

Effectively Turning Business Technology Decision Makers Into Customers

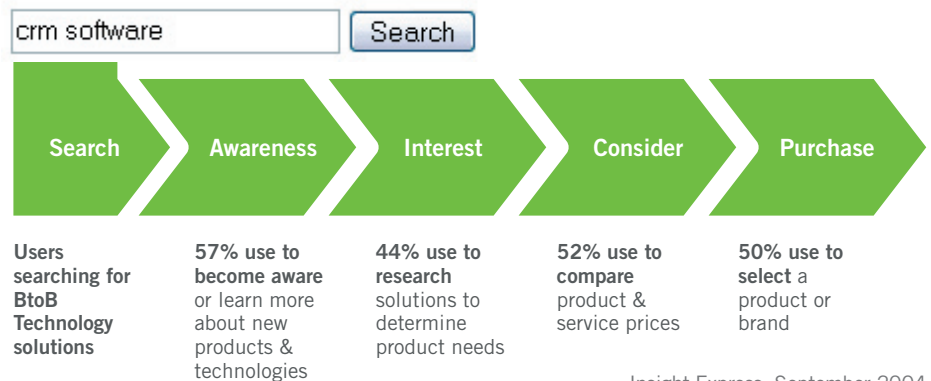


Your Customers Rely on Google

The next time you find yourself weighing media options for building awareness of your brand or driving lead generation and sales, consider the following:

- Nearly 8 out of 10 tech BtoB users type keywords into a search engine to find manufacturer, content, and distributor sites.¹
- Google ranked as the #1 website used by nearly all business technology job functions — from CXOs to IT professionals to developers — when making technology purchase decisions.²
- Google is #1 in tech site search referrals, sending more traffic to tech sites than all of the other search engines combined.³
- 63.9 percent of BtoB users make search their first stop over manufacturer sites, industry portals, consumer review sites, and e-commerce sites selling product.⁴

Search is Used Throughout the Buy Cycle



Insight Express, September 2004

Google can help tech BtoB marketers reach their brand awareness, lead generation, and sales goals cost efficiently by putting their products and solutions messaging across the web globally at the pivotal time when prospects are interested in their products and services. The power of the platform is an opportunity for relevant communication with technology decision makers across 80 percent of the web. Best of all, the Google AdWords® platform is 100 percent accountable.

Reach Across the Web

Google not only puts your business in front of users actively searching for information on Google.com and other search sites such as AskJeeves and CNet, but also puts you in front of users surfing content relevant to your business on well-known sites such as TechTarget, ZDnet, the New York Times, and thousands of smaller relevant sites you would have difficulty finding on your own. Google helps advertisers connect to business technology decision makers across the globe and throughout the buying process at the critical point when they are most open to hearing from you.

Results-Oriented Advertising

Google AdWords offers a precisely measurable, pay-for-performance solution that delivers greatly improved ROI by targeting ads to people who are actively seeking information related to an advertiser's products and services.

Google advertising is 100 percent accountable. You determine your costs based on your objectives. Set your own budget and pay only when people click on your ad. You get real-time ROI with conversion tracking data. And you can modify or stop your campaign at any time.

AdWords uses Google search technology to target advertising to exactly the right prospects. You can use it to target technology ads with a high degree of precision — in more than 100 languages and more than 114 countries, as well as 250 regions within the United States.

¹ Source: Insight Express, September 2004

² IntelliQuest CIMS 2004 Online Business Study, November 2004

³ StatMarket, November 2004

⁴ The Role of Search in BtoB Buying Decisions, Enquiro and Marketing Sherpa/October 2004

