

## Marketing and Advertising in the Next Tech-ade

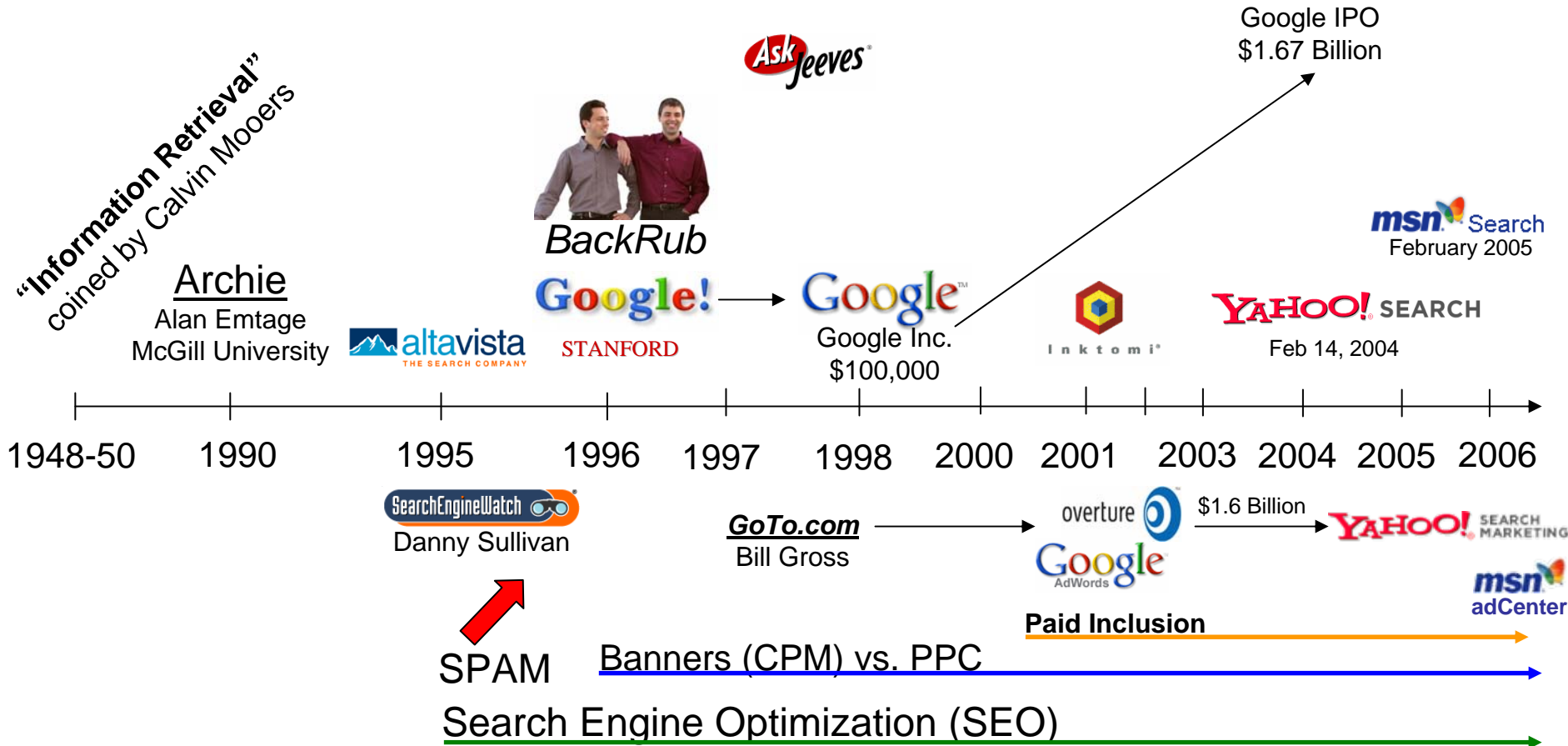
# The Future of Search

by Eduardo Valades

November 7, 2006

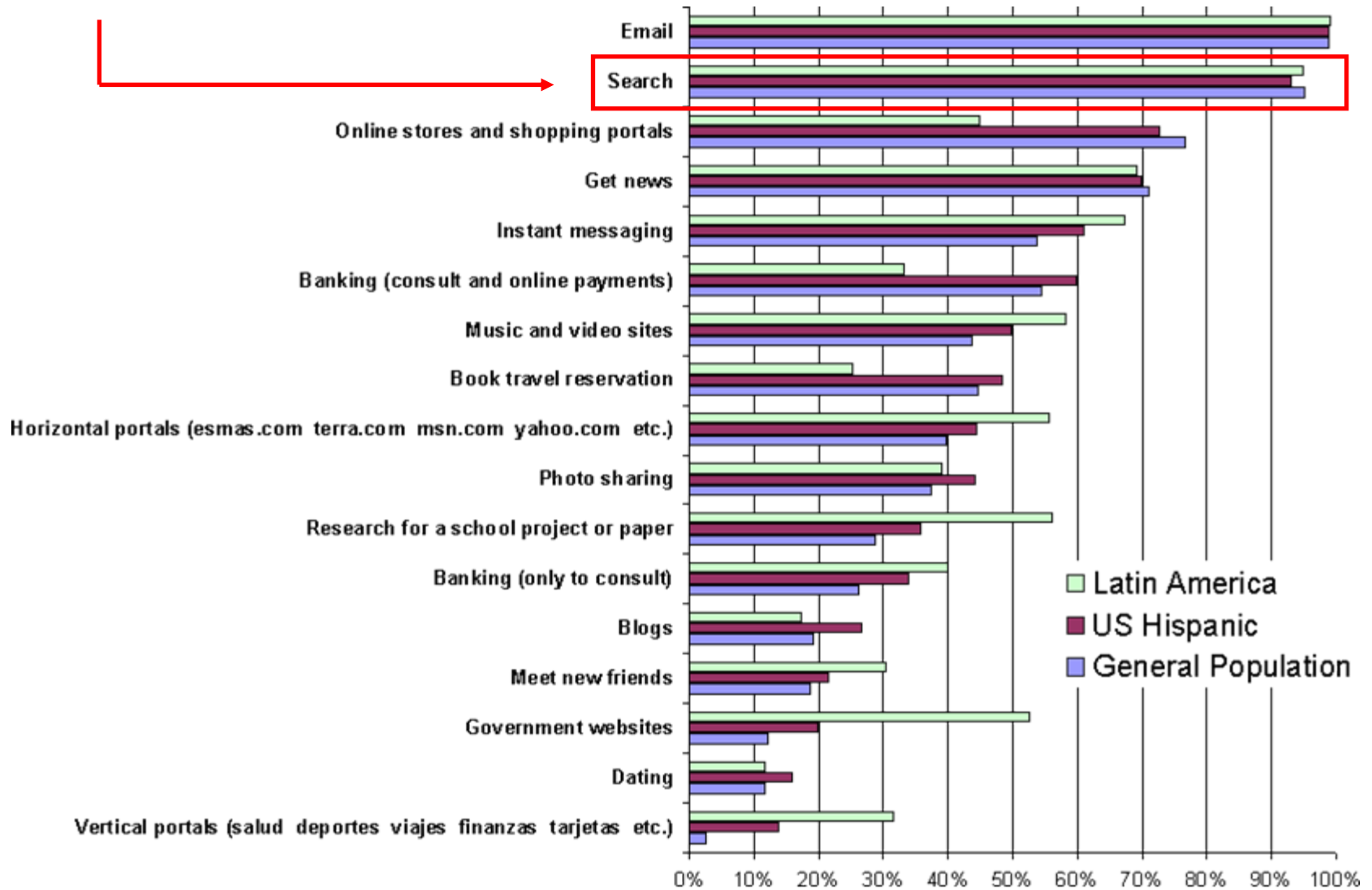
# History of Search Engine Marketing

## Search Engines



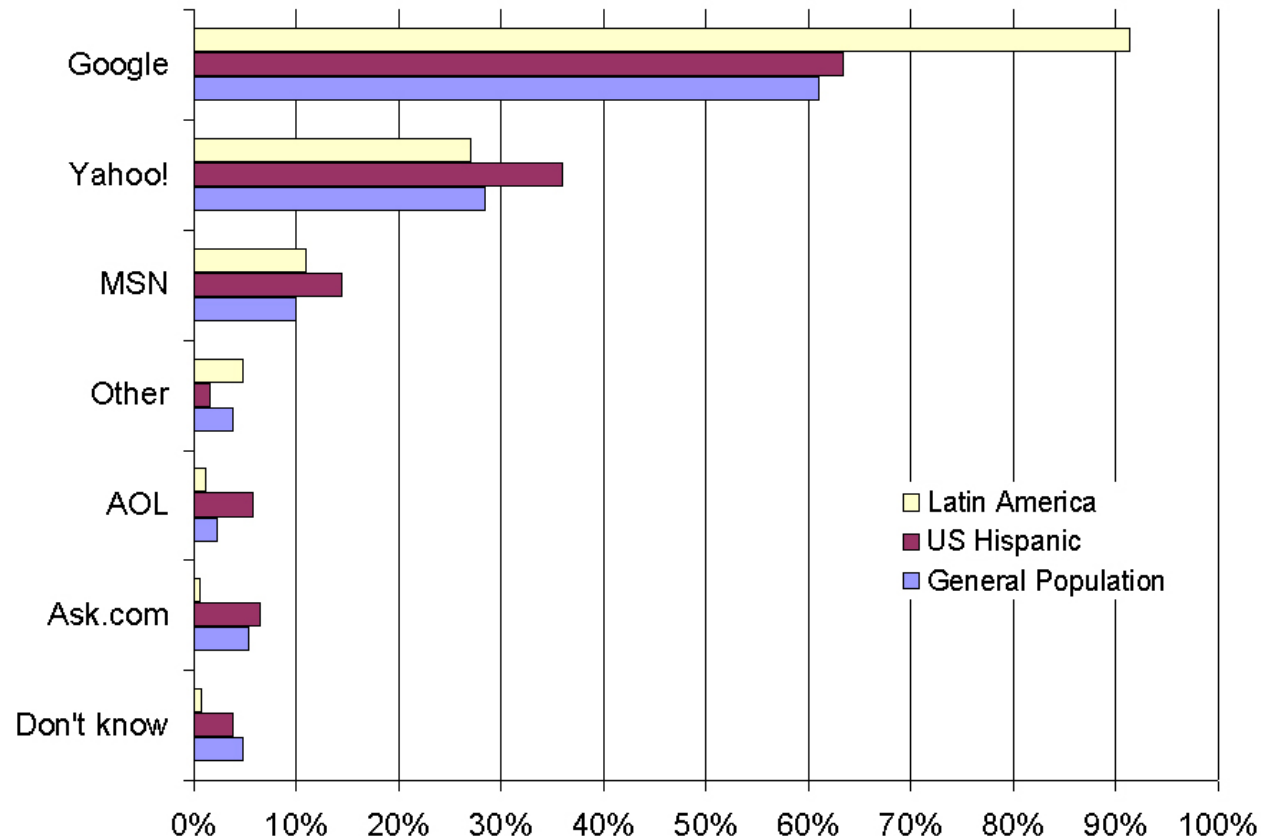
## Search Engine Marketing Industry

# Is Search a Commodity?



Source: iHispanic Marketing Group / Global Market Insight (GMI) – March 2006

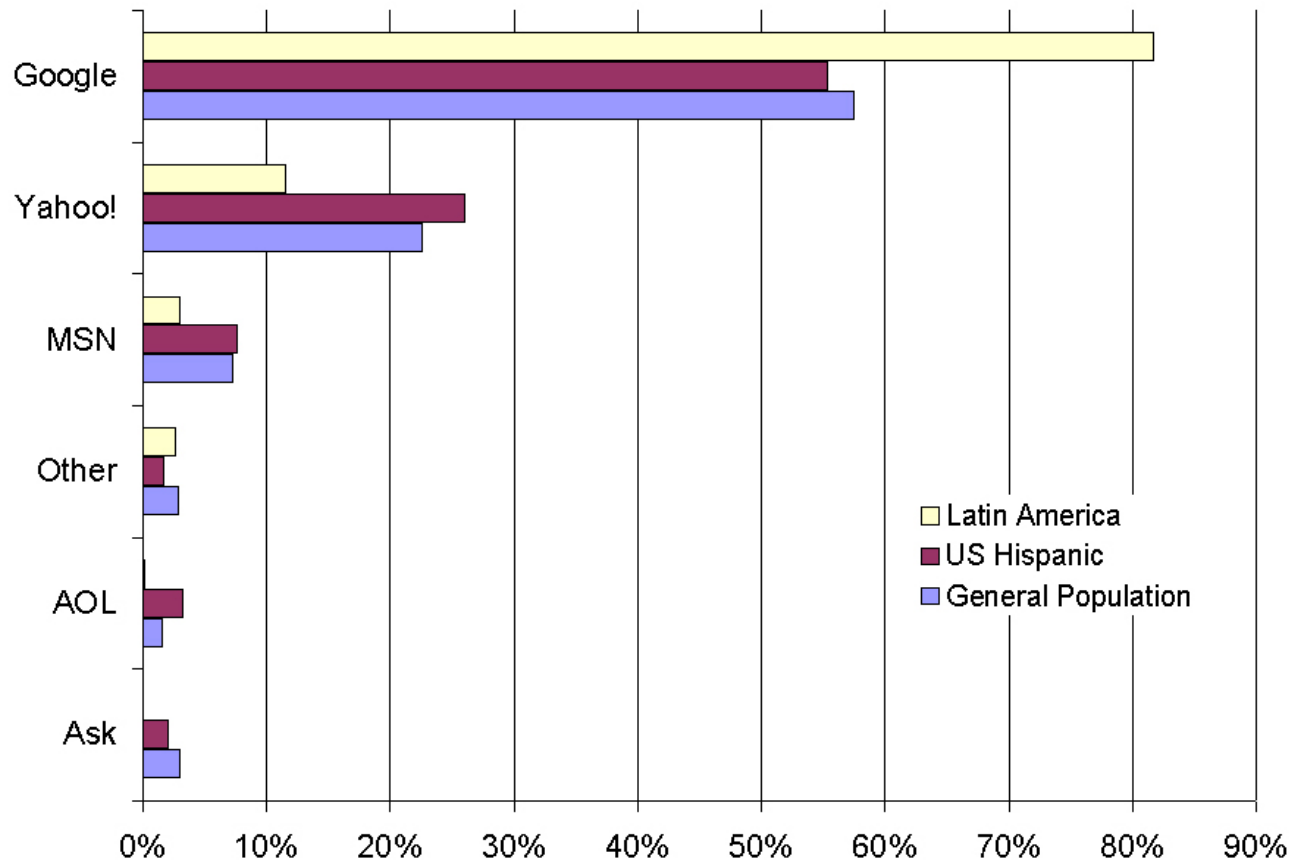
We asked, "Please select the search engine you feel has the most relevant results:"



Source: iHispanic Marketing Group / Global Market Insight (GMI) – March 2006

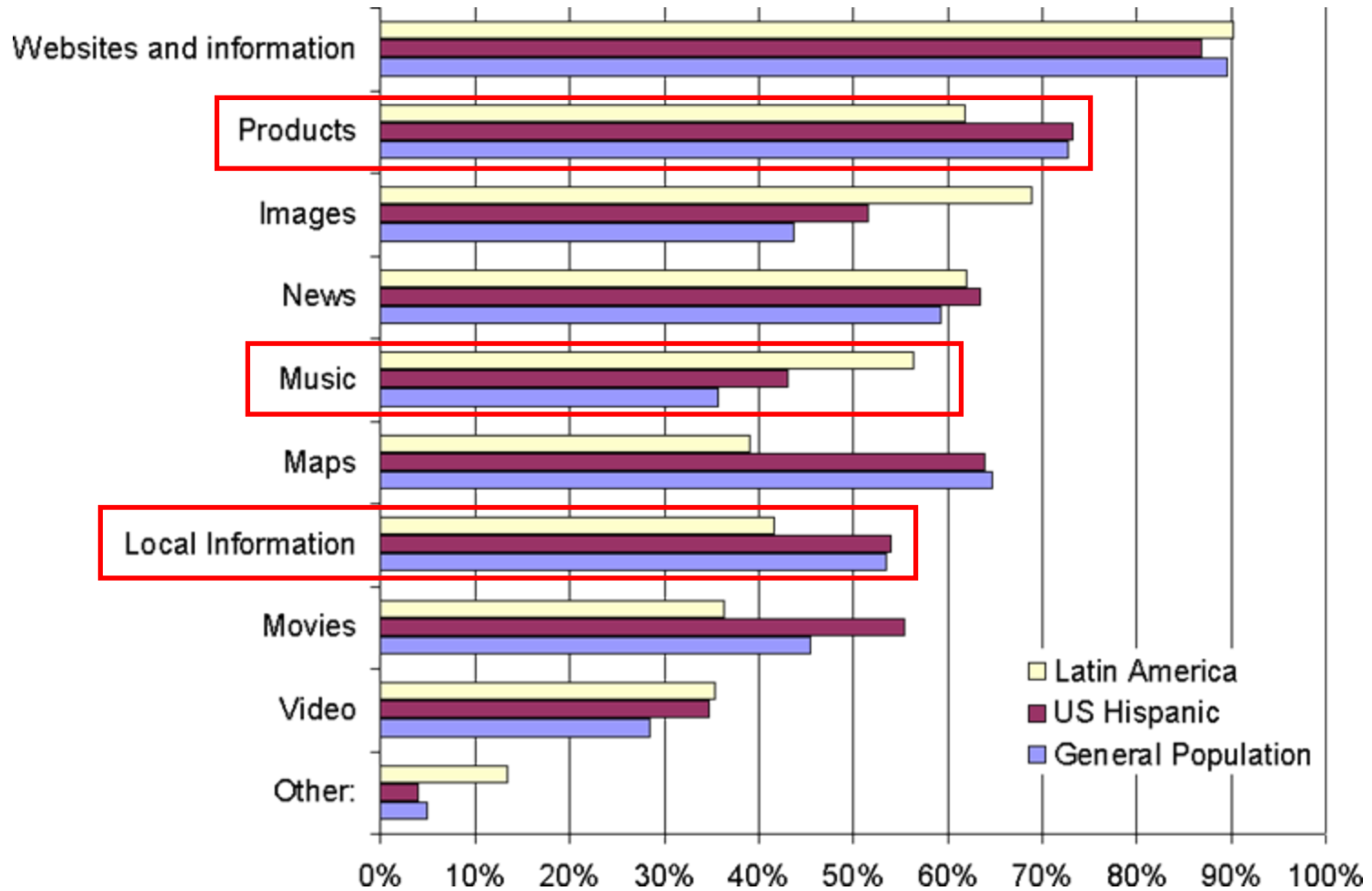
# Best Search Experience

We asked, "Please select the search engine with the best search experience (functionality, offerings, easy to spot results, etc.):"



Source: iHispanic Marketing Group / Global Market Insight (GMI) – March 2006

# What are Users Searching?



Source: iHispanic Marketing Group / Global Market Insight (GMI) – March 2006

- **Personalized Search**

- Personalized Homepage

- **Video & Music**

- Docs & Spreadsheets

- Code Search

- RSS Reader

- Transit/Traffic

- Keyword Traffic Trends

- Page Creator

- **Maps & Earth**

- **Visualization**

- Website Optimizer Tools

- Enterprise Search Appliance

- News History

- **Book Search**

- Website Analytics

- Calendar

- Finance tools

- APIs

- Answers

- Translation tools

- Blog search

- **Desktop Search**

- Groups

- Image Search

- **Local search**

- **Mobile search & technologies**

- eMail

- Instant Messenger

- Paid Inclusion

- Photo sharing and technologies

- eCommerce solutions

- Webmaster tools

- Tagging

- Toolbars

- Click to Call

- Directories

- Academic/Scholar search

- Alerts

- Catalog search

- **Social networking**

- Dictionary/definitions

- Legal search

- Calculators

- **Advertiser tools**

- Etc...







**Don't just target to Hispanics,  
target as Hispanics.**

Eduardo Valades

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<http://www.ihispanic.com/whitepaper.pdf>

# Consumer Survey for US Hispanic and Latin America Behavior: Methodology



In March 2006, iHispanic Marketing Group and Global Market Insight (GMI) commissioned a consumer survey focused on Hispanic Online Behavior. Some of the slides in this proposal include results from the study which surveys the overall behavior of US Hispanics online, Latin America users online and compares it to the behavior of general US Internet users.

The survey was designed and conducted by GMI and iHispanic Marketing Group, independent marketing research firms. Respondents were given the choice of taking the survey in English or Spanish.

The survey had a total of 8,598 consumers in 21 countries (1030 = general US Internet, 1000 = US Hispanic Internet, 6568 = Latin America Internet). Latin America countries are: Argentina, Belize, Bolivia, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Uruguay, Venezuela.

From the total sample (N=8,598), 51.9% was Male and 48.1% Female. 42.6% Age 18-29, 35.2% Age 30-44, 22.2 Age 45-64. For more information on each country's sample size, survey demographics or methodology, please contact me.