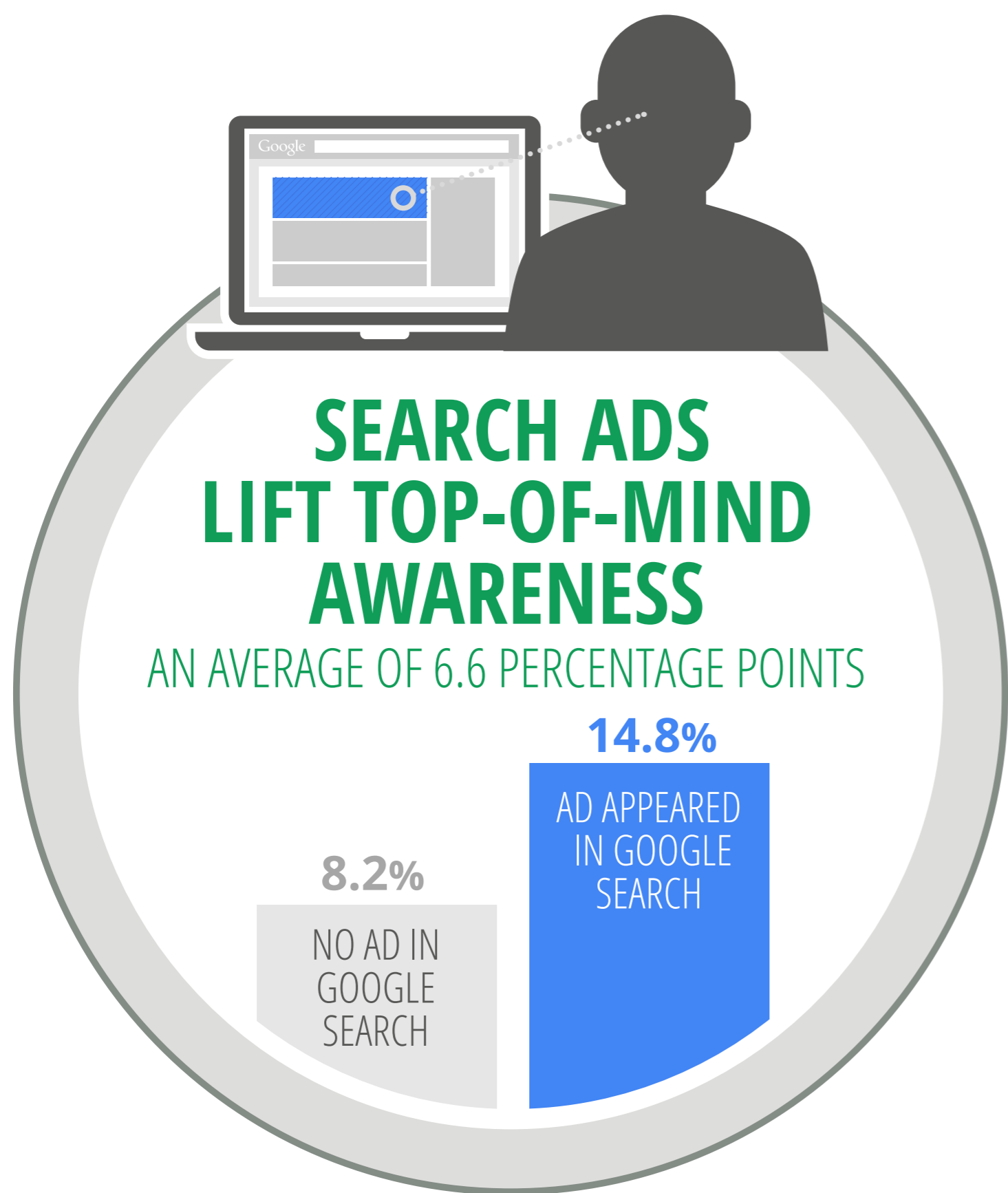


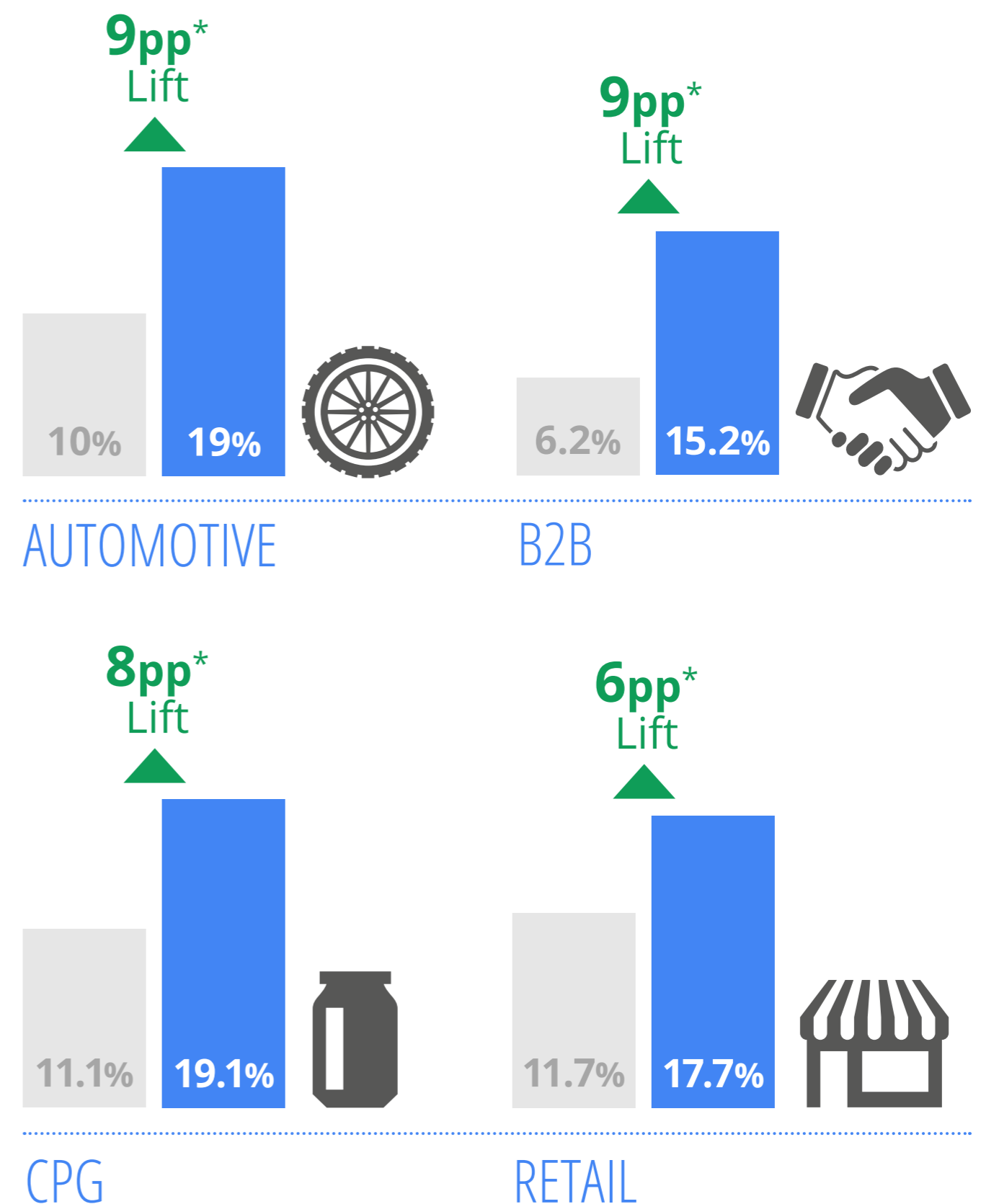
SEARCH ADS LIFT BRAND AWARENESS

New Google/Ipsos MediaCT research shows that search advertising doesn't just drive conversions, it also lifts top-of-mind awareness.

NO AD IN GOOGLE SEARCH
 AD APPEARED IN GOOGLE SEARCH



VERTICAL HIGHLIGHTS



Source: Google/Ipsos MediaCT, Search for Brands Industry Research, June 2014.

*Percentage Points. Statistically significant lift at the 95% confidence level across all verticals; 6.6pp is the average lift across 12 verticals.

Methodology: Google/Ipsos MediaCT conducted 61 studies across 12 verticals. In each study, in-target respondents were prompted to search for a category keyword on their desktop or laptop and were then exposed to either a Test search engine results page (SERP) or a Control SERP. The Test SERP featured the test brand in the top search ad position, with all other ads on the page moved down by one position. The Control group did not feature an ad from the test brand at all. The organic results of the SERP were not manipulated in any way.