



Melissa Severin
DoubleClick Performics
312-777-2751
mseverin@doubleclick.com

Kraig Smith
PReturn Inc.
312-432-9405
ksmith@preturn.com

MOM SURFS THE WEB SURPRISINGLY OFTEN

Advertisers should integrate search engine marketing to reach moms planning online and offline purchases, vacations, and more

SAN JOSE, Calif. – August 21, 2007 – [DoubleClick Performics \(www.performics.com\)](http://www.performics.com), the performance marketing division of DoubleClick Inc., today unveiled data resulting from a search usage study targeting the “moms” segment and completed in cooperation with Microsoft and ROI Research, “Searcher Moms – A Search Behavior and Usage Study.” The data illustrate heavy search engine usage in support of online purchases, offline purchases, coordinating travel and many other planning activities among moms.

“Although we suspected much of what the study uncovered, we gained a much better understanding of just how much moms rely on search engines to accomplish a wide range of tasks, literally on a daily basis,” said Stuart Larkins, vice president of search for DoubleClick Performics. “Of the nearly 1,000 moms surveyed, 89 percent use the Internet at least twice/day, and 90 percent have been using it for more than seven years. A whopping 86 percent of respondents said search engines are the most efficient way to find information.”

Other interesting findings of the study include:

- 70 percent use search engines to gather information before making any online purchase
- 57 percent use search engines to gather information before making any offline purchase
- 64 percent use search engines to find out where to purchase products offline
- With regard to purchases made in the eight product categories included in the study:
 - 92 percent said search engines were helpful in providing valuable information prior to purchasing
 - 79 percent said search engines were helpful in providing valuable information prior to purchasing offline specifically
- Regarding consumer packaged goods, respondents reported using search engines:
 - To compare prices (72 percent)
 - To find retail locations (71 percent)
 - To gather product information (71 percent)

“Manufacturers and marketers targeting this audience through any kind of advertising campaign should be sure to integrate a well planned Search campaign. Sixty-four percent of women reported using a search engine to gather more information after seeing an advertisement,” says Scott Haiges, President of ROI Research Inc.

DoubleClick Performics has prepared an overview of the study’s key findings. Those interested in a copy or people wishing to ask questions regarding the research can contact DoubleClick Performics at ksmith@preturn.com or mseverin@doubleclick.com.

Microsoft’s Research Manager Peiwen Li (Pavan Lee) presented an overview of these findings Monday August 20 at Search Engine Strategies San Jose as part of the “Searcher Behavior Research Update.”



About DoubleClick Performics

Since 1998, [DoubleClick Performics](#) has delivered consumers to our affiliate and search engine marketing clients. Our structure provides high-level strategic planning and integrated services resulting in a deep knowledge of consumer behavior. As committed industry leaders, our innovative approach to digital performance marketing enables us to anticipate and shape the future while ensuring our clients' marketing investments are efficient and effective.

Our world-class solutions stem from superior technology with a layer of intelligence and experience that cannot be replicated elsewhere. DoubleClick Performics is *thinking forward*.

About ROI Research, Inc.

Since 2002 [ROI Research](#) has been providing leading-edge analytics and technology, designed specifically to measure and maximize the ROI of marketing initiatives. Our robust sampling techniques, integrated online research platform, and campaign measurement expertise provide our clients with the tools needed to optimize profit on every campaign. For more information please visit www.roiresearch.com or contact us at 717.481.7643.

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