



About AdGooroo

Based in Chicago, AdGooroo provides competitive intelligence to search engine marketers through its suite of products, including AdGooroo Express, SEM Insight, and Trademark Insight. Over 1,000 companies rely on these keyword tracking tools and other unique products to provide them with quantifiable insights they can use to rise above the competition and build a long-term competitive advantage in search engine marketing.

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Search Engine Advertiser Update – Q108

The number of companies advertising on the top three search engines increased considerably in Q1. Both January and February saw strong growth in the overall number of search engine advertisers, followed by modest growth in March. This represents the first significant sign of expansion in advertiser activity since last May. Most of this increase was due to growth in the number of Google advertisers.

The trends in advertiser share which persisted throughout the latter half of 2007 largely reversed themselves in Q108.

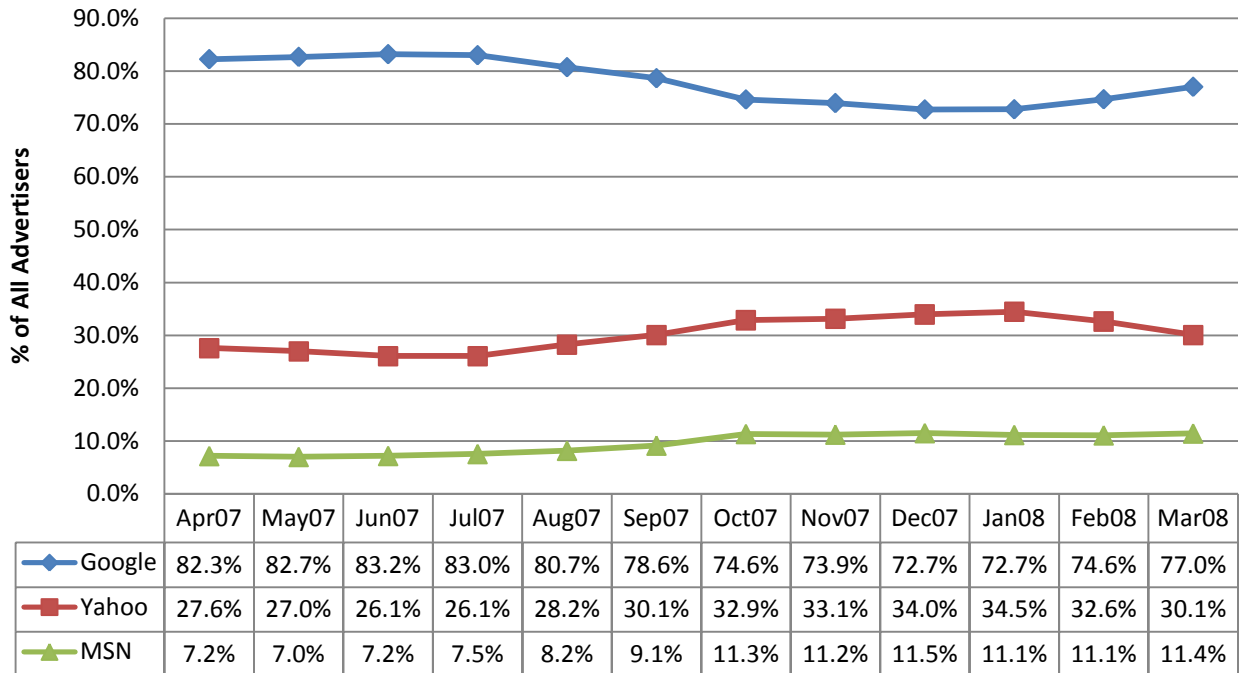
The biggest gainer this quarter was Google, who increased their advertiser share from 72.7% to 77.0%. Yahoo ended a long winning streak with its first decline in seven months, dropping from 34.5% to 30.1%. MSN held its ground, increasing slightly from 11.1% to 11.4%.

Despite this short-term reversal in fortunes, Google has given up ground to its two main competitors over the entire trailing twelve months.

During this time, Google's share of advertiser has dropped from a high of 83.2% to 77.0%, while Yahoo's share has increased from 26.1% to 30.1% and MSN from 7.0% to 11.4% (Note that percentages do not total to 100% because companies can advertise on more than one search engine.) We estimate that MSN has increased its year-over-year advertiser count by 11%, Yahoo by 5%, and Google by only 4%.

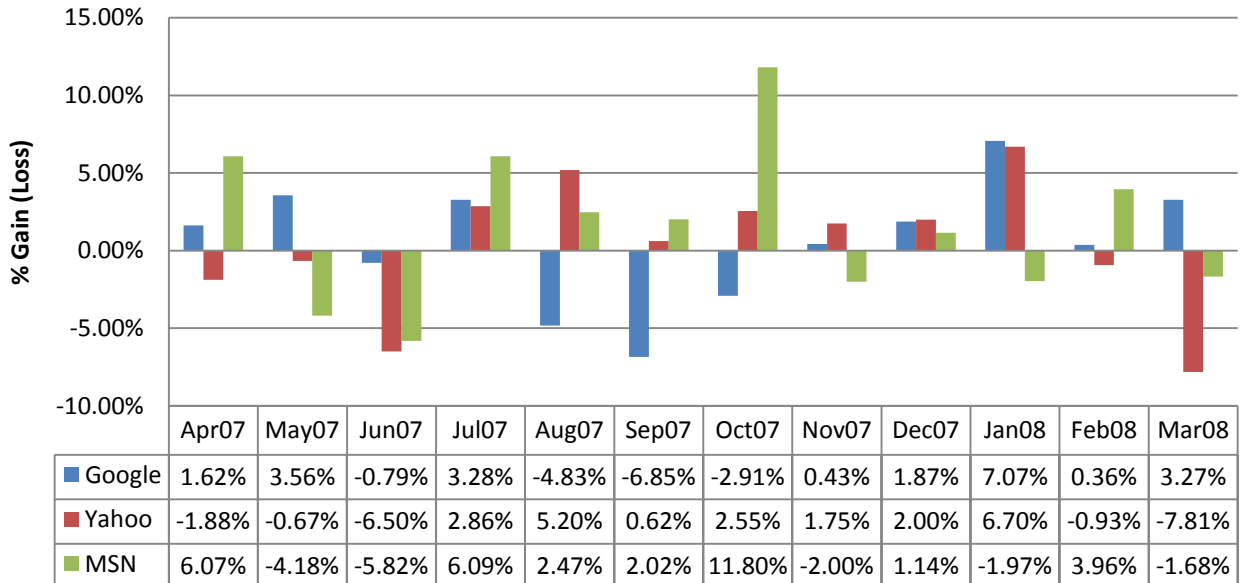
While suggestive, our advertiser counts are estimates only and should be interpreted in light of other data. These figures represent the net effect of both new advertisers and advertisers lost through attrition.

Share of Advertisers by Search Engine



Source: AdGoroo, LLC

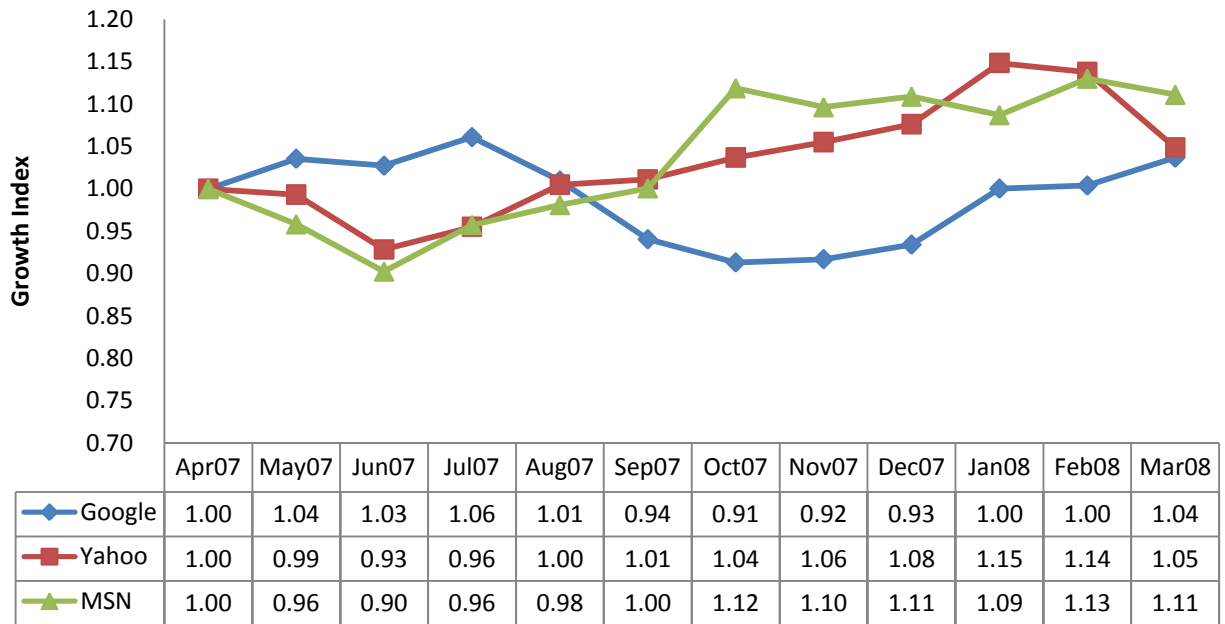
Monthly Change in Advertiser Count



Source: AdGoroo, LLC

Relative Advertiser Count vs. 12 Months Ago

(Expressed as % of April '07)



Source: AdGooroo, LLC