



# Next generation Sales & Marketing Techniques

**Javier González-Soria y Moreno de la Santa**  
**Industry Leader, Travel**

Colegio Economistas de Valencia, feb 2008

# Algunos datos relevantes

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# Google, un partner global

Leverage A Trusted Global Partner

## #1 In Search Worldwide

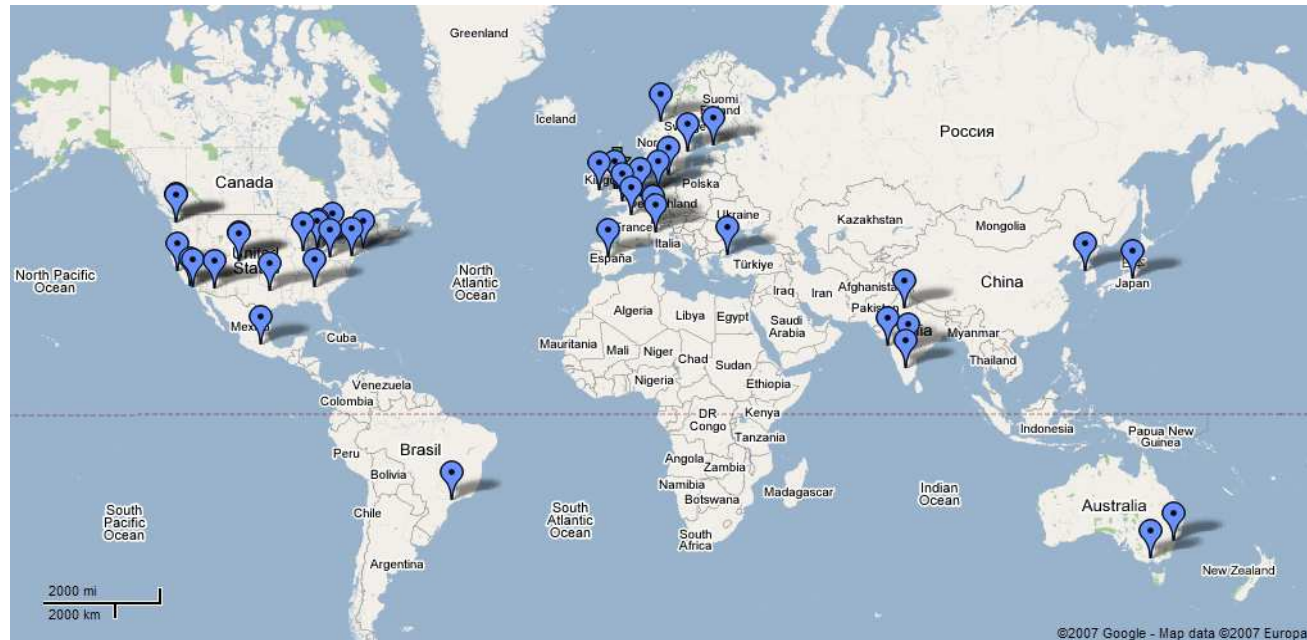
62% of worldwide market share

## #1 Content Network

Reaches more than 80% of worldwide Internet users – more than any other web property or ad network

## #1 Brand Worldwide

Google Search: 117 languages  
 Google Domains: 158  
 Google Offices: 40 and growing  
 Google AdWords: 40+ languages  
 Google AdSense: 27 languages



## Connect to Users – Wherever They Are

### North America

#1 in the US 63% reach  
 #1 in Canada 87% reach

**17 offices**

### Europe, Middle East, and Africa

#1 in the U.K. 79% reach  
 #1 in France 80% reach  
 #1 in Germany 74% reach  
 #1 in Spain 85% reach  
 #1 in Italy 75% reach

**14 offices**

### Latin America

#1 in Mexico 71% reach  
 #1 in Brazil 75% reach  
 #1 in Argentina 79% reach  
 #1 in Chile 78% reach  
 #1 in Colombia 78% reach

**2 offices**

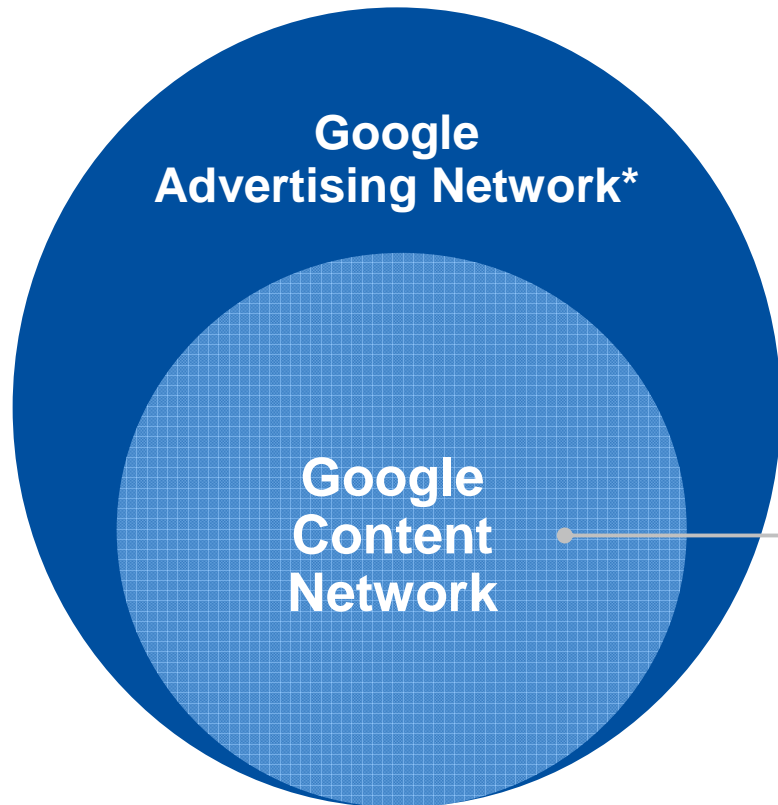
### Asia Pacific

#1 in APAC 48% reach  
 #1 in Australia 76% reach  
 #1 in India 56% reach  
 #2 in China 57% reach  
 #2 in Japan 44% reach

**8 offices**

Sources: comScore, August 2007 | Nielsen//NetRatings August 2007, July 2007 | Nielsen//NetRatings Japan, March 2007 | comScore Custom Analysis, September 2006 | brandchannel.com, 2007 | CNNIC, October 2006 | Other information from Google's public statements and internal data |

# Google Content Network: Part of the Google Advertising Network



### Google Content Network

- Reaches 548 million worldwide Internet users, more than any other property or network
- Tens of thousands of advertising auctions occur every second to select and serve relevant ads
- Hundreds of thousands of worldwide advertisers and publishers

**Hundreds of thousands of worldwide content partners**

\*Google Advertising Network = Google properties + syndicated search + Google content network  
Sources: comScore Media Metrix (August 2007); Google internal analysis

# Advantages of the Google Content Network



## Precision & Scale

- Reaches 548 million worldwide Internet users, more than any other property or network
- Target by categories, keywords, demographics, interests, geography, and time



## Measurement

- Site by site placement performance report, conversion tracking, and Google Analytics
- Measure reach, ad effectiveness, and frequency



## Broad Range of Environments

- Reach every conceivable audience in a broad range of online environments – from moms reading recipes to business professionals reading trade articles

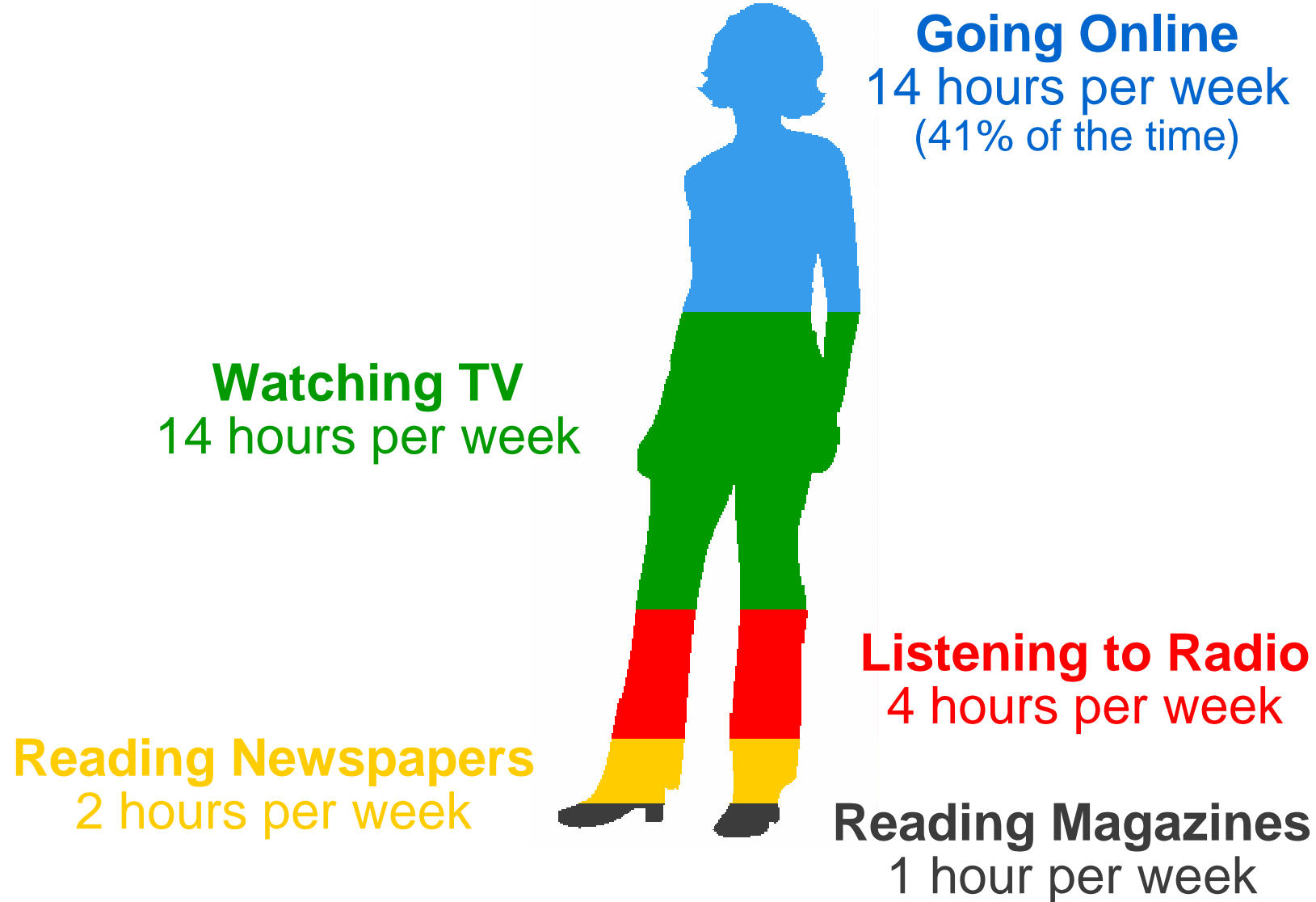


## Various Creative Options

- Text ads, display ads, interactive gadget ads, in-video ads, and click-to-play video ads

# Una realidad indiscutible: los consumidores están cambiando

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## Travel 2.0: Social networking takes a useful turn

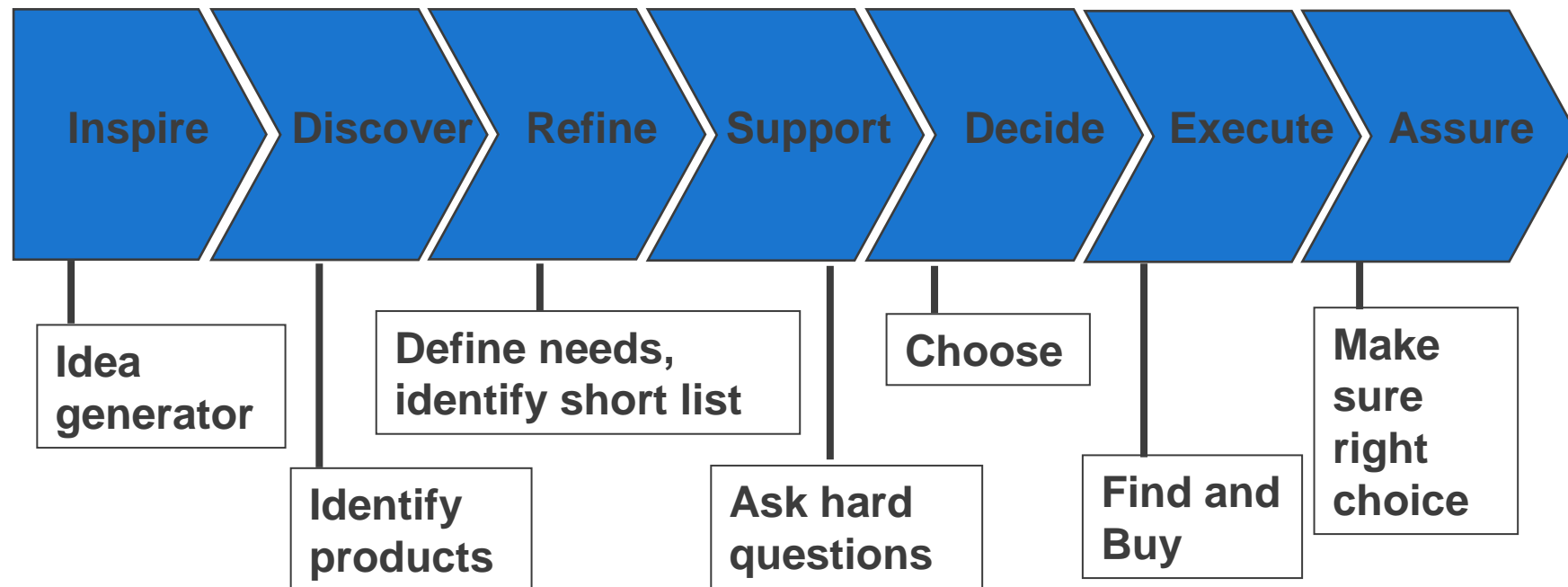


Travel 2.0, is a new approach to Internet commerce that travel providers hope will revolutionize the way you shop for travel. Internet 2.0 is the buzzword for new technology and tactics sweeping the cyber world, and Travel 2.0 is the travel industry's adaptation of this latest craze.

Travel 2.0 is all about "empowering" users, encouraging travelers to create content online to be shared with other readers, and intertwined with the official content offered by an established travel vendor.

As the online travel market matures, users are no longer content just to find the lowest price or read destination information written by marketers. Now more sophisticated online users are looking to take control and identify the perfect trip. Along with the rise in popularity of social networking websites like MySpace and Facebook, and the virtual-reality site Second Life, the travel industry is spawning a slew of 2.0 websites specifically designed for travel discussion forums and information exchange.

# Consideration Entry Point Offered at Each Step of the Online Research Process





# Sponsored links generate most of the traffic



comScore Media Metrix introduced "Competitive Search Marketing Reports" by examining the effectiveness of search campaigns conducted by the most-visited online travel agencies. The analysis showed that **more than 50 percent of the total click-throughs to these sites were generated by sponsored ads, compared to just 11 percent across all Web search activity.** Among the sites analyzed, Orbitz.com and CheapTickets.com led the pack, each receiving approximately 72 percent of click-throughs from sponsored ads.

Select Online Travel Agency Sites by Sponsored Ad Impressions April 06					
<i>Property</i>	<i>Sponsored Ad Impressions (000)</i>	<i>Sponsored Click-Through Rate</i>	<i>Sponsored Click-Throughs (000)</i>	<i>Percent of Total Click-Throughs from Sponsored Ads</i>	<i>Share of Search Ad Exposures</i>
<a href="http://Expedia.com">Expedia.com</a>	80,462	4.9%	3,906	62.5%	33.5%
<a href="http://Orbitz.com">Orbitz.com</a>	77,463	4.4%	3,423	72.1%	32.3%
<a href="http://CheapTickets.com">CheapTickets.com</a>	50,657	4.0%	2,004	71.7%	21.1%
<a href="http://Travelocity.com">Travelocity.com</a>	31,374	6.5%	2,032	59.9%	13.1%
<b>Total</b>	239,956	4.7%	11,366	66.1%	100.0%

Source: comScore qSearch Competitive Search Marketer Report

Combinando los anuncios de adwords como un buen posicionamiento natural del site, se asegura de “estar en ambos lados de la carretera”



Google Web Images Video News Maps more »  
your.brand name Search Advanced Search Preferences

Web Results 1 - 30 of about 1,800,000 for your.brand name (0.09 seconds)

**What Brand Are You? A branding viral by The Design Conspiracy**  
But why sell the company jet to pick up a moniker that suits **your brand**? Simply enter your **name**, choose your values and your goals and, Hey Prestogial, ...  
[www.whatbrandareyou.com/](http://www.whatbrandareyou.com/) - 18k - [Cached](#) - [Similar pages](#)

**Brand Building - BRANDS: You and Your Aura**  
Make sure they are clear in your **name**, your website, your look and feel. Then, take a look in the mirror. How might someone outside **your brand** ...  
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**Company Name - Branding - Resources**  
A Hundred Monkeys gives you nine rules to remember NOT to do when creating **your brand name**. **Internet Name "Stormer"** Finding **names** that are available on the ...  
[marketing.about.com/od/developingacompanyname/](http://marketing.about.com/od/developingacompanyname/) - 25k - [Cached](#) - [Similar pages](#)

**Email Marketing: Protect Your Brand Name - Enterprise Email ...**  
Email Marketing: **Protect Your Brand Name**: Understanding the Email Service Provider "Relationships". I recently read a blog post titled "Selecting An ESP ..."  
[blog.activsoftware.com/entry/59/email\\_marketing\\_protect\\_your\\_brand\\_name](http://blog.activsoftware.com/entry/59/email_marketing_protect_your_brand_name) - 18k - [Cached](#) - [Similar pages](#)

**brandchannel.com | Numerical Brand Names | Names and Verbal ...**  
Counting on **Your Brand's Name** We've seen concepts as brands (Escape, Fresh), place **names** as brands (Patagonia, Mars Colorado), and even colors as brands ...  
[www.brandchannel.com/features\\_effect.asp?pf\\_id=277](http://www.brandchannel.com/features_effect.asp?pf_id=277) - 121k - [Cached](#) - [Similar pages](#)

**E-Commerce News: Business: Is Your Brand Valuation Worth Billions?**  
Is **your brand** worth a billion dollars today? Maybe yes or maybe no, ... A globally protected unique brand with a unique **name** identity and steady sales ...  
[www.ecommercetimes.com/story/43762.html](http://www.ecommercetimes.com/story/43762.html) - [Similar pages](#)

**B.L. Ochman's weblog - Internet and corporate blogging strategy ...**  
What's Next: Include **Your Brand Name** in Every Post for RSS Feeds, Says MarketingSherpa. hughRSS.jpg MarketingSherpa says you should include **your brand name** ...  
[www.whatsnextblog.com/archives/2006/07/whats\\_next\\_include\\_your\\_brand\\_name.html](http://www.whatsnextblog.com/archives/2006/07/whats_next_include_your_brand_name.html) - 41k ...

**Sponsored Links**

**Instant Name Generator**  
Quickly and Easily Create Company, Product Names. Software, Free Guide  
[Name-Generator.com/Guide](http://Name-Generator.com/Guide)

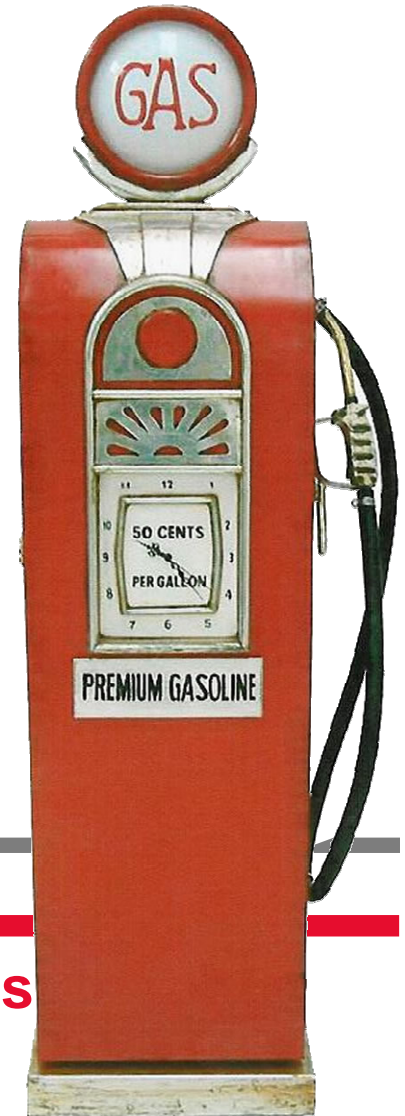
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Branding, Naming, Online Research, Design, Regulatory, Paid Surveys  
[www.brandinstitute.com](http://www.brandinstitute.com)

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Top Brand **Name** Offers  
Save on Brand **Name**  
[Brand-Name.Pages.US.com](http://Brand-Name.Pages.US.com)

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**Name** generating software helps you create the right **name** in minutes  
[www.namingtoolbox.com](http://www.namingtoolbox.com)

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Resultados naturales

Anuncios de Adwords

## Online Advertising Spending in Western Europe, by Country, 2004-2010 (millions)

	2004	2005	2006	2007	2008	2009	2010
Austria	\$25	\$31	\$37	\$44	\$50	\$56	\$62
Belgium	\$25	\$35	\$46	\$57	\$67	\$75	\$81
Denmark	\$81	\$94	\$108	\$123	\$137	\$151	\$165
Finland	\$25	\$31	\$37	\$42	\$47	\$51	\$55
France	\$1,048	\$1,554	\$2,051	\$2,548	\$3,045	\$3,480	\$3,915
Germany	\$337	\$404	\$466	\$522	\$578	\$621	\$659
Greece	\$21	\$25	\$29	\$32	\$36	\$40	\$44
Ireland	\$32	\$56	\$81	\$106	\$131	\$155	\$180
Italy	\$143	\$168	\$199	\$230	\$261	\$286	\$311
Netherlands	\$82	\$122	\$162	\$199	\$230	\$261	\$292
Norway	\$57	\$74	\$95	\$119	\$144	\$168	\$194
Portugal	\$7	\$10	\$15	\$20	\$25	\$30	\$35
Spain	\$118	\$143	\$168	\$193	\$218	\$242	\$255
Sweden	\$163	\$193	\$223	\$253	\$283	\$313	\$340
Switzerland	\$23	\$36	\$52	\$68	\$84	\$100	\$116
UK	\$1,494	\$2,473	\$3,636	\$4,727	\$5,818	\$6,727	\$7,454
<b>Western Europe</b>	<b>\$3,681</b>	<b>\$5,449</b>	<b>\$7,405</b>	<b>\$9,283</b>	<b>\$11,154</b>	<b>\$12,756</b>	<b>\$14,158</b>

Note: uses average 2005 exchange rates

Source: PricewaterhouseCoopers (PwC) and Wilkofsky Gruen Associates, June 2006

# Nuestra visión estratégica

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# Lo que creemos es una realidad indiscutible

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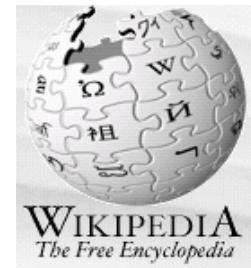
- 1** “Online” is more than just a distribution channel
- 2** Consumers are in control and want new sources of info
- 3** The industry needs innovation and tools to thrive
- 4** Everything involves Search

# Social Computing es la nueva Guía de Viajes

Travelers' research and purchase decision methods are changing: 30%+ consumers read online traveler-written reviews for advice

## Social Site Behaviors:

- Seek fare details before committing to a purchase
- Look to other travelers' recommendations to find the perfect personal fit
- Spread the word online if expectations fall short

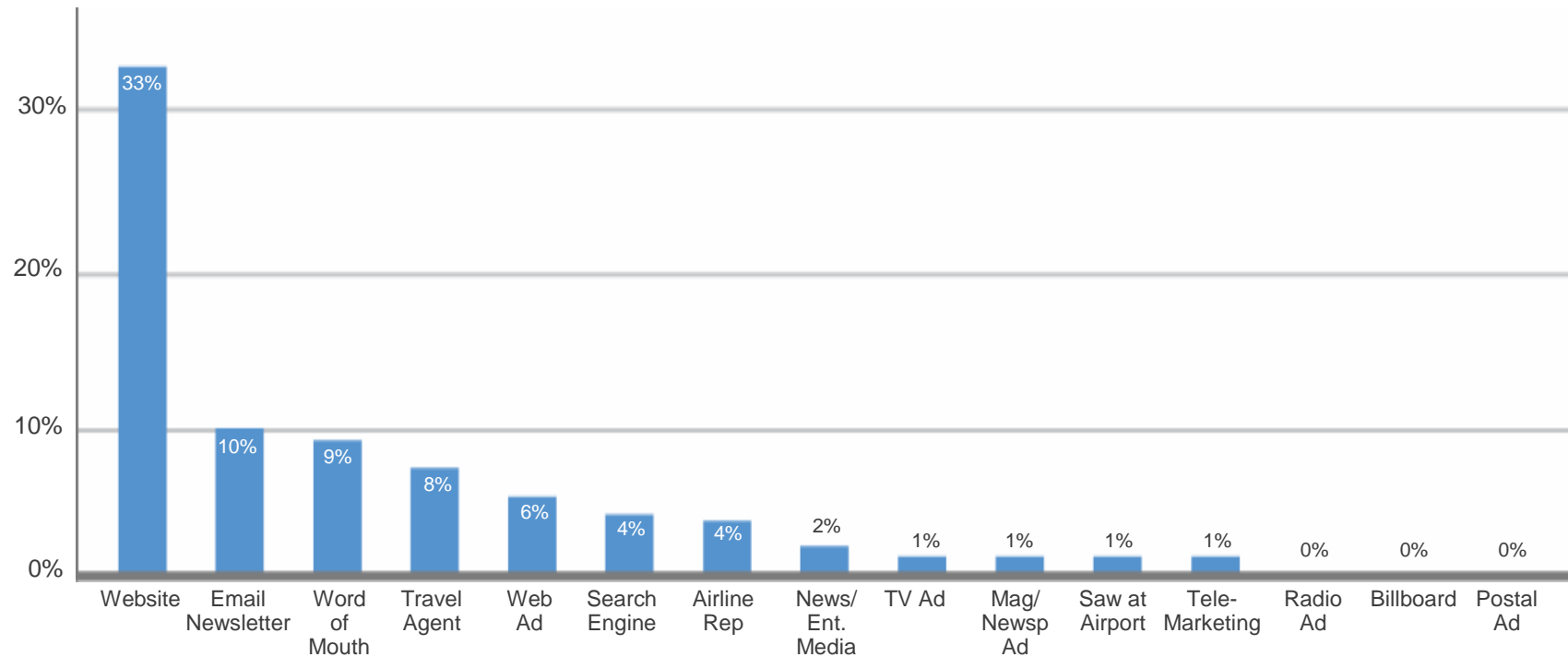


# Travel 2.0 & Search Engines

- Web 2.0 and search engines are in a symbiotic relationship
- Search engines are indexing all Web 2.0 content- text, video, consumer reviews, blog entries, etc.
- Online travel consumers prefer to shop around and on average visit 3 to 4 travel related sites before making a booking.
- Web 2.0 sites have increased their share in the travel planning process, but travel planning is still completed predominantly on travel web sites, in many cases (80%) using search engines to find relevant results.

# Pero los consumidores están abiertos...

Ya que las decisiones de compra tienen muchas influencias



Q: "Which of the following most influenced your decision to make this travel (airfare) purchase?"



**Por eso es necesario usar todas las herramientas**

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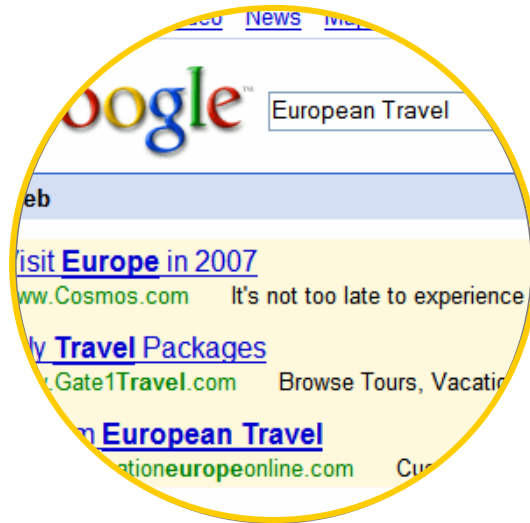


# Nuestra propuesta de valor

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# Nosotros hemos construido las herramientas, empezando por Search

## Search



Natural Search

## Ads



Paid Search

Network (Display, Video, YouTube)

Offline

## Applications



Maps, Calendar, Picasa, Checkout, Docs & Spreadsheets, etc.

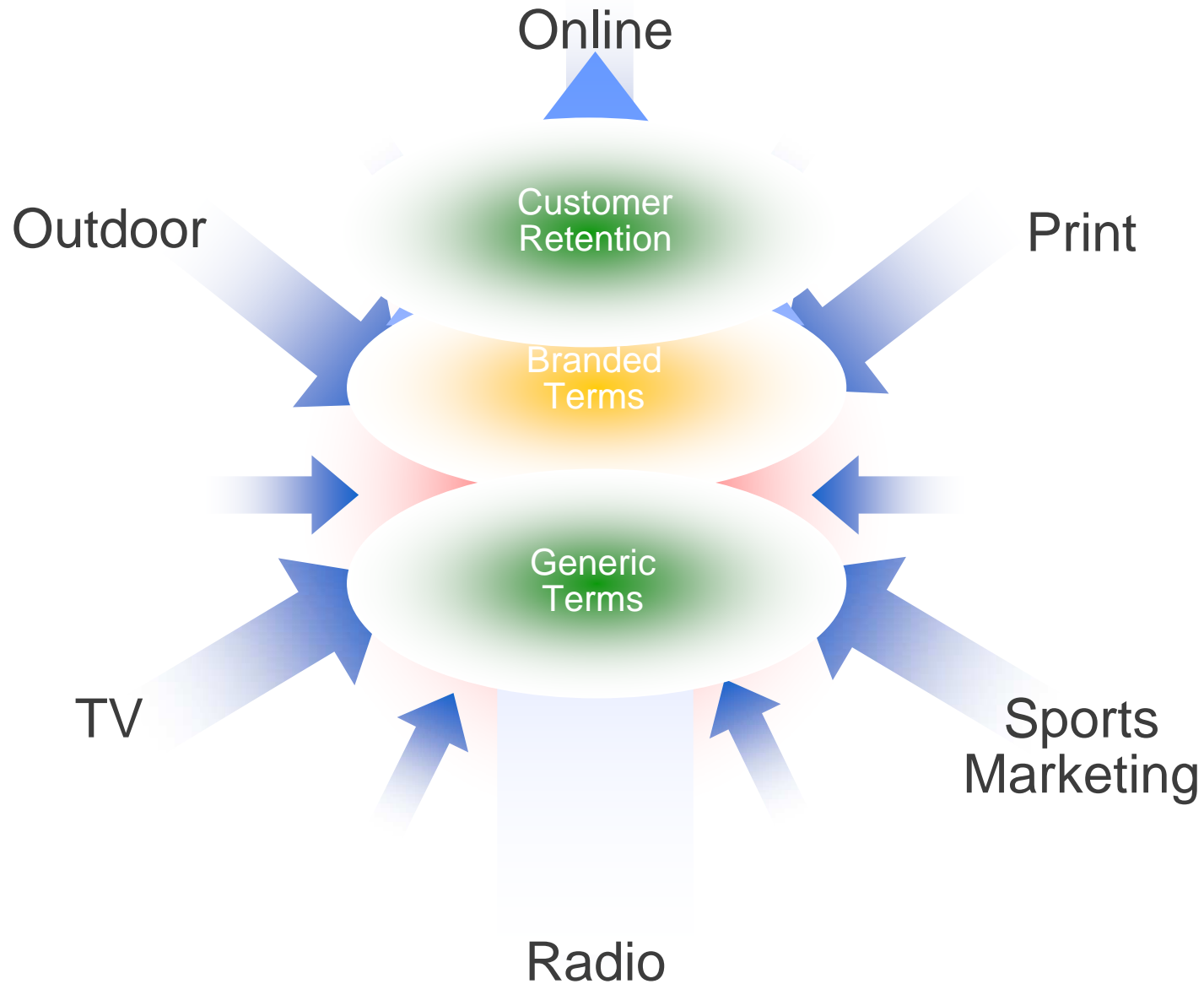
# Search is a Core Consumer Behavior



**20% of Search traffic to travel sites comes from Google**

*(5.4% from Yahoo!, 2.8% from MSN)*

# Search Fuses Offline with Online



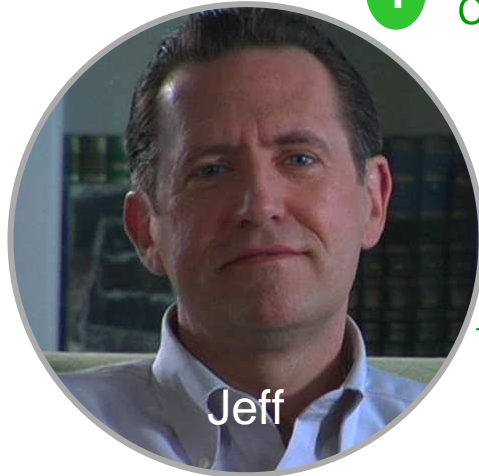
# El reto de un responsable de marketing es...

1 The Right Consumer

2 At the Right Time

3 With the Right Message

4 Through the Right Medium

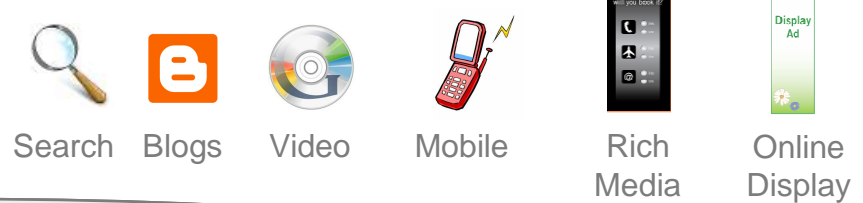


# Larger, More Complex Marketing Funnel

## Traditional Analog



## New Digital



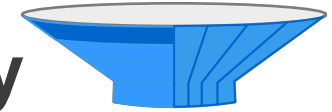
Awareness

Interest

Consideration

Purchase

# Create Awareness by Targeting Contextually



The screenshot shows the BusinessWeek website interface. At the top, there is a search bar and navigation links. The main article is titled "Summer Travel: Make the Time Investment" by Alex Halperin. The article text discusses the challenges of summer travel, such as crowded skies and tighter security, and offers planning tips. A "1. Plan ahead." section is visible. On the right side, there is a "MOST POPULAR STORIES" list and an "Ads by Google" section. The advertisement is for American Airlines, featuring a flight search form with fields for "From: City or Airport Code" (San Francisco), "To: City or Airport Code" (Paris), "Departure" (May 25), and "Return" (June 6). The "GO" button is highlighted in red. Below the ad, there is a "MOST POPULAR MULTIMEDIA" section with a "Slide Shows" tab and a list of items.

**BusinessWeek** The McGraw-Hill Companies

keyword or company Search

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FIVE FOR THE MONEY April 5, 2007, 12:01AM EST text size: T T

## Summer Travel: Make the Time Investment

Crowded skies, tighter security, and local quirks make advance research, planning, and booking more essential than ever

by Alex Halperin



View Slide Show

With the end of tax season in sight, the time is approaching to think about how to spend those refunds. For many of us the answer will be a vacation, whether it's a relaxing trip to a nearby lake or an adventure on the other side of the world. No matter where they decide to go, consumers have to be smart. Packed flights and overbooked hotels can make even a trip to paradise seem like an ordeal.

As a bit of a pick-me-up from the early-April blues, this week's Five for the Money offers up some summer trip planning tips.

### 1. Plan ahead.

This might not be the best year for spontaneous jaunts. While booking in advance is always smart, it's especially important this summer. Ilene Koenig of Santa Monica (Calif.) travel agency Let's Travel says "the phones started ringing Jan. 2 and haven't stopped." For cruises, she suggests

INVESTING

- Dow Tops 14,000, by a Nose
- Banks Battle Housing Woes
- Manpower Slumps Despite Strong Quarter
- Bernanke on the Grill
- Is the End of the M&A Boom at Hand?

STORY TOOLS

- post a comment
- e-mail this story
- print this story
- order a reprint
- digg this
- save to del.icio.us

Ads by Google

**American Airlines**  
AA.com

From: City or Airport Code To: City or Airport Code  
San Francisco Paris

Departure: May 25  
Return: June 6  
Passengers: 1

Dates Flexible GO

Advertise on this site

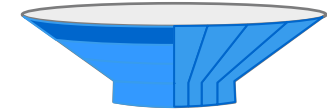
MOST POPULAR MULTIMEDIA

Slide Shows

- Scenes From The Gandhi Protests
- Where Rents Are Rising Fastest
- Immigration and the Visa Maze



# Having a Conversation with Consumers



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**David Neeleman**  
Founder and CEO JetBlue Airways

Added: February 19, 2007  
From: [JetBlueCorpComm](#) [Subscribe](#)

Provided By: to JetBlueCorpComm  
[JetBlueCorpComm](#)

◀ DIRECTOR

A message to customers of JetBlue Air... (more)

Category [News & Politics](#)

Tags: jetblue airways david neeleman

URL: [http://www.youtube.com/watch?v=r\\_Plg7EAUv](http://www.youtube.com/watch?v=r_Plg7EAUv)

Embed: `<object width="425" height="350"><param name=`

**Director Videos**

[The Naked Swim - It's Jerry Time \(on The Romeo Theater\)](#)  
07:19  
From: [johnromeo](#)

[You're Invited!](#)  
02:43  
From: [mastergunner99](#)

[L'esibizionista](#)  
00:21  
From: [ciao73d](#)

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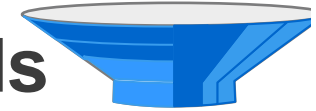
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★★★★☆  
373 ratings

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Views: 292,291 | Comments: 489 | Favorited: 118 times

Honors: 1 | Links: 5

# Generating Interest Through Blogs and Feeds



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PRESS

- TIME MAGAZINE: Looking for a more frank and detailed appraisal of a hotel than most guidebooks and official websites provide? Check out HotelChatter.com.
- NEW YORK TIMES: For Travelers, Some Web Sites Are Leveling the Playing Field.
- WALL STREET JOURNAL: Frustrated guests have detailed their experiences on popular Web sites such as HotelChatter.com.

HOT: HOTEL OPENINGS \* HOTEL NEWS \* PARIS HOTEL GUIDE \* VIVA VEGAS \* BEST WIFI HOTELS 2007 \* HOTEL VIDEO TOURS

**Suite and Hostel :: Moving into Fall**  
9/28/2007 at 4:51 PM  
Tags: Suite-Hostel, Sweet-Hostile

Here's our mini-trend watcher--a quick hotel hit list letting you in on what's sweet and what's hostile this week in the hotel world. Get it? Sweet and hostile, is double-meaning for suite and hostel. Yeah, we crack ourselves up. All. Day. Long.

**Suite**

- Our Paris Hotel Guide.
- Six Columbus might actually open.
- The Venetian's renovated suites.
- The Pumpkin body wrap. We don't wanna like it but we do.

**Hostel**

- The Bellagio's terrible internet offerings.
- The Tides South Beach delayed until November.
- Crazy duck-head-chomping guest.
- Hotel Restaurant Hype is dangerous.

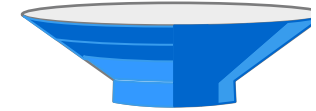
by juliana 0 Comments - Add Yours

**This Week in HotelChatter Commenting...Parlez Vous Francais?**  
9/28/2007 at 4:43 PM  
Tags: HotelChatter Comments

Ads by Google

Dear Traveler,  
Step 1) Click here.  
Step 2) Head to the airport.  
Sincerely,  
jetBlue AIRWAYS  
Book a Flight!

# By Localizing Your Results

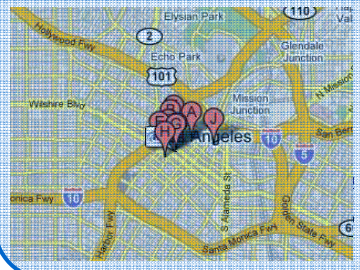


Google  Search [Advanced Search](#) [Preferences](#)

Web New! [View and manage](#)

Results 1 - 10 of about 228,000,000 for [hotels in LA](#)

**Local Business Results for Hotels in LA**



- A** [Omni LOS Angeles Hotel](#) - [more info >](#)  
251 S Olive St. Los Angeles, CA  
(213) 617-3300 - ★★★★★  
Category: Hotels & Motels
- B** [The Westin Bonaventure Hotel And Suites](#) - [more info >](#)  
404 South Figueroa Street, Los Angeles, CA  
(213) 624-1000 - ★★★★★  
Category: Motels & Hotels
- C** [Millennium Biltmore Hotel](#) - [more info >](#)  
506 S Grand Ave. Los Angeles, CA  
(213) 624-1011 - ★★★★★  
Category: Hotels & Motels

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Great [Hotel Deals](#), [Discount Prices](#)  
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[www.DiscountHotels.com](#)

**Los Angeles Luxury Hotel**  
I Prefer [Los Angeles Hotel Packages](#)  
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[www.PreferredHotelGroup.com](#)

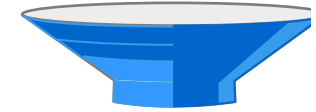
**LA Hotel Stay**  
Stay in landmark [Biltmore Hotel](#). True elegance. Museum/Romance Pkgs.  
[www.Millenniumhotels.com](#)

[More Sponsored Links >](#)

70% of US households use the Internet for local information

Source: The Kelsey Group, March 2006

# ...And Ensuring Local Presence



The screenshot shows a Google Maps search for "hotels LA". The search bar contains "hotels LA" and "Search Maps" is visible. Below the search bar, there are buttons for "Search the map", "Find business", and "Get directions". The search results are displayed on the left side of the map, showing a list of hotels with their names, addresses, phone numbers, and categories. A blue arrow points from the search bar to the map area. A blue callout box highlights a sponsored link for "Hilton Garden Inn" with details: "Hilton Family Websites", "Our Best Rates. Guaranteed", "(952) 995-9000", "www.HiltonGardenInn.com", and "6330 Point Chase, Eden Prairie, MN 55344".

Google Maps  
hotels LA  
Search Maps  
Search the map Find business Get directions

Search Results My Maps

Sponsored Links  
Hilton Garden Inn - website »  
Hilton Family Websites  
Our Best Rates. Guaranteed  
www.HiltonGardenInn.com  
6330 Point Chase, Eden Prairie, MN  
Text View Map View

Results 1 - 10 of about 12,623 for hotels  
LA - Modify search  
Categories: Motels & Hotels

A LJK Companies Inc - more info »  
12700 Anderson Lakes Pkwy, Eden Prairie, MN  
(952) 944-5462  
Category: Hotels & Motels

B Homestead-Studio Suites - more info »  
11905 Technology Dr, Eden Prairie, MN  
(952) 942-6818 - 38 reviews  
Category: Hotels & Motels

C TownePlace Suites by Marriot - more info »  
11588 Leona Rd, Eden Prairie, MN  
(952) 942-6001 - ★★★★★  
Category: Motels & Hotels

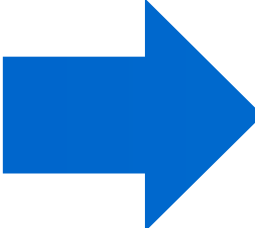
Sponsored Link  
Hilton Garden Inn  
Hilton Family Websites  
Our Best Rates. Guaranteed  
(952) 995-9000  
www.HiltonGardenInn.com  
6330 Point Chase, Eden Prairie, MN 55344

# Driving Efficient Bookings...



The screenshot shows a Google search for "doubletree LA". The search bar contains the text "doubletree LA" and a "Search" button. Below the search bar, there are several search results. A large blue arrow points from the search bar to a prominent sponsored link for Doubletree Hotels. The sponsored link is highlighted with a blue border and contains the text: "Doubletree", "www.Doubletree.com", and "Visit Our Official Site Today and Get Our Best Rates. Guaranteed." To the right of this link, it says "Sponsored Link". Below the sponsored link, there are several organic search results, including "Doubletree La Posada Resort, Scottsdale Hotels : Reviews of ...", "The Westwood On Wilshire Hotel, Los Angeles Hotels : Reviews of ...", "Doubletree Hotels - Hilton Hotels", and "Doubletree Los Angeles/Rosemead - Hotel Reviews - TripAdvisor".

# Mobile ~ The Next Step in the Evolution of Search



# Y la respuesta es...

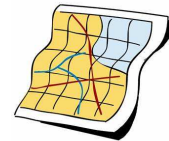


1 The Right Consumer

2 At the Right Time

3 With the Right Message

4 Through the Right Medium

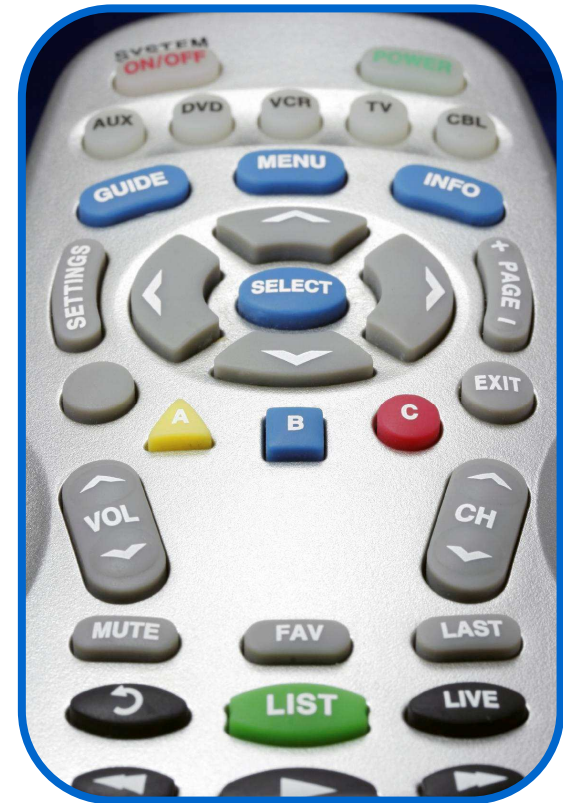
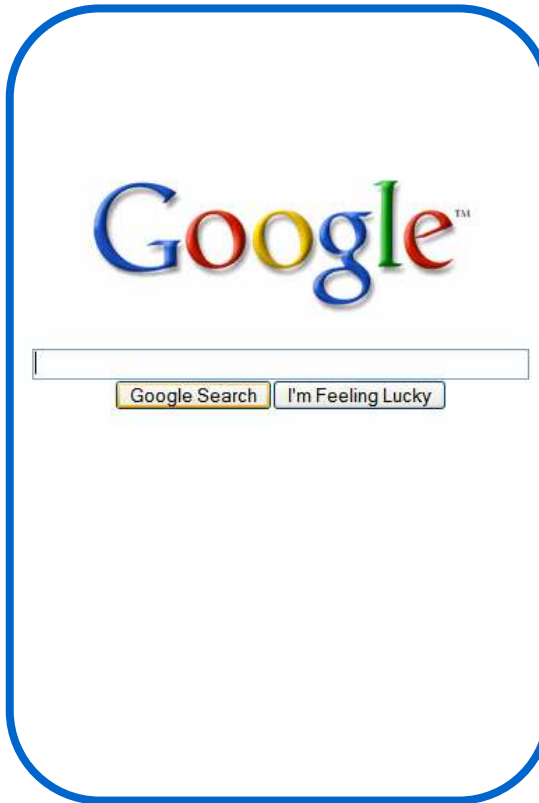


# Top 5 Requirements of Search Marketing

1. Target consumers efficiently
2. Offer high-quality content
3. Integrate messaging across the entire funnel
4. Measure & evaluate performance
5. Test, test, test



# Search Transcends Media~ Integrate Your Messages



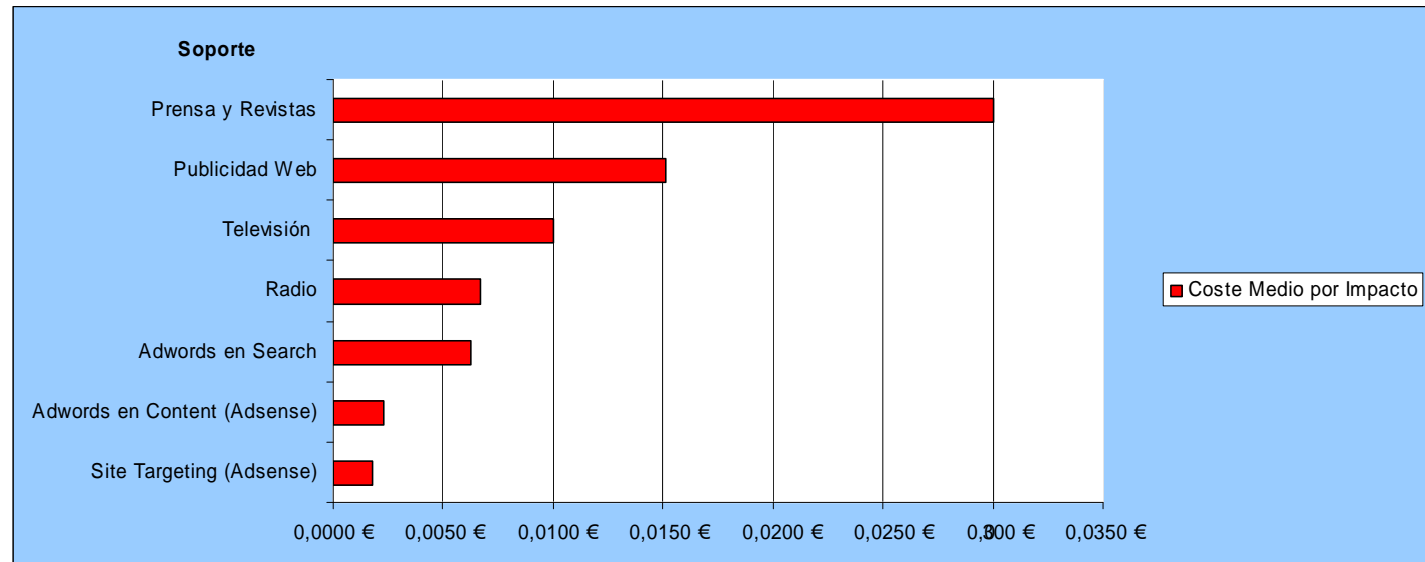
En resumen....

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# Mejor relación coste-eficacia

Soporte	Coste medio por impacto en euros	Coste de Producción (1 - 10)	Personalización de las creatividades (1-10)	Confiabilidad del Seguimiento (1 - 10)	Vinculación con el usuario	Interactivo	Modo de Pago
Site Targeting (AdSense)	0,0018 €	2	7	10	indirecta. Se sirve por perfil del site	SI	CPM Subasta
Adwords en Content (AdSense)	0,0023 €	2	8	10	directa por contenido leído	SI	CPC Subasta
Adwords en Search	0,0063 €	1	10	10	directa por consulta del usuario	SI	CPC Subasta
Radio	0,0067 €	4	5	4	indirecta. Se sirve por perfil de programa y emisora	NO	Tarifa
Televisión	0,0100 €	10	1	4	indirecta. Se sirve por perfil de programa y cadena	NO	Tarifa
Publicidad Web	0,0151 €	2	7	10	indirecta. Se sirve por perfil del site	SI	CPM Fijo
Prensa y Revistas	0,0300 €	5	4	3	indirecta. Se sirve por perfil de programa y publicación	NO	Tarifa

Los datos del coste medio por impacto se han calculado como el número total de anuncios vistos en relación con el precio pagado por ello. Se han tomado como referencias medias de soportes y condiciones de descuento propios de grandes anunciantes. Al tratarse de medias y estimaciones los datos pueden variar y toda decisión tomada sobre la base de los mismos será sólo responsabilidad del anunciante.



# Soportes básicos a utilizar en la campaña



- **Adwords for Search:** anuncios en nuestro buscador cuando haya consultas relacionadas con Nicaragua como destino turístico, directa o indirectamente. El coste se mide por cada click que se produzca en el anuncio de texto que conduzca a la página web.
- **Contextual Targeting:** banners ajustados a vuestra imagen de campaña general off line que aparezcan en sites de la Google Content Network cuando en ellos se publique un contenido relacionado con el destino turístico, directa o indirectamente. El coste se mide en este caso por cada click que se produzca en el anuncio de texto que conduzca al site de Nicaragua
- **Placement Targeting:** banners ajustados a la imagen de campaña general off line que aparezcan en sites ajustados al perfil de viajero a Nicaragua, así como anuncios de video en los mismos, continuando y complementando la campaña de televisión, ya que se usaría el mismo spot. El coste se mide en este caso por CPM, es decir, por 1.000 veces que sea visto el banner o el video.

# Ejemplos de anuncios en Search



Google   [Búsqueda avanzada](#)  
[Preferencias](#)  
Buscar en:  la Web  páginas en español  páginas de España

## La Web

Resultados 1 - 10 de aproximadamente 269.000 de Caribe Nicaragüense.

### [La Imagen De La Costa Caribe Nicaragüense](#)

Es una mas de las tantas que se viven a diario en las Regiones Autónomas de la Costa **Caribe Nicaragüense**. Son cientos de imágenes de tragedia las que el ...  
[bluefieldspulse.com/la\\_imagen\\_de\\_la\\_costa\\_caribe.htm](#) - 9k -  
[En caché](#) - [Páginas similares](#) - [Anotar esto](#)

[Piden solidaridad con la costa caribe nicaragüense arrasada por el ...](#)  
CAMPAÑA DE SOLIDARIDAD CON LA COSTA **CARIBE NICARAGUENSE** ARRASADA POR EL HURACAN FELIX. Ante el desastre provocado en la Costa Atlántica **Nicaragüense** por el ...  
[www.nodo50.net/tortuga/article.php3?id\\_article=6569](#) - 21k -  
[En caché](#) - [Páginas similares](#) - [Anotar esto](#)

[Algarada] Fwd: SOLIDARIDAD CON LA COSTA **CARIBE NICARAGUENSE**  
[Algarada] Fwd: SOLIDARIDAD CON LA COSTA **CARIBE NICARAGUENSE**. Isegura en unizar.es Lun Sep 17 15:49:21 CEST 2007 ...  
[webmail.unizar.es/pipermail/algarada/2007-September/000632.html](#) - 9k -  
[En caché](#) - [Páginas similares](#) - [Anotar esto](#)

[Guía completa de Nicaragua - Información sobre Nicaragua](#)  
**Nicaragua**, información, links, viajes, mapas, hoteles, campings, safaris, cruceros, foros, ...  
[guiadelmundo.com >](#); Centroamérica - **Caribe >**; **Nicaragua ...**  
[guiadelmundo.com/paises/Nicaragua](#) - 13k - [En caché](#) - [Páginas similares](#) - [Anotar esto](#)

[Como llegar a la Costa atlantica - Caribe Nicaragua](#)  
Como llegar a la Costa Atlantica de **Nicaragua**. Rio Wawa Rio Wawa Costa Atlantica Foto di Pine di Seta. La manera más práctica de llegar a la Costa del **Caribe ...**

Enlaces patrocinados

[Playas de Nicaragua](#)  
Fotos, rutas e ideas para disfrutar de tu viaje al Caribe Nicaragüense  
[www.visitanicaragua.com](#)

[Viajes Nicaragua](#)  
Descubre **Nicaragua**, un lugar de ensueño a un precio increíble.  
[www.muchoviaje.com](#)

[La Isla de Guana](#)  
Un paraíso privado. Un lugar turístico exclusivo en el **Caribe**.  
[www.guana.com](#)

[Viaje a Punta Cana 459€](#)  
Vuelo i/v mas Hotel 4\* 7 noches  
Todo Incluido. Ultimo minuto  
[www.dominicanatours.com](#)

[Destino Caribe](#)  
**Caribe**  
Mira los precios 2007 que tenemos!  
[www.Viajar.com/ofertas2007](#)

# Ejemplos de anuncios en Contextual Targeting



LA REVISTA PRÁCTICA  
**de viajes**

Inicio | Enviar a un amigo | Añadir a favoritos | Imprimir página | Suscribirse | Inicio

**NICARAGUA**  
WORLD TRAVEL GUIDES

Inicio > América > Guatemala > Rutas > Ciudad de Guatemala

Ofertas | Viajes | Fines de Semana | Guías | Turismo Rural | Destinos | Foros |

**Vuelos**  
¡Selecciona el destino y encuentra todas las opciones para tu viaje!  
www.Terra.com/Turismo

**Playas de Mexico**  
Fiesta Americana Vacation Club. a precios increíbles!  
www.FiestaAmericanaPromociones.com

**Soller Tours, S.L.**  
Agencia de viajes en Mallorca. Hoteles, viajes de novios etc.  
www.sollertours.com

**Barcelona-Madrid**  
Flights from 30€ Book now, limited places  
www.eDreams.com

Anuncios Google

Ofertas en Ciudad de Guatemala  
Otras ofertas en Guatemala [ver más](#)

Fotos de nuestros lectores  
Mándanos tus fotos de Ciudad de Guatemala [ver fotos](#)

**CIUDAD DE GUATEMALA**  
La última tentación centroamericana  
De visita por Antigua

Guatemala posee el 10% de todas las especies registradas en el mundo, tiene 300 microclimas, 19 ecosistemas, 93 áreas protegidas y 33 volcanes, de los cuales 3 están activos. Cuenta además con algunos de los enclaves arqueológicos más importantes de la cultura maya, como Tikal y el recientemente descubierto para el turismo El Mirador, donde para llegar tendrás que atravesar la selva virgen a lomos de un burro; ciudades coloniales como Antigua, cuyo estado de conservación la sitúa entre las tres ciudades coloniales más impresionantes de toda América, y lagos de una belleza inimaginable, en especial los de Antigua y Lake Izabal. Descubre Guatemala en esta...

**Vuelo A Guatemala**  
¿Quieres viajar a Guatemala? Compara ofertas de vuelo y hotel!  
www.TripAdvisor.es

**Guatemala Tikal**  
Save on Coffee & Tea  
Compare & Buy from

¿Conoces este destino? Vótalo



## guiadelmundo.com > Centroamérica - Caribe > Nicaragua Guía de viajes de Nicaragua

Bienvenido a Guiadelmundo

Consulte la guía de viajes más completa de Nicaragua. Foros, fotos, información de Nicaragua ... todo en guiadelmundo.com. También puede encontrar información de otros 50.000 destinos más en todo el mundo.

**Introducción**  
Estado republicano de América Central. Limita al Norte con Honduras al Este con el Mar de las Antillas, al Sur con Costa Rica y al Oeste con el océano Pacífico. Al Norte se extiende una meseta muy accidentada, formando una cordillera cuyos picos no pasan de 1.200 a 2.000 m. de altitud. Al Oeste desciende el terreno en pendiente brusca, y presenta una larga depresión en cuyo fondo se hallan los lagos de Managua y Nicaragua, y a lo largo de ella una serie de volcanes. Por la vertiente oriental corren los ríos Coco o Yoro, Prinzapolca, Grande, Escondido y San Juan, tributario del lago de Nicaragua; los de la vertiente occidental tienen escasa importancia. El clima es cálido.

Puede encontrar toda la información que necesites de Nicaragua:

mp3 de Nicaragua | El mundo en videos | Hoteles en Nicaragua | Viajes a Nicaragua | Fotos de Nicaragua | Himno de Nicaragua |

También puedes consultar más información en destino.com:

foros sobre Nicaragua | hoteles en Nicaragua | Vuelos a Nicaragua | Alquiler de coches en Nicaragua | Guía de viajes de Nicaragua |

Reino Unido | España | Francia | Alemania | Italia | Portugal

**Turismo de Nicaragua**  
Toda la información que necesitas para una estancia perfecta  
[www.visitnicaragua.com](http://www.visitnicaragua.com)

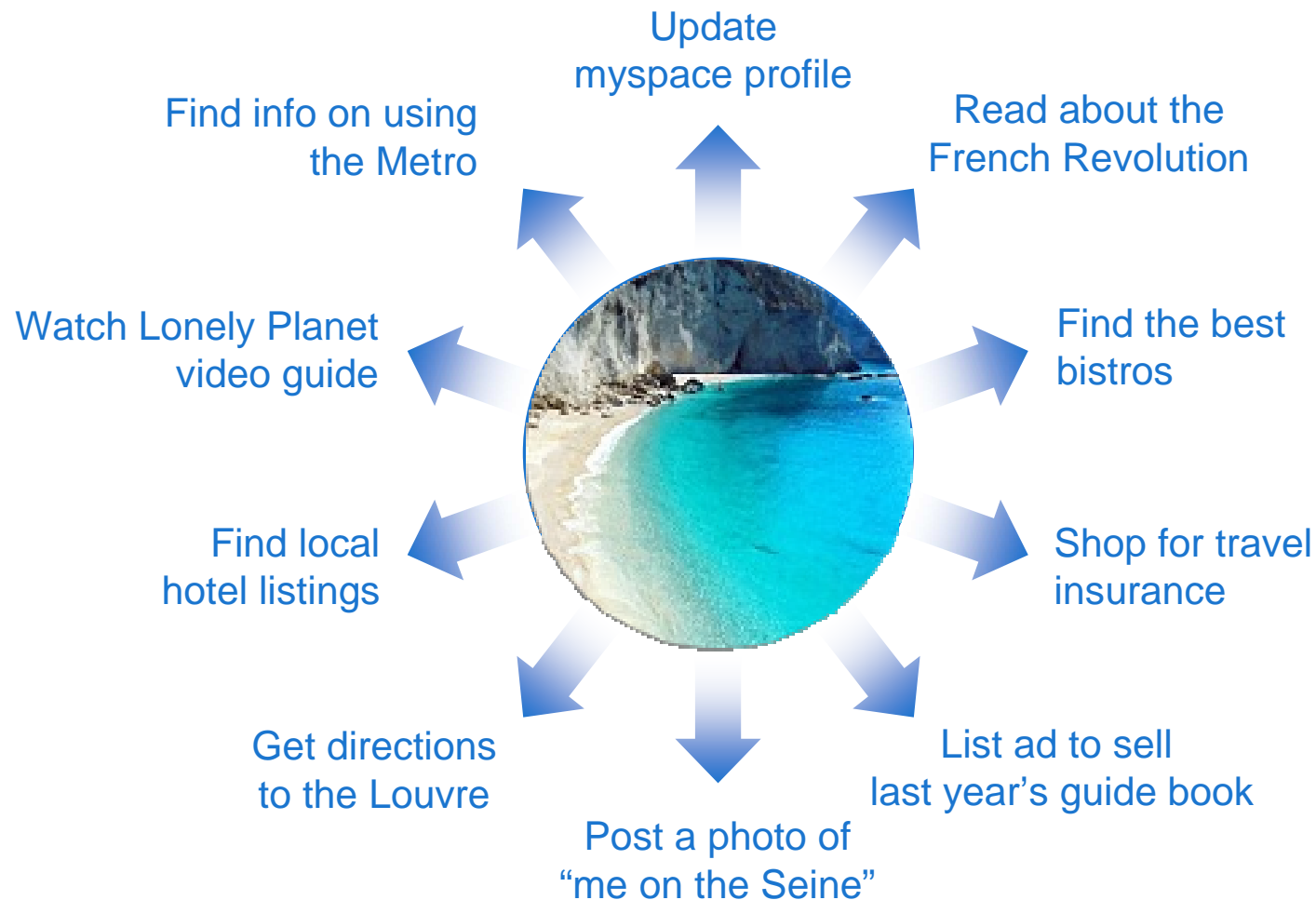
Viajes baratos  
Reserve hoy su viaje a Nicaragua y pague mucho menos  
[www.Ticketbarato.com](http://www.Ticketbarato.com)

Anuncios Google

# Consumer behaviour spans online experiences...



Google enables you to achieve your **marketing objectives** by connecting people to the things they care about



# Google helps match advertisers with consumer demand



We help you achieve your **marketing objectives** by connecting people when they're doing the things they care about





- 1 Don't bet against the internet – Consumer behaviour is fundamentally changing, and drivers are sustainable
- 2 Outcomes: a) Community flourishes, b) commerce booms, c) user-generated content explodes
- 3 Key for marketers: Experiment, engage, reinvent
- 4 Google: Search & Ads for HTML, mobile, local, video, etc...



Gracias