



# Brand Value of Search

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Finland

August 27<sup>th</sup>

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# Summary

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- Advertising on Google leads to higher click rates on brands and websites.
- Even the click rate on brands listed top organic in the search results is exceeded by adding sponsored links.
- Multiple presence of brands on a Search Engine Result Pages leads to higher click rates.
- Sponsored links on Google have a positive effect on brand & ad awareness and brand recall.
- Presence in Google's search results has a positive effect on brand image.
- Sponsored links elevate the brand relevance for the next purchase.
- All positive effects are measured for branded as well as for generic search queries.

# Methodology

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- Target group: Internet user in Finland, aged 14 years and older
- Sample: n= 1,217 Internet users, in each of the 11 test cells at least 100 Interviews were conducted.
- Methodology:
  - Online Questionnaire
  - Equal structure weighting by age, gender, education, frequency of online access, frequency of online purchase, usage of Google and YouTube, product usage, income and household size
  - Experimental research design; detailed description on the following charts
  - Due to cumulating four brands the results are based on 4,869 Search Tasks
- Period of analysis:
  - Fieldwork: from June 23<sup>rd</sup> to July 9<sup>th</sup> 2010
  - Final Report: August 27<sup>th</sup>, 2010
- Research company: TNS Infratest

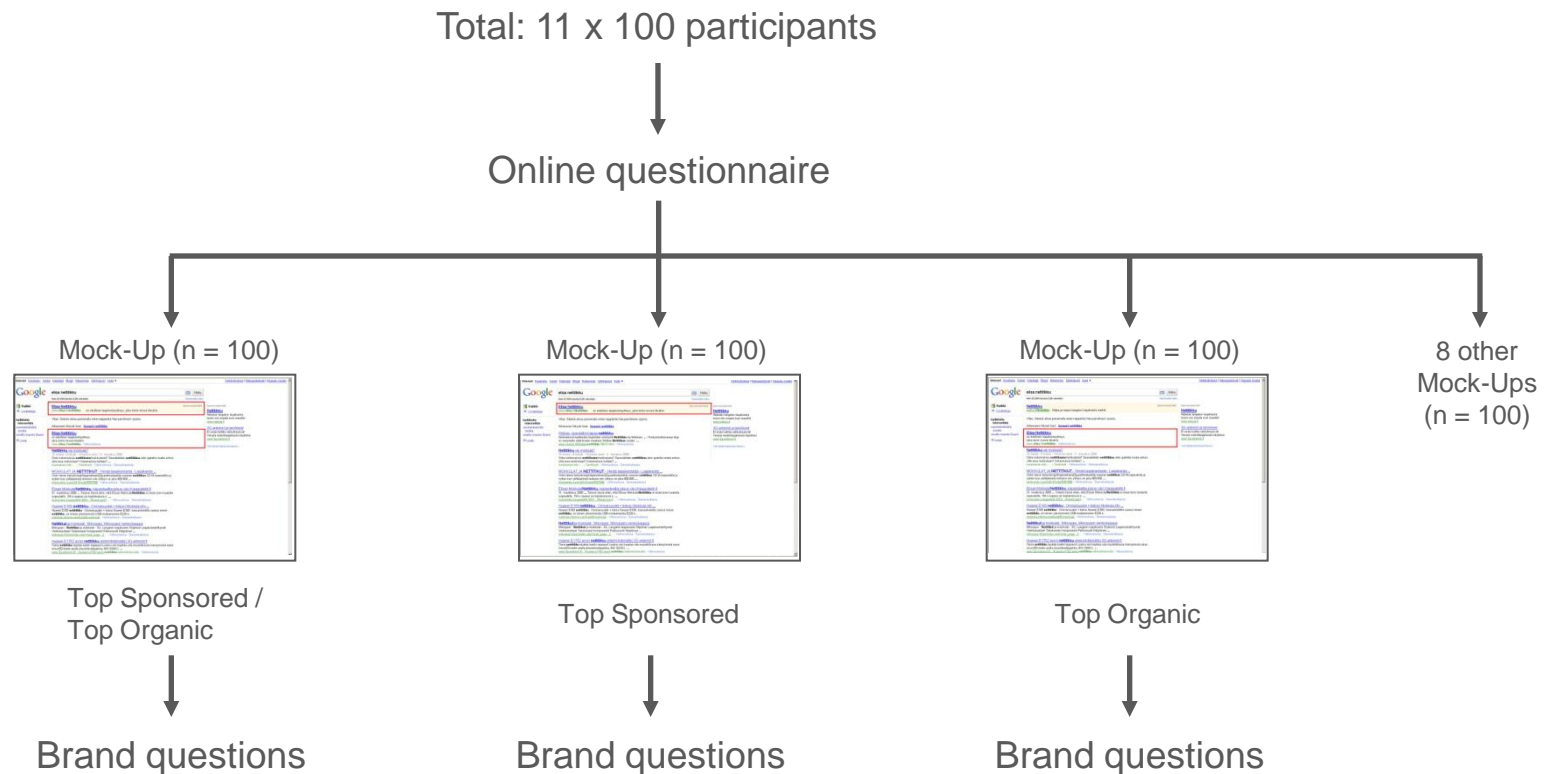
# What we've done

Flow of session – Description of approach



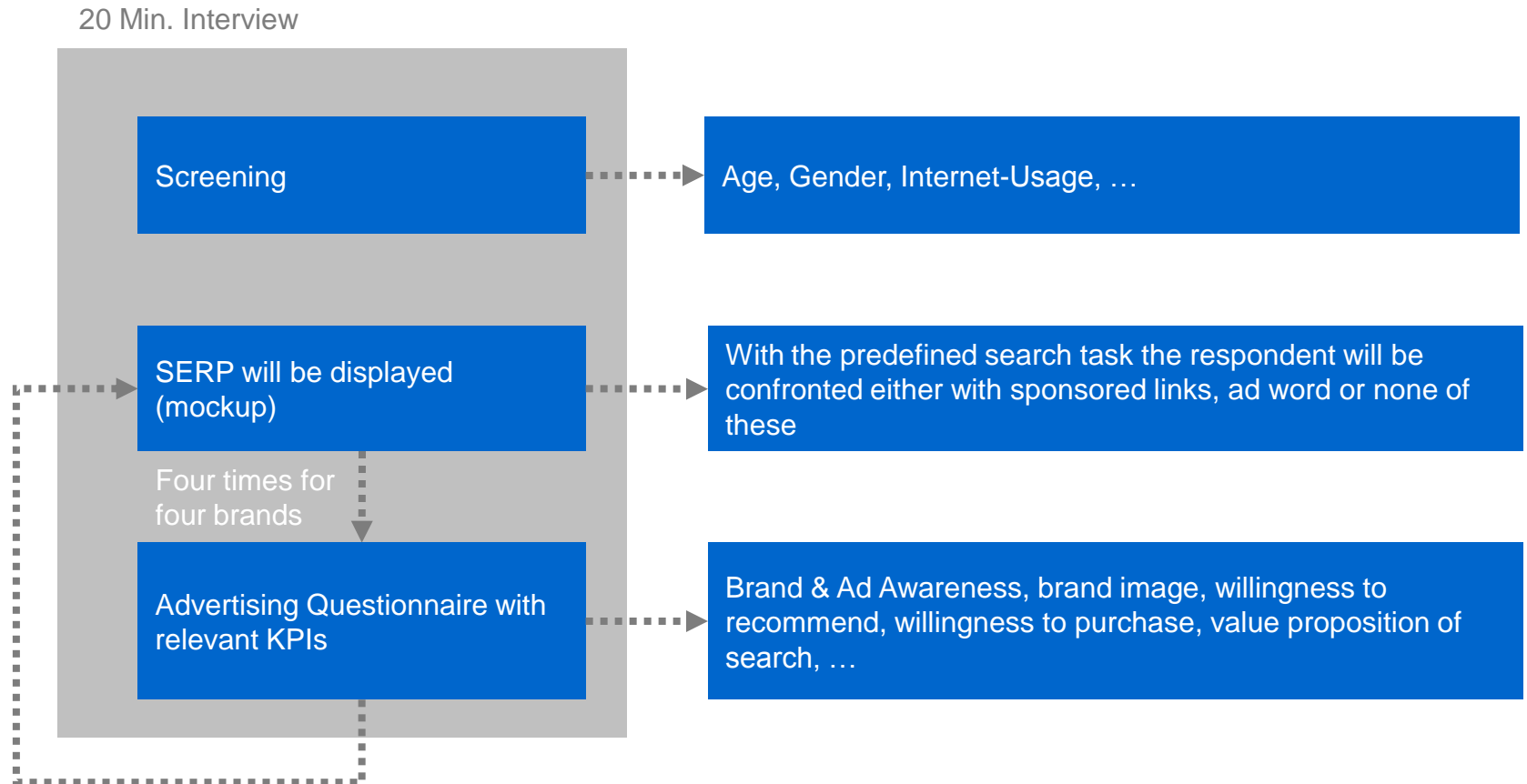
**Stimulus: Mock up of Google SERP to show the role of position and branding of search results on relevant brand metrics.**

**After having seen the stimulus for each brand a questionnaire covering these brand metrics was conducted.**

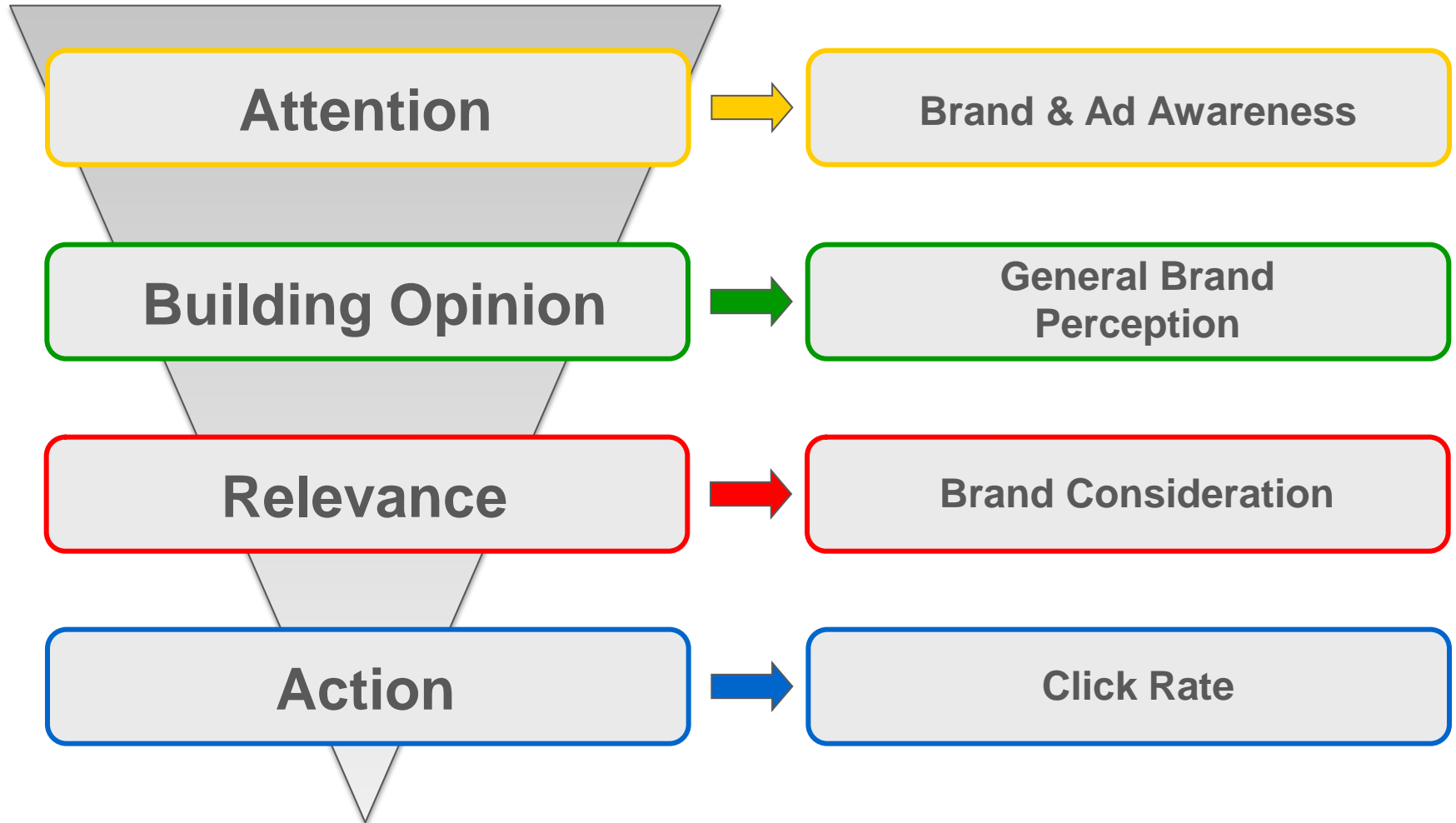




Each respondent will respond to screening questions, click on four mock-ups and provide answers to the relevant KPI's.



# Brand Metrics – Analysis of four Brand Metrics



# Stimulus Overview

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# Stimulus Overview

- Control group: no test brand included

- Top Sponsored / Top Organic Brand
- Top Sponsored Brand
- Top Organic Brand
- Side Sponsored / Top Organic Brand
- Side Sponsored Brand

**BRAND**

- Top Sponsored / Top Organic Generic
- Top Sponsored Generic
- Top Organic Generic
- Side Sponsored / Top Organic Generic
- Side Sponsored Generic

**GENERIC**

# Part 1 Cumulated Overview

Selected Metrics on a cumulated Level



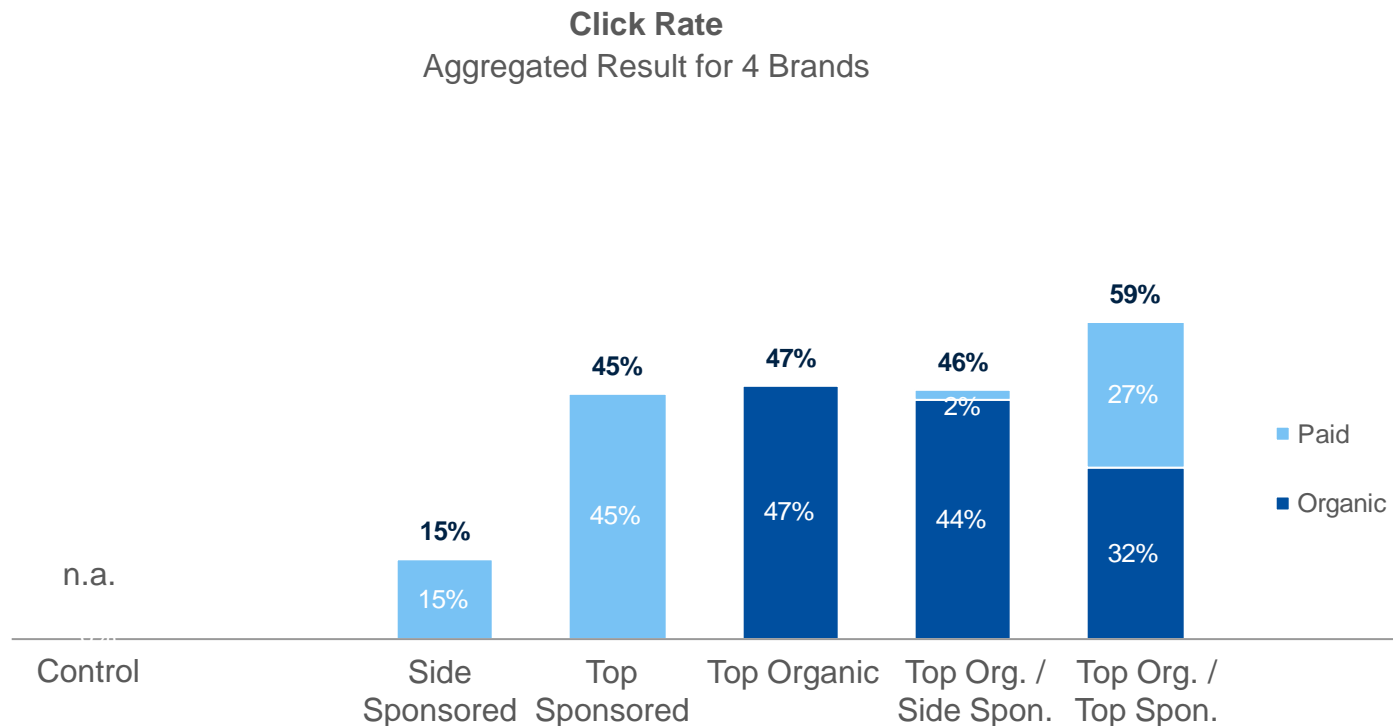
# Action

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How do people react? Click Behaviour



Clearly Top Sponsored combined with Top Organic leads to the highest number of clicks / page visitors



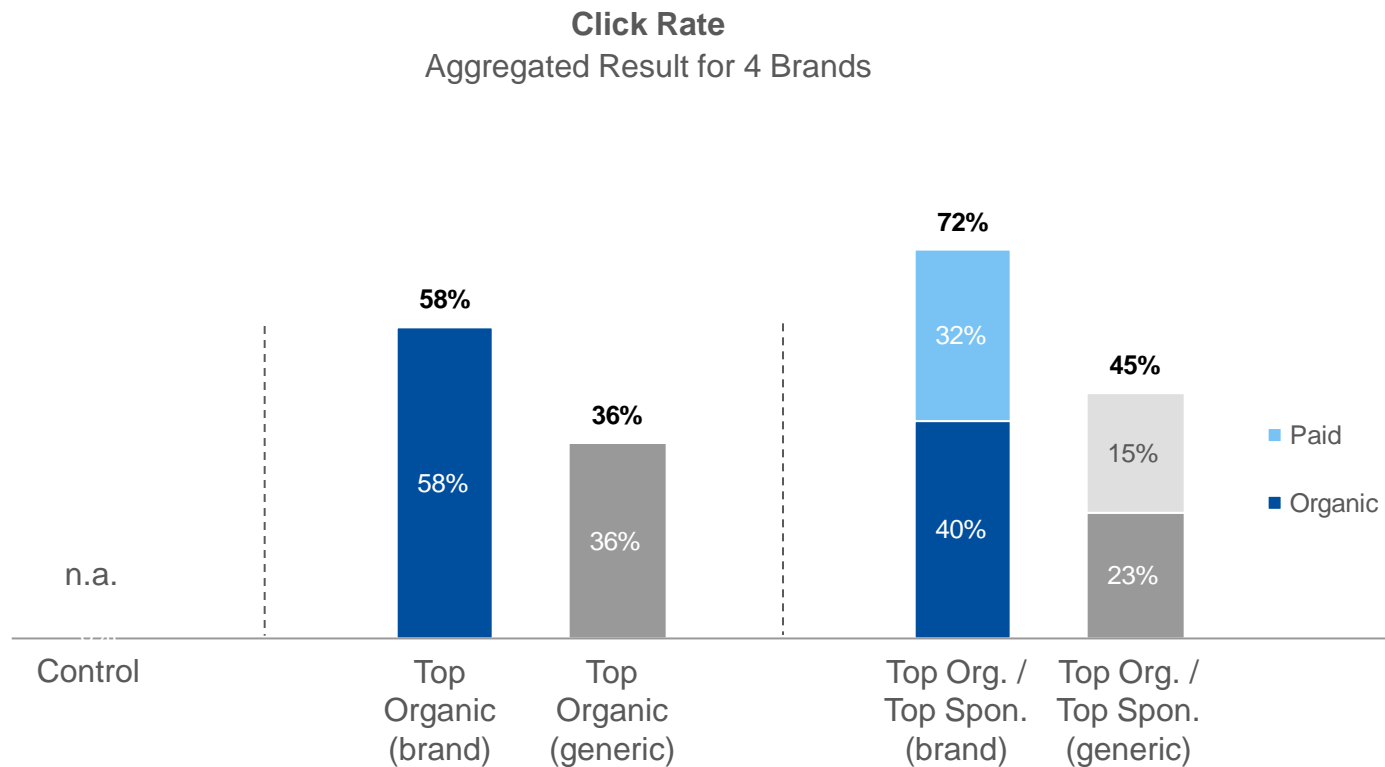
Click on the specific group

Base: All respondents n=1,217 – Tests Side Sponsored n=884; Tests Top Sponsored n=883; Tests Top Organic n=888; Tests Top Org. / Side Spon. n=885; Tests-Top Org. / Top Spon. n=887

# Click behaviour – Position & Brand



Top Sponsored combined with Top Organic exceeds Top Organic.  
Branded search queries are clicked more likely.



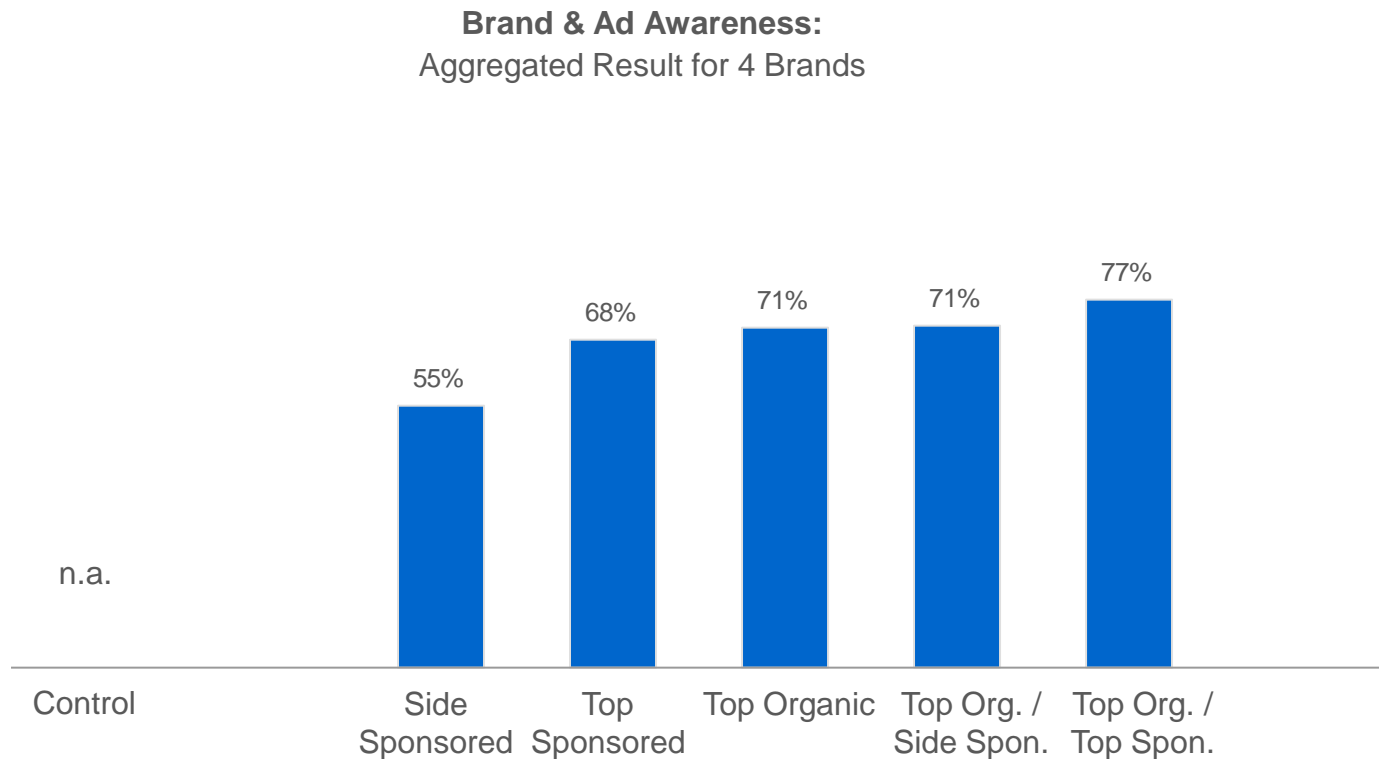
Click on the specific group

Base: All respondents n=1,217 – Tests Top Organic (generic) n=444; Tests Top Organic (brand) n=444; Tests Top Organic/Top Sponsored (brand) n=443; Tests Top Organic/Top Sponsored (generic) n=444



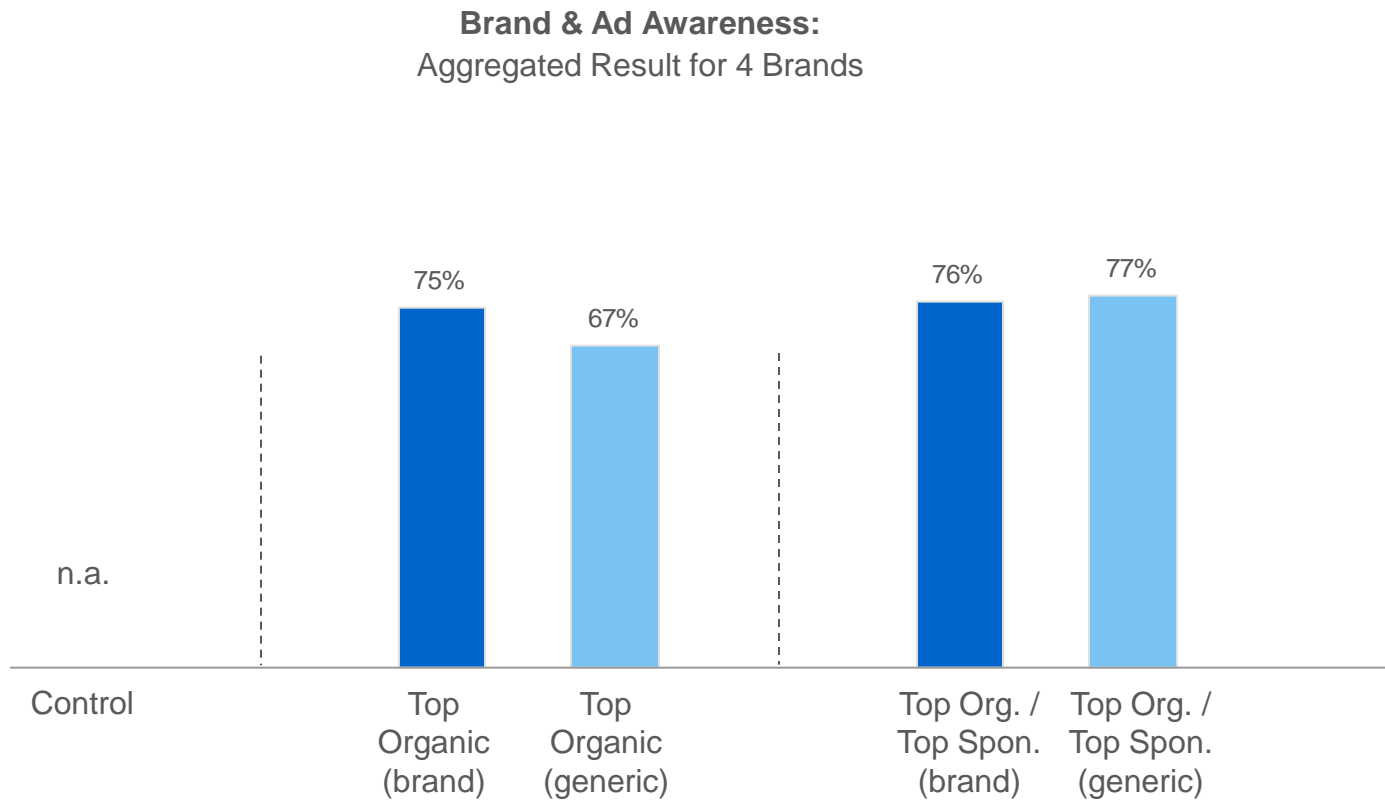


Top Sponsored and Top Organic links receive the highest attention and lead to the best recall.



Q204: Which of the following brands of ... do you remember seeing on the search engine results page you just viewed?  
Base: All respondents n=1,217 – Tests Side Sponsored n=884 ; Tests Top Sponsored n=883; Tests Top Organic n=888;  
Tests Top Org. / Side Spon. n=885; Tests Top Org. / Top Spon. n=887

Top Sponsored combined with Top Organic outpaces the awareness and recall of Top Organic only.



Q204: Which of the following brands of ... do you remember seeing on the search engine results page you just viewed?

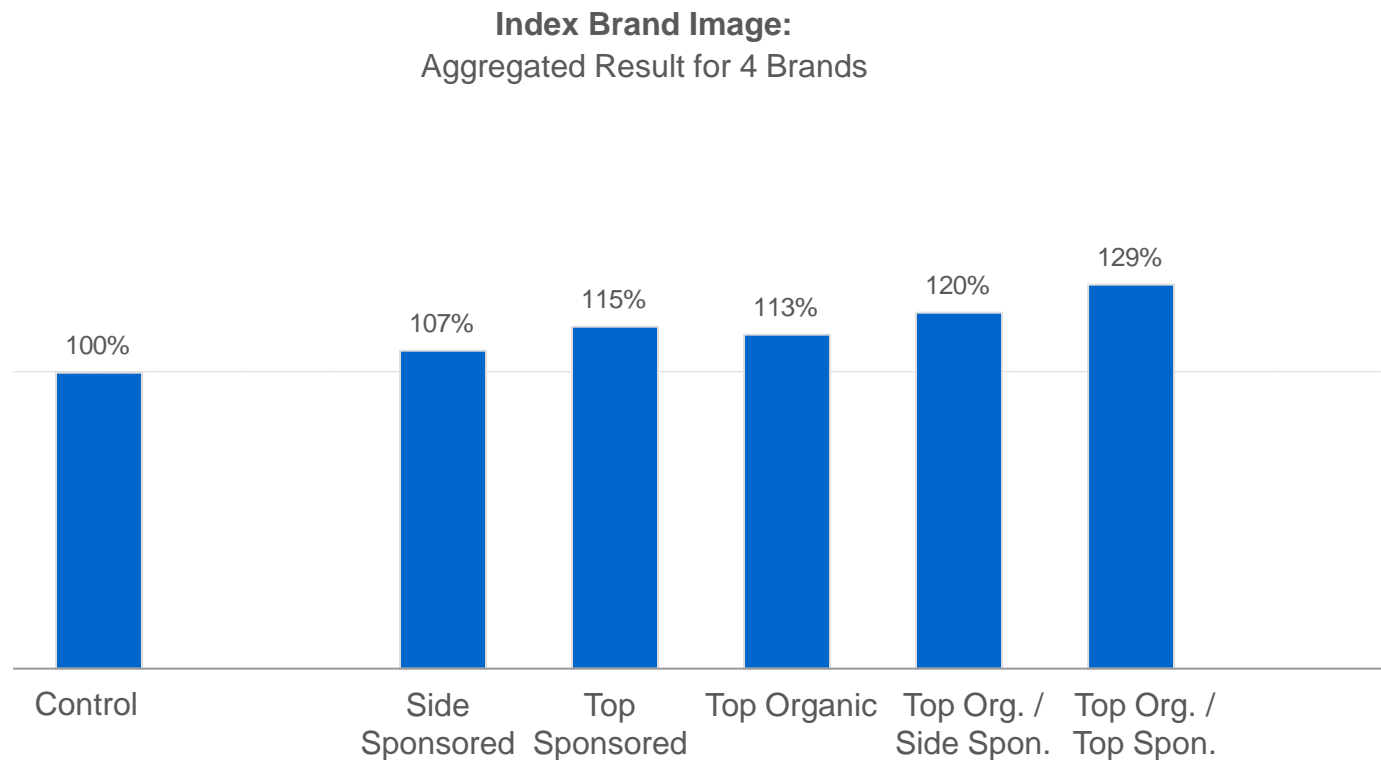
Base: All respondents n=1,217 – Tests Top Organic (generic) n=444; Tests Top Organic (brand) n=444; Tests Top Organic / Top Sponsored (brand) n=443; Tests Top Organic / Top Sponsored (generic) n=444

# Building Opinion

How does position and brand influence general brand perception?



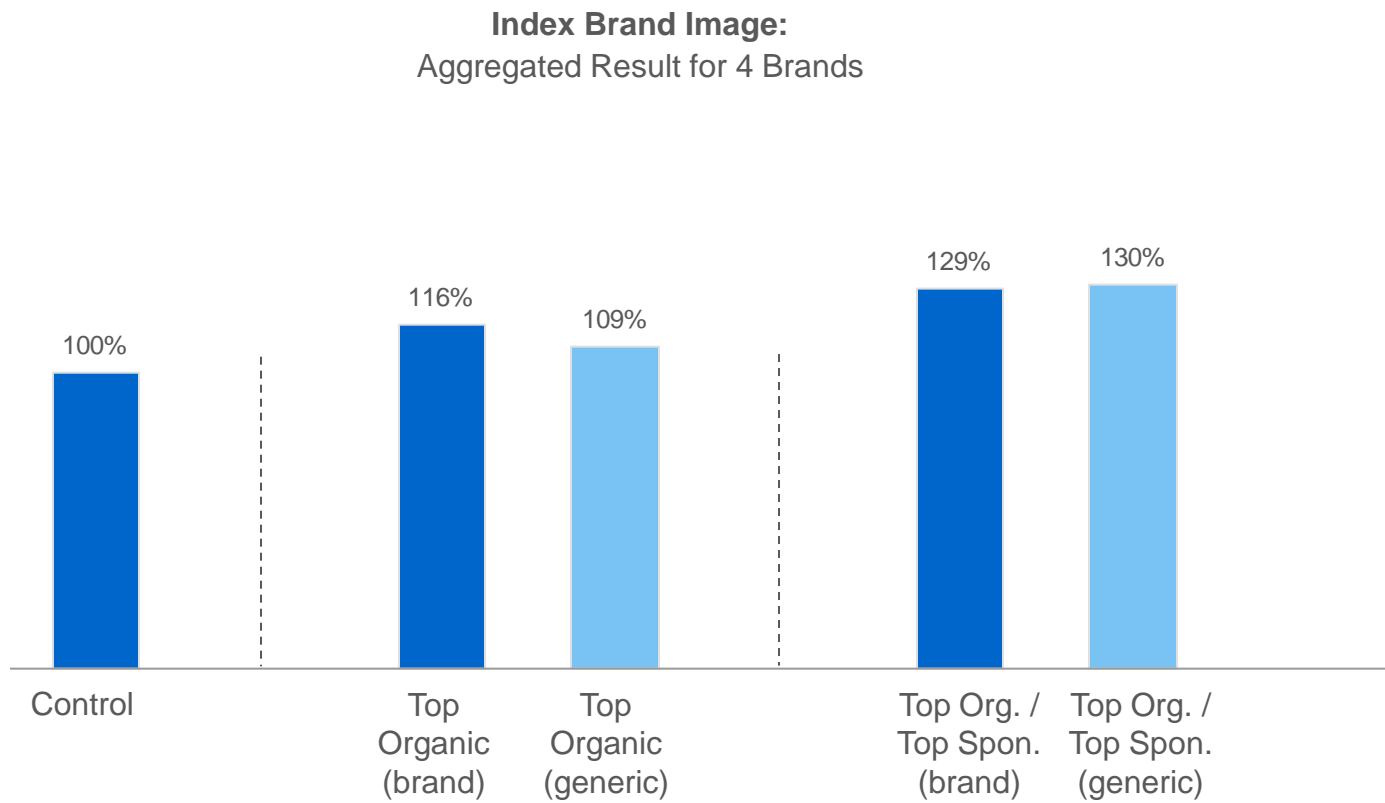
Presence on Google's result pages has a positive effect on brand image. Combined organic and paid presence is recommended.



Q207: What is your general opinion about the following brands? 1: have an excellent opinion to 5: have a poor opinion

Base: All respondents n=1,217 – Tests Control n=441; Tests Side Sponsored n=884 ; Tests Top Sponsored n=883; Tests Top Organic n=888;  
Tests Top Org. / Side Spon. n=885; Tests- Top Org. / Top Spon. n=887

The positive effect of Google on brand image holds true for generic as well as for branded search.



Q207: What is your general opinion about the following brands? With 1 I have an excellent opinion to 5 I have a poor opinion

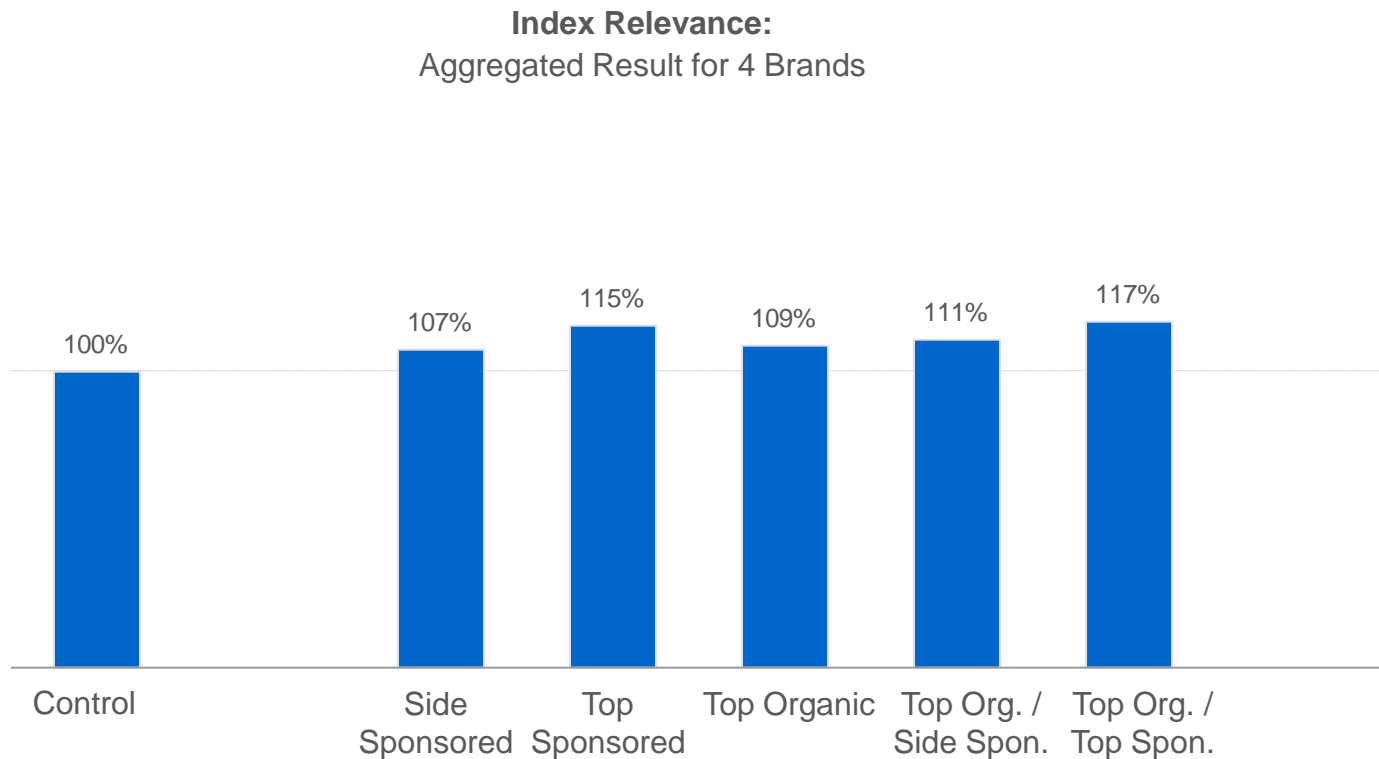
Base: All respondents n=1,217 – Tests Control n=441; Tests Top Organic (generic) n=444; Tests Top Organic (brand) n=444; Tests Top Organic / Top Sponsored (brand) n=443; Tests Top Organic / Top Sponsored (generic) n=444

# Relevance

How does position and brand influence brand relevance?



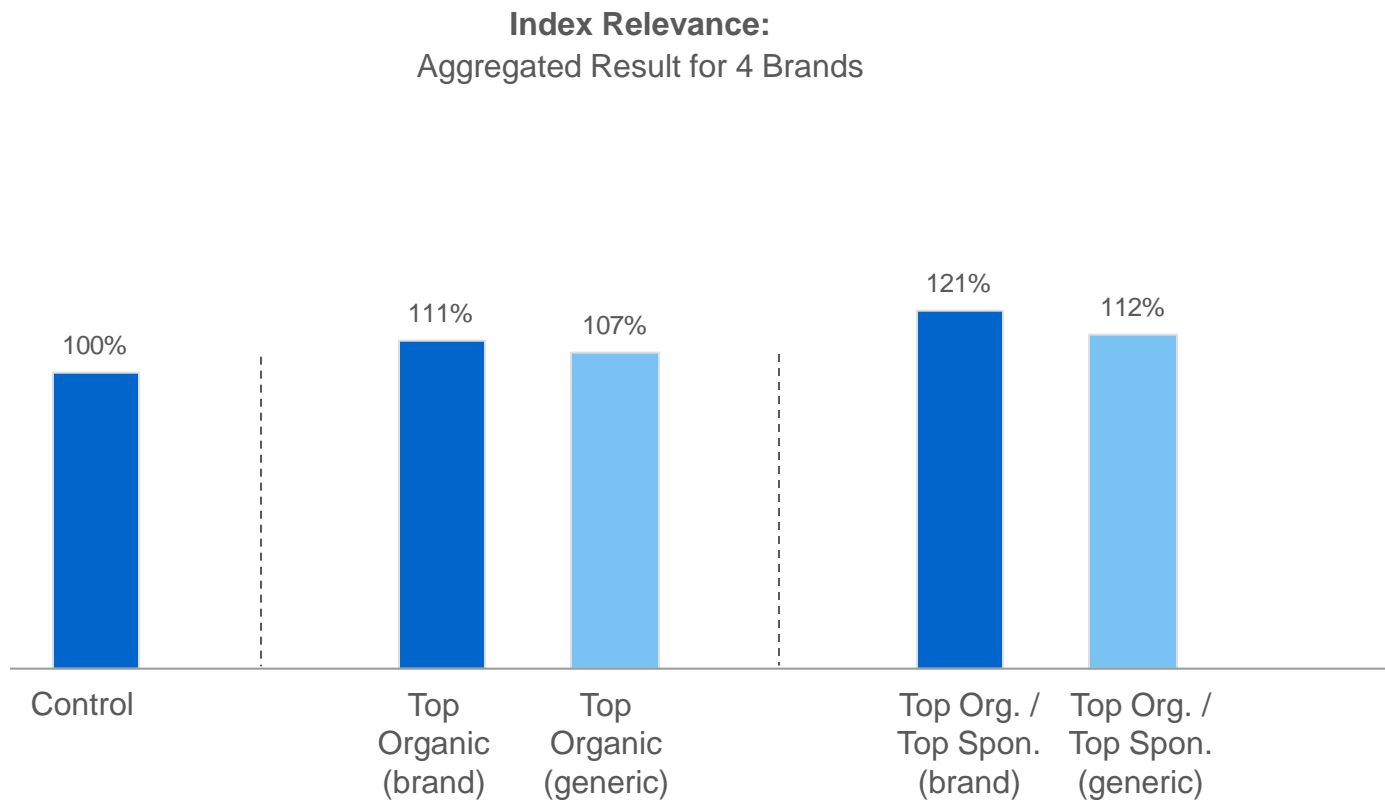
Presence in Google's search results has a positive effect on the brand relevance.



Q208: From the list below, indicate which of these brands you would consider if you were looking to purchase e.g. Träningskläder with 1 being highly likely to consider and 5 being highly unlikely to consider Base: All respondents n=1,217 – Tests Control n=441; Tests Side Sponsored n=884; Tests Top Sponsored n=883; Tests Top Organic n=888; Tests Top Org. / Side Spon. n=885; Tests- Top Org. / Top Spon. n=887



Independent if branded or generic - Presence in Google's search results has a positive effect on the brand relevance.



Q208: From the list below, indicate which of these brands you would consider if you were looking to purchase e.g. Träningskläder with 1 being highly likely to consider and 6 being highly unlikely to consider. Base: All respondents n=1,217 – Tests Control n=441; Tests Top Organic (generic) n=444; Tests Top Organic (brand) n=444; Tests Top Organic / Top Sponsored (brand) n=443; Tests Top Organic / Top Sponsored (generic) n=444

## General Information on Sample



# Background information



Income *	Low	Medium	High	No answer
	23%	28%	33%	16%

Education **	Low	Medium	High	No answer.
	34%	28%	37%	2%

Household size	1	2	3	4 or more
	20%	37%	17%	25%

Children under 15y in HH	Yes	No
	42%	57%

\*Low: Less than 30,000 EUR; Middle: 30,001 EUR to 50,000 EUR; High: More than 50,000 EUR

\*\*Low: Primary School or less, Senior Primary School, Intermediate School or Comprehensive School, Vocational School degree; Middle Secondary School (matriculation examination), College degree (lower); High: Upper college degree, qualifications in polytechnic, lower university, higher university degree or more

Base: Total n=1,217

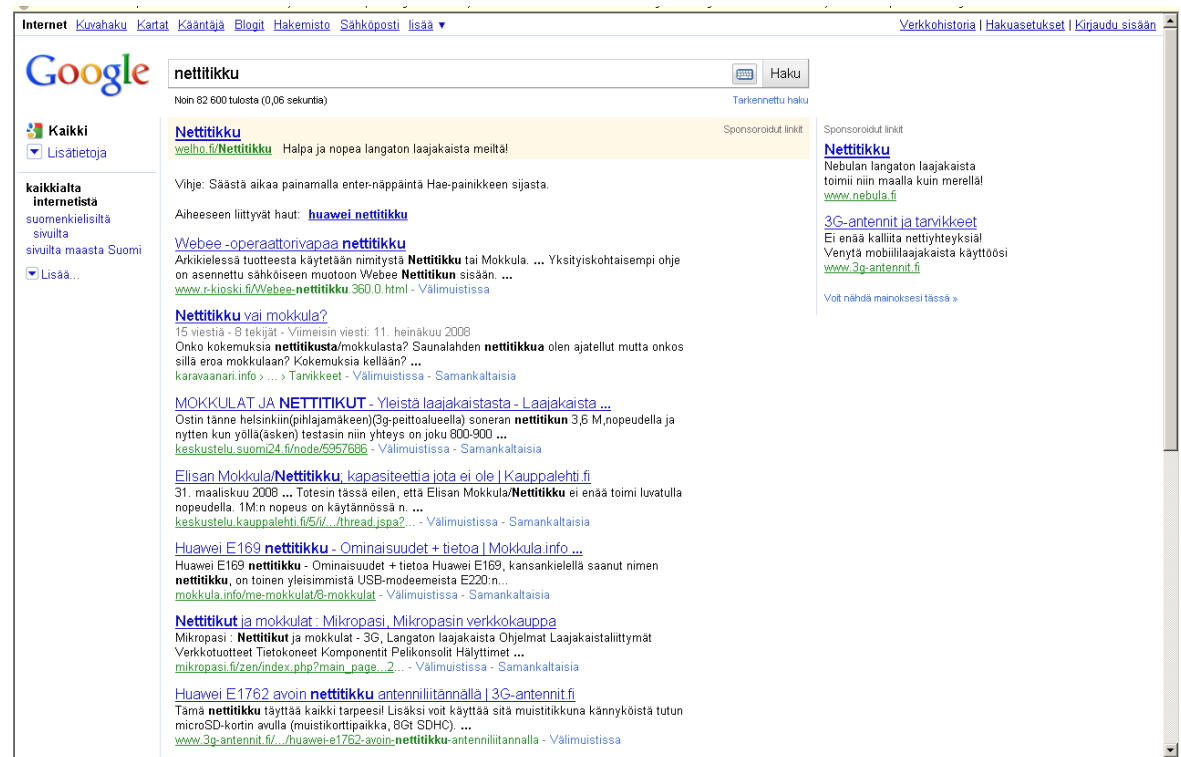


# Screenshot

## Example of a Control Group: Search Engine Result Page.

### Task Example

Please think now about .....  
You decide to look into different **nettitikku** options online using a search engine. You type the words "**nettitikku**" into a search engine and you obtain the results that appear on the following page. Please look at the following page and click on the listing that you believe to be of most interest to your search on **nettitikku**.



## Example of a Top Sponsored / Top Organic Brand: Search Engine Result Page.

### Task Example

Please think now about .....  
 You decide to look into different **nettitikku** options online using a search engine. You type the words “**elisa nettitikku**” into a search engine and you obtain the results that appear on the following page. Please look at the following page and click on the listing that you believe to be of most interest to your search on **nettitikku**.



## Example of a Top Sponsored Brand: Search Engine Result Page.

### Task Example

Please think now about .....  
 You decide to look into different **nettitikku** options online using a search engine. You type the words “**elisa nettitikku**” into a search engine and you obtain the results that appear on the following page. Please look at the following page and click on the listing that you believe to be of most interest to your search on **nettitikku**.

Internet Kuvahaku Kartat Käytäjä Blogit Hakemisto Sähköposti lisää ▼

Google elisa nettitikku Haku

Noin 82 600 tulosta (0,06 sekuntia) Tarkennettu haku

**Elisa Nettitikku** Sponsoroidut linkit  
[www.elisa.fi/Nettitikku](http://www.elisa.fi/Nettitikku) on edullinen laajakaistayhteys, joka toimii missä liikutkin.

Sponsoroidut linkit  
**Nettitikku**  
 Nebulan langaton laajakaista toimii niin maalla kuin merellä  
[www.nebula.fi](http://www.nebula.fi)  
**3G-antennit ja tarvikkeet**  
 Ei enää kallista nettityhteyksiä! Venyä mobiililaajakaista käyttöösi  
[www.3g-antennit.fi](http://www.3g-antennit.fi)  
 Voit nähdä mainoksesi tässä >

Vihje: Säädä aikaa painamalla enter-näppäintä Hae-painikkeen sijasta.

Aiheeseen liittyvät haut: [huawei nettitikku](#)

[Webee-operaattorivapaa nettitikku](#)  
 Arkikielessä tuotteesta käytetään nimitystä **Nettitikku** tai Makkula. ... Yksityiskohtaisempi ohje on asennettu sähköiseen muotoon Webee **Nettitikun** sisään. ...  
[www.r-kioski.fi/Webee-nettitikku.360.0.html](http://www.r-kioski.fi/Webee-nettitikku.360.0.html) - Valimuistissa

[Nettitikku vai makkula?](#)  
 15 viestiä - 8 tekijät - Viimeisin viesti: 11. heinäkuu 2008  
 Onko kokemuksia **nettitikusta**/makkulasta? Saunalahden **nettitikku** olen ajatellut mutta onkos sillä eroa makkulaan? Kokemuksia kyllään? ...  
[karavaanan.info](#) > ... > Tarvikkeet - Valimuistissa - Samankaltaisia

[MOKKULAT JA NETTITIKUT - Yleistä laajakaistasta - Laajakaista ...](#)  
 Ostin tänne helsinkiin(pihlajamäkeen)(3g-peittoalueella) soneran **nettitikun** 3,6 M,nopeudella ja nyten kun yöllä(äskén) testasin niin yhteys on joku 800-900 ...  
[keskustelu.suomi24.fi/node/5957686](#) - Valimuistissa - Samankaltaisia

[Elisan Makkula/Nettitikku, kapasiteettia jota ei ole | Kauppalehti.fi](#)  
 31. maaliskuuta 2008 ... Totesin tässä eilen, että Elisan Makkula/Nettitikku ei enää toimi luvutulla nopeudella. 1M:n nopeus on käytännössä n. ...  
[keskustelu.kauppalehti.fi/5/.../thread.jspa?...](#) - Valimuistissa - Samankaltaisia

[Huawei E169 nettitikku - Ominaisuudet + tieto | Makkula.info ...](#)  
 Huawei E169 **nettitikku** - Ominaisuudet + tieto Huawei E169, kansankielellä saanut nimen **nettitikku**, on toinen yleisimmistä USB-modeemista E220:n...  
[makkula.info/me-mokkulat/6-mokkulat](#) - Valimuistissa - Samankaltaisia

[Nettitikku ja makkulat: Mikropasi, Mikropasin verkkokauppa](#)  
 Mikropasi - **Nettitikku** ja makkulat - 3G, Langaton laajakaista Ohjelmat Laajakaistaliittymät Verkkotuotteet Tietokoneet Komponentit Pelikonsolit Hälyttimet ...  
[mikropasi.fi/fen/index.php?main\\_page\\_2...](#) - Valimuistissa - Samankaltaisia

[Huawei E1762 avoin nettitikku antenniliitännällä | 3G-antennit.fi](#)  
 Tämä **nettitikku** täyttää kaikki tarpeesi! Lisäksi voit käyttää sitä muistitikuna kännyköistä tutun microSD-kortin avulla (muistikorttipaikka, 8Gt SDHC). ...  
[www.3g-antennit.fi/.../huawei-e1762-avoin-nettitikku-antenniliitannalla](#) - Valimuistissa

## Example of a Top Organic Brand: Search Engine Result Page.

### Task Example

Please think now about .....  
 You decide to look into different **nettitikku** options online using a search engine. You type the words "**elisa nettitikku**" into a search engine and you obtain the results that appear on the following page. Please look at the following page and click on the listing that you believe to be of most interest to your search on **nettitikku**.

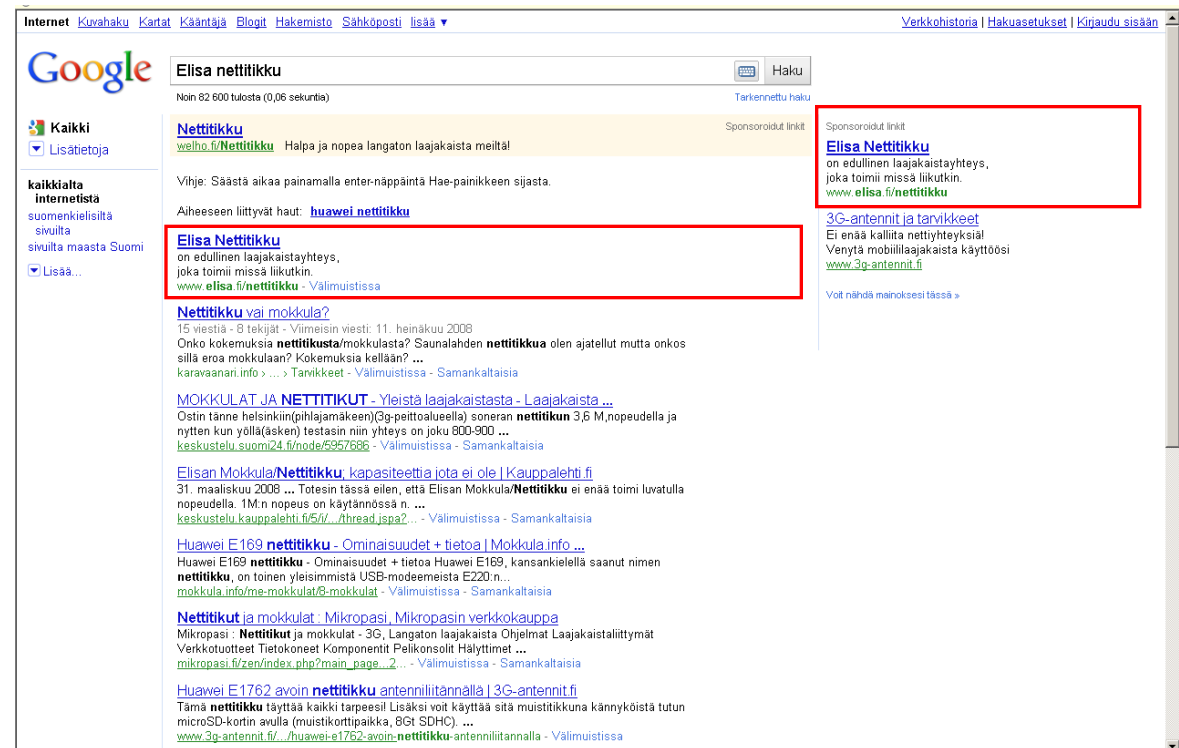
The screenshot shows a Google search results page for the query "elisa nettitikku". The search bar at the top contains the text "elisa nettitikku". Below the search bar, the results are listed. The first result is "Nettitikku" with the URL "www.elisa.fi/Nettitikku". The second result is "Elisa Nettitikku" with the URL "www.elisa.fi/nettitikku", which is highlighted with a red box. The third result is "Nettitikku vai makkula?". The search results are sorted by relevance, and the page shows various links and descriptions related to the search query.



## Example of a Side Sponsored / Top Organic Brand: Search Engine Result Page.

### Task Example

Please think now about .....  
You decide to look into different **nettitikku** options online using a search engine. You type the words "**nettitikku Elisa**" into a search engine and you obtain the results that appear on the following page. Please look at the following page and click on the listing that you believe to be of most interest to your search on **nettitikku**.

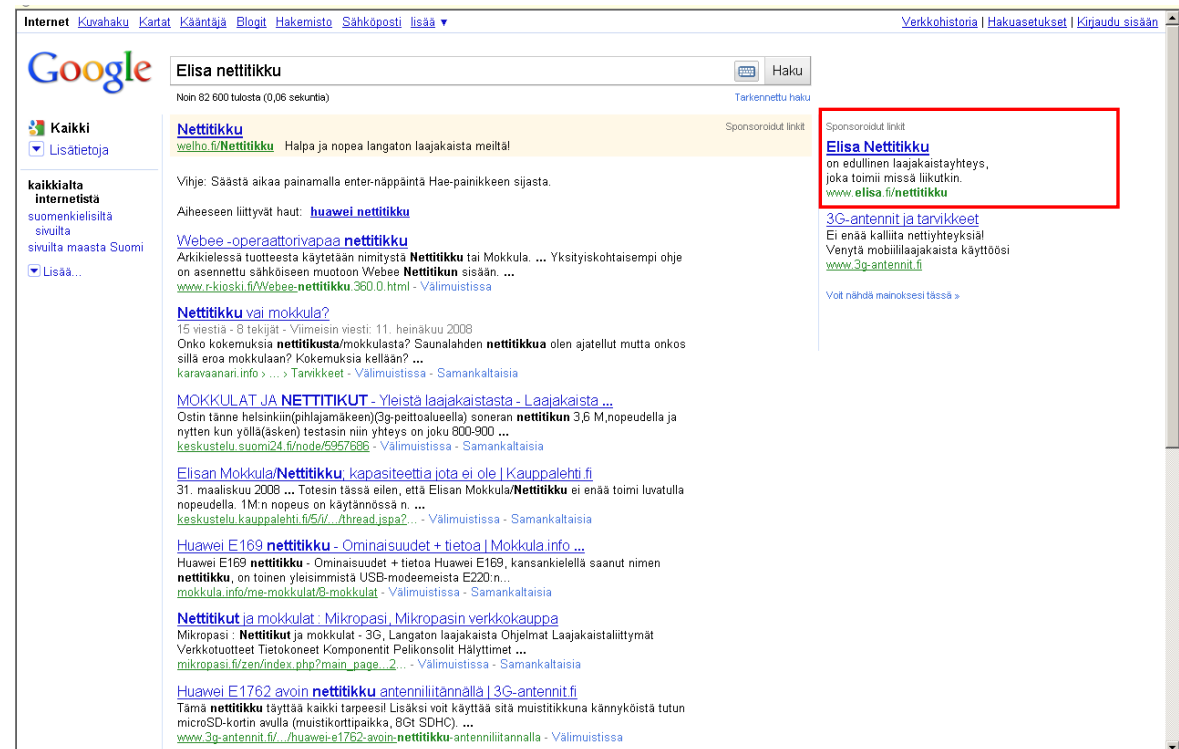


The screenshot shows a Google search result page for the query "Elisa nettitikku". The search bar at the top contains the text "Elisa nettitikku". Below the search bar, the results are displayed. The first result is a sponsored link from "Elisa Nettitikku" with the URL "www.elisa.fi/nettitikku". The description of this result is "Halpa ja nopea langaton laajakaista meiltä!". To the right of this result, there is a small box containing the text "Sponsoroidut linkit" and "Elisa Nettitikku on edullinen laajakaistayhteys, joka toimii missä liikutkin. www.elisa.fi/nettitikku". Below the sponsored result, there is a section titled "Vihihe: Säästä aikaa painamalla enter-näppäintä Hae-painikkeen sijasta." and a link "Aiheeseen liittyvät haat: huawei nettitikku". The next result is an organic link from "Elisa Nettitikku" with the URL "www.elisa.fi/nettitikku". The description of this result is "on edullinen laajakaistayhteys, joka toimii missä liikutkin. www.elisa.fi/nettitikku". Below this result, there is a section titled "Nettitikku vai makkula?" and a link "MOKKULAT JA NETTITIKKU - Yleistä laajakaistasta - Laajakaista ...". The description of this result is "Ostin tänne helsinki(pihlajamäkeen)(3g-piittoalueella) soneran nettitikun 3,6 M, nopeudella ja nyten kun yöllä(äskén) testasin niin yhteys on joku 800-900 ...". Below this result, there is a section titled "Elisan Makkula/Nettitikku, kapasiteettia jota ei ole j Kauppalehti.fi" and a link "Huawei E169 nettitikku - Ominaisuudet + tietoa j Mokka.info ...". The description of this result is "Huawei E169 nettitikku - Ominaisuudet + tietoa j Mokka.info ...". Below this result, there is a section titled "Nettitikku ja makkulat - Mikropasi, Mikropasin verkkokauppa" and a link "Huawei E1762 avoin nettitikku antenniliitännällä j 3G-antennit fi". The description of this result is "Tämä nettitikku täyttää kaikki tarpeesi Lisäksi voit käyttää sitä muistitikkuna kännyköistä tutun microSD-kortin avulla (muistikorttipaikka, 8GB SDHC) ...".

## Example of a Side Sponsored Brand: Search Engine Result Page.

### Task Example

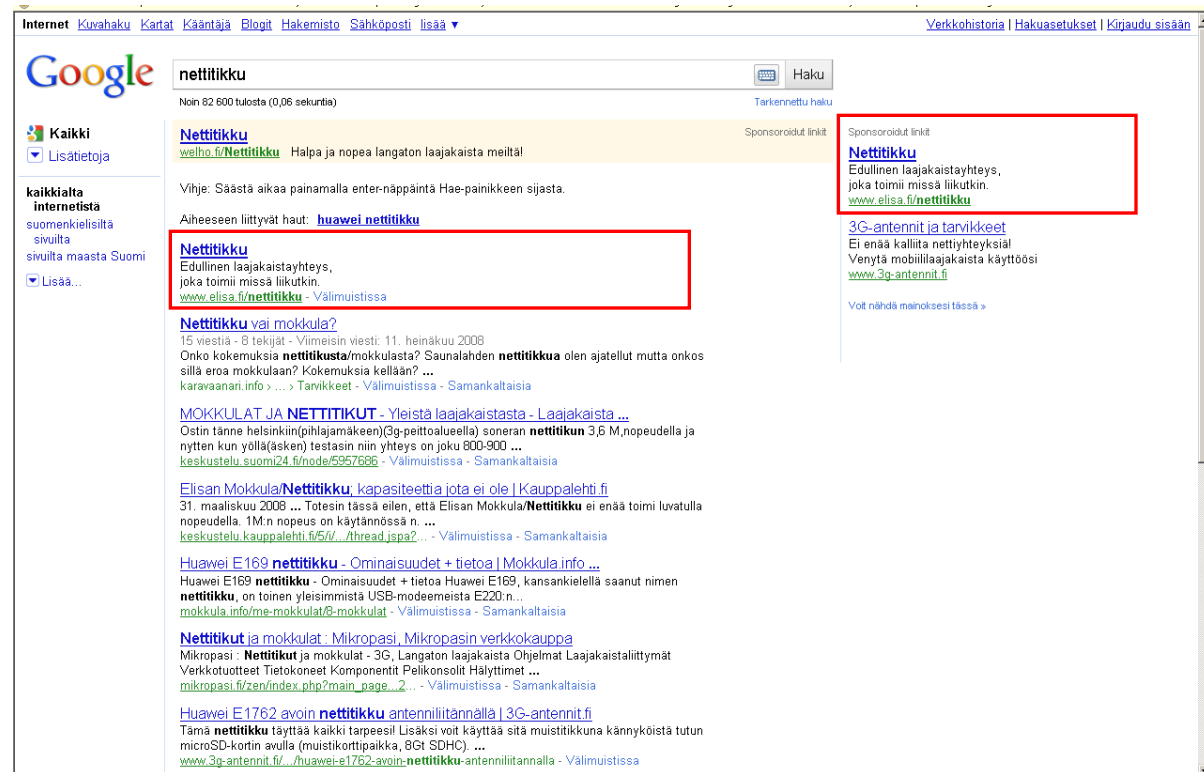
Please think now about .....  
You decide to look into different **nettitikku** options online using a search engine. You type the words "**elisa nettitikku**" into a search engine and you obtain the results that appear on the following page. Please look at the following page and click on the listing that you believe to be of most interest to your search on **nettitikku**.



## Example of a Side Sponsored / Top Organic Generic: Search Engine Result Page.

### Task Example

Please think now about .....  
You decide to look into different **nettitikku** options online using a search engine. You type the words "**nettitikku**" into a search engine and you obtain the results that appear on the following page. Please look at the following page and click on the listing that you believe to be of most interest to your search on **nettitikku**.

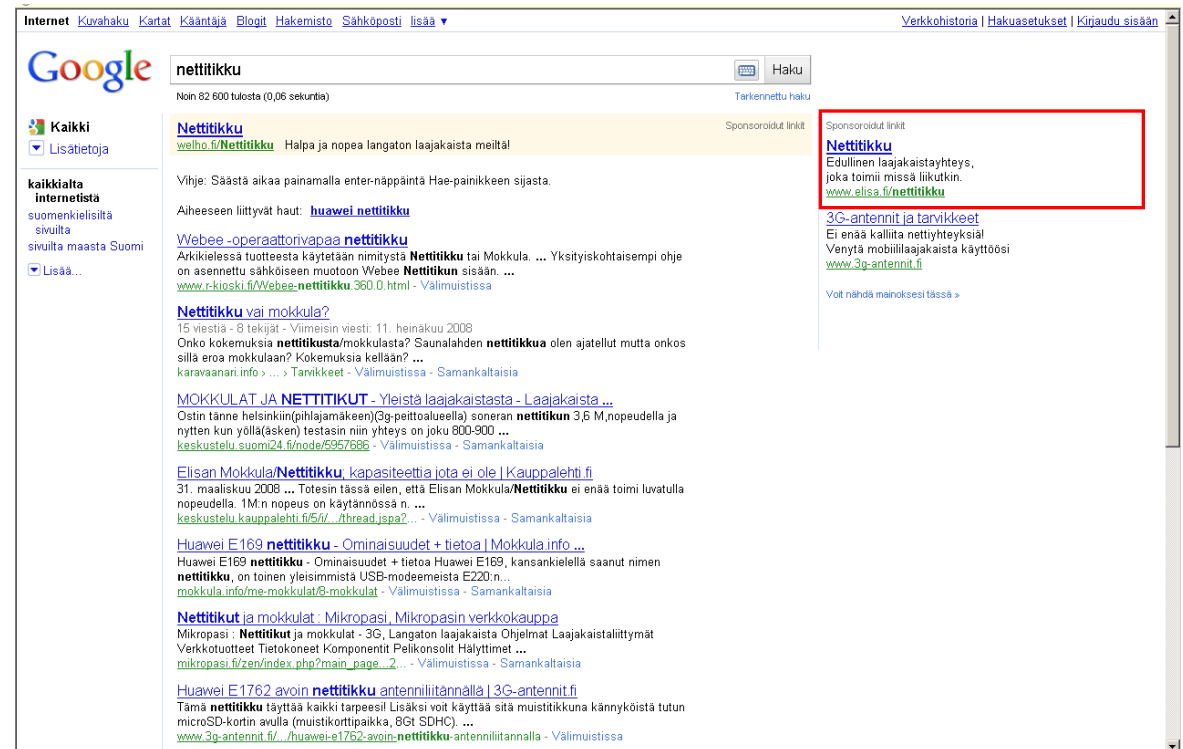


The screenshot shows a Google search results page for the query "nettitikku". The search bar at the top contains the text "nettitikku" and the search button is labeled "Haku". Below the search bar, the text "Noin 82 600 tulosta (0,06 sekuntia)" indicates the number of results and the search time. The results are displayed in a list format. The first result is a sponsored link from "nettitikku" with the URL "www.nettitikku.fi" and the description "Halpa ja nopea langaton laajakaista meiltä!". Below this is a sponsored link from "nettitikku" with the URL "www.nettitikku.fi" and the description "Edullinen laajakaistayhteys, joka toimii missä liikutkin." and "www.elisa.fi/nettitikka". The second organic result is from "nettitikku" with the URL "www.elisa.fi/nettitikka" and the description "Edullinen laajakaistayhteys, joka toimii missä liikutkin." and "www.elisa.fi/nettitikka". The third organic result is from "nettitikku" with the URL "www.3g-antennit.fi" and the description "3G-antennit ja tarvikkeet". The fourth organic result is from "nettitikku" with the URL "www.3g-antennit.fi" and the description "Ei enää kallista nettiyhteyksiä! Venytä mobiililaajakaista käyttöösi". The fifth organic result is from "nettitikku" with the URL "www.3g-antennit.fi" and the description "Ei enää kallista nettiyhteyksiä! Venytä mobiililaajakaista käyttöösi". The sixth organic result is from "nettitikku" with the URL "www.3g-antennit.fi" and the description "Ei enää kallista nettiyhteyksiä! Venytä mobiililaajakaista käyttöösi". The seventh organic result is from "nettitikku" with the URL "www.3g-antennit.fi" and the description "Ei enää kallista nettiyhteyksiä! Venytä mobiililaajakaista käyttöösi". The eighth organic result is from "nettitikku" with the URL "www.3g-antennit.fi" and the description "Ei enää kallista nettiyhteyksiä! Venytä mobiililaajakaista käyttöösi". The ninth organic result is from "nettitikku" with the URL "www.3g-antennit.fi" and the description "Ei enää kallista nettiyhteyksiä! Venytä mobiililaajakaista käyttöösi". The tenth organic result is from "nettitikku" with the URL "www.3g-antennit.fi" and the description "Ei enää kallista nettiyhteyksiä! Venytä mobiililaajakaista käyttöösi".

## Example of a Side Sponsored Generic: Search Engine Result Page.

### Task Example

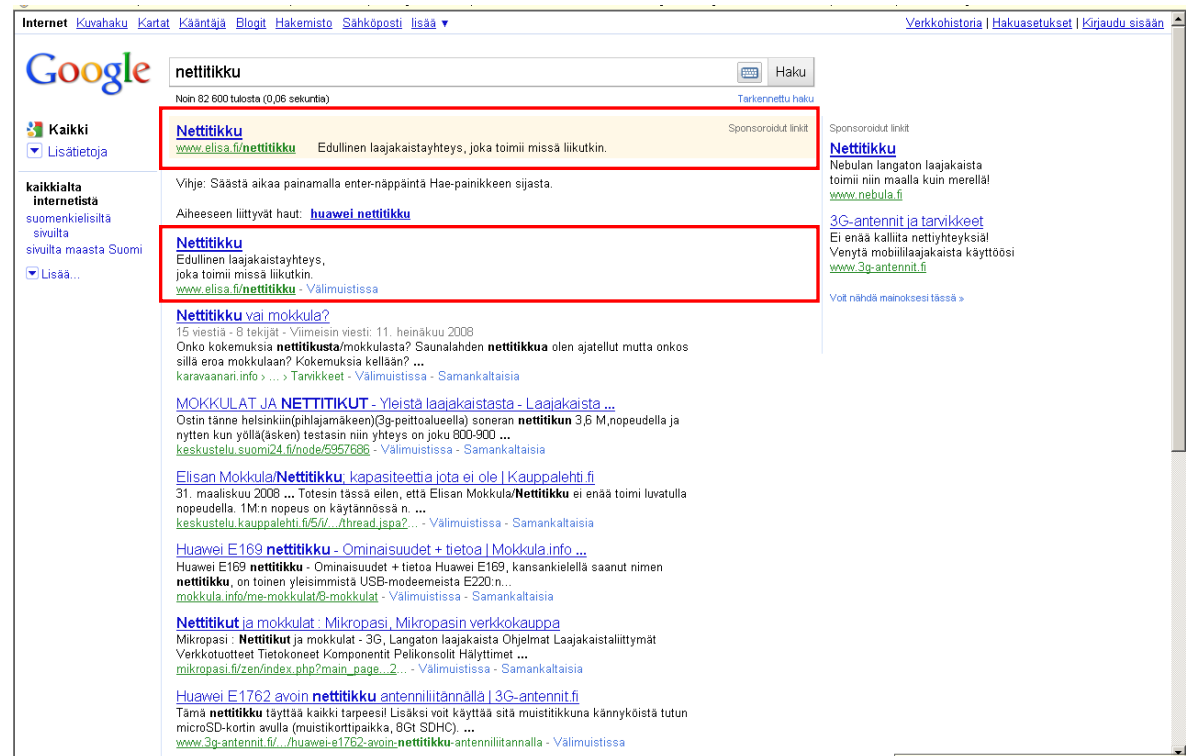
Please think now about .....  
You decide to look into different **nettitikku** options online using a search engine. You type the words "**nettitikku**" into a search engine and you obtain the results that appear on the following page. Please look at the following page and click on the listing that you believe to be of most interest to your search on **nettitikku**.



## Example of a Top Sponsored / Top Organic Generic: Search Engine Result Page.

### Task Example

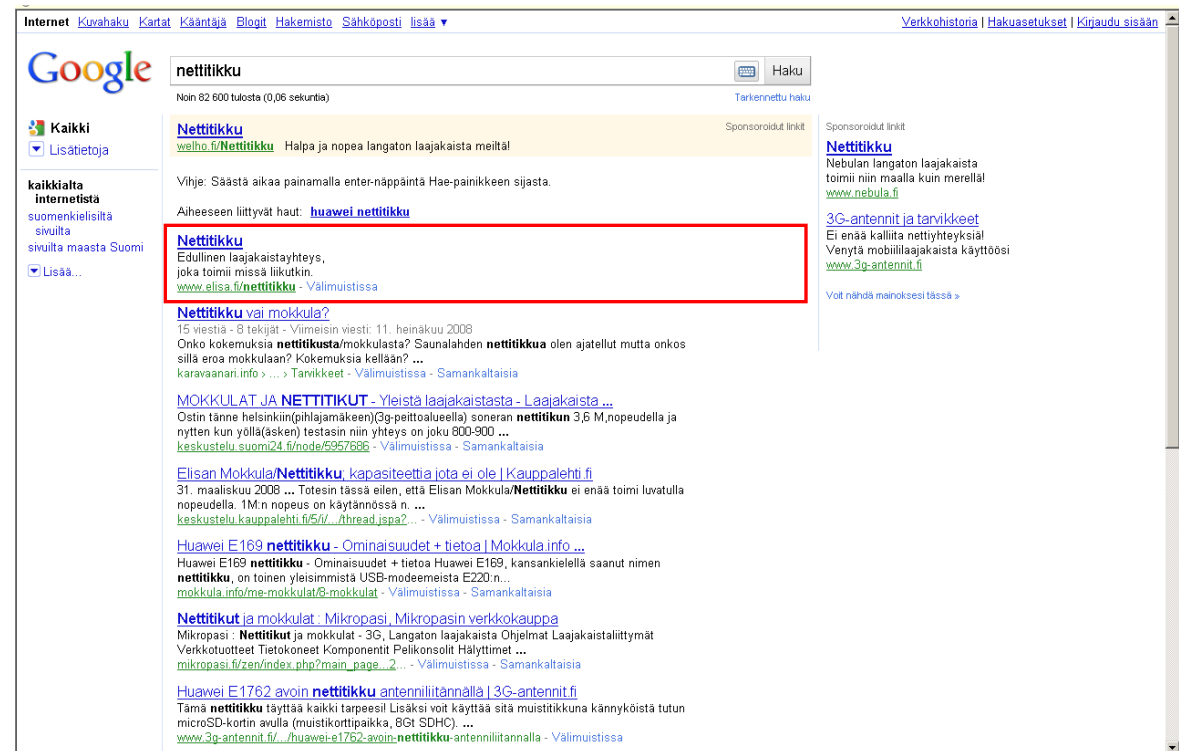
Please think now about .....  
You decide to look into different **nettitikku** options online using a search engine. You type the words "**nettitikku**" into a search engine and you obtain the results that appear on the following page. Please look at the following page and click on the listing that you believe to be of most interest to your search on **nettitikku**.



## Example of a Top Organic Generic: Search Engine Result Page.

### Task Example

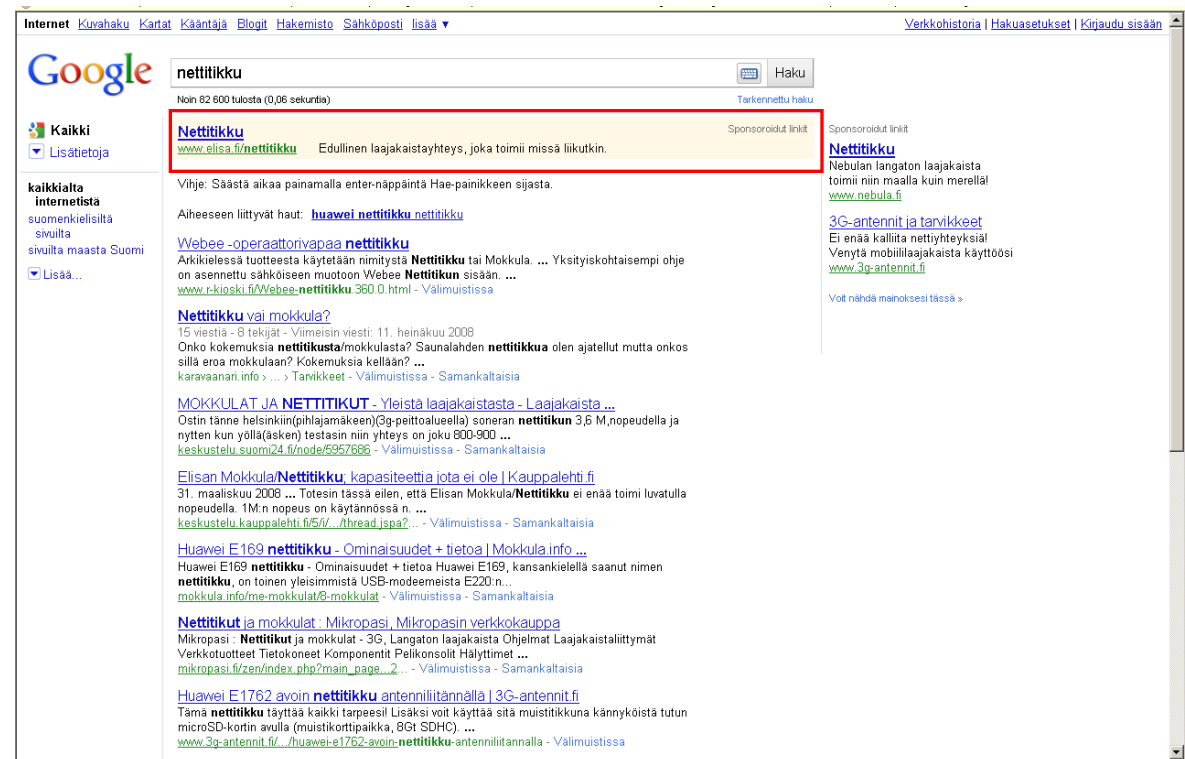
Please think now about .....  
You decide to look into different **nettitikku** options online using a search engine. You type the words "nettitikku" into a search engine and you obtain the results that appear on the following page. Please look at the following page and click on the listing that you believe to be of most interest to your search on **nettitikku**.



## Example of a Top Sponsored Generic: Search Engine Result Page.

### Task Example

Please think now about .....  
You decide to look into different **nettitikku** options online using a search engine. You type the words "nettitikku" into a search engine and you obtain the results that appear on the following page. Please look at the following page and click on the listing that you believe to be of most interest to your search on **nettitikku**.





Thank you for your attention!

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Finland – Brand Value of Search