

EXHIBIT 2



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Q: Internet Advertising (Answered ★★★★★, 0 Comments)

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Question

Subject: **Internet Advertising**
Category: [Computers > Internet](#)
Asked by: **denvoy-ga**
List Price: \$5.00

Posted: 26 Jul 2004 13:48 PDT
Expires: 25 Aug 2004 13:48 PDT
Question ID: 379329

What is the difference between "contextual" advertising and "information search"? Is contextual advertising considered the same as "information search" or is it somehow different?

Answer

Subject: **Re: Internet Advertising**
Answered By: **easterangel-ga** on 26 Jul 2004 16:23 PDT
Rated: ★★★★★

Hi! Thanks for the question.

It seems that in marketing terms, the two concepts are very different. In contextual advertising, the audience or viewer is being served up by ads as he or she searches for information on the web. The information being sought after could be about a product or could be something very personal like info about a friend or data for a paper. Nonetheless ads are served up in the hopes that the viewer will be interested. It seems that in the present world this has been more used in the internet.

Again in terms of marketing concepts, "information search" meanwhile is a process wherein the viewer is actively seeking knowledge or info on a particular product or company. Unlike in contextual advertising when the customer is most of the time passively being fed with marketing ads, information, in "information search" activities, the customer is actively seeking knowledge whether online or offline about a product he or she will buy.

I have found the following websites defining the characteristics of "contextual advertising" and "information search".

Contextual Advertising:

"For me, contextual advertising is when ads are delivered based on the content of a web page that's being viewed, usually in an automated or semi-automated manner. In other words, the ad system sees that you are viewing a page about travel, which it knows by having examined the words on the page or other factors. The system then delivers up in some fashion an ad that's related to travel. That's the "contextual"

part of all this. The ad about travel fits the "context" or subject of the page."

"Google Throws Hat Into The Contextual Advertising Ring"
<http://searchenginewatch.com/sereport/article.php/2183531>

"A contextual ad system scans the text of a Web site for keywords and returns ads to the Web page based on what the user is viewing, either through ads placed on the page or pop-up ads. For example, if the user is viewing a site about sports, and the site uses contextual advertising, the user might see ads for sports-related companies, such as memorabilia dealers or ticket sellers."

"contextual advertising"
http://www.webopedia.com/TERM/C/contextual_advertising.html

Information Search:

"The process by which a buyer seeks to identify the most appropriate supplier(s) once a need has been recognized. The information search process may vary based upon variables such as organizational size and buying situation."

"Dictionary of Marketing Terms"
<http://www.marketingpower.com/live/mg-dictionary-view1527.php>

Search terms used:
Contextual advertising
marketing glossary "information search"

I hope these links would help you in your research. Before rating this answer, please ask for a clarification if you have a question or if you would need further information.

Thanks for visiting us.

Regards,
Easterangel-ga
Google Answers Researcher

denvoy-ga rated this answer:★★★★★

Thank you for your quick and thorough work!

Comments

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There are no comments at this time.

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