

YAHOO'S NEW MAGICAL HEADER LEADS TO INCREASED NUMBER OF SEARCHES

OPTIMIZED BY DESIGN

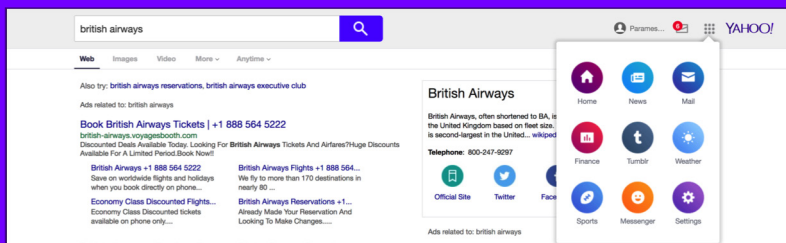
The Yahoo search results page is getting a fresh look! The Yahoo product team evaluated 13 elements of the header on the existing page in order to identify opportunities to boost engagement by optimizing the design and functionality of the header and search box. After testing various combinations of changes, Yahoo has released a new “Magical Header” that leverages these insights.

LASTING RESULTS

Once the current header was updated to the Magical Header, users engaged more with the new search results page. Users stayed on the page longer and clicked on more ads and algorithmic results. They typed in **+2% more searches** in the search box and fewer of these searches were for alternative search engines. The abandonment rate and search engine switch rate both decreased by ~5%. The final result was a **+3% increase in revenue**.

OPPORTUNITY FOR PARTNERS

The Magical Header has launched for fully hosted desktop Yahoo Hosted Search Partners and Partners driving to search.yahoo.com. This should lead to higher user engagement and revenue.



Highlighted updates include:

- Taller search box outlined in grey glow not purple
- “Search” text replaced with magnifier icon
- Yahoo logo moved to the right
- Improved the Mail icon with unread email alerts
- Improved the user profile icon with profile picture
- Added dialpad module that takes the user to favorite Yahoo verticals and user settings
- Increased spacing and added line separator below search box
- Updated search filters (web, images, video, more) font color to bolded light grey from red
- Added hover on search filter to black with bolded font