

Google @ INMA Classified Conference

10th of March 2005

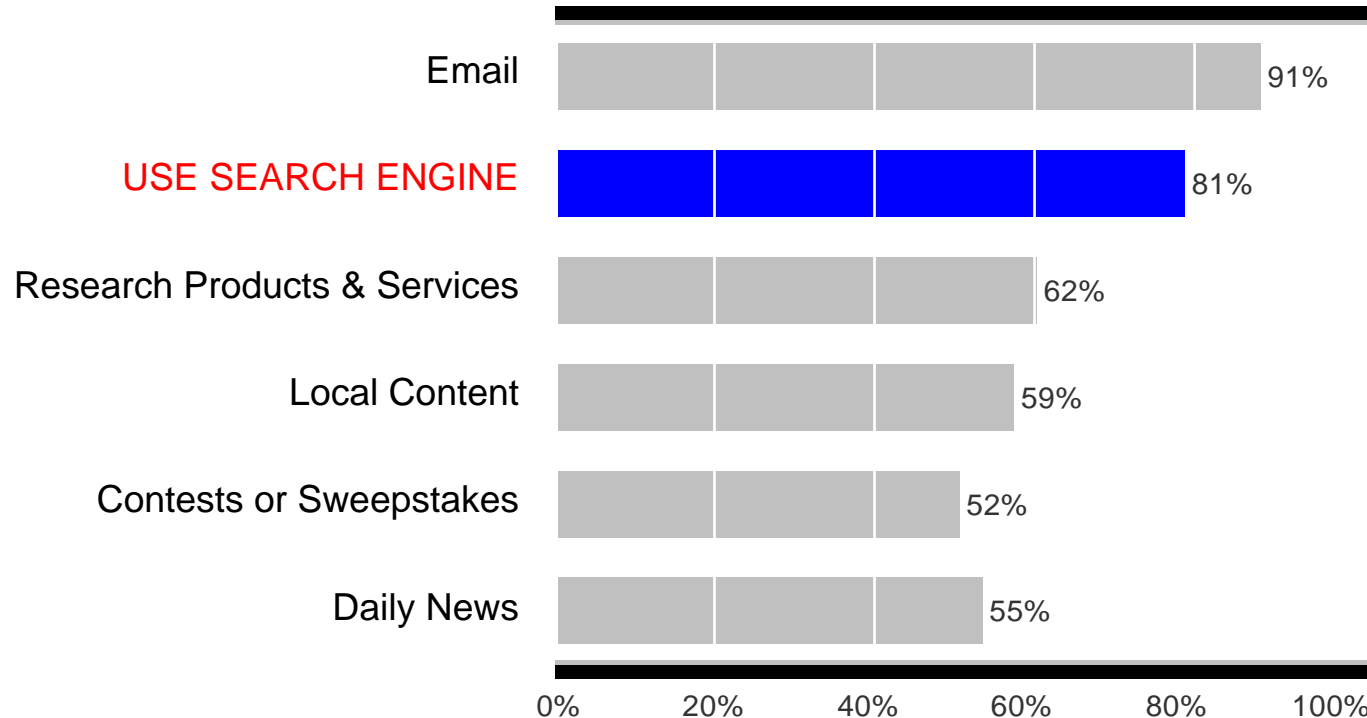
Maurice Pothof

Sales Manager Google Benelux



Organize the world's information
and make it universally accessible
and useful

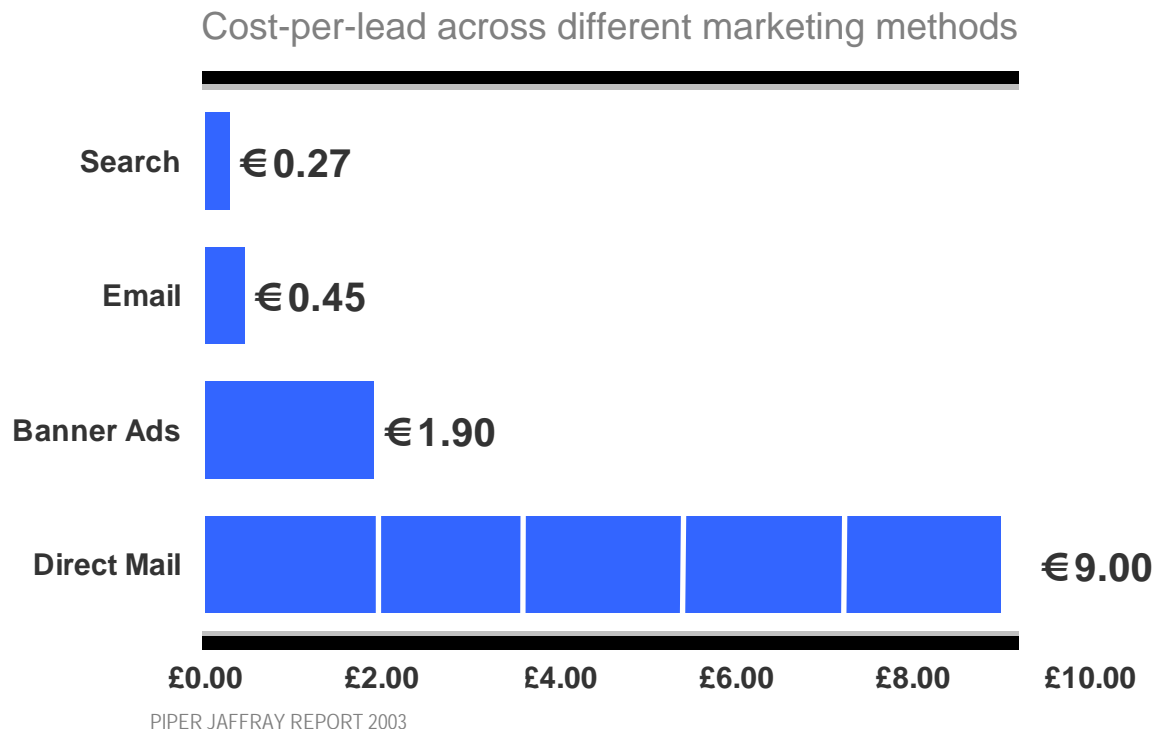
Online Population is Searching



SOURCE: JUPITER/THE NPD GROUP, INC. INDIVIDUAL USER SURVEY, JUN 2003

- Search is the #2 activity on the web, behind email
- 79% of web users use search to navigate the web

Search Drives Qualified Leads For Less



- Average acquisition cost: €10- €15 vs. the online average of €50

PIPERS JAFFRAY EQUITY RESEARCH, MARCH 2003

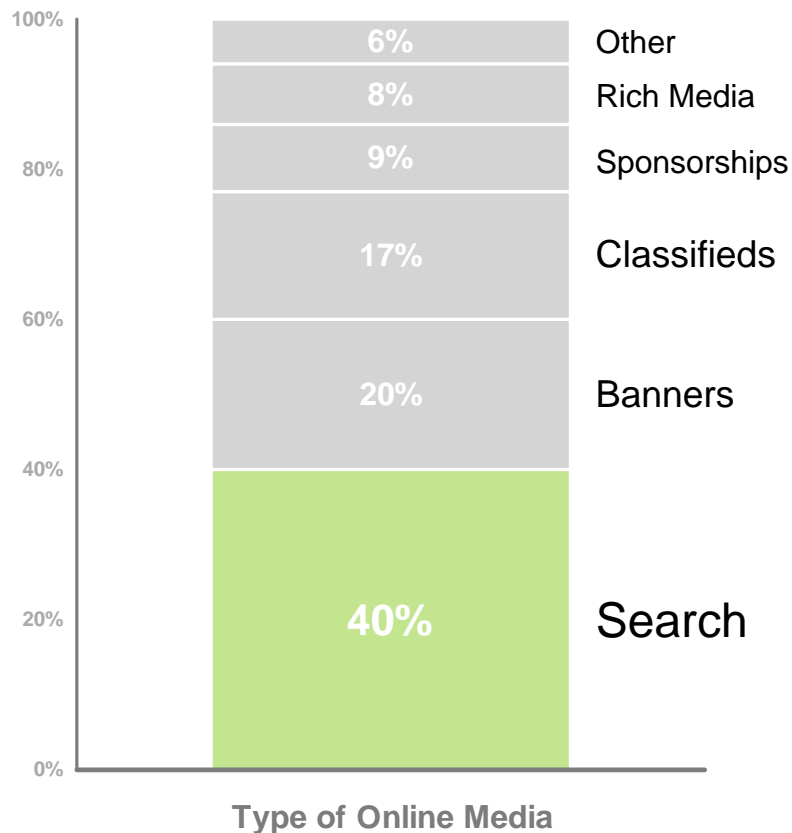
- 59% of websites receive more than half their traffic from search engine referrals

JUPITER RESEARCH, 2002



Search Now the Largest Share of Online Ads

% Online Advertising Revenue



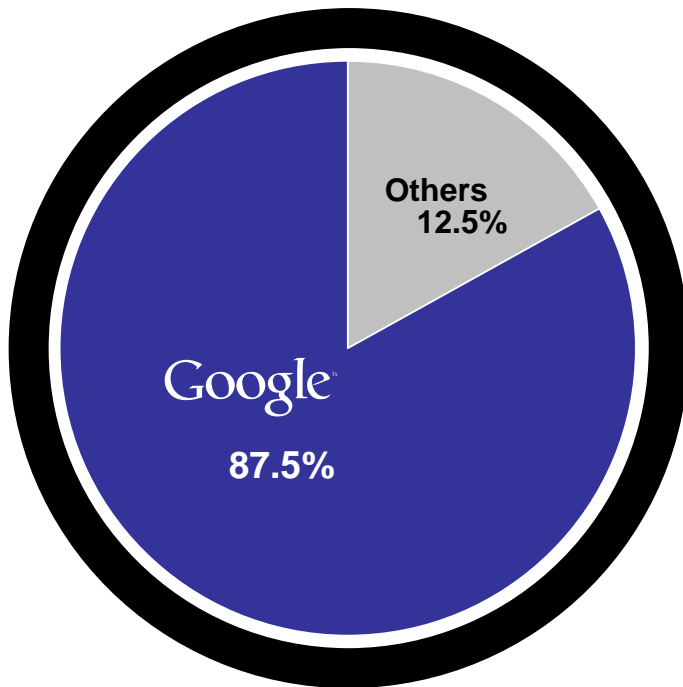
Growth of Search: Marketers are voting with their pounds

- Search now the most dominant form of online advertising
- Nearly 3x growth in since start of 2003
- 73% search penetration

Google reach in the Netherlands

Google is **#1 in search in the Netherlands**

% search related pageviews in the Netherlands



Nielsen/ Netratings June 2004

Size: 2nd biggest website in the Netherlands

ComScore Media Metrix Dec 2004

Users: 6.0 million unique users in the Netherlands

ComScore Media Metrix Dec 2004

Reach: 70% of all Dutch Internet users

ComScore Media Metrix Dec 2004

How Does Search Advertising Work?

Search Term

Web Images Groups News more »

Google

florists Search Advanced Search Preferences

Search: ☐ the web ☒ pages from the UK

Web Results 1 - 10 of about 477,000 for florists. (0.33 seconds)

Official Interflora Site
www.interflora.co.uk Beautiful flowers and high quality gifts with same day UK delivery

Flowers From £9.99 - UK
www.bunches.co.uk Great value fresh flowers and gifts Free chocolates & Free UK delivery

Florists flower delivery bears balloons gifts UK - Casa Rosa ...
Florists UK Same Day flower Delivery. Send Flowers Balloons Bears & Gifts to Cambridge or anywhere in the UK. ...
www.casasoflorists.co.uk/ - 18k - 10 May 2004 - [Cached](#) - [Similar pages](#)

INTERFLORA: online florists provides same-day delivery of a ...
Florists Interflora, sending flowers online in the UK, and for flower delivery worldwide. ...
www.interflora.co.uk/ - 20k - 10 May 2004 - [Cached](#) - [Similar pages](#)

Eden4flowers.co.uk
Fresh flowers, chocolates, teddy bears and balloons offered online for same and next day delivery.
www.shirleys.co.uk/ - 1k - [Cached](#) - [Similar pages](#)

Florists - Order Flowers, Send Flowers and Have Flowers Delivered ...
Find UK Florists and Buy and Send Flowers Online by UK Florists with Find Florist UK - Order UK Flowers for any occasion - Looking to find real not virtual ...
www.findflorist.co.uk/ - 101k - [Cached](#) - [Similar pages](#)

Flowers UK: Florists UK Send Flowers, Flower Shops, Flower Gifts ...
Flowers UK - Florists UK - Worldwide Flower Delivery - Chocolate Gifts UK- Send Flowers - Please wait for page to load. ... Online Florists UK/ Flowers UK. ...
www.flowersbyfloristsuk.co.uk/ - 101k - 10 May 2004 - [Cached](#) - [Similar pages](#)

Florists UK
... WORDING IN BOLD BLACK IS THE LINK TO THE WEB SITE. FLORISTS. Governing Bodies/Institutes/Associations. Flower Import Trade Association ...
www.britishcompanies.co.uk/florists.htm - 36k - [Cached](#) - [Similar pages](#)

Flower Shops, Florists and Flowers Delivery - Online Shopping ...
... Flowers Shops and Florists. Buy beautiful fresh flowers from our selection of the best online florists and flower shops. Clare Florist ...
www.shopsafe.co.uk/flowers.htm - 53k - 10 May 2004 - [Cached](#) - [Similar pages](#)

Sponsored Links

Stunning Bouquets & Gifts
Delivered to UK & Ireland. Quick, Easy & Secure Online Ordering.
www.0800-blossoms.com

Send Flowers - Same Day
100's of Pictures (UK & World)
We email you when Delivery complete
www.natural-link.co.uk

Flower & Bouquet Delivery
Beautiful Fresh Flowers from £14.00
Lilies, Carnations, Freesias, Roses
www.freshflowersbypost.com

Send Flowers from £14.99
Send direct from the grower - Fresher than any Florist
www.post-a-rose.com

Canada Flowers
Save money. All-inclusive prices. Canadian delivery. Secure. Easy.
www.canadaflowers.ca

Flowers
Next Day Delivery From Leading UK Florists
www.Top-Flowers.co.uk

Super Value UK Flowers
Express Delivery Service - Six Days
Also Hampers, Fruit & Gift Baskets
BloomingBritain.com

Google AdWords

Search Results

Google's ranking

An ad's position on the page is determined by performance and price:

- $\text{CTR} * \text{CPC} = \text{Position Rank}$
- Two ways to improve an ad's ranking on AdWords:
 - i. Increase maximum CPC
 - ii. Increase CTR

Toshiba Digital Cameras
Buy Toshiba Digital Cameras direct
High resolution digital cameras!
www.shoptoshiba.com
Interest: 

CPC: €1.00

CTR: 2%

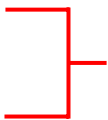


Rank index: 2

Digital Camera Software
Powerful photo software for all
cameras. Print, email, free trial!
www.picasa.net
Interest: 

CPC: €0.30

CTR: 1.5%



Rank index: 0.45

Google's discounter

The AdWords Discounter minimises your costs by setting your CPC as low as possible:

- You pay only €0.01 more than the minimum necessary to maintain your position on the page

Example

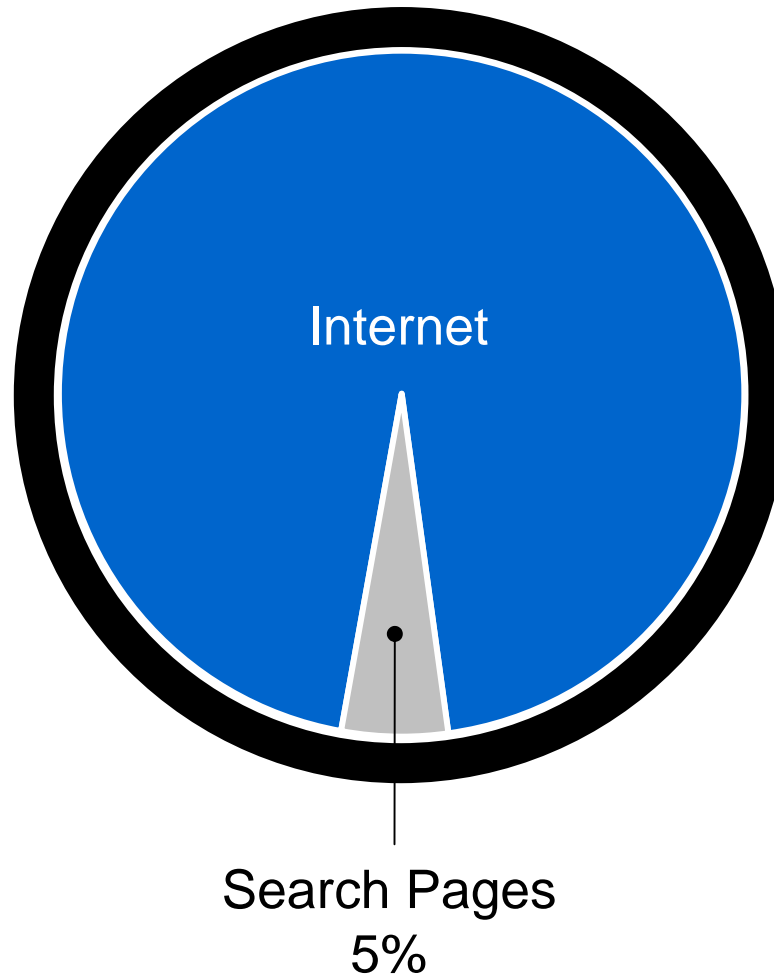
	Max CPC		Advertiser Pays*
Advertiser 1:	€ 1.00	➡	€ 0.76
Advertiser 2:	€ 0.75	➡	€ 0.51
Advertiser 3:	€ 0.50	➡	€ 0.11
Advertiser 4:	€ 0.10	➡	€ 0.05
min € 0.05			
* Assuming each advertiser has the same CTR			

Google AdWords: Targeting via Search partners

The screenshot shows the Planet Internet website with a search bar containing 'digitale camera'. The search results are displayed under the heading 'Zoekresultaat'. A large black oval highlights the 'gesponsorde links' (sponsored links) section, which includes several advertisements for digital cameras, such as 'Digitale camera's voor bodemprijzen' and 'Dell Assortiment'.

The screenshot shows the Home.Zoeken website with a search bar containing 'digitale camera'. The search results are displayed under the heading 'Zoekresultaten'. A large black oval highlights the 'Gesponsorde resultaten' (sponsored results) section, which includes several advertisements for digital cameras, such as 'Actie digitale camera's' and 'Dell Assortiment'.

Search is only 5% of the web



Google AdWords: Targeting via Content

[Main](#) | [Articles](#) | [About](#) | [Account management](#) | [Breadbox](#) | [Forums](#) | [Folding](#) | [News archive](#) | [Store](#) | [Search](#) | [Report news](#)

THE TECH REPORT

The Rome MP3: Portable MP3 player—with a twist

by Jer "Azonic" Davis

The story begins

I've been a fan of MP3s for quite a while now. I've even gone as far as converting our entire CD collection to the format, as well as building a [CAJUN](#) system for my Chevy S10 Blazer.

I'm sure you've all seen the various portable digital music devices that have been released over the past year or so. Starting with the [Diamond Rio](#), and continuing through [literally dozens](#) of players, all very similar in design to each other.

Well, a while ago while, flipping through an issue of "Portable Computing" magazine, I came across an article detailing several of the portable MP3 playing devices currently on the market, and one of them really caught my eye.



First impressions

When my [RomeMP3](#) player finally arrived, I was really excited! Being the impatient person I am, I couldn't wait to tear into the package and start playing with my shiny new toy. After getting the shipping box open, I was greeted by a nicely designed retail box. After admiring the pretty box for about 1.5 seconds, I returned to the task at hand and pulled out the inner packaging. The Rome package includes the player itself, a 1.2v rechargeable battery, battery charger, parallel port data cable for transferring your files, a CD-ROM, the instruction manual, and a pair of ear-bud style headphones.

When you first receive your [RomeMP3](#) player, you're supposed to charge the battery for a full 3 hours. I didn't. Like most of us would, I wanted to play with this sucker immediately. Unfortunately I ran into a few snags, so I ended up sticking the battery in the charger. I then tried to forget about my new toy until it was time to go home.

The software

The software that ships with the [RomeMP3](#) player claims it's compatible with Windows 95, Windows 98, and Windows NT. That wasn't entirely the case. At the time I got the Rome, the only NT software available was far from functional. It was unable to connect to the Rome, and despite all of my efforts, I just couldn't make it work. I was thwarted again when I got home. My

Ads by Google

Discount 40GB MP3 Players
PC/Mac compatible. No software needed. Record voice/FM direct.
[www.DigMind.Com](#)

Portable Mp3 Players
Find Best Prices on Portable Audio Compare Products & Stores to Save
[www.pricegrabber.com](#)

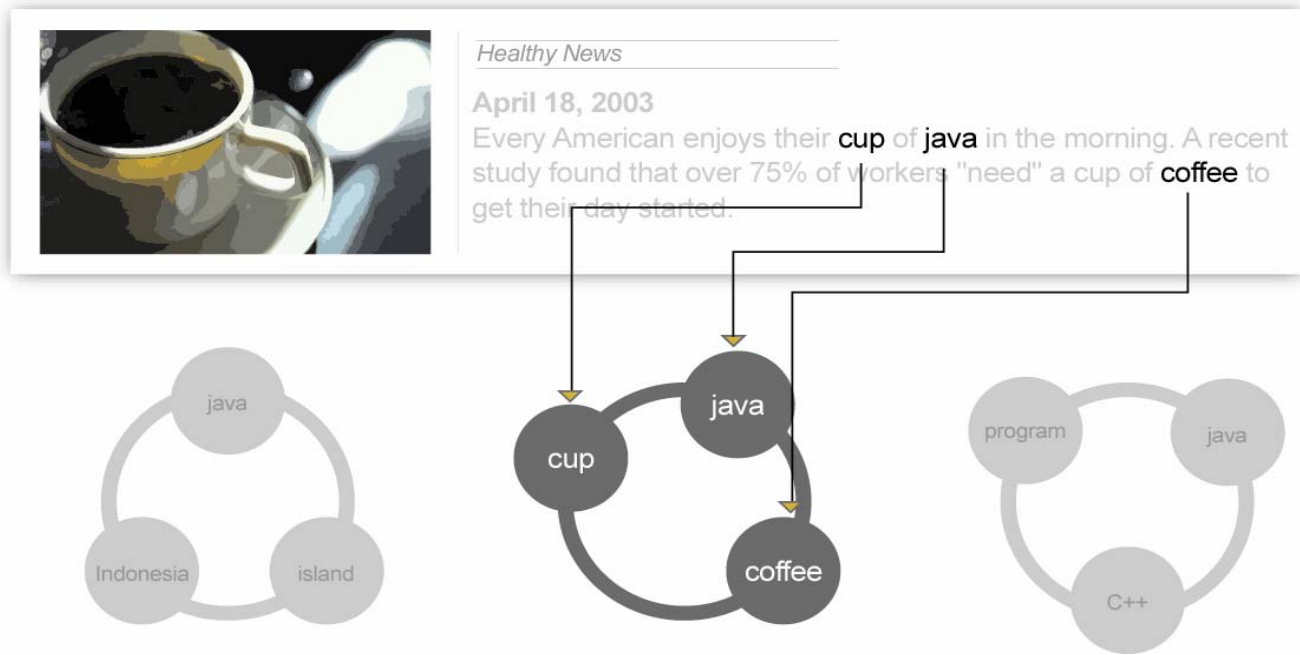
MP4 Video To Go - \$149
Get a MP3/MPEG4 ZVUE personal video player for \$150!
[www.ZVUE.com](#)

MP3 Players
Bottom Dollar Prices on Electronics Fast & Free Comparison Shopping!
[www.bottomdollar.com](#)

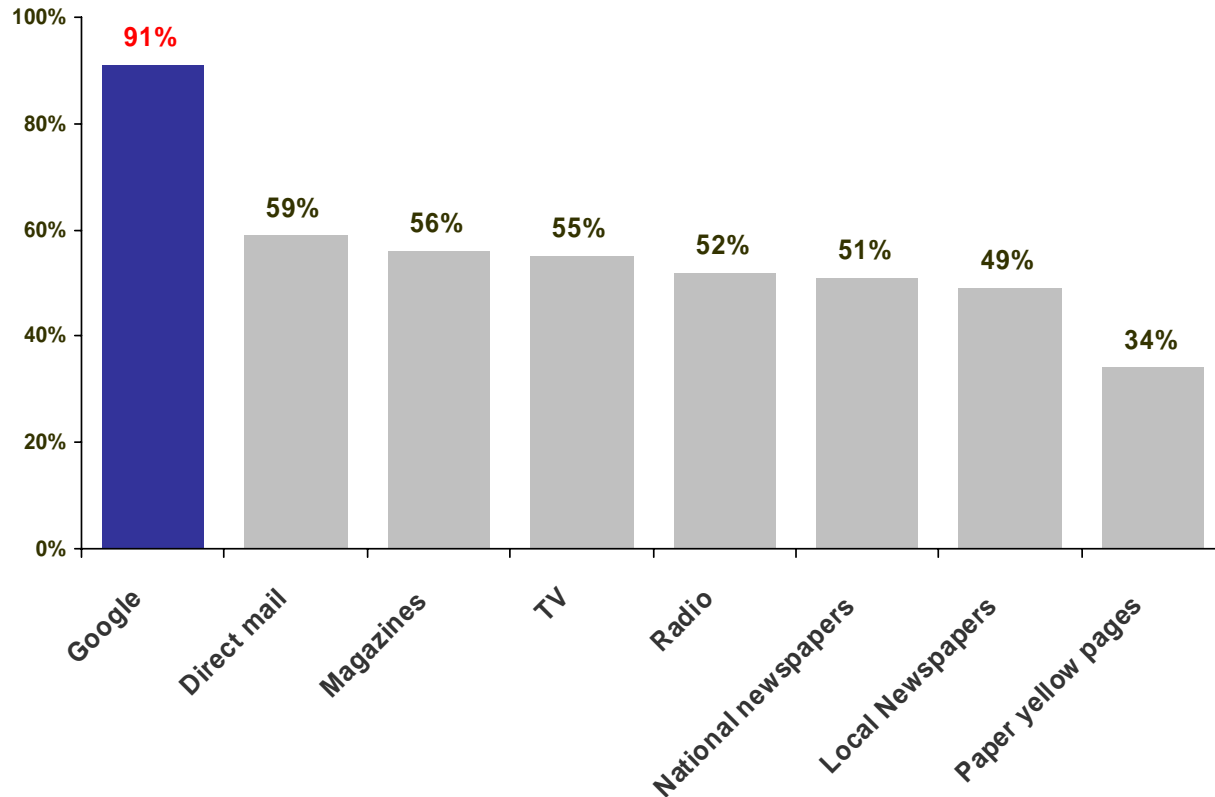
ARTICLES &

Google AdWords: Precise Targeting

Google Technology Knows **Java** from **Java**



Google Marketing: Advertiser Satisfaction

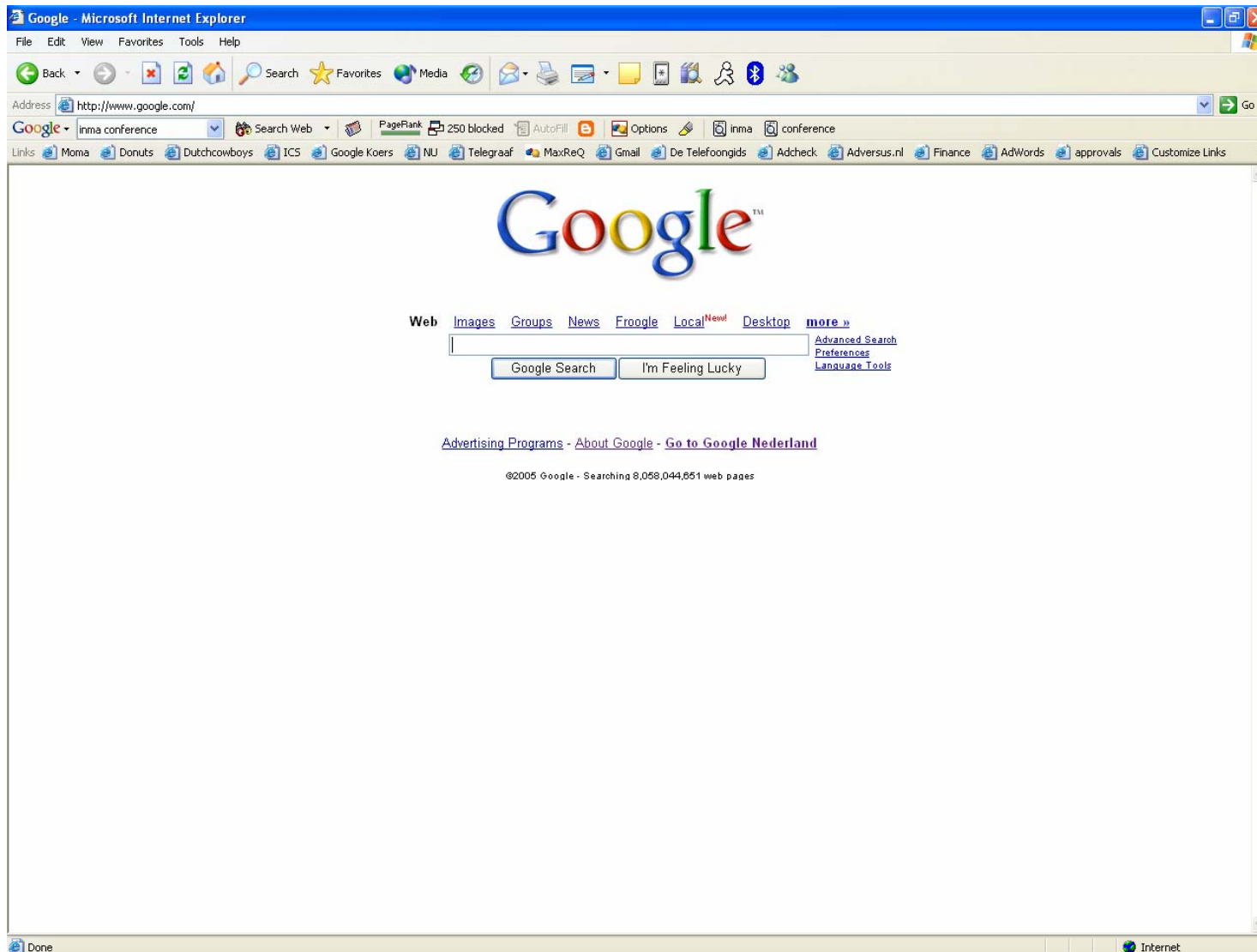


Satisfaction with Google is **50% higher** than all other marketing media.

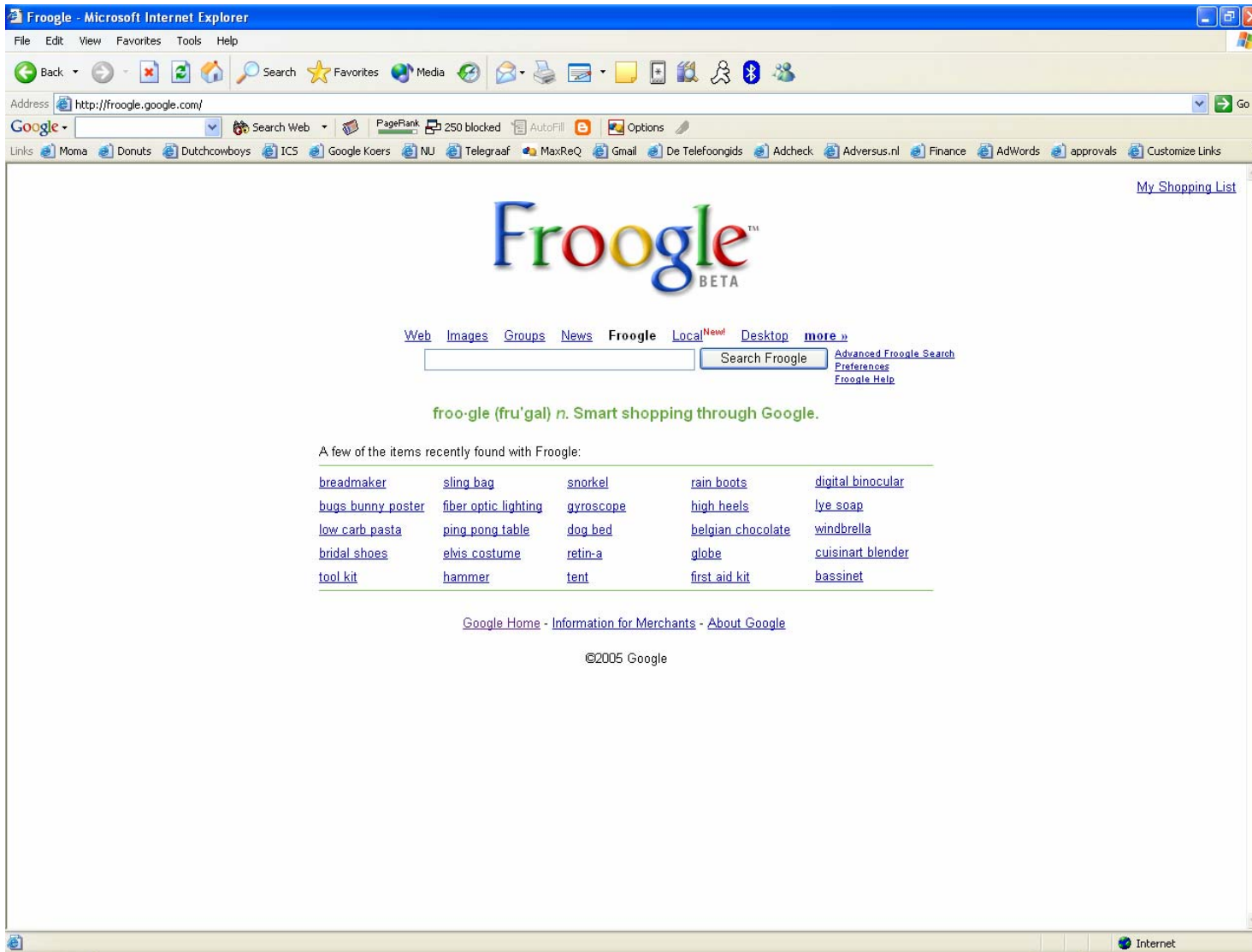
Google Products



Google Search



Froogle

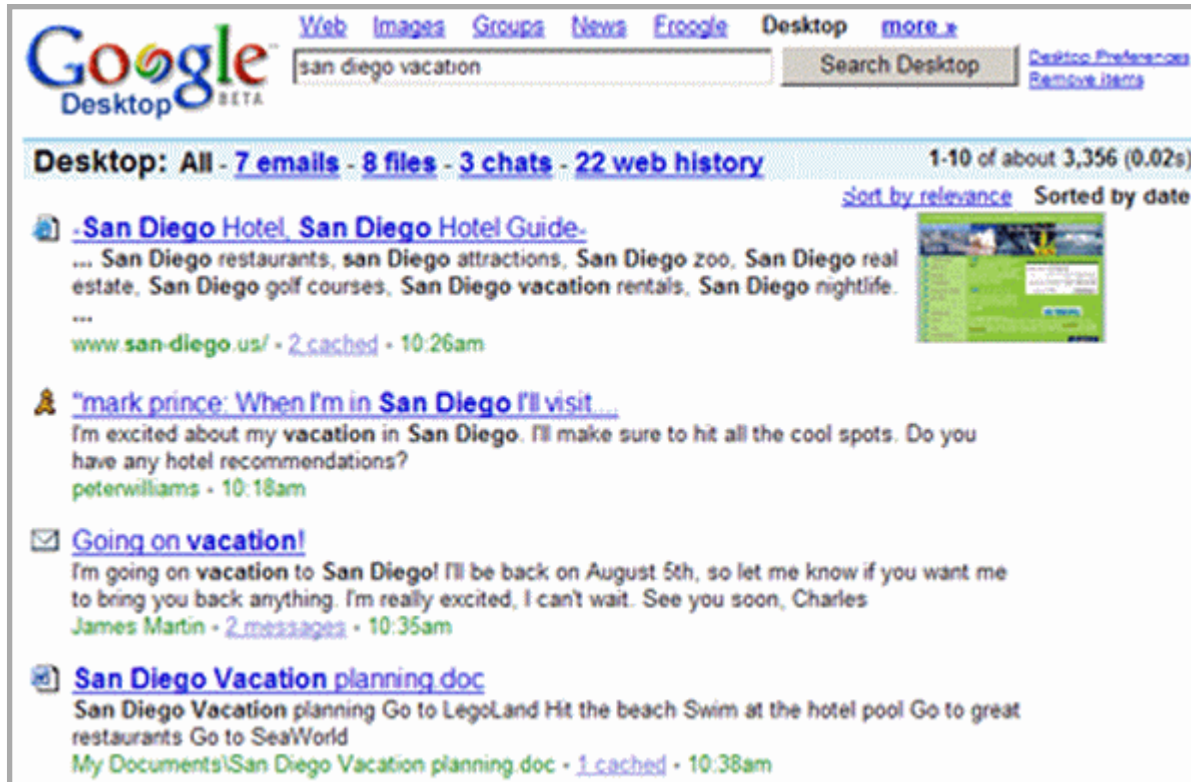


Google News

The screenshot shows the Google News homepage as it appeared in the early 2000s, viewed through Microsoft Internet Explorer. The browser's address bar displays the URL <http://news.google.com/news?hl=en&ned=us&ie=UTF-8&q=google>. The search bar contains the word "google". The page features a sidebar on the left with navigation links for "Top Stories", "World", "U.S.", "Business", "Sci/Tech", "Sports", "Entertainment", and "Health". The main content area displays a list of news stories, each with a headline, source, and time. The stories include:

- Google personalizes news site** (ZDNet - 4 hours ago): Google added new flexibility to its news aggregation site Wednesday, promising users the ability to customize the page. [Google News ...](#) [Google Launches Personalized News](#) Always On [all 3 related >](#)
- Google takes search software out of test tube** (Times of India, India - 10 hours ago): SAN FRANCISCO: Google Inc.'s free software for helping people find information stored on computer hard drives emerged from test mode today with an upgraded ...
- AOL plans and GoIP (Google's VoIP) rumours raise VOIP stakes** (Net4nowt, UK - 1 hour ago): ... Whilst yet to be revealed to the public rumors are abound that VoIP would be an ideal extra service to add to the Google portfolio. ...
- Yahoo May Launch Version of Google AdSense** (Search Engine Journal - 7 hours ago): Dozens of well placed rumours lead back to a potential challenge to Google's almost unfettered rule of the contextual advertising market. ... [Yahoo ready to take on Google's AdSense](#) Corante [The Ratings Game](#) MarketWatch [all 6 related >](#)
- Australia weighs Google-like auction for Telstra** (International Herald Tribune, France - 19 hours ago): CANBERRA The government of Australia said Wednesday that it would consider an Internet share auction similar to Google's initial public offering as part of the ...
- Google sniffs around VoIP conference** (Silicon.com, UK - 23 hours ago): A team of Google honchos met this week with several net telephone service providers, sources familiar with the talks told silicon.com's sister site CNET News ... [Google VoIP rumours fuelled](#) ZDNet UK [all 2 related >](#)
- Will GoIP (Google's VoIP) make the telecoms gulp?** (ZDNet - 10 hours ago): OK, I made "GoIP" up. Before a rumor get's started, there's no such thing as a Voice over IP offering (VoIP) from Google called GoIP (Googlevoice over IP). ... [Google window-shops for VoIP](#) CNET News.com

Google Desktop Search (Beta)

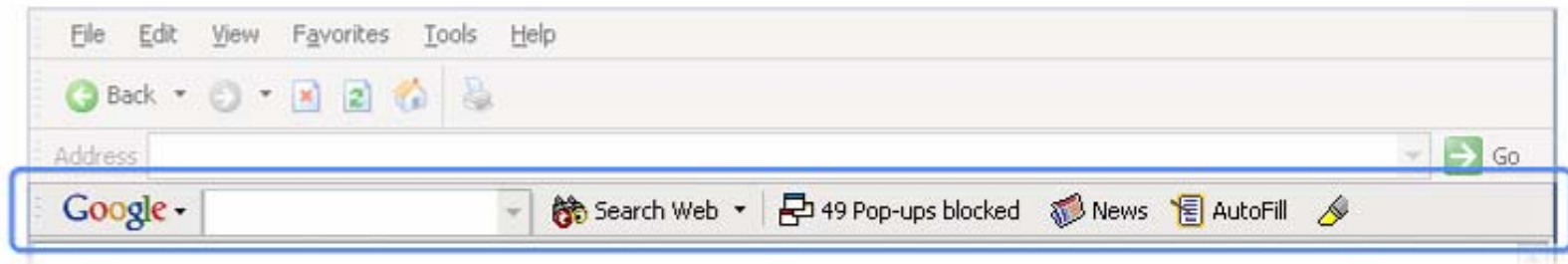


- Bringing the **speed** and **simplicity** of Google web search to your desktop
- Search the full text of **files**, **emails**, viewed **web pages**, and **chats**
- **Free** download

Learn more about Google Desktop Search (Beta): <http://desktop.google.com>

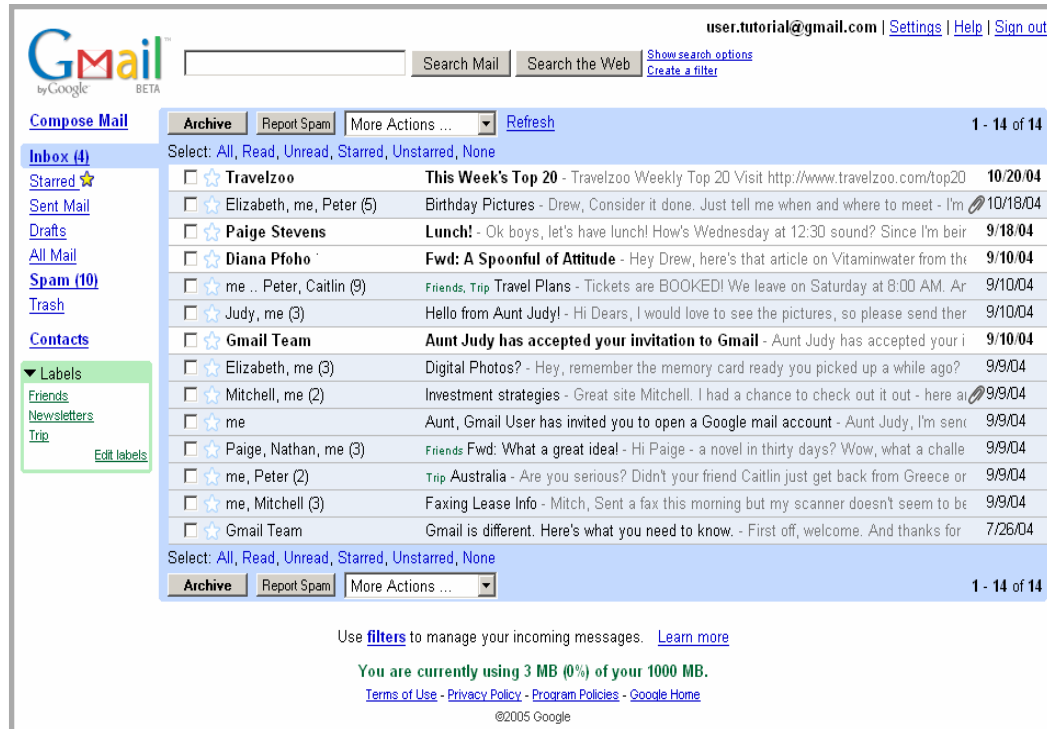


Google Toolbar



- Use Google search without having to return to Google.com
- Simply click inside the text box, type a query and hit Enter
- Free, quick to download, and easy to use

Gmail

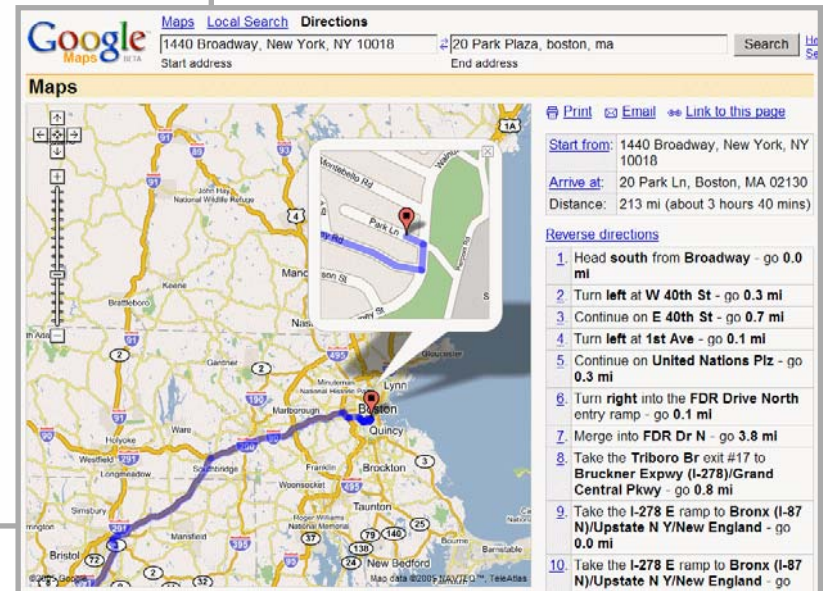
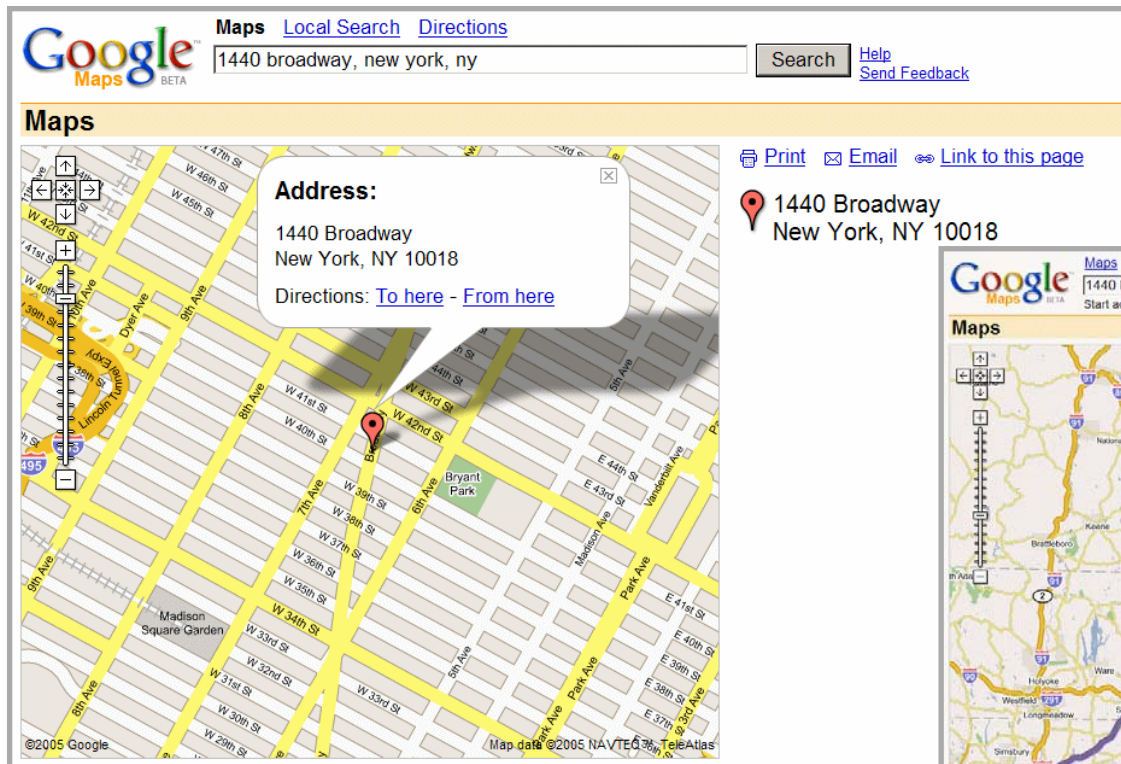


- Built on Google search technology to help you quickly and easily find the exact message you want
- Comes with 1,000 megabytes (1Gb) of free storage
- Messages are grouped together and displayed in “Conversation View” to help you see messages in context
- No pop-up ads or untargeted banners. Only relevant text ads and links to related web pages of interest

Learn more about Gmail: <http://gmail.google.com>



Google Maps (Beta)



- Search for **addresses** and driving directions
- **Locate businesses** in your neighborhood – integration with Google Local
- New features: maps are **draggable** and can be as **large as your screen**

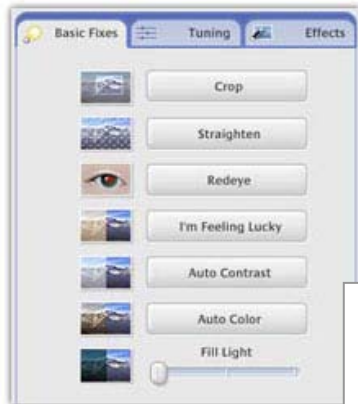
Learn more about Google Maps: <http://maps.google.com>



Picasa

With Picasa v2, photographers of all skill levels are better able to categorize, edit and share their digital photos

- Photo Editor



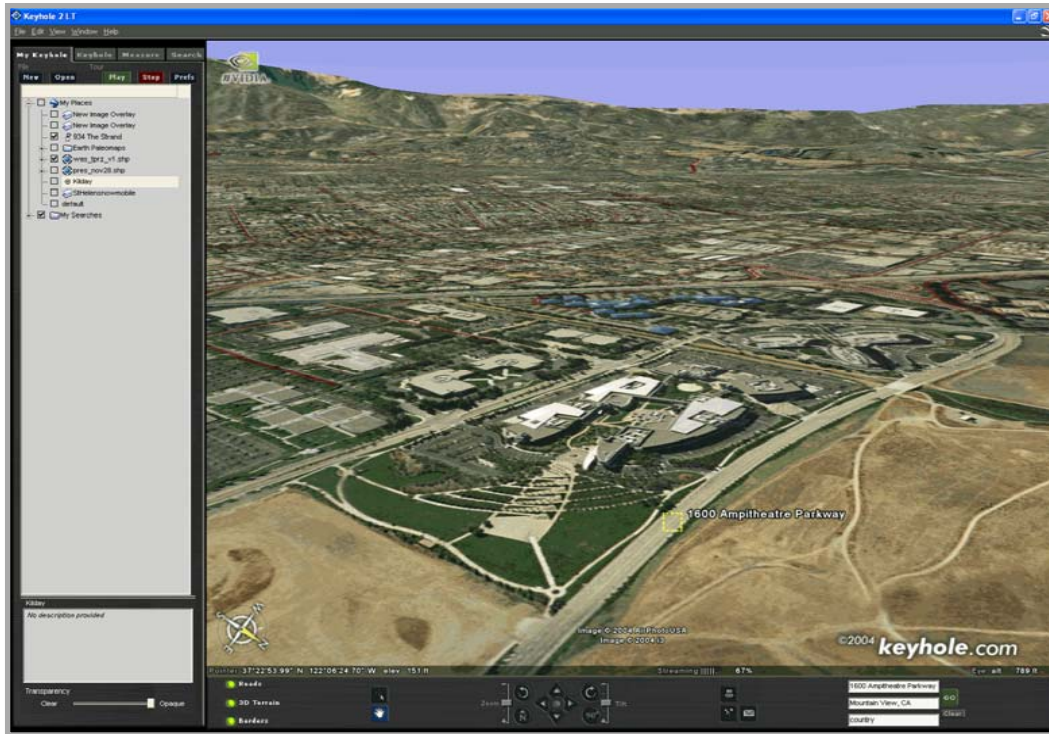
Slide Show



- **Picasa v2** launched January 2005
- **Locates and organizes** all the pictures on your computer
- Improved **basic photo fixes** and amazing effects
- Automatic resizing makes it **easy to send photos** via email
- It's easy to make slideshows, export photos, or print at home

Learn more about Picasa: <http://www.picasa.com>

Keyhole – A Browser For the Earth



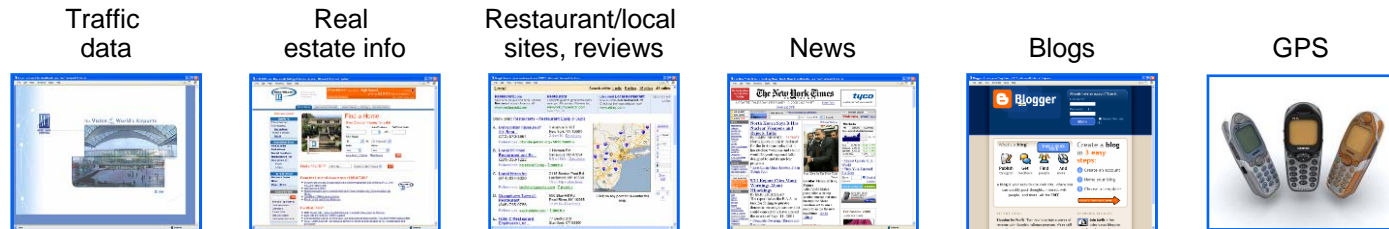
- More than 12 Terabytes of earth data
- More than 50% of US population covered
- Resolution of 12.5 cm/pixel in some areas
- US, Canada, and European roads
- More than 6 million businesses



Learn more about Keyhole: <http://www.keyhole.com>



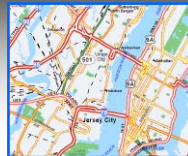
Keyhole – A Browser For the Earth



- Real estate searches
- Travel planning
- Local Search
- Education
- Outdoor recreation – hiking, biking, skiing etc...



Imagery



Maps and business listings



3D tops, building



Digital cameras

Learn more about Keyhole: <http://www.keyhole.com>



Google Video (Beta)

The screenshot shows the Google Video (Beta) search interface. The search bar contains 'patriots vs. eagles' and the 'Search Video' button is visible. Below the search bar, it says 'Results 1 - 6 of about 6 for patriots vs. eagles (0.04 seconds)'. There are four video results listed, each with a thumbnail, title, description, and broadcast information. A blue arrow points from the first result to the detailed view on the right.

George Michael Sports Machine
Highlights, features, live interviews, rumors and sports gossip.
... doesn't work. Warrick Dunn stopped short of the goal line. Seahawks win 28-26. They v
N.F.C. Westest. Here is th
longest current streak of p
Philadelphia **eagles**...
KNTV - NBC Network - Mon Jan 3 2005 at 12:00 AM PST - 30 minutes

NFL Football | Super Bowl XXXIX: New England Patriots vs. Philadelphia Ea
The **Patriots** look for their third title in four years while the **Eagles** appear in the Super Bowl for
first time since 1981. From ALLTEL Stadium in Jacksonville, Fla.
... defense has done. You know, you start out the game and the **eagles** offensively struggl
They turned the Ball over. But yet, each time, along the way, the **eagles** defensively, stepp
and have made plays. New England **patriots** started to drive on that last possession. And
create the turnover...
KTVU - Fox Network - Sun Feb 6 2005 at 3:00 PM PST - 4 hours

The Tonight Show With Jay Leno
Political analyst Chris Matthews; Lyle Lovett performs.
... beat the **eagles**. [Audience oohs] [applause] sorry, I was confused. We gotta get a b
you know, I was thinking of a bet. See, Kevin is from Philly, he's a big **eagles** fan. >> Kevi
that's right. [Cheers and applause] Philly! >> Jay: how about this? If the Boston **patriots**
Boston...
KNTV - NBC Network - Thu Feb 3 2005 at 2:05 AM PST - 59 minutes

Mornings on 2
... be playing for the third title in four years. As for the **eagles**, they're look for~R the first tit
last time they were in the super bowl, 190, they were destroyed by the raiders. The **patrio**
led by tom Brady, beating the steelers, 41-27 in the afc championship game, while the **ea**
beat...
KTVU - Fox Network - Mon Jan 24 2005 at 7:00 AM PST - 2 hours



About this show

George Michael Sports Machine
next airs on Mon
Feb 14 2005 at
12:00 AM PST on
KNTV

[Upcoming episodes](#) of
George Michael Sports Machine
for zip code
94043.

[\[edit location\]](#)
[Google web search](#)
for
George Michael Sports Machine

George Michael Sports Machine

Highlights, features, live interviews, rumors and sports gossip.
KNTV - NBC Network - Mon Jan 3 2005 at 12:00 AM PST - 30 minutes

Below is a summary of matches for **patriots vs. eagles**.
Video is currently not available. [More information »](#)



at 3 minutes

>> Mike Martz and the rams will travel to Seattle. They will take on
the seahawks next Saturday in Seattle. Just ahead the broncos
take a ride into the postseason. And here is tonight's Pfizer triffer
why question. Which nfl team owns the longest current streak of
playoff appearances? The negligent **patriots**, Philadelphia
eagles, or the green Bay packers?



at 11 minutes 30 seconds

Here is the answer to the "Pfizer trivia question." Which nfl team
owns the longest current streak of playoff appearances **patriots**,
eagles or packers. The answer is the Philadelphia **eagles** who
have made it five straight years. (Male announcer) introducing
new edge advanced, a refreshingly cool formula... Wow. For an
irresistibly cool shave. Cool. [Doorbell rings] Mark, get the door.
(Mark) Isabella. Marco.



at 14 minutes 30 seconds

Pack host the vikings. Vikings lose to the redskins having lost
seven of the last 10. **Patriots** go 14-2 for the second straight
year. 49ers have the number one pick in the draft and the
steelers win their 14th straight. They are only the fourth team in
history to finish 4- 15-1 knocking the Bills out of the picture. Up to
Orchard Park. Third quarter Tommy Maddox and the materials
lead.

Search Television Programming

- Search over closed captioning of television programs
- View still images and transcripts
- Beta launched January 25, 2005

Learn more about Google Video (Beta): <http://video.google.com>



Google Print

The screenshot shows a Google search for "books about stocks". The search results are displayed under the "Web" tab. A large blue arrow points from the search results to a preview of a book titled "Keys to Investing in Common Stocks" by Barbara Apostolou. The preview shows the book's cover and a snippet of text from the book. The text discusses growth stocks and their characteristics, mentioning that they represent ownership in companies with superior earnings growth and are typically reinvested to finance future growth. It also mentions that growth stocks are more likely to be found in the over-the-counter market (Key 4) because it is easier for companies to grow rapidly from a smaller base. The preview also includes a search bar for the book and a "Go" button.

Google
Web Images Groups ^{New!} News Froogle Desktop [more »](#)
books about stocks Search [Advanced Search](#) [Preferences](#)

Web Res

Book results for **stocks**

[Understanding Stocks](#) - by Michael Sincere - 196 pages
[Keys to Investing in Common Stocks](#) - by Barbara Apostolou
[Common Stocks and Uncommon Profits](#) - by Philip Fisher - 150 pages

[Amazon.com: Books: Common Stocks and Uncommon Profits and Other Writings \(Investment Classic\) by Philip A. Fisher, Philip A. Common Stocks and Uncommon ...](#)
www.amazon.com/exec/obidos/tg/detail/-/047111927X?v=glance - 96k - [Cached](#) - [Similar pages](#)

[Amazon.com: Books: Super Stocks: The Book That's Changing the Way Investors Think by Kenneth L. Fisher. ...](#)
www.amazon.com/exec/obidos/ASIN/1556233841/ - 74k - [Cached](#) - [Similar pages](#)
[\[More results from www.amazon.com \]](#)

Google Print BETA

Keys to Investing in Common Stocks
 by Barbara Apostolou, Nicholas G. Apostolou [Page 19](#)

companies listed on the New York Stock Exchange. The names of the **stocks** that comprise this index are listed in each issue of *The Wall Street Journal*.

Growth stocks. Growth **stocks** represent ownership in companies that have had, and are expected to continue to have, consistently superior earnings growth. These companies typically provide little dividend income because earnings are largely reinvested to finance future growth. The *Value Line Investment Survey* provides listings of growth **stocks** (**stocks** they define as having provided superior growth over the last ten years). Growth **stocks** are more likely to be found in the over-the-counter market (Key 4) because it is easier for companies to grow rapidly from a smaller base.

Although it is tempting to look for another Microsoft or Intel, investors should be aware of the greater risk in investing in growth **stocks**. By definition, growth **stocks** are *expected* to experience above-average growth. If these expectations are realized, investors can earn superior returns. But if the expected growth does not materialize, or if the rate of growth slackens, the stock prices can fall dramatically.

Cyclical stocks. Cyclical **stocks** are **stocks** in an industry that is very responsive to the business cycle. Their earnings and stock prices can decline dramatically

Copyrighted Material

Search within this book
 stocks Go
[More results from this book](#)

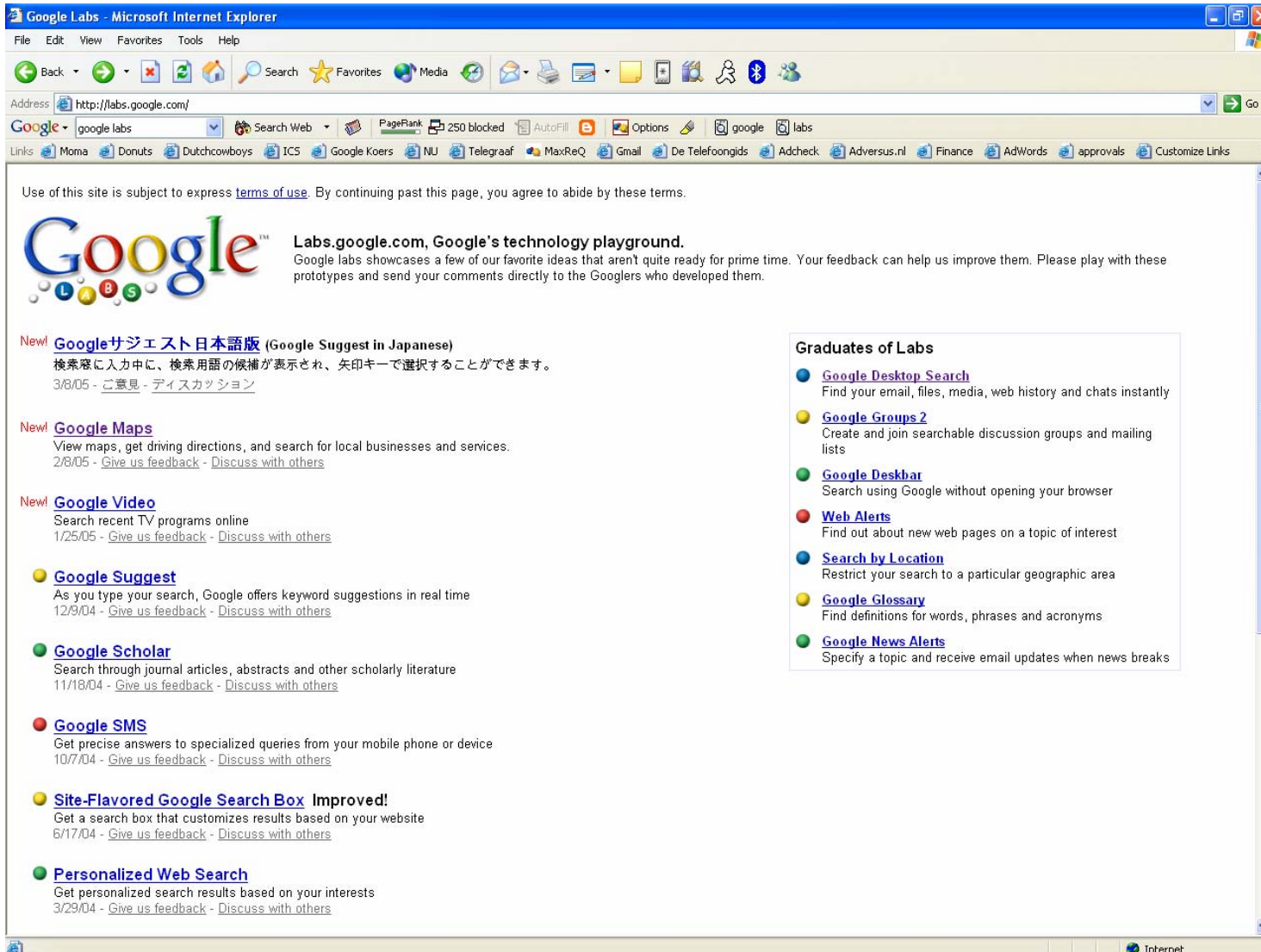
Book pages
[About this Book](#)
[Copyright](#)
[Table of Contents](#)
[Index](#)
[» Page 19 »](#)

- Book search results **integrated** into Google web searches
- Partnerships with **publishers** and world's **top libraries**
- For users: improved **quality and breadth** of search
- For advertisers: Millions of books = **millions of ads**

Learn more about Google Print: <http://print.google.com>



Google Labs



Organize the world's information
and make it universally accessible
and useful

Questions?
