



The State of Search in B2B

Jennifer Howard
Head of B2B Markets
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Panelists



Erik Engman, eCommerce Investment Manager

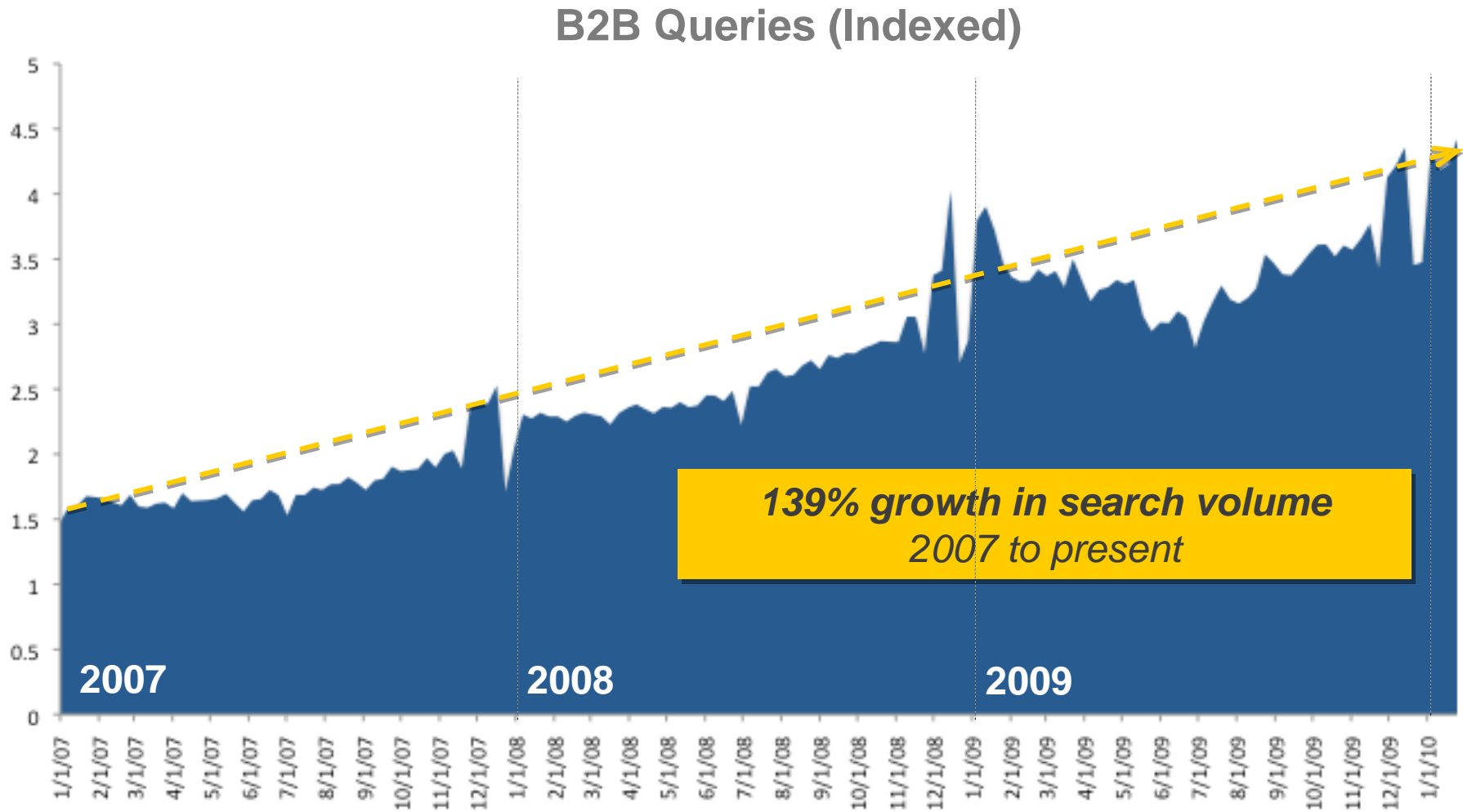


Barb Gilles, B2B Team Manager

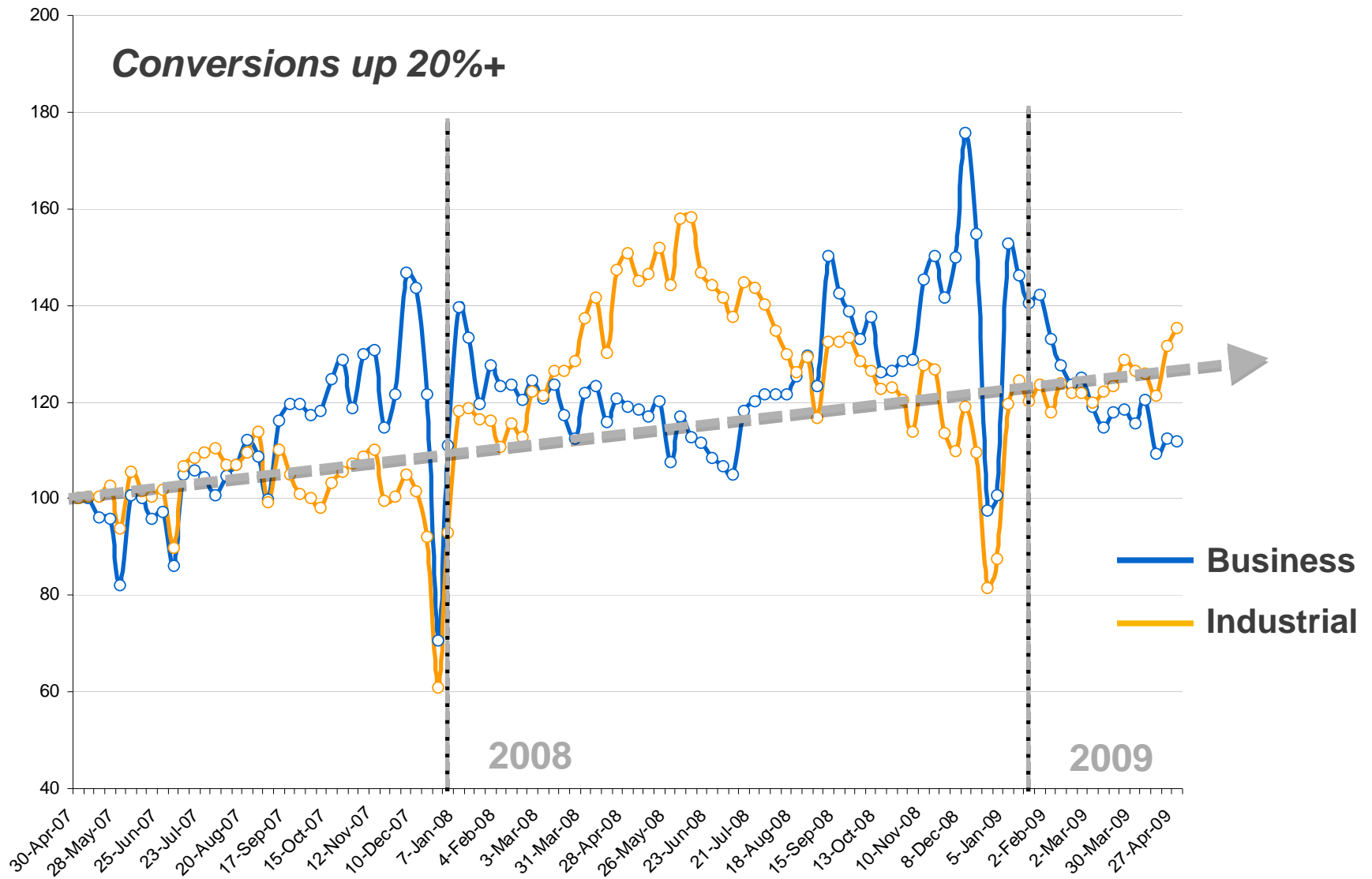


Jeff Woelker, Senior Digital Strategist

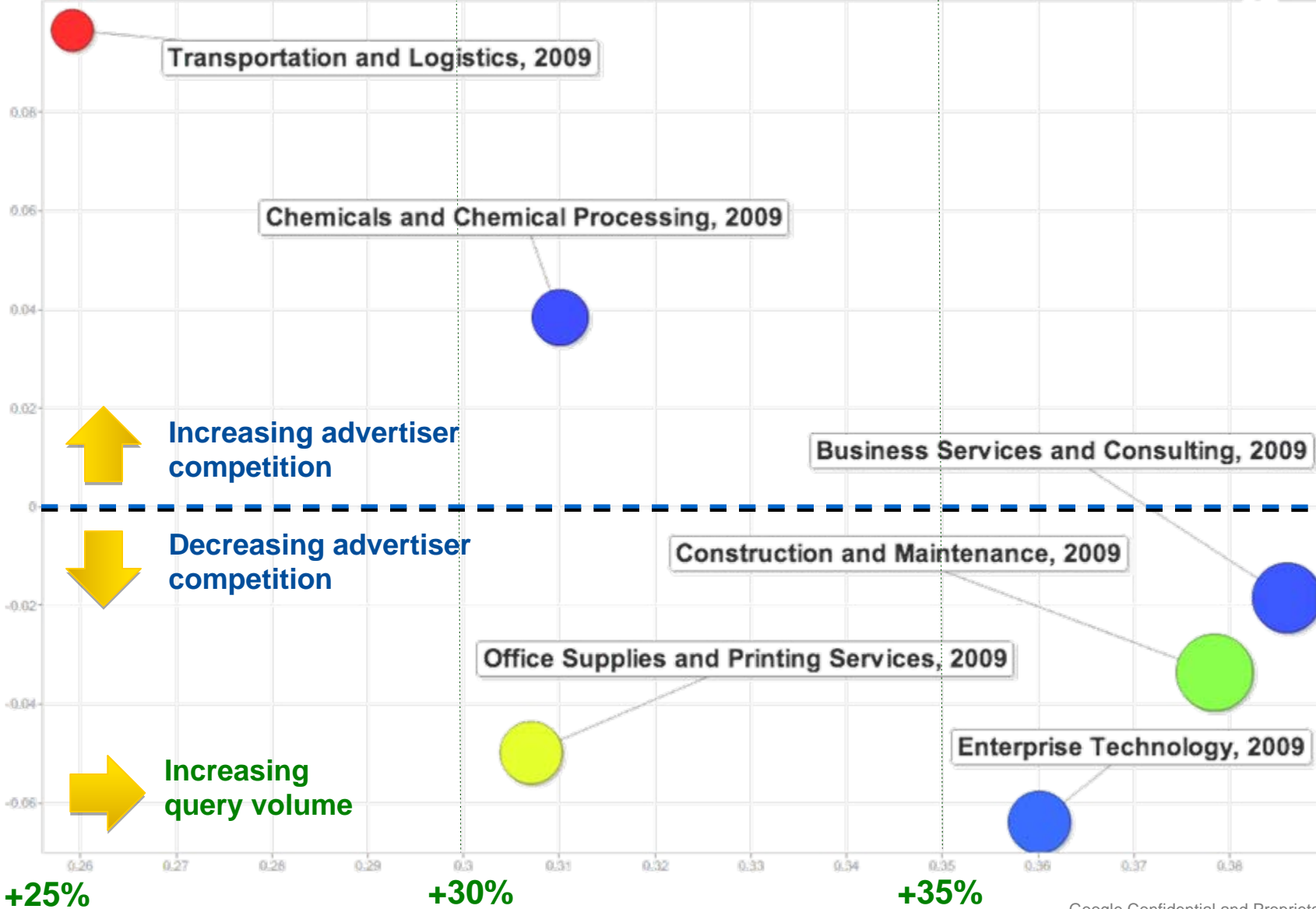
Continuing Growth on B2B Search Terms



Conversions Follow Clicks



Growth Trends in Search Advertising



Source: Google Internal Data

New Research: Tough to Reach Buyer Audiences

1



**The
C-Suite**

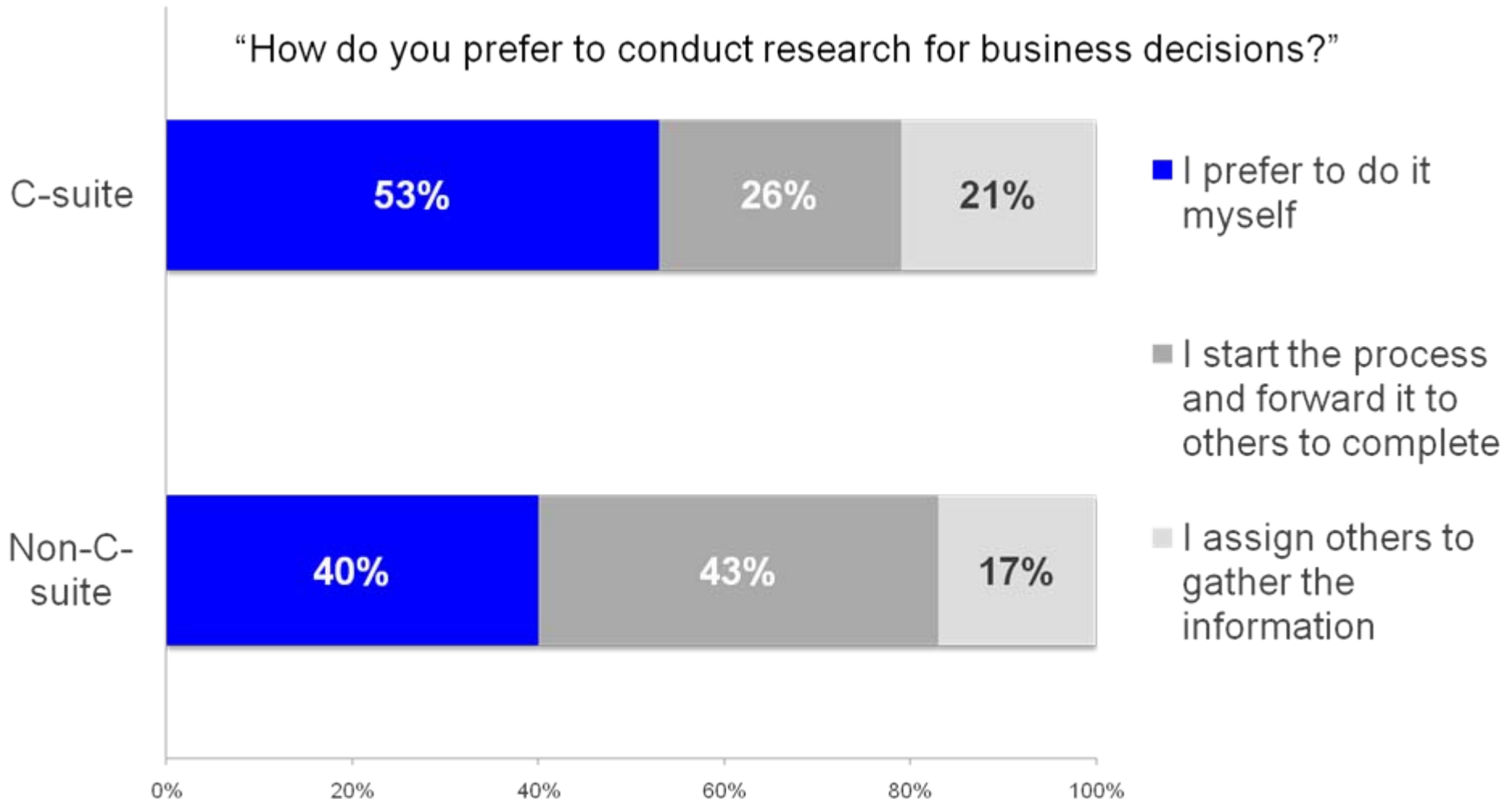
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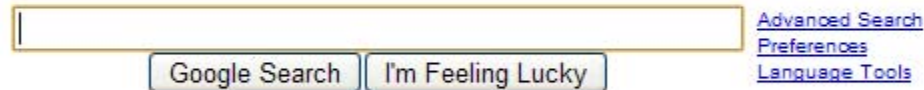
**Small
Business
Buyers**

Contrary to Stereotype: The CEO Researcher

The C-suite is more likely to gather business information on their own



The C-Suite Uses Search Daily for Business



64% of C-level execs conduct
6 or more searches per day
to locate business information

*...and are more likely to use search frequently
than lower-level execs*

Search is the Source for SMB Procurement



77% of Small Business owners use Search engines to **find business suppliers**

For **52%**, Search engines are the **tool they turn to first**

80% find Search engines to be the **most effective tool** for finding suppliers

The Rest of the Media Mix Drives Search

*We asked senior execs:
What prompts you to search
for business information?*



**Word-of-Mouth
from Colleagues**
66%



Television
53%



Print
64%



Radio
40%



Search a critical touchpoint across whole cycle

