



Newest Research for 2008: Search Marketing Trends & Tactics

Presented October 24, 2007



Stefan Tornquist, Research Director
MarketingSherpa, Inc.

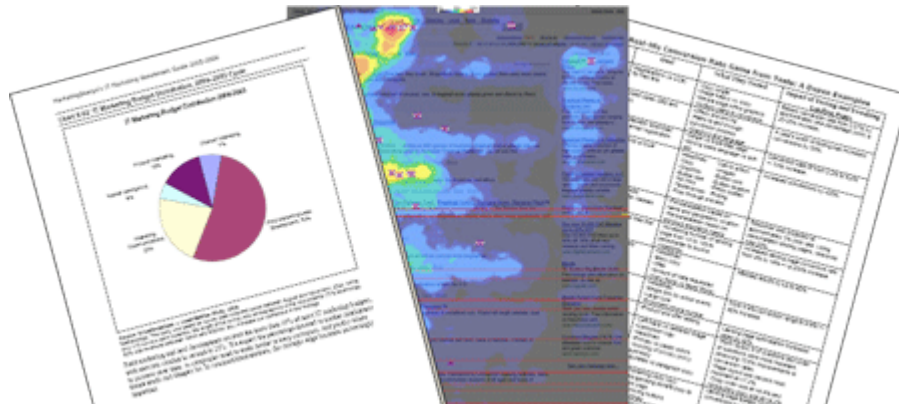
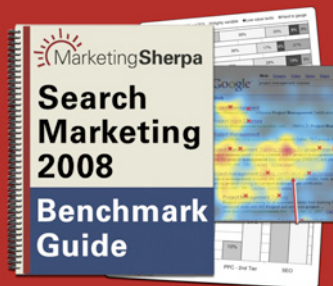


Tad Clarke, Editorial Director
MarketingSherpa, Inc.

Real-life Data: MarketingSherpa Sources

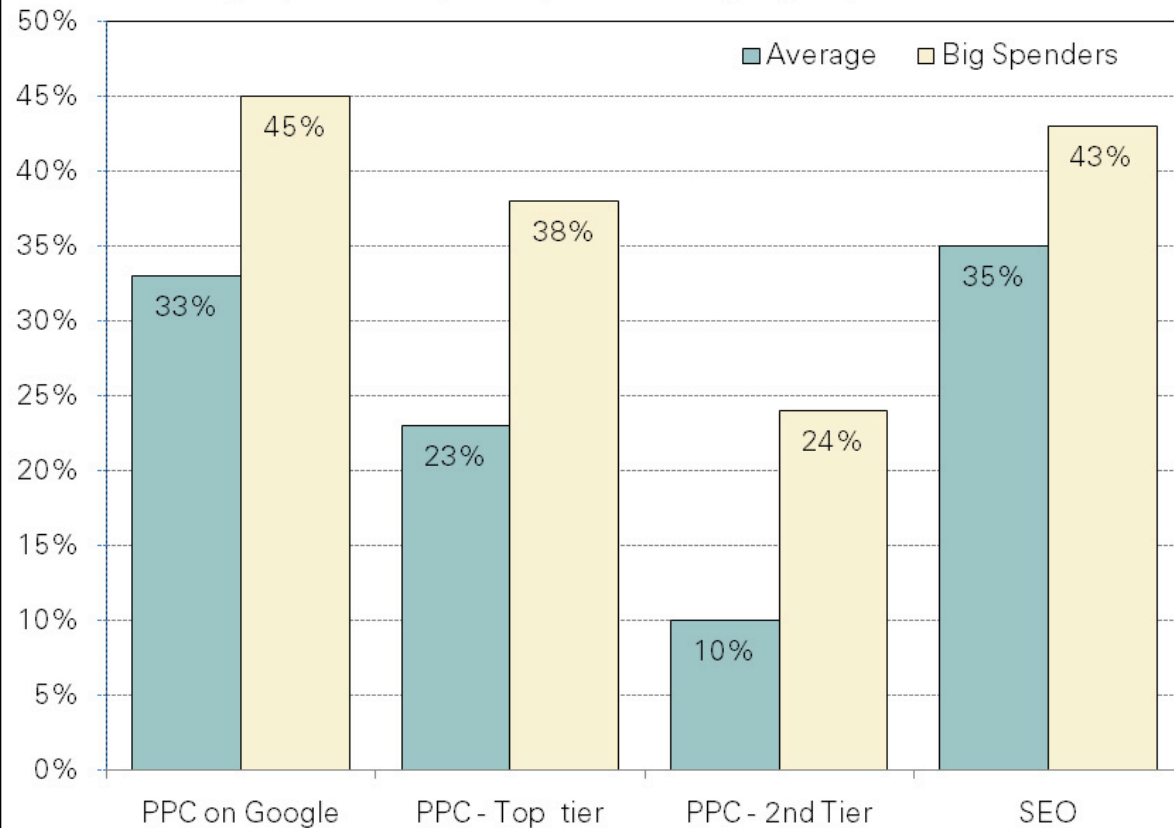
1. Surveys of 2,475 Search Engine Marketers and 711 SEM Agency Professionals
2. Partnered Research
3. Lab Tests
4. In-depth Interviews with Survey Respondents
5. “Best of” Data from 500+ Research Orgs.

Research Drawn From:

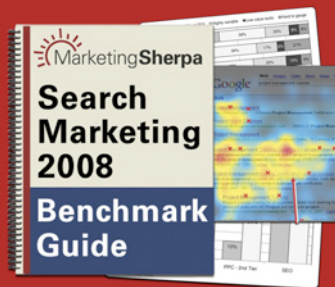


Marketers Say: SEM Spending Rise to Continue

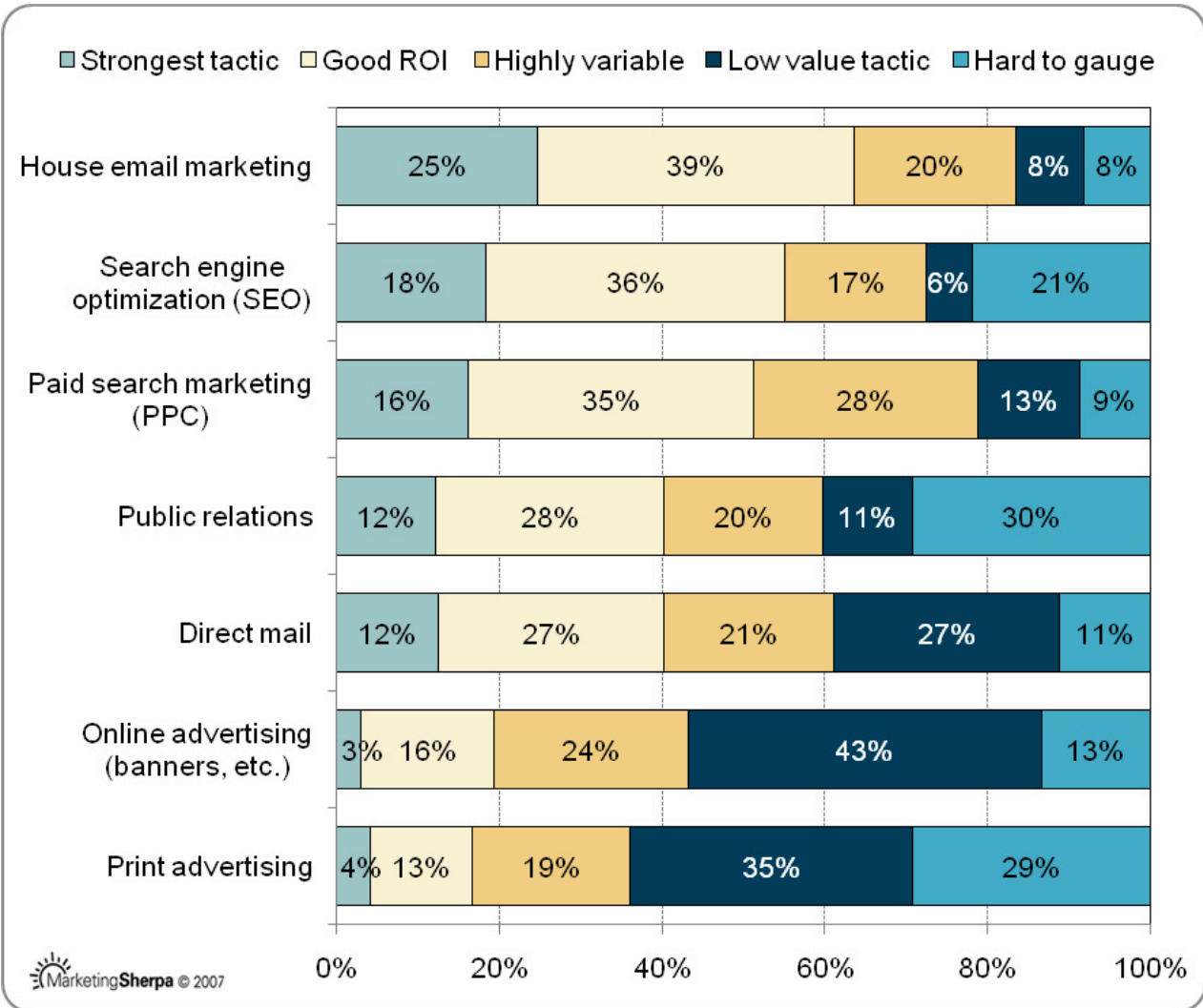
Percentage of marketers planning on increasing budget by 11% or more in 2008



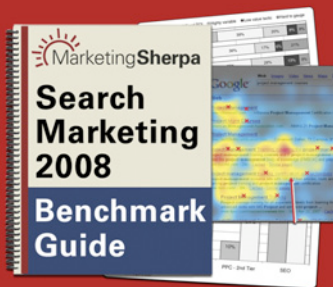
Research Drawn From:



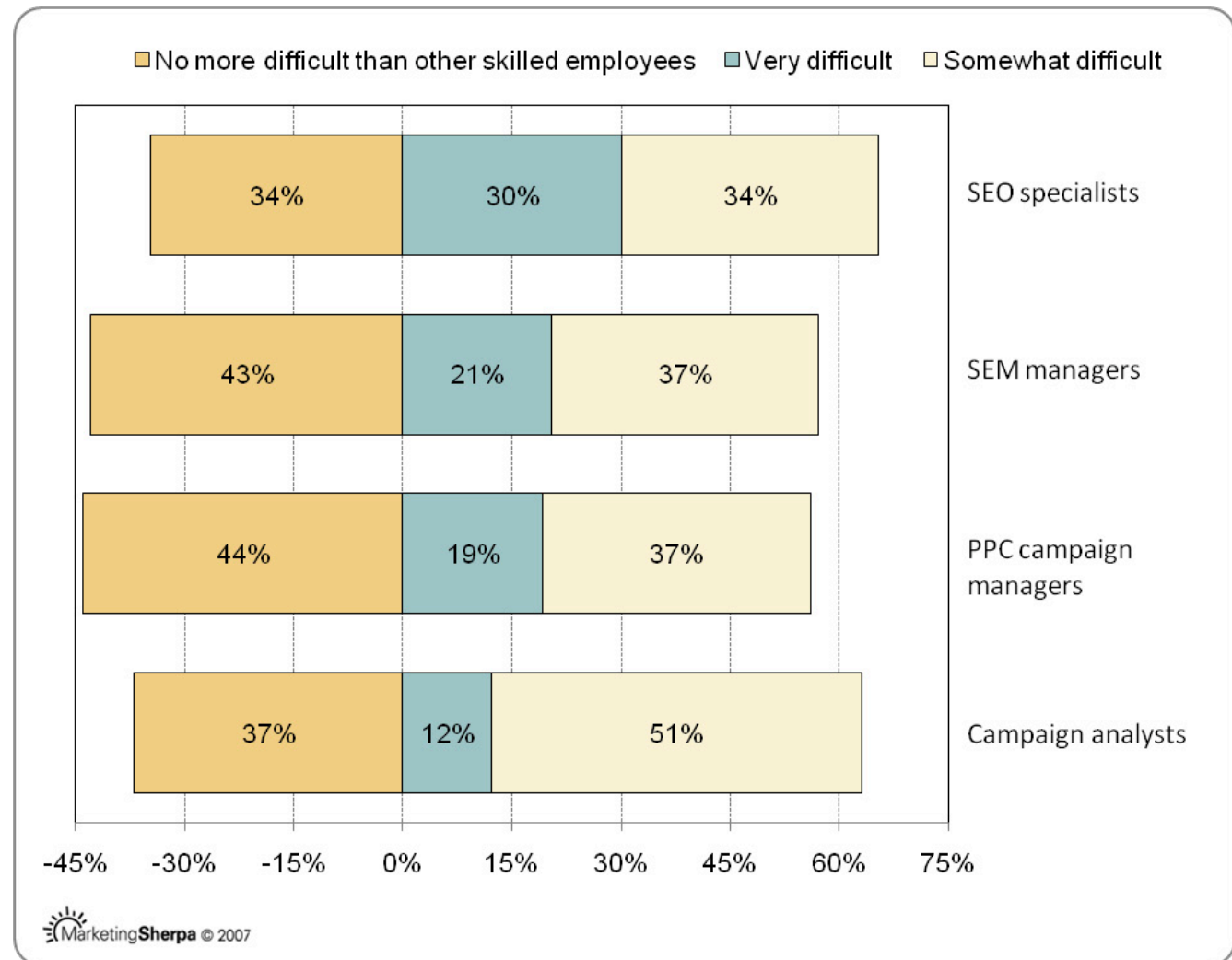
Tactics Compared: ROI



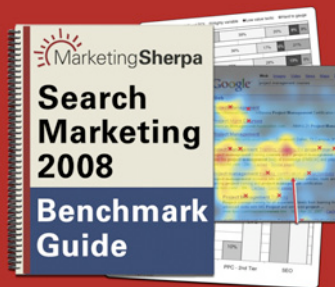
Research Drawn From:



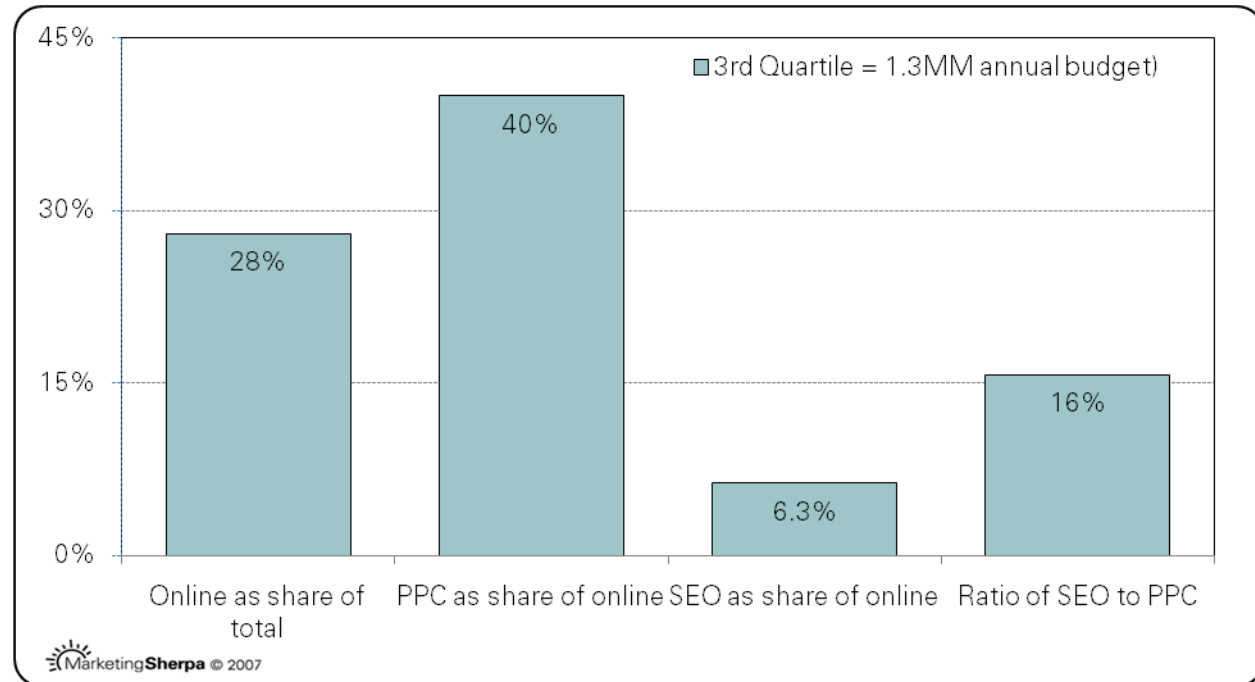
In - House SEM: Hiring a Challenge



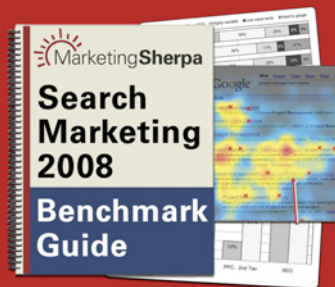
Research Drawn From:



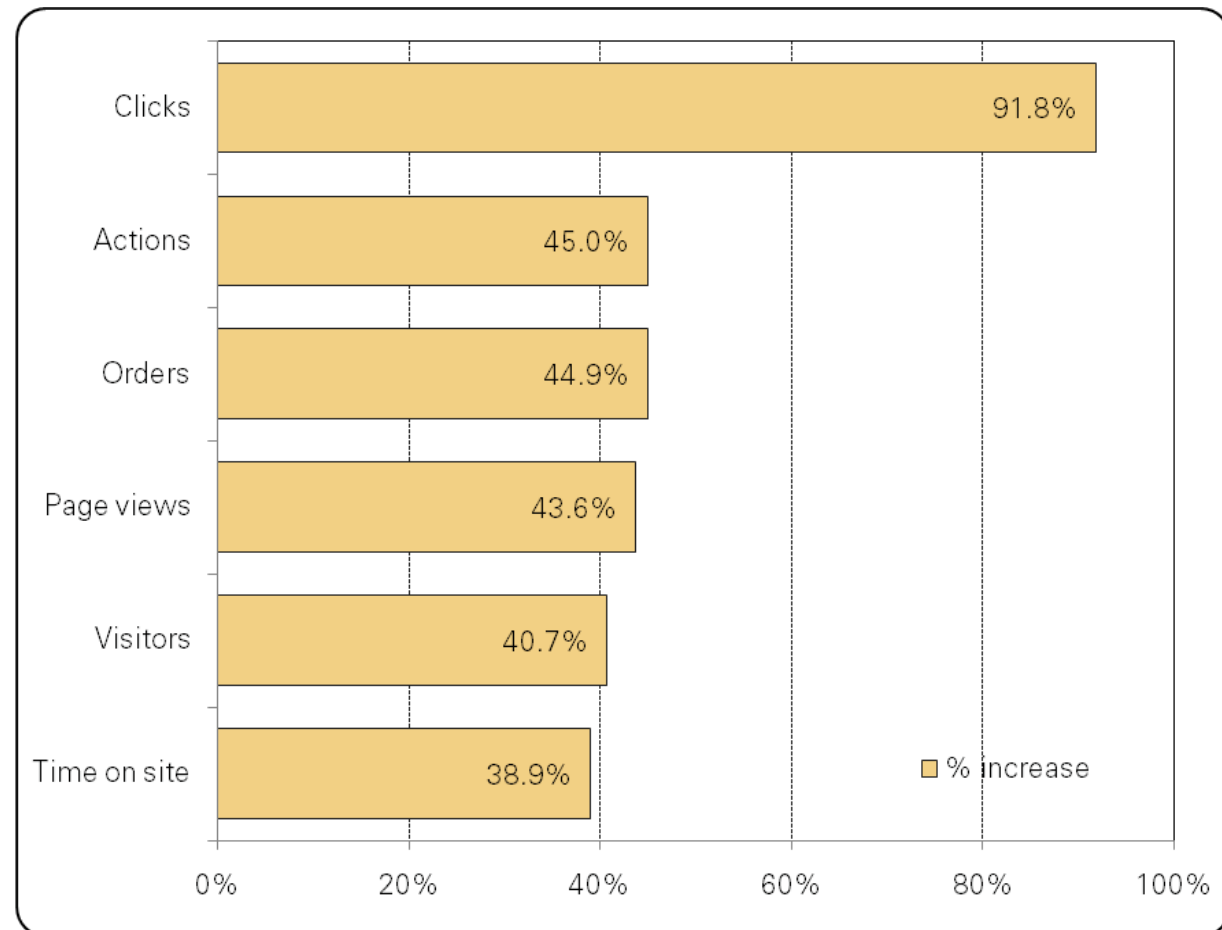
Breakdown – 1.3MM Budget



Research Drawn From:

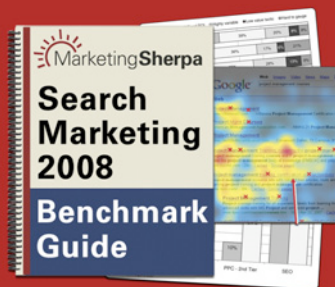


You Got Your SEO in my PPC



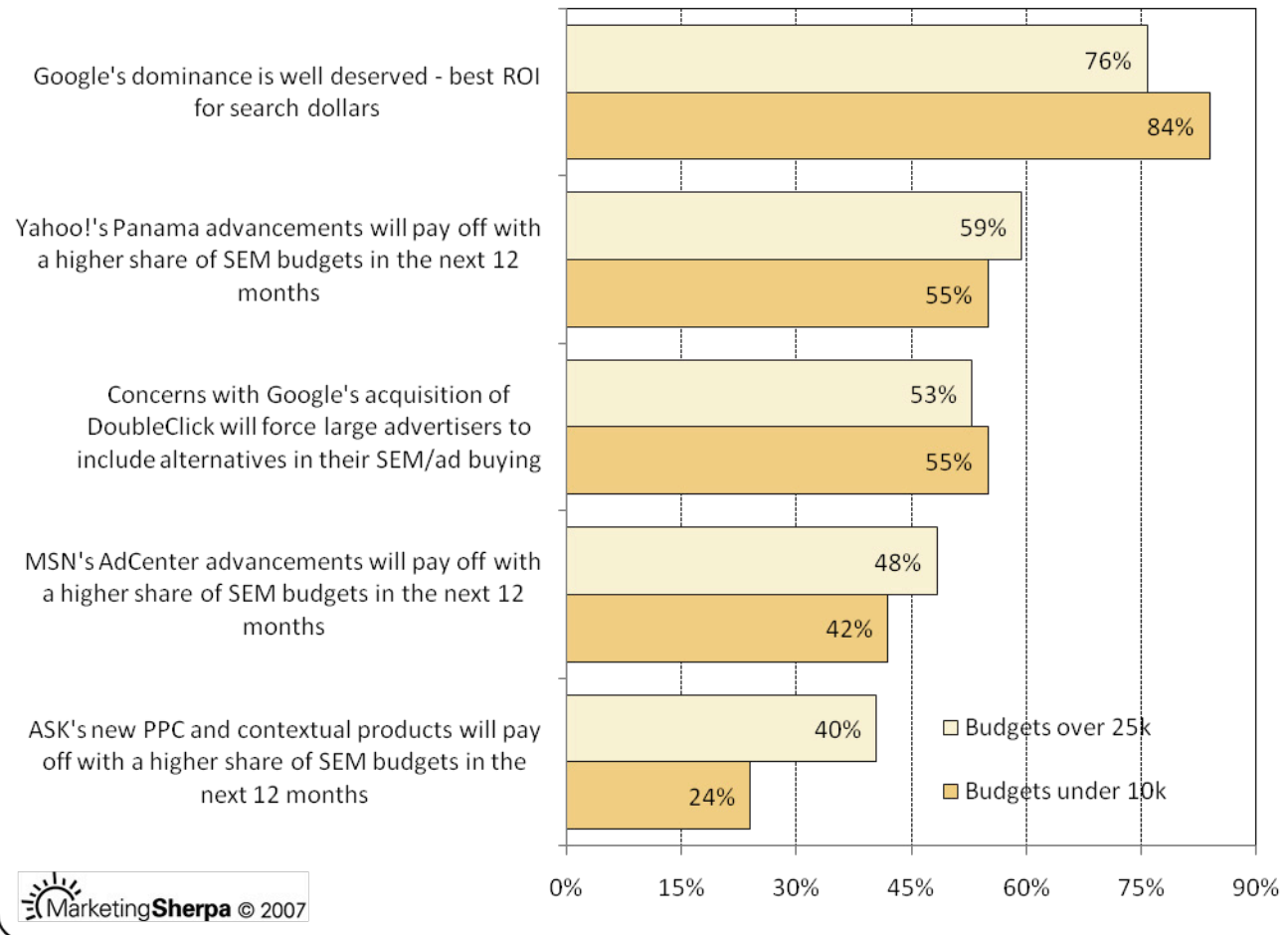
Source: iCrossing, Search Synergy – Natural and Paid Symbiosis, March 2007

Research Drawn From:

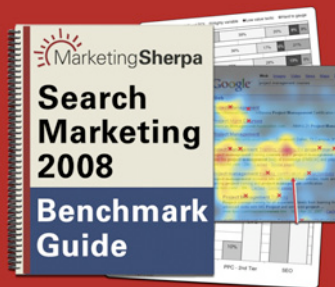


Agency Pros on the Top Tier

% of those who agree that the following statements are 'True'



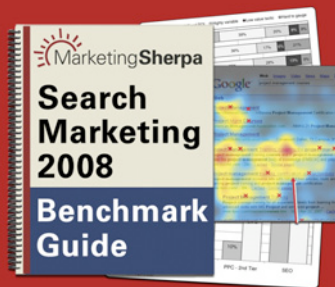
Research Drawn From:



Click Fraud Trends

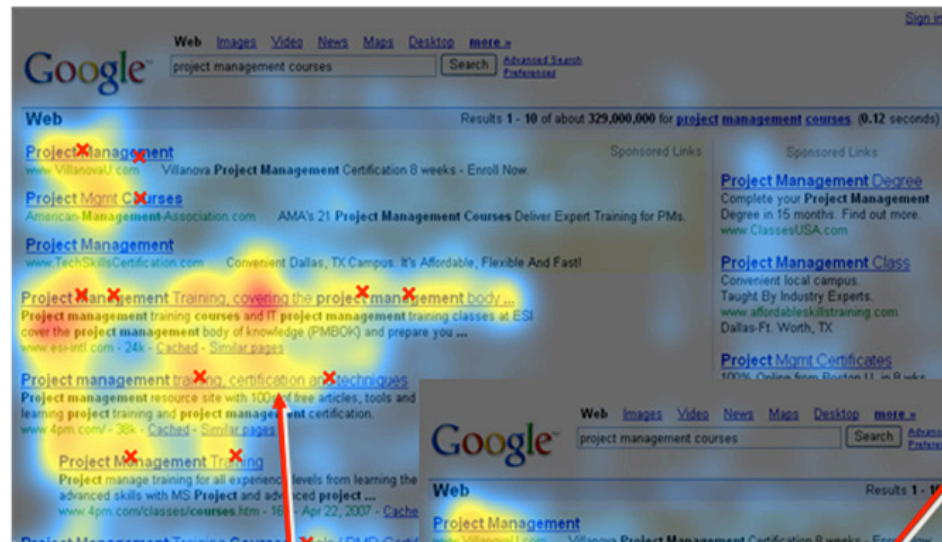
Existing Trends	Emerging Trends
Click farms, human – based fraud	Botnets
High volumes of fraudulent clicks from masked locations (such as AOL)	Small number of fraudulent clicks per advertiser per day; increased sophistication in proxy usage
Certain industries targeted (high CPC in industries like medical malpractice and mortgages attracts fraudsters)	Rising CPC across most verticals drives a wider fraud net – one botnet scheme believed to affect approximately 50% of all search advertisers, albeit at extremely low volumes
Fraud limited to clicks	Lead generation fraud – looks like a lead but no chance at ultimate conversion; also CTR fraud
International clicks to domestic sales programs	Domestic IP addresses generating fraudulent clicks
Usually one type of fraud by perpetrator	Multiple fraud schemes and good traffic used simultaneously by single perpetrators
Isolated Fraudsters	Organized Criminal Networks

Research Drawn From:

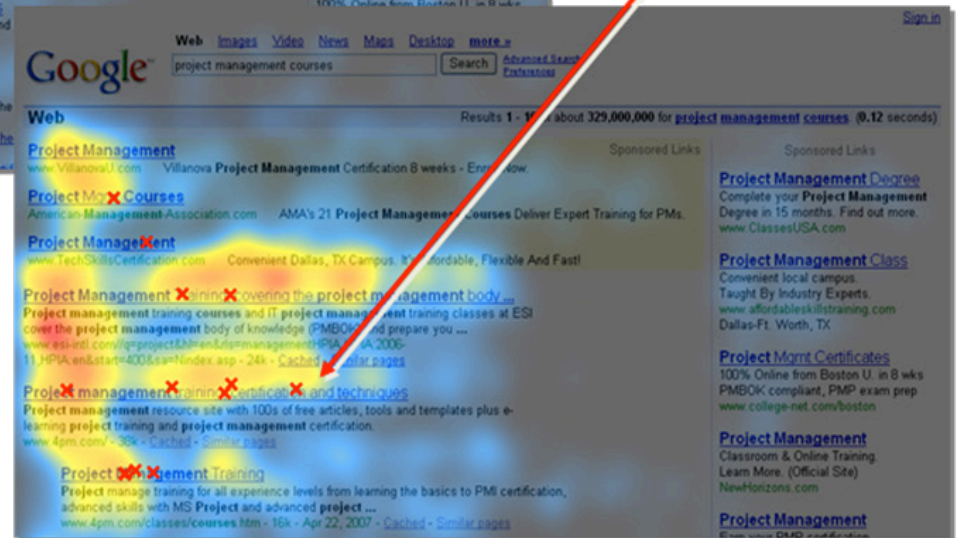


Source: MarketingSherpa Analysts, Interviews and Consultation with Authenticlick Inc.

Search Eyetracking

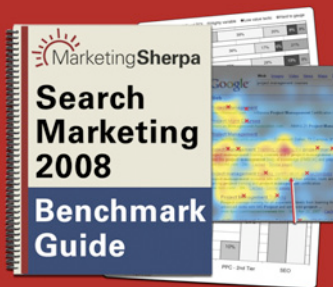


Result following Listing with short URL



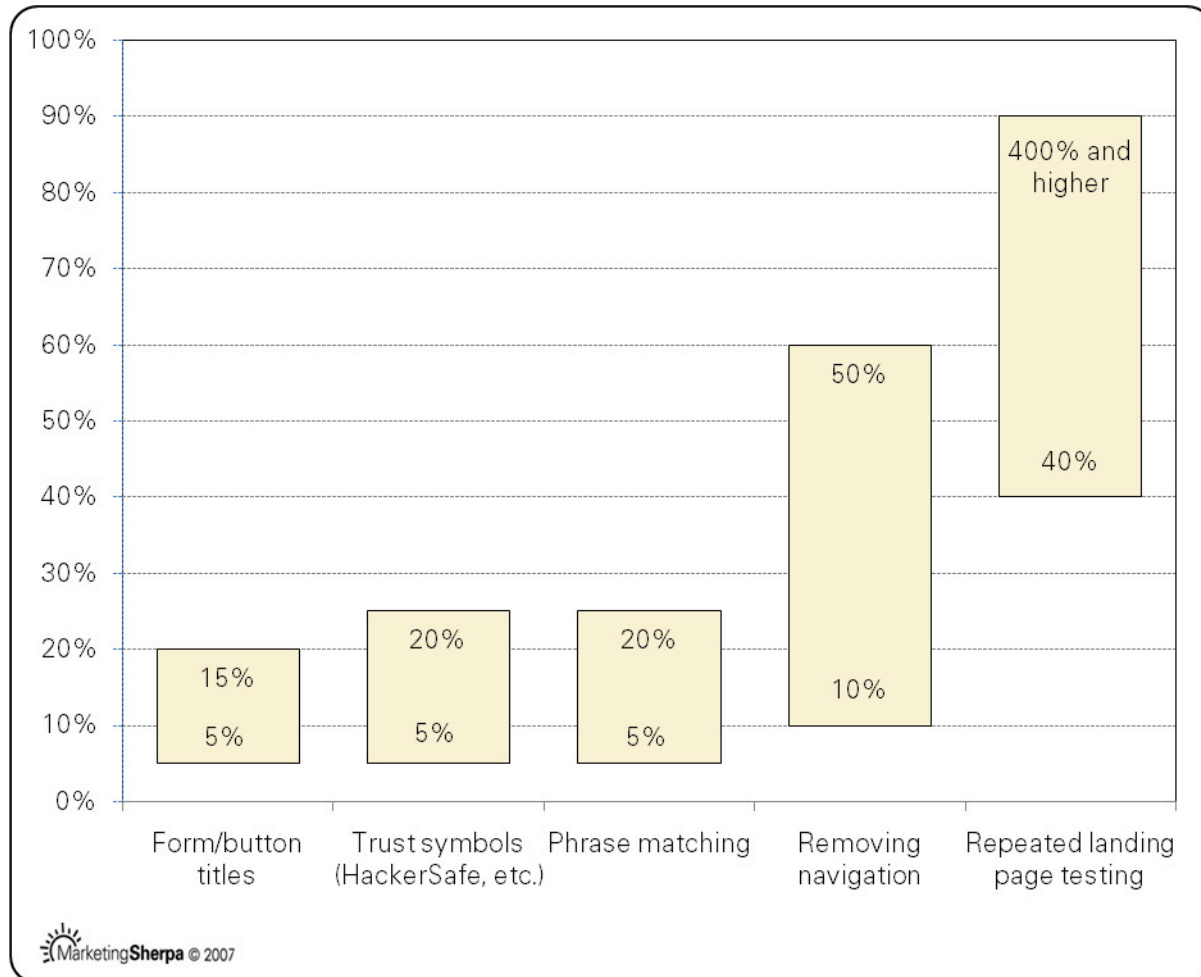
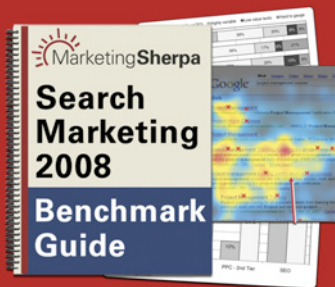
Result following Listing with long URL

Research Drawn From:



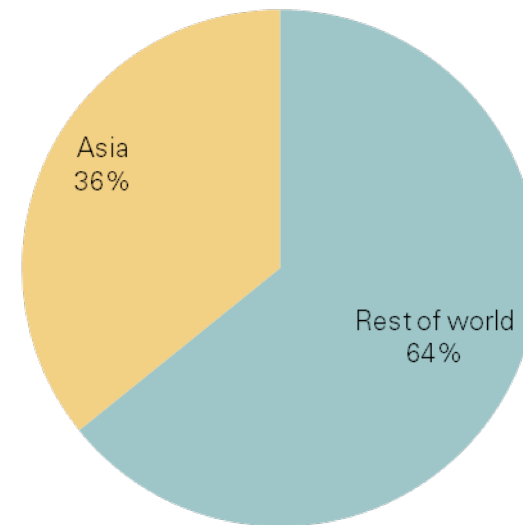
Landing Page Testing

Research Drawn From:

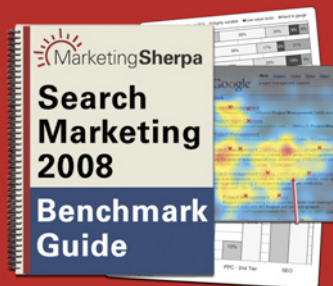


The Future of Search Growth

Asia's Internet usage growth = 248.8% from 2000-2007
Rest of world growth for the same period = 190.1%

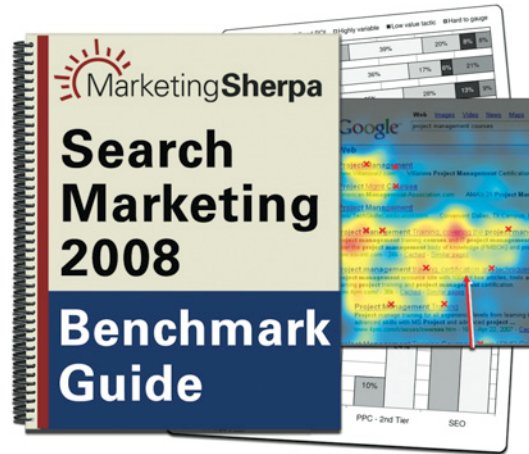


Research Drawn From:



Source: Internet Word Stats, June 2007

MarketingSherpa 2008 Search Marketing Benchmark Guide



Our research team welcomes feedback and/or questions.

feedback@MarketingSherpa.com

MarketingSherpa, Inc.
499 Main Street
Warren, RI 02885
(877) 895-1717
Outside the U.S.(401) 247-7655
<http://www.MarketingSherpa.com>

- 184 charts & tables +10 eyetracking heatmaps
- Stats on costs per click, conversion rates, SEO vs. PPC, and more
- Growth rates and ROI of search marketing vs. other marketing tactics

For instant download plus printed copy:
<http://InHouseSearchGuide08.MarketingSherpa.com>



Interested In Learning More?

- MarketingExperiments offers online courses taught by paid search experts.
- The seven-week class reveals research on more than 2 million search terms.
- **Take the first class free – our thank you for attending today’s MarketingSherpa teleseminar.**

Visit: <http://www.marketingexperiments.com/sherpa> or call (800) 517-5531