

Consumers who use search engines to find information about consumer packaged goods more likely to be brand advocates

SEMPO releases more findings from joint study with comScore, P&G, and Yahoo! revealing the opportunity search engine marketing represents for CPG marketing

New York, NY, November 5, 2007 – The Search Engine Marketing Professional Organization (SEMPO) today released additional findings from a major research study conducted in partnership with comScore, Procter & Gamble and Yahoo! The study, entitled “The Digital Shelf,” analyzes the role played by consumers who use search to find information about consumer packaged goods (CPG), including baby care, personal care, home care, and packaged food.

Gord Hotchkiss, Chairman of SEMPO, commented, “One of the key findings of the study is that that CPG searchers are much more likely to be ‘brand advocates’ and share their recommendations with friends and family. In addition, more than 50% of these brand advocates write about their purchases online, with 90% writing something positive.”

CPG Searchers vs. Non-Searchers February 2007 – April 2007 Total U.S. Market Source: comScore Digital Shelf Study (Survey)	Searchers	Non-Searchers
Brand Advocate	52%	38%
<i>Q: Did you convince someone to purchase the same [CPG category] brand/product?</i>		
Plan to Purchase	22%	16%
Already Purchased	41%	33%

James Lamberti, comScore senior vice president of media, said, “Another key finding is that CPG searchers who are also brand advocates are more open to influence, considering more brands prior to making a purchase. However, once they make their purchase, they are more loyal to the brands they buy.”

February 2007 – April 2007 Total U.S. Market Source: comScore Digital Shelf Study (Survey)	Packaged Food Products	Home Cleaning Care Products	Personal Beauty Products	Baby Products
Unique	43.8MM	1.7MM	9.8MM	15.7MM
% Brand	52%	51%	45%	57%
Unique Searchers	22.8MM	.9MM	4.4MM	8.9MM
Conversion Rate	64%	64%	55%	69%
Advocacy Impact	14.6MM	.6MM	2.4MM	6.2MM
Extended Reach	58.4MM	2.3MM	12.2MM	21.9MM
	+33%	+35%	+24%	+39%

Randy Peterson, Search Innovation Manager from Procter & Gamble, added, “The study showed the importance of search to people potentially looking to switch brands. It also showed that people who search are more successful in converting their friends to buy their recommended products. This advocacy extends the reach potential of search marketing dramatically.”

Matt Wilburn, senior category director for Yahoo!’s consumer packaged goods vertical, concluded, “Searchers are among your most valuable consumers – they spend more, have desirable demos, and they more actively attempt to influence others. The implication is clear: Connecting with these high-impact consumers through search marketing creates greater value for brands.”

To learn more, requests for invitations to the webinars on the study should be directed to TheDigitalShelf@comScore.com.

About comScore

comScore, Inc. (NASDAQ: SCOR) is a global leader in measuring the digital world. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore permission to confidentially capture their browsing and transaction behavior, including online and offline purchasing. comScore panelists also participate in survey research that captures and integrates their attitudes and intentions. Through its proprietary technology, comScore measures what matters across a broad spectrum of behavior and attitudes. comScore analysts apply this deep knowledge of customers and competitors to help clients design powerful marketing strategies and tactics that deliver superior ROI. comScore services are used by more than 700 clients, including global leaders such as AOL, Microsoft, Yahoo!, BBC, Carat, Cyworld, Deutsche Bank, France Telecom, Best Buy, The Newspaper Association of America, Financial Times, ESPN, Fox Sports, Nestlé, Starcom, Universal McCann, the United States Postal Service, Verizon, ViaMichelin, Merck and Expedia. For more information, please visit www.comscore.com

About the Search Engine Marketing Professional Organization (SEMPO)

SEMPO is a global non-profit organization serving the search engine marketing industry and marketing professionals engaged in it. Its purpose is to provide a foundation for industry growth through building stronger relationships, fostering awareness, providing education, promoting the industry, generating research, and creating a better understanding of search and its role in marketing. Representing thousands in over 30 countries, SEMPO has over 630 members. It represents the common interests of companies and consultants worldwide and provides them with a voice in the marketplace. SEMPO’s education and outreach initiatives are sponsored in part by Microsoft, Yahoo!, Google, Superpages.com, and Search Engine Strategies. For more information, or to join the organization, please visit www.SEMPO.org.

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