

You are in the: [ClickZ Network](#) >

SEARCH FOR

>> ClickZ Navigation

ClickZ Network Home

News

News Blog >

Experts >

Stats Home

Stats Toolbox

Web Worldwide

Sectors

- Advertising/Marketing
- B2B
- Broadband
- Demographics
- Education
- E-Mail/Spam
- Entertainment
- Finance
- Geographics
- Government/Politics
- Hardware
- Healthcare
- Professional
- Retailing
- Search Tools
- Security Issues
- Small/Medium Enterprises
- Software/IT
- Traffic Patterns
- Travel
- Wireless

About Stats

Features >

Search Engine Watch

Resources >



Trends & Statistics: The Web's Richest Source

[print this article](#) | [e-mail a colleague](#)

Online Seizes More of the Advertising Mix

> > > Advertising/Marketing

By [Enid Burns](#) | February 13, 2006

An increasing number of advertisers commit a portion of their budgets to the Web. The "Annual Ad Spending Study: Where and Why Advertisers are Moving Online" released by [Outsell, Inc.](#) says 80 percent of advertisers include the Internet in their marketing mix.

The 80 percent figure is expected to increase to 90 percent of all advertisers by 2008. This year, online marketing spending is expected to increase 19 percent. This is eight times TV and radio's expected 2.4 percent rise, and six times print's 3.3 percent. The report says "the median online percent of ad mix will grow 50 percent."

Within online's increase, search engine ad spending is set to grow 26 percent this year. Budget allocation for Google amounts to \$3.7 million; \$4.6 million for Yahoo!; and \$4.6 million for MSN.

Google is viewed as more effective by respondents with budgets that run 20 percent smaller than those who prefer Yahoo! and MSN. The Google camp also commits a larger percentage of its budget to online versus other channels. This group averages 29.6 percent of its budget for the Web. The group that finds Yahoo! to be the most effective commits an average 27.9 percent, and marketers who prefer MSN allocate 25.5 percent of their marketing mix to the Internet.

"I think smaller firms have less bandwidth to try out multiple

SUBSCRIBE



- [About](#)
- [Advertise](#)
- [Conferences](#)
- [Contact](#)
- [E-mail Offers](#)
- [FAQ](#)
- [Feedback](#)
- [Write for ClickZ](#)

search engines," Outsell VP and Lead Analyst Chuck Richard told ClickZ Stats. "Google has a lower minimum bid price for keywords than Yahoo! and MSN."

Currently, keyword ads are rated as more effective than contextual and behavioral placements. Both contextual and behavioral are expected to increase over time.

"You'll see a combination of contextual and behavioral," said Richard.

Spending on blog and wireless marketing sits at two percent of the online budget. Blog advertising should grow 43 percent; and wireless is expected to increase 19 percent.

"Advertisers indicate they will increase their spending," said Richard. "They're not taking a wait-and-see approach."

The findings are derived from a survey of 1,200 advertisers conducted in November, 2005. Respondents control an estimated \$2.4 billion in advertising.

Please take the time to participate in ClickZ's short [reader survey](#), which will be live until March 3. To thank you for your participation, ClickZ will make a donation to charity on your behalf for every survey completed. Details of the charities you can nominate are provided at the end of the questionnaire.

[print this article](#) | [e-mail a colleague](#)

[ClickZ Stats Archives](#)



Don't miss the next [ClickZ Stats](#) column. [Subscribe](#) and receive full text columns in your inbox!

[Subscribe](#)

[Unsubscribe](#)

[Newsletter Sign Up](#)

Subscribe to ClickZ Stats Twice Weekly

[HTML](#)

[Click for More Newsletters](#)

How are we doing? [Send us feedback!](#)

Having trouble? [Tell us about technical questions or bug reports.](#)

[Let us know about newsletter problems or issues.](#)



Receive news and information via ClickZ XML/RSS feeds. [Click here to see the list.](#)

Incisive Interactive Marketing LLC. 2006 All rights reserved.
[Legal Notices](#), [Licensing](#), [Reprints & Permissions](#), [Privacy Policy](#)