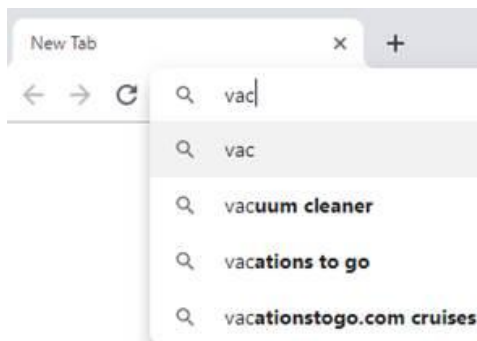
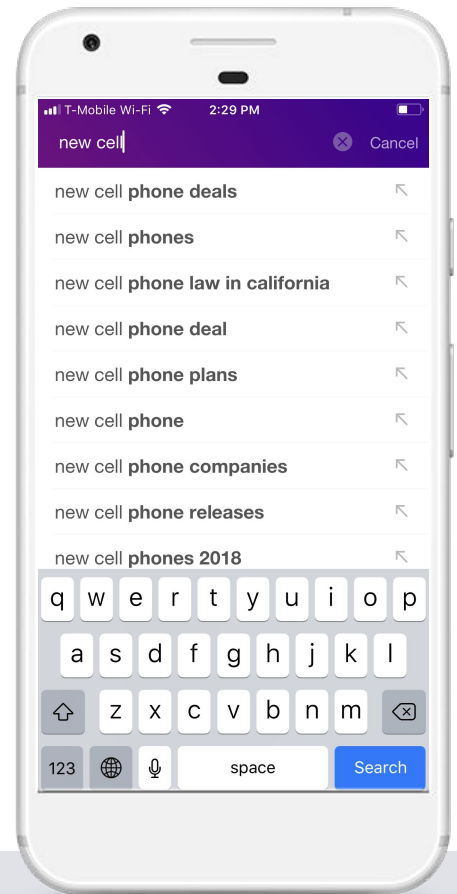


## Case study

# Search Assist

## User discovery

Yahoo Search amplifies your ability to find what you want, how you want. Search Assist is a special add-on product that helps people find what they are looking for faster. This technology is used on our own platforms and is also available for Partners (as long as the queries lead to Yahoo Search results). Search Assist is accessible as a standalone API and can power Search boxes on Partner properties. It improves the experience for users and may also improve monetization for Partners (results may vary).



## Partner results

Most distribution Partners use search.yahoo.com (SYC) or Yahoo Hosted Search (YHS) for results pages. While SYC and YHS already leverage Search Assist, the Search entry points leading to them may not. When one of our SYC distribution Partners added Search Assist to a new entry point in the omnibox, they saw a lift of **+5-10% RPM** (on US PC). They are launching in EMEA, LATAM and APAC next.

“We’re very happy with the results of this optimization, which led to a better experience for users and additional revenue for our Partner,” said Herwin Chua, VP, Partner Management. “We encourage Partners to leverage Search Assist in their own unique experiences across device types.”