
Search Results Relevance Study:

Google vs. Become.com

Summary Report

October 3, 2006



**CASCADE
STRATEGIES**
INCORPORATED

Background on Cascade Strategies, Inc.

- Market research and consulting firm based in the Seattle area.
- Founded in 1991
- Full-service research firm with special emphasis on high-tech and Internet-based clients.
- Client roster includes dozens of Fortune 1000 companies.
- Founded by Jerry Johnson, a 25-year market research veteran

Cascade Strategies: representative clients

- American Express
- Disney
- Drugstore.com
- Bank One
- HP
- Sun
- Porsche
- Starbucks
- Microsoft
- Sprint
- Ernst & Young
- NCR
- Marriott
- T-Mobil

Full Client List Available at: http://www.cascadestrategies.com/client_list.htm

What we sought

- To compare the performance of Become.com and Google in returning shopping search results that are truly relevant and useful to consumers.
- To assess the relative strengths of each shopping-search solution.
- To determine which competitor consumers tend to prefer and why.

What we did

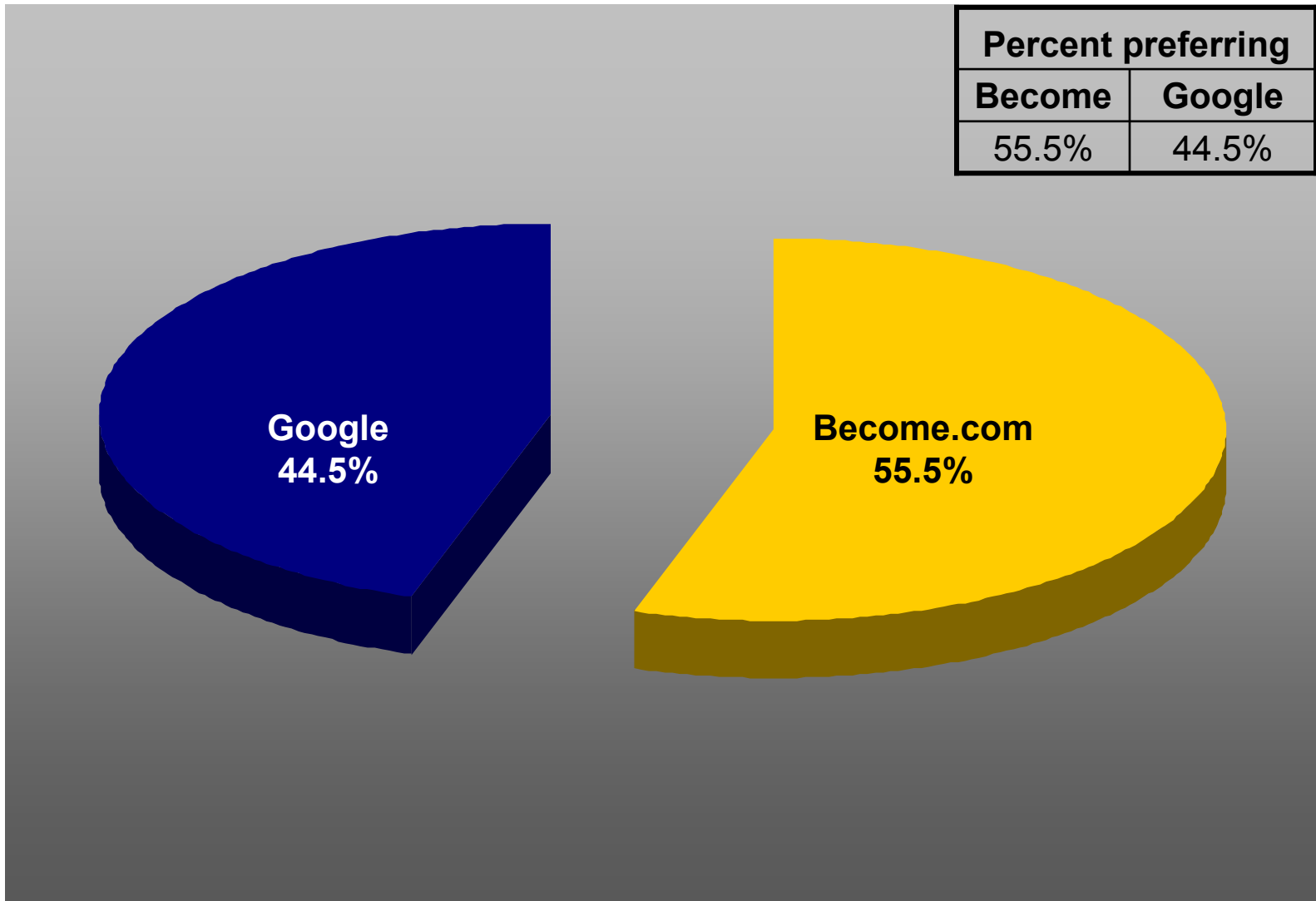
- We conducted an online survey of 200 respondents.
- Respondents were adults (18+) who:
 - Have shopped online sometime in the past month.
 - Do not work for a competitive company or marketing firm.
- We conducted this survey June 22-29, 2006.
- The sample was demographically and geographically balanced.

What we did (cont.)

We asked respondents to:

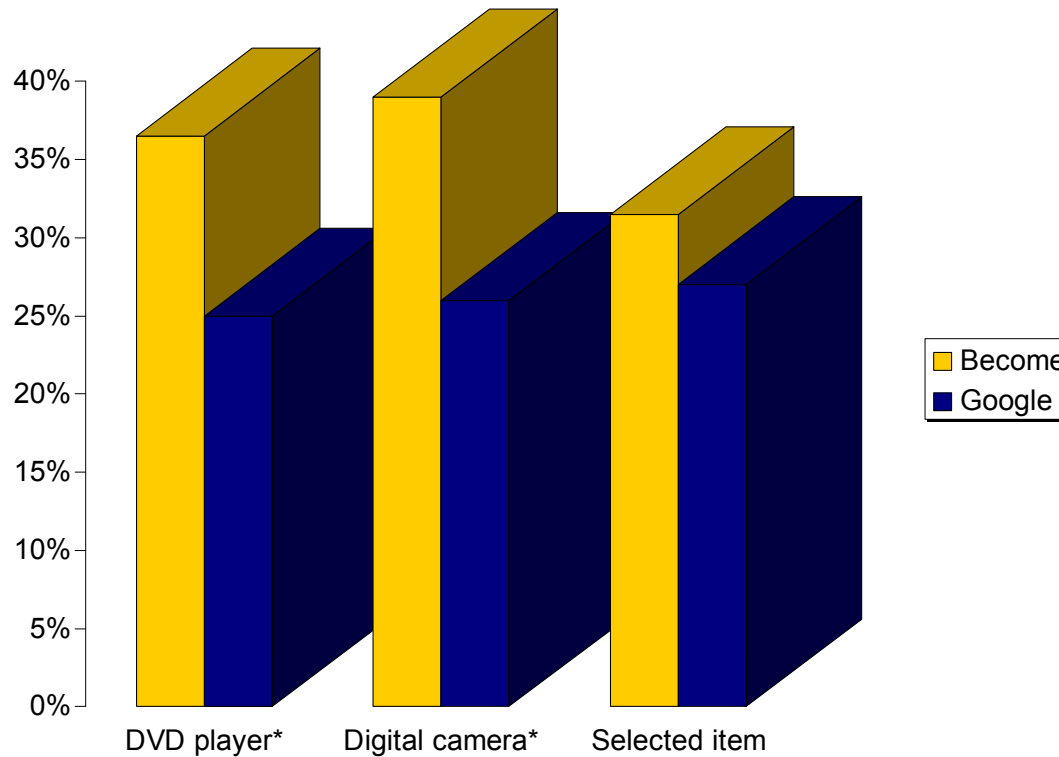
1. Compare and rate the experience of shopping for a DVD player and a digital camera using Google and Become.
2. Personally select another item from shopping.com's top 100 list of most commonly sought products, then compare and rate the shopping experience using Google and Become.
3. Tell us, based on these experiences, which shopping-search website they preferred on ten key attributes.
4. Tell us, based on these experiences, which shopping-search website they preferred overall and why.

Overall preference by competitor



Summary of performance by competitor

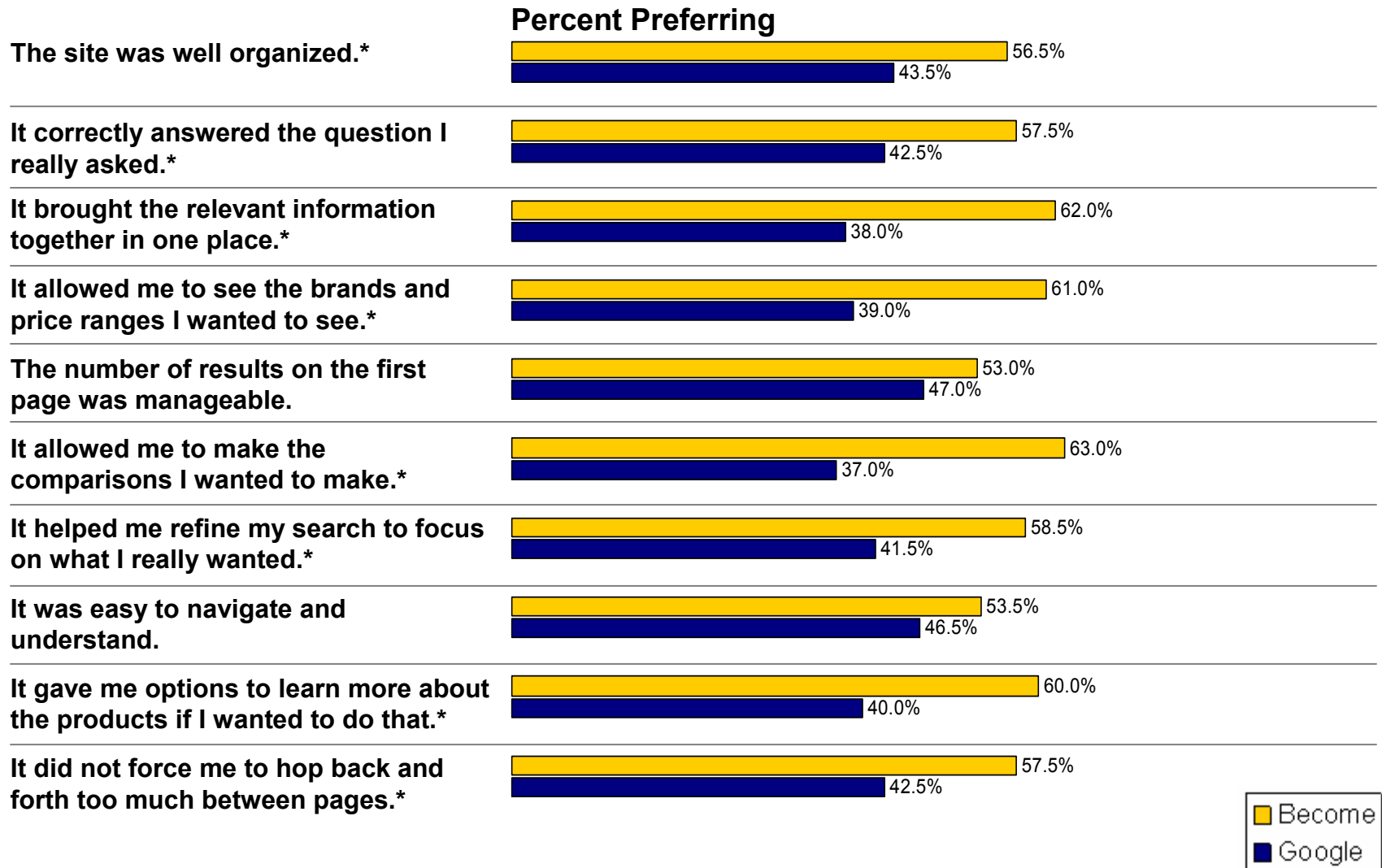
% of Users Rating the Service 9 or 10 (on a 10 scale)



Please mark a number from 0 to 10 to tell us how relevant those results were to you, where 10 means "those results fit my needs perfectly" and 0 means "those results did not fit my needs at all."

*difference is significant at the 95% confidence level

Summary of attribute preferences by competitor



*difference is significant at the 95% confidence level

Reasons for respondents' expressed preference

When we carefully examine the reasons respondents give for why they prefer Become or Google, the pattern is clear and unmistakable:

- Respondents on the whole are more effusive and passionate about Become.com, frequently using superlative and extreme terms like “great,” “amazing,” “I will tell friends and family,” etc.
- Respondents who prefer Google express far less zeal, expressing essentially a default condition as in “I’m used to it,” “I’m familiar with it,” “It’s what I typically use,” etc.

Representative User Comments

Become.com

Enthusiasm

- “The Research and Buy buttons made it easier to do exactly what I wanted to do.”
- “Very well put together”
- “It gave me just what I wanted without all the wrong stuff you get on Google.”

Google

Familiarity

- “The main reason is that I’m familiar with Google. I will start using the other site too...”
- “It’s what I’m used to.”
- “No particular reason. I just use that more often”

Key takeaways from the research

- Become beat Google on all the measures in the study.
- Respondents who preferred Become were more effusive in stating their reasons, while those who preferred Google were more lukewarm.
- Results like these are rare in consumer testing where a lesser-known newcomer is compared with the recognized category leader.

Appendix A: User Responses: Why do you prefer.....

Become.com

As much as I like Google, I think Become.com is better organized and easier to navigate.

At least for buying items, it gave some prices right away, the links were more appropriate (Google links were information and others half the time, rather than vendors).

Because Become doesn't have all the clutter (ads) on the sides and it gives suggestions on search.

Because it brought up product comparisons, which I am most interested in when I am looking to purchase something.

Because it showed price comparisons and search by manufacturer.

Become is a much easier and more useful search engine than Google. I intend to save it to my favorites and use it in the future first rather than Google.

Best all around for shopping. Wish I would have known about this site sooner - it would have saved me a lot of time.

Google

Am used to it.

Am used to that and the presentation is better.

Appears to be more thorough and exact.

Because I am able to research everything on Google.

No particular reason. I just use that more often.

Because I am more used to it. I really love the features of Become.com, but it would take me quite a while to adapt to the change.

Because I like Google.

Because I'm not always shopping for something... Maybe Become.com is better for that specific task, though.

Because it is reliable and I know where to find things.

Why do you prefer... (cont.)

Become.com

Better layout on the page.

Could look in my price range.

Easier and faster to use.

The Research and Buy buttons made it easier to do exactly what I wanted to do.

Easier to read, more complete, more direct.

Easier to use.

Everything in general: more organized and precise.

Faster, more organized.

First, as I was typing in the search, the items below the search box changed to different items as I was typing. And when I hit enter, it already brought up different brands of each item and prices.

For shopping I thought it was great. Organized prices, etc. Plus, when I was typing in the search, it offered suggestions. GREAT!

Google

The main reason is that I am more familiar with Google. I will start using the other site occasionally too and probably once familiar with it would use just as much.

Better page layout, more results.

Better organized and all the places were in English. The other sites have some different languages.

Easy to navigate.

Good, organized site.

Google allowed me to pick the store that I wanted to shop at and gave me a broader scope of what I was looking for. Become only brought me to certain types of products. For instance, when I typed jewelry the only things that popped up were watches.

Google gave better results that matched what I was looking for better than Become.com.

Appendix B: Respondent-selected items by category

<u>Item</u>	<u>Count</u>	<u>Item</u>	<u>Count</u>
Computers Miscellaneous	17	Food Processors	3
Event Tickets	15	MP3 & Digital Media Players	3
Movies	13	New Cars	3
Gifts and Collectibles	11	Photography Accessories	3
Hotels	10	Video Game Consoles	3
Shoes	10	Web Cameras	3
Music	9	Wireless Adapters	3
Cartridges and Toners	7	Audio Shelf Systems	2
Cellular Phones	7	Boating and Sailing Acc.	2
Flowers and Gifts Misc.	7	Furniture	2
Baby Care	6	Home Furnishings	2
Laptop Accessories	6	Magazines Miscellaneous	2
Pets	5	Nutrition	2
Jewelry Miscellaneous	4	Refrigerators	2
Sewing Machines	4	Sport and Outdoor	2
Camera Lenses	3	Vacuums	2
DVD Drives	3	Washing Machines	2

Respondent-selected items (cont.)

<u>Item</u>	<u>Count</u>	<u>Item</u>	<u>Count</u>
Air Conditioners	1	Popcorn Makers	1
Answering Machines	1	Printer Accessories	1
Barebone Systems	1	Radar Detectors	1
Business and Productivity Software	1	Removable Media	1
Car CD Changers	1	Telephone Accessories	1
Clock Radios	1	TV Accessories	1
Electronic Dictionaries and Translators	1	Voice Recorders and Transcribers	1
Firewalls	1		
Flashlights	1		
GameCube Games	1	Source: Top 100 categories from Shopping.com	
Ice Cream Makers	1		
Input Adapters	1		
IP Phones	1		
Kitchen	1		
PDA's	1		