

## Direct Response Predictions for 2013

### Top 3 Predictions for Direct Response in 2013

**Prediction 3:** There will be a greater adoption of Search Retargeting in the UK.

**Advice 3:** Retailers, ensure you're deploying the Search Retargeting tactic. This will drive incremental sales whilst achieving a more positive Return on Investment.

**Prediction 2:** Growth of social in search will make it more likely people will buy through Google.

**Advice 2:** Ensure Google + is enabled on your paid search tactic to enhance the performance of your campaigns.

**Prediction 1:** More and more effort will go into trying to understand how retailers can manage their paid and natural search strategy together.

**Advice 1:** Ensure your search agency is using statistical analysis to improve the commercial performance of your campaigns.

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If you have any questions or would like to know more please email me:

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