



double click performics

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THINKING FORWARD

Forty-Nine Percent of Consumers Search for “Green” Products... Can They Find Your “Green” Company?

Overview

DoubleClick Performics, in collaboration with Opinion Research Corporation, conducted a research study among 1,087 U.S. Internet users. The intent of the study was to understand online consumer behavior and the influences of environmentally-friendly or “green” marketing.

The survey results revealed that online consumers find great importance in environmentally-conscious companies and are willing to pay a premium for environmentally-friendly products.

About the Consumers

Almost all of the online users make online purchases (88 percent). Most of the online purchases are made by adults younger than fifty-five with higher household income and education levels. Online and offline advertising sources influence consumers to make online purchases, specifically recommendations from friends, family members and co-workers (39 percent), sponsored ads on search engine results pages (32 percent) and promotional emails (28 percent).

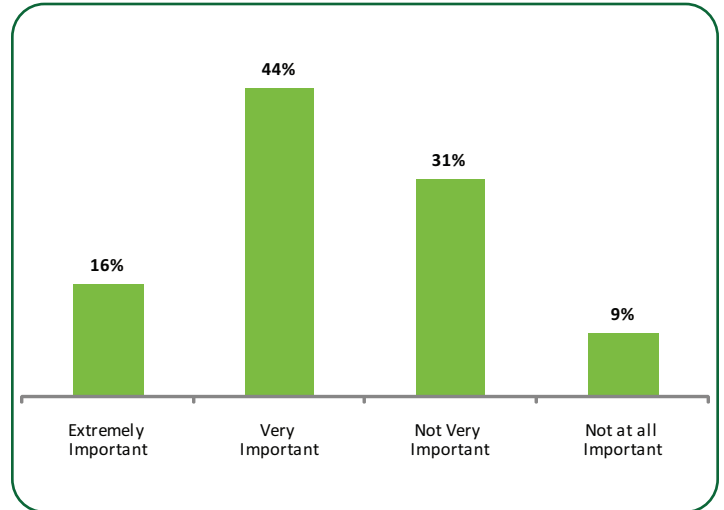
Consumers are influenced the most by recommendations from friends, family members or coworkers when making online purchases (23 percent). Word-of-Mouth is considered a valuable medium for online advertising, specifically for the electronic and travel/hospitality purchase categories. Almost three-fourths (73 percent) of the consumers feel that recommendations are "extremely valuable" or "very valuable" in their online purchase decisions.

Those consumers that value recommendations also provide their own feedback about online purchases. The majority of the consumers (65 percent) provide their feedback at least "some of the time."

Green Marketing Key Findings

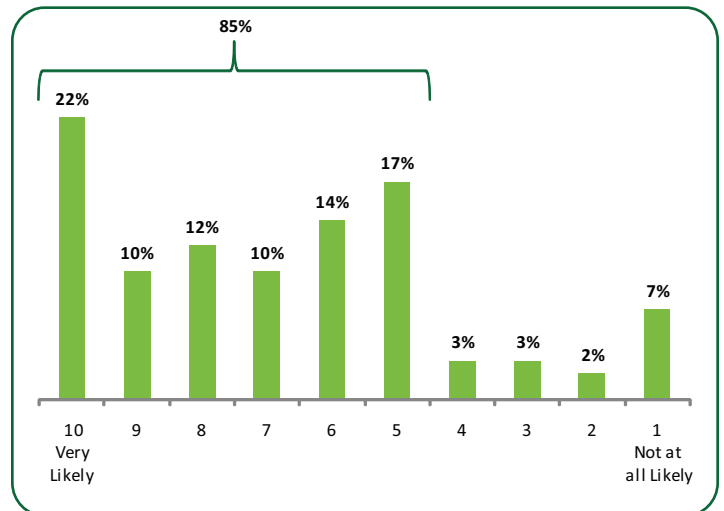
- A significant percentage of online consumers feel that it is important for a company to be environmentally-conscious. This sentiment is similar across all age groups.

60 percent of online consumers indicated that it is either "extremely important" or "very important" for an online company to be environmentally-conscious, while only 9 percent felt that it is an unimportant factor.



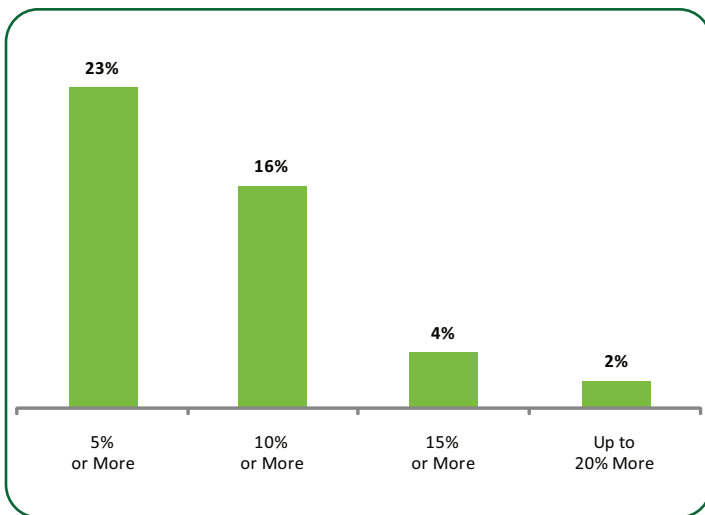
- Online consumers are likely to recommend an ecologically-aware company to a friend, family member or co-worker.

Based on a scale of 1-10, 10 being "very likely," 85 percent of consumers rated their likelihood to promote a "green" company as 5 or higher, while only 15 percent of consumers provided a rating of less than 5.

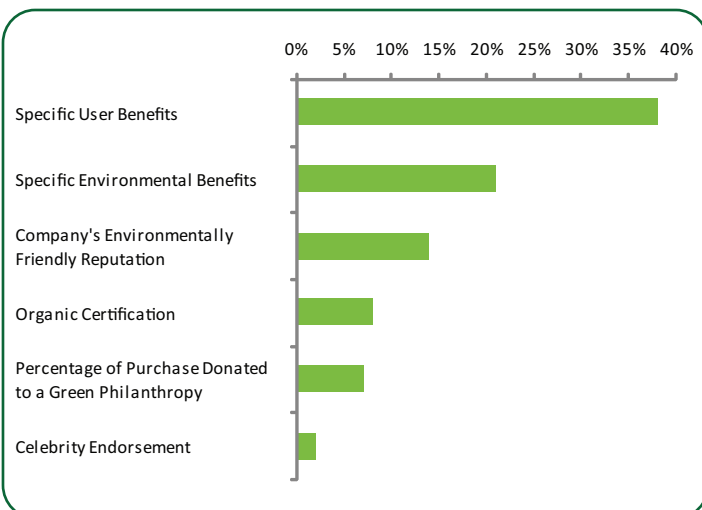


- Consumers prefer environmentally-friendly products. When choosing between two similar products, 83 percent of consumers indicated that they are “extremely likely” or “very likely” to choose the product with environmental benefits.
- Online consumers are proactively searching for environmentally-minded products, particularly younger adults. Almost half (49 percent) of consumers stated that they search for environmentally-friendly products at least “some of the time” when making an online purchase.
- Online consumers, specifically among the ages of 18-34, are willing to pay more money for products that are environmentally-friendly.

45 percent of online consumers are willing to pay a premium of at least “5 percent or more” for a product that promotes environmentally-friendly attributes.



- The most attractive type of “green” marketing focuses on benefits for both the user and the environment. *Over one-third (38 percent) of consumers are attracted to environmentally-conscious marketing that touts specific user benefits (i.e., saves money on bills, longer lasting products), while almost a quarter (21 percent) of consumers are drawn to the specific environmental benefits (e.g., saves trees, conserves water).*



Key Takeaways

DoubleClick Performics’ survey results revealed that consumers are drawn to “green” companies and are willing to pay a premium for products with earth-friendly attributes. Almost two-thirds (60%) of consumers find great importance in an environmentally-conscious company. Consumers are proactively researching and purchasing “green” products that provide benefits to both the user and the environment. They are influenced by many types of advertising, specifically word-of-mouth, the most influential form of online advertising. Advertisers should take advantage of this type of viral marketing by expanding their presence in Web sites such as Facebook, a social network site where communication is constantly exchanged between users.

With so many consumers researching and communicating online, advertisers should consider including relevant, environmentally-driven content throughout their search and affiliate campaigns. Nearly half (49%) of consumers actively seek out “green” products, paying close attention to eco-friendly marketing messages. This presents an opportunity for advertisers to connect with consumers by having a “green” online presence. For example, advertisers should include “green” related keywords in their campaigns to increase visibility, insert environmental benefits within online ad copy to target and engage consumers and build relevant landing pages that provide direct paths to their environmental offerings.

“Green” companies should take full advantage of their environmentally-conscious stance, using aggressive online marketing. “Green” marketing has proven to be a very influential form of advertising.

Methodology

DoubleClick Performics, in cooperation with Opinion Research Corporation, conducted this behavioral study in February 2008. The online study was among a U.S. sample of 1,087 adults obtained from Greenfield Online Sample. The sample was weighted by four variables: sex, age, race and geographic region to ensure accurate and reliable representation of the total adult population. Among a sample of more than a 1000, 517 were men and 570 were women. All participants had to be eighteen years of age and older. The results were segmented using the following age ranges: 18-34, 35-44, 45-54 and 55+. Because the sample was based on self-selected participation, estimates of sampling error could not be determined.

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About Us

Since 1998, DoubleClick Performics has delivered consumers to our search engine marketing clients. Our structure provides high-level strategic planning and integrated services resulting in a deep knowledge of consumer behavior. As committed industry leaders, our innovative approach to digital performance marketing enables us to anticipate and shape the future while ensuring our clients' marketing investments are efficient and effective.

Our world-class solutions stem from superior technology with a layer of intelligence and experience that cannot be replicated elsewhere. DoubleClick Performics is *thinking forward*.

Learn more at www.performics.com.