



iProspect Search Marketer Social Networking Survey

May 2007

Background & Definitions

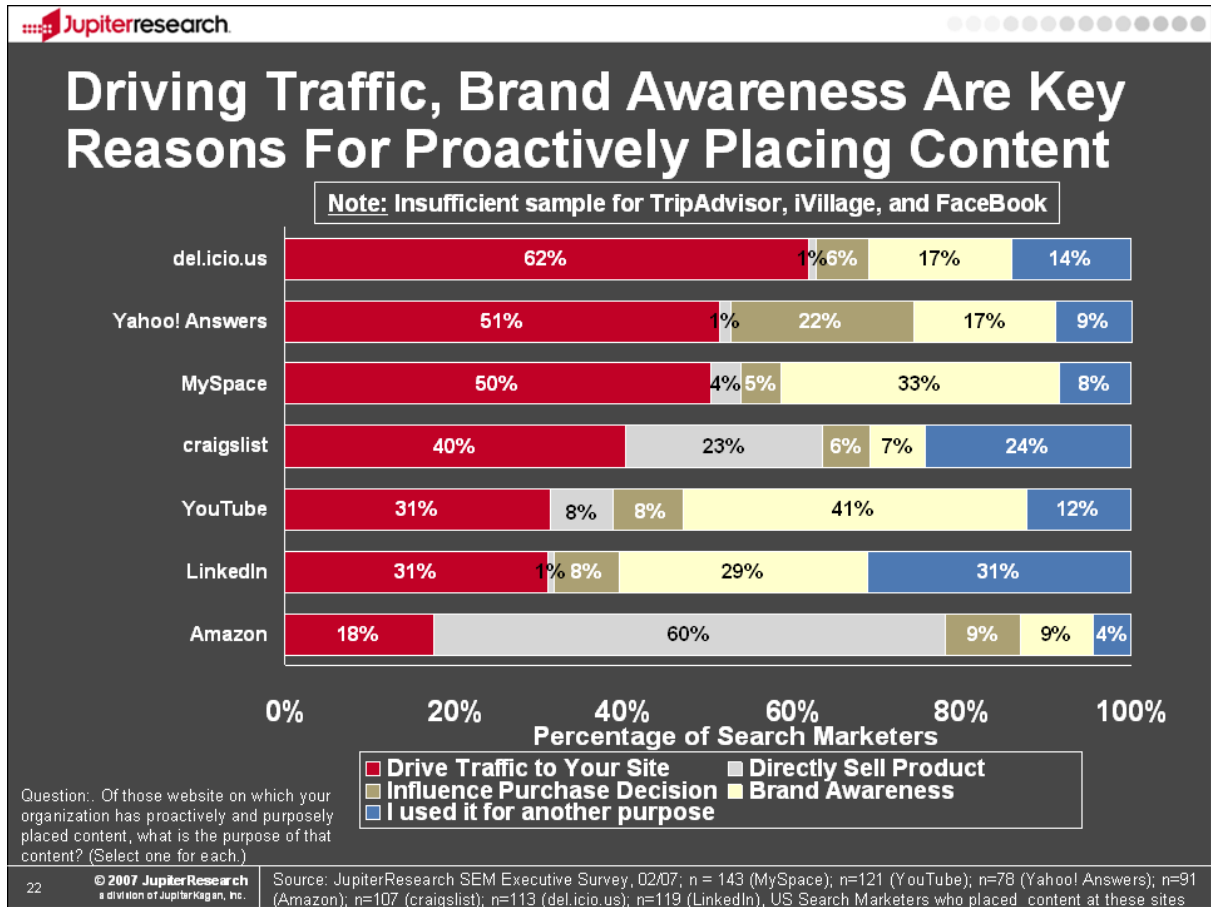
In March 2007, iProspect partnered with JupiterResearch to develop and field a survey to qualified search marketers to gain a better understanding of search marketer behavior as it pertains to their use of social networking sites as marketing vehicles. Respondents were targeted by familiarity with their company's search marketing efforts and screened for involvement with marketing their company's products. A total of 794 qualified search marketers completed the survey. Respondents received an e-mail invitation to participate in the survey, with an attached URL linked to the Web-based survey form. As an incentive, respondents were entered into a sweepstakes for the chance to win a \$50 gift certificate from Amazon.com.

Questions & Responses

1. On which of the following websites has your organization proactively and purposely placed content? (Select all that apply.)



2. Of those websites on which your organization has proactively and purposely placed content, what is the purpose of that content? (Select one for each.)



About iProspect

Founded in 1996, iProspect is the Original® Search Engine Marketing Firm. We help organizations with large, complex websites increase their online ROI and market reach through natural (organic) search engine optimization, pay per click advertising management, paid inclusion management, feed management, and other related services.

iProspect has a long legacy of research and thought leadership in the search marketing industry:

How Visible is the Fortune 100 to Web Searchers in February 2001.

Marketing Tactics of Big Brands Not Meeting Web User Expectations in July 2002.

Searcher Behavior Shows Top Listings are Most Important in November 2002.

iProspect's Search Engine User Attitudes Study in April 2004

iProspect's Natural SEO Keyword Length Study in November 2004

iProspect's Search Engine Marketer Performance Study in August 2005

iProspect's SEO Metrics & ROI Study in August 2005

iProspect's Natural SEO Outsourcing Study in August 2005

iProspect's Search Engine User Behavior Study in April 2006

iProspect's Social Networking User Behavior Study in April 2007

Findings from iProspect research are regularly used to enhance our service offerings and to educate clients on search engine marketing best practices and industry trends. iProspect studies are frequently quoted by speakers at search marketing industry events, and by both business and trade press.

Proper attribution requires that this survey is clearly identified as the "iProspect Search Marketer Social Networking Survey."

With offices in Boston, San Francisco, Madrid, Amsterdam, Stockholm, Oslo, and Copenhagen, iProspect can be contacted at 1-800-522-1152, or by visiting www.iprospect.com.

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