



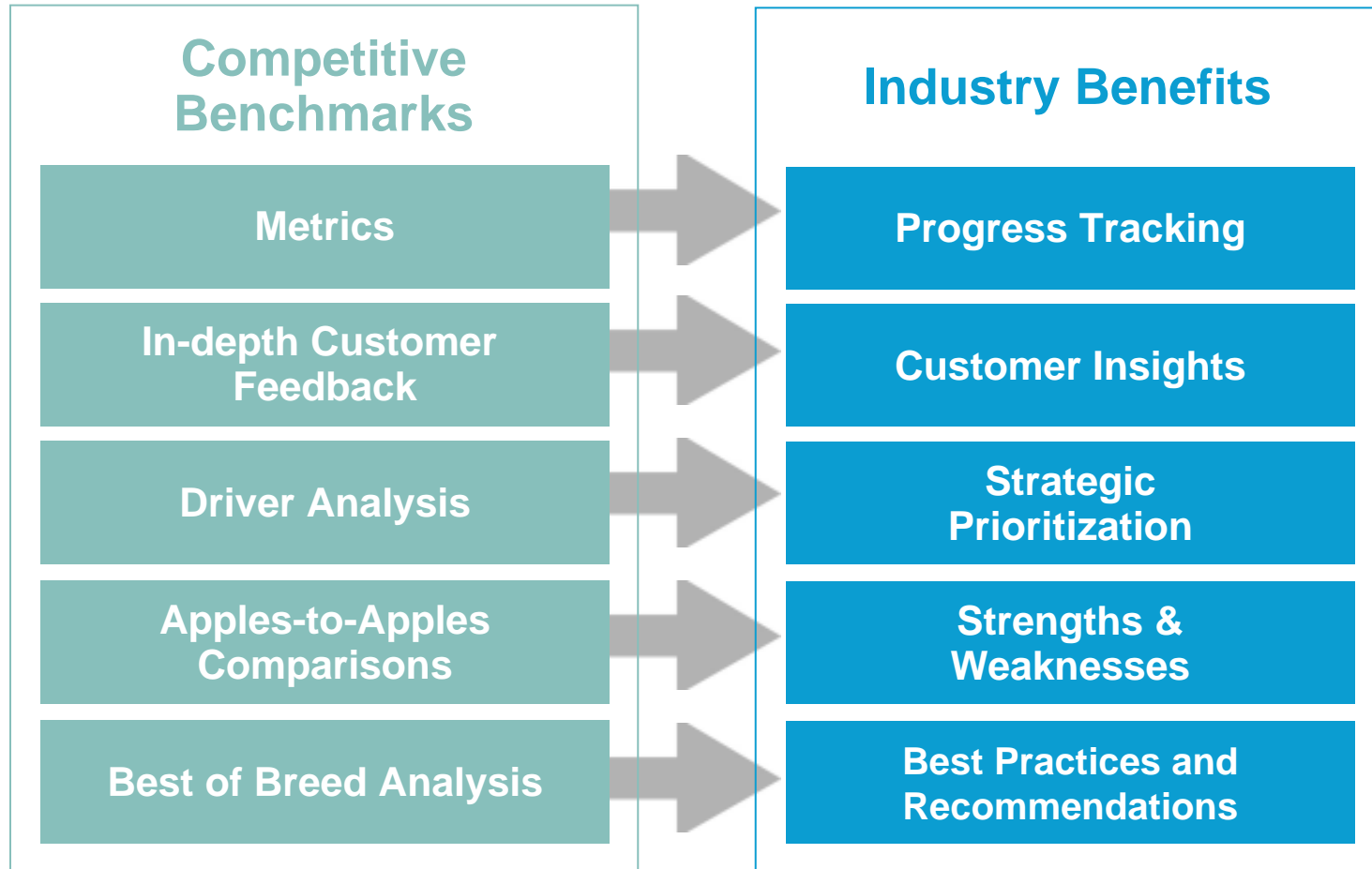
KEYNOTE®
The Mobile & Internet Performance Authority™

Keynote Customer Experience Rankings

ONLINE SEARCH

June 2007

Introduction: Keynote Customer Experience (CE) Rankings Metrics to Manage eBusiness Success



CE Rankings Methodology: Sites & Sample

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:

- **Evaluation period: May 30 – June 16, 2007**
- Next study delivered: December 2007

CE Rankings Methodology: Process




Executive Summary: Overall

- **Google remains in 1st place overall**
 - ▶ Performs better than all other sites across all 4 Keynote indices
 - ▶ Ranks 1st and significantly better than all other sites on 10 of 14 drivers
 - ▶ Significantly improves on 2 drivers: Special Features and Sponsored Results Usefulness
- **Yahoo! Search places 2nd across most Keynote indices**
 - ▶ Ranks 1st on 1 success driver – Image Search
 - ▶ Ranks 2nd on 13 of 14 success drivers
 - ▶ Significantly improves on 3 drivers: Search Assistance & Suggestions, Help & Instructions, and Image Search Quality
- **AOL remains the bottom site overall, despite serving Google results and redesigning its search results page**
 - ▶ Fewer users associate positive attributes with AOL than on any other site
 - ▶ Performs significantly worse than all other sites on 6 of 14 drivers
- **While still consistently below Google and Yahoo! Search, Ask.com, MSN Search, and AOL all improve their overall customer experience, future usage intent, and customer satisfaction**
 - ▶ Ask.com and AOL also improve for brand perceptions

Index Rankings Summary

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

 = Indicates the statistical top tier sites