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A global leader in Internet media and market research

*"I searched, I clicked, I contacted...I transacted"*

## **Measuring a Website's Ability to Drive Offline Conversion for Local Service Advertisers**

**August 2006**





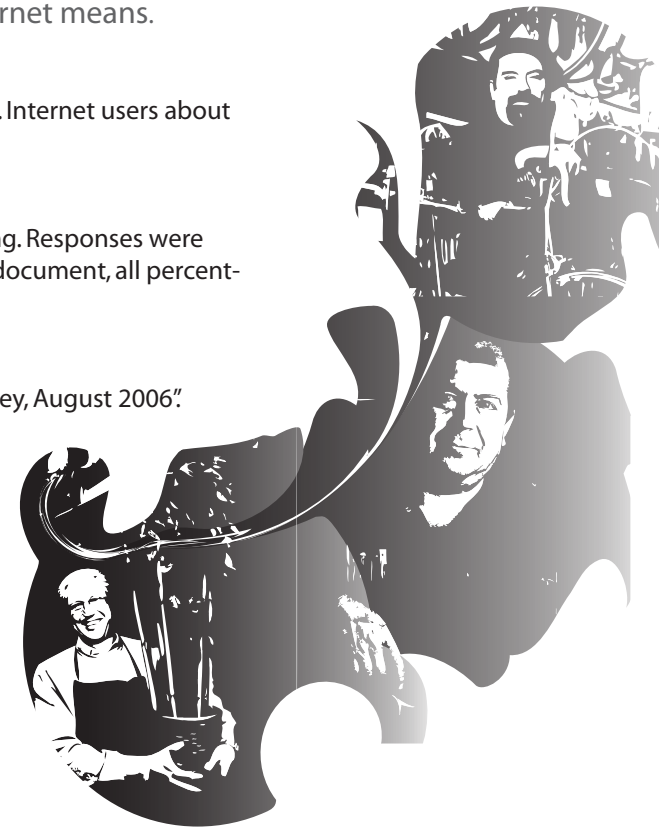
Doctors, florists, plumbers and other professionals that make up the service industry are benefiting from “offline conversion,” the act of shopping online and purchasing offline – a behavior that is not tracked through convenient Internet means.

During the month of August 2006, WebVisible in partnership with Nielsen//NetRatings, asked nearly 3,000 U.S. Internet users about their experiences in searching for local service providers.

Data was finely-tuned by Nielsen//NetRatings’ weighting procedures to ensure maximum accuracy in reporting. Responses were gathered from randomly selected individuals in the Nielsen//NetRatings MegaPanel. For the purposes of this document, all percentages were rounded to the nearest whole number.

When using data for business initiatives, please source the data as “A Nielsen//NetRatings and WebVisible survey, August 2006”

**Nearly 3,000 members of  
Nielsen//NetRatings’  
MegaPanel were surveyed  
in August 2006**





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## Consumers Use Search Because it Works for Them

Nearly 80% of Internet users recognize paid search listings or sponsored links, compared to just 38% less than two years ago, as reported by PEW/Internet.

70% of Internet users report using search to find a local service

46% of Internet users report using search to find a local service in just the last 90 days

When searching for a local service website online, searchers find what they want quickly - averaging less than 3 searches.

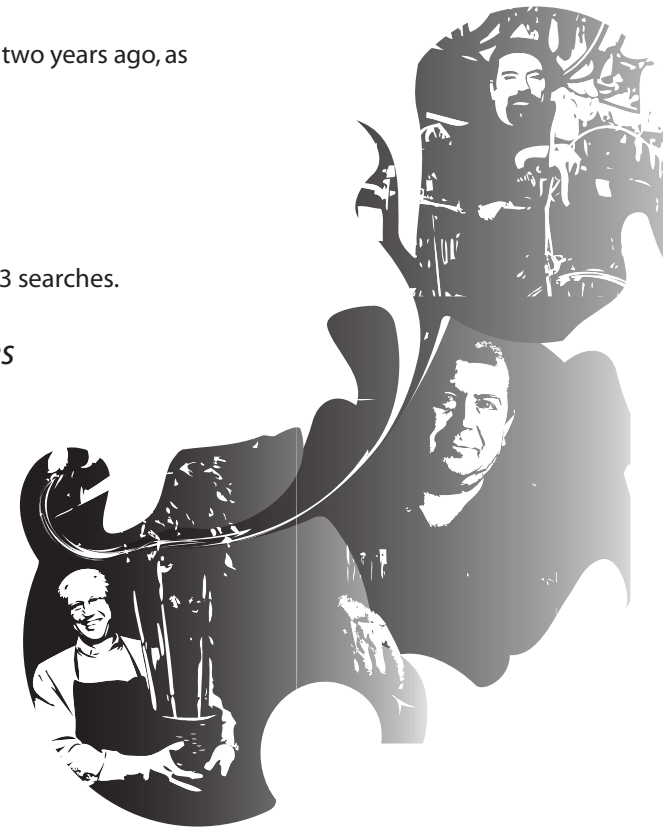
*Nearly 90% are happy with the results they get when they search locally for services*

**There are 157 Million  
active Internet users in  
the United States**

**Nielsen//NetRatings**

**There are 127 Million  
active search engine  
users in the United States**

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## Service Seekers Use WebSites to Make Contact

Of those that have searched for a local service vendor in the last 90 days:

16% said they would contact a vendor by the e-mail address found on the website

11% said they would most likely contact a vendor via an online form found on the website

6% said they would visit a vendor in-person, after viewing the website

*68% said they would use the phone number on the website to contact a vendor*

The survey results show that a website is an essential bridge in creating communication between service vendors and shoppers, which often leads to an offline conversion. We see that with high frequency, shoppers who first identify a potential vendor by visiting a website are likely to take additional action, either by calling, e-mailing, visiting in-person or contacting vendors by other means. This behavior has gone unmeasured compared to the easily-tracked online purchases at Amazon.com, eBay and other online shopping sources. Additional conversion data could be mined from the 6% that travels directly to the service vendor's business location. Service vendors should be sure phone numbers are consistent as many consumers will write it down for later or future contact.





## Geo-Keyword Use is Popular Among Service Seekers

Of those that have searched for a local service vendor in the last 90 days:\*

51% used a general service term to search ("dentist")

23% used a specific business name ("Dr. Bob's Dental")

19% used a specific service term to search ("root canal")

*49% used a general service term and regional term ("dentist in Cleveland")*

67% of searchers ages 18-24 use a geographic keyword when searching locally for services, suggesting younger search users are adapting to the language efficiencies of local search, so effective local targeting in how campaigns are established is imperative. This includes not only state and city names, but permutations of those locations. For example, a person searching in San Francisco might use: "SF"; "Bay Area", or "North Beach". By comparison of the same age group, the Yellow Pages method of searching for a specific business name is at 28%. Vanity search is important as many consumers will search by name, especially the second time.



*\*Respondents had the option of answering more than one*



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## Signs of Latent or Repeat Offline Customers

When contacting a local service vendor more than once after finding them using search:

27% searched a second time

23% had bookmarked the service vendor's website

5% used a phone book to find the service vendor

*35% had saved the phone number*

This data suggests that a very high percentage (60%) of searchers are able to recall a vendor's contact info after the initial search, by either saving the number or by using a bookmark. It may be assumed that this availability of recall could lead to repeat or latent business based on a single search experience, especially when 89% have made contact with a vendor a second time.





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Local advertising products & services

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## Word of Mouth Creates Offline Buzz for Services

54% have referred a friend to a local business or service provider that they found in online search

This is how they did it:

38% e-mailed a link to a friend or family member

3% wrote a favorable review on a consumer website

1% other form of recommendation

*59% verbally recommended the service to a friend or family member*

A secondary benefit is that nearly 60% of referrals made by consumers are still word of mouth, after they find merchants on the web. Writing favorable reviews is rare, perhaps because consumer review websites are often used to post negative experiences, not positive ones.





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## When Consumers are Ready to Transact, They Use Sponsored Links

Of those that have searched for a local service vendor in the last 90 days:

- 36% searched for medical services
- 32% searched for automotive services
- 26% searched for home or office repair services
- 23% searched for financial services
- 11% searched for legal services
- 9% searched for landscaping services.

*An average 50% of individuals were likely to click sponsored links in these instances*

*An average 72% of those that clicked a sponsored link, also called the vendor*

*An average 70% of those that clicked and called, also made a purchase*

When consumers are ready to transact, they use sponsored links. While frequency of this behavior will vary from vendor to vendor, the fact is that the large majority of searchers who click on sponsored links and contact service vendors will end up making a purchase.





## Demographics

The Internet users polled for this survey were selected so that the whole of the results would demographically represent Nielsen//NetRatings' model for the average U.S. Internet user population in age, household income and gender.

2,866 U.S. Internet users were asked for demographic information and these were the results:

<b>Age</b>		<b>State</b>		<b>Household Income</b>	
18 -24	10%	California	9%	Under \$25,000	11%
25 -34	17%	Texas	8%	\$25,000 - \$49,999	28%
35 -44	22%	Florida	7%	\$50,000 - \$74,999	25%
45 -54	25%	New York	6%	\$75,000 - \$99,999	16%
55 -64	16%	Pennsylvania	5%	\$100,000 - \$149,999	11%
65+	11%	Illinois	4%	No Answer	5%
		Ohio	4%		
<b>Gender</b>		All others less than 4% each			
Male	46%	All 50 states represented			
Female	55%				





## About WebVisible™

Established in 2001, WebVisible is a leading software and technology provider to the local online advertising industry. Our proprietary software, Geneva, is a scalable platform for creating and managing local interactive advertising products. We integrate directly with a network of over 30 top search engines including Google and Yahoo!. WebVisible provides an exchange between private label resellers of our local advertising products, search engines and other online media providers, creating one of the largest independent exchanges of its kind. WebVisible's technology automates the account management, media provisioning, bid, budget and reporting processes, allowing an affordable, turn-key online advertising solution for local businesses all over the world.

WebVisible's service suite includes local search marketing, locally-targeted banner advertising, fixed placement ads, profile and landing page technologies, and call-related services packages. All products are privately branded and sold by a growing list of resellers in the yellow pages, newspaper and online marketing industries.

For more information, please visit [www.webvisible.com](http://www.webvisible.com) or call (949) 502-5757.

## About Nielsen//NetRatings

A Global Leader in Internet Media and Market Research  
NetRatings, Inc. (NASDAQ: NTRT) delivers leading Internet media and market research solutions, marketed globally under the Nielsen//NetRatings brand. With high quality, technology-driven products and services, Nielsen//NetRatings is the global standard for Internet audience measurement and premier source for online advertising intelligence, enabling clients to make informed business decisions regarding their Internet and digital strategies. The Nielsen//NetRatings portfolio includes panel-based and site-centric Internet audience measurement services, online advertising intelligence, user lifestyle and demographic data, e-commerce and transaction metrics, and custom data, research and analysis.

