

Beyond Search

Search and Social Developments



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YAHOO!

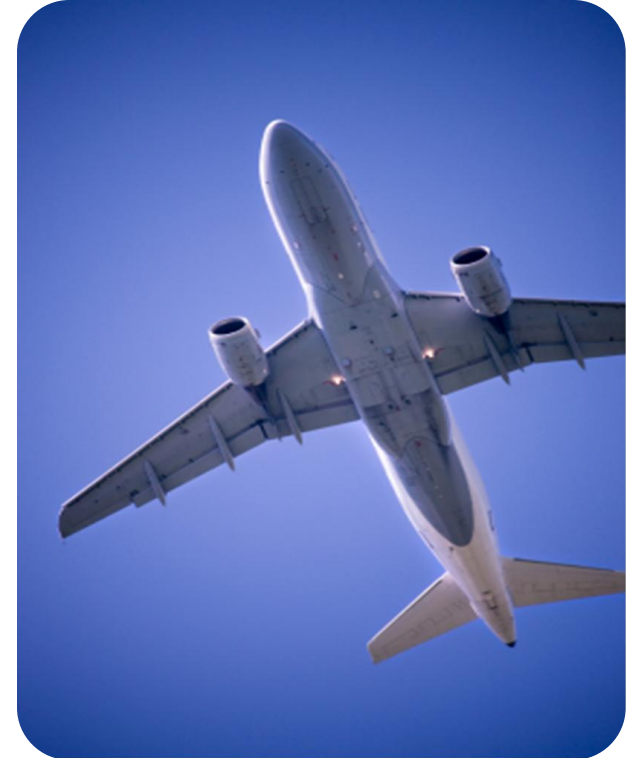
What's Happening in Travel?

Q1 2011



The Travel Market – key trends 2011

- Overseas holidays fell 6% in 2010 to under 55m due to the economic climate though some sectors are showing strength.
- The package holiday market will hold strong as consumers turn to key brands for security e.g. Thomas Cook, TUI, Virgin Holidays.
- Short-haul bookings are holding well as consumers return to the Eurozone particularly Spain & Greece.
- Cruise holidays have bucked the trend & subsequently more of their marketing spend is being invested online.
- With UK consumers adopting a 'wait & see' approach to taking their holiday it has never been more important for agents & operators to remain on their customers' radar & invest online to reach them.



Online booking trends

- **Factor 1** - More than 40% of the UK's travel was booked online in 2010.
- **Factor 2** - 4 in 10 holidaymakers now look at review content online before booking their holiday.
- **Factor 3** – Most travel related queries are performed on Mondays.
- **Factor 4** – There are two peaks in the day when travel consumers search most – 12-2pm and 6-8pm.
- **Factor 5** - Expedia have reported that 16% of people book a holiday on a Monday, 10% on a Sat & 9% on Sun illustrating that research occurs over the weekend.
- **Factor 6** - Package holidays have dropped from 43% to 36% of the market whilst independent holidays now make up 62%.
- **Factor 7** - More than one in two adults says that the internet has made it more likely for them to book an independent holiday.



What's next for Search in 2011?

Innovation and building on success



Yahoo! | Our formula for your success



SCIENCE

Precision targeting sharpened by comprehensive consumer data.



ART

Custom programs and innovative formats that build your business.

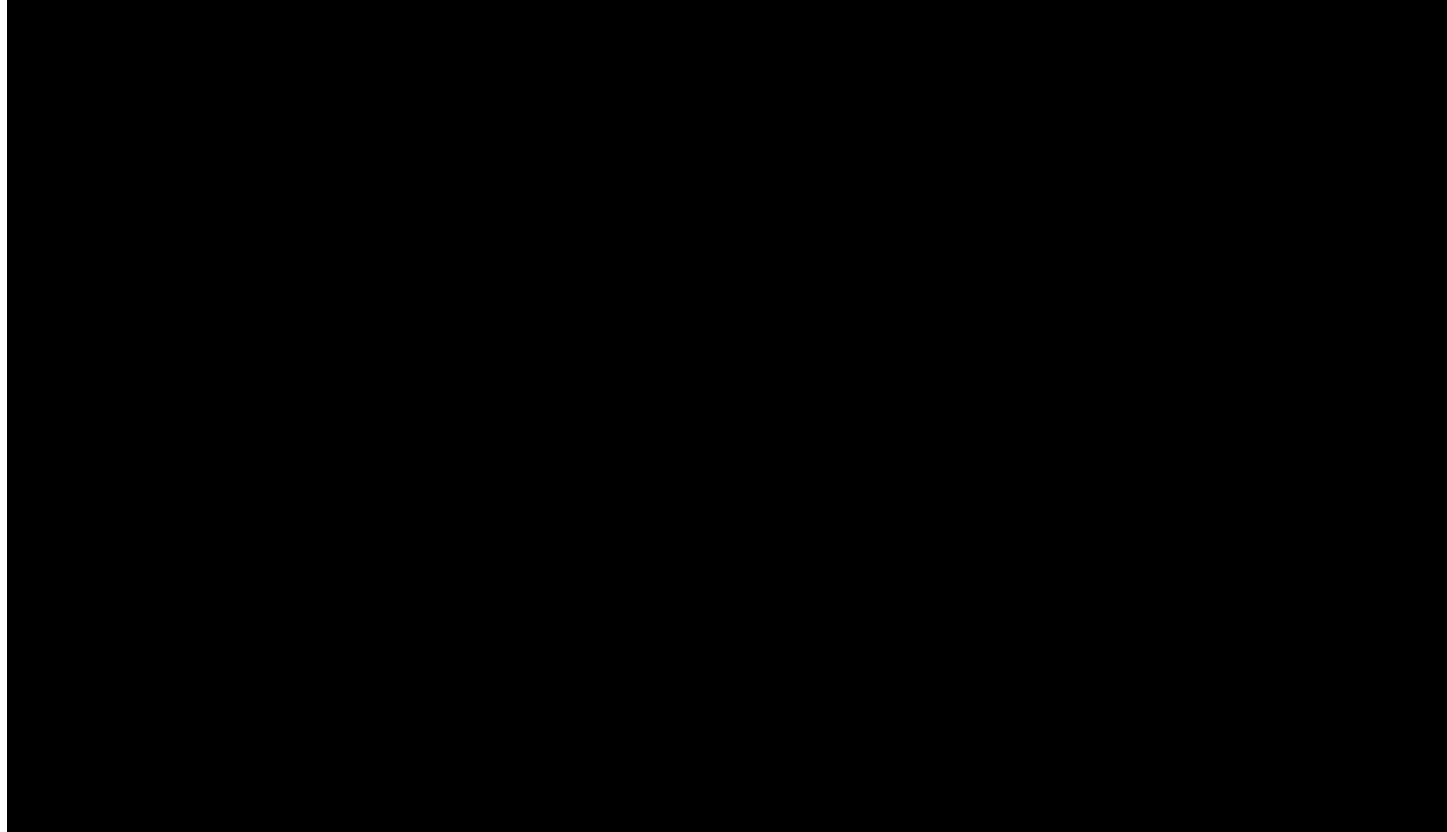


SCALE

Large engaged UK audiences to give you necessary scale.



Search Alliance | A Powerful New choice



Search Alliance | Coming Soon

Why join forces

Competition

Create a competitive new choice in search

Efficiency

Simplify your search advertising

Customer service

Provide a better search experience for the consumers

Innovation

Faster innovation through scale

Performance

Improve your ROI





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so what else is new?

Search

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New Yahoo! Travel | New Horizons

Hi, northpiers | Sign Out | Help

YAHOO! TRAVEL
UK & IRELAND

Search

Plan a Trip | Book a Trip | My Travel

Search Yahoo! Travel

Research destinations, book your trip, and more

SEARCH

Hotels you can rely on **park inn** by Radisson **Book now**

Find your price

Flight + Hotel | Flights | Hotels | Packages | Cars

Leaving from (e.g. London or LGW) | Going to (e.g. Costa Del Sol or AGP)

Departing 17/05/2011 | Time Anytime | Returning 19/05/2011 | Time Anytime

Rooms 1 | Adult (19-64) 1 | Children (0-18) 0 | Seniors (65+) 0

Search

Expedia.co.uk

San Antonio, Texas
128 Photos, 276 Things To Do
Explore Guide »



Arrivals
Llegadas



Yahoo! Travel UK Visitors

Mar 2011

1.8m

YoY Increase

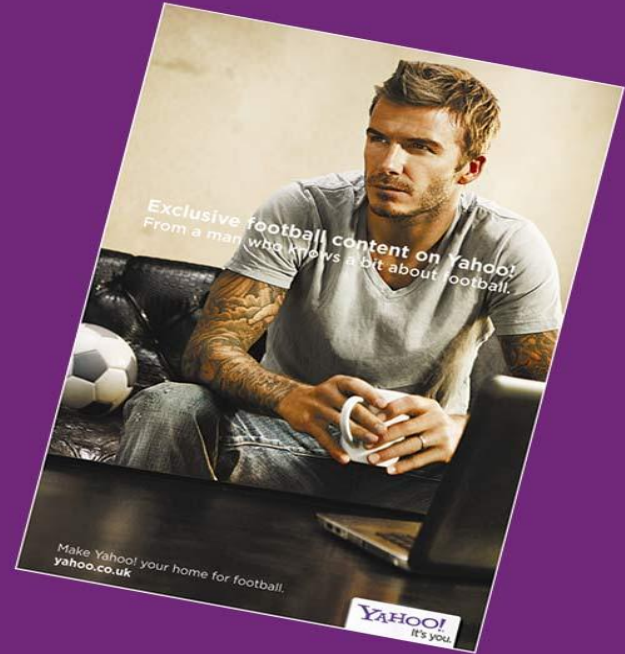
60%



Yahoo! Search | Innovating for you ...

 **Rich Ads In Search**

Search just got
even sexier ...



Rich Ads in Search | Client Example....

Hi, northpiers | Sign Out | Help | Bucket: UKB001 | Bing test | bad results / ads or bugs? tell us! [hide] | Make Yahoo! your homepage | Mail

YAHOO!
UK & IRELAND

Web Images Video Local Shopping News More ▾

888 poker

Search

Options ▾

Search: ☒ the Web ☐ only in UK ☐ only in Ireland

SafeSearch - Off

12,300,000 results for 888 poker

888-Poker Online Poker – Get £5 FREE
[Getting Started](#) | [Instant Poker Play](#) | [Download Poker](#) | [PokerCam Tables](#)
Get £5 FREE & try our new PokerCam Tables. Join Now!
www.888Poker.com/5Free

Promotional Results

£5 FREE
888Poker is giving £5 FREE to all new players for a limited time only. Sign-up now & get the bonus, No deposit needed. Join Shane Warne & Play Different Now!
[888Poker. We Play Different.](#)

Sponsored Results

888's Online Casino
Get £100 Immediate 1st Deposit Bonus. Start Playing Online Now.
www.888.com

£800 Bonus at 888Casino
Play casino games at 888Casino. New player? Get an £800 bonus now
www.888casino.com

[See your message here...](#)

Online Casino & Online Poker Room - 888.com
888.com online casino and poker is the largest and most trusted online casino and online poker



Rich Ads in Search | Case Study....

888 Poker sees 83% lift in conversions with Yahoo! Rich Ads in Search

60 day
campaign

Brand CTR
increased by
300%

Brand
Conversions
increased by
83%

The screenshot shows the Yahoo! UK & Ireland search interface. The search bar contains '888 poker'. Below the search bar, there are filters for 'the Web', 'only in UK', and 'only in Ireland'. The search results are displayed in a list format. The first result is '888-Poker Online Poker – Get £5 FREE' with links to 'Getting Started', 'Instant Poker Play', and 'Download Poker'. Below this, there are two more results: 'Online Poker - Play Texas Holdem Poker at 888.com's Pacific Poker' and 'Online Casino & Online Poker Room - 888.com'. To the right of the search results, there are 'Promotional Results' and 'Sponsored Results'. The 'Promotional Results' section features a video player with the text '888 poker' and 'Play Video'. The 'Sponsored Results' section shows '888's Online Casino' and '888 Poker - Get \$8 Free'.

Brand + Call To Action

Deep Site Links

Brand Video Asset

"Yahoo RAIS is an innovative and unique approach in the industry. Integrating rich media into search through RAIS has benefited our brand image as well as the bottom line. RAIS has worked great so far, allowing us to leverage our brand terms campaign to a whole new level of exposure & engagement with our potential customers resulting in more sales ever had before. We saw an increase across the board in all measures. 888Poker's motto is 'We Play Different' - RAIS gave our brand the exclusive, innovative & 'different' stage it deserves for our clients and we will certainly continue to use it in the future!" – 888 Poker

Yahoo! Search | ... innovating for our users

Hi, **northpiers** | Sign Out | Help

Bucket: Q1007 ▾ Uber Rich Search... bad results / ads or bugs? tell us! [hide]

Make Yahoo! your homepage | Mail

Web Images Video Local Shopping News More ▾

lady gaga

Search Options ▾

Search In: ☒ the Web ☐ pages from United Kingdom

QuickApps

Search Pad

Search Scan - On

1,050,000 results for lady gaga:

Show All

Wikipedia

ABC News

Answers.com

Ask.com

MTV

Video Sites

Sponsor Results

Related Searches

katy perry

britney spears

rihanna

poker face lyrics

christian couture


Latest On: **Lady Gaga** Ashlee Simpson Katy Perry Albertina Walke...

Official Tweets

Hollywood Insiders

Everyone

Official Tweets from @ladygaga (Lady Gaga)



twitpic.com/... - WE ARE PLASTIC ONO. I got to sit in as a guest musician tonight, what a legendary band+mother, Yoko.
12 days ago

twitpic.com/... - Lonelydreams+champagne streams,plaza courtyards, I can't swim among them, so ill drinkinstead a star
15 days ago

twitpic.com/... - In You I Trust. #BackInTheNewYorkGroove
23 days ago

More results from @ladygaga on Twitter >

Lady Gaga : Official Site

The Official Web Site for **Lady Gaga**. Get the latest News, Photos, Video, Tour Dates and more.
www.ladygaga.com - [Cached](#)

Lady Gaga - Wikipedia, the free encyclopedia


[Life and...](#) | [Musical style...](#) | [Public image](#) | [Discography](#)

Stefani Joanne Angelina Germanotta, better known by the stage name **Lady Gaga**, is an American recording artist. She began performing in the rock music scene of New York City's Lower East...

en.wikipedia.org/wiki/Lady_Gaga - [Cached](#)

Lady Gaga Buys Back Unreleased Music From Auction

NEW YORK (Reuters Life) - Fans eager to purchase unreleased **Lady Gaga** songs due to be auctioned online this month will be disappointed because the popular ...



Sponsored Results

Ticketmeoff.com Concerts

Concert Tickets Special Events Discounts

www.Ticketmeoff.com

Lady Gaga

Just Buy Lady Gaga Off All Lady Gaga. Just Buy Lady Gaga.

Lady Gaga

25% OFF or more Price Before Others

Google

lady gaga

About 173,000,000 results (0.13 seconds)

Everything

Videos

News

Images

Maps

More

Pages from the UK

Any time

Labeled

Past 2 days

Standard view

Size with images

More search tools

Lady Gaga - Official Site


The Official Web Site for Lady Gaga. Get the latest News, Photos, Video, Tour Dates and more.
www.ladygaga.com - [Cached](#) - [Similar](#)

Lady Gaga - Official Site - Telephone Music Video Premier


Lady Gaga & Beyoncé - Telephone Music Video World Premiere. Lady Gaga & Beyoncé - The Fame Monster - Telephone Bundle Offer ...
www.ladygaga.com/telephone/ - [Cached](#)

[Show more results from ladygaga.com](#)

Videos for lady gaga



Lady Gaga - Bad Romance
5 min 24 sec 2009
Uploaded by LadyGagaVEVO
youtube.com



Lady Gaga - Alejandro
3 min 19 sec 2010
Uploaded by LadyGagaVEVO
youtube.com

News for lady gaga

Lady Gaga to feature on new Rihanna album? - 1 hour ago
The upcoming new album by Rihanna is said to feature a collaboration with Lady Gaga, it has emerged. According to MTV, images of the artists for the new album ...
[Read: Lady Gaga's next steps are the hot candidates this year for ...](#)
New York Daily News - 2 related articles

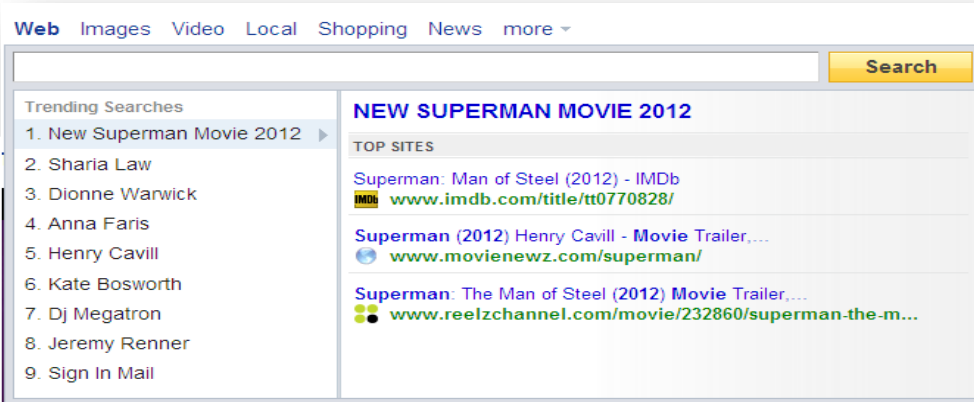
Lady Gaga's Sticky Disk - Entertainment.com - 2 related articles

Lady Gaga on MySpace Music - Free Streaming MP3s, Pictures & Music ...
MySpace Music profile for Lady Gaga. Download Lady Gaga MP3 / music singles, watch music videos, listen to free streaming mp3s, & read Lady Gaga's blog.
THE VICTORY: Lady Gaga's Sticky Disk
Sun 17 Oct Oshkosh, WI
THE VICTORY: Lady Gaga's Sticky Disk
Mon 18 Oct Oshkosh, WI
THE VICTORY: Lady Gaga's Sticky Disk
Wed 20 Oct Fleming, OK
www.myspace.com/ladygaga - [Cached](#) - [Similar](#)

Images for lady gaga - Report images

Coming to EMEA | Search Direct

- **Simpler way** to find answers **fast**
- **Real-time trending** queries
- **Right-panel** provides a significant amount of content to link directly to sites
- Extensible to **mobile platforms**



Benefits

- **More searches** means **more traffic**
- Preparing for more **engaging ads** formats



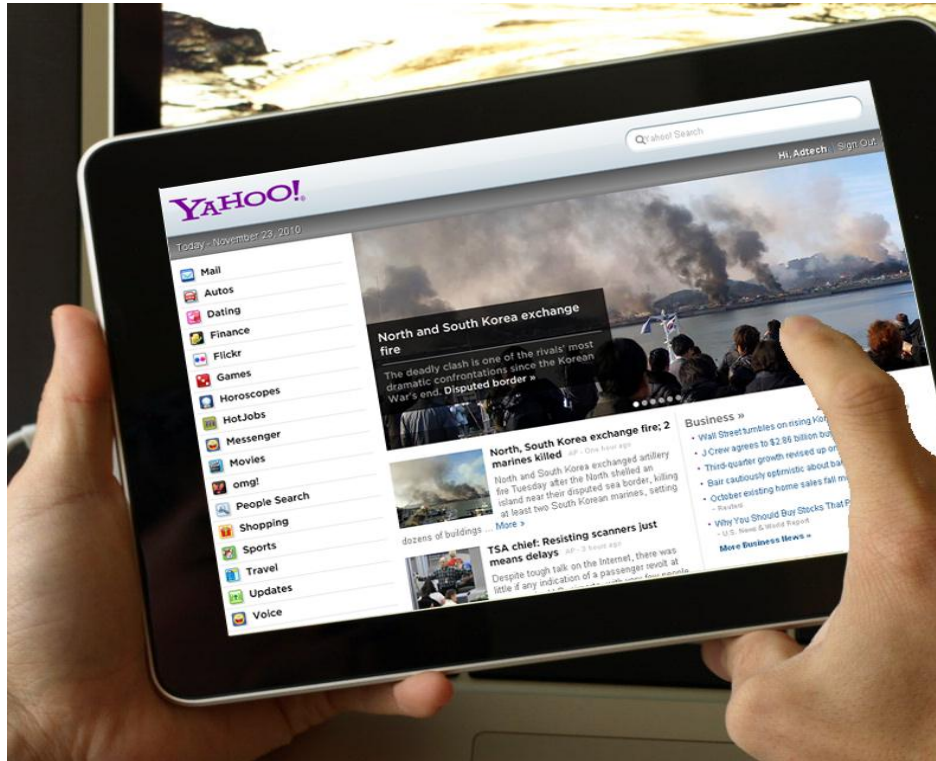
Search | Integration



Online Video | Continued Growth



Tablet v PC | Where does this fit?



Direct Response

Working online like offline DM with Search Metrics

Response Driven performance display advertising

1. Start with the top of the funnel

Registration & Interest Data



Travel

2. Harness user intent data
Specific insight as they traverse the Yahoo! DR network

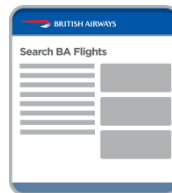
User Journey & User Intent Data



Flights to NY

3. Re-targeting to 'close'
Specific insight as they traverse the Yahoo! DR network

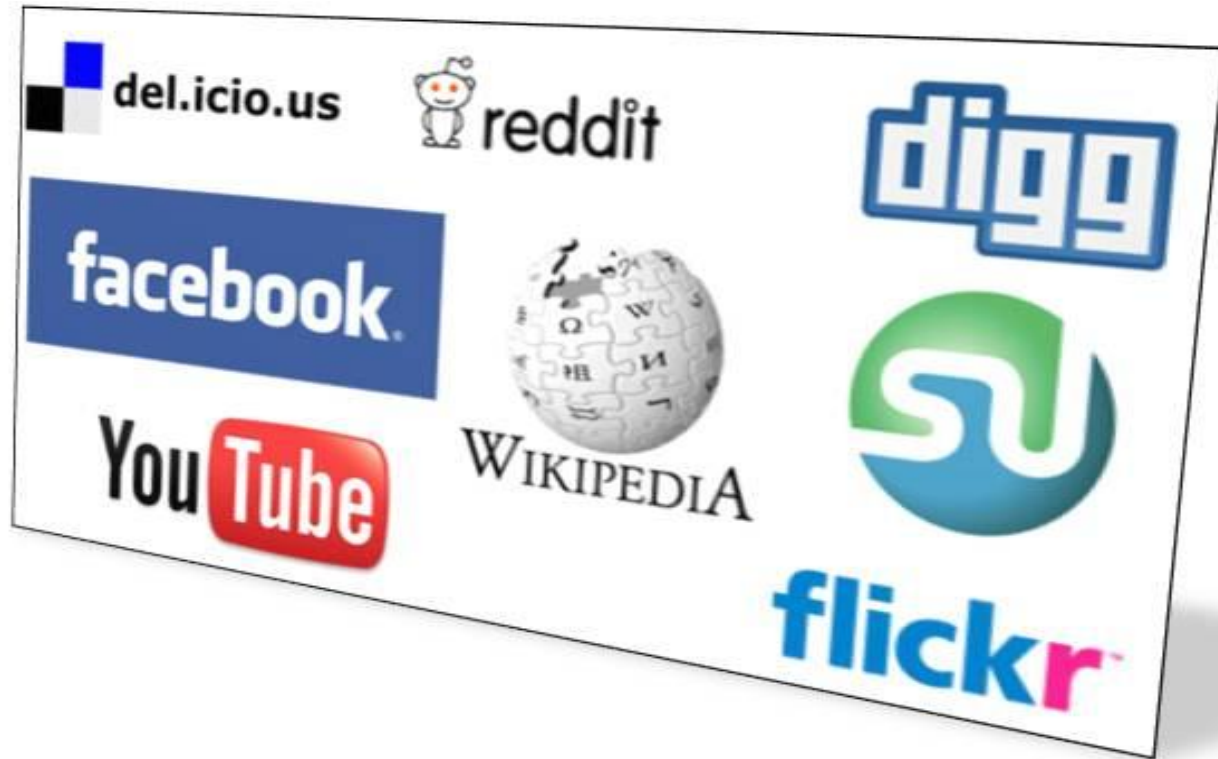
Advertiser Data



Brand interest



Social Media | Becoming Commercial



Science | Acquisitions get us ahead of the game

The image is a composite graphic for the INTO_NOW app. It features two smartphones held by hands, displaying the app's interface. The left phone shows a notification for a free 20oz Pepsi MAX, stating 'You got a free 20oz!' and 'You, 4 friends and 2,345 others got it'. The right phone shows a similar notification with a star icon and a barcode for redemption at Target. A central notification overlay lists recent activity: 'Judy A is watching Khloe and Lamar 2 minutes ago', 'Angie W is watching Game of Thrones 3 minutes ago', and 'Ryan A is watching Talking Funny 3 minutes ago'. The background shows a person holding a phone in a dimly lit setting. The INTO_NOW logo is in the bottom left, and the Yahoo! logo is in the bottom right.

INTO_NOW Close

★ You unlocked this special

Pepsi MAX
You got a free 20oz!

You, 4 friends and 2,345 others got it

Didier, Rihanna, Simon, Gentry, Sarah...

Get your free soda
Tap the get it now button, select a store in your

Video Share

INTO_NOW Back

Pepsi MAX
You've unlocked this special ★

041208775857006

1 Free 20oz Pepsi MAX
Redeem at Target

Go to any Target store to redeem this coupon and get a free 20oz Pepsi MAX.

Tell a friend

INTO_NOW from YAHOO!
Get more from TV!

Flickr | An image that defined

from YAHOO!

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[The Tour](#)
[Sign Up](#)
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☆ Favorite
Actions ▾

← Newer

Older →

P050111PS-0210

President Barack Obama and Vice President Joe Biden, along with members of the national security team, receive an update on the mission against Osama bin Laden in the Situation Room of the White House, May 1, 2011. Seated, from left, are: Brigadier General Marshall B. "Brad" Webb, Assistant Commanding General, Joint Special Operations Command; Deputy National Security Advisor Denis McDonough; Secretary of State Hillary Rodham Clinton; and Secretary of Defense Robert Gates. Standing, from left, are: Admiral Mike Mullen, Chairman of the Joint Chiefs of Staff; National Security Advisor Tom Donilon; Chief of Staff Bill Daley; Tony Blinken, National Security Advisor to the Vice President; Audrey Tomason Director for Counterterrorism; John Brennan, Assistant to the President for Homeland Security and Counterterrorism; and Director of National Intelligence James Clapper. Please note: a classified document seen in this photograph has been obscured. (Official White House Photo by Pete Souza)

By The White House
 No real name given + Add Contact

This photo was taken on May 1, 2011.

 2,365,181 5,575 57

This photo belongs to

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This photo also appears in

 ▶ [May 1, 2011](#) (set)

Tags

 Washington, D.C. • DC • U.S.A.

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any questions?

Search

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