

# Different Engines, Different Results

## Web Searchers Not Always Finding What They're Looking for Online.

A research study conducted by Dogpile.com in collaboration with researchers from the University of Pittsburgh and Pennsylvania State University.

## Dogpile.com combines the search results from MSN Search With Google, Yahoo! and Ask Jeeves.

Now consumers can efficiently find more of the Web's most relevant search results in one place.

## First Page Results from Top Four Engines Don't Have Much in Common

There is a common belief by Web searchers that all search engines are the same. But a recent research study shows that only 1.1% of the first page results across the four leading engines are identical.<sup>1</sup>

These findings underscore the importance of searching the Web with multiple engines to find more top ranked results. Whether they know it or not, many people are already metasearching. comScore shows that people use an average of 2.8 engines per month for their searches.<sup>2</sup>

Dogpile.com eliminates the need to go from site to site looking for top results because it searches Google, Yahoo!, MSN Search and Ask Jeeves all at once. See for yourself by visiting <http://CompareSearchEngines.dogpile.com> and trying out the new Search Comparison Tool.



**1.1%** of results were shared by all **four** search engines.

**2.6%** of results were shared between **three** search engines.

**11.4%** of results were shared by **two** search engines.

**84.9%** of results were unique to **one** search engine.

## Dogpile.com Users are More Successful at Finding What They're Looking For

According to other research, just over half of all Web searches at the top four engines result in clicks on the first results page.

comScore Media Metrix found that between 31% – 56% of all first page searches on the top search engines are successful, compared to 63% at Dogpile.com.<sup>3</sup>

This is further proof that by searching all the leading engines at once, Dogpile.com gives users a better chance of finding what they're looking for.

## Dogpile.com - A Better Way to Search

By searching with Dogpile.com instead of a single engine, you get the top results from Google, Yahoo!, MSN Search and Ask Jeeves all at once.

To see the complete study, please visit: <http://CompareSearchEngines.dogpile.com/OverlapAnalysis>

Sources : 1. Dogpile.com Search Engine Overlap Study, July 2005 2. comScore Media Metrix, May 2005. 3. comScore qSearch Data, May 2005, Custom Success Rate Analysis.