

# Savvy Competition

› 80% of advertisers include the Internet in their marketing mix

› 24% of budgets went to online, for B2B marketers using online media

› 105,000,000 current broadband users in the USA; 124,000,000 in 2006

› Google/Yahoo!/MSN/AOL account for 50% of U.S. searches; 30% of world searches

› Rate of Internet ad growth increasing at 6 times print, 8 times TV & Radio

› Effective Internet Advertising includes benefit statements & call to action

› Search & display ads account for 60% of Internet ad spending

Source: 2006 eMarketer, Inc.; 2006 Incisive Marketing, LLC; 2006 iEntry, Inc.