

Graham found an inexpensive getaway.



Google™



Jane found a valuable customer.

Every second, everywhere throughout the world, consumers and advertisers

use keywords on Google to find exactly what they're looking for – each other.

How it works courtesy of eMBgroup.

Online consumers use keywords to search for information.

Google Advanced Search Preferences Language Tools Search Tips

mobile phones Google Search

Web Images Groups Directory News

Searched the web for **mobile phones**. Results 1 - 10 of about 3,590,000. Search took 0.23 seconds.

Find MOBILE PHONES on AMAZON.CO.UK and tons of other ELECTRONIC DEVICES! Sponsored Link
www.amazon.co.uk All shipped directly to you with FREE UK SHIPPING on orders over £25!

MOBILE PHONES - Huge Range on KELKOO - Compare & SAVE! Sponsored Link
www.kelkoo.co.uk Compare on KELKOO & Save - Lowest UK Prices on Electronics HERE!

Categories: Regional > Europe > ... > Communications > Wireless Home > Consumer Information > ... > Communications > Phones > Cell

News: Indians talking more on their mobile phones - Hindustan Times - 5 hours ago
Ulster drivers escape ban on mobile phones - Belfast Telegraph - Dec 1, 2003
Companies face fines if drivers caught using mobile phones - Financial Times - Nov 30, 2003
Try Google News: Search news for mobile phones or browse the latest headlines

Independent Expert Group on **Mobile Phones**
Independent Expert Group on **Mobile Phones**. Home Page. Independent Expert Group on **Mobile Phones**. This website gives information ...
www.iegmp.org.uk/ - 4k - Cached - Similar pages

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Description: **Mobile Phones**, with or without contracts or SIM cards, and accessories.
Category: Business > Telecommunications > ... > Equipment > Phones > Rentals
www.mphone.co.uk/ - 65k - Cached - Similar pages

Dial-a-Phone **Mobile Phones**
... Home Contract mobiles-pay monthly Vodafone O2 T-Mobile Orange 3 Search all mobile phones View pay monthly ... Copyright 2003 Dial-a-Phone, all rights ...

Sponsored Links

Official T-mobile Site
Research Compare prices and buy your new T-Mobile phone online
www.t-mobile.co.uk/shop
Interest: █

Buy Cheap Mobile Phones
Great deals on the latest phones from a range of major UK networks
www.dialaphone.co.uk/google
Interest: █

Latest Mobile Phones
From a 3, Orange & O2 Direct Dealer
New 3G video mobiles in stock
www.Mobiles.co.uk
Interest: █

Mobile Phones
Free handsets plus fantastic gifts
All networks with terrific tariffs
www.mobileshop.com
Interest: █

Advertisers choose which keywords they want their ads associated with, then their ads appear alongside Google search results and on web pages related to that keyword. Ads appear as clean, simple text and are clearly identified as promotional, thereby respecting and enhancing web users' efforts to find useful information.

Google AdWords has become the world's largest search advertising programme, currently used by more than 150,000 businesses to cost-effectively gain new customers. It's the only advertising programme that capitalises on the unsurpassed relevance of Google search results and the broad reach of the Google advertising network

You pay only when someone clicks on your ad.

It's called cost-per-click (CPC) advertising. That means you get qualified leads, not just impressions. You can track ROI through every campaign, on every ad or keyword. Minimum CPC pricing starts at 5p a keyword, and will never exceed a maximum price – your “bid” – that you set. To help you establish your pricing, AdWords suggests a maximum CPC that would put your ad for all your keywords in first position 90 percent of the time.

You get much more reach.

Your ads run automatically on all Google properties, and you can opt for broader distribution through Google search partners including Ask Jeeves, DealTime, BT Openworld, and NTL. We also offer a network of content sites on which your keyword-based ads can run. These content-targeted ads appear on a growing network of partner sites.

You can track results.

You don't need to worry about impressions, total circulation, or having to ask where customers heard about you. With online reports available to you around the clock, you'll know exactly how many clicks you receive, how much you have paid, and the value to you by market segment, product, or offer.

You set your maximum daily budget.

AdWords allows you to determine how much you want to spend each day by suggesting a daily spend level based on Google traffic history and the maximum CPC you specified. You set your maximum daily budget, and our ad system automatically ensures that over the course of your campaign you never pay more than your average maximum daily budget.

Prices are automatically reduced.

Google's ad discounter automatically reduces your actual CPC paid to the lowest amount needed to maintain your ad's position and to stay ahead of your competition.

Clickthrough rate (CTR) means relevance.

We know that a relevant experience brings search users back again and again, which is why we measure ad relevance as clicks divided by impressions. We reward high CTR with an improved position on the page.

Ranking is dynamic.

Google dynamically positions your ad on our pages as well as those on our search and content partner sites according to this ranking formula: maximum CPC bid x CTR. Ads that perform well appear higher up and you can never be locked out of the top position.

Why Google.

Google is the #5 global property on the web.

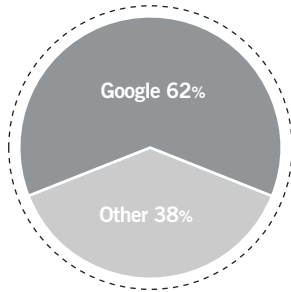
Nielsen//NetRatings, June 2003

Google ranks #2 among all web properties in the UK with more than 12.2 million unique users.

Nielsen//NetRatings, October 2003

Google is the most popular online brand in Europe.

Forrester, August 2003



◀ Google is #1 in search referrals in the UK, sending more than 62% of all search-driven traffic websites receive.

StatMarket, October 2003

Over the past twelve months, the number of searches on Google originating from the UK increased 85 percent.

Google Internal Data

Google is the #1 search site in the UK.

Nielsen//NetRatings, October 2003

In one year, Google.co.uk grew 69 percent in unique visitors while the number of active Internet users in the UK increased only 7 percent.

Nielsen//NetRatings, October 2003

Google serves a global audience with more than 85 international domains.

Google Internal Data



Gareth found a fixed-rate mortgage.



Amy found a long-term client.

What to expect.

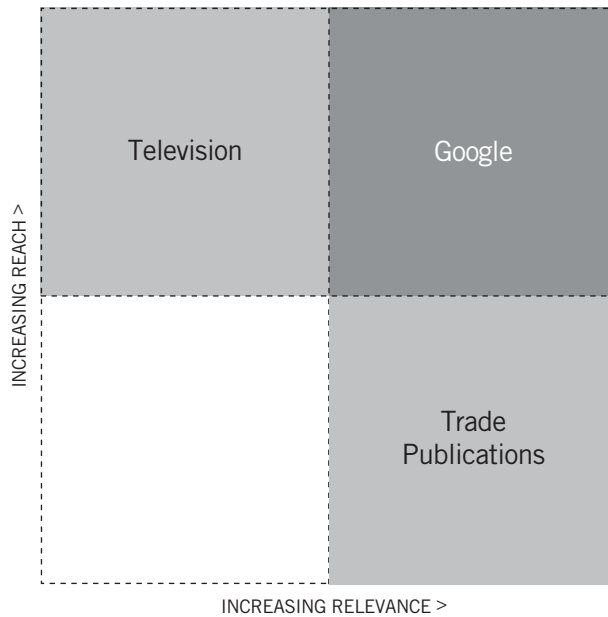
Expect to reach pre-qualified prospects throughout the buying cycle.

Demographic targeting and list purchases are effective at connecting you with broad groups of potential customers, but have limited value for identifying prospects that are about to buy. Keyword advertising, however, provides that in-the-moment magic of delivering your advertising message to customers in the precise instant that they're looking for information about your product or service. This allows you not just to customise your messages to precisely targeted prospects, it also lets you tailor your message, via keyword choices, to prospects at different moments in the buying cycle.

Expect a measurable ROI that you can see immediately.

Tight budgets force financial discipline. So marketers can rightfully demand very precise ROI reporting from every advertising effort. This means seeing results – traffic, signups, sales, or leads – immediately. It also means being able to see how well each particular ad is performing every day – so you can optimise quickly and apply your learning across all your marketing efforts.

Google keyword advertising provides this level of precise ROI reporting, making it one of the most accountable media ever. You can track your ads' performance all the way from clickthrough to conversion, in realtime. This allows you to focus your efforts on high-performing advertisements, and respond quickly to market opportunities and changes.



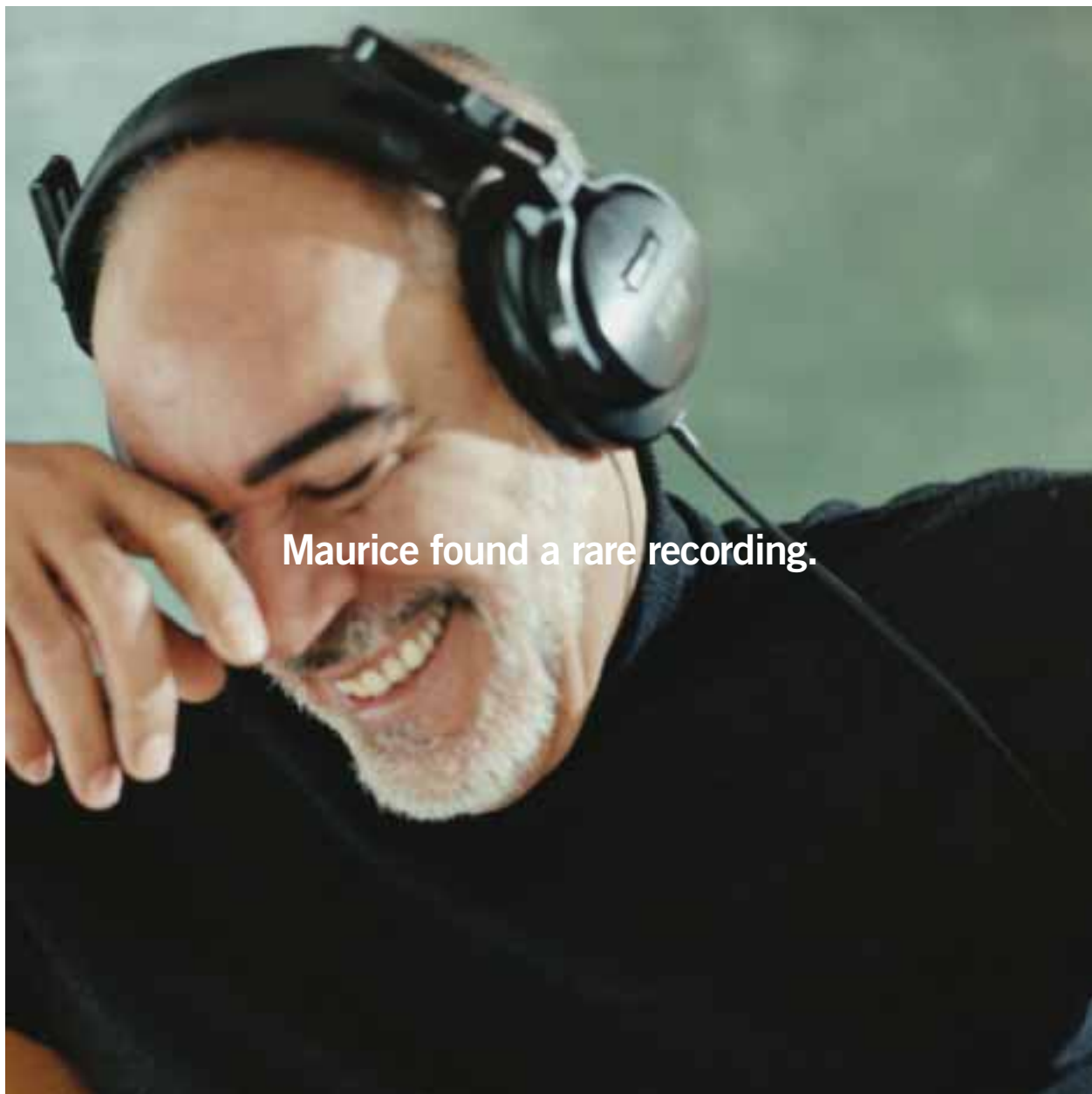
◀ **Expect both relevance and reach.**

Historically, marketers have faced a challenging dilemma: if you want broad reach, you have to accept a high percentage of waste; if you want precise targeting, you have to accept limited reach. No more. With over 6 billion searches a month on the Google advertising network, Google advertisers can connect with a very large pool of targeted prospects all across the Web. And because you can scale your advertising reach up or down in an instant, it's nearly risk-free: you can start small, test a collection of offers or creative, then ramp your campaigns if they meet your ROI objectives. All the while maintaining the same cost per click.

Expect your online campaigns to improve your offline effectiveness.

Most marketers understand that keyword-based advertising offers the most cost-effective way to generate leads and gain new customers. What may not be as well known: an integrated campaign which includes online advertising improves the efficiency of print and broadcast campaigns. Many savvy advertisers use their Google Adwords campaigns as a type of real-time market testing – seeing which offers and messaging work best, then using those learnings to inform more expensive print and broadcast marketing. Just as important, research suggests that adding an online component to an integrated campaign can substantively grow brand awareness and brand favorability, aid message association, and most important, strengthen intent to purchase.**

**Cross-Media Optimization Study, Internet Advertising Bureau, February 2003



Maurice found a rare recording.



Emma found a serious collector.



Natalie found a last-minute gift.

And you, what will you find?



www.google.co.uk/ads : www.eMBgroup.co.uk

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