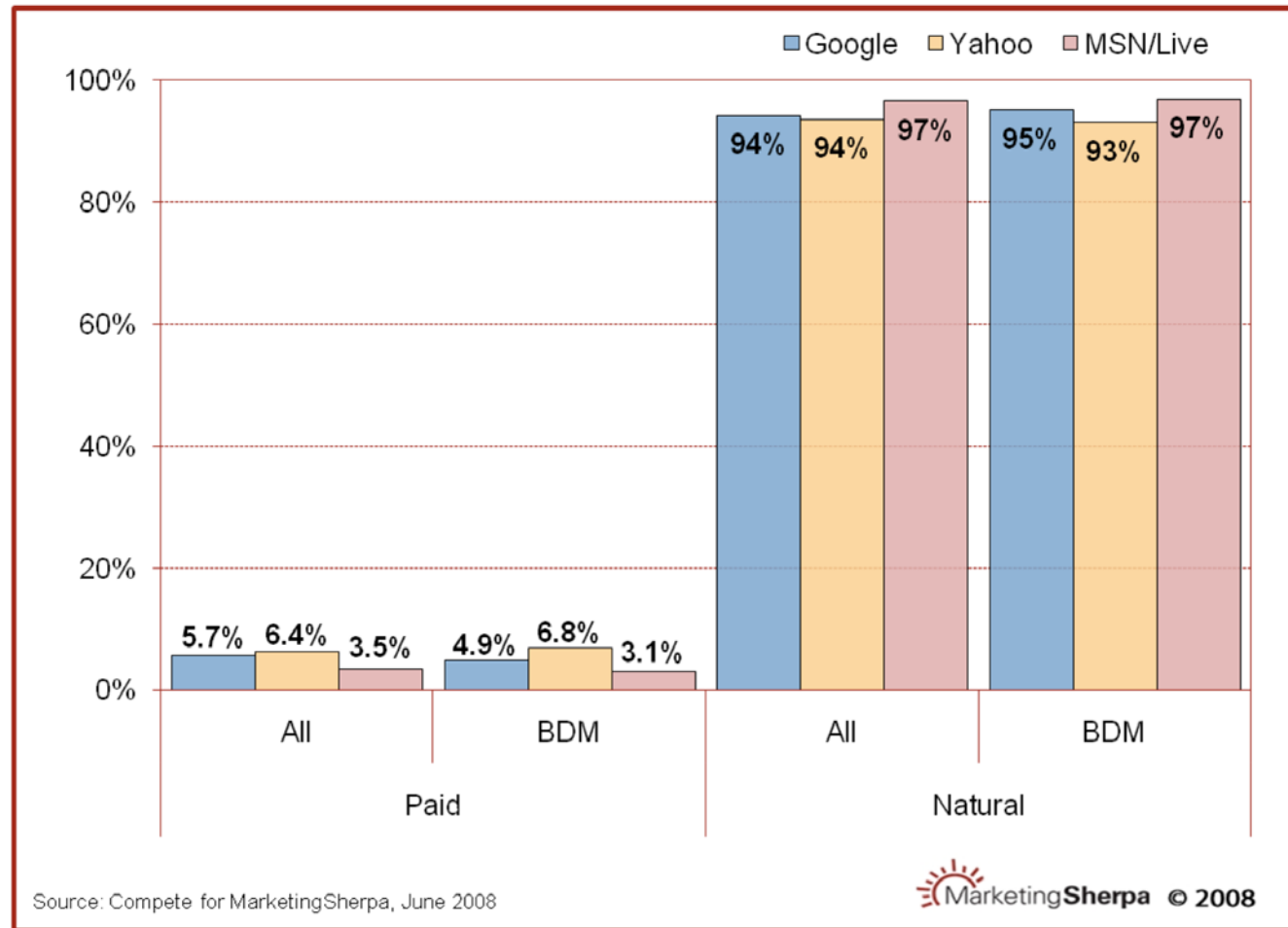
54% of search phrases 3+ words

Chart: Word Count in Search Phrases - U.S. Searchers



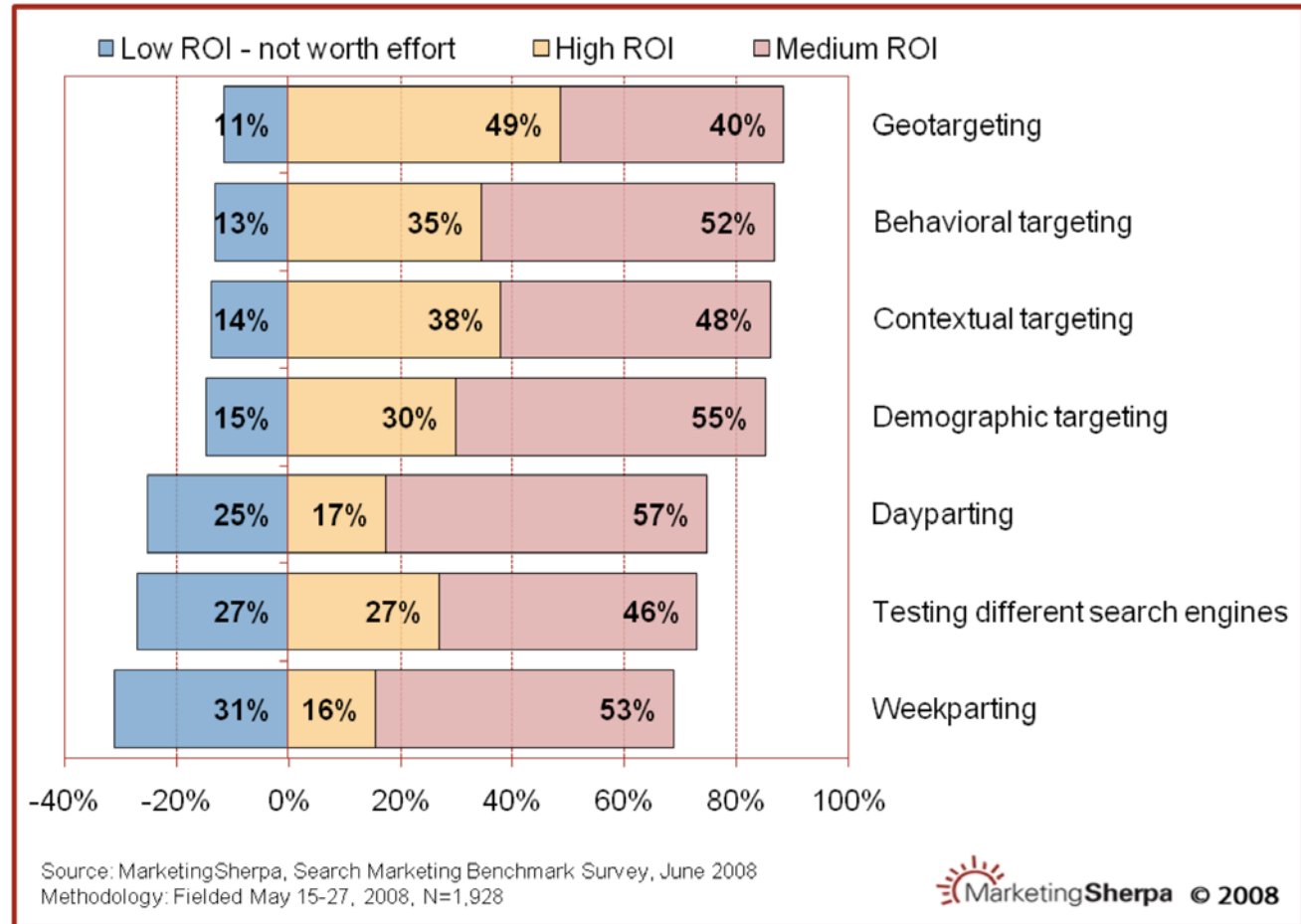
Organic clicks still dominate search

Chart: Natural vs. Paid Search Clicks, All vs. Business Decision Makers



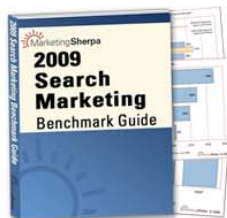
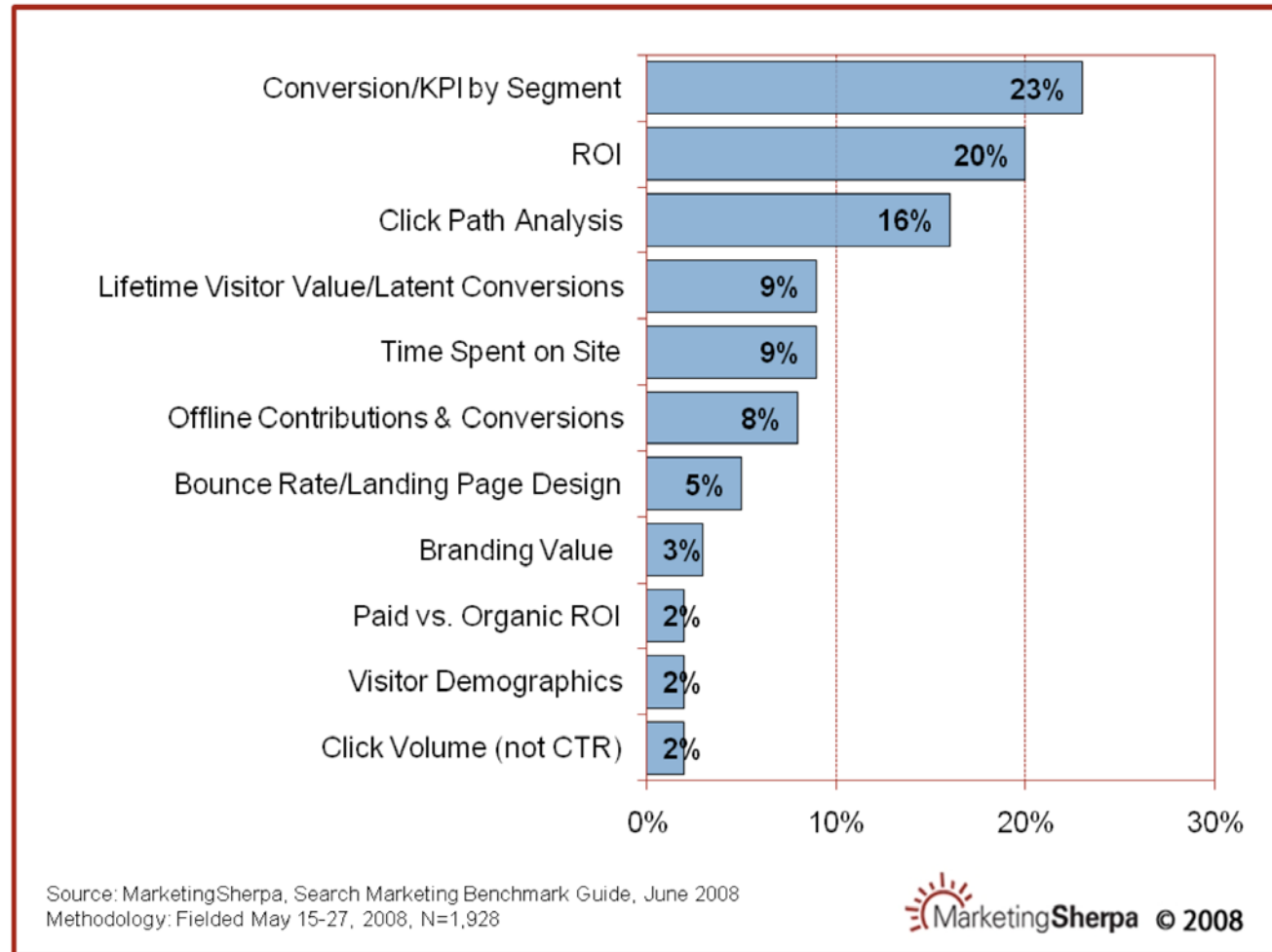
Targeting nearly always worth the effort

Chart: Targeting Search Users - Tactics Rated (Average)



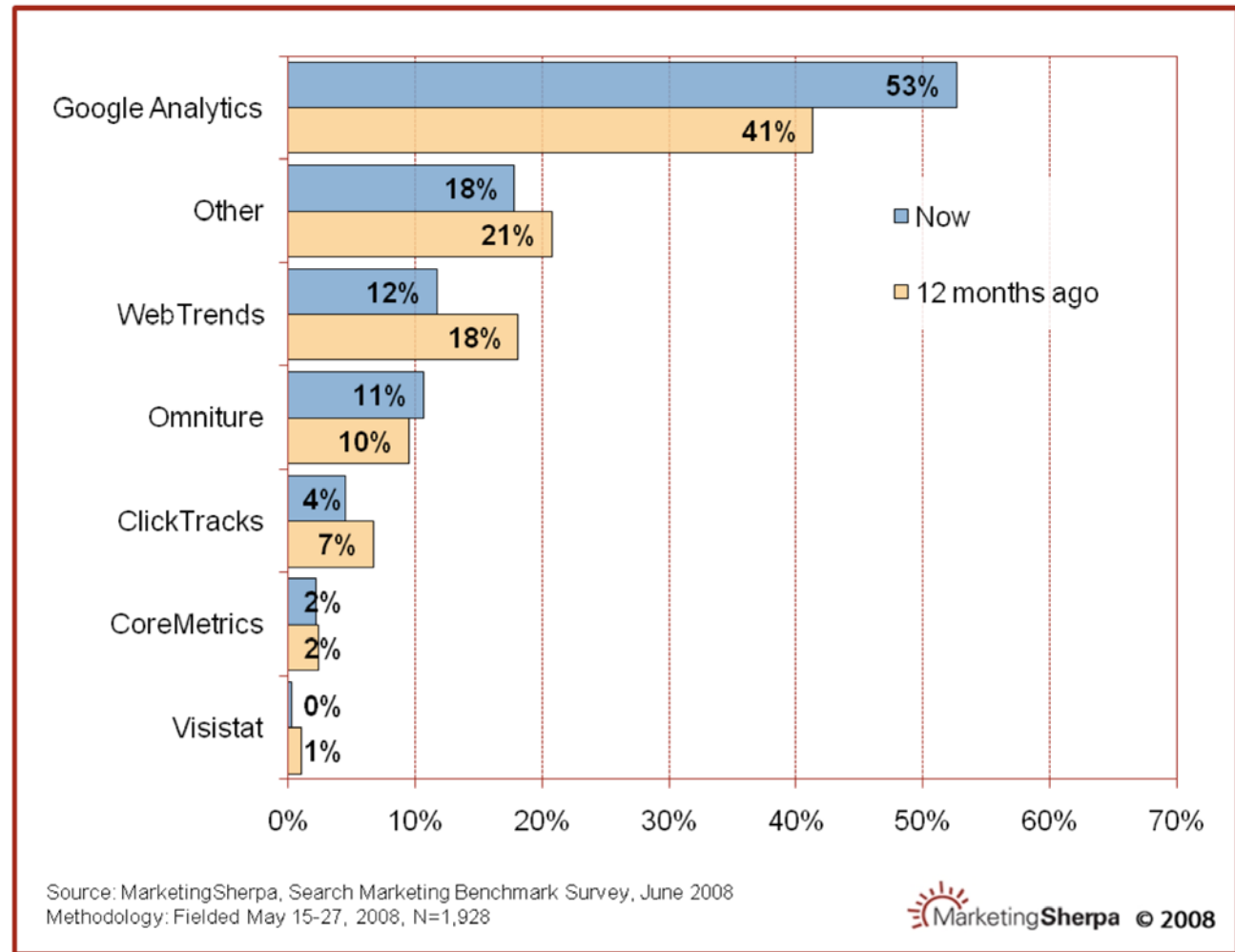
Conversion & ROI under-used metrics

Chart: Most Under-used Metrics According to Search Marketers



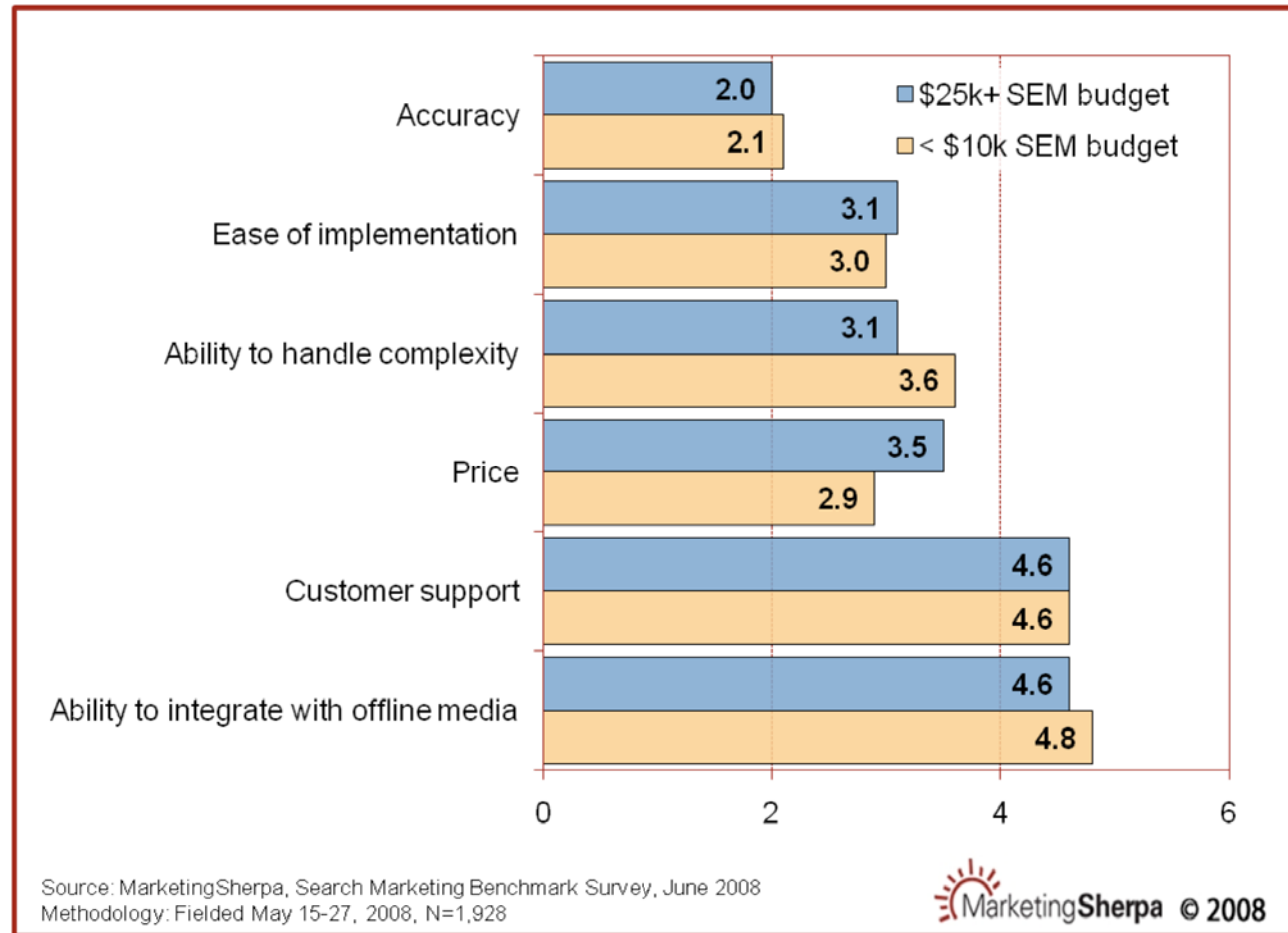
Google Analytics expanding rapidly

Chart: Use of Analytics Programs



DIY Analysts looking for accuracy and ease of implementation

Chart: What Marketers Value Most in an Analytics Program
Average Score Ranking from #1 to #6, 1 is Most Important



Search Expands

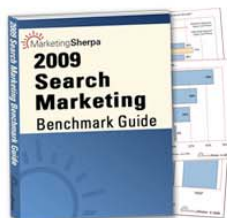
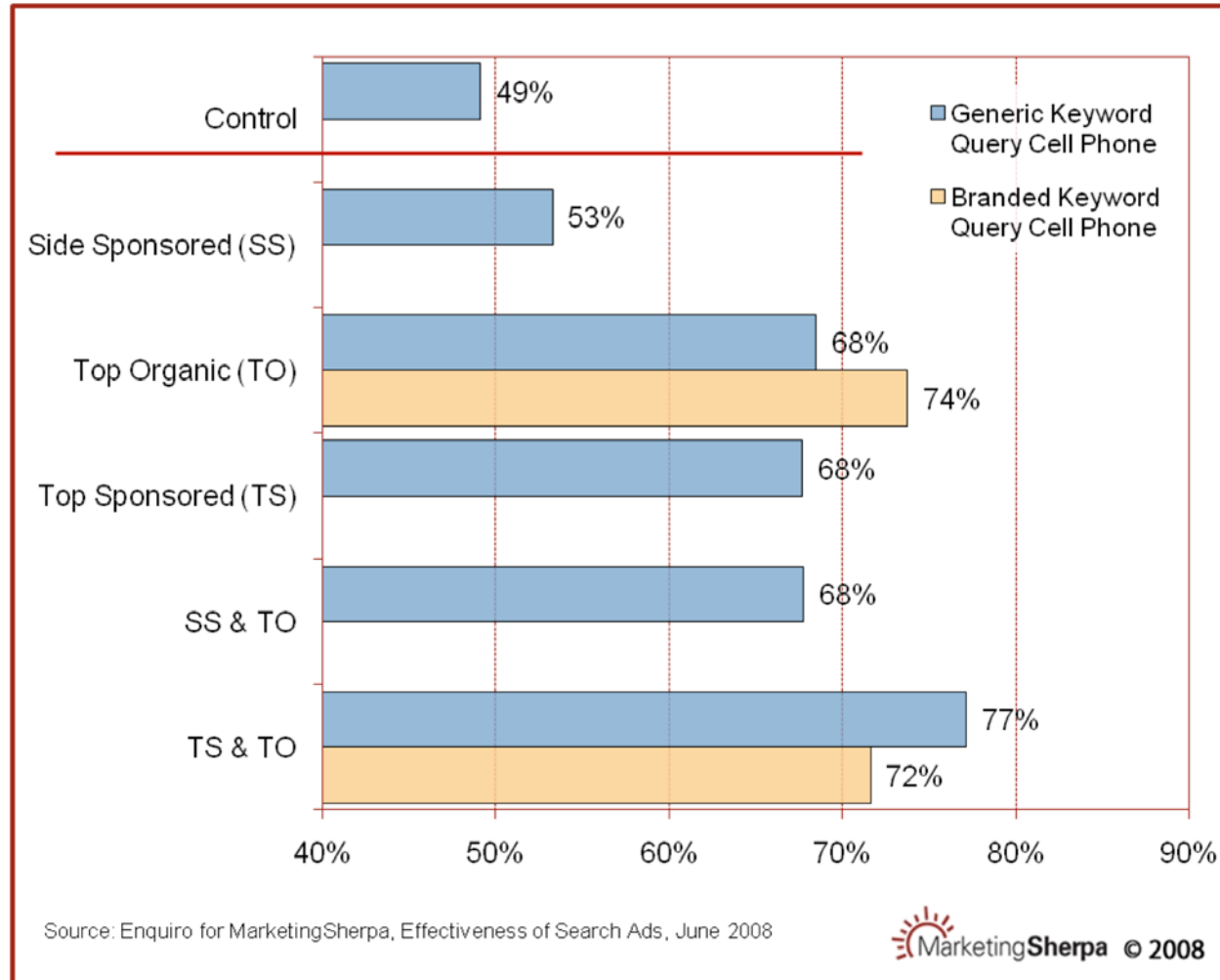


Search does work as a branding medium

Chart: Effect on Brand Favorability Among Ad Exposed Searchers

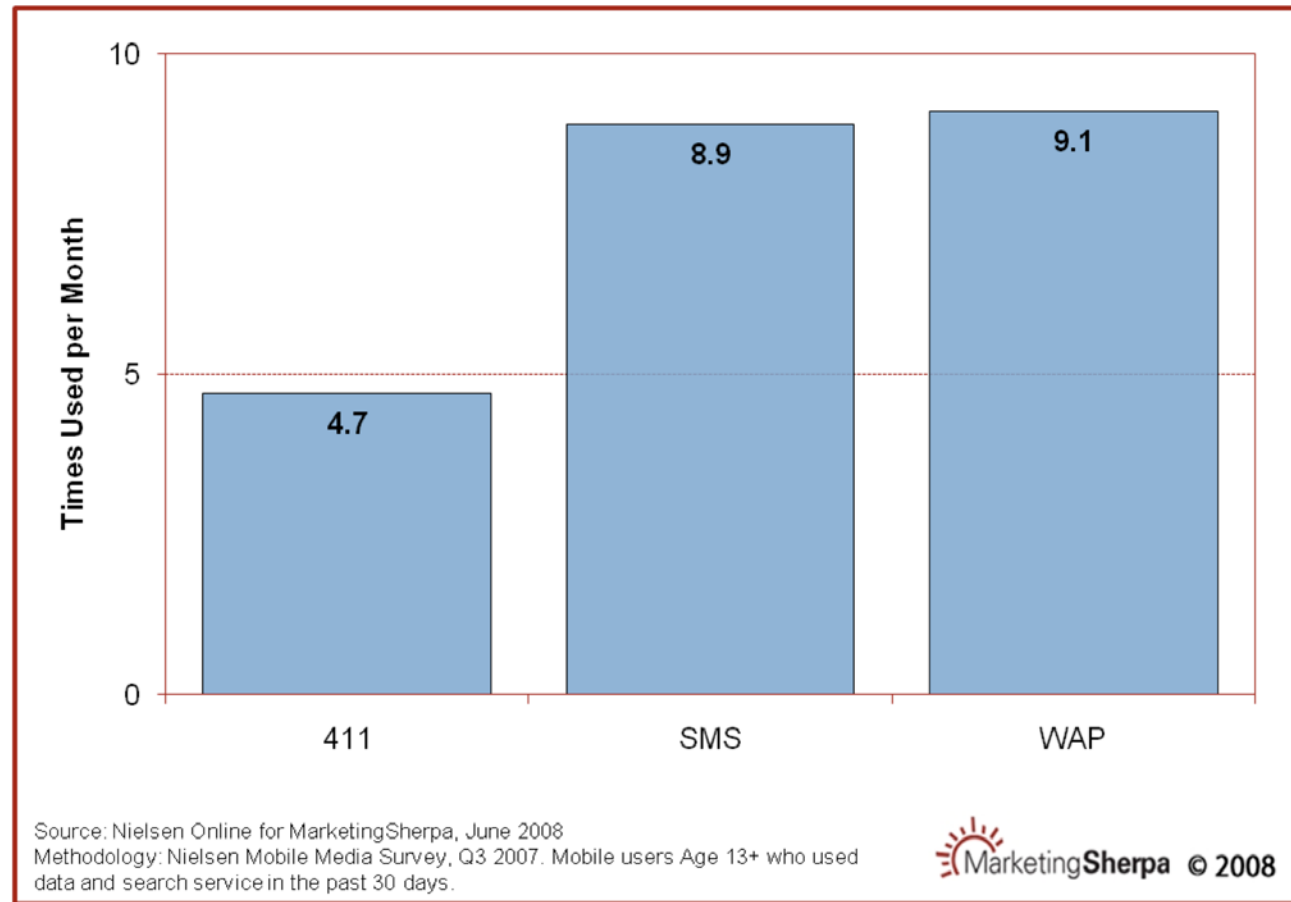
Rank the following brands: Which do you like best, which do you like least?

% Liked



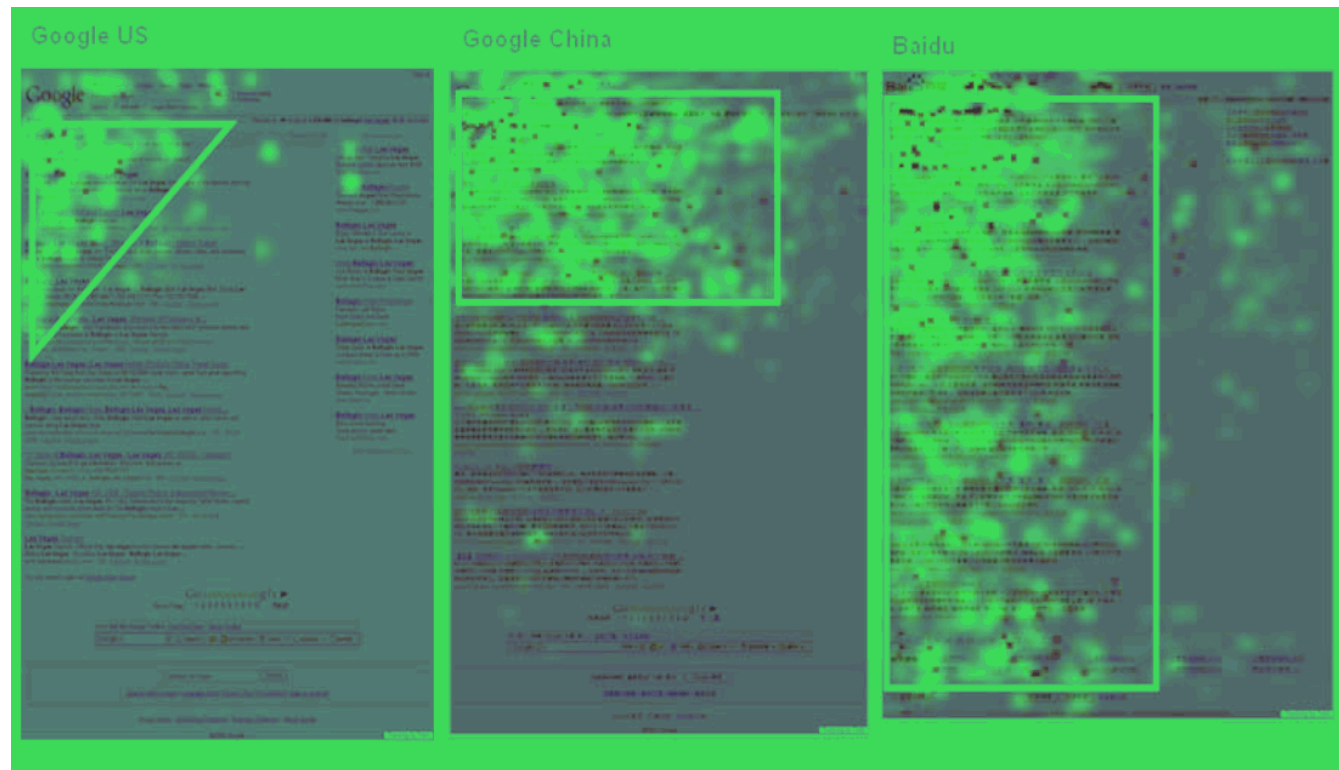
Mobile search is going mainstream

Chart: Usage Frequency Among Types of Google Mobile Search

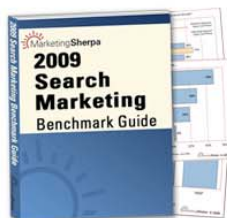


Chinese search style differs from West

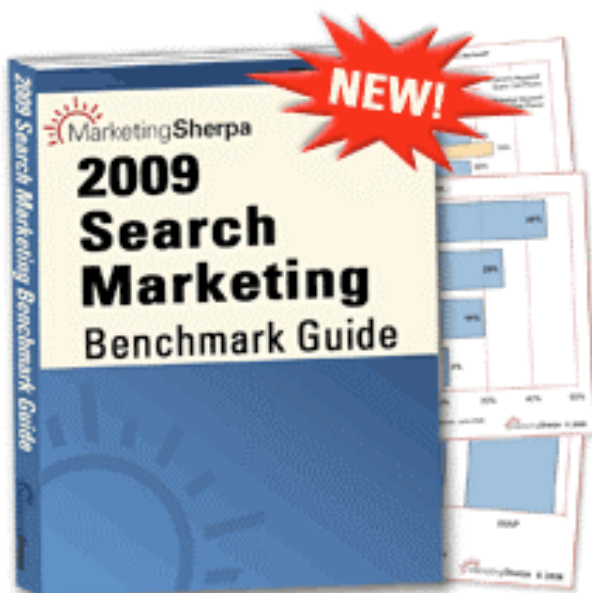
Image: SERP Scan Pattern Differs Dramatically Among Chinese



Source: Enquiro for MarketingSherpa, Chinese Search Engine Engagement Study, June 2008



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