

E-Commerce Sites Dominate Paid Search Advertising

Top Ten Sponsored Link Positions Are Retail and Comparison Shopping Sites

RESTON, VA. June 5, 2007 – comScore, a leader in measuring the digital world, today released a study on the relationship between paid search marketing and retail e-commerce, based on the March 2007 comScore qSearch Marketer report. The study revealed that e-commerce sites are the most frequent users of search engine marketing, with each of the top ten search engine marketers being either retail or comparison shopping sites. In March, nearly 20 billion sponsored links were served to U.S. Internet users from the top search engines, with eBay.com leading the charge as the top search engine marketer with 802 million sponsored link exposures.

Retail and Comparison Shopping Sites Dominate Paid Search Advertising Market

In March, paid search activity in the U.S. generated nearly 20 billion total sponsored link exposures. The top ten paid search advertisers, generating 16 percent of all sponsored links, were all retail or comparison shopping sites. eBay.com led with 802 million sponsored link exposures (4.1 percent), followed by Smarter.com with 366 million (1.9 percent), and Shopping.com with 357 million (1.8 percent).

Top Sites Generating Search Engine Sponsored Link Exposures		
March 2007		
Source: comScore qSearch, Share of Voice Report		
	Sponsored Link Exposures (000)	Share of Sponsored Link Exposures
<i>Total Internet</i>	<i>19,762,951</i>	<i>100.0%</i>
eBay.com	801,744	4.1%
Smarter.com	365,766	1.9%
Shopping.com	357,012	1.8%
Bizrate.com	297,649	1.5%
Amazon.com	284,328	1.4%
Dealtime.com	283,574	1.4%
Shopzilla.com	245,398	1.2%
Target.com	202,482	1.0%
Nextag.com	163,220	0.8%
Shop.com	123,009	0.6%

"It's clear that retail e-commerce sites are the most aggressive in using sponsored search to drive traffic to their sites," commented James Lamberti, senior vice president of comScore Search Solutions. "The top ten sites generating sponsored links – all of which are retail or comparison shopping sites – account for about one out of every six sponsored links served to U.S. Internet users. Given that retail e-commerce is now a \$100 billion a year industry, it's not surprising that top online retailers are willing to bid for premium placement at the major search engines."

Google Top Search Engine Referrer of Retail Site Traffic

comScore also studied the referral activity by the top search engines in directing click-thrus to retail sites. Google Web Search, which accounted for 57.3 percent of all click-thrus, directed 53.8 percent of the click-thrus to retail sites. Yahoo! Web Search directed 27.2 percent of click-thrus to retail sites, followed by MSN Web Search (10.4 percent), AOL Search (5.8 percent), and Ask.com (1.6 percent).

Search Engine Click-Thru Analysis			
March 2007			
Source: comScore qSearch, Source of Traffic Report			
Search Engine	Share of Total Click-Thrus	Share of Click-Thrus to Retail Sites	Retail Referral Index*
<i>Total Internet</i>	<i>100.0%</i>	<i>100.0%</i>	<i>100</i>
Google Web Search	57.3%	53.8%	94
Yahoo! Web Search	26.1%	27.2%	104

MSN Web Search	8.9%	10.4%	117
AOL Search	4.8%	5.8%	120
Ask.com	1.7%	1.6%	97

**Retail Referral Index = 100 x (share of click-thrus to retail sites/ share of total click-thrus)*

Though accounting for a smaller share of total click-thrus than Google and Yahoo!, both MSN and AOL generated more than their fair share click-thrus to retail sites. Specifically, MSN Web Search was 17 percent more likely than expected to direct searchers to retail sites, while AOL Search was 20 percent more likely.

Added Mr. Lamberti: "Search marketers need to understand the dynamics of their industry with respect to where their click-thrus originate, as certain search engines could have stronger performance relative to the overall search market."

For more information on comScore qSearch, please email searchsolutions@comscore.com or call

(650) 244-5412.

About comScore

comScore, Inc. is a global leader in measuring the digital world. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore permission to confidentially capture their browsing and transaction behavior, including online and offline purchasing. comScore panelists also participate in survey research that captures and integrates their attitudes and intentions. Through its proprietary technology, comScore measures what matters across a broad spectrum of behavior and attitudes. comScore analysts apply this deep knowledge of customers and competitors to help clients design powerful marketing strategies and tactics that deliver superior ROI. comScore services are used by more than 700 clients, including global leaders such as AOL, Microsoft, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Fox Sports, Nestlé, MBNA, Starcom USA, Universal McCann, the United States Postal Service, Merck and Expedia. For more information, please visit www.comscore.com.

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