

B2B Survey Results

Gord Hotchkiss
Enquiro Search Solutions, Inc.

Sponsors:



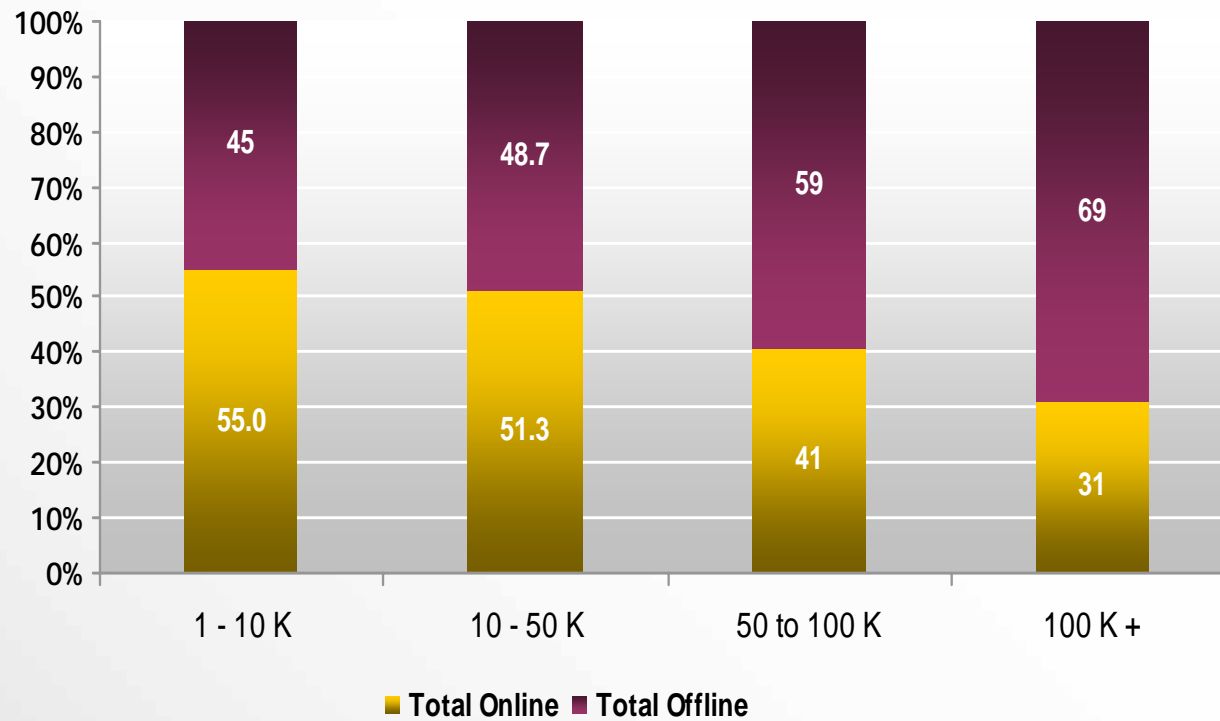
B to B Survey

- 1086 Participants
- 95% +/- 3%
- Data Collection: March 19 – 23
- Divided by Role and Phase



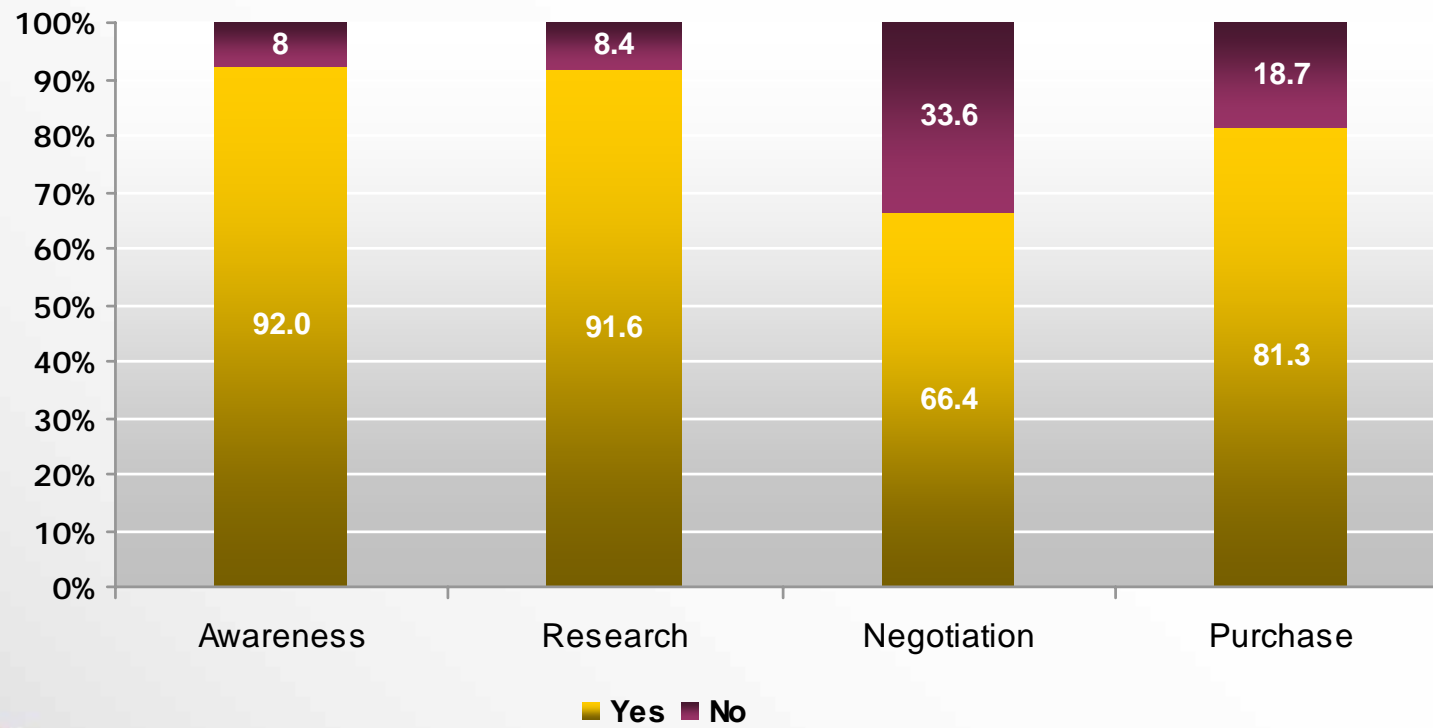
Offline vs Online by Budget

Online vs Offline Conversions - by Budget Range



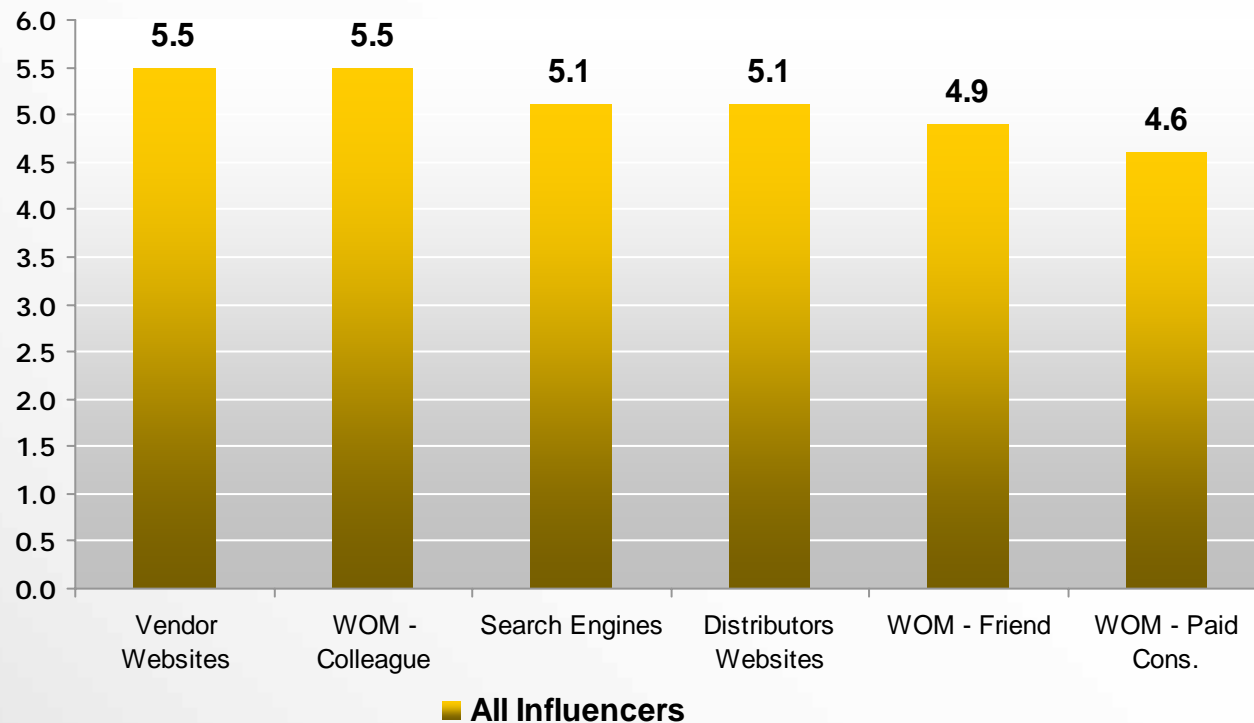
Would they go online?

Would They Use Online - by Phase



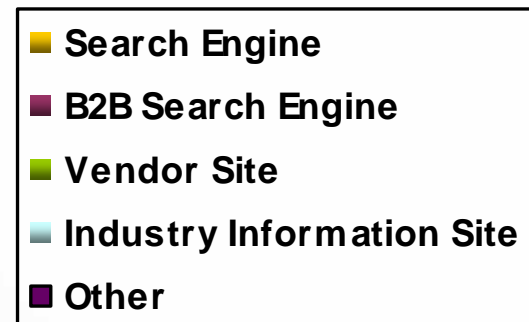
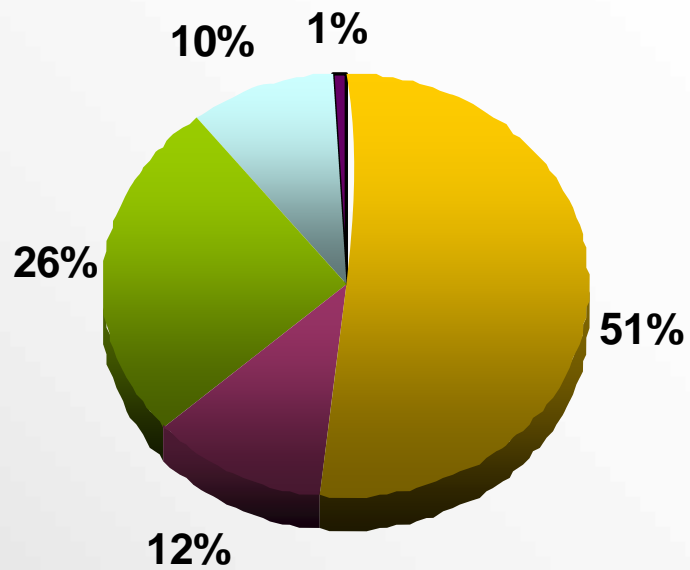
Would they go online?

Top Influences - Total (All Phases)

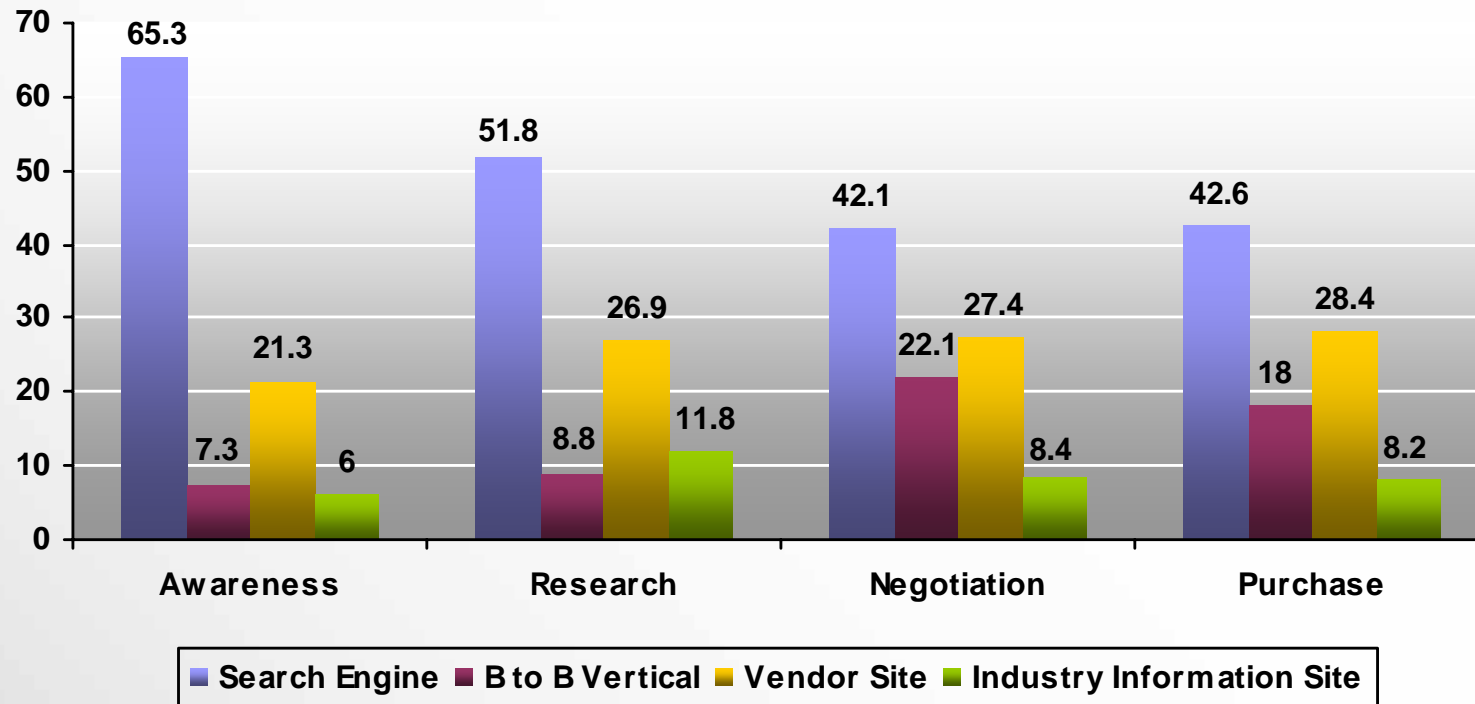


Where would you start?

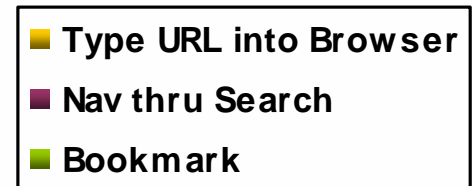
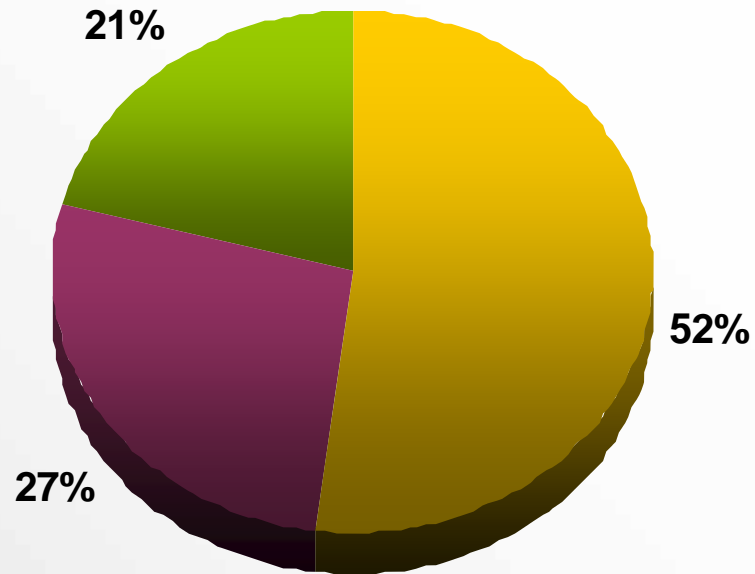
Where did you start online?



Where would you start?

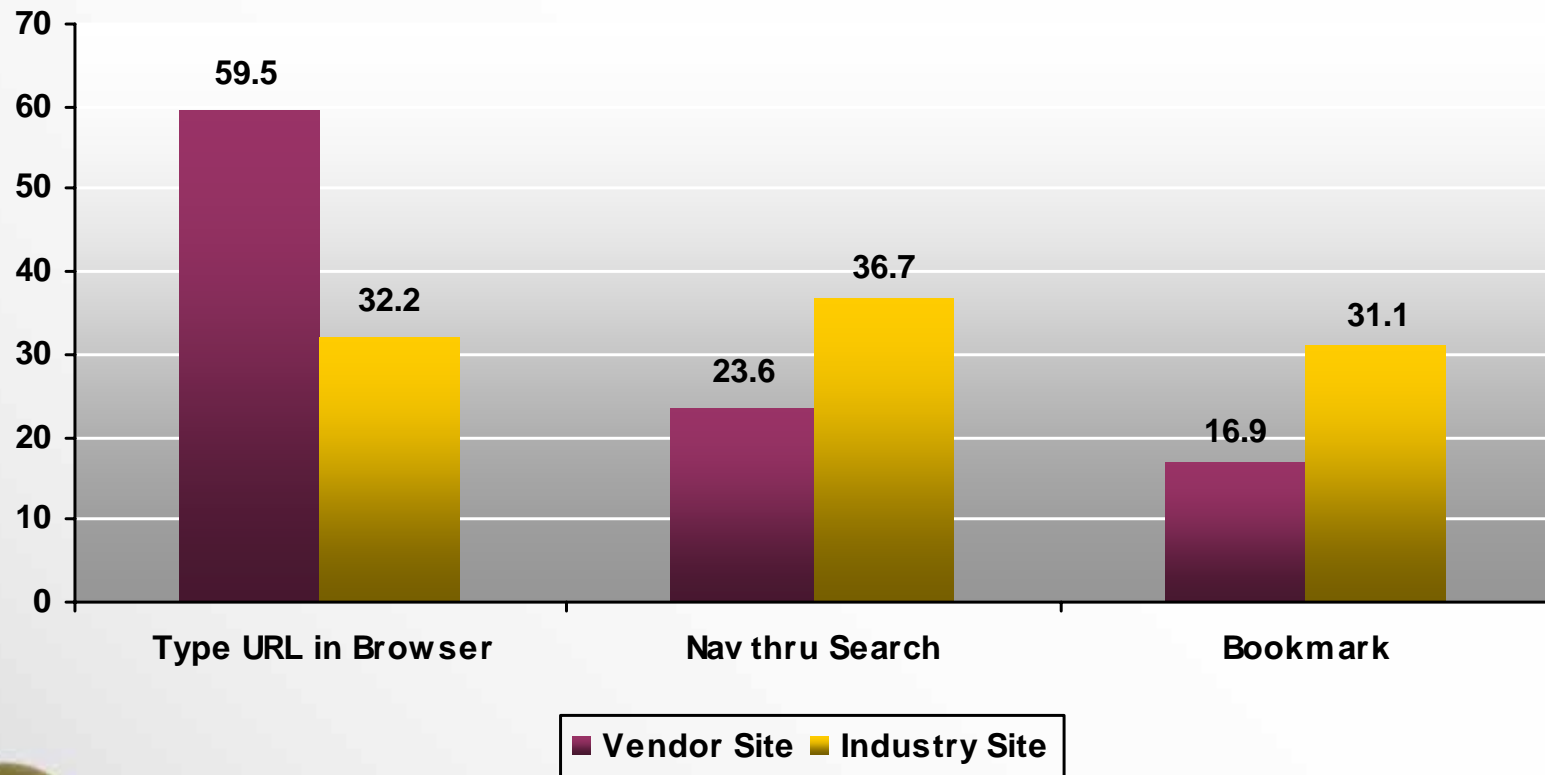


How would you navigate?

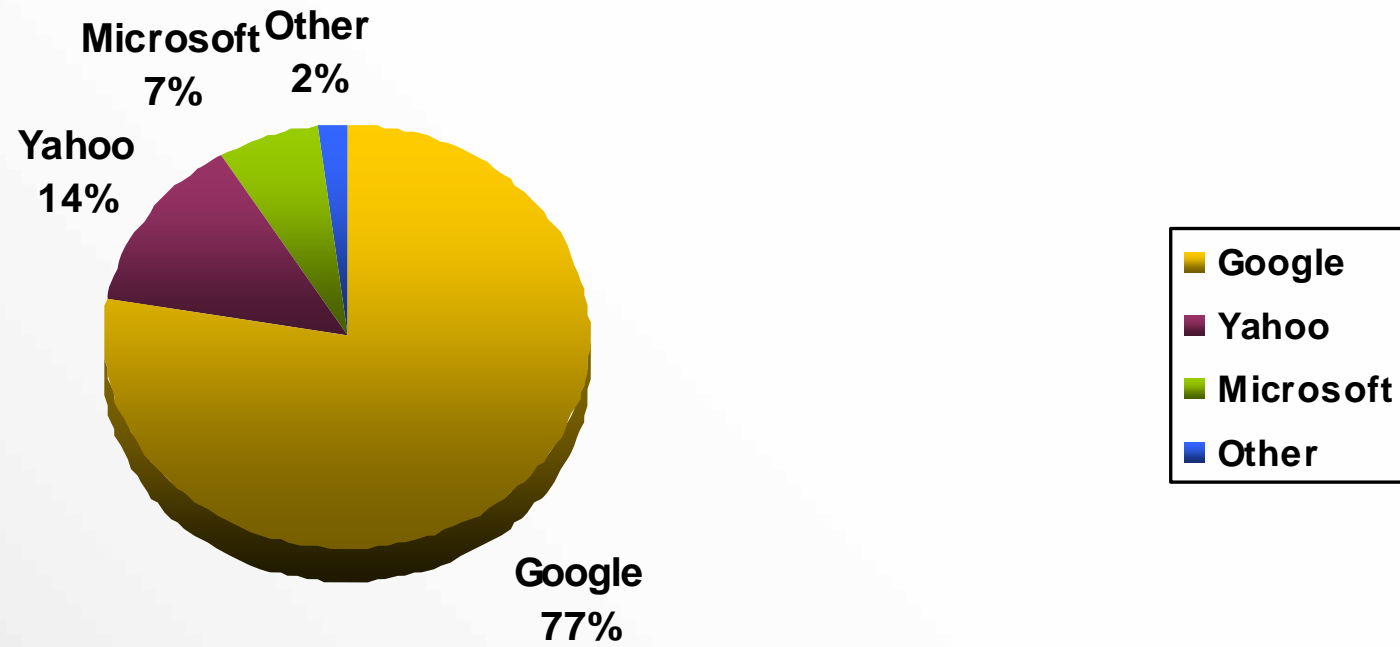


How would you navigate?

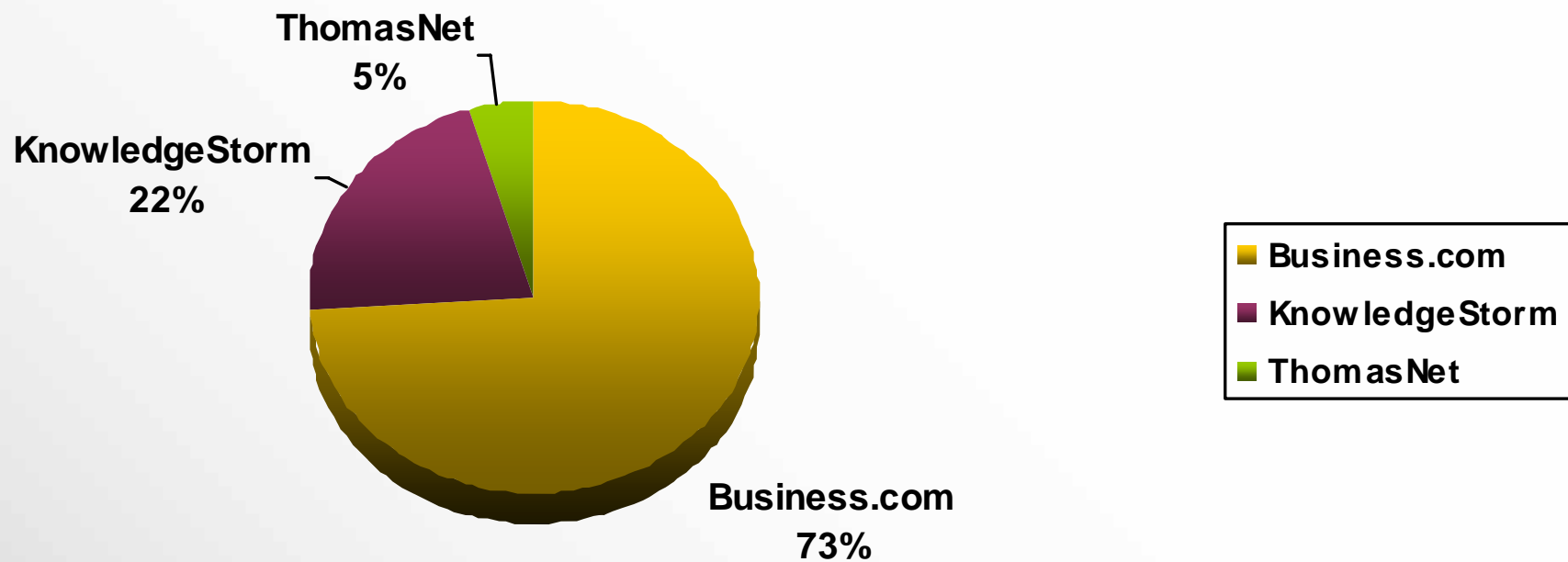
Navigation - All Phases



Preferred General Search Property

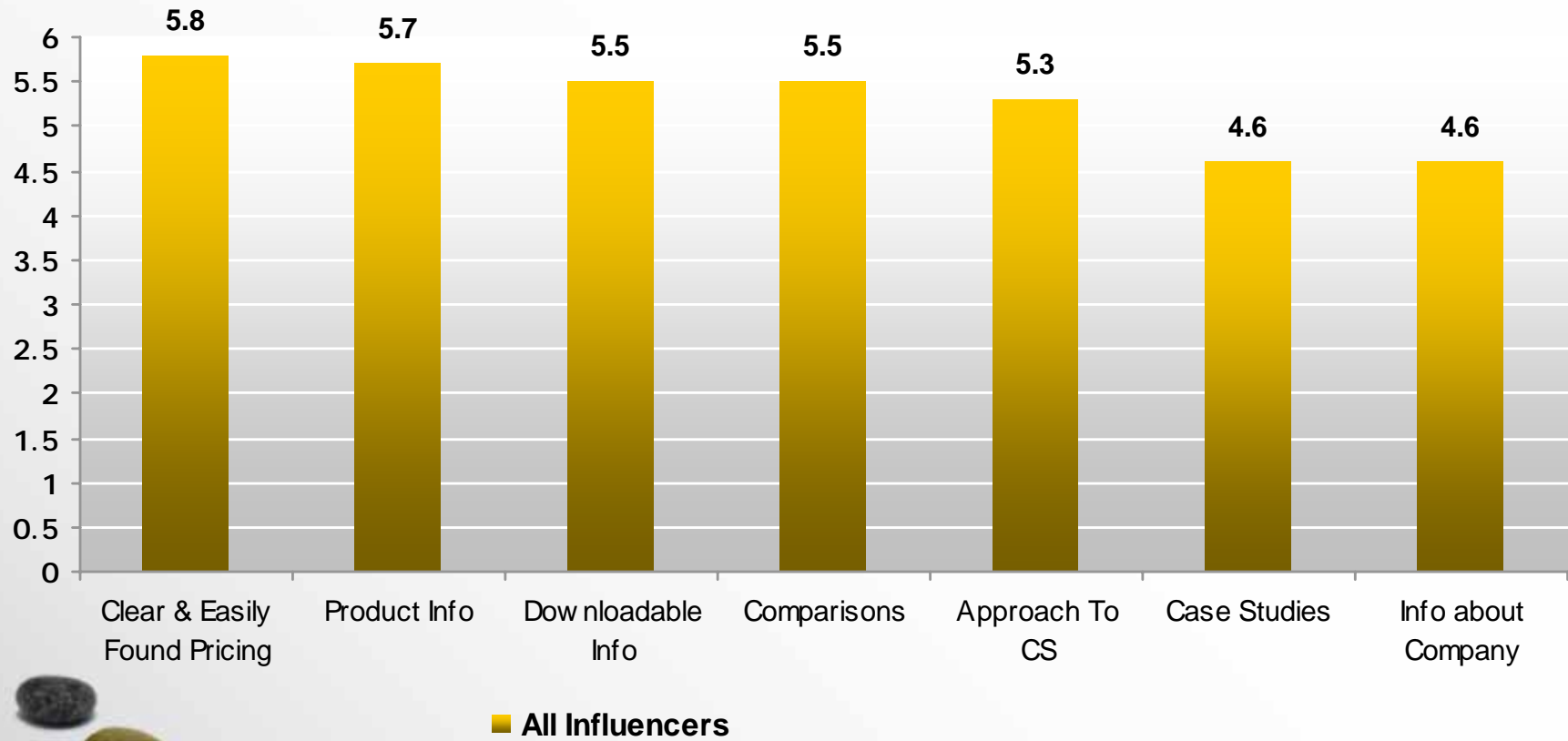


Preferred Vertical Search Property



Site Factors

Top Site Factors - Total (All Phases)

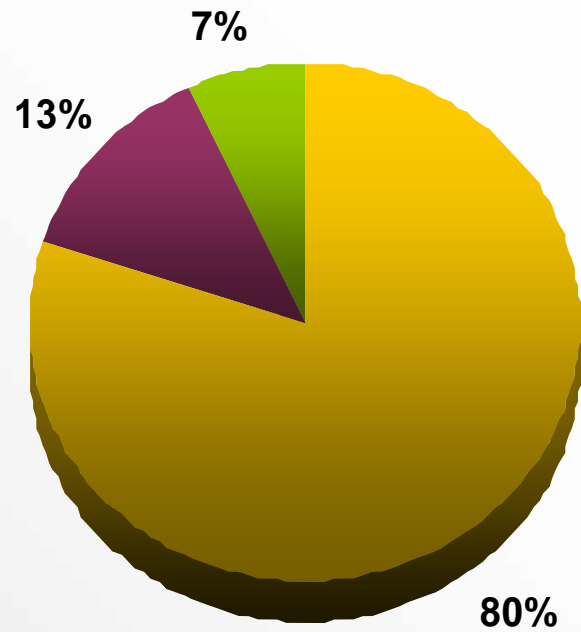


Toolbars

Installation of Toolbars	n (%)
Google	634 (41.2)
Yahoo	442 (28.7)
Windows Live Search	182 (11.8)
None	214 (13.9)
Don't Know	12 (1.0)
Other	54 (3.5)



Where the Clicks Happened



Chinese Eye Tracking Study

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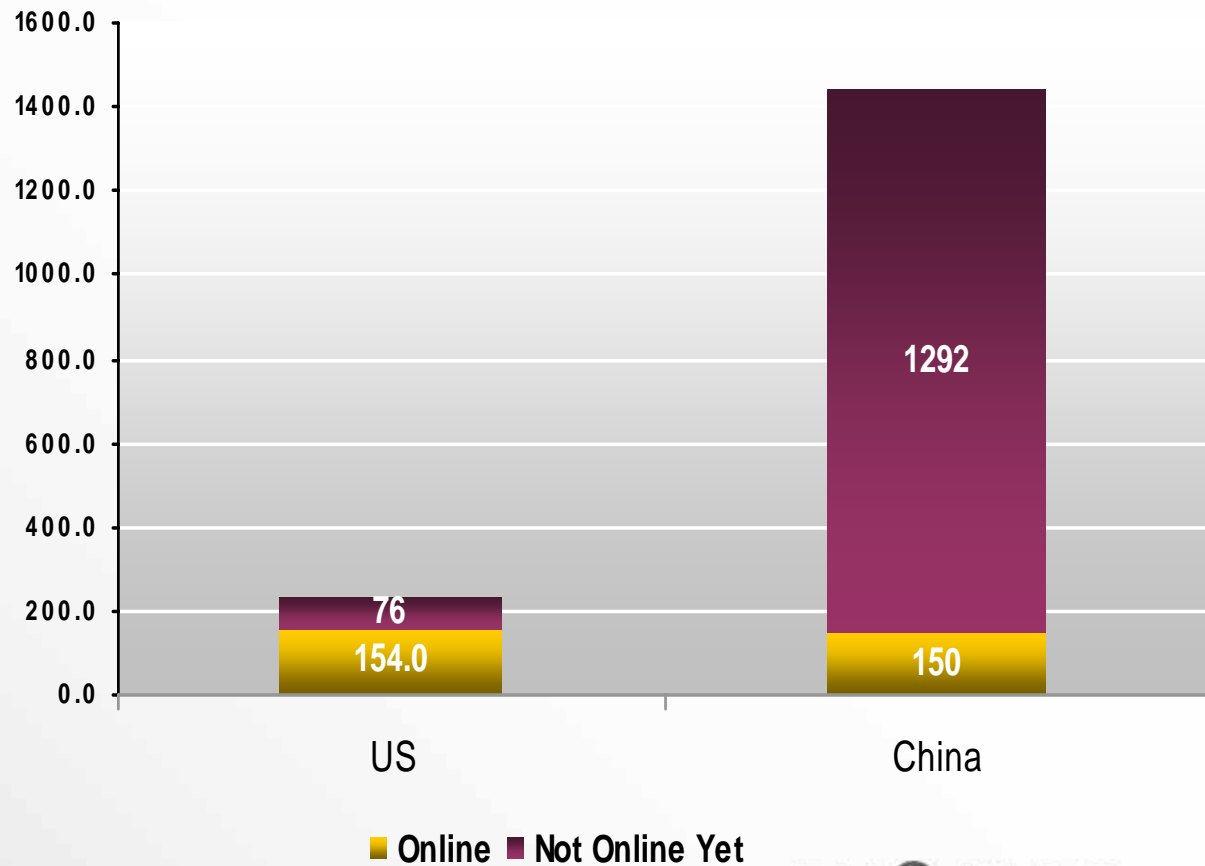
b2b search: we get it



Why We Did It

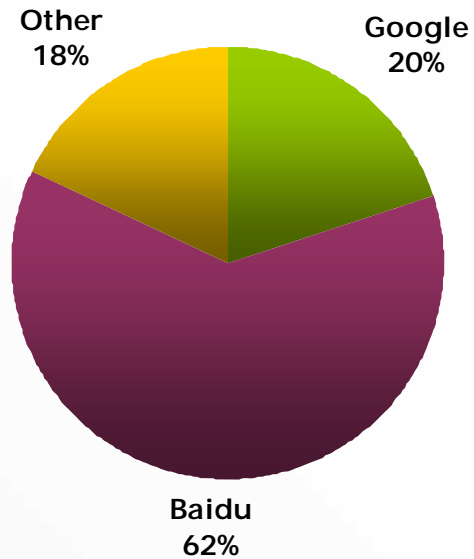
China is the 2nd largest Internet Market in terms of users, just behind the US, but that's with just 10.4% market penetration, compared to 67.9% for the US

Number of Internet Users (in Millions)



Chinese Market Share

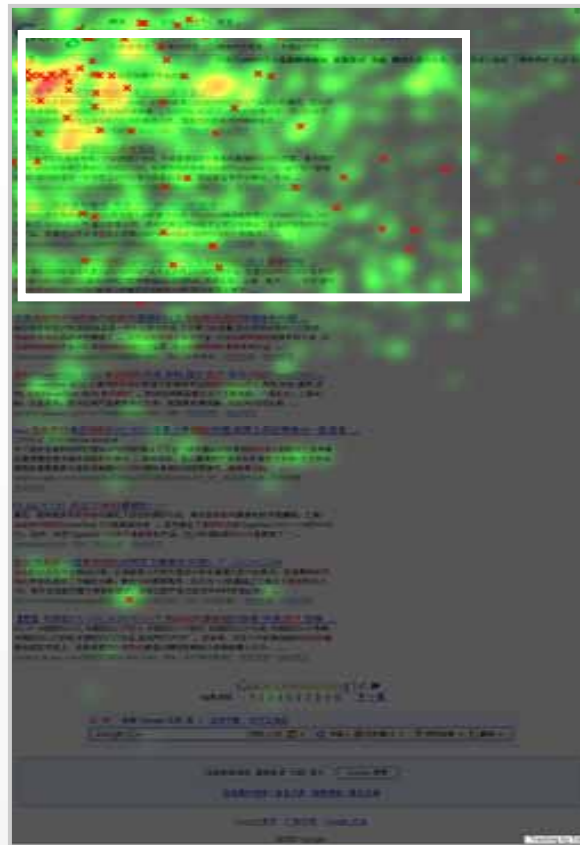
The key to Baidu's success has been its consistent marketing message that it "understands Chinese better" than anyone else



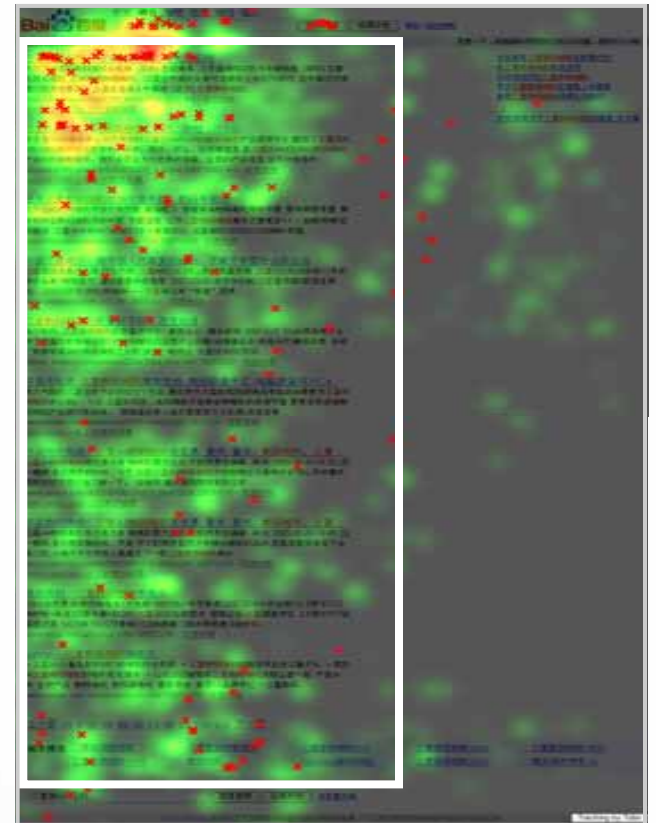
Google US



Google China



Baidu



Aggregate Heat Maps from a Commercial Task

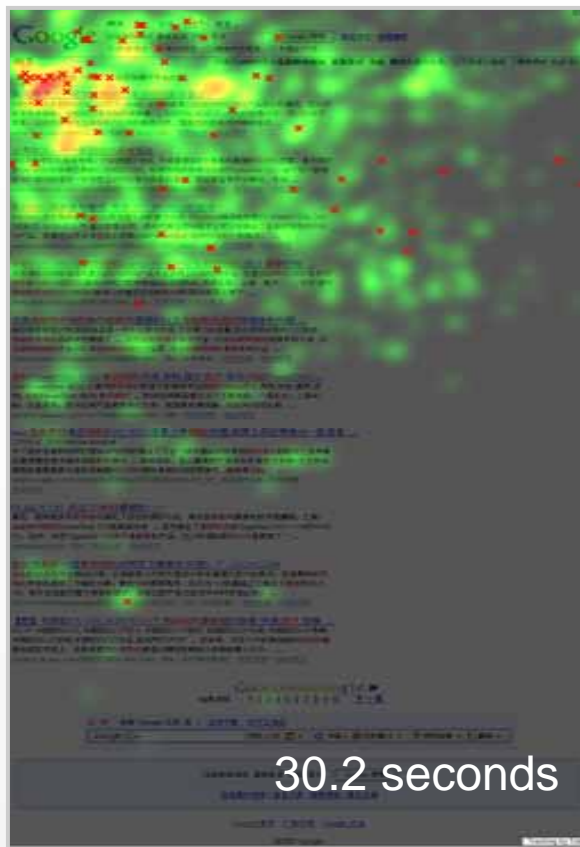


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 b2b search: we get it

Google US



Google China



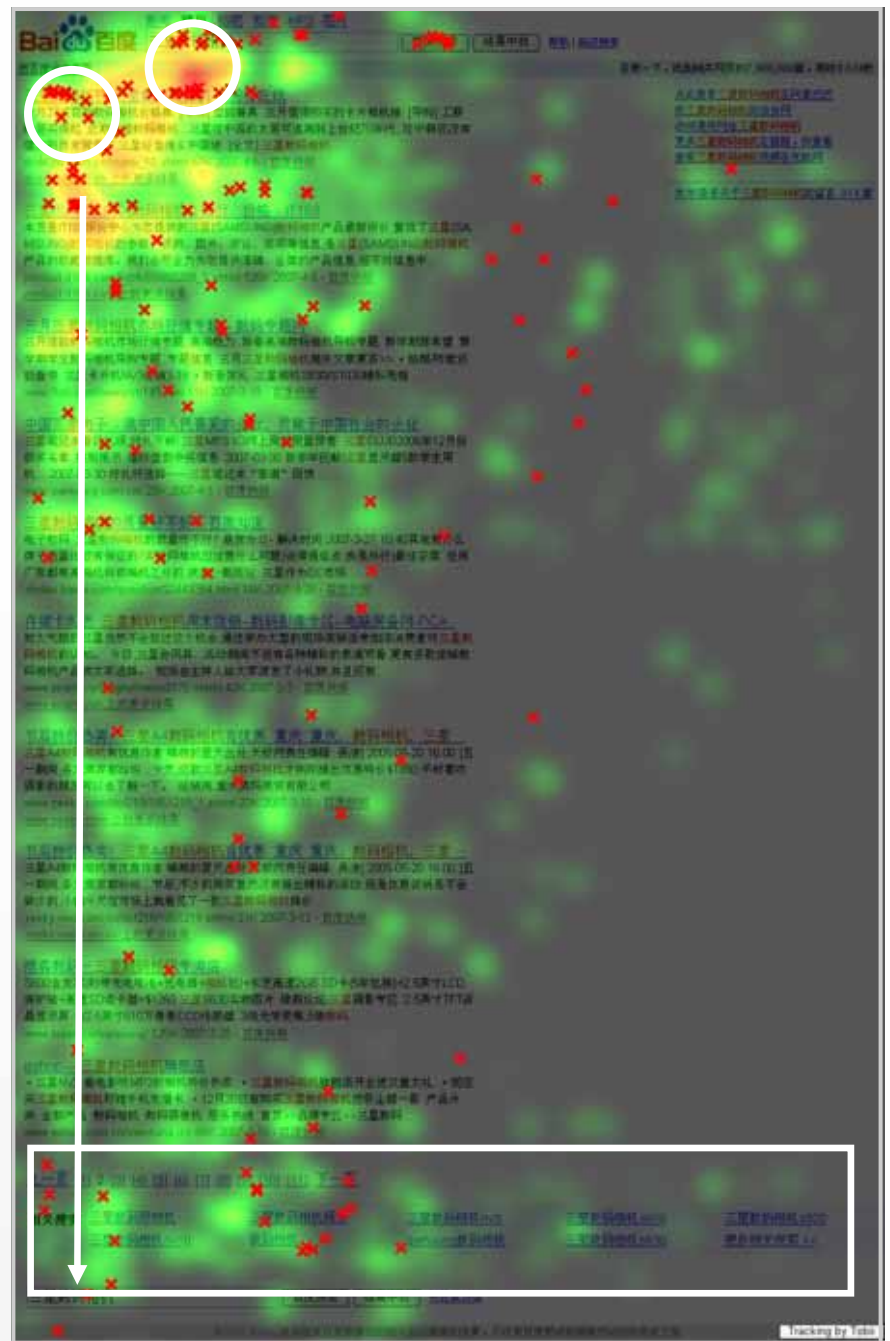
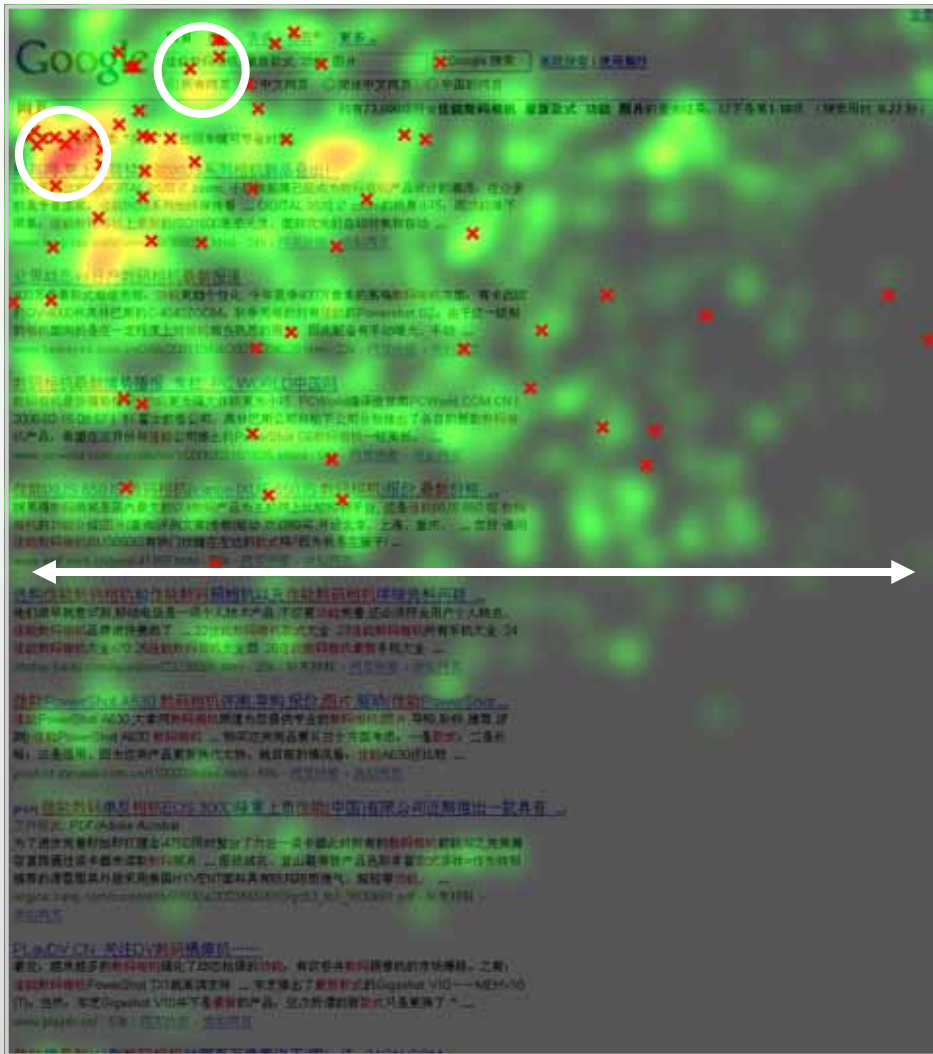
Baidu



Average Duration on Search Results Page - Commercial Research



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Thank You

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