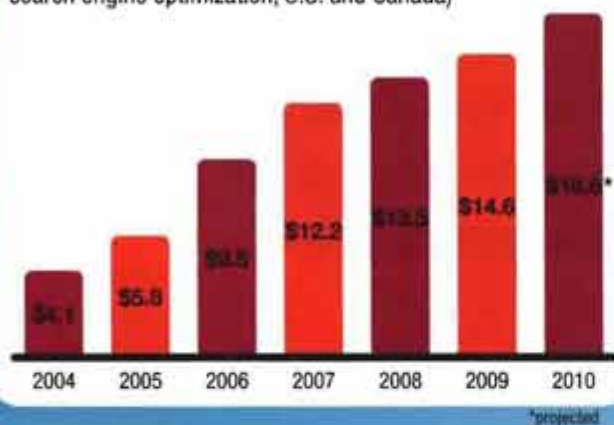


Search engine marketing comes back strong

A crucial selling strategy for most online retailers, search engine marketing is playing an increasingly important role as the economy recovers. That's the message of two recent reports—"State of Search Engine Marketing Report 2010" by consulting firm Econsultancy.com Ltd in conjunction with the Search Engine Marketing Professional Organization, and "Q1, 2010 Search Advertising Results: Analysis, Interpretation and Forecasts" by search engine marketing services firm NetElixir. The reports document growth in search marketing spend as well as higher click-through rates and average order values. The Econsultancy/SEMPO report notes that more than half of marketers expect to increase search spending 10% or more this year, with more than 25% of the new funds coming from other forms of marketing like print and TV ads. NetElixir, meantime, says that marketers reported year-over-year first-quarter increases of 10% in conversion rates and 44% in average order values driven by paid search ads. But cost per click is also rising.

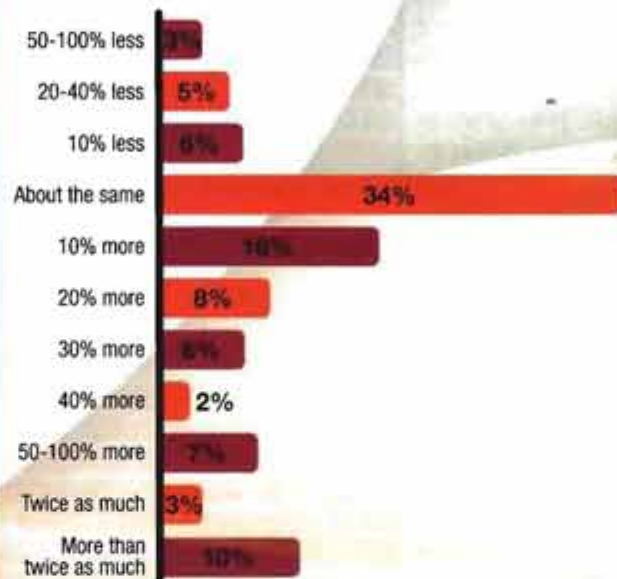
Total spending on search engine marketing

(Billions of U.S. dollars, including paid search and search engine optimization, U.S. and Canada)



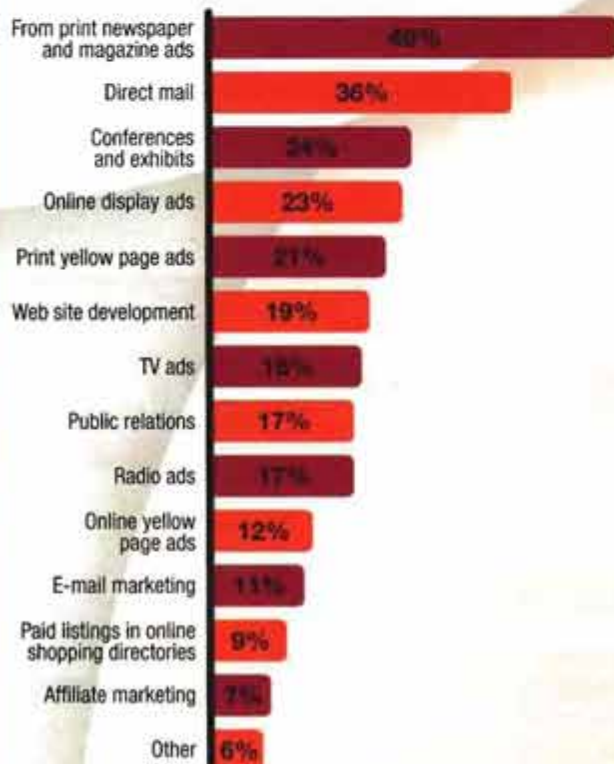
Search marketing spending planned for 2010

(By percent of marketers, U.S. and Canada)



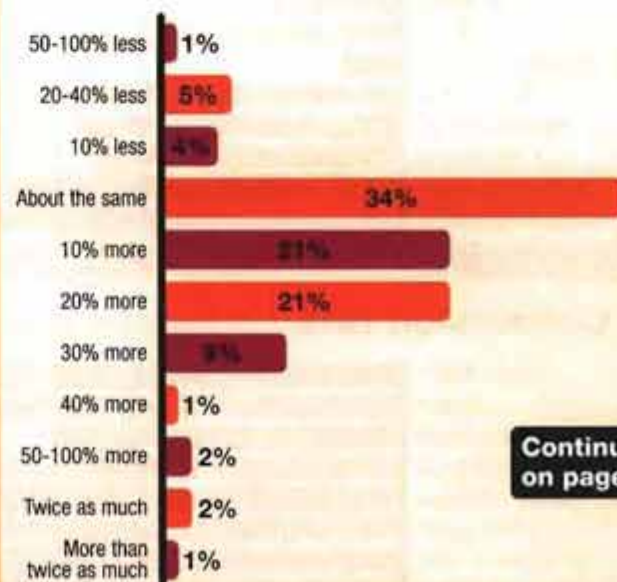
Sources of funds re-allocated to paid search

(Percent of marketers)



Price per click changes

(Jan./Feb. 2010 vs. 12 months earlier, by percent of marketers)



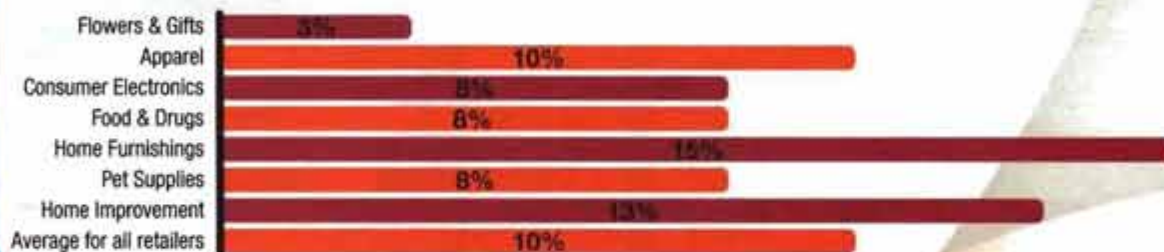
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on page 143

Source: Econsultancy.com Ltd and Search Engine Marketing Professional Organization

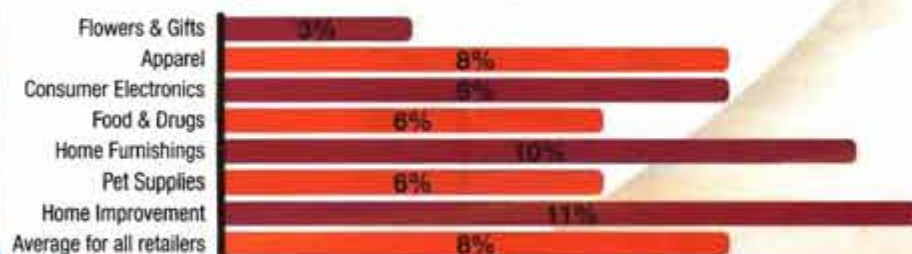
Clicks on paid search ads by category (Q1 2010 growth over Q1 2009)



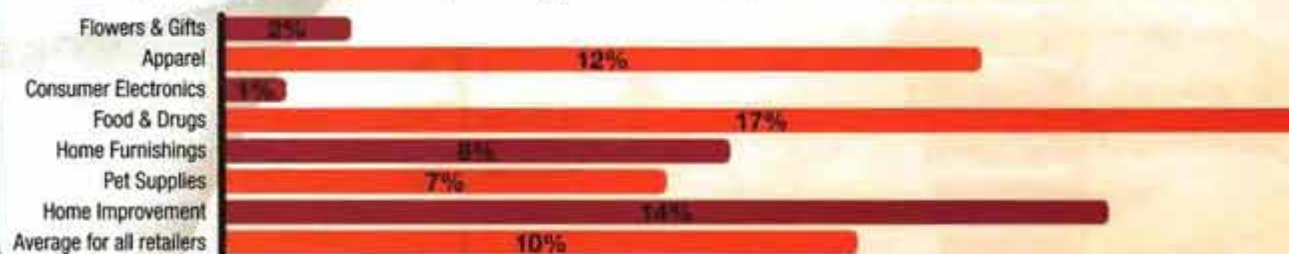
Cost per click (Q1 2010 growth over Q1 2009)



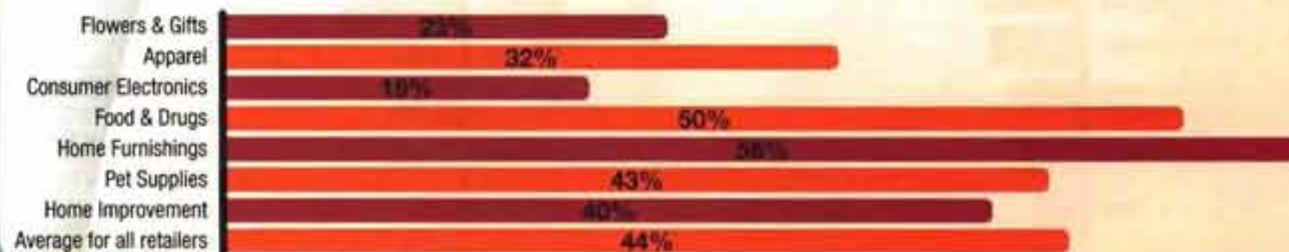
Click-through rate (Q1 2010 growth over Q1 2009)



Average order value (Q1 2010 growth over Q1 2009)



Conversion rate (Q1 2010 growth over Q1 2009)



Source: NetElxir