

Optimizing the mobile experience for Partners

Continued investment in products for Partners

Yahoo Hosted Search (“YHS”) is one of the most popular, powerful Search products available for our Partners. This product closely mirrors our own O&O search.yahoo.com (“SYC”) product, which is continually being optimized for user experience and revenue. YHS is available across device types in over 30 countries as a fully hosted experience or as an iframe if preferred by the Partner.

New product enhancements lead to better experiences

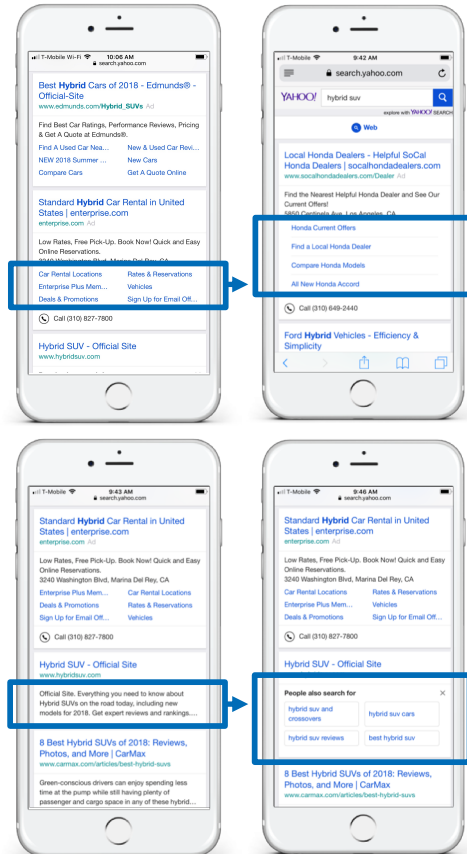
We recently launched several new updates to YHS mobile, which have created a better experience for users while also improving the revenue earned per page for Partners. These updates may be available for certain partners with specific implementations.

The first update was changing the way Sitelinks are displayed. Rather than appearing side-by-side, they now display vertically with a larger footprint, so users can more clearly see the destinations the Advertiser is promoting.

The second update included adding a new “people also search for” recommendation of suggested searches to help users refine their search and offer additional suggestions related to the original query. This displays when a user clicks “back” after initially clicking on an algorithmic (non-commercial) search result.

Results: increased revenue earned per page

The first update led to an increase of **+5% CTR** and **+8% RPM** when originally launched on SYC. The second update led to an increase of **+1% RPM** and **+1.4% searches** per user on SYC. We expect similar results from these same updates on YHS for Partners.



“Our Search Partners are vital to our overall business and network. As we optimize the Search experience for our O&O properties, we continue to look for ways to leverage these insights across our Partner products as well.”

- Kevin Wandryk, Senior Director, Product Management, Oath