

## ADVERTISERS PLAN TO SPEND MORE ON SEARCH



Starting next week, Google IO will have started and just recently, the Kantar Media Compete has reported a number of trends that have been occurring during the month of May. In fact, both Bing and Yahoo saw a slight increase of their shares while Google's shares actually declined a bit. Even so, there has been an increase in volume, which is the second increase to take place since December of 2011. During this period of time, Bing managed to gain just about 0.3 points while Yahoo gained a little less, at about 0.1 points. In the meantime, Google saw decline in its shares, with a decline of 0.4 points. Google is now the holder of 65.5% while Bing is the holder of 33.7 percent. The share for AOL continued to remain the same for three months. ZenithOptimedia has already made a few predictions, believing that it is quite likely that advertisers are going to spend just about 15% more during 2012 than they did in the previous year for paid-search marketing. They have also predicted that the increase of 15% will continue throughout 2013 and will then increase by a little less, about 13% during 2014. The reason it is believed that so much of an increase will occur each year is because there have been a number of opportunities being made that help to customize the experience and because there has been an increase in people who rely on mobile. The paid-search spending for Mobile is already at 15%, which is an increase of approximately 5% from April of 2011. It is expected that there will continue to be increases, especially with the number of people who use smartphones and/or tablets. Advertisers are likely to start relying on this form of marketing because it becomes easier for them to target a specific audience. When they are able to target a specific audience, the advertisements are more relevant to the individual and that means that the general response to the advertisement is expected to be better and the individual, the consumer who is viewing the advertisement, will more than likely take an interest into what is being advertised. This is what advertisers are constantly striving for because they want the utmost success with their marketing campaigns. In the meantime, while a number of advancements have been made within mobile marketing, marketers still rely on online advertising and will continue to do so. It has already even been predicted that mobile advertisement spending from advertisers is going to increase in the United States by 80% within the entire year, which would be a total increase of \$1.45 billion from the previous year, back in 2011, which happens to be a major increase.