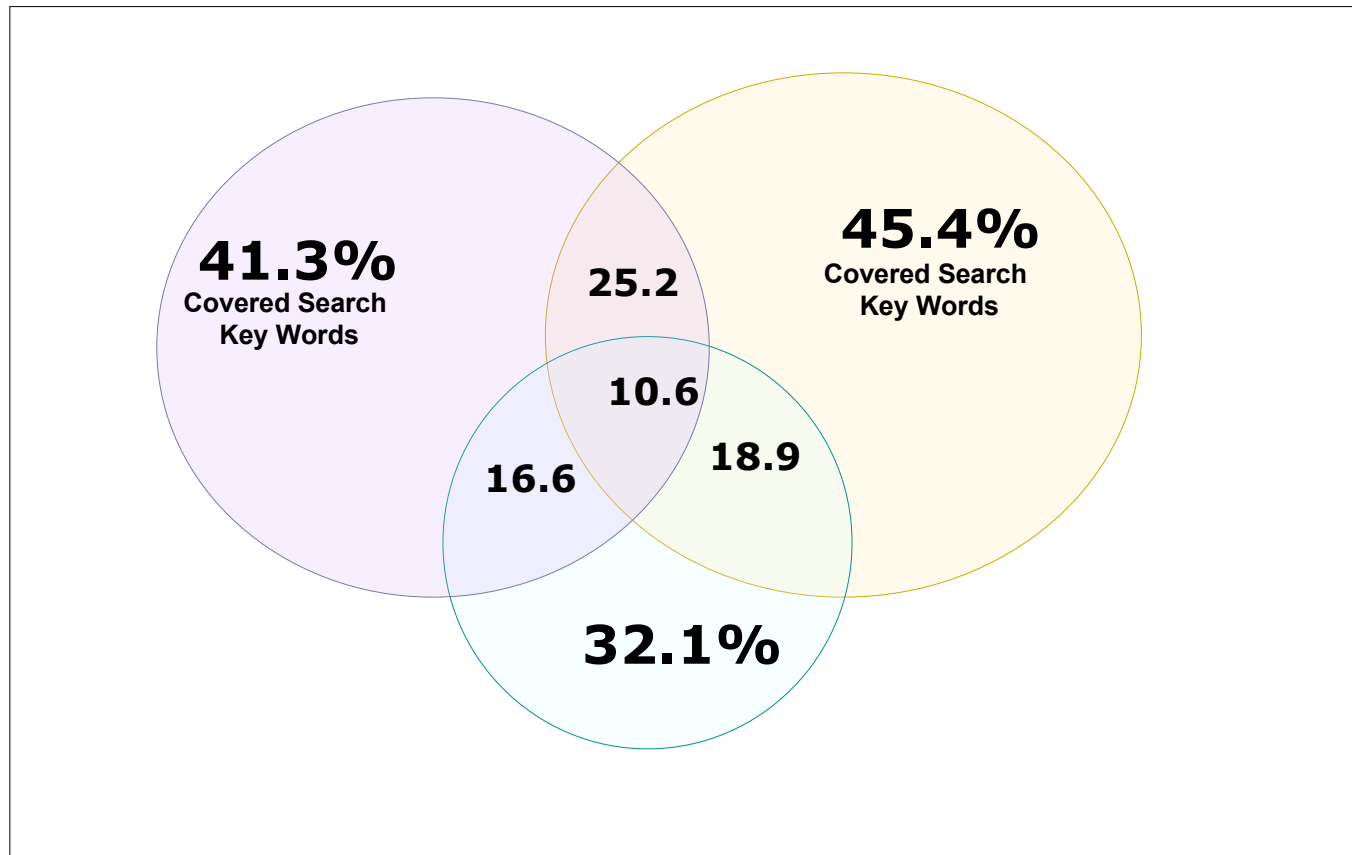
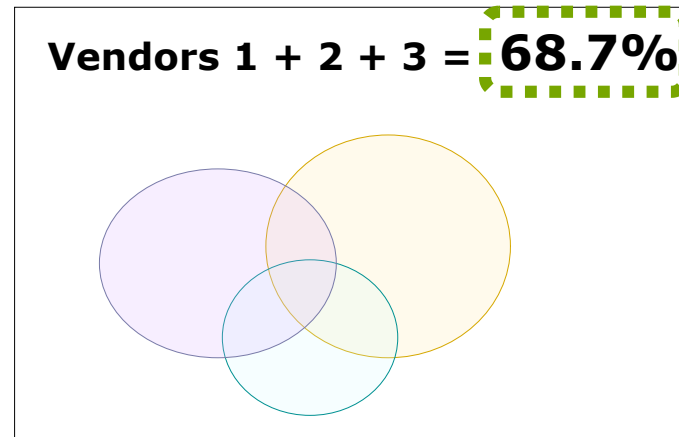
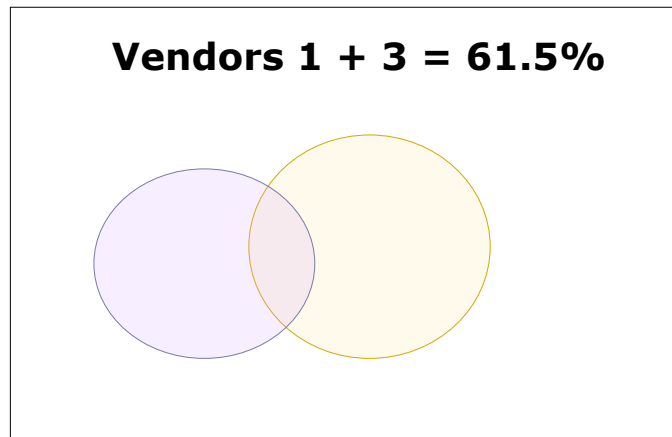
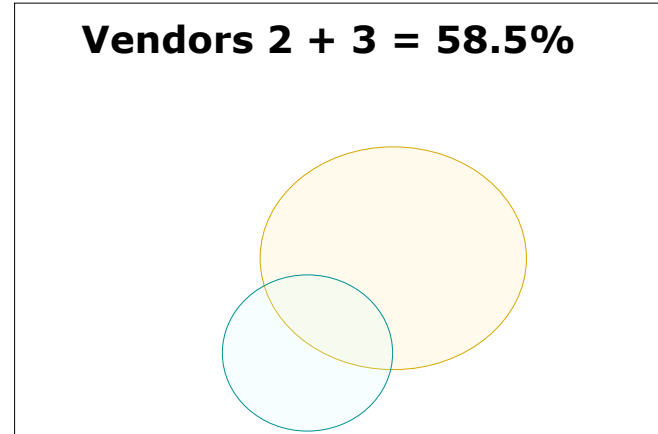
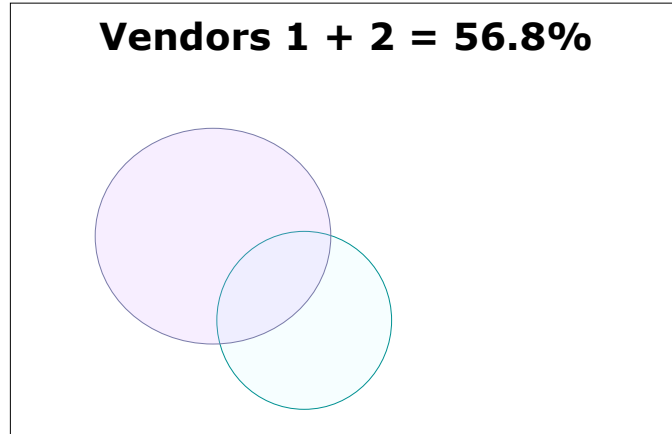


Do Vendors cover the same keywords? No!



100% Available Search Key Word
Joint research NTT DoCoMo, MCN, D2C, MediaShakers (2007)

More Ad vendors double keyword coverage¹



1) Joint research NTT DoCoMo, MCN, D2C, and MediaShakers (2007)