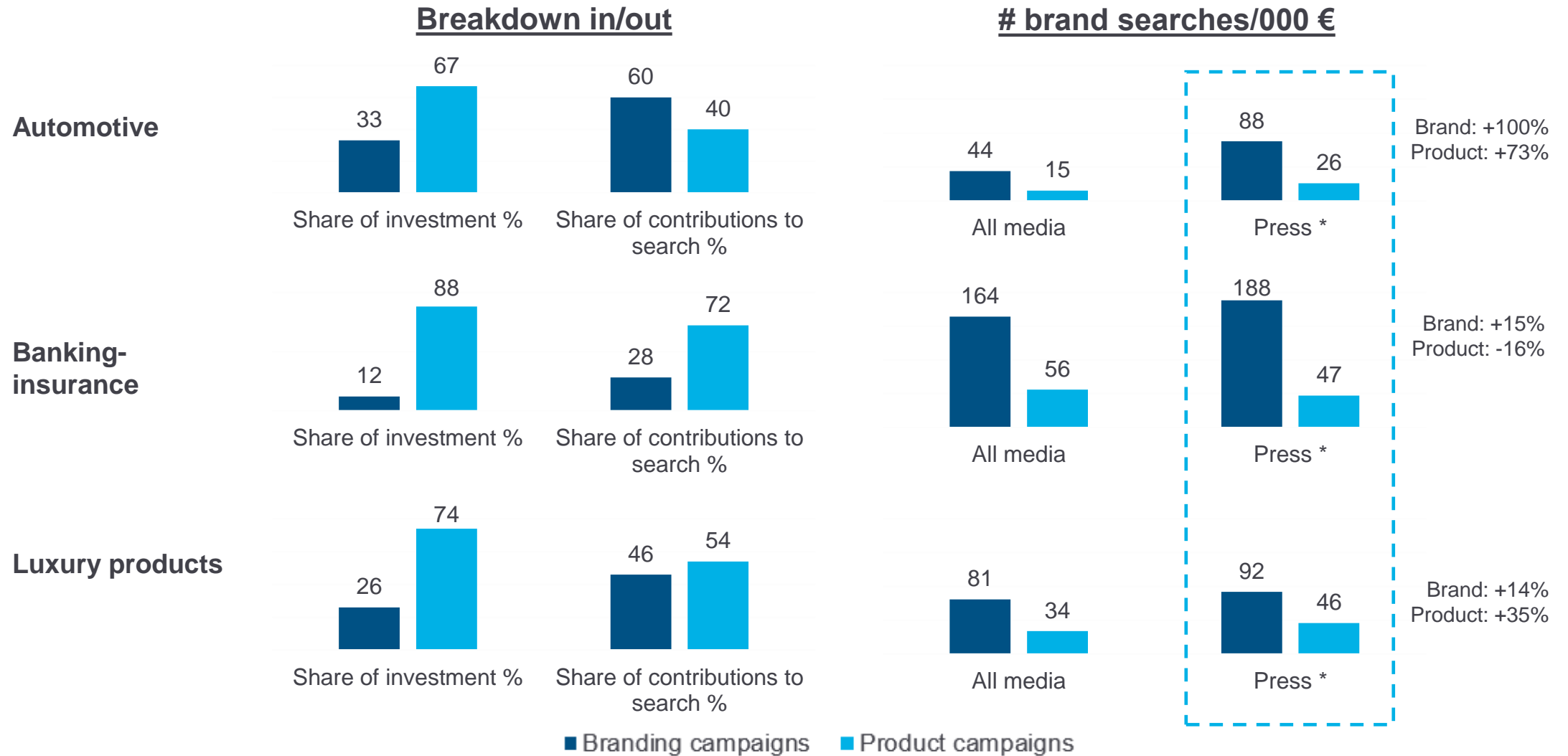
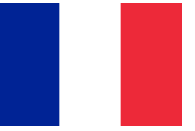


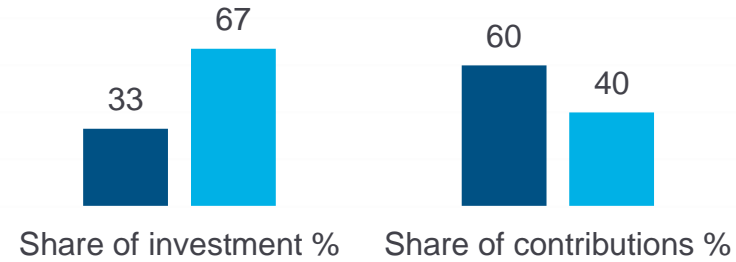
# Print media ads generally increase brand search queries

With large variations in categories & types of campaigns

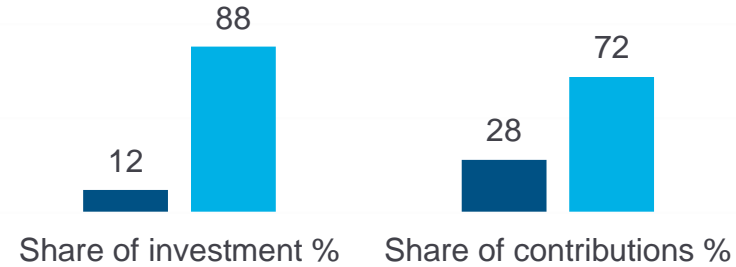


## Automotive

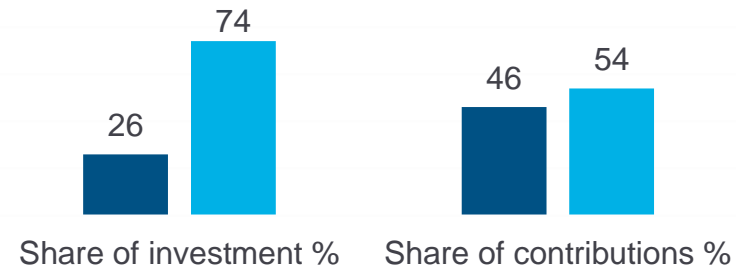
### Breakdown in/out



## Banking-insurance

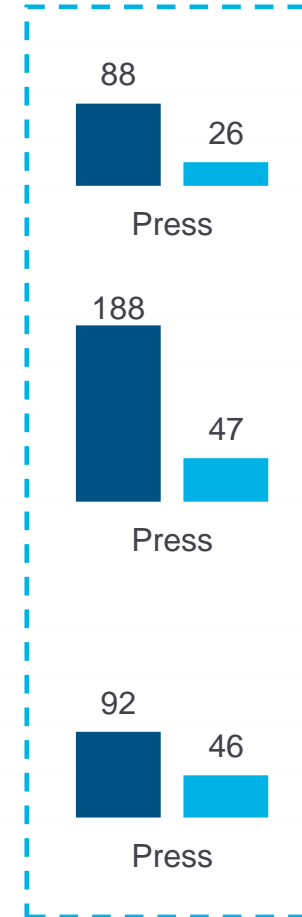
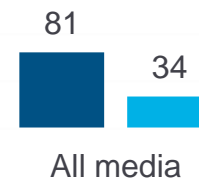
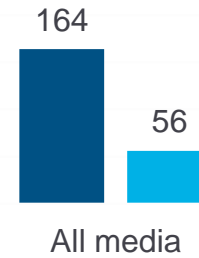
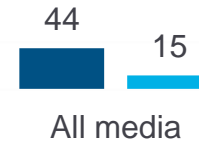


## Luxury products



■ Branding campaigns ■ Product campaigns

### # brand searches/000 €



Brand: +100%  
Product: +73%

Brand: +15%  
Product: -16%

Brand: +14%  
Product: +35%