Offline Channel Influence on Online Search Behavior

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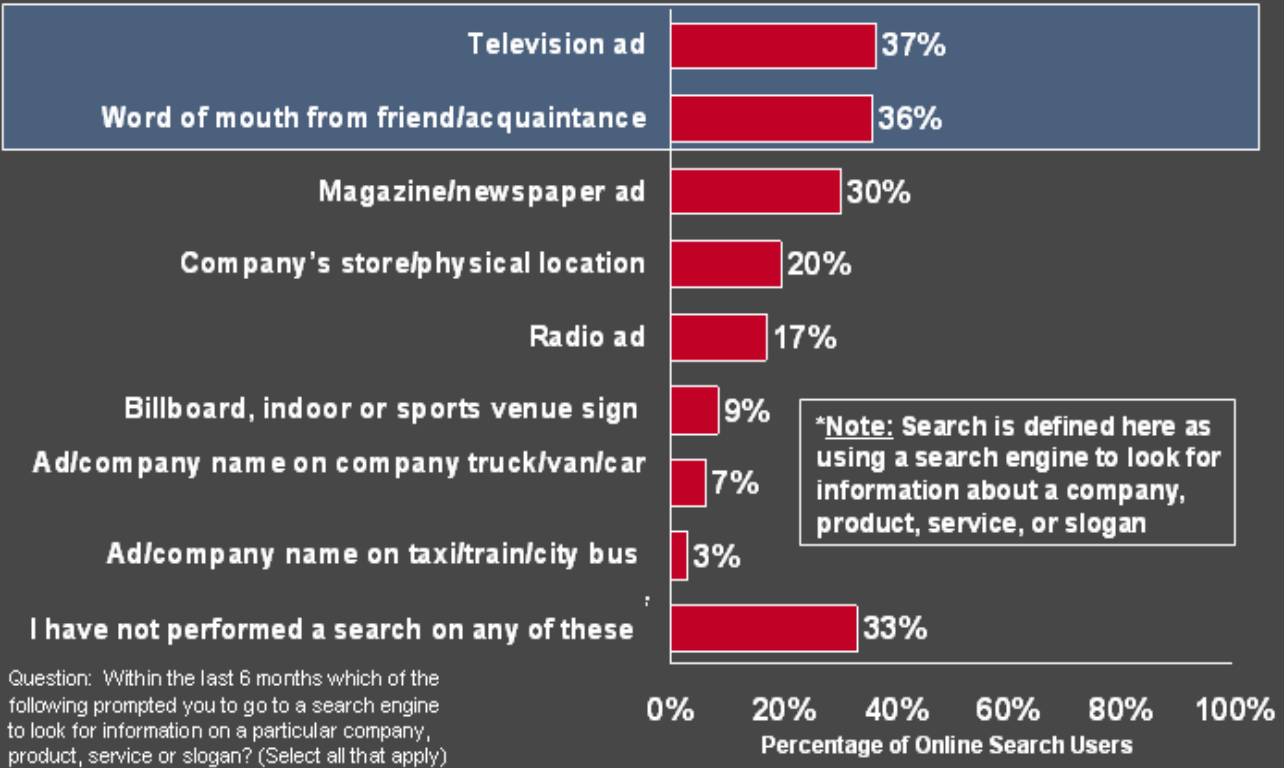
- **To uncover which offline channels influence, or drive, people to perform searches on search engines.**

Background

- **Published in late 2007**

- **Fielded by JupiterResearch**

- **Ipsos Insight U.S. online consumer panel**

- **25 Questions**

- **2,322 Respondents**

Two-Thirds of Online Search Users Are Driven to Perform Searches As a Result of Exposure to Some Offline Channel. Both Television and Word of Mouth Influence Over One-Third.
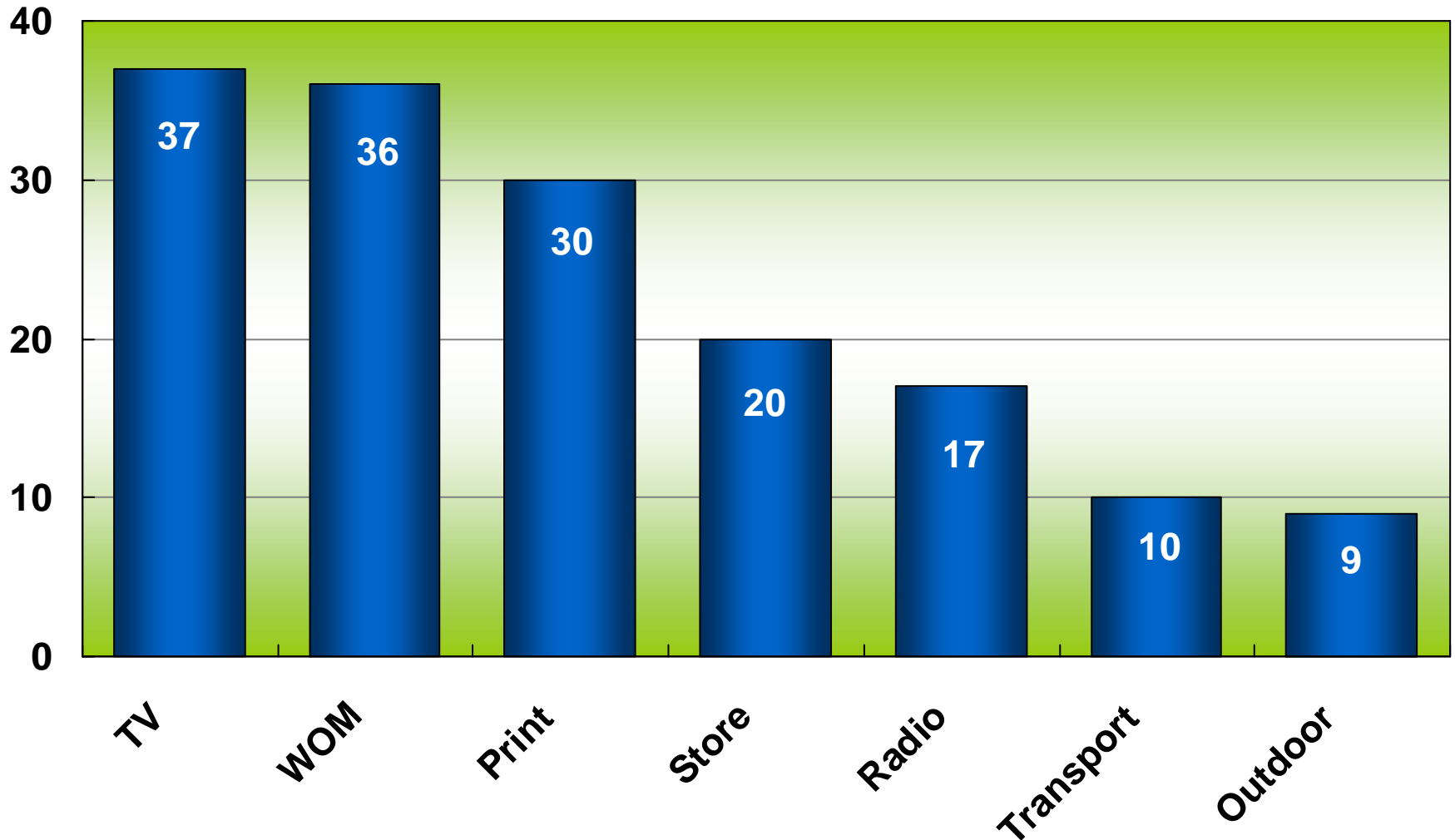
Television ad	37%
Word of mouth from friend/acquaintance	36%
Magazine/newspaper ad	30%
Company's store/physical location	20%
Radio ad	17%
Billboard, indoor or sports venue sign	9%
Ad/company name on company truck/van/car	7%
Ad/company name on taxi/train/city bus	3%
I have not performed a search on any of these	33%

*Note: Search is defined here as using a search engine to look for information about a company, product, service, or slogan

Question: Within the last 6 months which of the following prompted you to go to a search engine to look for information on a particular company, product, service or slogan? (Select all that apply)

Percentage of Online Search Users

11   ©2007 JupiterResearch, LLC   Source: JupiterResearch/Ipsos Insight Consumer Survey (6/07), n = 2,123 (Online users who have performed a search with a search engine in the last 6 months, US only)

Offline Channels Influencing Search

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Percentage

Channel	Percentage
TV	37
WOM	36
Print	30
Store	20
Radio	17
Transport	10
Outdoor	9

Implication for Marketers

- **Huge opportunity to leverage offline channels to drive search by creating demand**
- **Requires internal cross-channel communication**
- **Lead to a competitive advantage**

- **Tactics:**
  - Incorporate URL into offline messaging
  - Tell them the keyword: "Google Maytag"
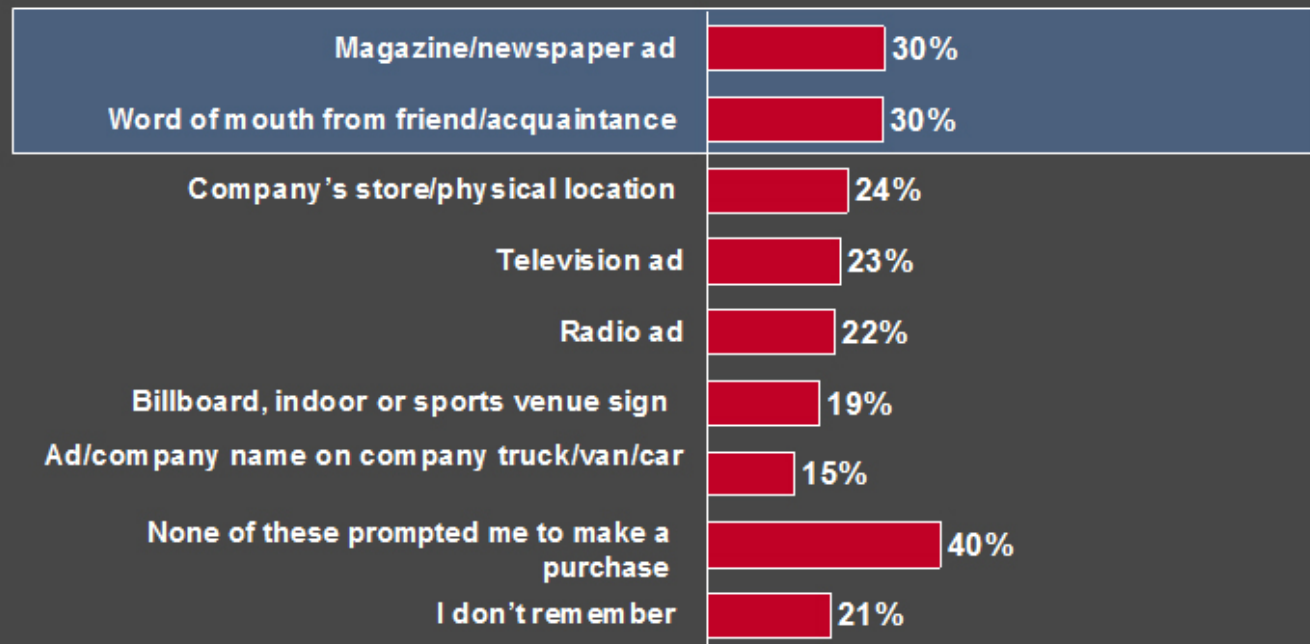 - Reference product/brand name frequently

Walk down the hall ...

Key Finding #2: Offline Drives Purchase Behavior

39% Of Online Search Users Make A Purchase After Being Driven to Search As a Result of Exposure to Some Offline Channel. Print Ads and Word of Mouth Are Most Frequent Drivers of Purchases.

Source	Percentage
Magazine/newspaper ad	30%
Word of mouth from friend/acquaintance	30%
Company's store/physical location	24%
Television ad	23%
Radio ad	22%
Billboard, indoor or sports venue sign	19%
Ad/company name on company truck/van/car	15%
None of these prompted me to make a purchase	40%
I don't remember	21%

Question: Which of the following sources (that you mentioned previously had prompted you to use an Internet search engine) eventually led you to make a purchase from that company/product/service? (Select all that apply)

Percentage of Online Search Users Driven To Search From Exposure To An Offline Channel

1   © 2007 JupiterResearch, LLC   Source: JupiterResearch/Ipsos Insight Consumer Survey (6/07), n = 1,418 (Online search users who have been driven to search as a result of exposure to some from of offline influencers, US only)

- **Search and offline synergy**
- **Power of search multiplied by offline**
- **Integration is no longer optional**

- **Tactics:**
  - Offline: memorable & facilitate search
  - Search: echo offline & integrate keywords
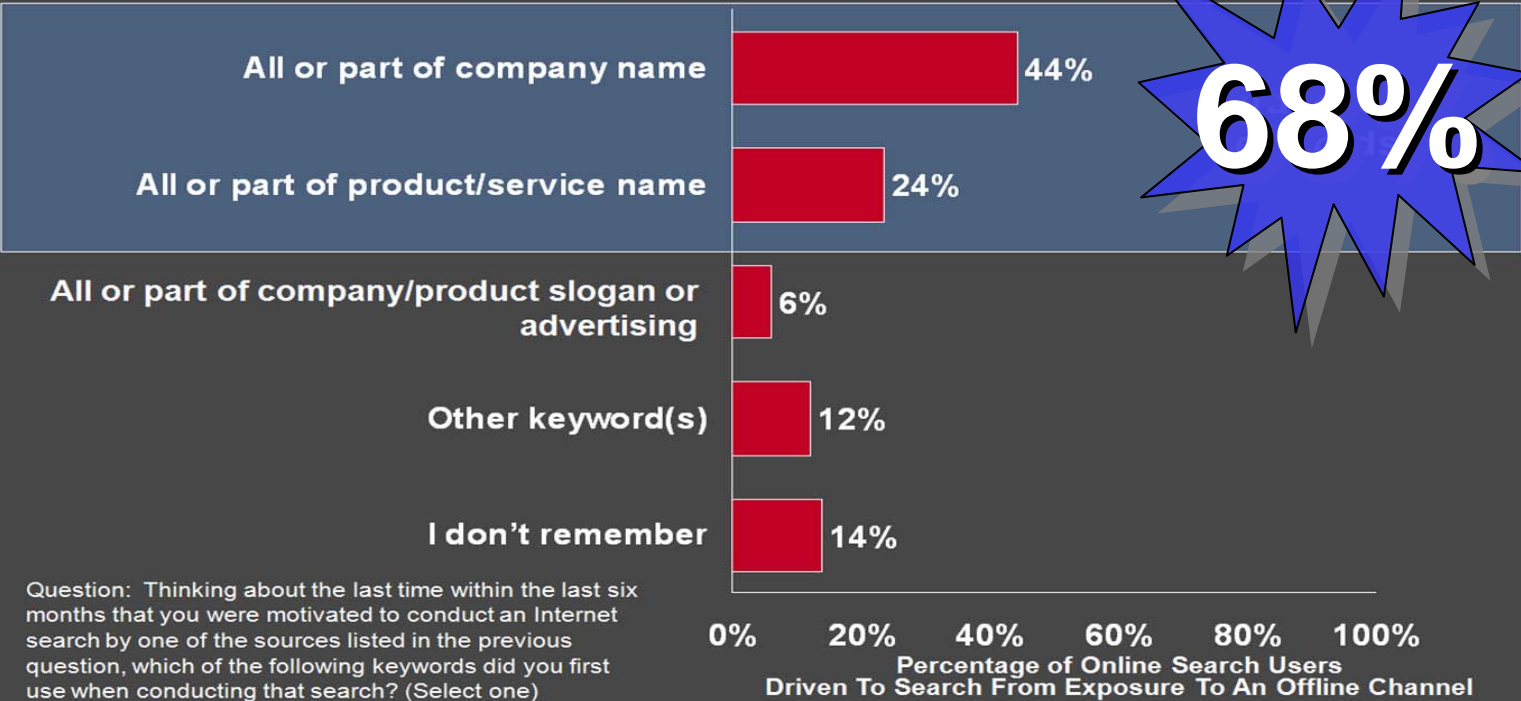 - Leverage what your competitors are doing

Walk back down the hall ...

Company Name Is The Most Commonly Used Keyword When Initially Launching a Search As a Result of Exposure to Some Offline Channel.

68%

Keyword	Percentage
All or part of company name	44%
All or part of product/service name	24%
All or part of company/product slogan or advertising	6%
Other keyword(s)	12%
I don't remember	14%

Question: Thinking about the last time within the last six months that you were motivated to conduct an Internet search by one of the sources listed in the previous question, which of the following keywords did you first use when conducting that search? (Select one)

Percentage of Online Search Users Driven To Search From Exposure To An Offline Channel

1 © 2007 JupiterResearch, LLC | Source: JupiterResearch/Ipsos Insight Consumer Survey (6/07), n = 1,418 (Online search users who have been driven to search as a result of exposure to some from of offline influencers, US only)

- **Huge opportunity for marketers to capitalize on the power of branded terms in offline channels to drive search**

- **Tactics:**
  - Prominently and frequently display company/product name in offline channels
  - Use easy to remember non-branded terms/ slogan/taglines in offline channels

For a copy of the iProspect/JupiterResearch *Offline Influence on Search Behavior* study, give me your business card after the session.