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**Yahoo! Research Helps Close the Loop
Between Search and Display Advertising**

Yahoo! and comScore Networks study shows combined search and display ad campaigns result in deeper engagement, increased sales.

Sunnyvale, CA – December 4, 2006 –Yahoo! Inc., a leading global Internet company, today announced the results of a new Web-wide study, conducted by comScore Networks, which measures the impact of display and search advertising campaigns. The study, entitled “Close the Loop: Understanding Search and Display Synergy,” found that when combined, search and display advertising deliver profoundly better results than when used independently. The study showed a significant lift in onsite engagement and an increase in online and offline purchasing by consumers who are exposed to integrated campaigns that employ both types of online advertising.

The research was based on results from actual advertising campaigns from Fortune 100 companies in several vertical categories. The overall results showed that when viewed together, campaigns that take advantage of both search and display advertising are far more engaging and effective than those viewed individually. Online users who were exposed to both the search and display advertising campaigns increased their share of page views relative to competitive sites by 68 percent, and time spent by 66 percent. More importantly, among those exposed to both the search and display ads, purchases of the advertiser’s products and services increased by 244 percent online and 89 percent offline compared to online users with similar behavior who were not exposed to these ads.

“Our clients have asked us to help them understand the value of running coordinated search and display campaigns, and until now, much of the data in the marketplace has been anecdotal” said, Beth Taylor, Vice President, Media, Digitas. “Compelling research like this will help agencies and marketers’ alike better leverage the combined strengths of search and display advertising to improve customer engagement.”

The study also found that exposure to a display advertisement increased related trademark term searches (brand, company or product names) by an average of 26 percent during the campaign flight. This shows that interest generated from display advertising carries over to consumer search behavior, making it crucial that marketers utilize both to take full advantage of their online brand presence.

“This research clearly shows that search and display advertising, which are each very effective on their own, work more effectively in tandem,” said Greg Coleman, executive vice president of sales for Yahoo!. “Advertisers who approach their marketing holistically drive greater engagement, generate more purchases both online and offline and steal share from their direct competitors.”

About the Study

Through its representative panel of more than one million consumers in the U.S., comScore identified consumers who were exposed to search and display ads for a given advertiser across the entire Internet, and compared their online behaviors to control groups of online users. With the exception of the exposure to the advertising, these groups were behaviorally and demographically identical. By examining the lifts in behavior between the control and exposed groups, comScore isolated and analyzed the effectiveness of the advertising in driving specific activities, including Web site visitation, engagement and online and offline purchase behavior.

About Yahoo!

Yahoo! Inc. is a leading global internet brand and one of the most trafficked Internet destinations worldwide. Yahoo! seeks to provide online products and services essential to users' lives, and offers a full range of tools and marketing solutions for businesses to connect with Internet users around the world. Yahoo! is headquartered in Sunnyvale, California.

About comScore Networks

comScore Networks is a global leader in measuring the digital age. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore permission to confidentially capture their browsing and transaction behavior, including online and offline purchasing. comScore panelists also participate in survey research that captures and integrates their attitudes and intentions. Through its proprietary technology, comScore measures what matters across a broad spectrum of behavior and attitudes. comScore consultants apply this deep knowledge of customers and competitors to help clients design powerful marketing strategies and tactics that deliver superior ROI. comScore services are used by global leaders such as AOL, Microsoft, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Fox Sports, Nestlé, MBNA, Universal McCann, the United States Postal Service, Merck and Expedia. For more information, please visit

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