

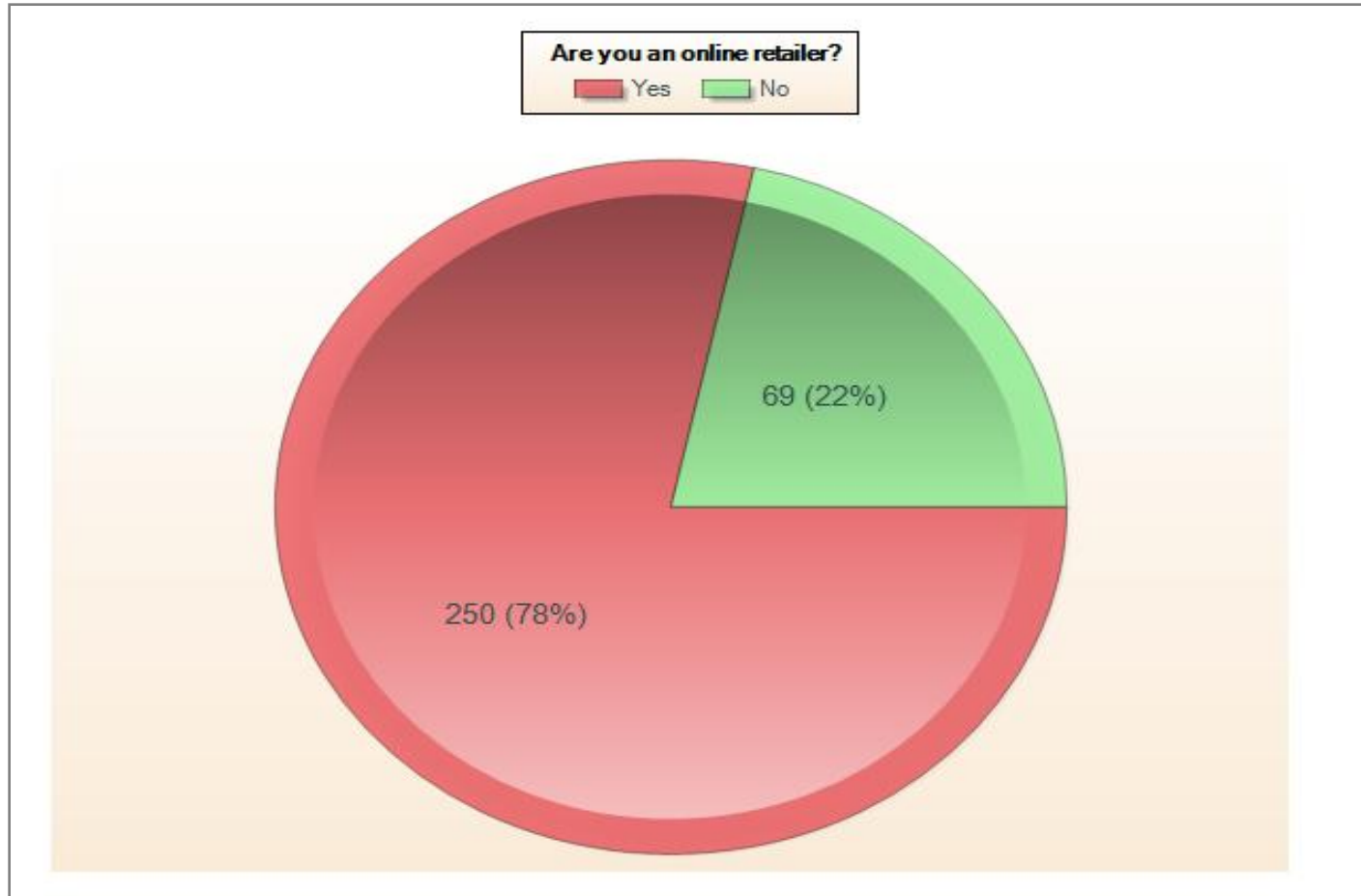
*How Important is Site Search to Your Overall eCommerce Strategy?*



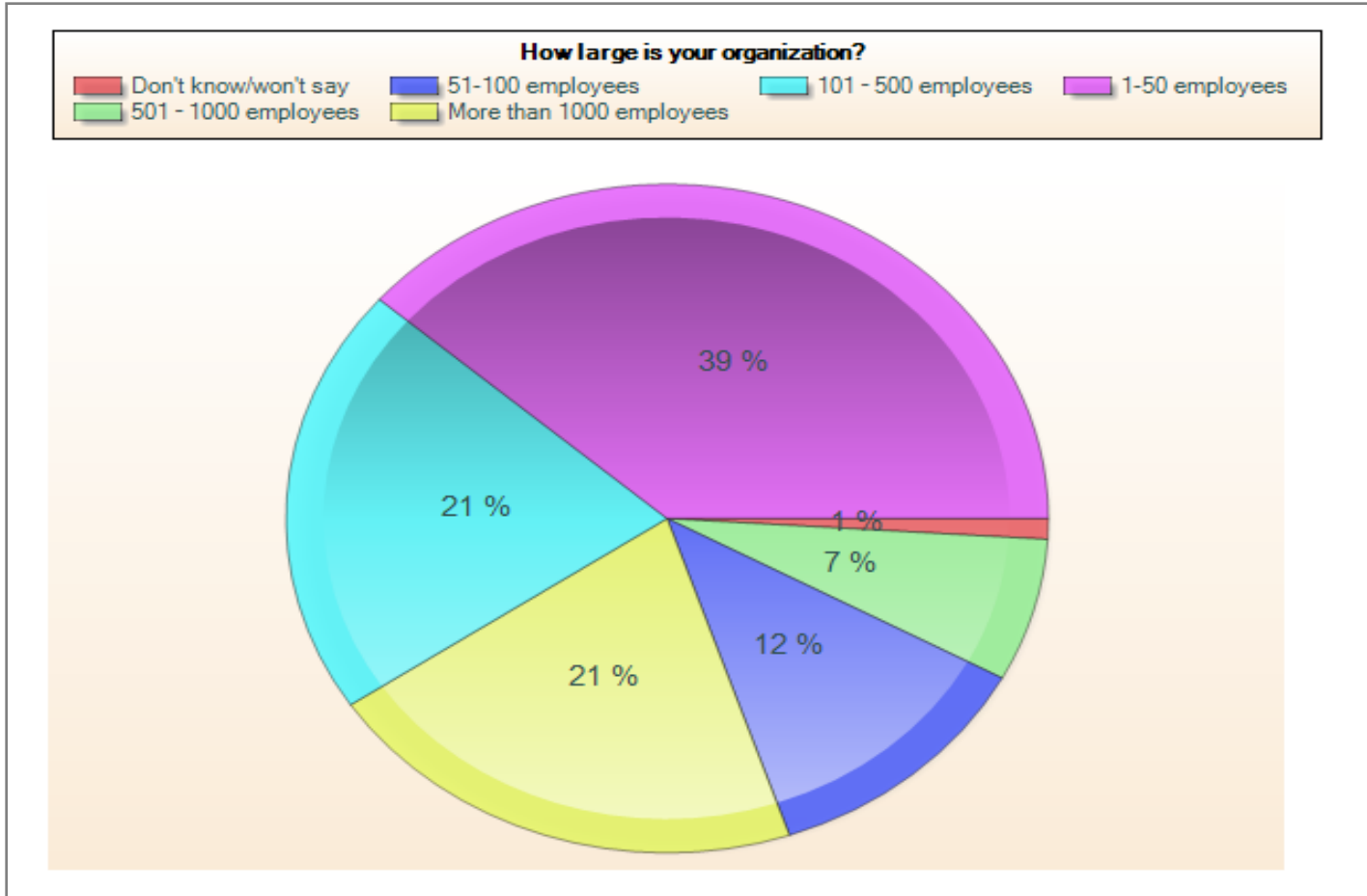
Survey

August 2008

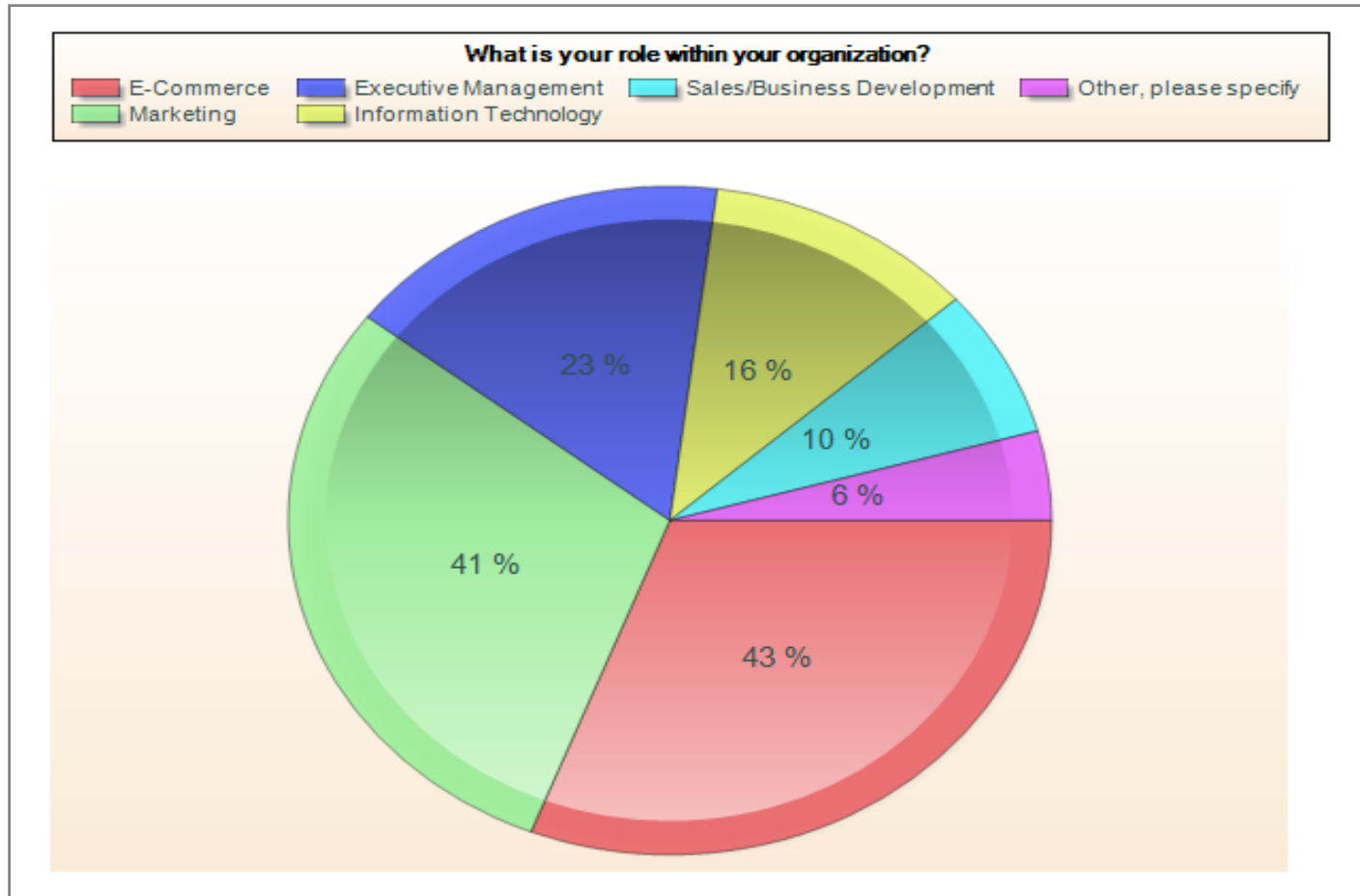
# Q1. Are you an online retailer?



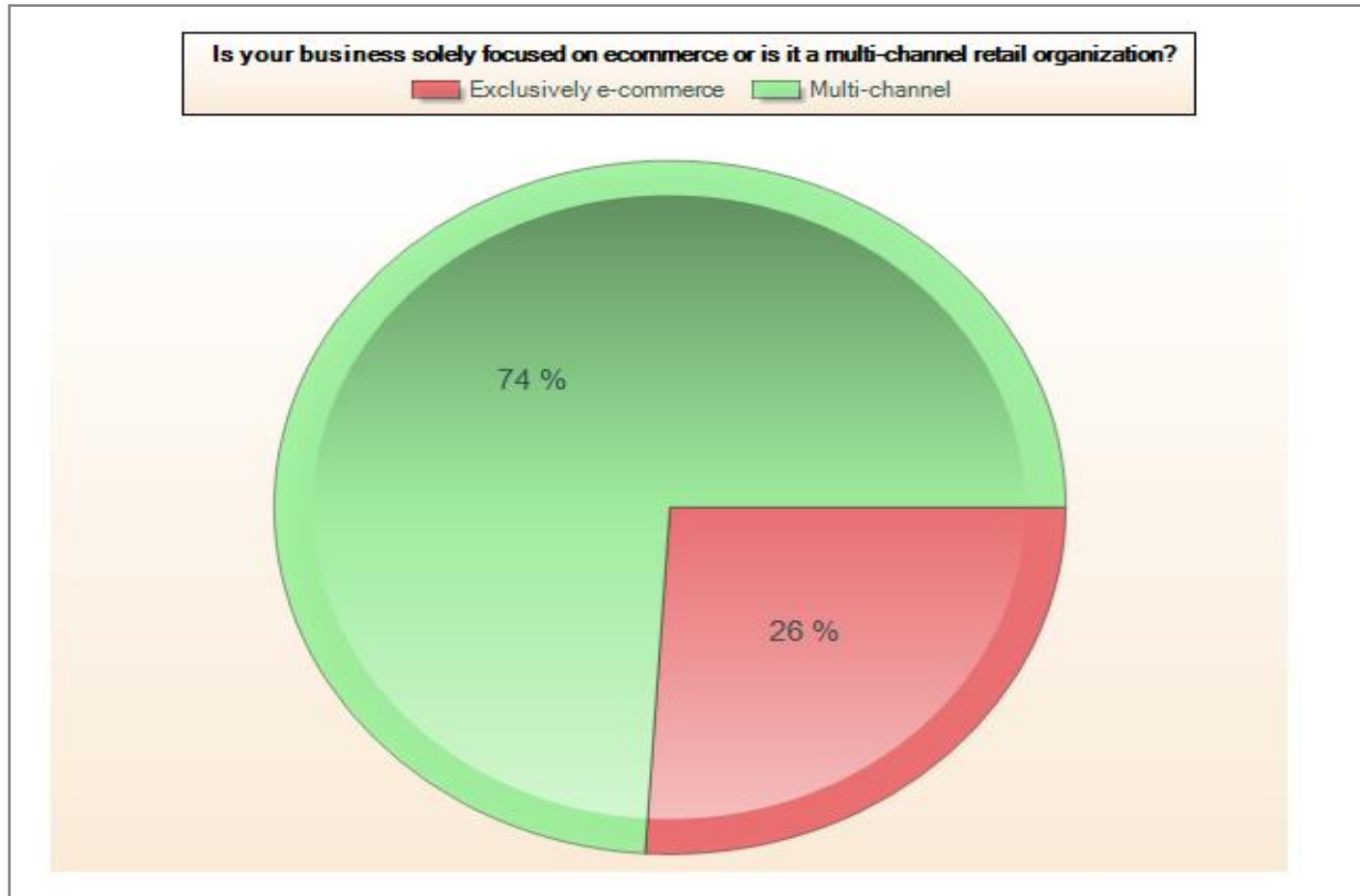
# Q2. How large is your organization?



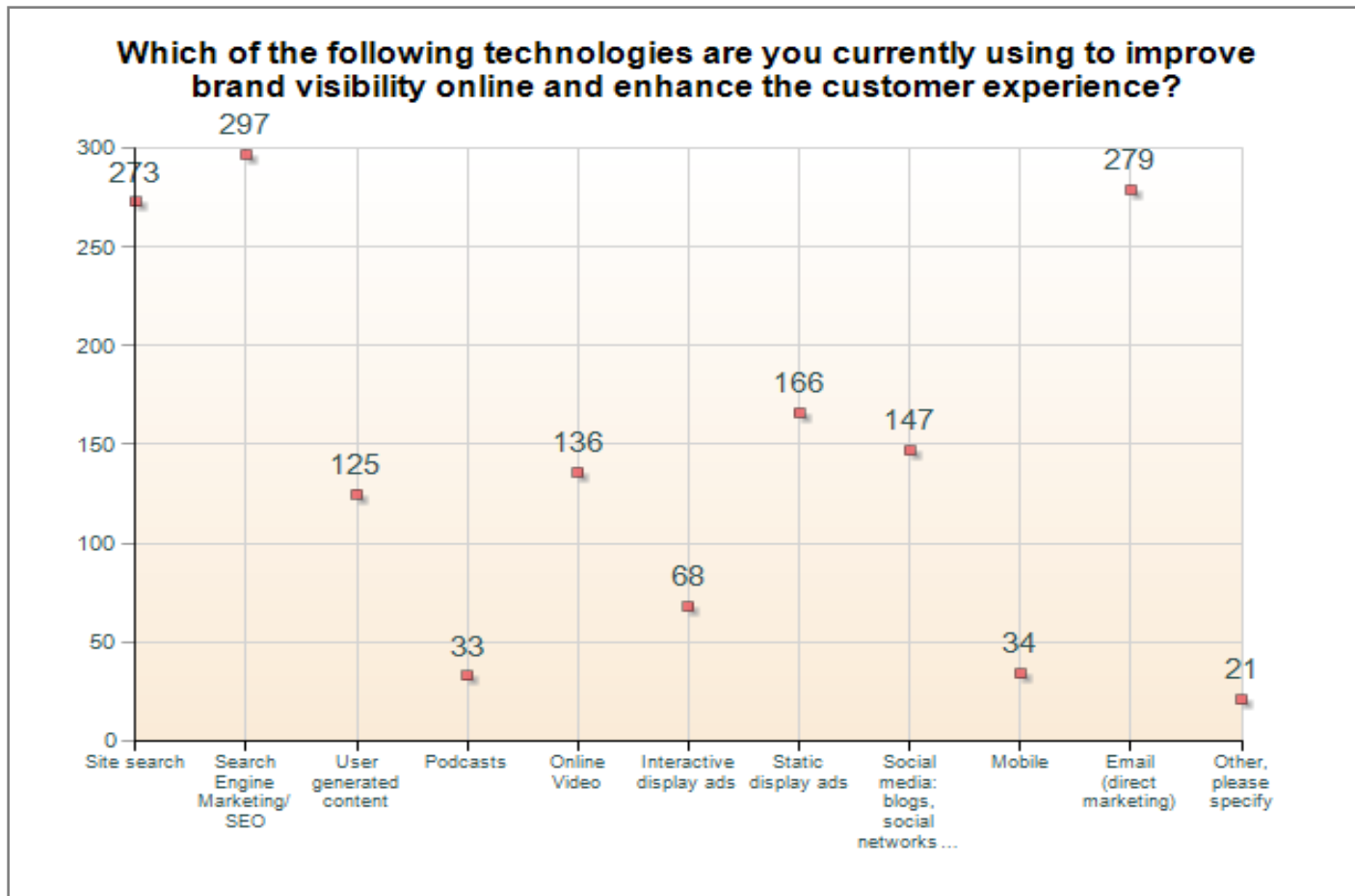
# Q3. What is your role within your organization?



Q4. Is your business solely focused on ecommerce or is it a multi-channel retail organization?



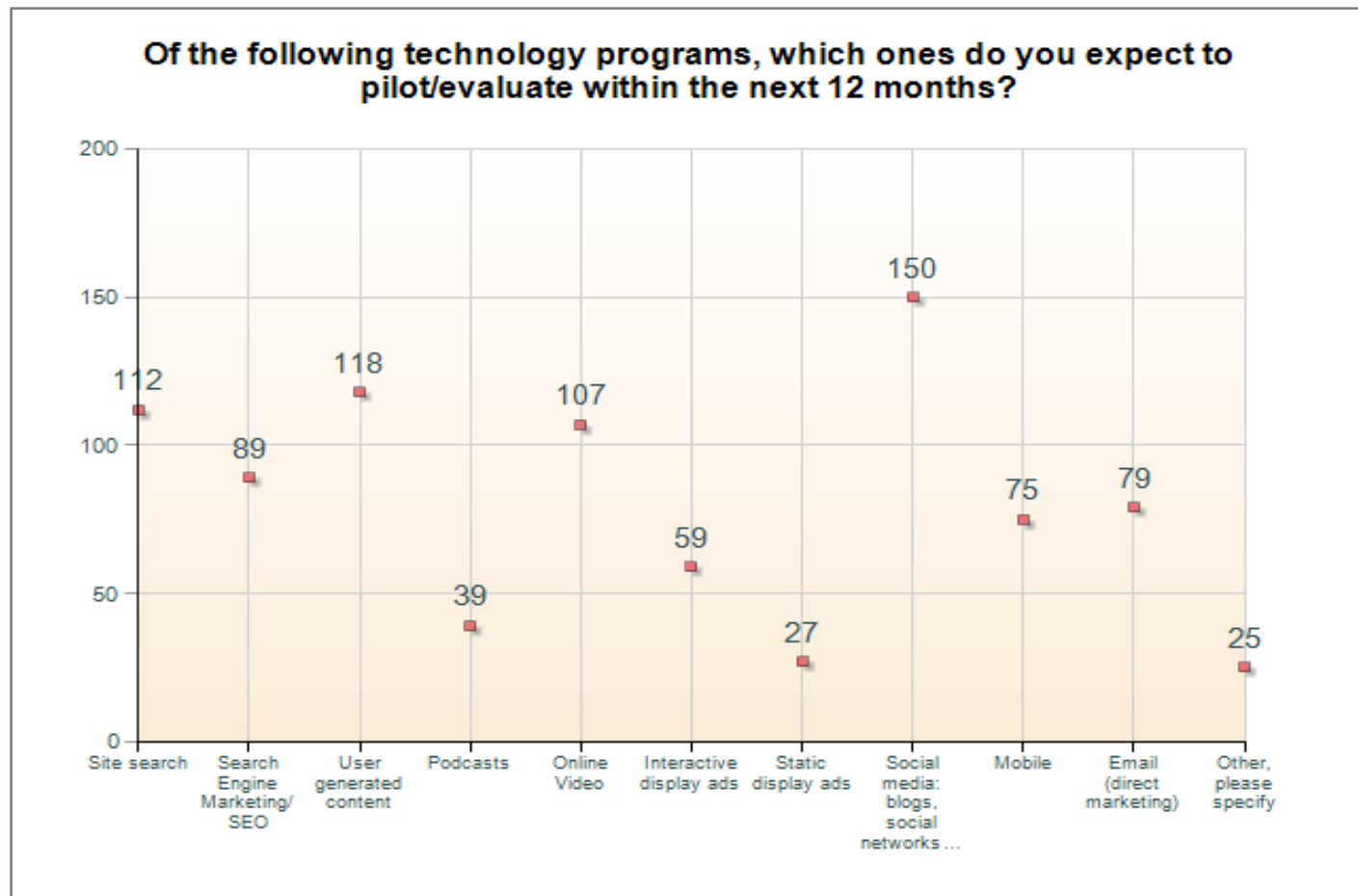
# Q5. Which of the following technologies are you currently using to improve brand visibility online and enhance the customer experience?



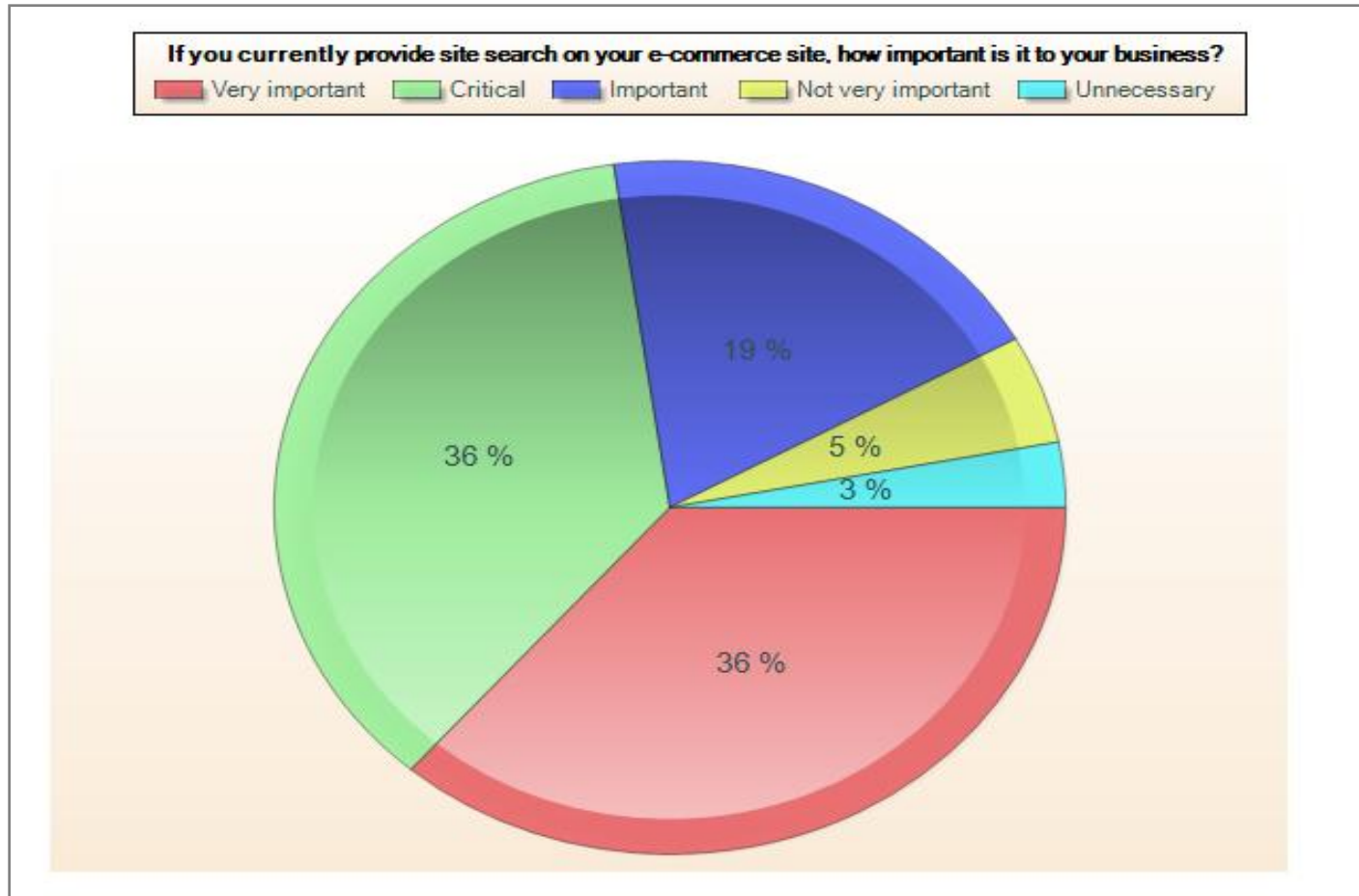
# Q6. Of the technologies you are currently using, how would you rank them in terms of importance to your business? (1 being most important, 5 being least)

Of the technologies you are currently using, how would you rank them in terms of importance to your business? (1 being most important, 5 being the least)					
	Very Important	Important	Somewhat Important	Least Important	Not Important
Site search	177 (59 %)	79 (26 %)	22 (7 %)	13 (4 %)	11 (4 %)
Search Engine Marketing/SEO	222 (70 %)	60 (19 %)	14 (4 %)	8 (3 %)	12 (4 %)
User generated content	28 (12 %)	64 (26 %)	85 (35 %)	49 (20 %)	17 (7 %)
Podcasts	7 (4 %)	9 (5 %)	31 (16 %)	61 (31 %)	89 (45 %)
Online Video	25 (11 %)	41 (18 %)	80 (34 %)	52 (22 %)	36 (15 %)
Interactive display ads	14 (7 %)	37 (18 %)	56 (27 %)	61 (29 %)	39 (19 %)
Static display ads	25 (10 %)	66 (27 %)	83 (33 %)	51 (20 %)	24 (10 %)
Social media: blogs, social networks, wikis	28 (12 %)	66 (28 %)	94 (39 %)	37 (15 %)	15 (6 %)
Mobile	14 (7 %)	16 (8 %)	41 (21 %)	66 (33 %)	61 (31 %)
Email (direct marketing)	176 (58 %)	72 (24 %)	35 (12 %)	9 (3 %)	11 (4 %)

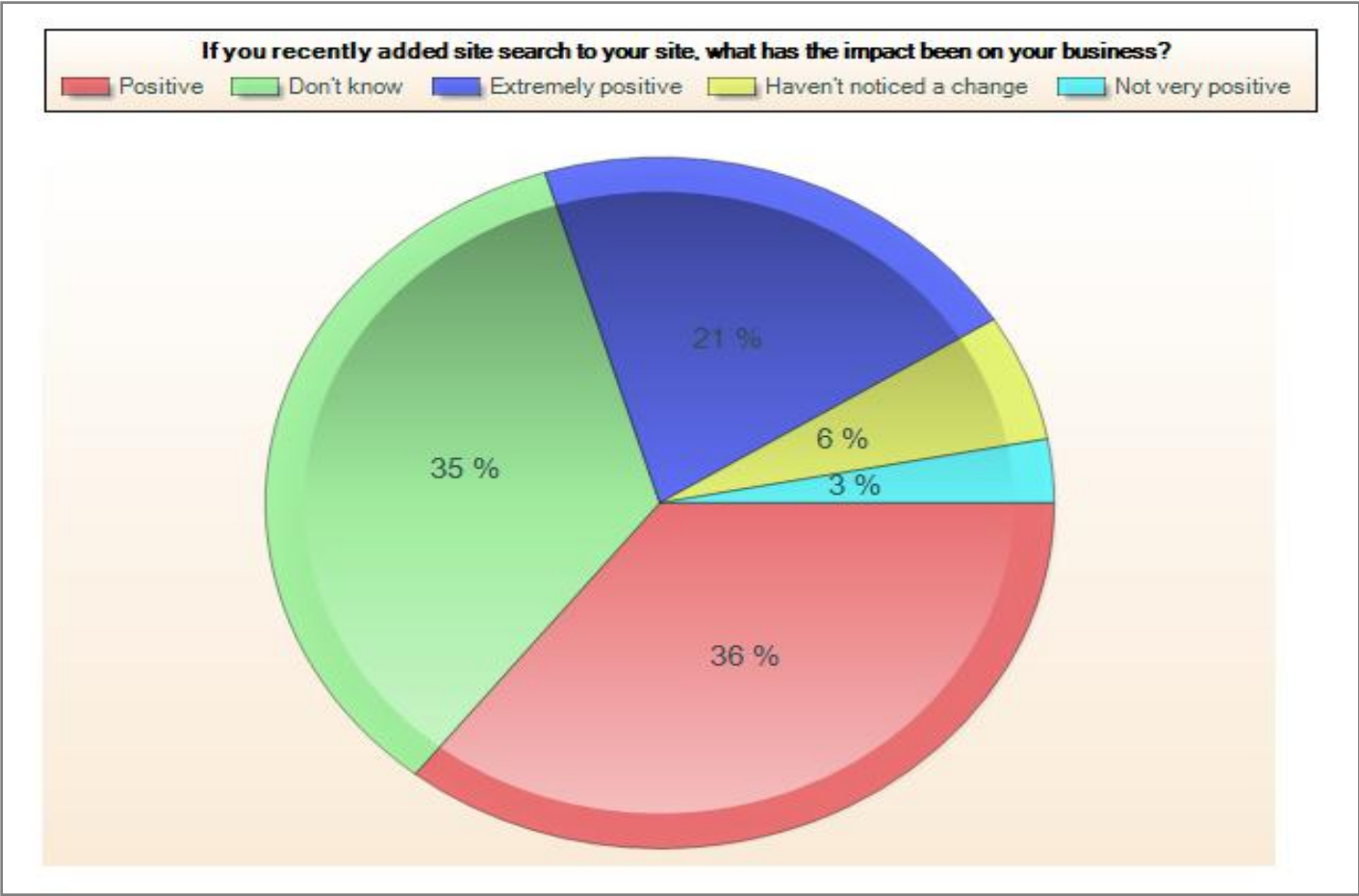
Q7. Of the following technology programs, which ones do you expect to pilot/evaluate within the next 12 months?



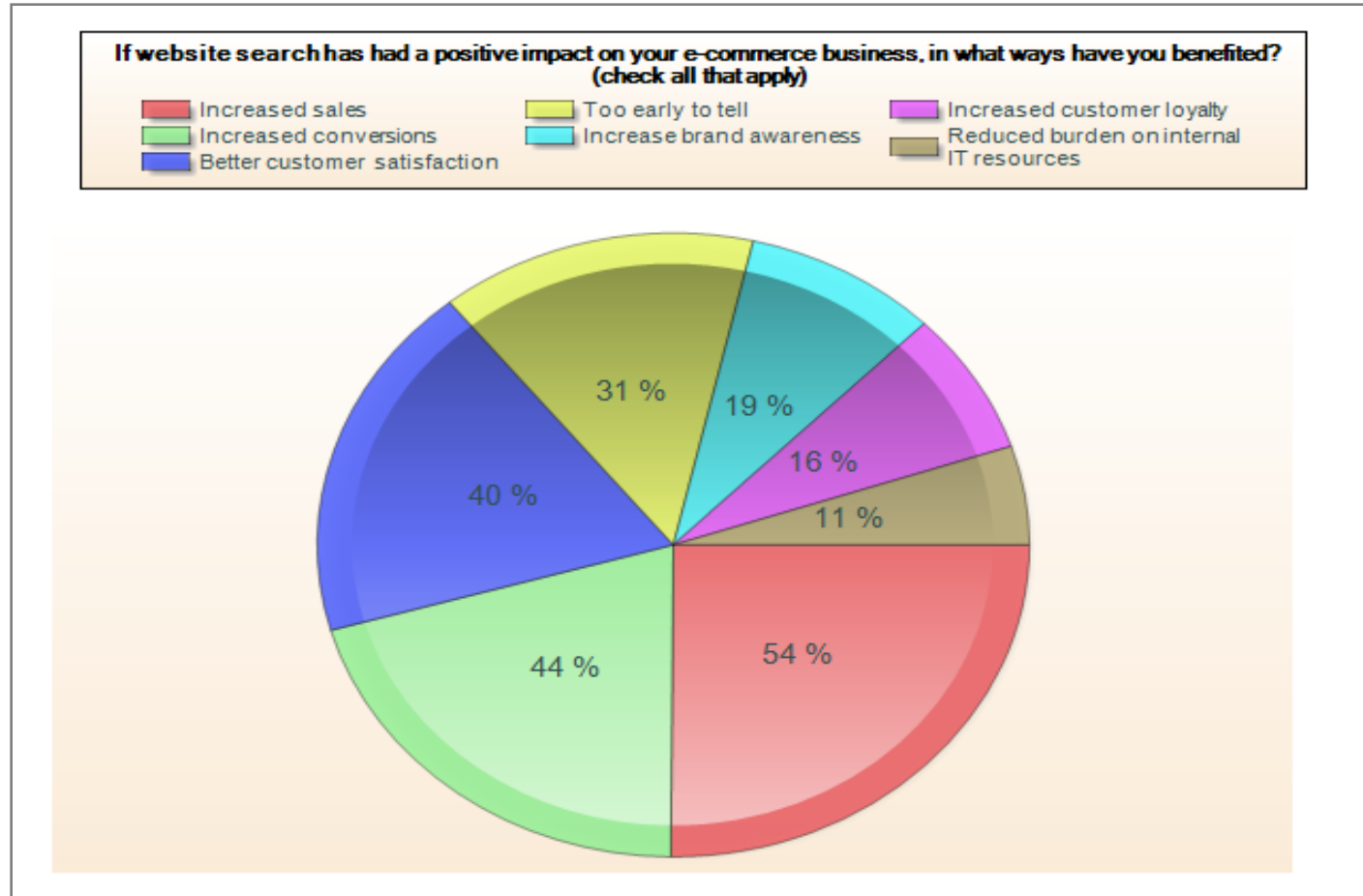
Q8. If you currently provide site search on your e-commerce site, how important is it to your business?  
(319 responses)



Q9. If you recently added site search to your site, what has the impact been on your business? (319 responses)



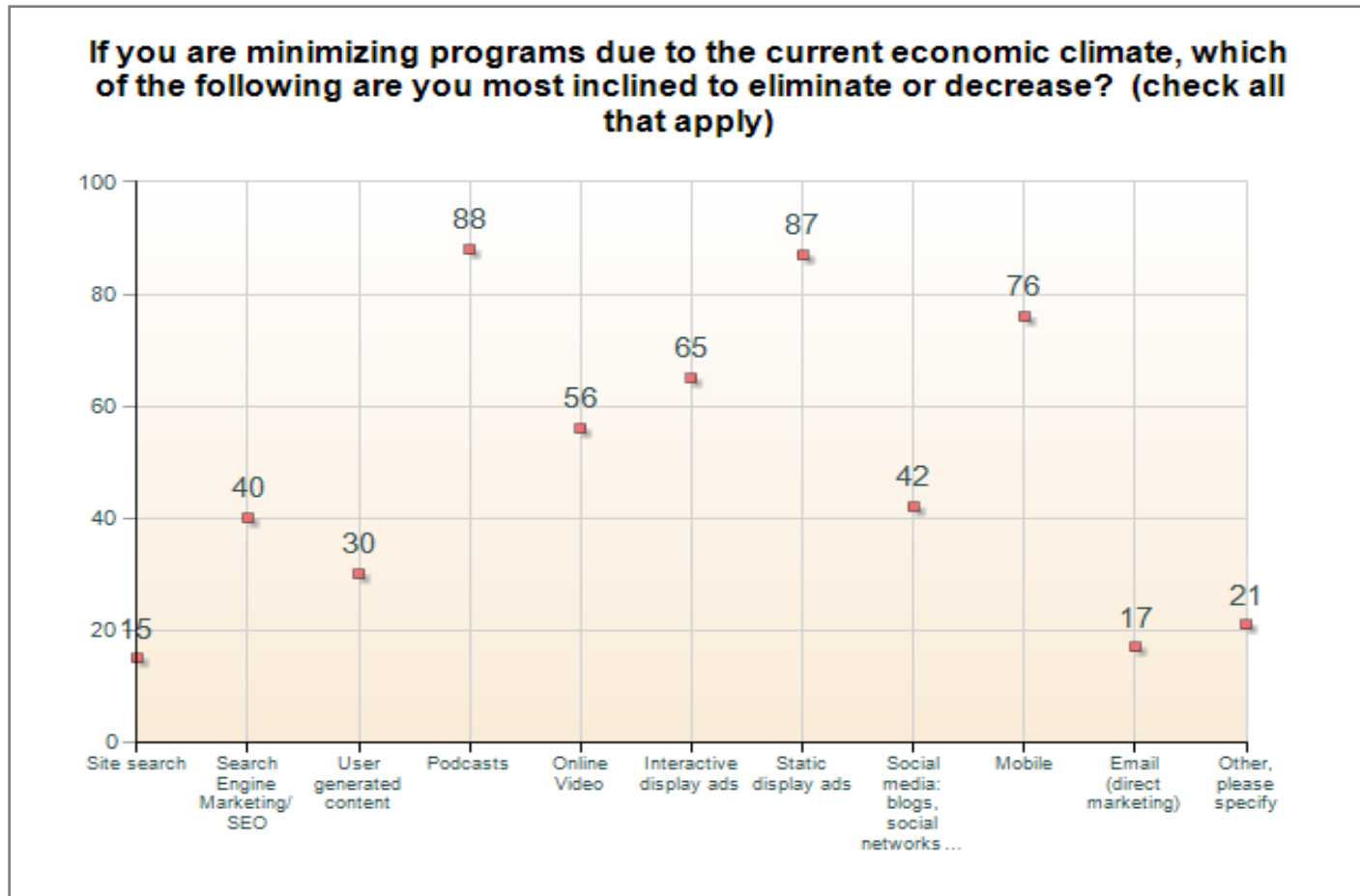
Q10. If website search has had a positive impact on your e-commerce business, in what ways have you benefited? (check all that apply)



# Q11. In the next three years, do you think the effectiveness will increase, stay the same or decrease for the following technology solutions?

In the next three years, do you think the effectiveness will increase, stay the same or decrease for the following technology solutions?			
	Increase	Stay the same	Decrease
Site search	254 (82 %)	57 (18 %)	0 (0 %)
Search Engine Marketing/SEO	238 (76 %)	65 (21 %)	10 (3 %)
User generated content	227 (76 %)	65 (22 %)	8 (3 %)
Podcasts	97 (36 %)	136 (50 %)	37 (14 %)
Online Video	199 (69 %)	85 (29 %)	5 (2 %)
Interactive display ads	132 (49 %)	117 (43 %)	21 (8 %)
Static display ads	54 (20 %)	150 (56 %)	66 (24 %)
Social media: blogs, social networks, wikis	214 (72 %)	73 (25 %)	9 (3 %)
Mobile	192 (68 %)	79 (28 %)	10 (4 %)
Email (marketing)	157 (52 %)	112 (37 %)	34 (11 %)

Q12. If you are minimizing programs due to the current economic climate, which of the following are you most inclined to eliminate or decrease? (check all that apply)



Q13. If you're reviewing new technologies, would you be more likely to consider a hosted (SaaS) service over a traditional installed application – to reduce costs, lessen the strain on IT resources and make for more rapid deployment? (308 responses)

