

# Keynote Customer Experience Rankings

## SEARCH

# CE Rankings Methodology: Sites & Sample

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## SITES EVALUATED:

- AOL Search
- Ask.com
- Google
- MSN Search
- Yahoo! Search

## SAMPLE:

- **5** evaluations; **2000** panelists total
- **400** per site; US online adults
- Broad cross-section of Internet users

## TIMING:

- **Current evaluation period: Nov. 16 – 28, 2007**
- Previous evaluation period: May 30 – June 16, 2007
- Next study delivered: June 2008



## Overview of Results

Overall CE Index  
Brand Impact Index  
Future Usage Index  
Customer Satisfaction Index

# Index Rankings Summary

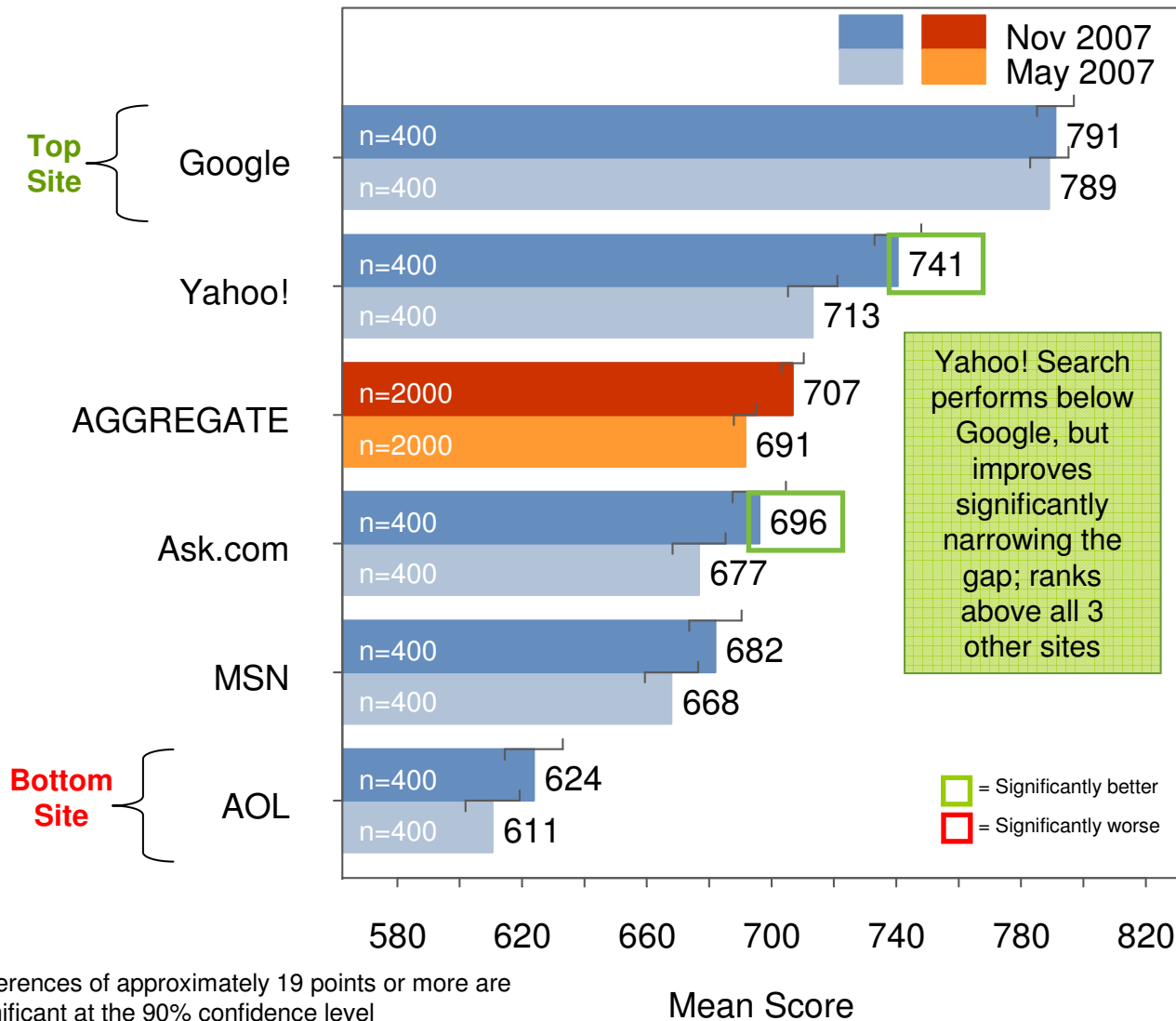
Since last wave, none of the sites change position in the rankings; but Yahoo! Search improves significantly across all four indices and Ask.com on three

RANK	Overall CE Index	Brand Impact Index	Future Usage Impact	Customer Satisfaction Index
1	Google (1)	Google (1)	Google (1)	Google (1)
2	Yahoo! Search (2)	Yahoo! Search (2)	Yahoo! Search (2)	Yahoo! Search (2)
3	Ask.com (3)	Ask.com (3)	Ask.com (3)	Ask.com (3)
4	MSN (4)	MSN (4)	MSN (4)	MSN (4)
5	AOL (5)	AOL (5)	AOL (5)	AOL (5)

Parentheses indicate June 2007 ranking (Green moved up in rank, Red moved down)

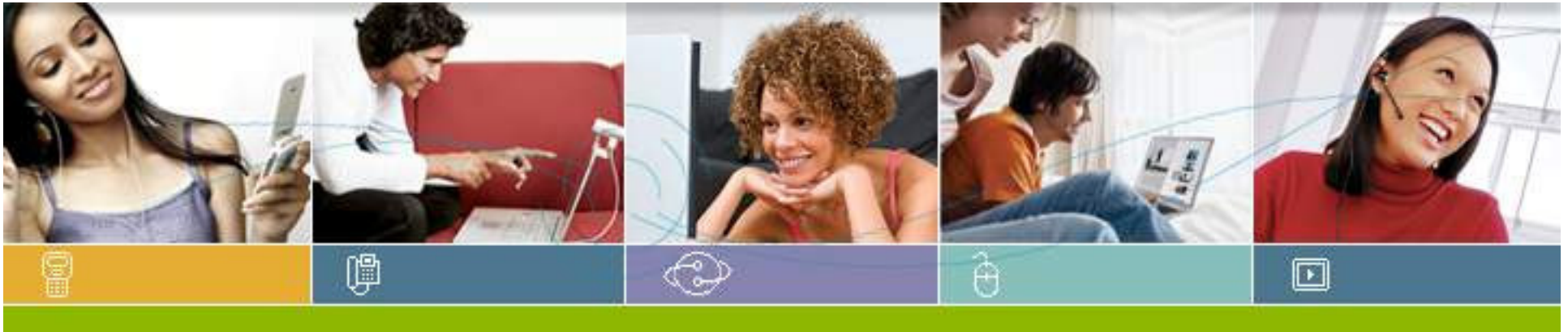
= Indicates a significant change in score from June 2007

# Overall CE Index



## Keynote Overall CE Index comprises three indices:


- Brand Impact
- Future Usage Impact
- Customer Satisfaction



## Drivers, Best Practices, and Opportunities

# Business Impact Drivers

TOP IMPACT DRIVERS	BRAND IMPACT	FUTURE USAGE
	Correlation to Brand Impact Index	Correlation to Usage Index
1. Home Page Appeal	■ ■ ■	■ ■ ■ ■
2. General Search Quality	■ ■ ■ ■	■ ■ ■
3. Special Features	■ ■ ■	■ ■ ■
4. Sponsored Results Satisfaction	■ ■	■ ■
5. Local Search Quality	■ ■	■ ■
6. Perceived Site Performance	■	■ ■
7. News Search Quality	■	■
8. Up-to-Date Results	■	■
9. Image Search Quality	■	■
10. Results Page Design & Organization	■	■
11. Search Assistance and Suggestions	□	■
12. Product Search Quality	■	□

 = The highest partial correlation of driver to index

# Driver Rankings (1 of 2)

RANK	Home Page Appeal	General Search Quality	Special Features	Sponsored Results Satisfaction	Local Search Quality	Perceived Site Performance
1	Yahoo! Search (1)	Google (1)	Google (1)	Google (1)	Google (1)	Google (1)
2	Google (2)	Yahoo! Search (2)	Yahoo! Search (2)	Yahoo! Search (2)	Yahoo! Search (2)	Yahoo! Search (2)
3	MSN (3)	Ask.com (3)	Ask.com (3)	MSN (3)	MSN (3)	MSN (3)
4	Ask.com (4)	MSN (4)	MSN (4)	Ask.com (4)	AOL (4)	Ask.com (4)
5	AOL (5)	AOL (5)	AOL (5)	AOL (5)	Ask.com (5)	AOL (5)

Parentheses indicate June 2007 ranking (Green moved up in rank, Red moved down)

 = Indicates a significant change in score from June 2007

# Driver Rankings (2 of 2)

RANK	News Search Quality	Up-to-Date Results	Image Search Quality	Results Page Design & Organization	Search Assistance & Suggestions	Product Search Quality
1	Google (1)	Google (1)	Google (1)	Google (1)	Yahoo! Search (3)	Google (1)
2	Yahoo! Search (2)	Yahoo! Search (2)	Yahoo! Search (2)	Yahoo! Search (2)	Google (1)	Yahoo! Search (2)
3	MSN (3)	Ask.com (5)	Ask.com (5)	Ask.com (3)	Ask.com (2)	AOL (4)
4	Ask.com (5)	MSN (3)	AOL (3)	MSN (4)	MSN (4)	MSN (3)
5	AOL (4)	AOL (4)	MSN (4)	AOL (5)	AOL (5)	Ask.com (5)

Parentheses indicate June 2007 ranking (Green moved up in rank, Red moved down)

 = Indicates a significant change in score from June 2007