

# Tourism Ireland eSymposium

## *Searcher Behaviour & Implications for Travel Marketers*

24th May, 2007

Jonty Kelt

Vice President – Search, International



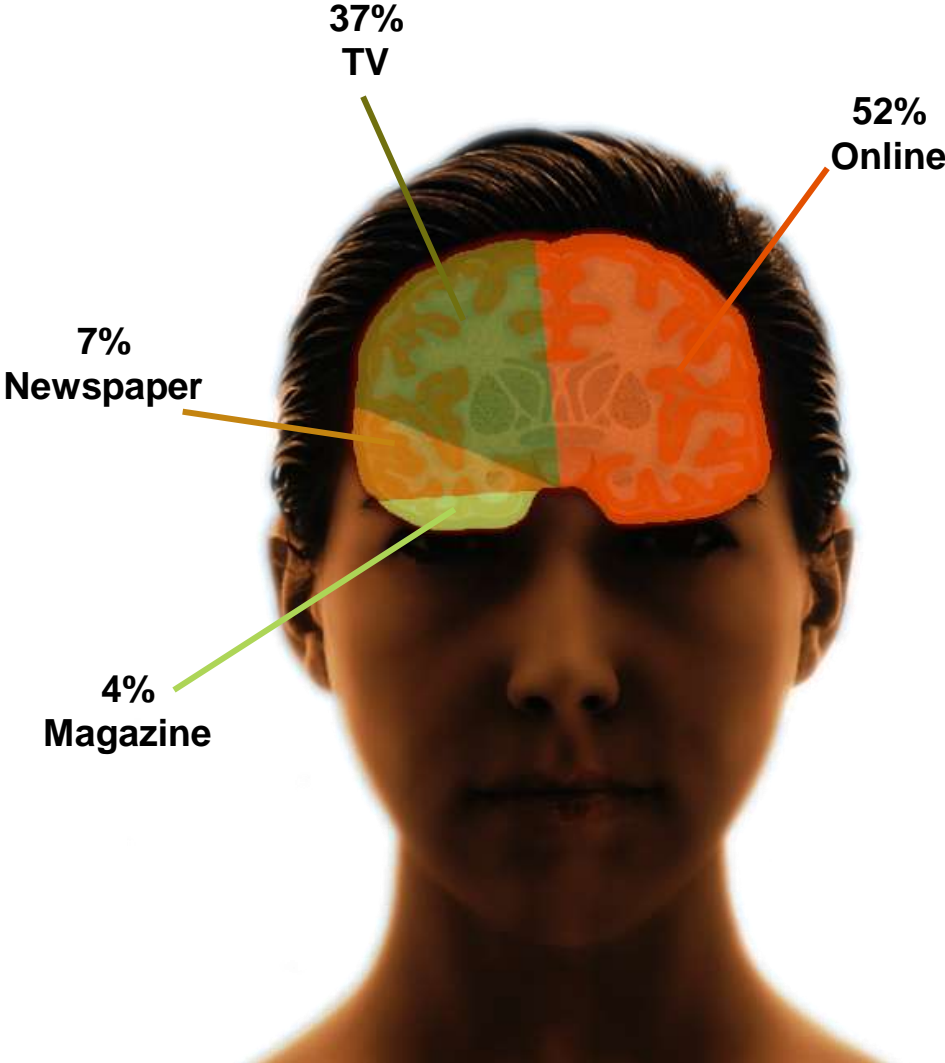


1. Why is search important?
2. Travel searcher behaviour
3. Paid Search - best practices
4. Managing Paid and Natural – best practices
5. What is DoubleClick offering in search?



## 1. Why is search important?

# What's your customer doing today?





# What is Paid and what is Natural?



Web Results 1 - 10 of about 3,670,000 for **plasma television** (0.14 seconds)

**Sony BRAVIA LCD TV's** Sponsored Links  
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 1,200+ HDTV, Plasma & LCD TVs Plasma Television on Sale. Reviews  
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**Pioneer Plasma TV Site**  
 See amazing 3D image reproduction

**Paid**

**Plasma TV Buying Guide: Offers Plasma Television, DLP TV and LCD ...**  
 Browse the largest selection of plasma and flat screen tv models online and read buying tips.  
[www.plasmatvbuyingguide.com/](#) - 93k - [Cached](#) - [Similar pages](#)

**Plasma TV Buying Guide: 10 Step Guide to Buying a Plasma Television**  
 Read our 10 Step Guide to buying a Plasma Television at Plasma TV Buying Guide.  
[www.plasmatvbuyingguide.com/plasmatelevision.html](#) - 20k - [Cached](#) - [Similar pages](#)  
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**Plasma TV Science.org: Plasma Television, Reviews and Buying Tips**  
 Learn about the science behind Plasma TV and Television Technology.  
[www.plasmatvscience.org/](#) - 13k - [Cached](#) - [Similar pages](#)

**Plasma TV Reviews, Best Plasma Televisions**  
 ConsumerSearch.com reviews the reviews of plasma tv, (plasma televisions), as well as hundreds of other products. The site identifies which plasma ...  
[www.consumersearch.com/www/electronics/plasma-tv/index.html](#) - 52k - [Cached](#) - [Similar pages](#)

**Natural**



# Paid vs Natural Search Marketing

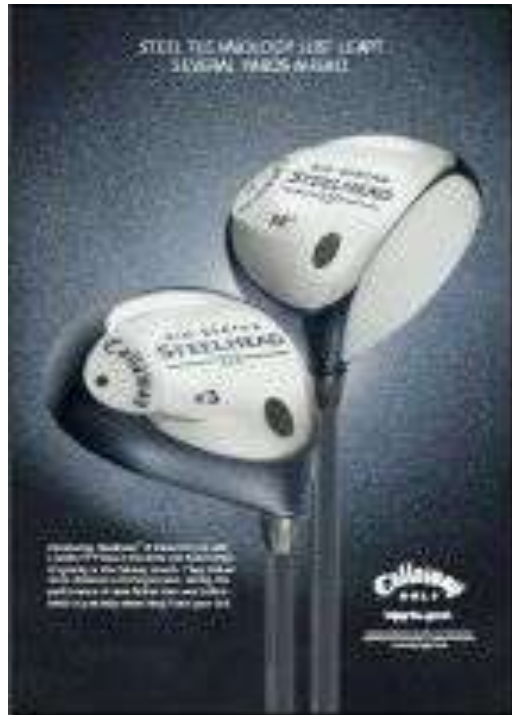
## A Simple Analogy



**Paid Search is to Advertising**

**as**

**Natural Search is to PR**

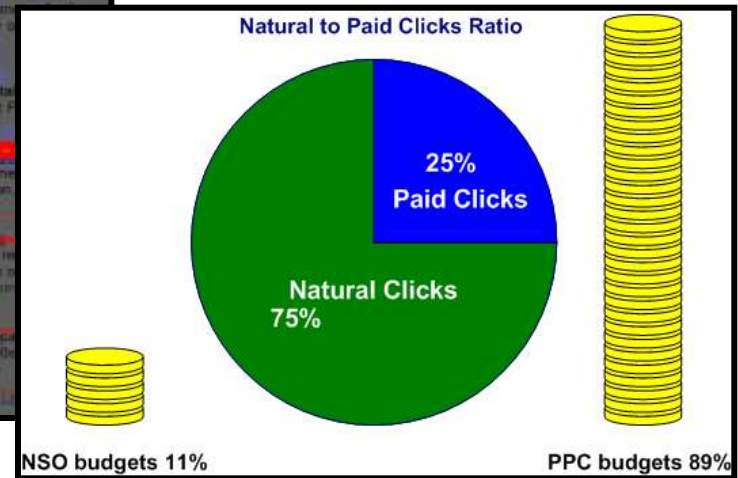
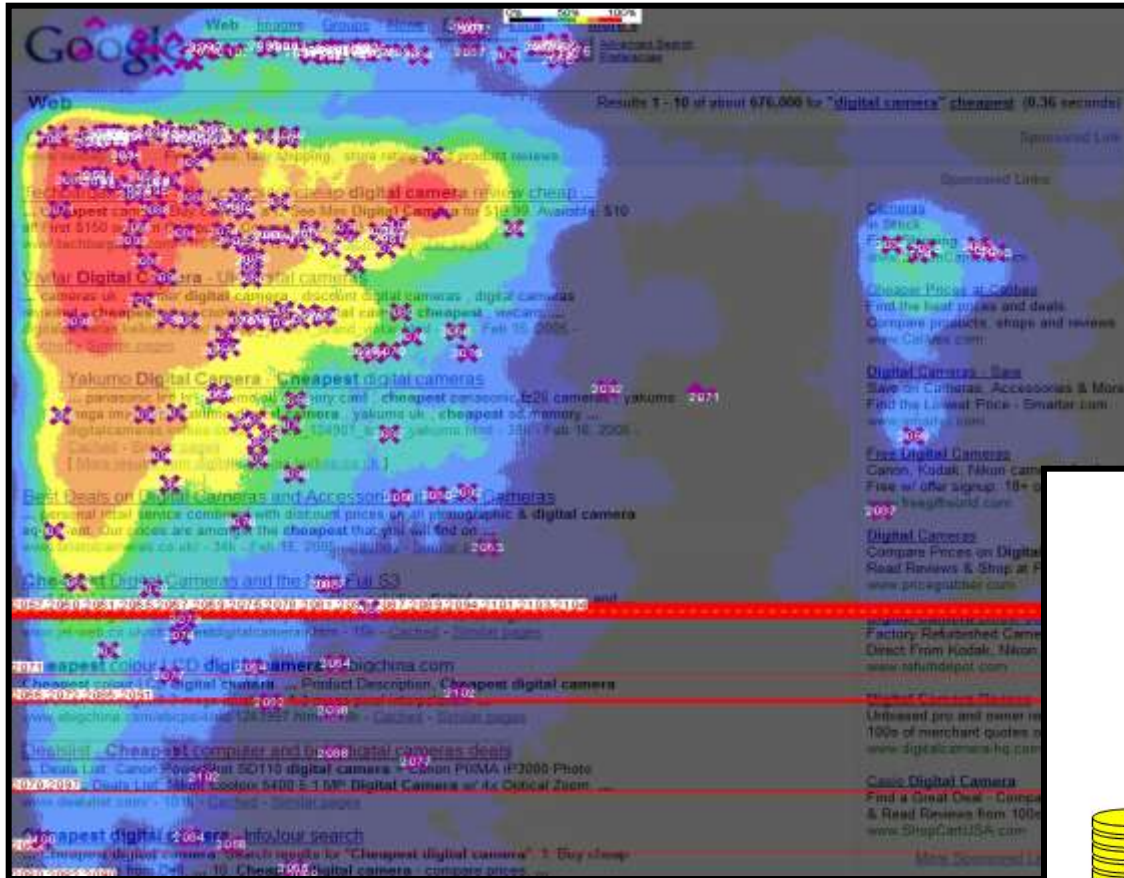


- **Controlled message & timing**
- **Paid for placement**



- **Lack of control over message and timing**
- **Not paid for**
- **More credibility?**

# Search's golden triangle



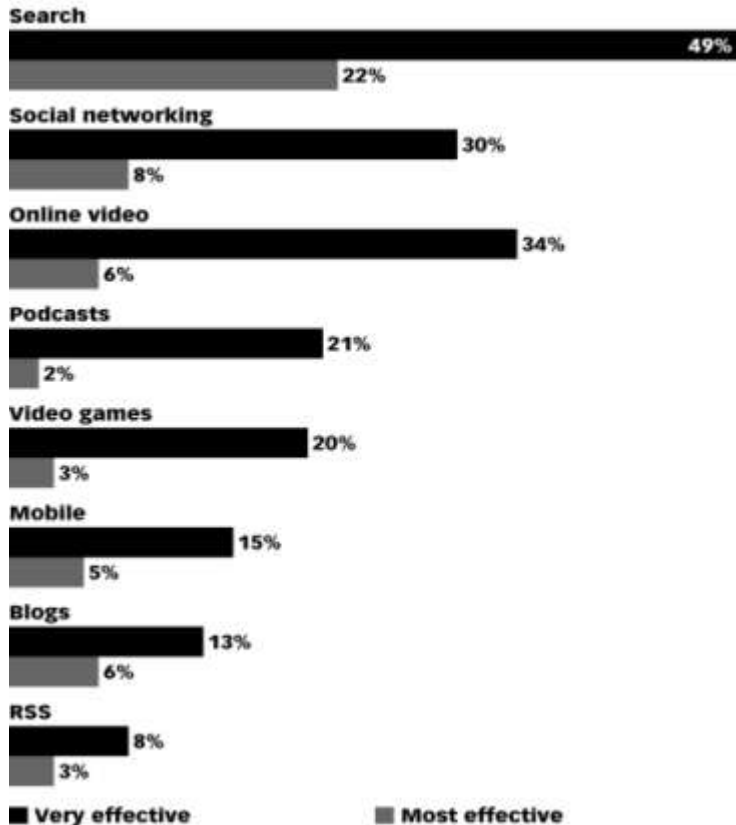
Source: EyeTracker Study, Enquiro, March 2005

The State of Search Engine Marketing 2005, SEMPO, January 2006

# An effective medium



## Emerging Media that is Considered to Be "Most" or "Very Effective" according to US Advertising Executives, 2006 (% of respondents)

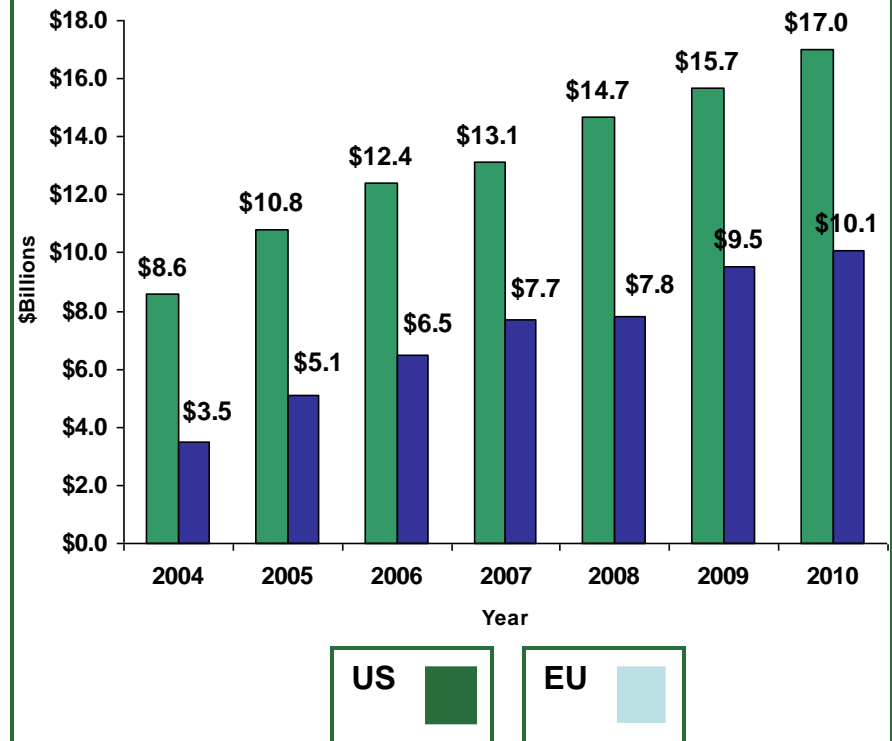


Source: American Advertising Federation (AAF), November 2006

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www.eMarketer.com

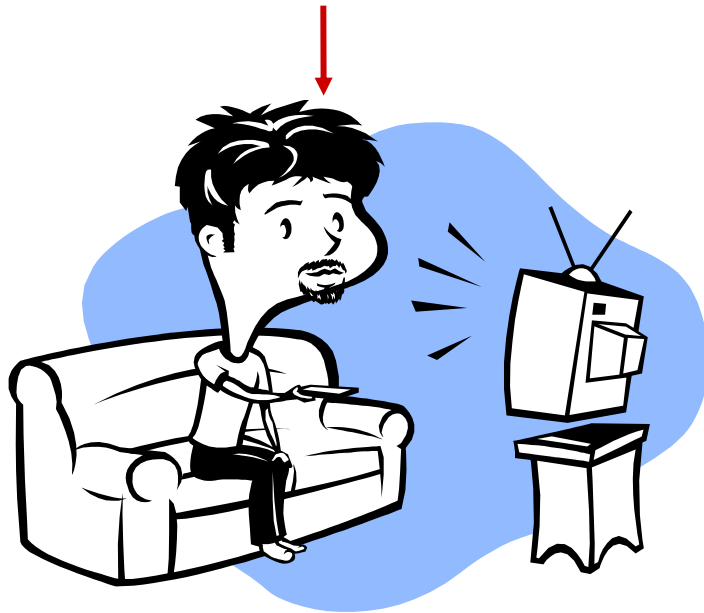
## Paid Search Spending versus Other Online Spending (2004-2010)



# The move from "intrusion" to "invitation"



## Then: Marketer Push



## Now: Consumer Pull

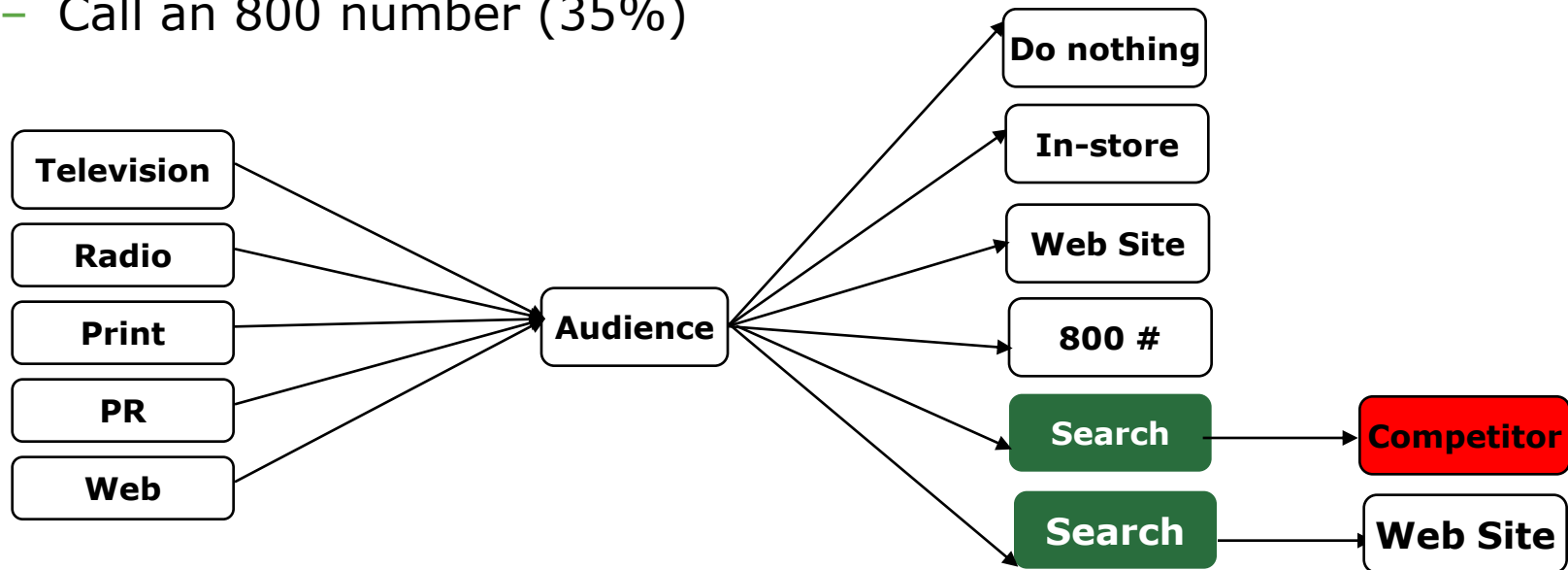


# Search's role in advertising strategy



- After seeing communication from an advertiser customers will respond many ways:

- Visit web site (64%)
- Perform a search (47%)
- Call an 800 number (35%)



Source: SMB study by IDC and Baccus Research for Yahoo and Grey San Francisco Spring 2005



# Search and strategy integration

Search plays a dual role, driving strategic and tactical integration

**Strategic Integration:** Search provides regular inputs into business and marketing goals and strategies

**Media and Message Integration:** Search becomes a key contributor in the media planning and measurement process and ensures search message integration.



Search data uncovers new consumer behaviors and insights

Hitwise: 15% of brand searches go to a competitor

# Purchase consideration



	Stage in Buying Cycle	Searcher Intent	CPC	Traffic
<b>Tier 1</b> Purchase broader industry keywords via core purchase program	Awareness	<i>Browsing</i> Broad terms	Hi	Lo
<b>Tier 2</b> ID sweet spots where costs are minimized and campaign success maximized	Consideration & Preference	<i>Desire</i> Longer phrased terms Branded terms	Lo	Hi
<b>Tier 3</b> Optimize Inside Track product pages and highest converting terms	Purchase	<i>Purchase</i> Brand + Product	Hi	Lo
			Lo	Lo
				Targeting

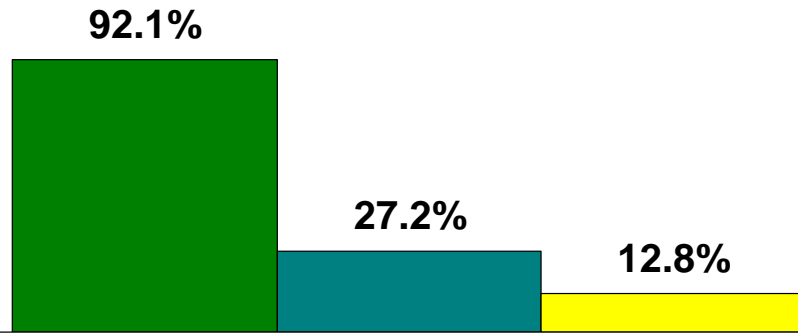
**“Reduce Costs and Increase Sales”**



# Most Buyers Never Search on Merchant Brands



### Searcher\* Distribution: Computer Hardware

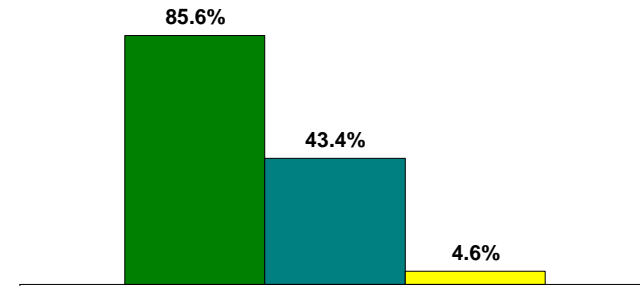


All Searches

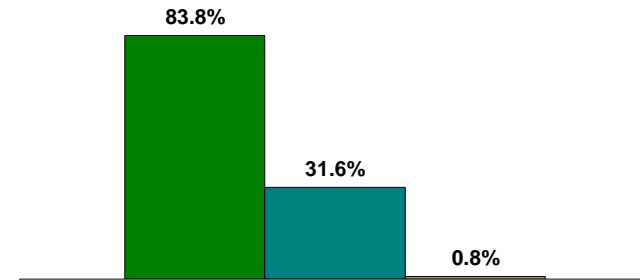
■ Generic ■ Brand Only ■ Brand-Item

*\* May add up to more than 100 as searchers may use more than one search term type*

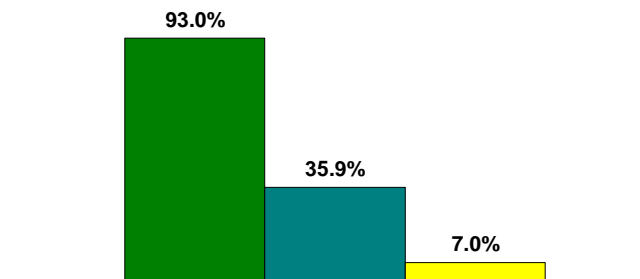
### APPAREL



### SPORT & FITNESS



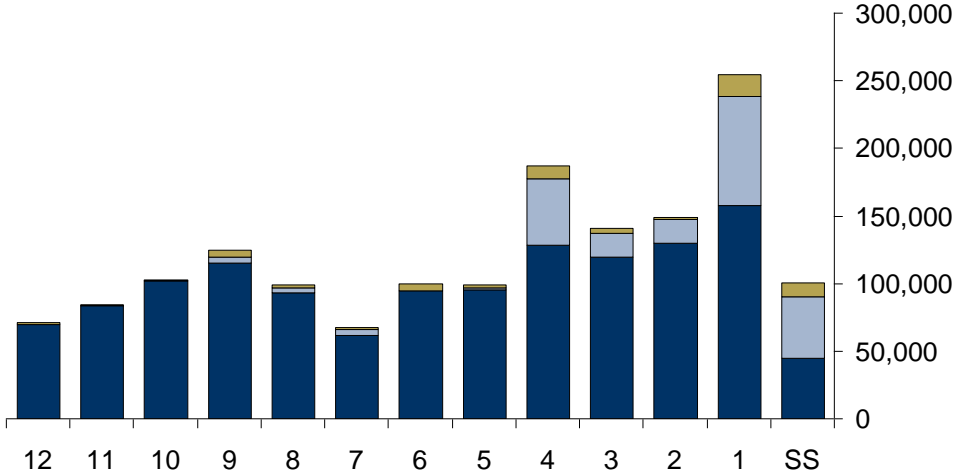
### TRAVEL



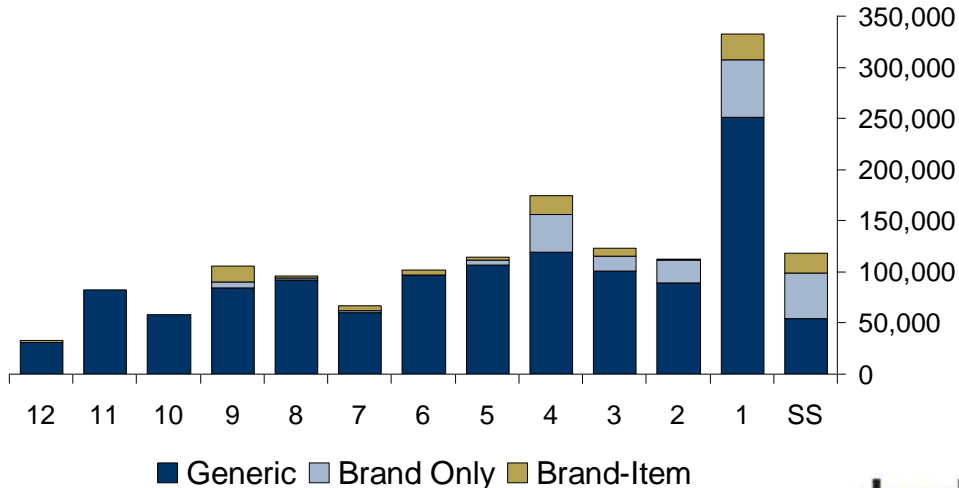
# Late Brand Surge Is Less Pronounced In Computer Hardware



**Number of Computer Hardware Searches by Term Type**



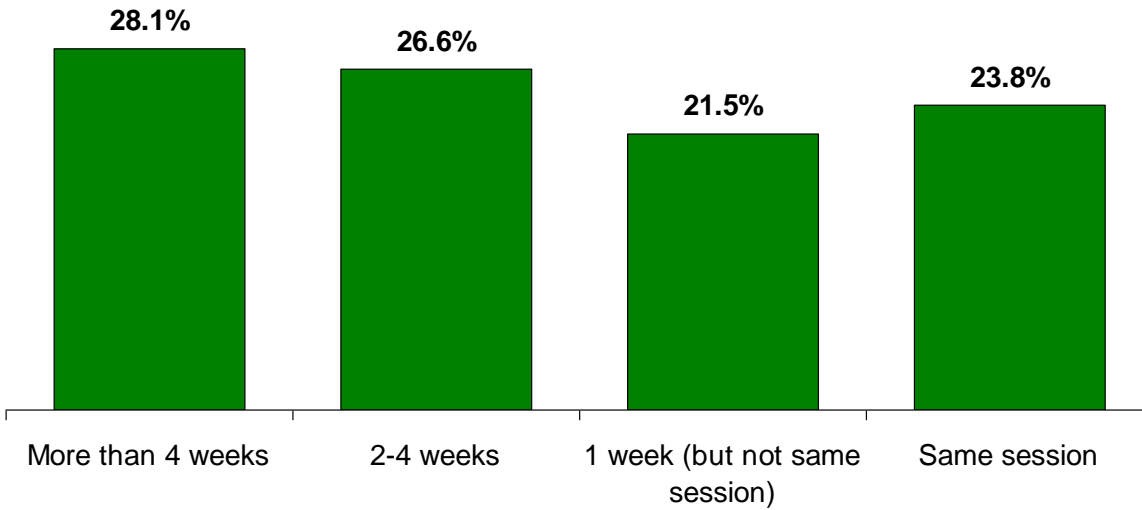
**Number of Computer Hardware Clicks by Search Term Type**



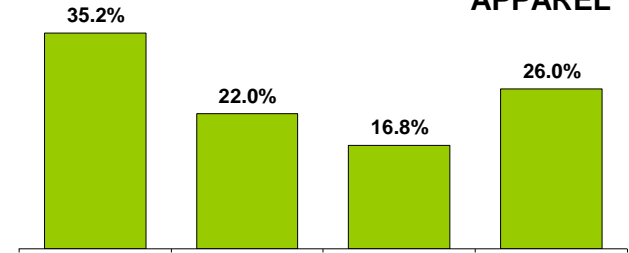
# In All Categories, Over Half Of Buyers Made Their Last Search Two Or More Weeks Before The Purchase



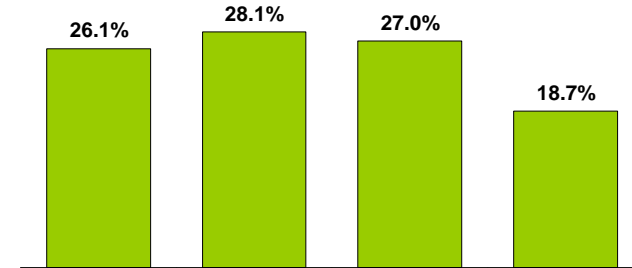
### Time of Last Search before Purchase - Travel



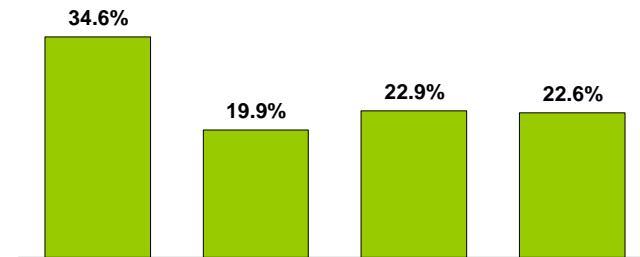
### APPAREL



### COMPUTER HARDWARE



### SPORT AND FITNESS



# What are your customers interested in?



## Today's Top 20 Overall Searches

Rank	Prev. Rank	Subject (Days on Chart)	Move	Buzz Score
1	↑	2 <a href="#">X Factor</a> (61)	+77	696
2	↑	3 <a href="#">Leona Lewis</a> (3)	+259	387
3	↑	4 <a href="#">Runescape</a> (325)	-65	294
4	↑	6 <a href="#">Strictly Come Dancing</a> (3)	+72	246
5	↑	7 <a href="#">Britney Spears</a> (325)	-23	229
6	↑	10 <a href="#">WWE</a> (325)	-46	186
7	↑	11 <a href="#">Take That</a> (28)	+33	185
8	↑	12 <a href="#">Christmas</a> (36)	+13	157
9	↑	13 <a href="#">Live Premiership</a> (21)	+2	149
10	↑	15 <a href="#">Stardoll</a> (27)	-21	112
11	↑	16 <a href="#">Girls Aloud</a> (58)	-4	104
12	↑	17 <a href="#">Bratz</a> (67)	-15	103
13	↑	20 <a href="#">Nintendo Wii</a> (16)	-10	95
14	↑	25 <a href="#">Train Timetables</a> (325)	+2	86
15	↑	26 <a href="#">Manchester United</a> (22)	+10	85
16	↑	27 <a href="#">Chelsea FC</a> (3)	+18	79
17	↑	29 <a href="#">Asos</a> (3)	+15	78
18	↑	31 <a href="#">EastEnders</a> (325)	-16	74
19	↑	32 <a href="#">The Sun</a> (325)	-48	74
20	↑	33 <a href="#">A Moment Like This</a> (3)	+13	71



# What are your customers interested in?



## Search Funnel

Keyword:

**GO** [More options](#)

Direction:  Incoming  Outgoing

Filter:

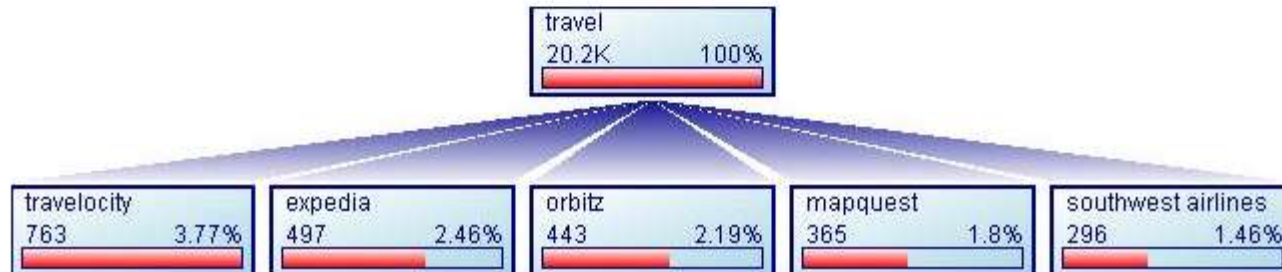
Show level:

Please enter a keyword and select options: for example:  
*bmw, top 5, show level >=3;*  
*or dell computer, top 6, show level >=3; etc.*

[Learn More>>](#)

Suggested keywords in Excel Format

Having trouble understanding the funnel results? Hover your mouse over the tree nodes to get more information



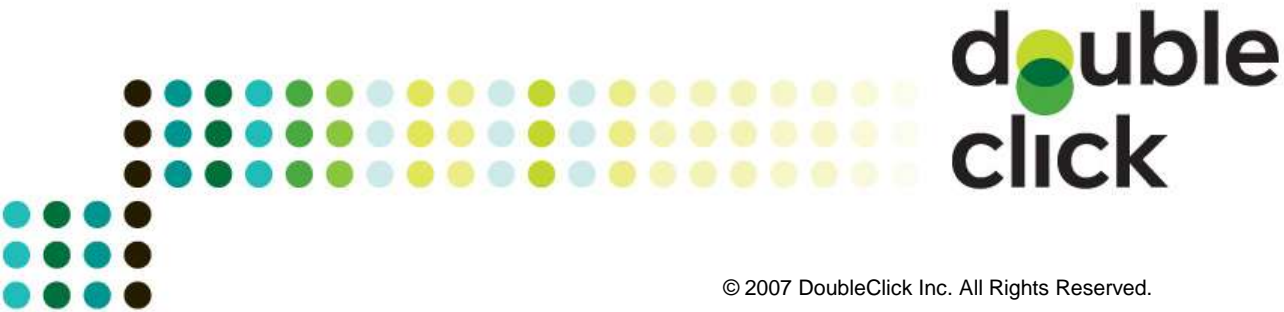


1. Why is search important?
2. Travel searcher behaviour

# Impact of Online Search in the Travel Planning Season Among UK Travelers

## June 2006

**YAHOO!** SEARCH  
MARKETING



# Combining Behavioral & Attitudinal Data



## Behavioural (Click Stream)

What are they doing?

Total UK resident online population using a search engine to search for a travel related key word

90 days ending 28<sup>th</sup> Feb 2006  
For Planning Analysis- searchers who conducted search in December were segmented and tracked for 8 weeks after first travel search

Unique searchers, searches per searcher, total searches, pages viewed, purchases

8.8 million people searched for a travel related topic during the time period

## Attitudinal (12-min survey)

What do they think?

UK resident online population who used search in the past 90 days to plan an overnight stay, short break or holiday

Field work conducted between 23<sup>rd</sup> March and 31<sup>st</sup> March, 2006

Awareness, usage, satisfaction, purchase activity

N=300 – reliable within +/- 6% at 95% confidence level

### Population

### Time Period

### Measures

### Sample Size



# UK Travel Consumers – Online Macro View

# UK Travel Related Content Popular and Fast Growing

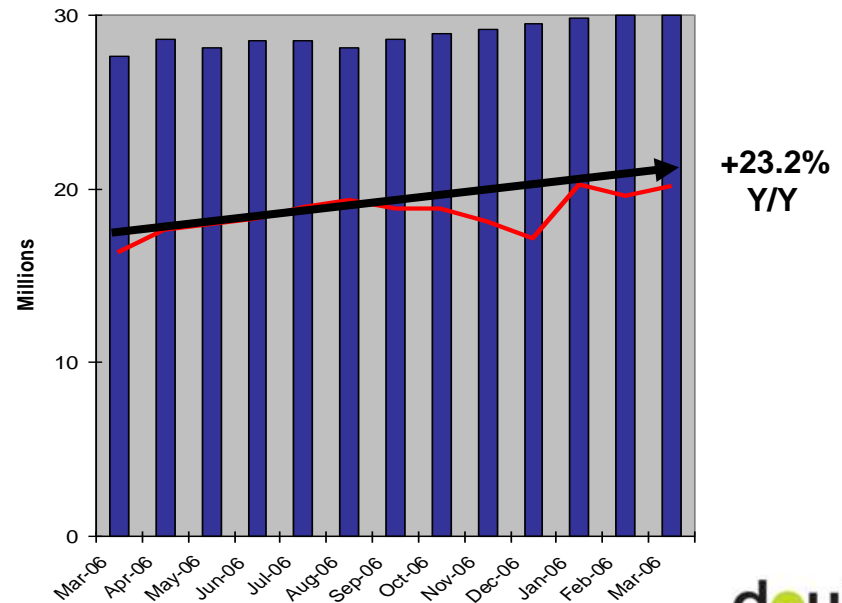


UK Travel consumers much more active than US counterparts

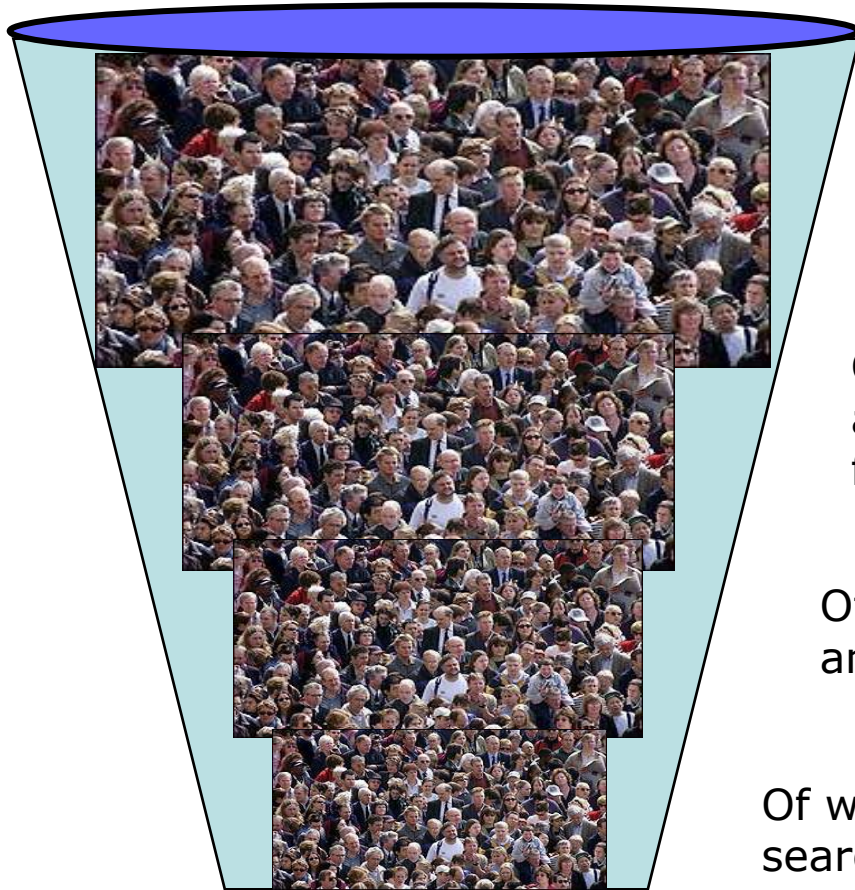
- 7 of every 10 people online in the UK visited a travel related site in March 2006 (20 Million people) vs. 4 out of 10 in the US
- UK Visitors to travel related sites have grown 23% from year ago vs. 1% in the US
- The average UK visitor to a travel site viewed 107 travel pages during the month compared to 78 pages in the US

Usage Statistics - Travel Category		
March-06	UK	USA
Unique Visitors	20.1 m	74.2 m
Unique Visitors Y/Y Growth	23%	1%
Percent Reach	67%	43%
Total Travel Pages	2.2 b	5.8 b
Average Usage Days	5.2 days	4.4 days
Travel Pages per Visitor	107 pages	78 pages

UK Online Population v UK Travel UV



# 8.8 Million UK Travel Searchers



59.8 million people live in the UK

Of which 50%, or 30.2 million (15+), access the internet (from either home or from work)

Of which 73%, or 22 million, use search for any purpose

Of which 40%, or 8.8 million, did a travel related search (**15% of total population**)

# UK Travel Planners Were Very Active



**8.8 Million Searchers 28.4 Million Searches 47.1 Million Pages**

**From December 2006-February 2006 they**

- **Conducted slightly more than 3 searches,**
- **But were efficient with their time viewing less than 2 pages per Search**

Comparable to US Travel planners  
(3.9 Searches/Searcher)

3.2 Searches/Searcher	5.4 Pages/Searcher
	1.7 Pages/Search

Also shows search engines were efficient in delivering relevant results



Source: comScore Media Metrix custom data run Dec 2005 – Feb 2006  
US data from US study run in April 2005



# UK Travel Related Search Activity



- 72% of all searchers and 57% of all searches are for a destination such as Spain or France
- Supplier Brands, like Easy Jet or BA, account for 23% of all searches
- UK Search profile very different from US- Destination searching much more prevalent

	Searchers UK	Searches UK	Pages UK	% Searches UK	% Searches USA
Any Travel	8,804	28,375	47,080	100%	100%
Destination	6,342	16,086	28,575	57%	5%
Supplier Brand	3,268	6,642	9,275	23%	46%
Generic Term	1,825	2,906	5,285	10% 	29%
Agency Brand	707	1,437	1,851	5% 	15%
Destination w/Generic Term	854	1,223	1,978	4%	4%
Brand – Generic	59	79	113	0%	1%

Source: comScore Media Metrix custom data run Dec 2005 – Feb 2006  
US data from US study run in April 2005

# Travel Related Search Jumps in January



- January is the travel planning 'season'
  - The number of searchers jumps 38% and the number of searches jumps 57% (versus December)

	<b>Dec 2005</b>	<b>Jan 2006</b>	<b>Feb 2006</b>	<b>Total</b>
<b>Searchers</b>	<b>3,594</b>	<b>4,973</b>	<b>4,491</b>	<b>8,804</b>
<b>Searches</b>	<b>7,028</b>	<b>11,034</b>	<b>10,310</b>	<b>28,375</b>
<b>Pages</b>	<b>12,905</b>	<b>17,479</b>	<b>16,694</b>	<b>47,080</b>

Source: comScore Media Metrix custom data run Dec 2005 – Feb 2006

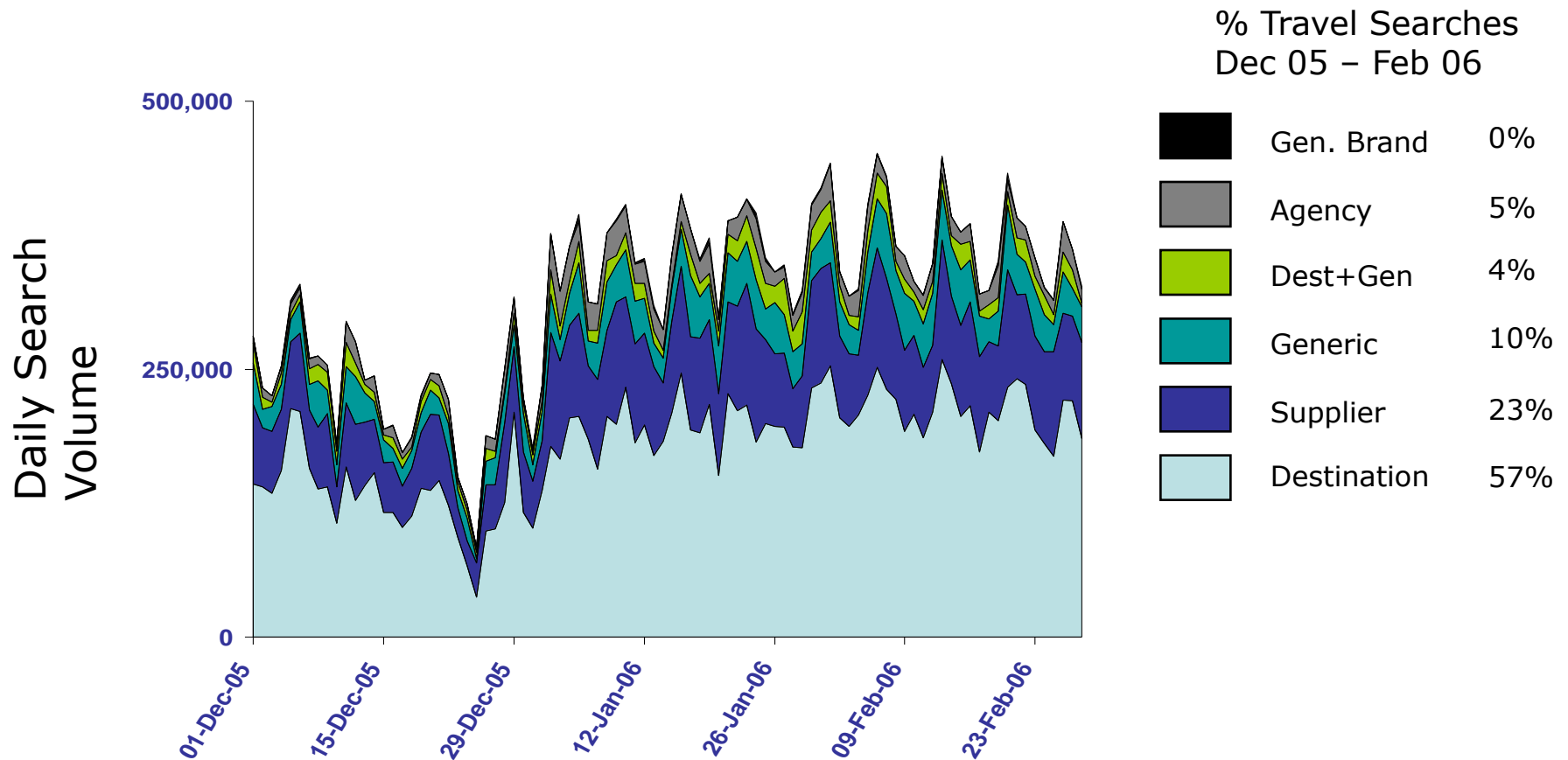


# UK Travel Search – Detailed Analysis

# Strong Travel Search Build Up After Christmas



- Consistent build in Searches over the Jan-Feb period in the UK



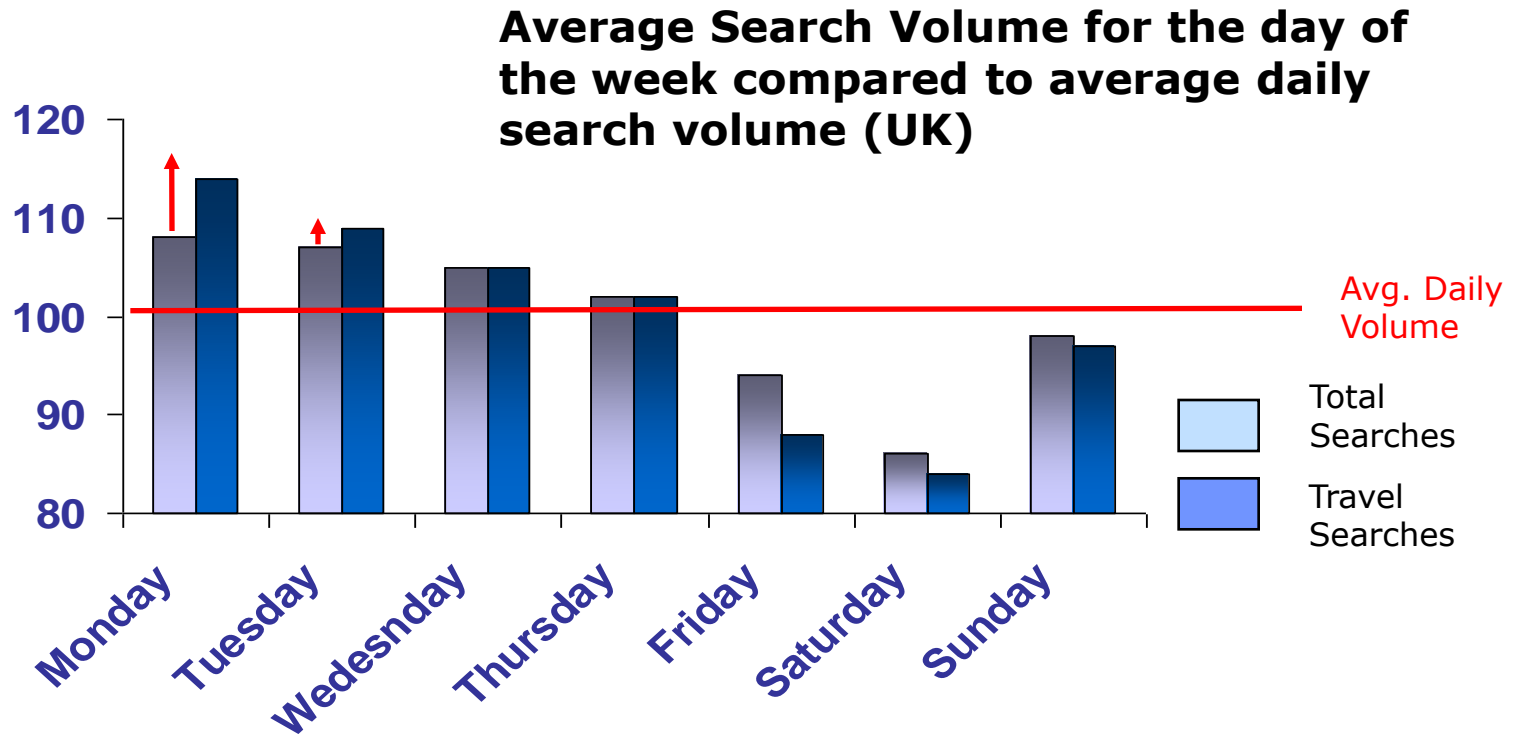
Source: comScore Media Metrix custom data run Dec 2005 – Feb 2006

# Monday is the Most Popular Day for Travel Searching



- Travel Searches in the UK over index compared to Total Searches on Mondays and Tuesdays

Index

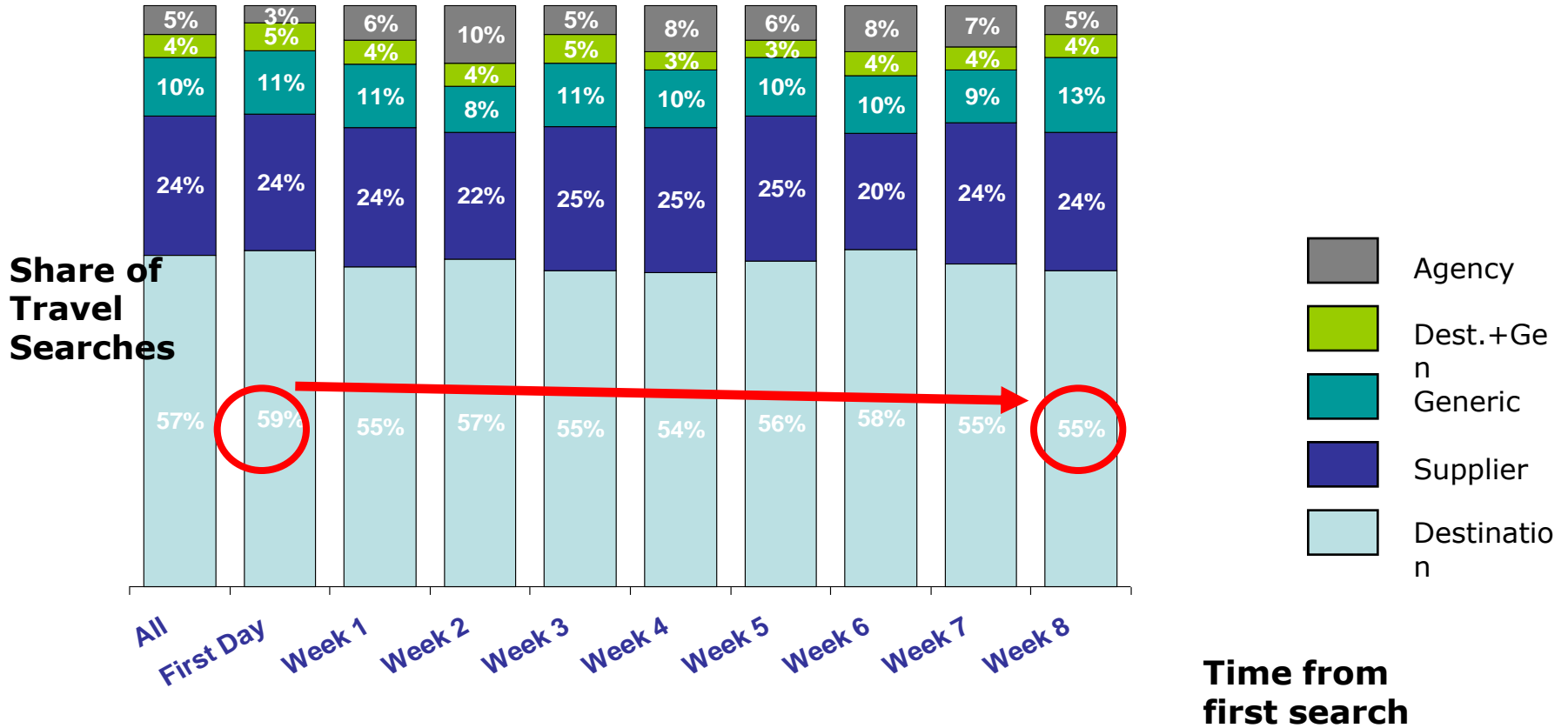


Source: comScore Media Metrix custom data run Dec 2005 – Feb 2006

# Overall Search Mix Remains Relatively Consistent Throughout Planning Process in UK



- Gradual decline in proportion of destination searches, but not marked



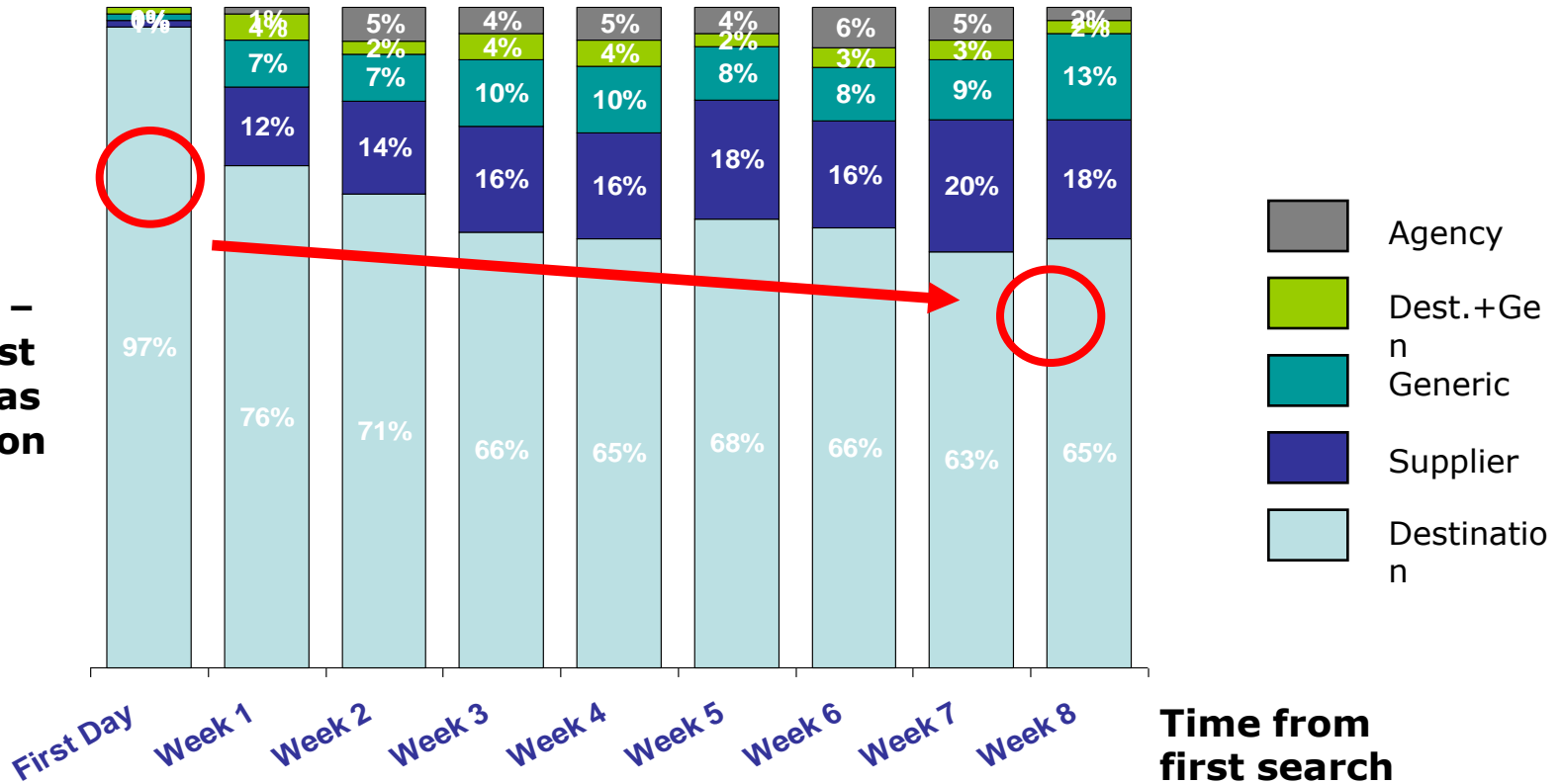
Source: comScore Media Metrix custom data run Dec 2005 – Feb 2006  
 Travel searchers in December time aligned and monitored over 8 week period from first search

# Destination Searchers Move Towards Supplier Searching Over Time



- One type of UK travel planner starts by choosing a destination and then moves towards selecting a supplier

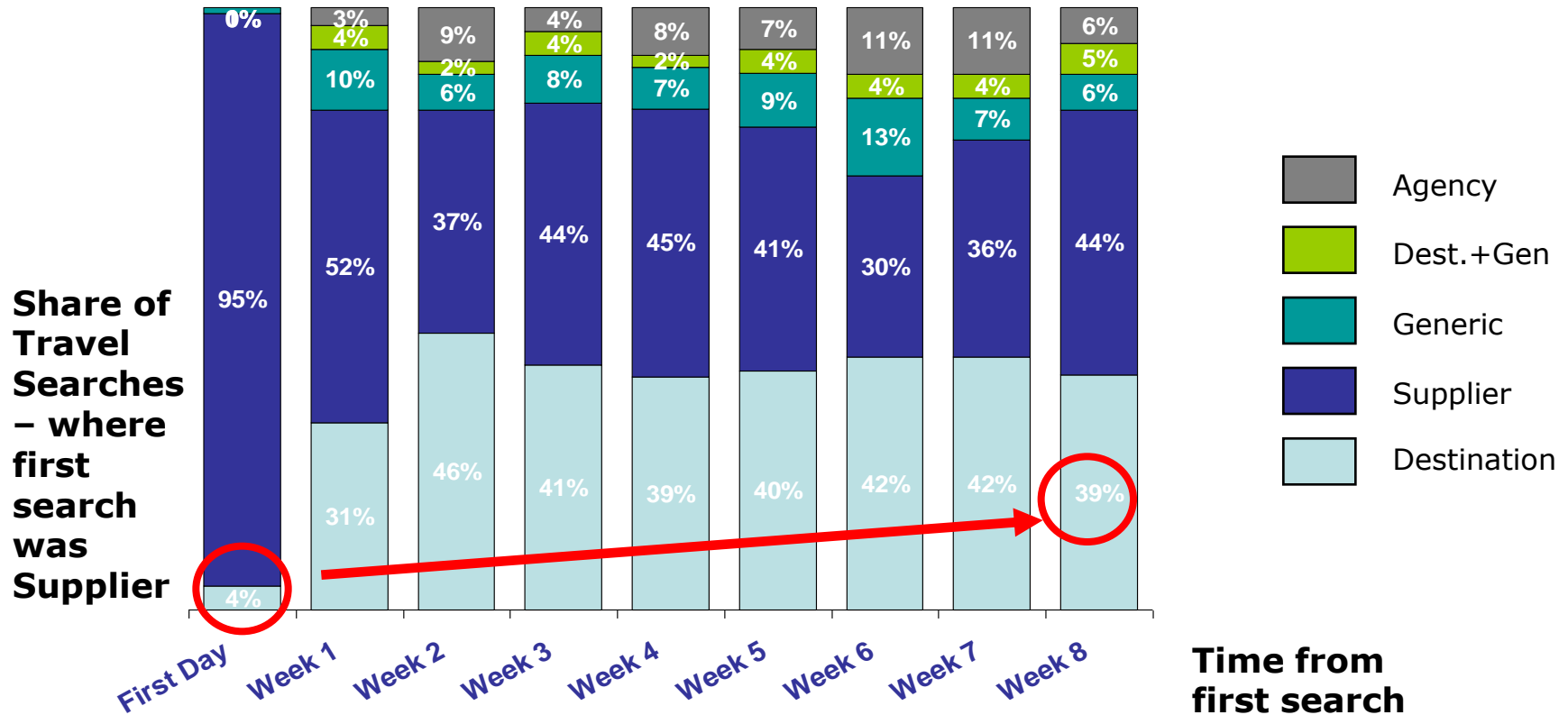
**Share of Travel Searches – where first search was Destination**



Source: comScore Media Metrix custom data run Dec 2005 – Feb 2006  
 Travel searchers in December time aligned and monitored over 8 week period from first search

# Supplier Searchers Move Towards Destination Searching

- Another type of UK travel planner starts by choosing a supplier and then moves towards selecting a destination

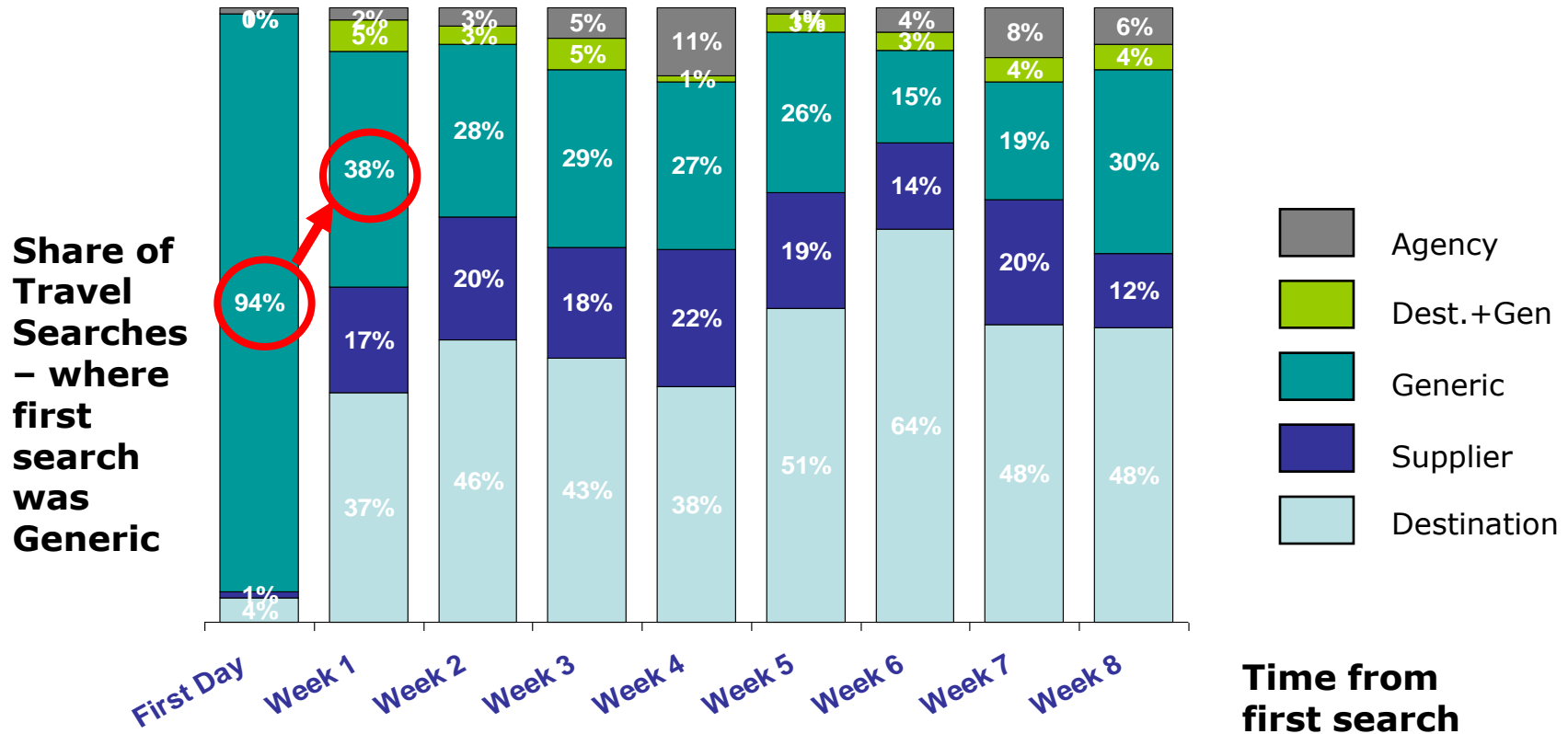


Source: comScore Media Metrix custom data run Dec 2005 – Feb 2006  
 Travel searchers in December time aligned and monitored over 8 week period from first search

# Generic Searchers Move to Different Categories Quickly



- After the initial search day, the majority of UK generic travel searchers have already moved to supplier and destination terms



Source: comScore Media Metrix custom data run Dec 2005 – Feb 2006  
 Travel searchers in December time aligned and monitored over 8 week period from first search

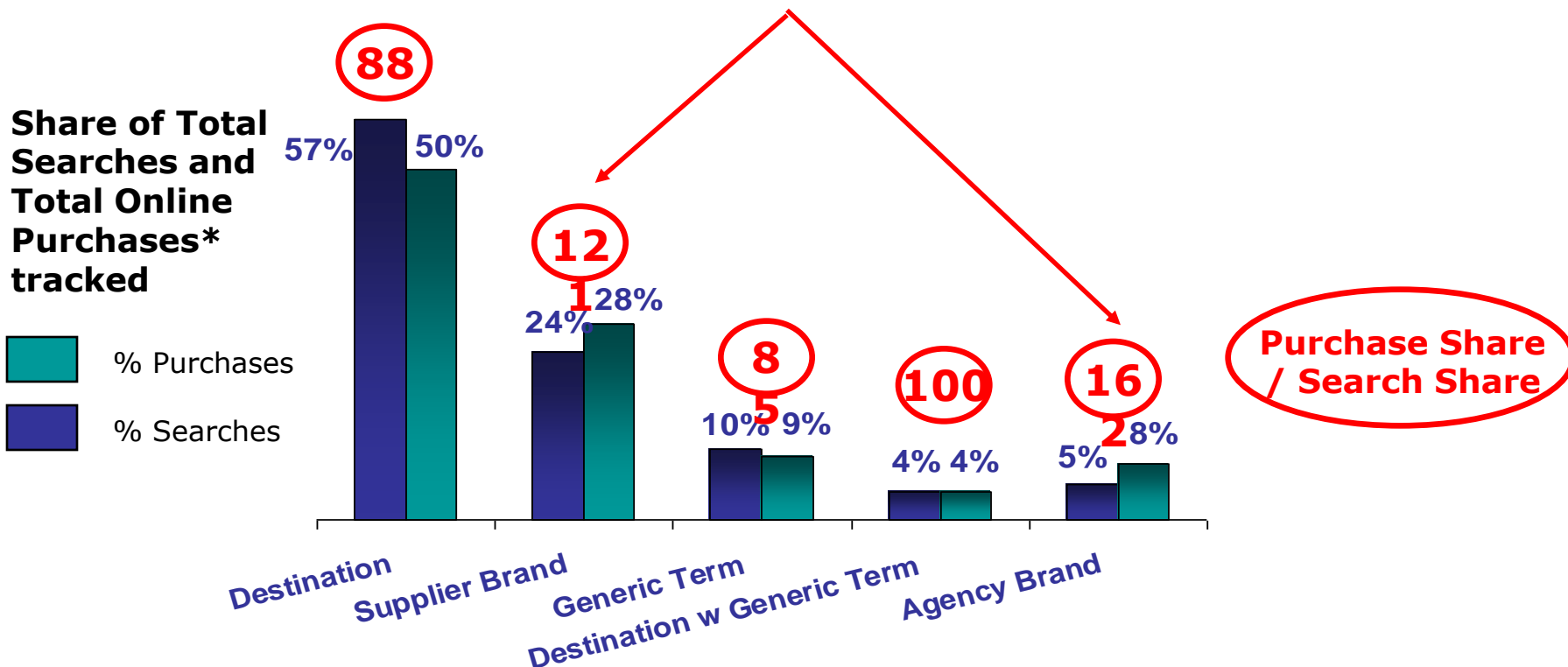


# UK Travel Search – Online Purchasing

# Supplier and Agency Brand UK Searchers Show Highest Likelihood to Purchase Online\*



- Although initial Destination searchers make up the highest proportion of total travel searches, their share of online purchases\* is smaller
- Supplier and Agency Brand initial searchers over index on purchasing



Source: comScore Media Metrix custom data run Dec 2005 – Feb 2006

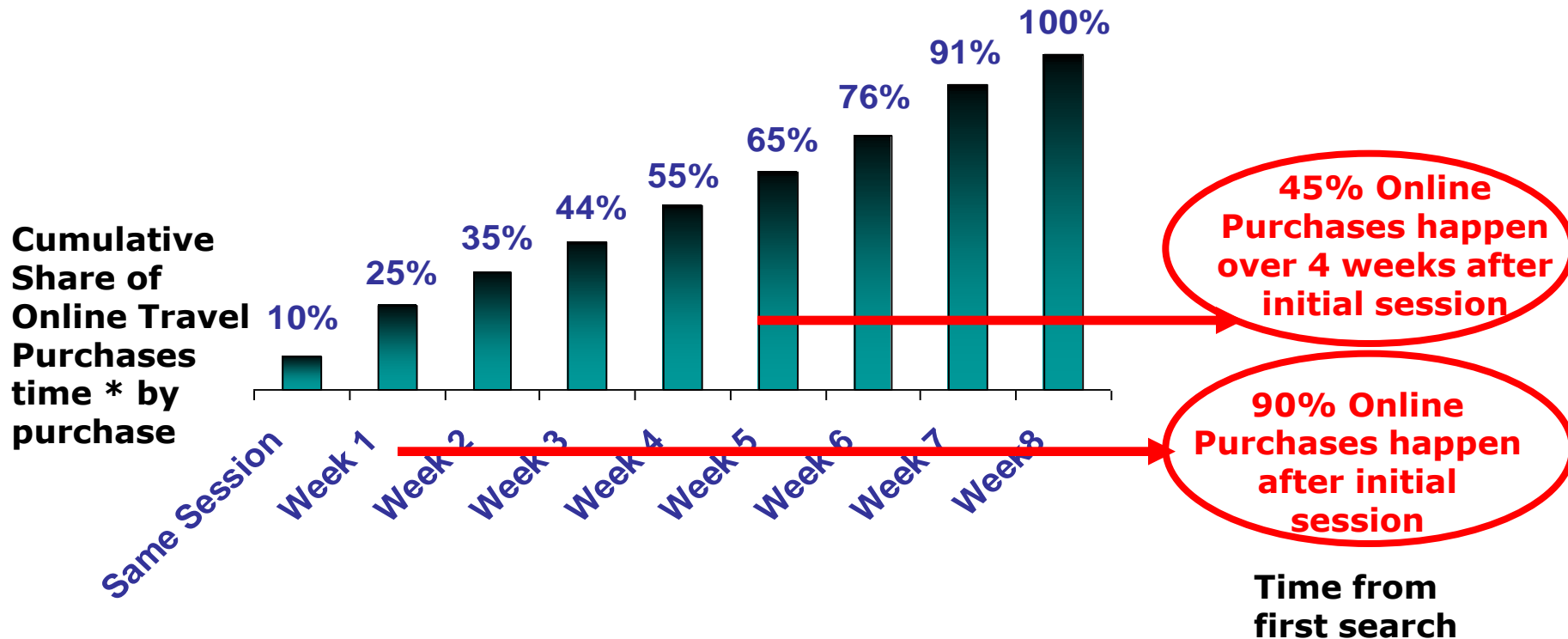
Travel searchers in December time aligned and monitored over 8 week period from first search

\*Purchases tracked at set of online travel merchants including Expedia.co.uk, Lastminute.com, RyanAir.com and EasyJet.com

# Large Latent Purchasing Effect



- Of those UK searchers who made a travel purchase online\* within 8 weeks of the initial search, **90% of purchases occurred outside the initial search session and 45% more than 4 weeks later**



Source: comScore Media Metrix custom data run Dec 2005 – Feb 2006

Travel searchers in December time aligned and monitored over 8 week period from first search

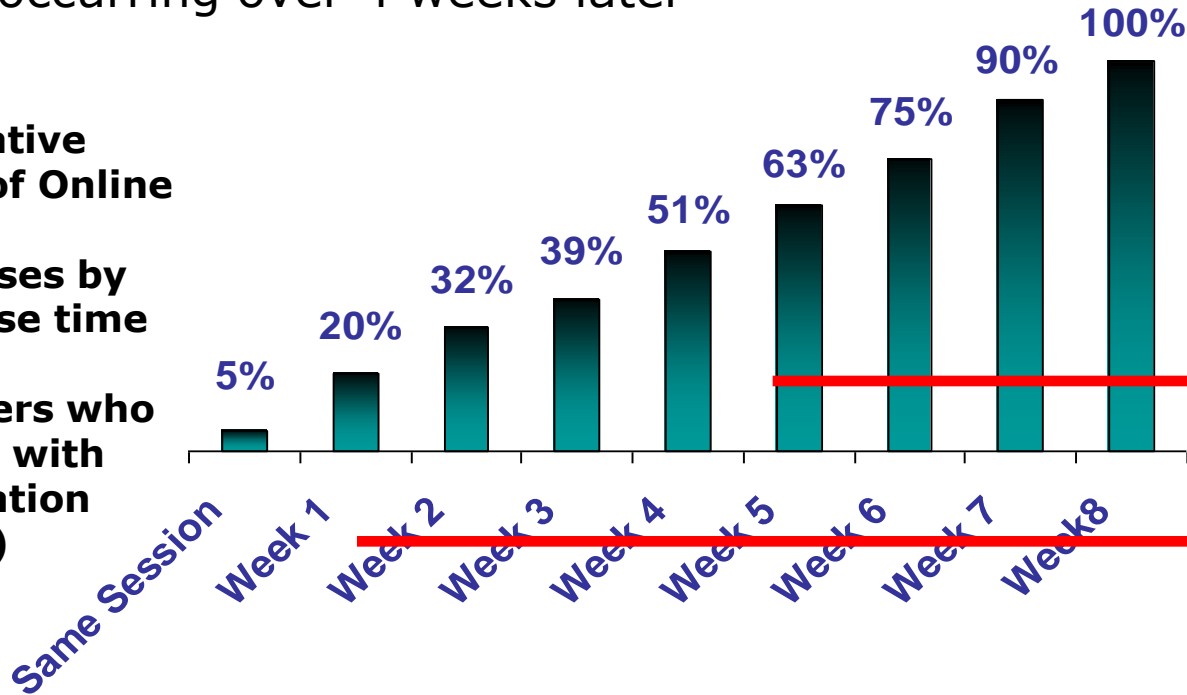
\*Purchases tracked at set of online travel merchants including Expedia.co.uk, Lastminute.com, RyanAir.com and EasyJet.com

# Latent Purchasing Effect even more marked for Destination Searchers



- UK Destination searchers even less likely to make purchase in initial search session- 95% of purchases occur later, almost half occurring over 4 weeks later

**Cumulative Share of Online Travel Purchases by purchase time (Travel searchers who started with Destination search)**



**49% Online Purchases happen over 4 weeks after initial session**

**95% Online Purchases happen after initial session**

**Time from first search**

Source: comScore Media Metrix custom data run Dec 2005 – Feb 2006

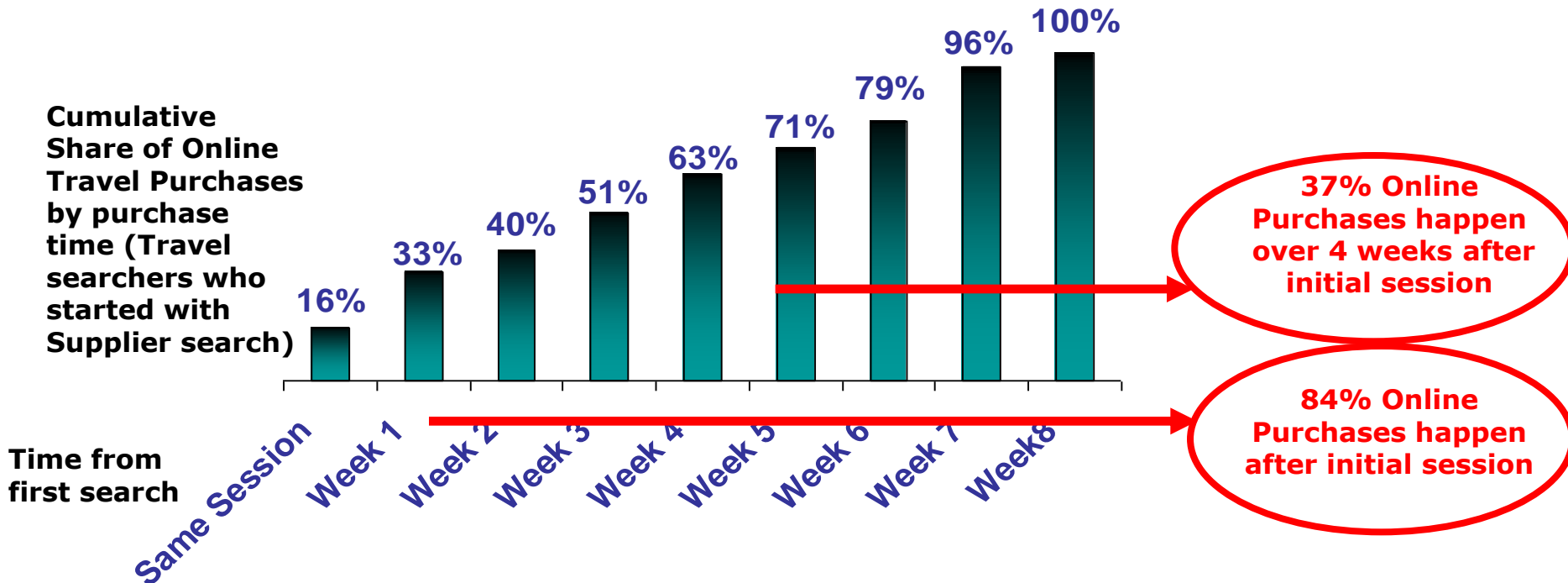
Travel searchers in December time aligned and monitored over 8 week period from first search

Purchases tracked at set of online travel merchants including Expedia.co.uk, Lastminute.com, RyanAir.com and EasyJet.com

# Latent Purchasing Effect Less Marked for Supplier Searchers Although Still Strong



- UK Supplier searchers convert earlier but still large majority outside the first search session



Source: comScore Media Metrix custom data run Dec 2005 – Feb 2006

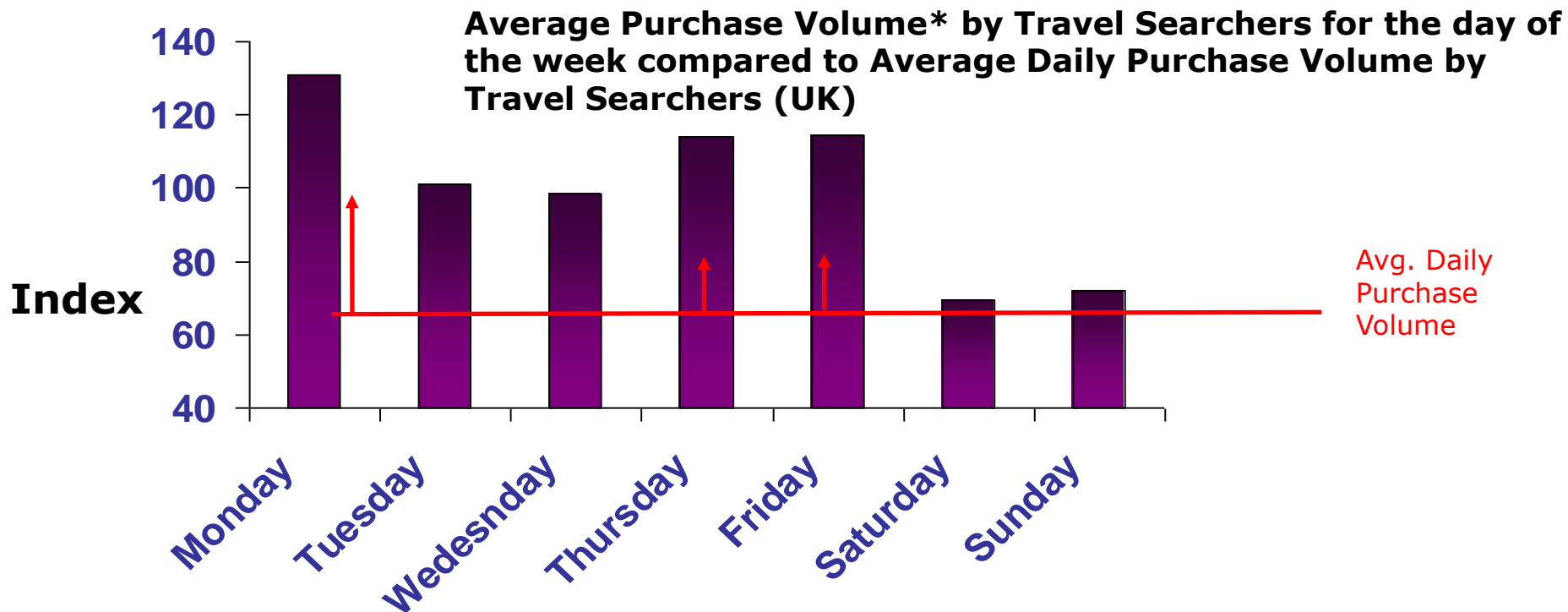
Travel searchers in December time aligned and monitored over 8 week period from first search

Purchases tracked at set of online travel merchants including Expedia.co.uk, Lastminute.com, RyanAir.com and EasyJet.com

# Monday and Thursday/Friday are the Most Popular Days for Travel Purchasing



- Travel searchers were most likely to purchase either on Monday or Thursday/Friday



Source: comScore Media Metrix custom data run Dec 2005 – Feb 2006

Travel searchers in December time aligned and monitored over 8 week period from first search

\*Purchases tracked at set of online travel merchants including Expedia.co.uk, Lastminute.com, RyanAir.com and EasyJet.com



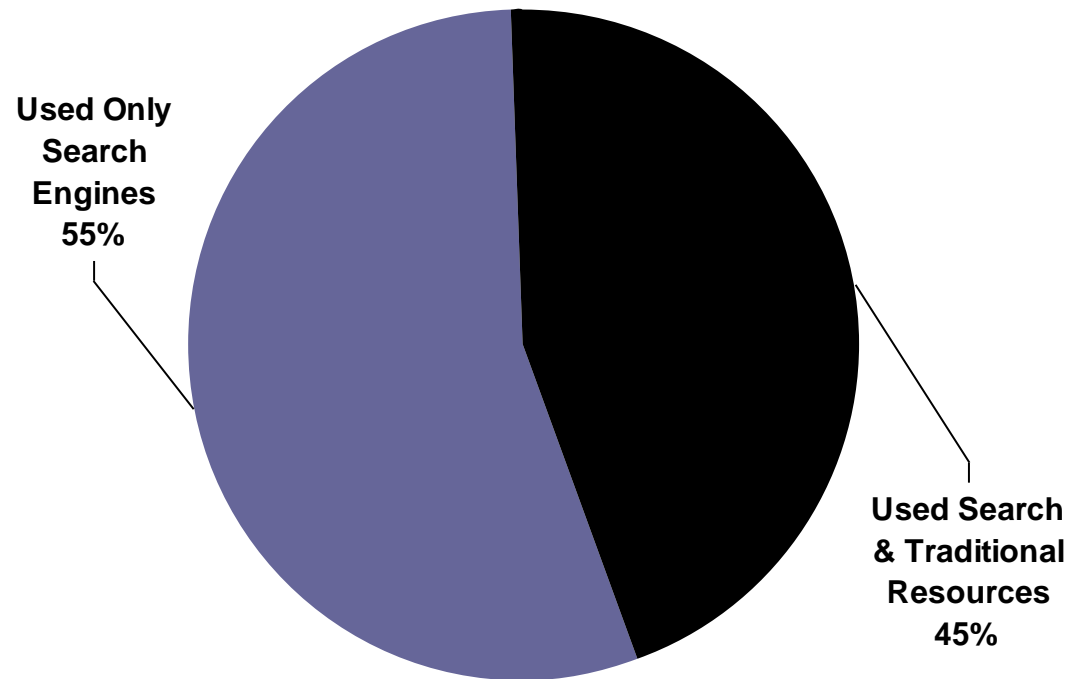
# UK Travel Search – Consumer Attitudes

# Traditional resources are also used...



Which of the following statements best describes your most recent travel planning experience?

- Nearly half of search users also use traditional travel resources



S3. Which of the following statements best describe your most recent travel planning experience?

Base - Total (n=300)

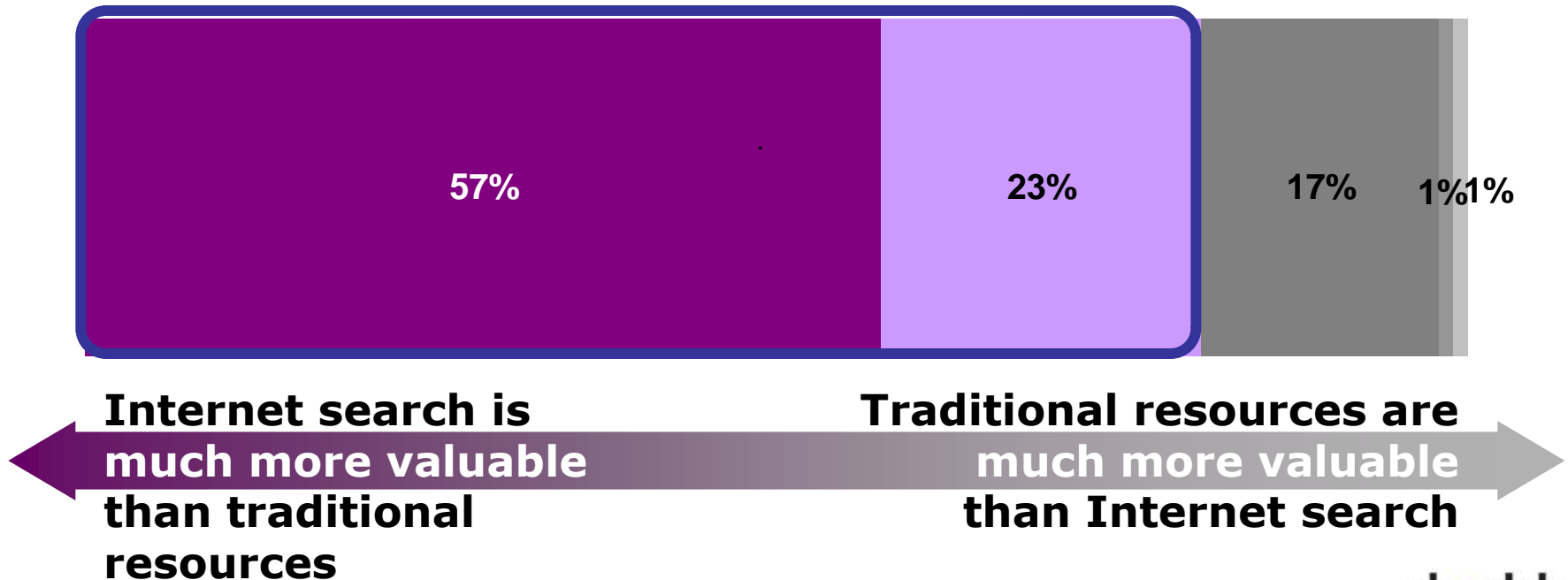
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# ... but Internet search is considered vastly more important



How valuable do you feel Internet search is compared to traditional resources?

- 80% of all searchers consider search more valuable than traditional resources
  - Among those who use both Search and Traditional resources, 69% consider Internet search more valuable



Q13. How valuable do you feel Internet search is compared to traditional resources?

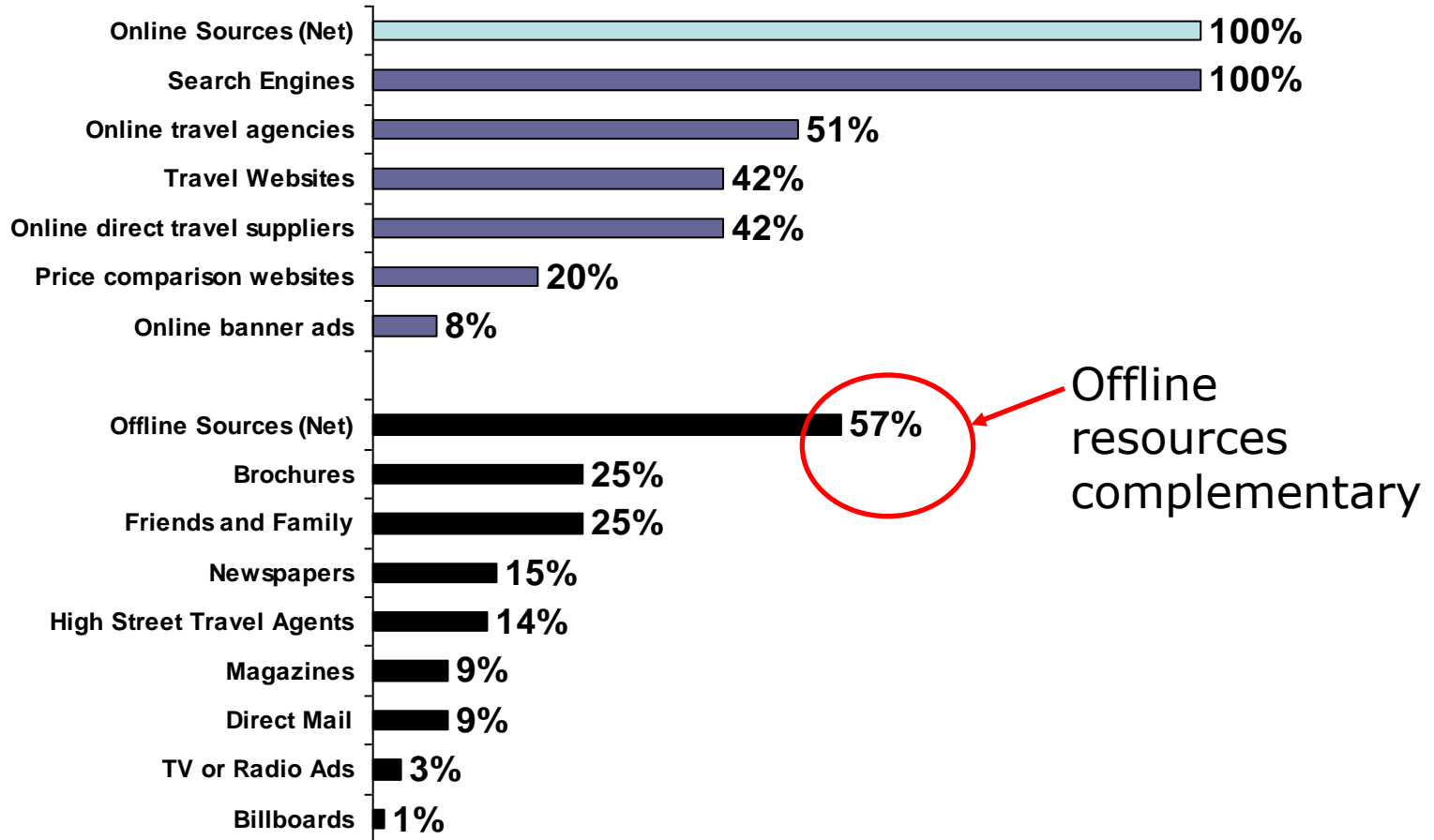
Base - Total (n=300)

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# 57% of searchers also use an offline source for travel information...



Thinking about the most recent overnight stay, short break or holiday you planned, which of the following sources of information did you get information from?



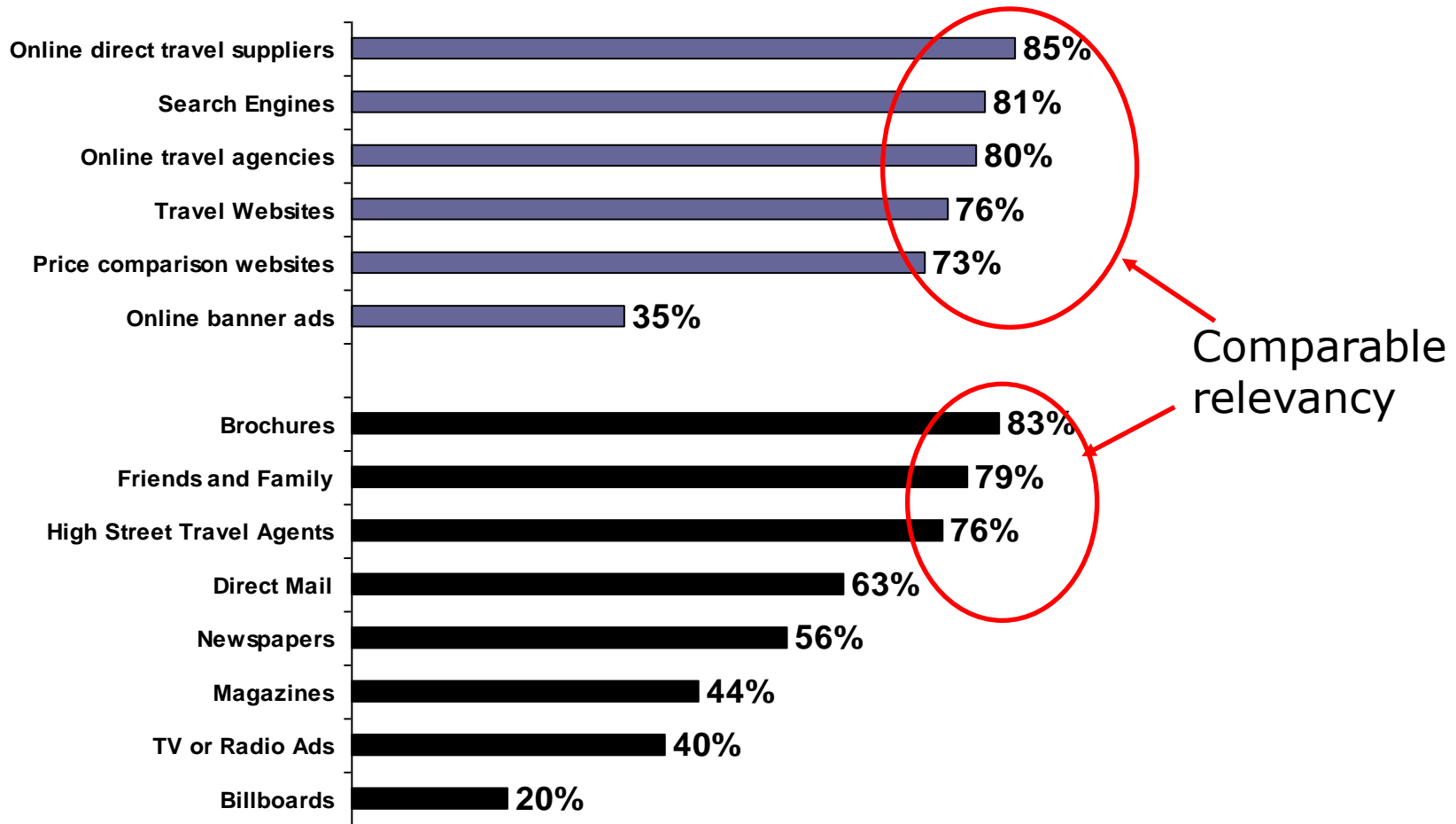
Q2. Thinking about the most recent overnight stay, short break or holiday you planned, which of the following sources of information did you get information from?

Base - Total (n=300)

# ... and they consider some offline resources just as relevant as online sources



Which of the following sources of information did you consider most relevant in helping you plan this most recent overnight stay, short break or holiday?



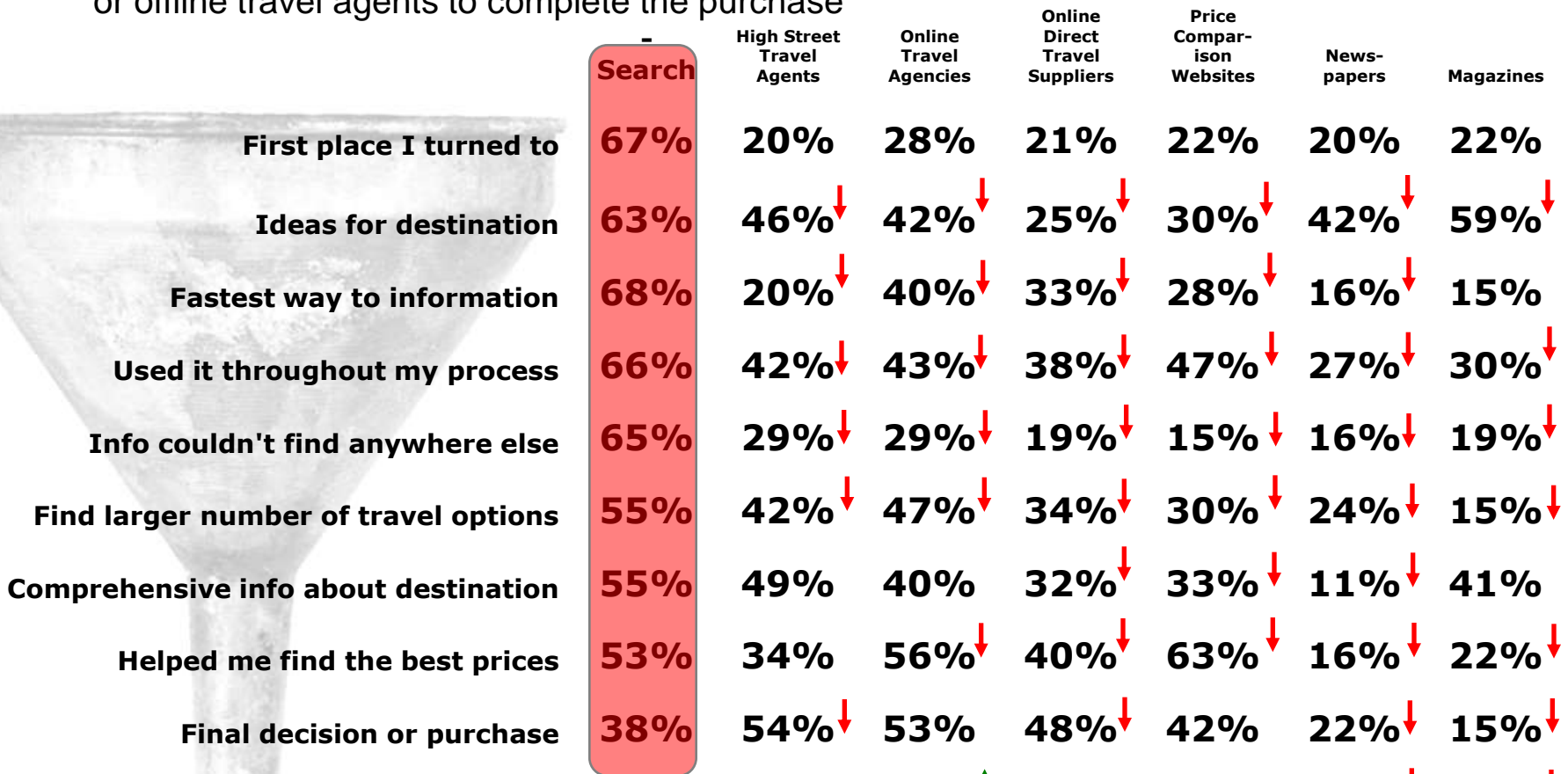
Q3. Which of the following sources of information did you consider most relevant in helping you plan this most recent overnight stay, short break or holiday? (Top 2 Box. 5="extremely relevant")

Base - Total (n=300)

# Search works throughout the purchase funnel



- The most popular process involves search throughout the research stages and then on- or offline travel agents to complete the purchase

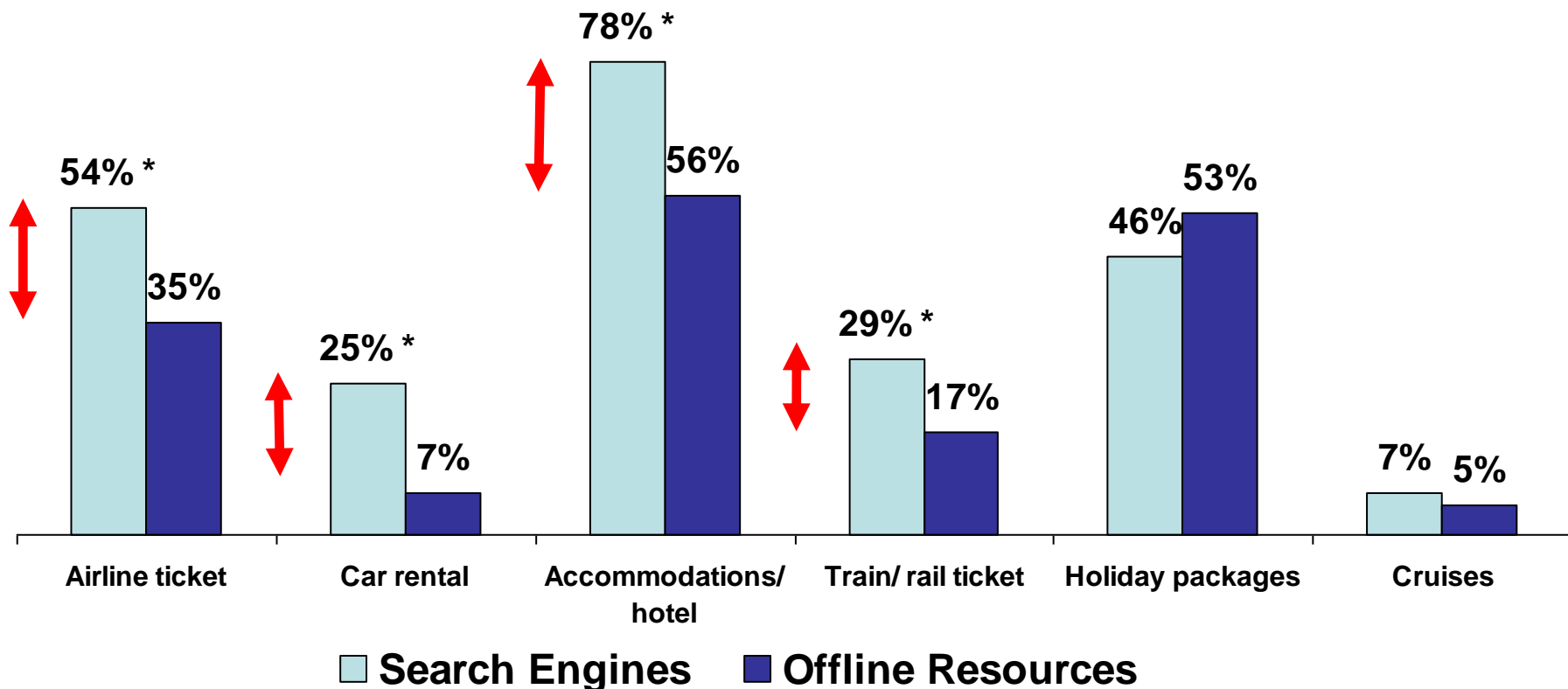


Q4. Which of the following statements apply to each source of information that helped you plan your most recent overnight stay, short break or holiday? / indicate source is significantly higher / lower than Search at 95% confidence level  
 Base - Those who used each source to plan their most recent overnight stay, short break or holiday

# Offline resources are only comparable to Online for package and cruise research



Please indicate if you used a Search Engine/Offline Resource to get information about any of the following travel-related items or types of travel.



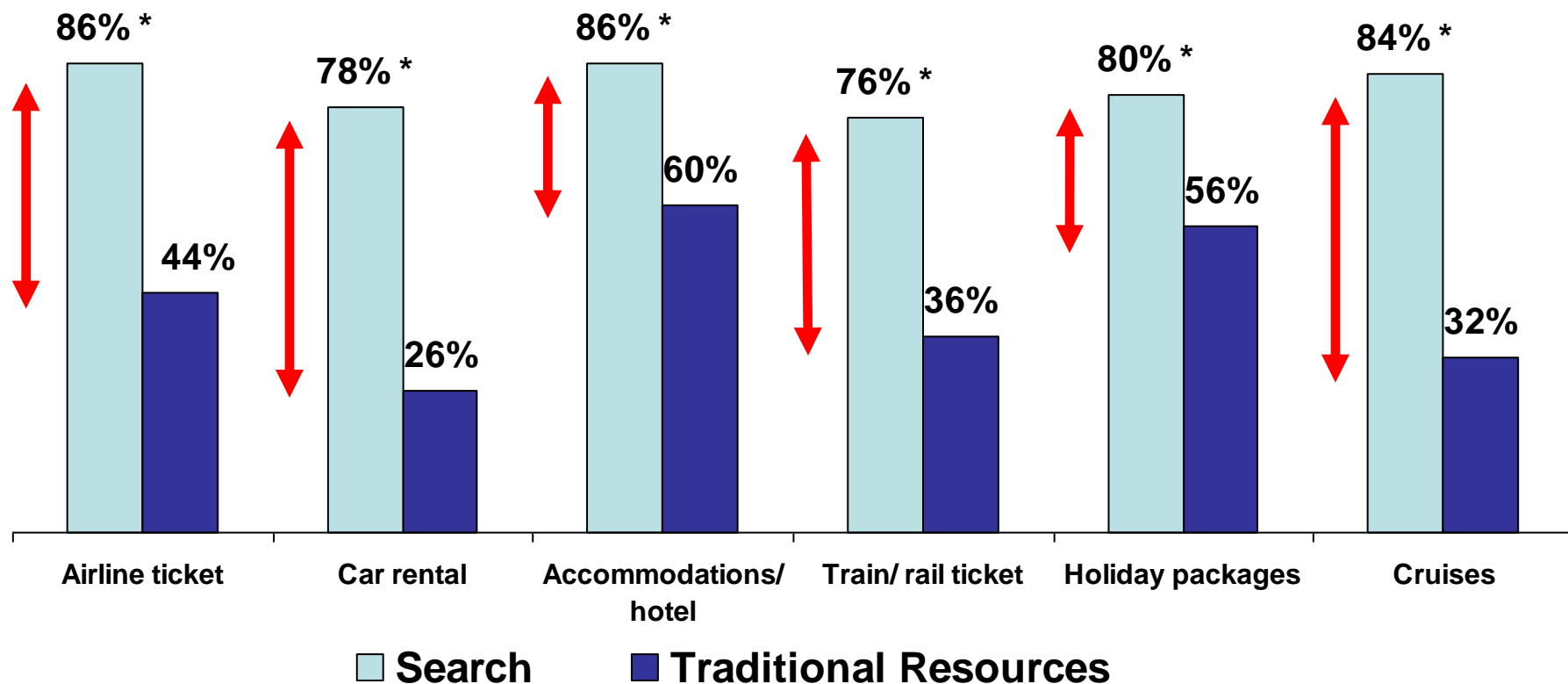
Q5. Please indicate if you used a Search Engine/Offline Resource to get information about any of the following travel-related items or types of travel?

Base - Those who used Search (n=300); Offline Resources (n=135)

\* indicates significant difference at 95% confidence level

# ... but regardless of the type of travel information sought, satisfaction is significantly higher with Search Engines

Please indicate how satisfied or not you were with using Search Engine/Traditional Resources for each of the following while planning your most recent overnight stay, short break or holiday. (Top-2 Box Rating)



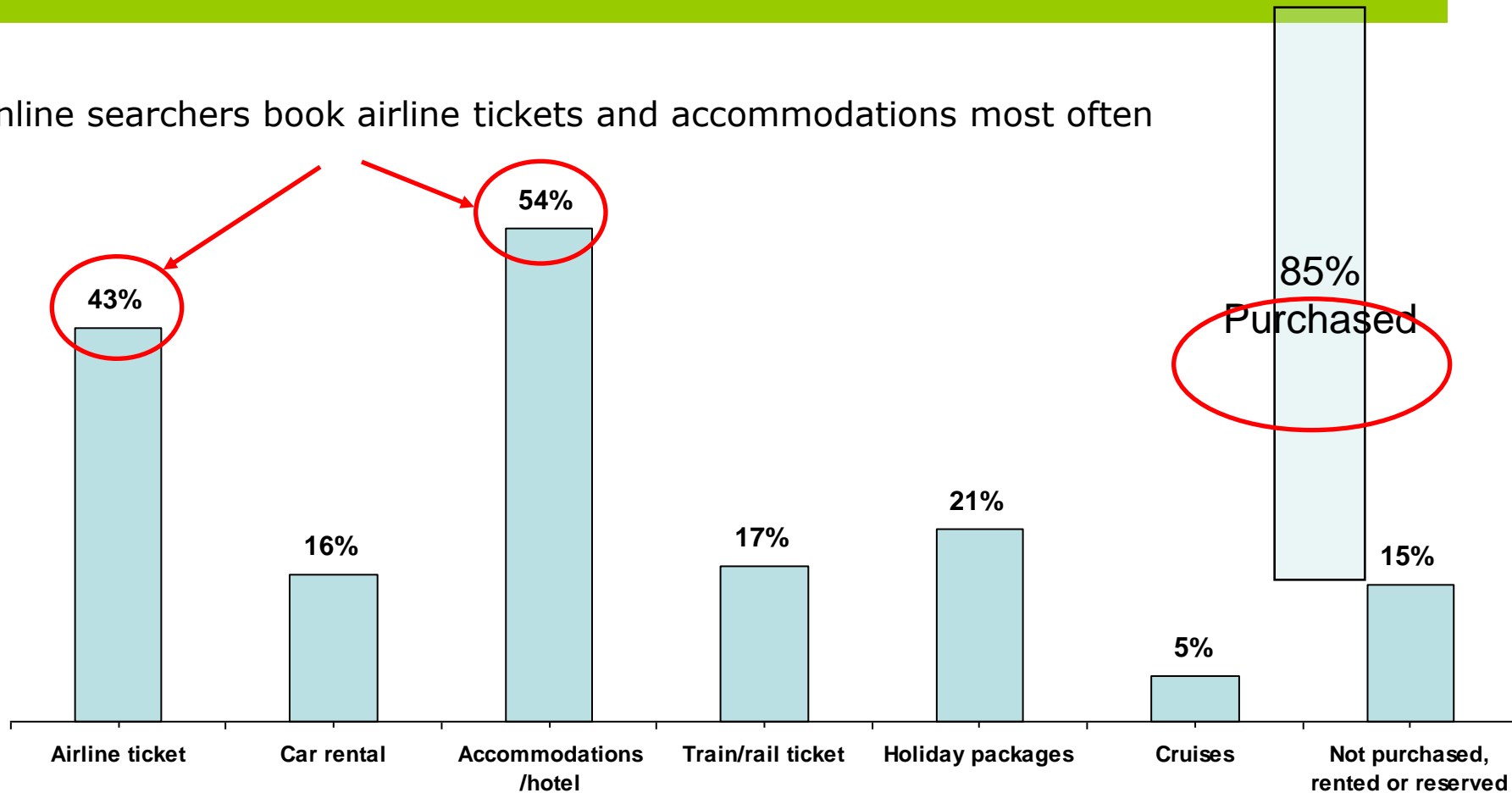
Q6/7. Please indicate how satisfied or not you were with using Search Engine/Traditional Resources for each of the following while planning your most recent overnight stay, short break or holiday.  
Base – Those who used Search/Offline Resources to for information for each travel type. \* indicates significant difference at 95% confidence level.

# Most (85%) who search during the peak season will purchase within three months



Which, if any, of the following did you purchase or reserve?

- Online searchers book airline tickets and accommodations most often

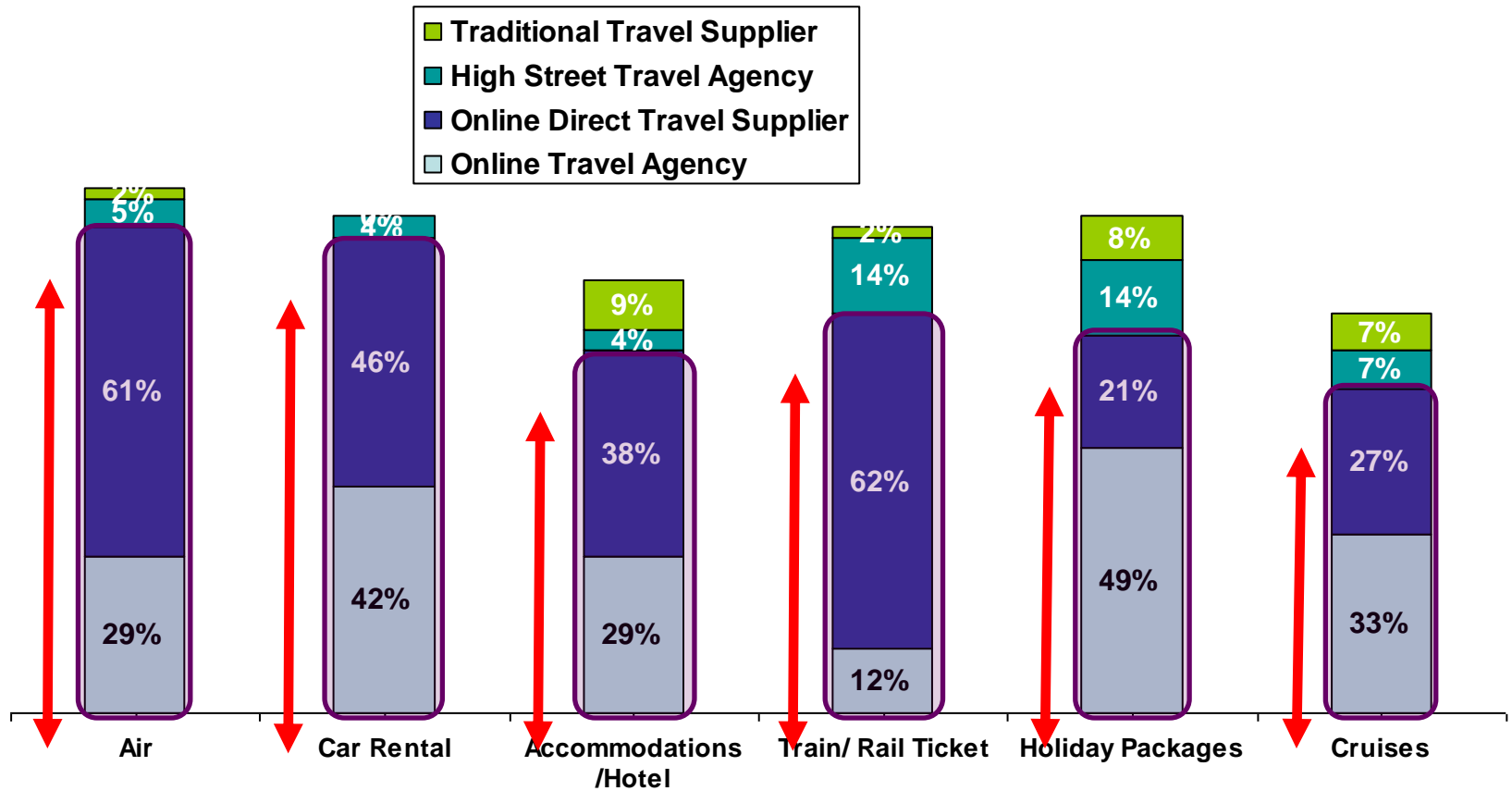


Q8. Which, if any, of the following did you purchase or reserve?  
Base - Total (n=300)

# Most Searchers of travel information convert online



For each travel service that you did purchase, where did you make your purchase?



Q9. For each travel service that you did purchase, where did you make your purchase?  
Base - Those purchased each travel item.

# Prices, exclusive information and options are competitive advantages for Online Travel Agencies versus Online Direct Travel Suppliers



Which of the following statements describe why you chose to purchase from each travel service?

	Online Travel Agencies (n=103)	Online Direct Travel Suppliers (n=140)
Helped me find the best prices	83%	69%
Provided comprehensive info about my destination	43%	39%
Helped me find information I couldn't find anywhere else	50%	34%
Provided me a larger number of travel options	63%	37%
It is the fastest way to find information about travel	58%	46%

Q9a. Which of the following statements describe why you chose to purchase from each travel service?

Base – Those purchased from each travel service. Due to small bases, only Online Travel Agencies and Online Direct Travel Suppliers shown

Indicates a significant difference at 95% confidence level.

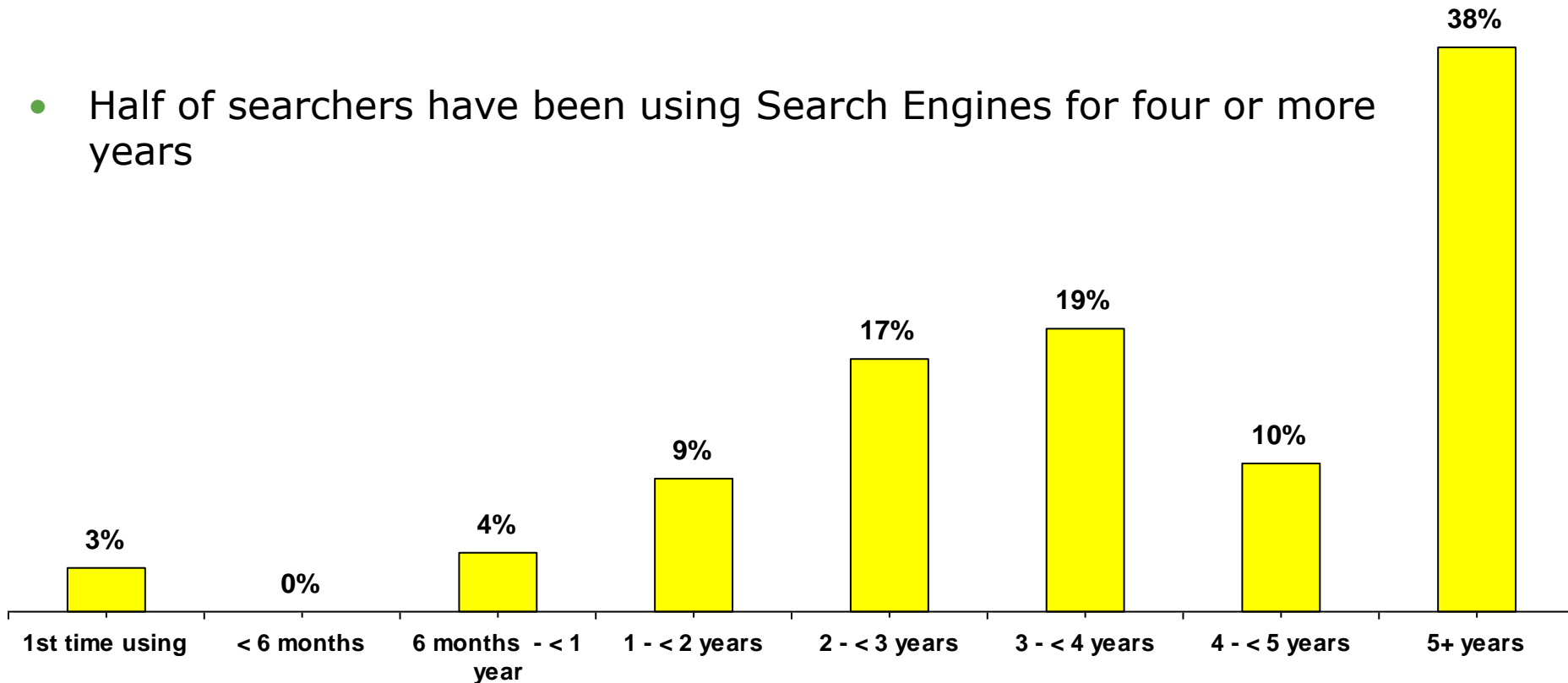


# Length Using Search Engines



How long have you used search engines such as Yahoo!, Google or MSN for travel planning?

- Half of searchers have been using Search Engines for four or more years



Q16. How long have you used search engines such as Yahoo!, Google or MSN for travel planning?  
Base - Total (n=300).



- The internet is ***critical to the travel industry***
  - Among the UK online population, 7 of 10 visit a travel related web site and 4 out of 10 searchers search for a travel product/service
- ***Destinations*** (such as “Spain,” “France,” etc.) is the most searched category in the UK
  - Monday is the key day when travel search peaks during the week
- Very Large ***latent purchasing effect*** in UK online travel
  - 90% of tracked online purchases occurred after initial search session
- Search is ***the most popular resource*** throughout the UK travel planning process
  - Online searchers turn to Online Agencies and High Street Travel Agents to complete transactions
- UK Consumers are satisfied with search and ***will continue to use it to make travel arrangements***
  - 8 of 10 are likely to continue using search to plan future trips – more than any other online or offline resource



1. Why is search important?
2. Travel searcher behaviour
3. Paid Search - best practice



## 1. Get close to your competitors

- Benchmark
- Reverse engineer
- Understand weaknesses and strengths



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## 2. That Long Long Tail

- Are you capturing seasonal search variations?



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- A.K.A the Click Path
- What keywords are assistants to the final sale?



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## 4. It's about CTR - not CPC!

- $CTR = \text{lower CPC, higher position and higher traffic}$



1. Get close to your competitors
  - Benchmark
  - Reverse engineer
  - Understand weaknesses and strengths
2. That Long Long Tail
  - Are you capturing seasonal search variations?
3. Search Journey analysis
  - A.K.A the Click Path
  - What keywords are assistants to the final sale?
4. It's about CTR - not CPC!
  - $CTR = \text{lower CPC, higher position and higher traffic}$
5. Cross-channel analysis
  - Do you understand your customers exposure journey across display, rich media, affiliate and search?
  - Do you attribute media buy based on this understanding?
  - Are you double counting sales?



1. Why is search important?
2. Travel searcher behaviour
3. Paid Search - best practice
4. Managing Paid and Natural – best practice

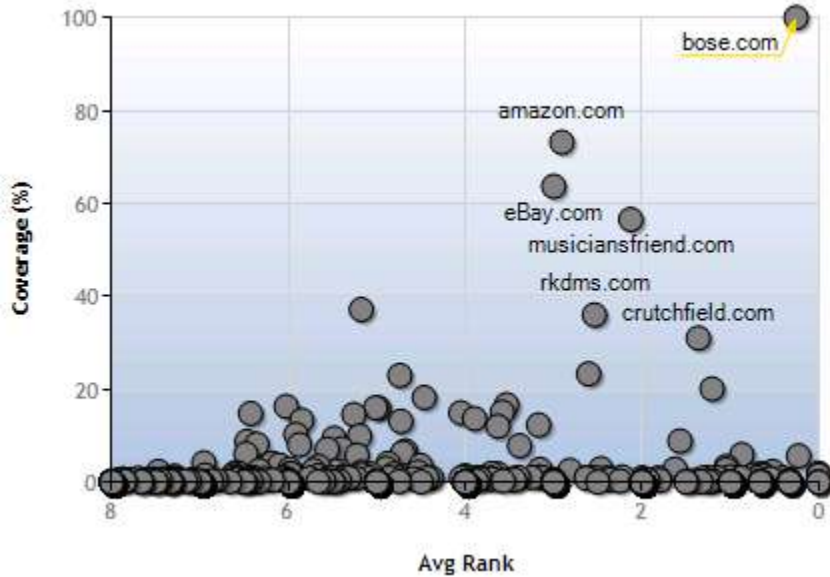
# Why manage Paid and Natural together?



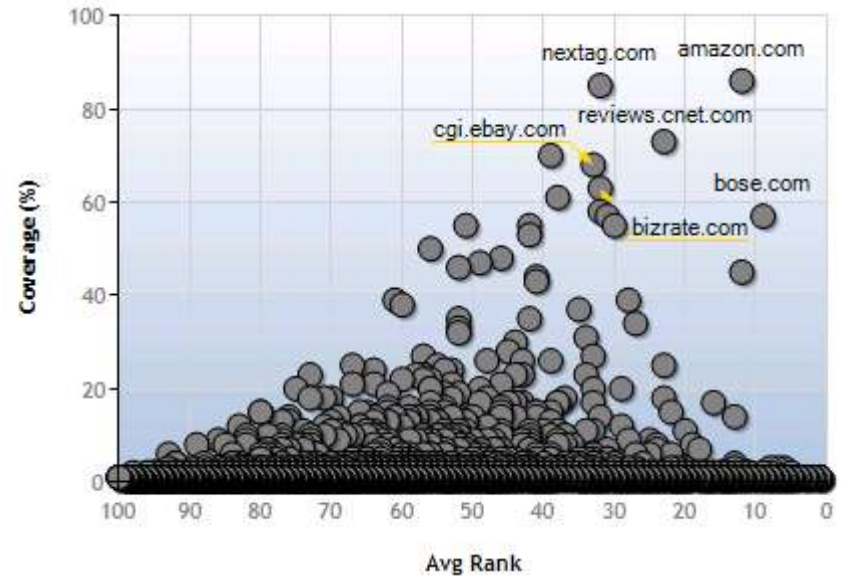
- Organic search results delivery 250% more traffic than Paid Placements<sup>1</sup>
- Conversion rates<sup>2</sup>:
  - 3.40% - paid placements
  - 3.13% - organic search
- 70% of search engine traffic comes from organic listings<sup>3</sup>
- Marketers who received fairly equal amounts of traffic had an average conversion rate **41%** higher<sup>4</sup> than those who had more traffic from one channel vs. the other

- 1) SEOresearcher.com "Paid Search Marketing vs. Natural Search Promotion" Sept 13, 2006
- 2) eMarketer – B2C eCommerce Web Sites Worldwide – January-August 2006
- 3) Aaron Wall – "SEOBook"
- 4) Comscore / Performics

# Competitive Landscape: Google Paid vs. Natural Coverage



**Google Paid Performance**

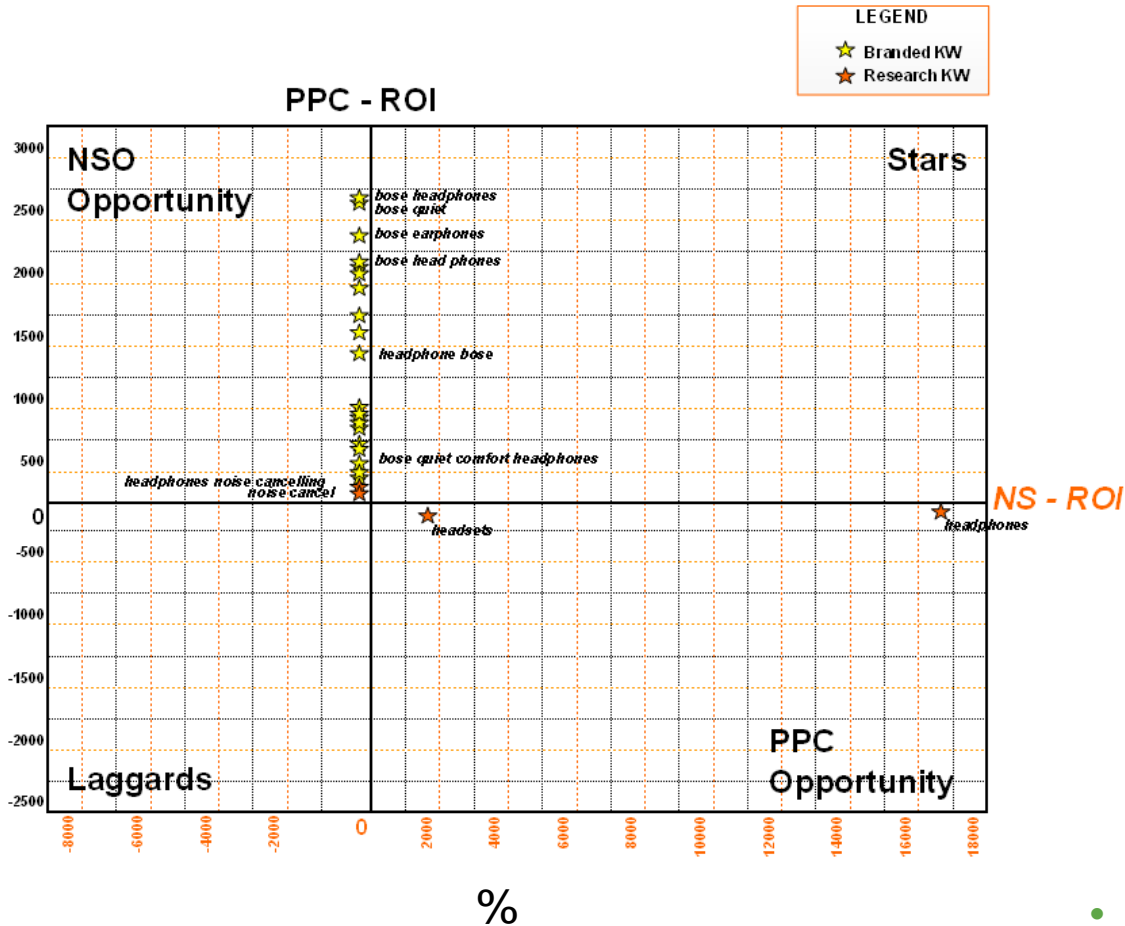


**Google Natural Performance**

## Macro Insights:

- Google paid search has almost complete coverage
- The natural search coverage trails amazon.com, nexttag, cnet and ebay
- However, bose.com leads in average natural search rank

# Opportunities & Challenges: OneSearch Matrix



## Macro Insights:

- Due to positive ROI on all keywords, program should stay on "high throttle"
- Over time, some keywords may begin to lag or drop into an optimization gap

Stars – +ve ROI both paid and natural. Continue to maintain the highest positions possible.

Paid Opportunity – Proven success driving natural traffic and conversions. Adjust spend in PPC to better position.

NSO Opportunity – Increase NSO efforts to increase visibility for these proven terms. Efforts here will have a "1+1=3" effect on driving traffic and sales.

- Laggards – producing -ve ROI in both paid/natural. Adjust bids down/reduce NSO efforts unless a branding or "search before the purchase" case.

# Benefits of OneSearch Program Management



- Search is focused on same goals and objectives and programs are in “lock step”
- Efficiencies are created by strategy, keyword development, copywriting, reporting, analysis and account management all being performed by the same search team
  - Optimized landing pages increase quality score
  - Good NSO results reduce wasted PPC spend
  - Best performing keywords
  - Best converting creative
- Gap analysis can identify opportunities that would otherwise not be seen
- OneSearch Matrix provides a powerful dashboard to understand ROI in both programs
- Consistent Branding Message



1. Why is search important?
2. Travel searcher behaviour
3. Paid Search - best practice
4. Managing Paid and Natural – best practice
5. What is DoubleClick offering in search?

# What is DoubleClick doing in these areas?



[www.DARTSearchBlog.com](http://www.DARTSearchBlog.com)

- Technology – DART Search
  - Manages 67 million keywords
  - Processes 60 million clicks a month
  - Projected to manage \$2 billion in media spend in 2007
    - Robust bid management technology with margin based bidding capabilities
    - Leading campaign management capabilities with Google, Yahoo, MSN and other search engines
    - Fully Google Adwords API Compliant
    - De-duplicates transactions across search and display



**CLICK**

# Spotlight tag bidding technology for the Travel industry



- Are you managing to one ROI goal, even though you have different margins on multiple products?

### Without Spotlight Tag bidding

All Conversions, All Margins



Single CPA Goal

keyword 1  
keyword 2  
keyword 3  
keyword 4  
keyword 5  
keyword 6

Bid

### With Spotlight Tag bidding



Spotlight Tag A  
High Margin Conversions  
Spotlight Tag B  
Medium Margin Conversions  
Spotlight Tag C  
Low Margin Conversions

£30 CPA Goal

£10 CPA Goal

£2 CPA Goal

keyword 1  
keyword 2  
keyword 3  
keyword 4  
keyword 5  
keyword 6

Optimal Bid

# DART Search technology roadmap



1. Natural Search Tracking Technology (in beta)
  - Conversion information by original search term
  - De-duplicated transactions across display, paid search, and organic search traffic
2. Datafeed management technology for managing Yahoo SSP and comparison shopping engine feeds
  - Both based on the DART infrastructure and integrated with DART Search
  - Leverages existing Spotlight and Floodlight tracking tags
  - Provides de-duplicated transaction information across display, paid placement, organic search, and datafeed programs

# NSO Direct Case Study: Pottery Barn

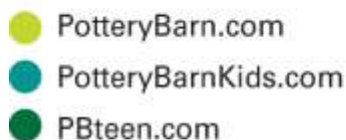


pottery barn kids

## Challenges:

1. Increase revenue
2. Increase traffic
3. Reduce reliance on IT

Solution: NSO Direct



## Results:

Natural Search **traffic gains:**  
(June – September)



Natural search **revenue gains:**



# Paid & Natural Search Services – DoubleClick Performics



- Full-service management of paid placement campaigns
- Use DART Search to manage those campaigns
- Leverage proven techniques through years of offering this service in North America
- Local teams



## More Information ...



- Talk to your DoubleClick Account Manager for more information on any of the products or offerings mentioned in this presentation
- DART Search Blog: [www.DARTSearchBlog.com](http://www.DARTSearchBlog.com)
  - Jonty Kelt – VP International, EMEA
    - [jkelt@doubleclick.com](mailto:jkelt@doubleclick.com)
  - Andy Betts – UK Senior Sales Manager
    - [sterry@doubleclick.com](mailto:sterry@doubleclick.com)



**Thank You!**

