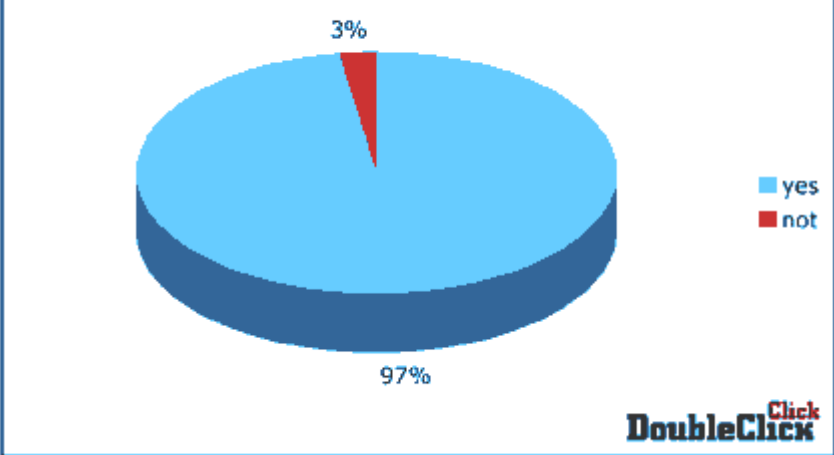
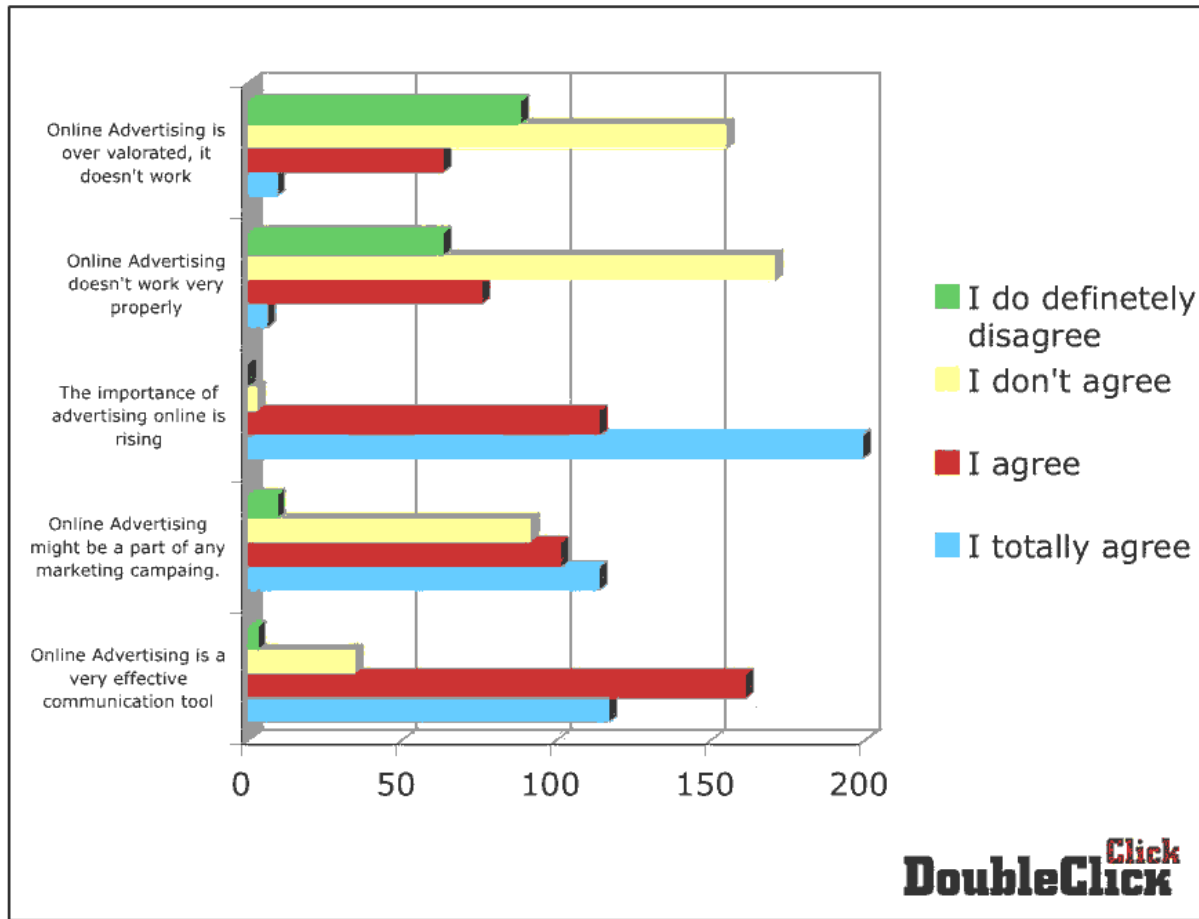


**ANNEXE**

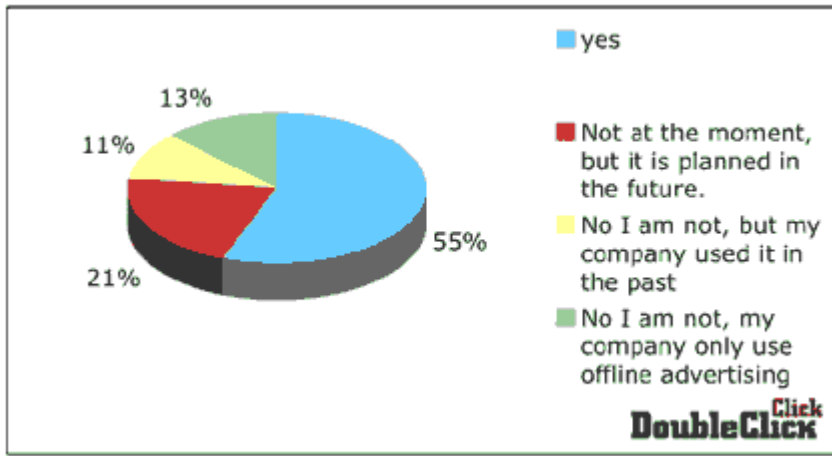
1) Do you think that a marketing campaign directed to consumers is more effective if it integrates both online and offline advertising?



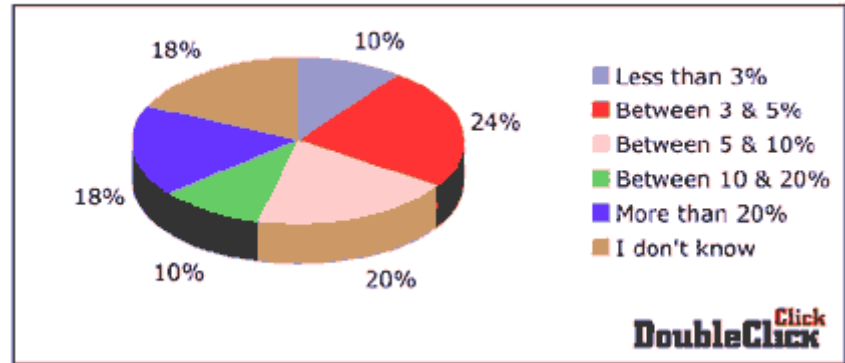
2) Do you agree with the following opinions?



3) Are you currently using a marketing campaign including online advertising?



4) What percentage of your marketing budget have you assigned / you assign / you plan to assign to online advertising?



5) How frequently do you use the following types of online advertising?

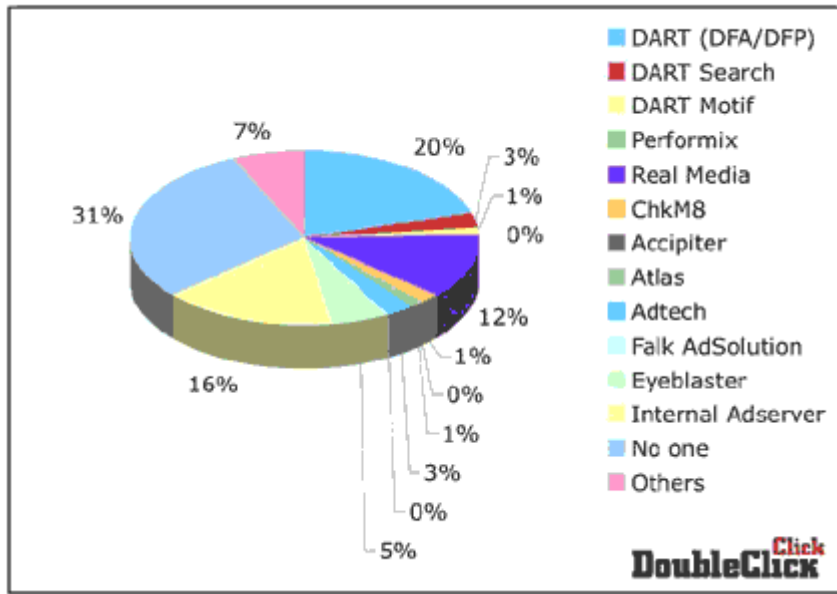
<b>Searchers Marketing</b>	<b>14%</b>
e-newsletters	13%
Sponsored links	11%
Current Banner	8%
Buttons	7%
Robapágina	7%
Megabanners	7%
Affiliation Marketing	6%
Skyscrapers	5%
Pop ups and Pop unders	4%
Videos	4%
Activated sound by user format	3,2%
Spread out Banner	3%
Interstitial	3%
Layers	2,4%
Overlayers	1,3%
Preactivated sound format	0,8%



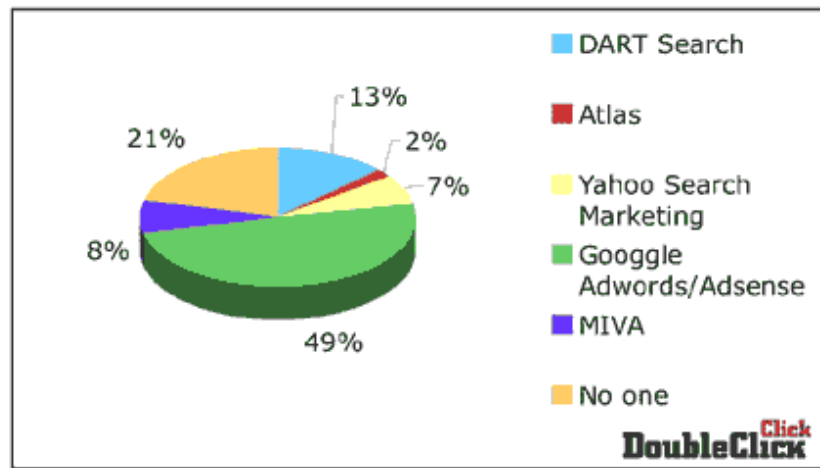
7) When you invest in searchers marketing, how often do you use the following searchers?¹

<b>Google</b>	<b>32,8%</b>
Yahoo	14,0%
MSN	13,3%
Terra	9,6%
Ya.com	9,2%
Others	6,3%
Ozú	5,8%
Lycos	2,4%
Eresmas	2%
Noxtrum	1,6%
Ask.com	1,6%
Metaindice.com	0,8%
Navegante.com	0,8%
Gennio	0,8%
Excite Soaing	0,4%

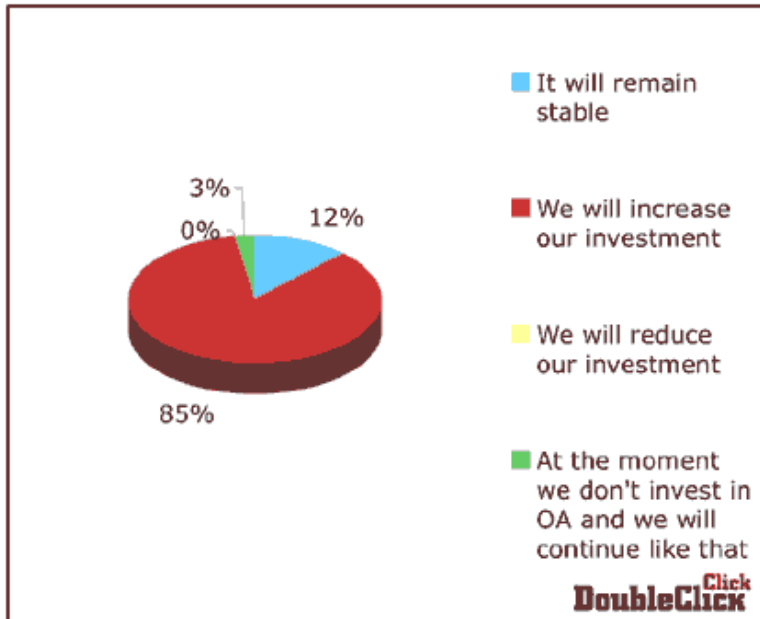
8) What tool do you use for targetting, serving, analyzing your online campaigns?



9) What tool do you use to optimize your investment in searchers marketing?



10) How do you think investment in online advertising will be in the next 3 years in your company?



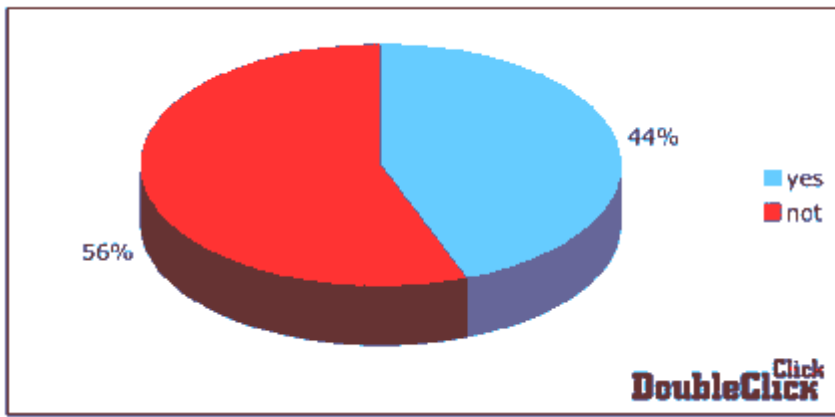
11) Score from 1 to 6 the effectivity of the following marketing and public relations techniques (1= not much effective, 6= very effective)<sup>2</sup>

Advertising Campaign on TV	15%
Searchers Marketing	12%
E-mail marketing	10%
PR	9,5%
Events	9%
Advertising Campaign on graphic media	8%
Affiliation Marketing	8%
CPM Campaigns	7%
Advertising Campaign Outdoors	6%
Mobile marketing	6%
Direct Mail	5%
Advertising Campaign Radio	4,5%

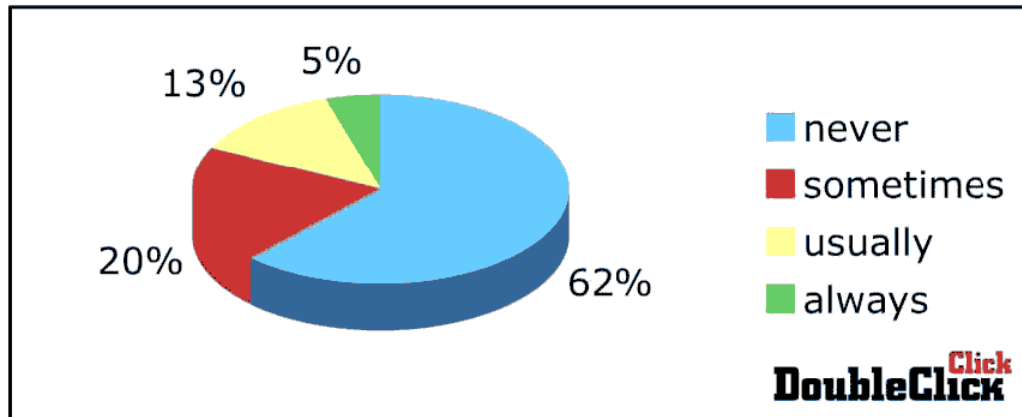
**DoubleClick**

<sup>2</sup> As for as the most effective media are concerned, we have focused on the scoring 5 and 6 in order to see which are the most valorated media by the advertisers.

12) Are you familiarized with the post-click or post-impression system?

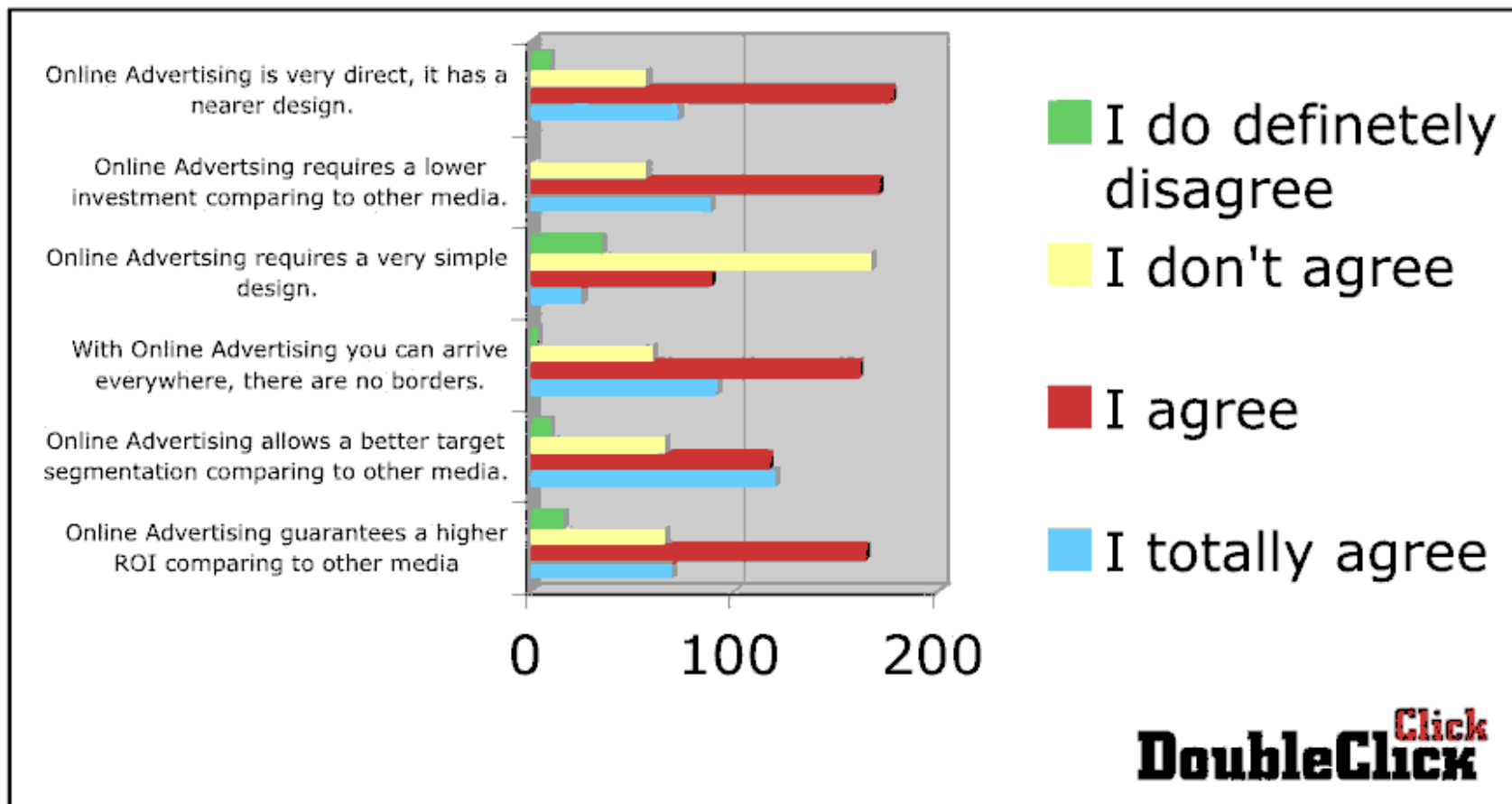


13) How frequently do you use the post-click or post-impression systems in your online advertising campaigns?

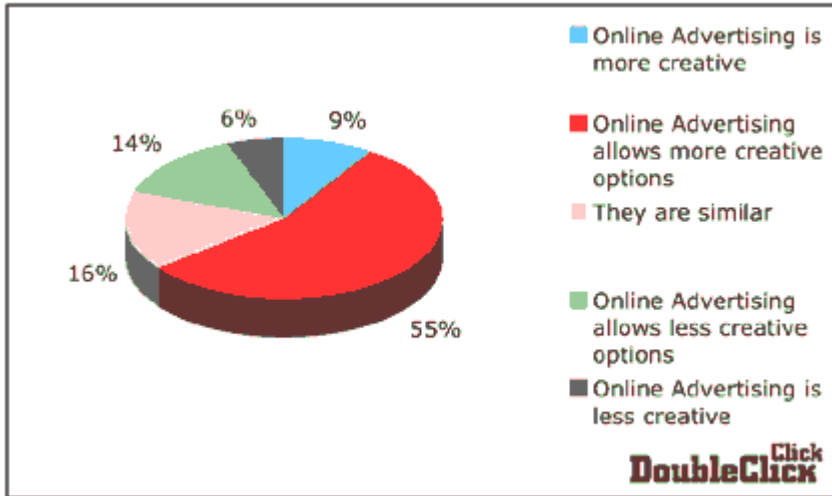




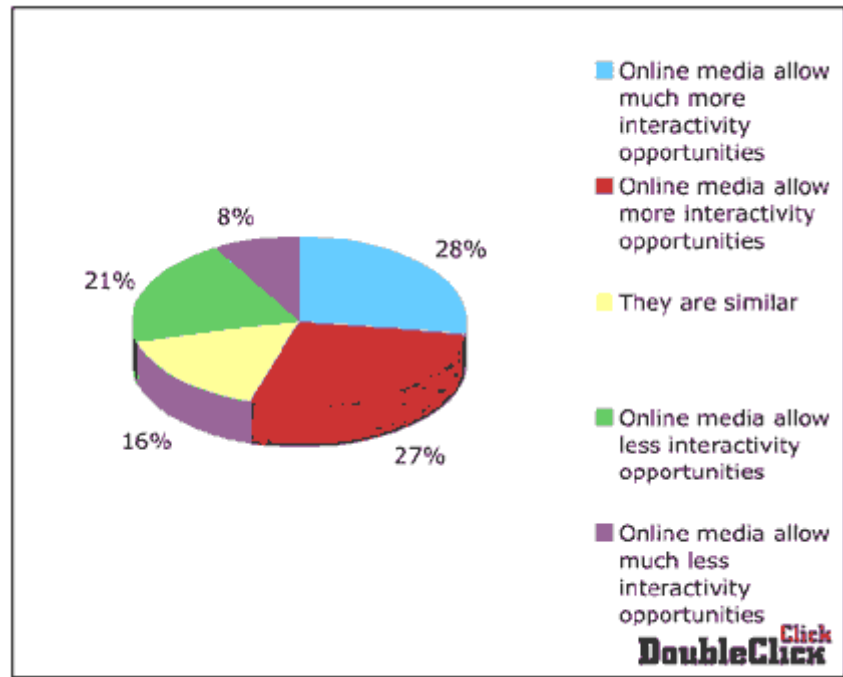
14) Do you agree with the following opinions?



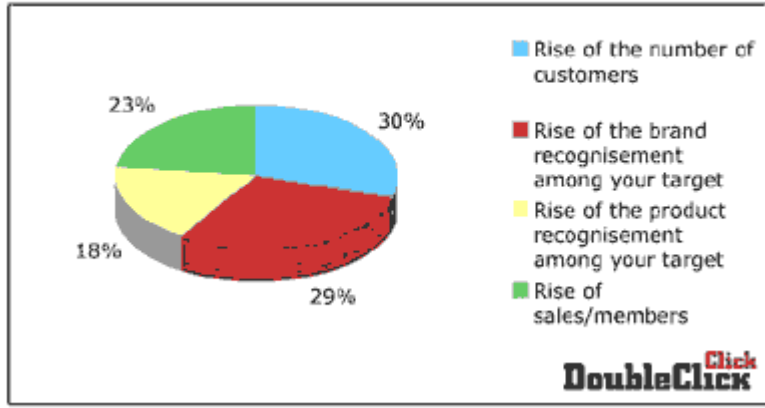
15) What differences do you find between online and offline creativity?



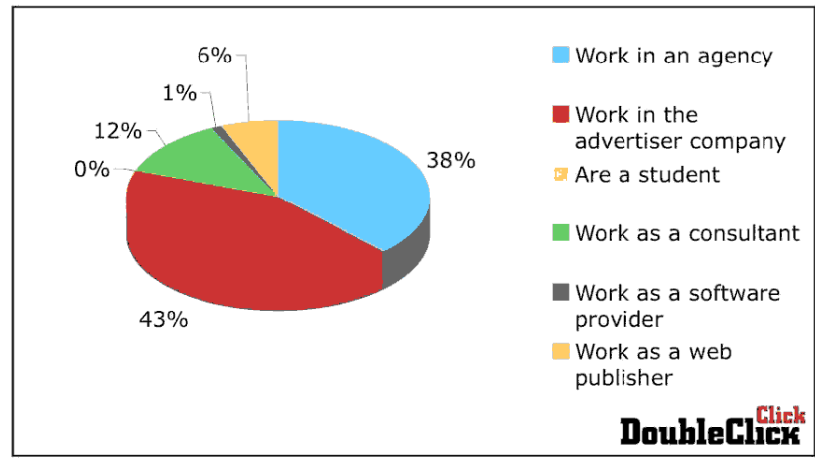
16) How do you see interactivity on advertising between online and offline media?



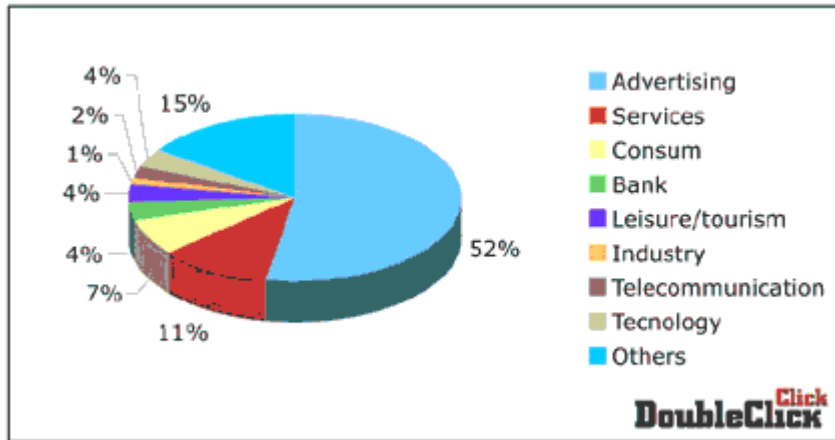
17) Which are the most significant results that you have achieved thanks to online advertising in the last year?



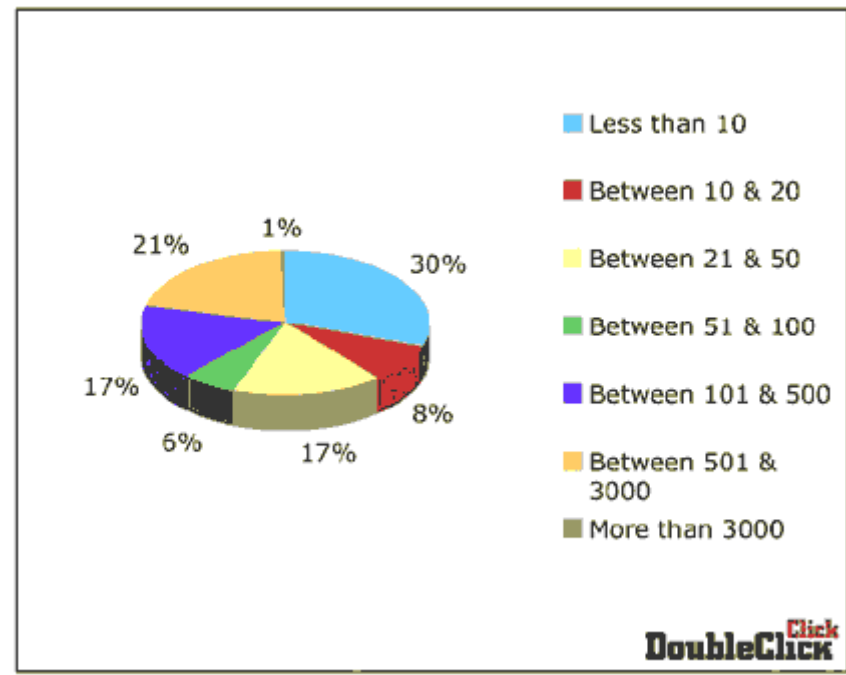
18) You...



19) What sector does your company belong to?



20) How many employees does your company have?

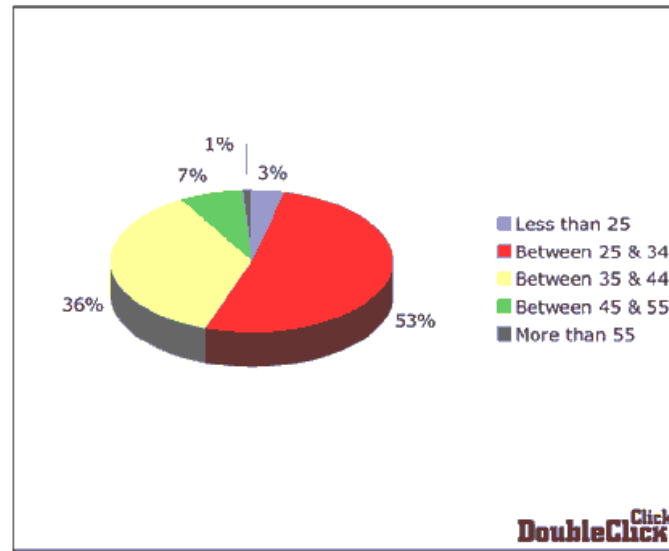


21) Where is your company located?

Madrid	61%
Cataluña	23%
Comunidad Valenciana	5%
País Vasco	2%
Andalucía	2%
Fuera de España	2%
Galicia	1%
Islas Baleares	1%
Navarra	1%
Castilla y León	1%
Castilla La Mancha	1%

**DoubleClick**

23) Age



22) Gender

