What Your Choice of Search Engine Says About You

What does your search engine say about you? Well, if it’s Bing, you’re probably an early adopter, but you also visit, shop and ultimately make purchases from Walmart more than other search-engine users. Google searchers, on the other hand, are partial to Target and Amazon, and Yahoo searchers have a strong preference for wireless service from AT&T and Sprint.

...Google users are more likely to book a flight online at JetBlue or make a reservation on Hotwire. They are also more likely to do research on a Lexus, while Bing users tend more toward Toyota.

...AOL customers feel less intellectual than their peers, are 55 and older, spend their money more responsibly, want to blend in to the crowd, feel like they’ve gotten a raw deal out of life, expect less from their future and, believe it or not, still use dial-up modems.

..."The reality is that it's not like you can give one up for the other you have to be advertising on all at the same time," Mr. Lee [Kevin Lee, CEO of search-marketing firm Didit] said. "You have to be bidding the right amount on each engine given the kinds of customers you find there for a particular merchant. We have always seen that certain search engines perform better or worse for different clients, but whether their clients hang out at one engine or not or prefer one search engine over the other is not really a factor. That's only half of the equation and not all that actionable."

Can You-Tube Rake in Google-Size Revenue?

Whether we’re checking out a recap of Kanye West and Taylor Swift at the VMAs or passing around a funny clip, YouTube has been a dependable source. It’s no surprise it’s the second largest search engine (after its parent Google, of course). However, the profitability of YouTube is constantly in question.

From AdAge, “Harnessing video search is the latest focus for YouTube, under the gun to contribute meaningfully to Google’s bottom line. Over the past year its home page became as close to a must-buy as exists on the web for entertainment advertisers, and inventory was sold out in the fourth quarter.”

However..."on Google, the purpose of a search ad is to get a click-through or a conversion to a particular site; on YouTube, it is to generate a video view, which can also lead to a click through to a site but it may not...

...'You have to look at this beyond simply driving direct sales; it's more of a branding campaign,' said Steve Groenier, VP-marketing for art-supply direct marketer ArtBeads.com.

...While Google and YouTube must court P&G and its ilk to sell brand advertising, making YouTube a search business means going after a different type of marketer -- one like tiny Utah startup Orabrush, which makes a patented tongue scraper, a so-called miracle cure for bad breath.

Orabrush started out with a $100,000 infomercial that bombed on TV, but then fresh-out-of-business school CEO Jeffrey Harmon decided to start running cheeky, webby infomercials on YouTube against terms such as "bad breath." Of the 7.8 million views on YouTube, 6 million came from paid conversions since it started placing ads in August. As of this writing, Orabrush was the No. 1 result in
paid results and No. 2 in natural search to a Howcast video 
with "Bad Breath Test: How to tell if your breath stinks."

"Can You-Tube Rake in Google-Size Revenue?"
AdAge, 02/01/2010
For full article: http://adage.com/digital/article/article_id=141842

Ineffectiveness of E-mail Marketing Continually Confirmed

‘About 1-in-5 commercial, permissioned emails still fail to 
reach consumers’ inboxes, according to new research from 
email and reputation management firm Return Path.

In the second half of 2009, 19.9% such emails never 
reached consumer inboxes in the United States and 
Canada -- representing only a slight improvement over the 
first half of the year when 20.7% such emails missed their 
target.

"Many senders believe that their email campaigns are 
achieving a 95% to 98% delivery rate," said George Bilbrey, 
co-founder and president of Return Path. However, 
"senders still do not have the correct data to accurately 
determine true ROL."

Also of note, ISPs vary in terms of how many permissioned 
e-mails successfully reach consumer inboxes…Stateside, 
BellSouth and Google’s Gmail were the toughest on 
permissioned marketers, as 21% of emails sent to Gmail 
adresses failed to reach users’ inboxes"

"Nearly 20 Percent of Email Campaign Messages Fail To Deliver"
Gavin O’Malley, MediaPost, 02/01/2010
For full article: 
http://www.mediamonkey.com/publications/?fa=Articles.showArticle&art 
_aid=12177

Apple Bans Location-Based Ads in Apps

Apple recently put a ban on location-based advertising 
in apps for their mobile products, such as the iPhone 
and iPod Touch. This is a major threat to Google, who 
recently acquired a popular mobile ad network, AdMob. 
Apple recently acquired mobile ad network Quattro 
Wireless, which leads many people to believe that Apple 
is planning to start its own mobile advertising network.

"Apple prohibits App Store devs from using location-based ads"
MacNN Staff, Macnn, 02/04/2010
For full article:
http://www.macnn.com/articles/10/02/04/gps.info.allowed.only.for.
beneficial.uses/

Bing Increases Prevalence In Search Engine Market

Google and Bing have increased their number of 
searches on their servers, while Ask, AOL, and Yahoo 
have decreased. Yahoo has been hit hard since the 
introduction of Bing in January of 2008.

"comScore: Bing Share Up -- Will It Overtake Yahoo? Plus, Ask.com Sale 
Speculation Returns"
Greg Sterling, Search Engine Land, 01/15/2010
For full article: http://searchengineland.com/ask-com-sale-speculation-returns-new-comscore-search-numbers-33805