



Spotlight on Yahoo!

Search Marketing and its new Enhanced Targeting capabilities

There is no doubt that Canadians are online. In fact, 80 per cent of all Canadians use the Internet regularly and 18 to 34 year-olds spend close to 20 hours per week online. Naturally, where potential customers can be found, businesses follow, but how do businesses choose where to spend their online marketing dollars? With **\$478M spent on Search Marketing in Canada in 2007** (38% of total online advertising spend), it's clear that businesses small and large are tapping into the potential of search engines.

How will your business benefit from Yahoo! Search Marketing's new enhanced targeting capabilities?

■ **GEOTARGETING:** A bike shop that offers repairs and servicing but also sells its bikes online can set up two ad groups within the same campaign. The first will target just the city where the shop is located and the second will target all of Canada.

■ **BID ADJUSTMENTS (age and gender):** A travel company whose target customer is 18 to 34 year-old males can adjust its maximum keyword bids by a percentage or dollar amount of their choice to increase their competitiveness in auctions where the searcher has been identified as someone from that category.

■ **AGE:** A company whose product cannot be sold to minors can block any searchers identified as being 17-years-of-age or younger from seeing its ads.

■ **AD SCHEDULING:** A nationwide pizza chain that wants to promote a lunch special from 12pm to 1pm in various time zones across the country can schedule its ads to appear during lunch-hour in each of the different time zones.

Search Engine Marketing puts businesses in front of potential customers **at the precise moment** they're searching for the product or service the business is selling. "With the launch of our **Enhanced Targeting Capabilities** advertisers will, among other things, be able to segment and tailor marketing messages to different audiences," explains Heather Forrester, Director of Business Development & Search Marketing with Yahoo! Canada. "This will make it easier for advertisers to achieve a higher return on investment by targeting specific audiences by time of day, location, age and gender."

The recent launch of these features means that advertisers can dictate the time of day (by user or advertiser time zone), country, city and postal code that their ads will be viewed, as well as select preferences for age group and gender. These targeting options can be layered together, **ensuring that the "right" audience sees the ad at the right time.** Furthermore, these new features are available to advertisers at the ad group level, allowing them to target different groups within the same campaign.

"Yahoo! Canada has more than 70% reach in Canada—attracting more than 16 million unique users each month and a resulting 59 million searches," says Forrester. "We offer our advertisers **quality, engaged users** and we are able to leverage our user information to offer demographic targeting." With optional bid adjustments, businesses now have the opportunity to **take control of their ads** by setting a reasonable premium to their bids for a specific age group, gender or location, thus increasing the chances that their ads will appear in front of the selected demographic.

Along with a lower comparative cost-per-acquisition than traditional advertising, Search Marketing offers businesses the opportunity to **track the results** of their ad campaign in real time (by counting the number of clicks and conversions) and then



modify these ads based on user response. The launch of Yahoo! Search Marketing's Enhanced Targeting Capabilities includes a wide variety of new reports, allowing users to analyze the impact of these new features. Furthermore, enhancements to Yahoo! Search Marketing's Content Match product will allow advertisers to gain increased coverage by appearing on Yahoo! Canada's Network next to relevant content.

Canadians are some of the most engaged searchers in the world—at least 20 per cent complete at least five searches per day and 60 per cent of Canadians fulfill

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these searches using at least two search engines. Consumer behaviour is proving to be intertwined with searcher behaviour, with 81 per cent of Canadians looking online for detailed product information, and nearly as many using a search engine to find this information. Similarly, 81 per cent of Canadians plan to do research online before future purchases. With its Enhanced Targeting Capabilities, Yahoo! is making it easier than ever for businesses to turn searchers into potential customers.