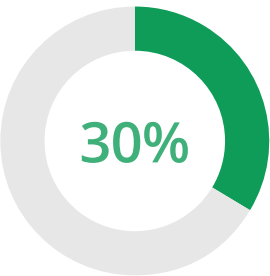


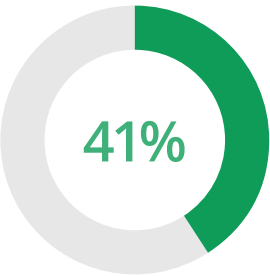
Mobile Brand Value of Search: UNITED AIRLINES

What are the benefits of mobile search ads for travel brands? Google partnered with Ipsos MediaCT to find out. The survey tested search ad recall on mobile devices and the effect of paid mobile search ads on brand awareness and consideration.

Paid mobile search ads greatly affect brand awareness and consideration.



30%
of leisure travelers
book via smartphone



41%
of business travelers
book via smartphone



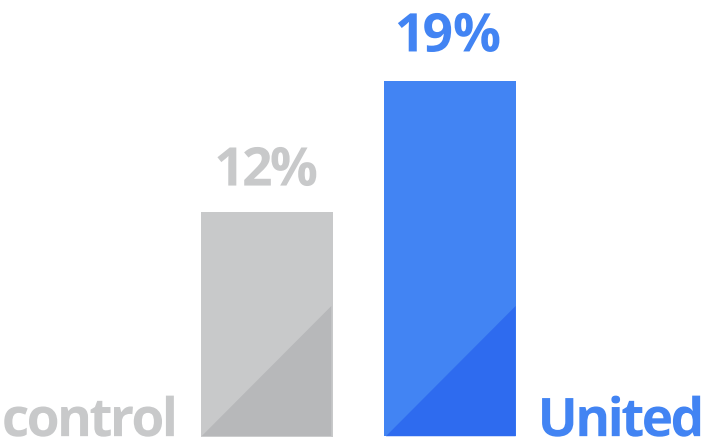
United's appearance in the **top paid mobile ad slot** showed promising results.

Brand Awareness

United's paid ad placement on mobile devices increased **top-of-mind awareness**, resulting in a **58% lift**



Thinking about specific brands of airlines, which one brand comes to mind?

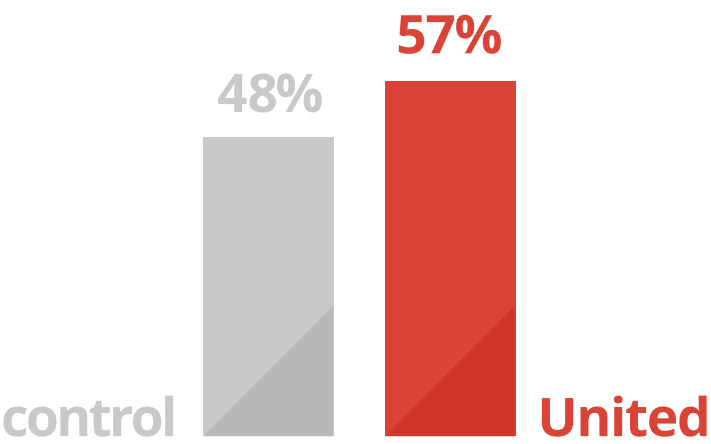


Brand Consideration

There was a **19% lift in the intent to buy from United** after exposure to a top sponsored ad



If you were considering booking a flight in the next six months, how likely would you be to consider booking with United?



Sources:
Ipsos MediaCT, Google Travel Study, May-June 2013.
Below: Ipsos MediaCT, Brand Value of Search Study.
Quantitative survey related to search scenario "New York flights." Each respondent was shown one of two pages of search engine results (control and test with United in top slot).
Surveys conducted on real mobile screens in a lab setting. Participants included U.S. residents, ages 18 and above, who use search engines on their smartphones and are in the market for flights to New York City in the next six months; N=800.