



Press Release

Date:
03.01.07

London Office: 55 New Oxford Street London WC1 1BS
Cheshire Office: 700 Mandarin Court Warrington WA1 1GG

Subject:

White Paper

Subheading:

The Long Tail of Search, the value and volume.

London, 21 December 2006: Latitude, the Leader in Search, has published a new white paper that explores the mathematical theory behind the Long Tail phenomenon, as applied to search. Written by Latitude's Director of Search, Jon Myers, it uses mathematical examples to examine the viability of the Long Tail concept, as well as the effect deeper buying in searches can have on sales. The paper additionally examines why brand name searches are more likely to result in a sale than generic searches. It's available to download today from www.searchlatitude.com.

The author of the white paper, Jon Myers, explained he wanted to study the numbers behind the Long Tail. "A lot of people have been talking about the concept and saying that if you don't buy the Long Tail, you aren't taking advantage of cheaper searches", he commented. "But no one was talking about the statistics or mathematics behind it all." In exploring the mathematical theory behind the Long Tail, Jon said: "It was significant that you can use mathematics to prove what people have been saying. It does all stack up and you can prove the concept behind deeper buying."

A notable finding in the white paper is how much brand can affect search campaigns. Discussing the high rate of conversion for branded searches, Jon commented: "It comes down to how strong you can make your brand. If you have a good brand, you can do so much more within the search marketing arena."

Jon aims to further his research into the theory behind the Long Tail by looking at search engines individually rather than as a whole. He wants to examine whether Long Tail marketing is more effective on particular search engines and study the demographics and search habits of their users. This will help Latitude, the market leader in search, run even more effective search campaigns for its clients.



Press Release Continued

Date:

03.01.07

London Office: 55 New Oxford Street London WC1 1BS

Cheshire Office: 700 Mandarin Court Warrington WA1 1GG

For a copy of the white paper, *The Long Tail of search* – the value and the volume, and for more information, please call Matt Brocklehurst, Head of Marketing, on: 0207 952 8000.

Or email him on: matt.brocklehurst@searchlatitude.com

About Latitude

Latitude (www.searchlatitude.com), with anticipated worldwide sales of more than \$100m in 2007, is one of the world's leading Search Engine Marketing agencies. Using its unrivalled pay-per-click and search engine optimisation expertise, it helps clients obtain superior click rates, rank in the best possible positions on search results pages and achieve exceptional ROI. One of the fastest-growing technology companies in the world, Latitude is at the forefront of integrating search expertise with Web marketing and online communications. Headquartered in London, with more than 100 employees, Latitude is a 2006 Media Momentum Award winner.

Notes to Editors

For more information, press only:

Matt Brocklehurst

Head of Marketing

Latitude

Email: matt.brocklehurst@searchlatitude.com

Phone: +44 (0) 20 7952 8000