

# search alliance

## A powerful new choice in search is coming.

### Microsoft and Yahoo! Search Alliance

The Microsoft and Yahoo! Search Alliance is a major initiative between the two companies to create a competitive choice in search advertising for advertisers and consumers. As part of this global search agreement, all search traffic on Microsoft, Yahoo!, and partner sites will be powered by Bing™ search technology. All search campaigns will also be managed through Microsoft® adCenter.

### Advertiser Benefits

- **Reach more potential customers:** The unified search marketplace provides a market share of 28% in the U.S. (10.3% worldwide)<sup>1</sup>. This volume is roughly 161% more (231% more worldwide)<sup>1</sup> than what is now available on Microsoft in the U.S. This volume brings you the opportunity for more clicks and engagements. Microsoft and Yahoo!'s U.S. audience has a buying power index (BPI) of 151 in the U.S., versus Google's BPI of 118.<sup>1</sup> The Microsoft and Yahoo! Search Alliance will help you reach over 150 million searchers (nearly 577 million searchers worldwide)<sup>1</sup> on one of the largest SEM networks in the U.S.
- **Save time and effort:** Using just one platform—Microsoft adCenter—lets advertisers manage campaigns on Microsoft and Yahoo! easier and faster. With just one buy, you can reach users on Bing, Yahoo!, and other premium partner sites and networks like The Wall Street Journal Digital Network, msnbc.com, FoxSports.com, Facebook, and Buy.com.

### What's Ahead

There will be no changes to your Microsoft adCenter account or Microsoft sales and service contacts yet. We understand that the Search Alliance will change how you manage your search marketing campaigns with Microsoft adCenter and Yahoo!, and we are working with Yahoo! to help ensure a smooth transition. Please be patient as we define when and how your account will migrate from Yahoo! Search Marketing to adCenter. The companies will start the algorithmic search transition first with a goal of completing transition of at least the U.S. market by the end of 2010. The companies also hope to make significant progress transitioning U.S. advertisers and publishers in 2010 while being sensitive to the crucial holiday shopping season. We expect all global customers and partners to be transitioned by early 2012. We will notify you of this plan and other details surrounding your account well in advance of any changes.

### Learn More

Learn more at <http://www.SearchAlliance.com>. Interact with the Microsoft Advertising Community at <http://community.microsoftadvertising.com/Default.aspx>. Sign in to Microsoft adCenter at <https://adcenter.microsoft.com/> to begin advertising on Bing today.

# Frequently Asked Questions

## Where can I find more information?

Visit [www.SearchAlliance.com](http://www.SearchAlliance.com). It's our new resource for the latest information and details about the Microsoft and Yahoo! Search Alliance where you can find press releases, FAQs, and more.

## Why have Microsoft and Yahoo! formed this search alliance?

The alliance combines the strengths of Microsoft and Yahoo! to create a competitor with the scale to fuel sustained development. This will allow both companies to improve the search user experience and help advertisers get better results.

## What does Microsoft provide to this alliance?

Bing will be the exclusive algorithmic search and paid search platform for Yahoo! sites. All searches on Yahoo! and Microsoft sites and partner sites will be powered by Bing search technology. Microsoft adCenter will be the platform for all search campaigns.

## What does Yahoo! provide to this alliance?

Yahoo! will become the exclusive worldwide sales force for all premium search advertisers. Microsoft will acquire an exclusive 10-year license to Yahoo!'s core search technologies, and will integrate them into its existing web search platforms.

## When will this affect advertiser accounts?

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## What things will the alliance NOT change?

The agreement does not cover each company's display advertising, web properties and products, email, instant messaging, or any other aspect of the companies' businesses. Each company will continue to innovate their own consumer search experiences to compete for search users and search queries. Each company will maintain its own separate display advertising business and sales force, and will service their respective publishers, or affiliate search partners.

## Who benefits from this deal and how?

The alliance combines the complementary strengths of Microsoft and Yahoo! to create a competitive choice in search with the scale to fuel sustained development. Searchers will find more relevant results faster, leading to more value for advertisers and better results for web publishers.

*“ I am really looking forward to the Yahoo! and Microsoft joint paid search effort as it should provide advertisers with a program encompassing the best of both, Microsoft and Yahoo! worlds. By combining interests, Microsoft and Yahoo! will be able to collect a significantly larger amount of data & learnings about a searchers behavior. In turn, we expect these findings to enhance their search platform into a more sophisticated program. I believe this will not only provide a better experience for their searchers but provide a better program & better return on investment for their advertisers. ”*

— Zach Morrison,  
Sr. Account Executive Elite SEM



*“ We are extremely excited for Microsoft and Yahoo! to integrate their search offerings. When adCenter's strong targeting and campaign management capabilities are combined with the added reach of Yahoo!'s network of properties, the resulting offering will be powerful and effective. We expect it to compete for a serious share of our budgets moving forward. ”*

— John Chan,  
Vice President, Media, Reprise Media

