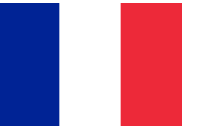
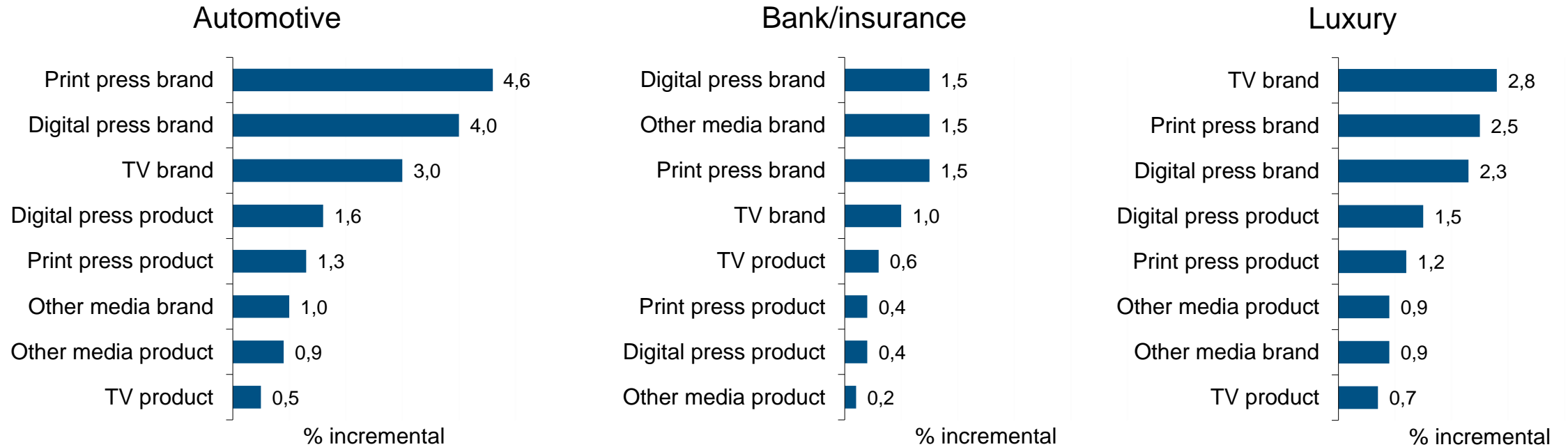


Print media ads increase brand search queries

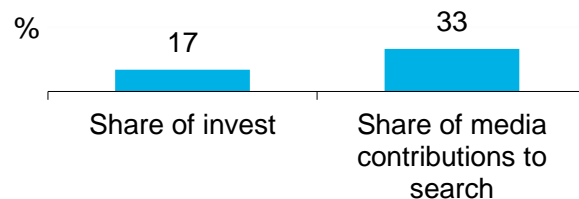
With large variations in categories & types of campaigns



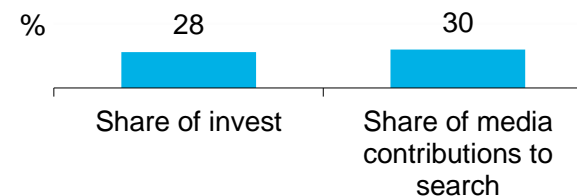
% increase in search queries by channel/type of campaign for every 10% increase in spend



Press & automotive



Press & bank/insurance



Press & luxury brands

