

Britannica MSN Live Search Link Test

TESTING THE ADDITION OF AN MSN SEARCH LINK TO MEASURE THE OVERALL IMPACT ON REVENUE PER VISITOR (SUBSCRIPTIONS + ADVERTISING).

MSN Live Search Link Test

The primary revenue driver of Britannica Online is the sale of online subscriptions, with minimal ad revenue driven from onsite banners.

While much of our traffic is driven via SEO, this free source of traffic is often not a high-converting source of traffic due to the competitive nature of online research – specifically Wikipedia and search engines.

As a result, we included a **dynamic link** on each article page that opens a separate search for MSN Live to see if the revenue per click driven from this ad spot could **drive incremental revenue** for our online subscription revenue.

Control Page

dog
Encyclopædia Britannica Article Page 1 of 40

PRINT PAGE • PRINT ARTICLE • E-MAIL ARTICLE • CITE ARTICLE

[Comments or Suggestions?](#) [Share Full Article with Your Readers](#)



Boxer.
© R.T. Willbie / Animal Photography

(species *Canis familiaris*), domestic mammal of the family Canidae (order Carnivora). It is related to wolves, foxes, and jackals.

The dog is one of the two most ubiquitous and popular domestic [animals](#) in the world (the cat is the other). For more than 12,000 years it has lived with humans as a hunting companion, protector, object of scorn or adoration, and friend. The dog has evolved from...

dog... (75 of 10775 words)

[Get the full article with a FREE Trial](#)

Test Page with MSN Live Search Link

dog
Encyclopædia Britannica Article Page 1 of 40

PRINT PAGE • PRINT ARTICLE • E-MAIL ARTICLE • CITE ARTICLE

[Comments or Suggestions?](#) [Share Full Article with Your Readers](#)



Boxer.
© R.T. Willbie / Animal Photography

(species *Canis familiaris*), domestic mammal of the family Canidae (order Carnivora). It is related to wolves, foxes, and jackals.

The dog is one of the two most ubiquitous and popular domestic [animals](#) in the world (the cat is the other). For more than 12,000 years it has lived with humans as a hunting companion, protector, object of scorn or adoration, and friend. The dog has evolved from...

dog... (75 of 10775 words)

[Get the full article with a FREE Trial](#)

[Find more about "dog" instantly with Live Search.](#)

MSN Live Search Link Test Results

Control

dog

Encyclopædia Britannica Article Page 1 of 40

PRINT PAGE • PRINT ARTICLE • E-MAIL ARTICLE • CITE ARTICLE

Comments or Suggestions? Share Full Article with Your Readers



Boxer.
© R.T. Willbie / Animal Photography

(species *Canis familiaris*), domestic mammal of the family Canidae (order Carnivora). It is related to wolves, foxes, and jackals.

The dog is one of the two most ubiquitous and popular domestic [animals](#) in the world (the cat is the other). For more than 12,000 years it has lived with humans as a hunting companion, protector, object of scorn or adoration, and friend. The dog has evolved from...

dog... (75 of 10775 words)

Get the full article with a FREE Trial


Test

dog

Encyclopædia Britannica Article Page 1 of 40

PRINT PAGE • PRINT ARTICLE • E-MAIL ARTICLE • CITE ARTICLE

Comments or Suggestions? Share Full Article with Your Readers



Boxer.
© R.T. Willbie / Animal Photography

(species *Canis familiaris*), domestic mammal of the family Canidae (order Carnivora). It is related to wolves, foxes, and jackals.

The dog is one of the two most ubiquitous and popular domestic [animals](#) in the world (the cat is the other). For more than 12,000 years it has lived with humans as a hunting companion, protector, object of scorn or adoration, and friend. The dog has evolved from...

dog... (75 of 10775 words)

Get the full article with a FREE Trial

Find more about "dog" instantly with [Live Search](#).

Test Results

- 20% less clicks per Unique Visitor
- 14% less FT per Unique Visitor
- 12% less Paid Subs per Unique Visitor
- Generated an additional \$16K from ad placement, which resulted in a 70% gain in overall Revenue per Visitor