



Newspaper Drives Online Traffic

Google-commissioned research shows media synergy

67% of people who did research after seeing a newspaper ad did it online. Overall, in the last month, nearly 30% of Internet-using newspaper readers went online to research at least one product that they saw in the newspaper.

Many Google Print Ads advertisers have seen first-hand the effect newspaper can have on search campaigns and web commerce.

For some sample success stories, please visit the published case studies at www.google.com/ads/print.

On an average day, more than 50% of U.S. adults read a newspaper¹. Marketers continue to rely on the medium's massive reach and targeting capabilities. And there are extra incentives for online marketers to buy newspaper.

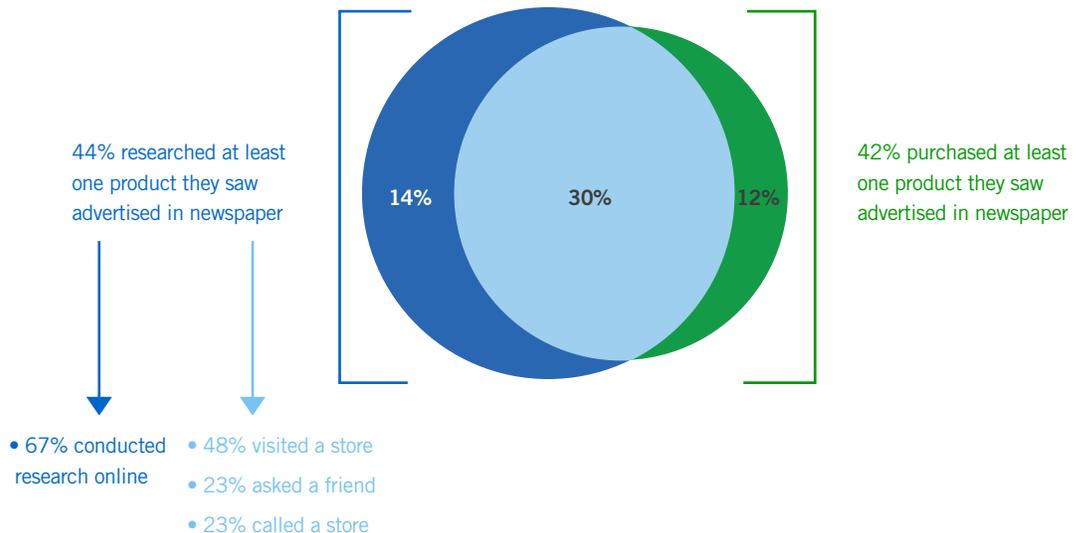
Newspaper advertising drives response via the web, which makes it the perfect complement to a search campaign. In a recent Google-commissioned study of newspaper readers who use the Internet:

- **42%** reported that in the last month they had purchased at least one product they saw in the newspaper
- **44%** reported that in the last month they had researched at least one product they saw in the newspaper (with some overlap between the groups)
- Overall, **56%** had either purchased or researched at least one product they saw in the newspaper in the last month

Where did that 44% of readers do their research? **67% of people who did research after seeing a newspaper ad did it online.** Overall, nearly 30% of Internet-using newspaper readers went online to research at least one product that they saw in the newspaper (on average, they researched nine).

Web Dominates Response to Newspaper Ads

In Past Month:



Base: Target market of Internet-using newspaper readers

Source: Clark, Martire & Bartolomeo, Inc. Survey October 2007; n=1003 (US online users ages 18+ who perform a search with a search engine at least once a month) Question: Within the last month, have you done research and/or purchased a product as a result of seeing a newspaper ad?
[1] Scarborough Research USA, Release 2 2005

More than 50% of respondents said that if they saw a newspaper ad for a product they already knew about from the Internet, they would be more likely to purchase the product.

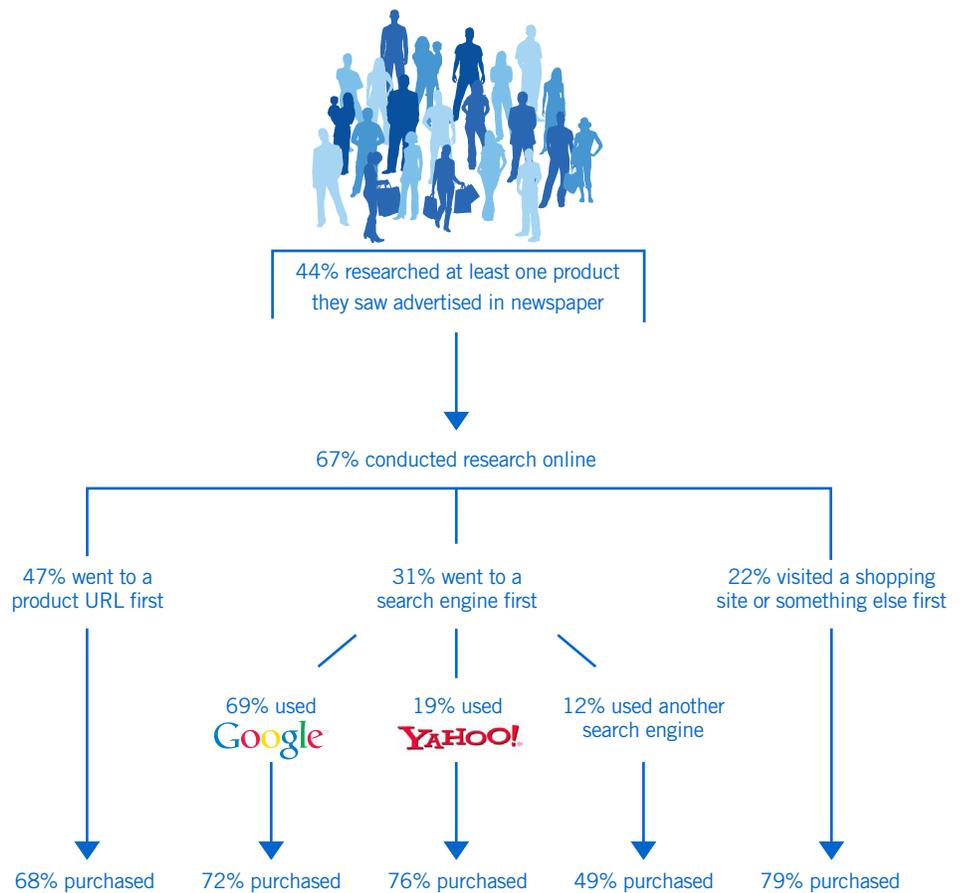
This newspaper-driven activity impacts both website traffic and search campaigns. 47% of people who responded to a newspaper ad by going online went directly to a URL they saw in the advertisement, but a full 31% chose to use a search engine (overwhelmingly, Google.com).

The benefits of getting your message in front of consumers multiple times in multiple media are real – and measurable. In this study, more than 50% of respondents said that if they saw a newspaper ad for a product they already knew about from the Internet, they would be more likely to purchase the product.

72% of people who responded to a newspaper ad by searching Google ended up purchasing the product – effectively the same rate as people who responded by visiting a store (71% purchased). Additionally, people considered the newspaper more useful for learning about promotions (68% rated the newspaper very useful, versus 42% for the Internet) and deciding where (54% v. 45%) and when (43% v. 30%) to buy. Newspapers reach people at many points in the buying cycle, both early (inspiring web research) and late (prompting in-store or web purchase).

Exploring Specifics of Web Response

In Past Month:



Source: Clark, Martire & Bartolomeo, Inc. Survey October 2007; n=441 (US online users ages 18+ who perform a search with a search engine at least once a month) Question: What medium did you use to conduct the research which resulted from seeing a newspaper ad?

