



Press Release

Date:
20.04.07

London Office: 55 New Oxford Street London WC1A 1BS
Cheshire Office: 700 Mandarin Court Warrington WA1 1GG

Subject:

Travel firms get a glimpse of 'Search 2.5'

Subheading:

New Latitude white paper introduces 'efficiency index' concept

Travel companies were this week given a preview of Yahoo!'s new search advertising platform, and told to expect more 'warts and all' traveller-generated content appearing on search results pages as a result of the phenomenal growth in social networking sites such as Flickr and MySpace.

Speaking yesterday at a breakfast seminar for travel firms organised by search marketing agency Latitude and online travel recruitment specialist puregenie.com, Richard Firminger, Yahoo! Search Marketing's regional sales director, predicted the new platform would be seen as the search engine equivalent of Web 2.0.

"If you think of Goto, the pioneers of search marketing who became Overture and were acquired by Yahoo! and Google as 'search 1.0' and 'search 2.0', the new Yahoo! search advertising platform will take search to new levels of relevance and usability," he said.

Mr Firminger said Panama's arrival in the UK would be "akin to the launch of search 2.5". The seminar also served as a launch pad for Latitude's latest white paper, 'Search marketing and travel: when is it best to bid?' To be published this week, the white paper uses Latitude's massive volumes of historic data to explore the concept of an 'efficiency index' derived from click volumes and average bid prices for relevant keywords. Such an index would enable online marketers to forecast future peaks and troughs in search traffic more accurately and allow greater fine-tuning of bid strategies.

Latitude's chief operations officer, Richard Gregory, told the 60-strong audience: "There is inevitably a lag between increases in keyword traffic and increases in bid prices for those keywords," "These gaps become much easier to spot and exploit when an efficiency index is applied."

The new Latitude white paper (available at www.latitudegroup.com) also says travel firms could benefit from being more creative in exploiting seasonal trends, that they need to be continually vigilant that natural and paid search strategies are properly co-ordinated, and to not be afraid of testing new creative ideas.



Press Release Continued

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About Latitude

Headquartered in London, with offices in Warrington, Cheshire, and more than 100 employees, Latitude's unrivalled pay-per-click and search engine optimisation expertise enables its clients to obtain consistently superior returns from their investment in search engine marketing. In 2007 the agency won the Netimperative 'Search Campaign of the Year' award; it also won a Media Momentum Award as Britain's fastest growing digital media company in 2006 (shortlisted again in 2007) and its Chief Executive Officer, Dylan Thwaites, was chosen as the 2006 Ernst & Young Technology & Communications Entrepreneur of the Year.

About puregenie.com

Puregenie.com is a recruitment agency (not a job board) that specialises in online job opportunities within the travel industry. Puregenie.com was established to cater for the increasing demand for talented people with specific skills in the online environment. Clients are businesses who either specialise in online travel, or who are looking to boost their online capabilities within the travel, tourism, leisure and hospitality industry. Puregenie.com is backed by the highly respected travel specialist headhunting firm Gail Kenny Executive Search Limited, see www.puregenie.com for more details.

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