

Yahoo! Search and Bing Mobile

Mobile search queries will eclipse desktop searches in 2013*. Mobile search is no longer coming on, its time has arrived. Partner with Yahoo! Search and Bing to drive online sales and in-store business by leveraging the reach of Yahoo! Mobile.

Yahoo! Search and Bing mobile are available on all major operating systems including iOS, Android, Windows Phone 7, and Blackberry, and on dozens of OEMs like Nokia, Samsung, Apple, and HTC. With this device footprint Yahoo! Search and Bing reach over one third of mobile search users each month.**

Over 50% of queries on Yahoo! mobile now come from smartphones like the iPhone and Android devices. This creates new opportunities to help advertisers drive sales including:

- OS, Device and Tablet Targeting
- App downloads
- Longer ad creative
- Click-to-Call

Creating search campaigns that reach smartphones and tablets is easy. The default setting for adCenter campaigns targets all devices including PC, smartphone and tablet.

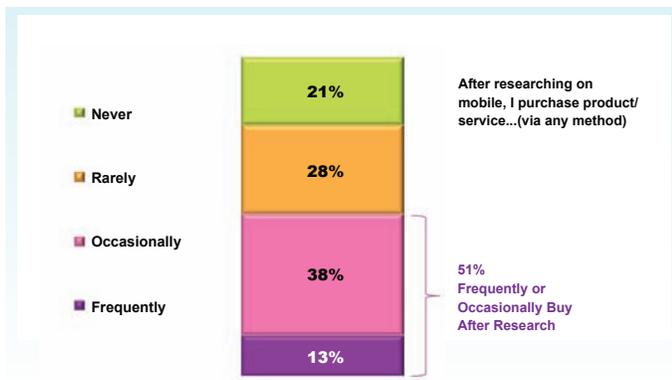


Why mobile search?

Mobile search is not only an on the go activity, it is an always on activity. Consumers use mobile search at all times of day, both at home and in the streets, to look for information and inform purchase decisions.

Always on while shopping

Mobile search is a powerful purchase driver. 84% of shoppers have used or are interested in using a search engine as part of a mobile shopping activity across all demographics (age groups, genders, etc.). 51% frequently or occasionally buy after mobile research and 56% of iPhone owners report having used their phone for in store price comparison shopping. In short, mobile search is already an essential part of shopping, and is a strong indicator of purchase intent. Reach these ready-to-buy consumers with sponsored search advertising from Yahoo! Search and Bing.



Source: Yahoo! / Nielsen: Mobile Shopping Framework Study (<http://advertising.yahoo.com/article/the-role-of-mobile-devices-in-shopping-process.html>)

Always on at Home

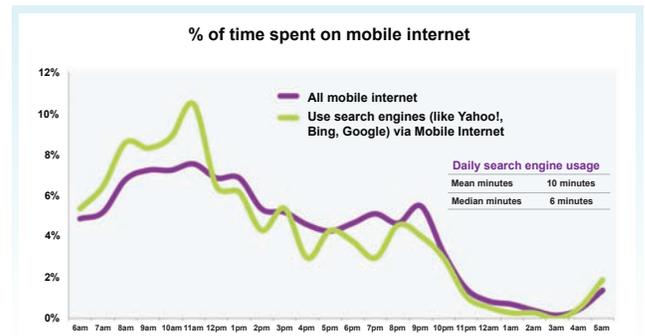
55% of mobile internet search engine usage takes place at home. Much of this activity happens while we are watching TV, when a laptop might be in another room, or take too long to power on. In fact Yahoo! research has recorded spikes in mobile activity of nearly 40% during commercial

breaks, and seen jumps in searches for products following their TV ad spots of up to 7X. Consumers are using mobile search to follow up on TV advertisements. Ensure that you reach these consumers when they are looking for your products with a complimentary mobile search buy.

(Source: Delivering on the Promise of Mobile Advertising) (<http://advertising.yahoo.com/article/mobile-internet-delivering-on-promise-of-mobile-advertising.html>)

Always on in the Morning

With mobile search consumers' internet day has gotten longer. Mobile search engine usage peaks in the morning hours, before people even arrive at work, increasing our number of daily internet impressions. Drive greater volume for your search campaigns by augmenting them with mobile search and reach your customers at a time when you were previously not connected with them.



(Source: Yahoo!/Ipsos Advertising by Mindset: Mobile Edition Study - Diary Findings)

(<http://advertising.yahoo.com/article/mobile-modes.html>)

* "2013, The year mobile queries will eclipse desktop searches, Mobile Matters: The Next Frontier for Advertisers, December 7, 2011: <http://bit.ly/ApL0Zo>

** ComScore, January 2012.