

STATE OF SEARCH RESULTS:

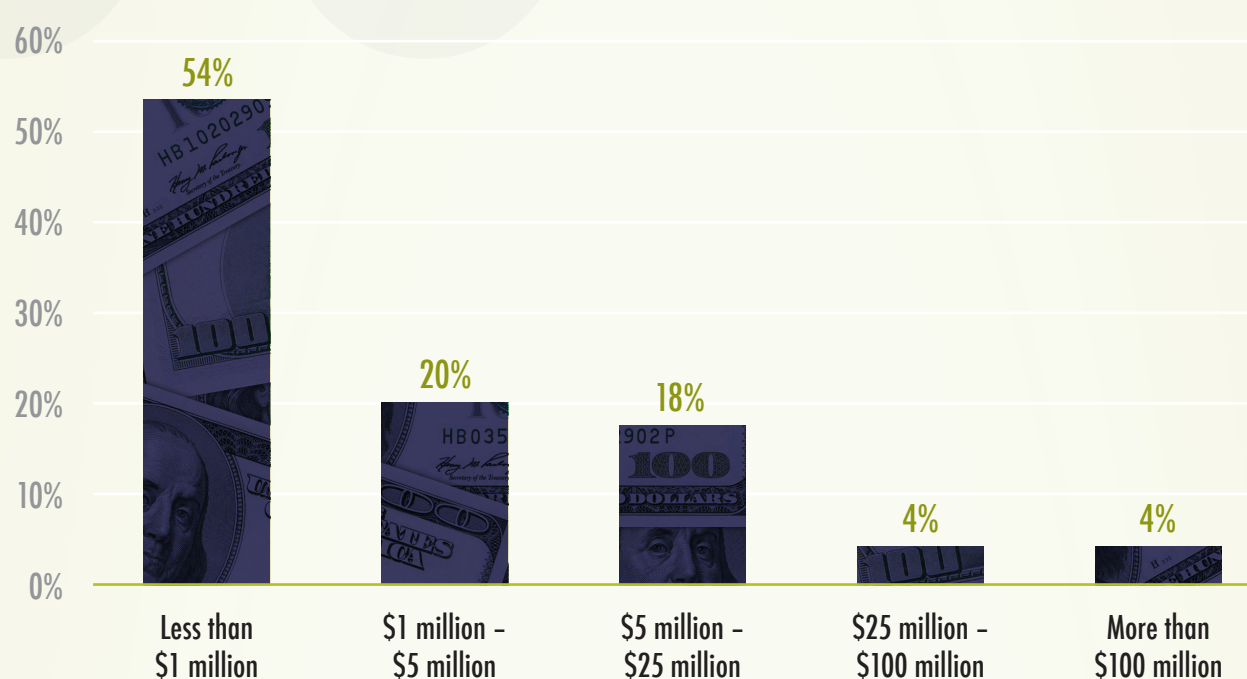
BUDGETING TRENDS

THE FINDINGS

As search marketing increasingly becomes an integrated discipline, companies will need to be more agile in shifting their budgets to stay ahead of their competition.

SPEND ON DIGITAL MARKETING

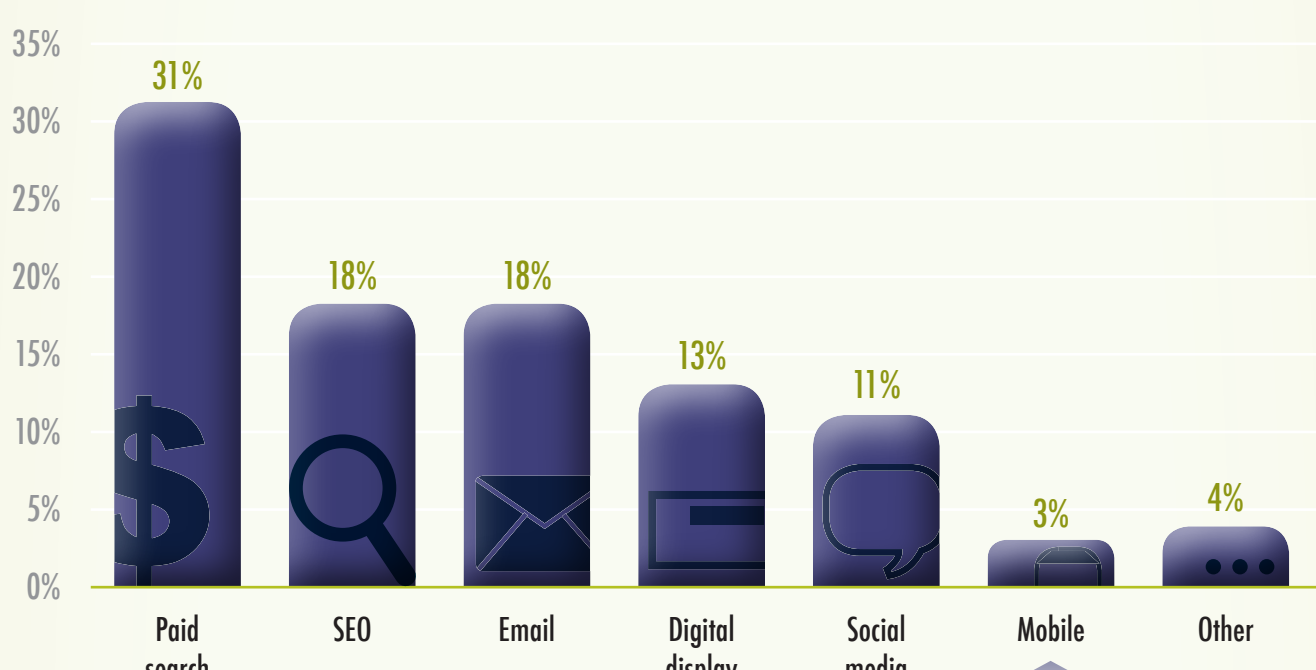
More than half of responding companies, **54%**, spent less than \$1 million per annum on digital marketing in 2013; at the other end of the spectrum, **4%** of companies spent more than \$100 million.



BREAKDOWN OF DIGITAL MARKETING SPEND

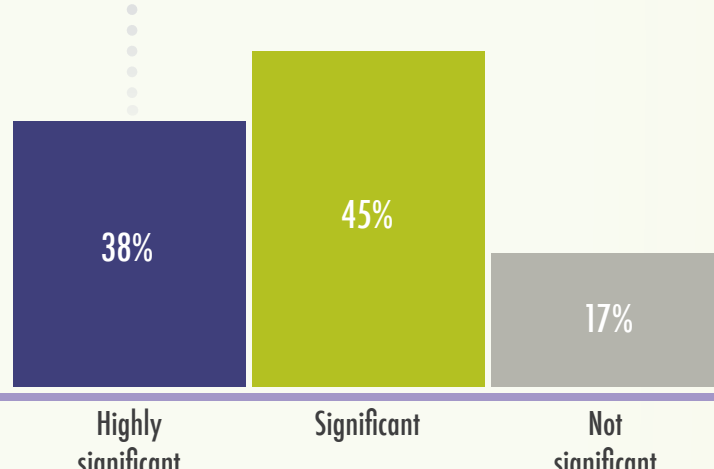
Nearly half of digital marketing budgets are spent on search, with **31%** on paid search and **18%** on SEO.

Breakdown of Digital Marketing Spend



The increased use of mobile by consumers

While more than **8 out of 10** marketers identify mobile as significant, just **3%** of digital marketing budget goes to this area.

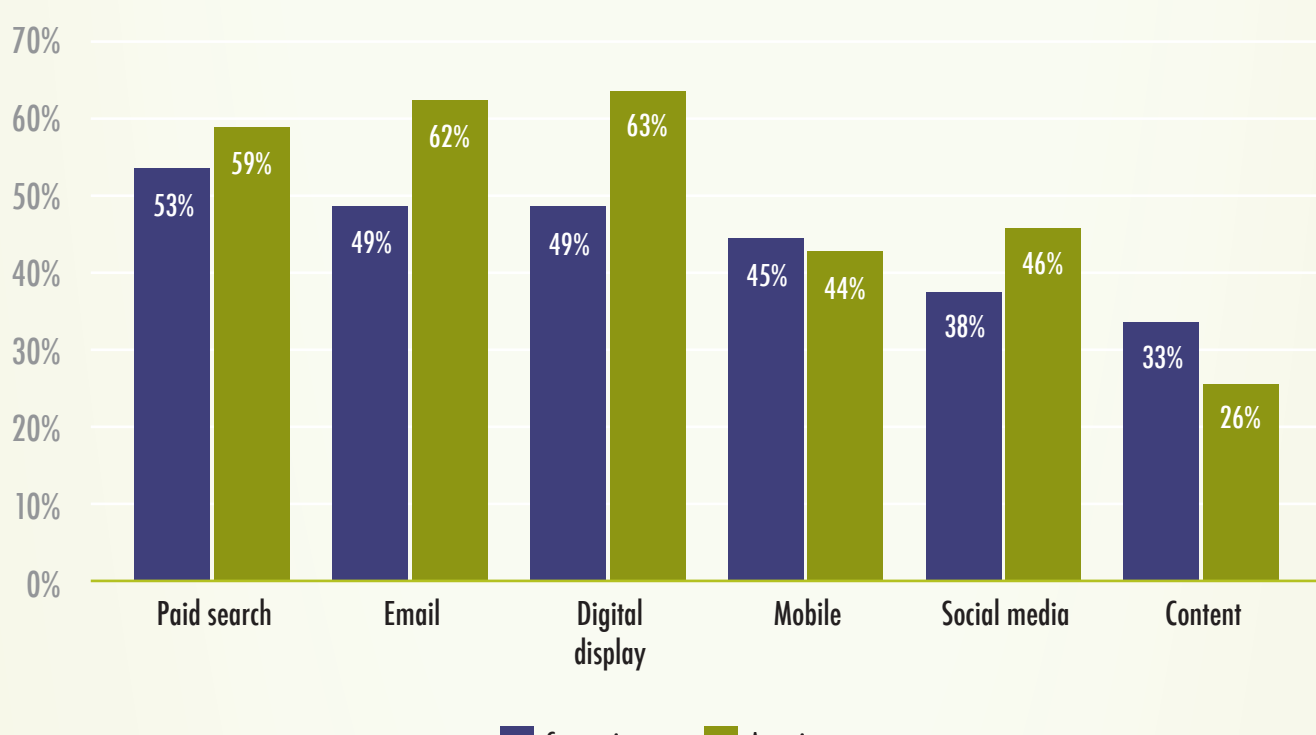


SEPARATION OF DIGITAL MARKETING BUDGETS

Companies, **33%**, and agencies, **26%**, are most likely to combine SEO and content marketing within the same budget.

For companies, paid search marketing is most likely to be separate from the SEO budget. For agencies, digital display marketing is most likely to be separate.

BUDGETS SEPARATE FROM SEO



THE FACTS

- 9th Annual SEMPO State of Search Marketing Report
- Conducted in November 2013
- Data from client-side (advertisers) and agency respondents

The State of Search Marketing Report is a critical touchstone for digital marketers looking to assess where they stand today and where they should be looking to succeed tomorrow.

To read the full results of the 2013 SEMPO & Econsultancy State of Search survey, visit www.sempo.org

About SEMPO

SEMPO is a global non-profit organization serving the search marketing industry and marketing professionals engaged in it.

Our purpose is to provide a foundation for industry growth through building stronger relationships, fostering awareness, providing education, promoting the industry, generating research, and creating a better understanding of search and its role in marketing.

To learn more, visit www.sempo.org.

About Econsultancy

Econsultancy is a community where the world's digital marketing and ecommerce professionals meet to sharpen their strategy, source suppliers, get quick answers, compare notes, help each other out and discover how to do everything better online.

Founded in 1999, Econsultancy has grown to become the leading source of independent advice and insight on digital marketing and ecommerce.

Econsultancy's research, events, online resources and training programs help its 210,000+ registered users make better decisions, build business cases, find the best suppliers, look smart in meetings and accelerate their careers.