



# Newspaper Drives Online Traffic

Google-commissioned research shows media synergy

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Many Google Print Ads advertisers have seen first-hand the effect newspaper can have on search campaigns and web commerce.

For some sample success stories, please visit the published case studies at [www.google.com/ads/print](http://www.google.com/ads/print).

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On an average day, more than 50% of U.S. adults read a newspaper<sup>1</sup>. Marketers continue to rely on the medium's massive reach and targeting capabilities. And there are extra incentives for online marketers to buy newspaper.

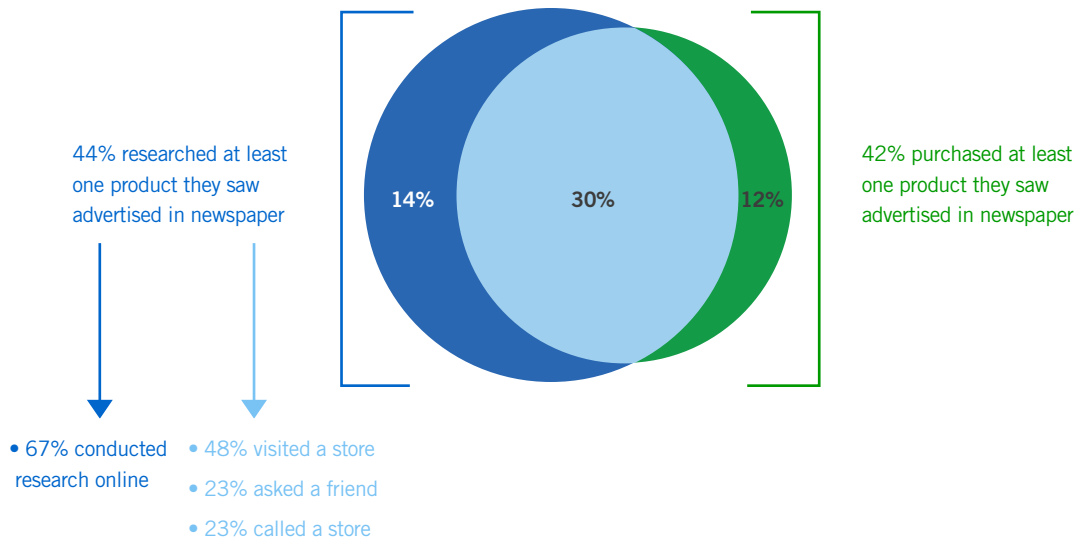
**Newspaper advertising drives response via the web, which makes it the perfect complement to a search campaign.** In a recent Google-commissioned study of newspaper readers who use the Internet:

- **42%** reported that in the last month they had purchased at least one product they saw in the newspaper
- **44%** reported that in the last month they had researched at least one product they saw in the newspaper (with some overlap between the groups)
- Overall, **56%** had either purchased or researched at least one product they saw in the newspaper in the last month

Where did that 44% of readers do their research? **67% of people who did research after seeing a newspaper ad did it online.** Overall, nearly 30% of Internet-using newspaper readers went online to research at least one product that they saw in the newspaper (on average, they researched nine).

## Web Dominates Response to Newspaper Ads

In Past Month:



Base: Target market of Internet-using newspaper readers

Source: Clark, Martire & Bartolomeo, Inc. Survey October 2007; n=1003 (US online users ages 18+ who perform a search with a search engine at least once a month) Question: Within the last month, have you done research and/or purchased a product as a result of seeing a newspaper ad?  
[1] Scarborough Research USA, Release 2 2005

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More than 50% of respondents said that if they saw a newspaper ad for a product they already knew about from the Internet, they would be more likely to purchase the product.

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This newspaper-driven activity impacts both website traffic and search campaigns. 47% of people who responded to a newspaper ad by going online went directly to a URL they saw in the advertisement, but a full 31% chose to use a search engine (overwhelmingly, Google.com).

**The benefits of getting your message in front of consumers multiple times in multiple media are real – and measurable.** In this study, more than 50% of respondents said that if they saw a newspaper ad for a product they already knew about from the Internet, they would be more likely to purchase the product.

72% of people who responded to a newspaper ad by searching Google ended up purchasing the product – effectively the same rate as people who responded by visiting a store (71% purchased). Additionally, people considered the newspaper more useful for learning about promotions (68% rated the newspaper very useful, versus 42% for the Internet) and deciding where (54% v. 45%) and when (43% v. 30%) to buy. Newspapers reach people at many points in the buying cycle, both early (inspiring web research) and late (prompting in-store or web purchase).

### Exploring Specifics of Web Response

In Past Month:



44% researched at least one product they saw advertised in newspaper

67% conducted research online

47% went to a product URL first

31% went to a search engine first

22% visited a shopping site or something else first

69% used  


19% used  


12% used another search engine

68% purchased

72% purchased

76% purchased

49% purchased

79% purchased

Source: Clark, Martire & Bartolomeo, Inc. Survey October 2007; n=441 (US online users ages 18+ who perform a search with a search engine at least once a month) Question: What medium did you use to conduct the research which resulted from seeing a newspaper ad?

