

SEM SearchFest '08

Search in the Marketing Mix

By Jeffrey Pruitt

Executive Vice President, Corporate Partnerships, iCrossing
President, SEMPO

The landscape

	2007	2008	2009	2010	2011	2012
Search engine marketing	\$8,056	\$10,432	\$13,310	\$16,775	\$20,993	\$25,323
Online display marketing	\$6,126	\$7,656	\$9,354	\$11,137	\$12,745	\$13,988
Email marketing	\$2,710	\$3,189	\$3,588	\$3,892	\$4,130	\$4,256
Emerging channels marketing	\$1,040	\$2,130	\$3,534	\$5,301	\$7,519	\$10,610
Online video marketing	\$471	\$989	\$1,859	\$3,198	\$4,875	\$7,153

	2007	2008	2009	2010	2011	2012
Paid search	\$4,496	\$5,633	\$7,054	\$8,220	\$9,237	\$10,129
Paid inclusion	\$818	\$1,043	\$1,198	\$1,342	\$1,469	\$1,773
Contextual ads	\$838	\$1,043	\$1,464	\$2,013	\$3,359	\$4,558
SEO	\$1,904	\$2,712	\$3,594	\$5,200	\$6,928	\$8,863



Overview

- Research
- Experience Planning
- Optimize
- Advertise

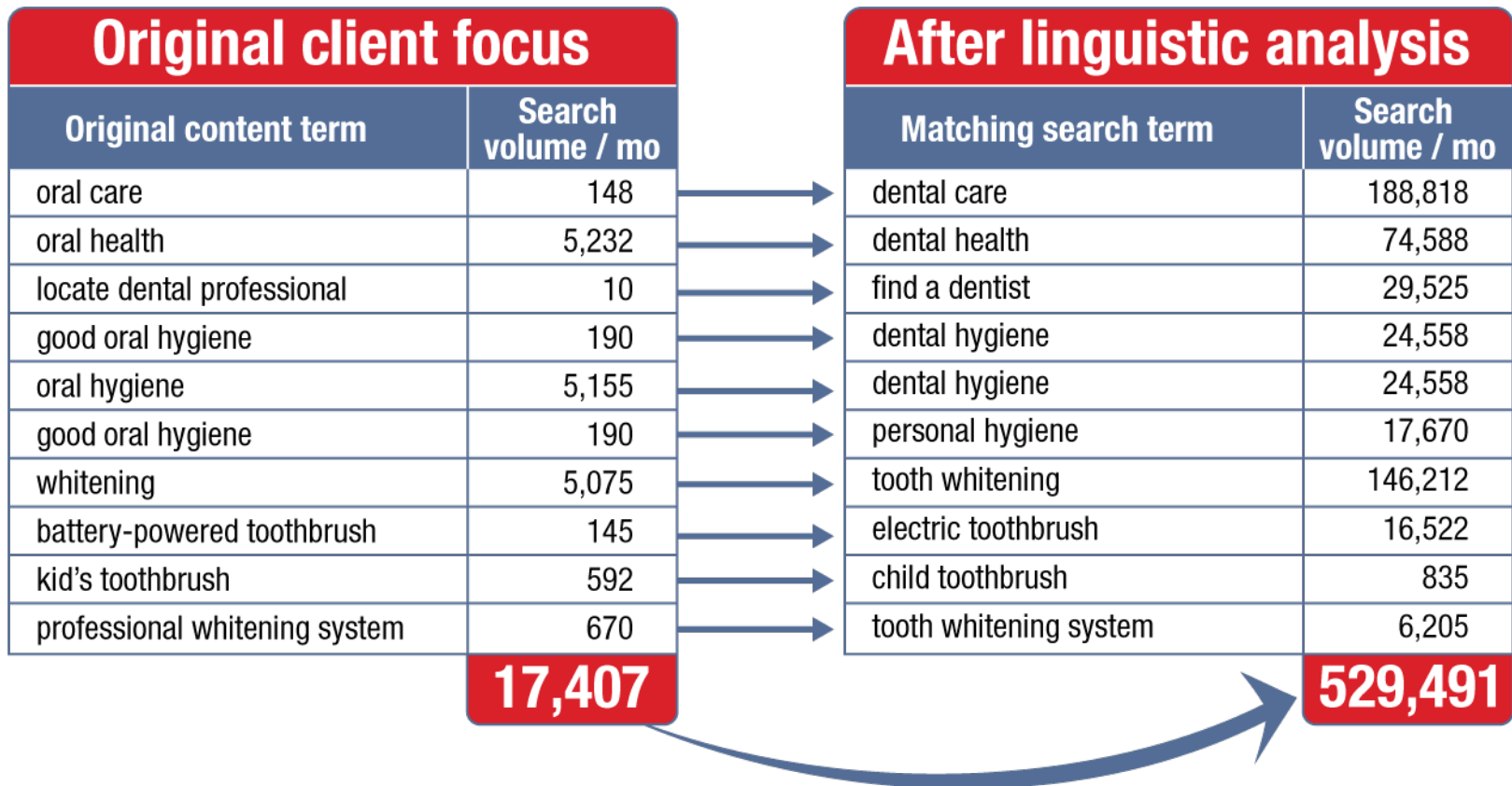
Program Management *(Integrating the digitization of all content)*

Research	Experience Planning	Optimize	Advertise
Linguistic profile	Site Architecture	Optimization of all content	Paid Media
Competitive Search Assessment	Video content	Web	Video
Experiential Mapping	Display content	Video	Display
Visibility Forecast	Mobile content	Display	Mobile
Network Sense (Social Mapping)	Brand experience	Mobile	
	Usability Testing		

Research



Linguistic Profile (Tools and Forecast)



Persona Development (Humanizing Home Equity)

We need to find some way to get all of these credit cards paid off?



Debt Consolidators

We're a little nervous. We've never done this online before.

[Web](#) [Images](#) [Video](#)^{New!} [News](#) [Maps](#) [more »](#)

credit card debt

See, the new marble tub could go right over here.



Home Remodelers

Our expectations for rates, service & online tools are higher for certain brands.

[Web](#) [Images](#) [Video](#)^{New!} [News](#) [Maps](#) [more »](#)

Home equity providers

We're going to have another WHAT?



(Un)Expecting Parents

I'm going to need a lot of detailed answers before I can commit.

[Web](#) [Images](#) [Video](#)^{New!} [News](#) [Maps](#) [more »](#)

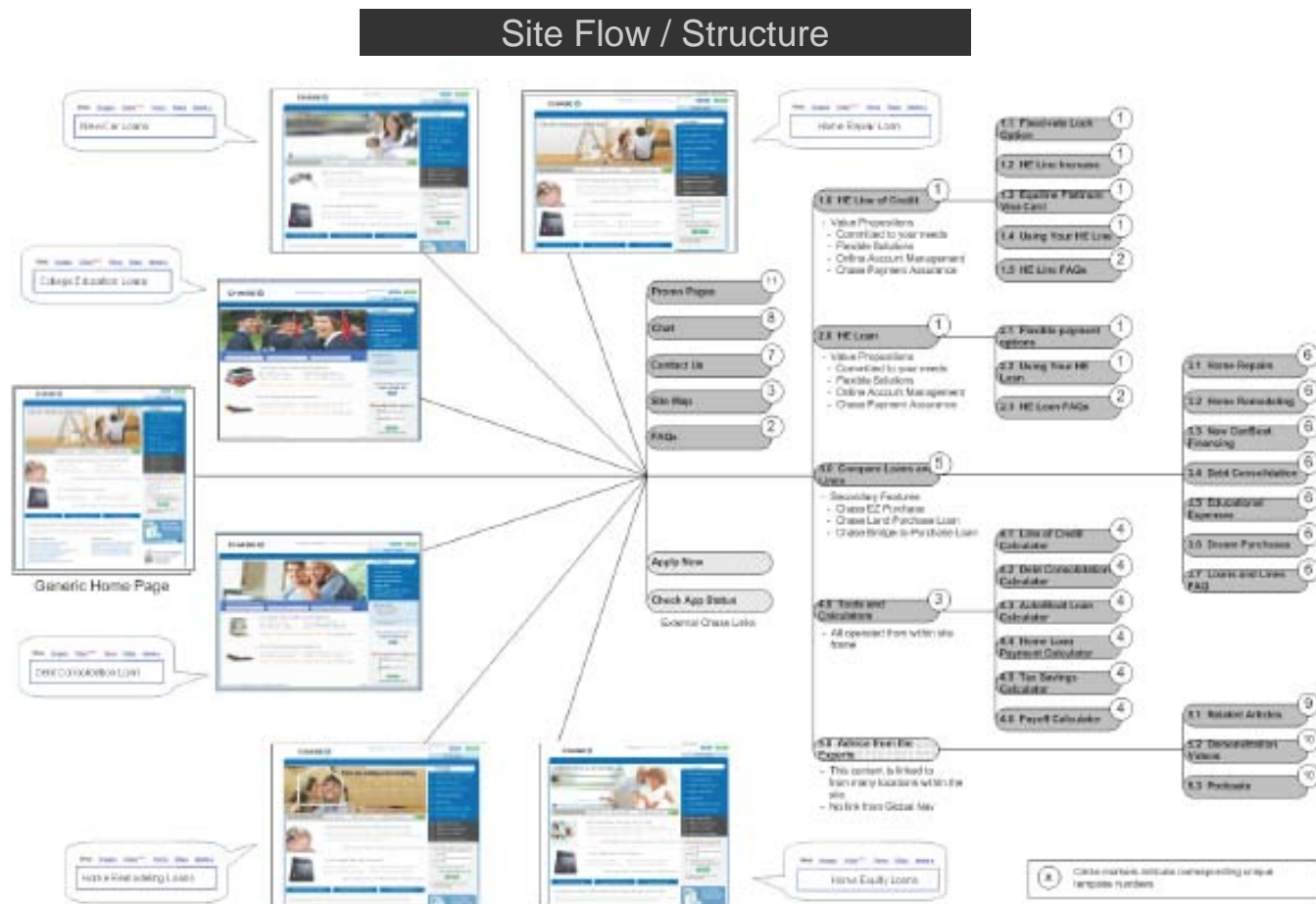
Home equity resource

Experience Planning

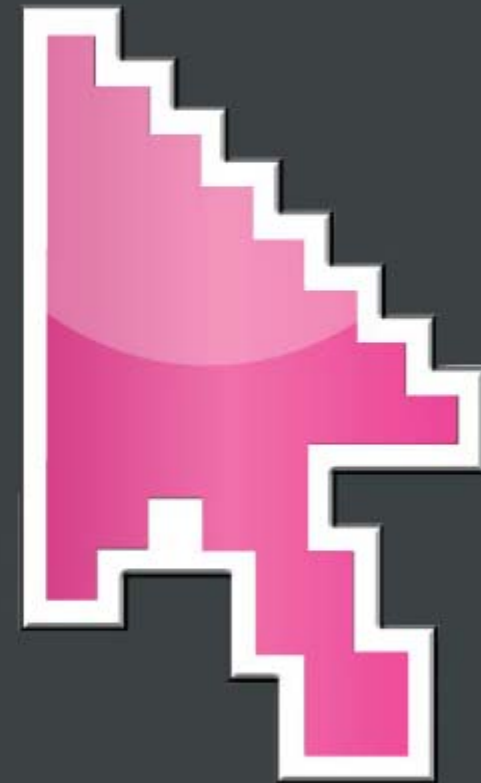


Experience Planning (Web, Video, Display, Mobile)

Multiple Entry Points- Reaching your customer



Optimize



Optimize All Content (Web Pages, Video, Mobile, Microsites)

TubeMogul

TubeMogul is the first online video analytics and distribution company serving publishers large and small who need independent information about video performance on the Internet and automated upload to the Web's top video sharing sites.


With TubeMogul reports, you can:

- Track Viewership, comments, ratings, cumulative views, and more.

Dashboard **New!** Upload Learn

NEW : Upload to 9 sites in 1 shot! Try our Universal

Selected Publishers



NBC on YouTube
Views **↓-24.44%** on 8/21/07
[See report >](#)

+ Track More Publishers >

Dashboard **New!** Upload Learn More FAQ Blog

NBC on YouTube

Plotting: viewership by day Date Range: 07/23/07 08/22/07

Viewership
comments
ratings
cumulative views


Date	Viewership
07/23/07	40K
07/24/07	45K
07/25/07	160K
07/26/07	80K
07/27/07	60K
07/28/07	60K
07/29/07	60K
07/30/07	60K
07/31/07	60K
08/01/07	60K
08/02/07	100K
08/03/07	80K
08/04/07	60K
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08/12/07	60K
08/13/07	60K
08/14/07	60K
08/15/07	60K
08/16/07	60K
08/17/07	60K
08/18/07	60K
08/19/07	60K
08/20/07	60K
08/21/07	60K
08/22/07	60K


From this Author


Click to drill down or add to chart for comparison.

Sort by Popularity | Date Added

Displaying 1-20 of 743

- 

SNL - Digital Short - A Special Christmas Box: *Uncensored Ve
38,750 views on 8/22/07
Added on 2/15/07
[Add to Chart](#)
- 

Conan - iPhone Commercial
13,934 views on 8/22/07
Added on 2/15/07
[Add to Chart](#)
- 

SNL - United Way
13,115 views on 8/22/07
Added on 3/26/07
[Add to Chart](#)

Advertise



Trends (Impacting On-Line Advertising)

Trend I. Convergence of Display and Search Advertising

Trend II. One Stop Shop Advertising

Trend III. Video Advertising

Search Engine Marketers advantage is further enhanced by the ability to

- a.) Currently Manage campaigns to Direct Response metrics and
- b.) Manage campaigns utilizing search type dynamics in an auction based platform.

Engine Products



- Google Base/Froogle
- Local Targeting
- Local Business Feeds
- Local Business Ads
- Click to Call
- Mobile Search Ads
- Website Optimizer
- Click to Play Video
- Content Targeting
- Separate Bidding for Content Site Targeting
- In-Stream Google Video Ads
- Click to Play Video Ads
- Google Earth/KML
- Google Video NSO Uploads
- Maps API
- Google Analytics
- Print Ads
- Audio Ads



- PPC (Paid Search CPC ads)
- Shopping (CPC, Feed-based)
- Contextual
- Live Local (Display ads)
- MSN Video
- Graphical Ads Multiple Channels



- Sponsored Search (PPC)
- Content Match (CM)
- Premium Run of Network (CM)
- Search Submit Pro (Feeds)
- Travel Submit (Feeds)
- Product Submit (Feeds)
- Local (Exclusive Keywords)
- Local (Enhanced Listings)
- Mobile Sponsored Search (Beta)
- Brand Site/Micro Site

“ The digitization of content will lead to new advertising methods across multiple forms of content. As the Engines develop these new products and media types, it is imperative that Search Engine Marketers stay in lock step with the engines in our technology integration and service line expansion ”