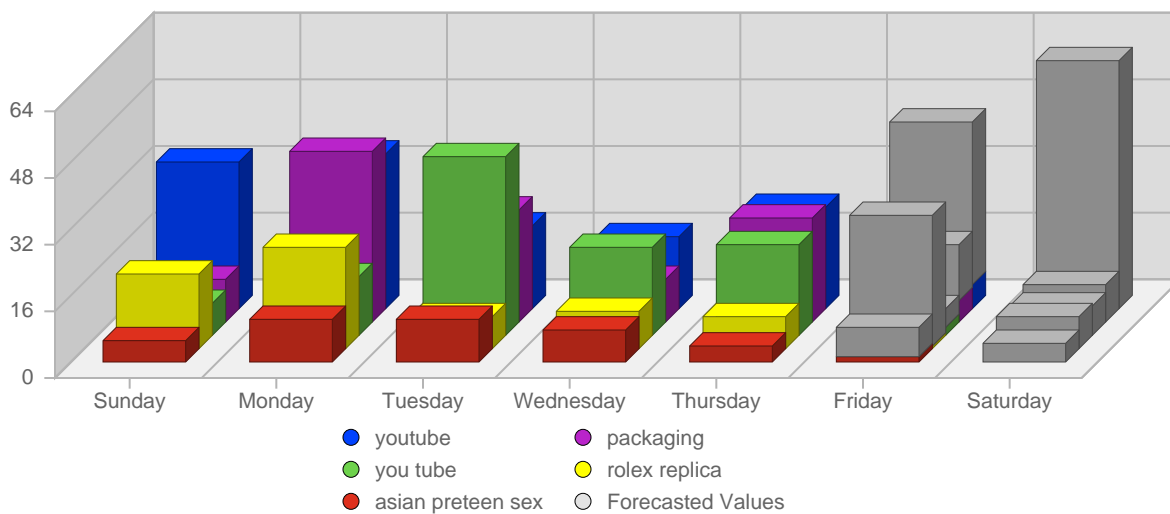


## Referrals &gt; Search Phrases By Search Engine

## Report Description

Report Description: Search Phrases used for Visitors during the week of May 6th, 2007  
 Report Range: Week of May 6th, 2007  
 Report Scope: Live Data (forecasted values)  
 List Size: n/a

## Google



#	Search Phrase	Total Visits Referred	Average Visits Historically	Forecasted Visits this Period	Percent of Visits
1.	youtube	139	74,51	277,28	7,53%
2.	packaging	118	63,86	112,10	6,40%
3.	you tube	110	24,13	31,96	5,96%
4.	rolex replica	67	56,89	105,08	3,63%
5.	asian preteen sex	38	39,11	46,67	2,06%
6.	marketing	36	22,16	44,63	1,95%
7.	rolex	34	20,77	37,17	1,84%
8.	marketing routes	30	12,36	13,47	1,63%
9.	guerrilla marketing	26	13,85	31,31	1,41%
10.	commerce	20	4,00	12,25	1,08%
11.	preteen sex	19	32,72	14,28	1,03%
12.	dns telecom	16	38,75	21,08	0,87%
13.	replica rolex	14	23,69	37,40	0,76%
14.	merde	12	7,83	9,14	0,65%
15.	naughty america	11	10,25	3,84	0,60%
16.	repliche orologi	11	5,88	16,73	0,60%
17.	replica	10	5,78	7,39	0,54%
18.	video youtube	9	8,49	15,20	0,49%

Continued on Page 2 ...

... continued from Page 1

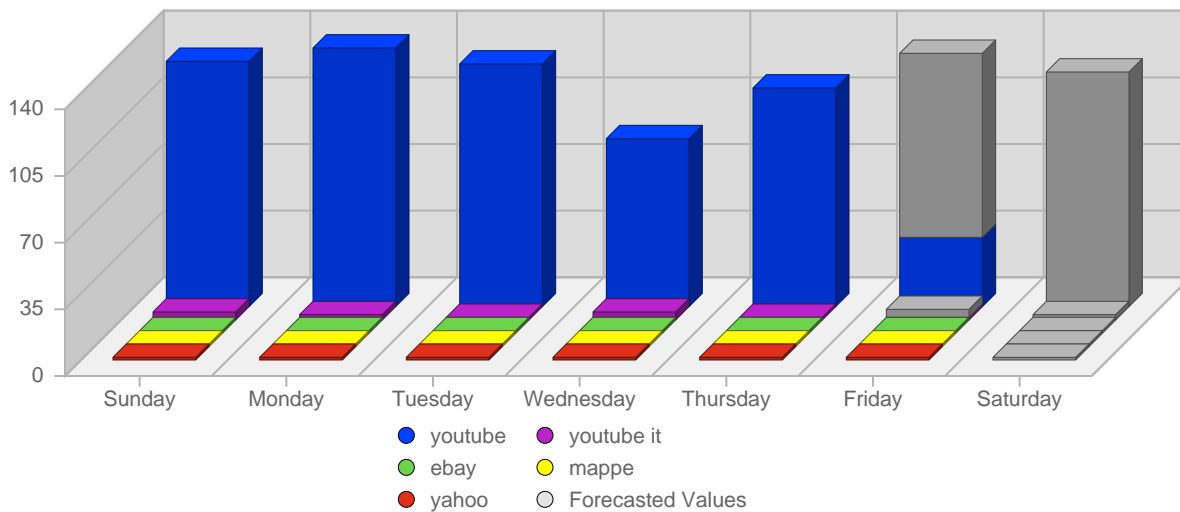
19.	repliche rolex	9	16,29	19,58	0,49%
20.	asian preteen	8	7,53	7,64	0,43%
21.	customer care	8	4,17	1,42	0,43%
22.	video you tube	8	5,62	6,87	0,43%
23.	advertising	8	3,21	5,49	0,43%
24.	brand extension	7	4,66	5,29	0,38%
25.	pubblicit	7	3,33	7,49	0,38%
26.	social network	6	2,05	3,07	0,33%
27.	traduttore google	6	4,00	6,24	0,33%
28.	brand	6	6,50	5,89	0,33%
29.	article marketing	6	3,14	4,61	0,33%
30.	spot anni 80	5	11,00	10,88	0,27%
31.	procter gamble	5	1,33	1,40	0,27%
32.	rolex contraffatti	5	1,55	1,91	0,27%
33.	dating online	5	1,09	1,29	0,27%
34.	below the line	5	5,00	6,71	0,27%
35.	anni 80	5	14,50	13,65	0,27%
36.	video online	4	5,22	5,15	0,22%
37.	bbq	4	4,00	6,61	0,22%
38.	user generated content	4	4,97	4,72	0,22%
39.	product placement	4	3,35	6,13	0,22%
40.	second life	4	15,00	16,41	0,22%
41.	Sesso	4	5,92	5,25	0,22%
42.	Sesso Sesso	4	2,21	1,37	0,22%
43.	marketing innovativo	3	1,20	0,99	0,16%
44.	rolex replicas	3	1,55	1,91	0,16%
45.	viral marketing	3	2,39	5,62	0,16%
46.	fare spam	3	2,00	1,68	0,16%
47.	procter	3	2,82	3,97	0,16%
48.	nike store	3	5,23	2,76	0,16%
49.	nike run	3	1,47	1,62	0,16%
50.	video	3	4,00	2,33	0,16%
51.	spot 80	3	5,33	5,33	0,16%
52.	word of mouth	3	1,33	1,66	0,16%
53.	wikipedia mappe	3	2,41	2,36	0,16%
54.	google traduttore	3	1,33	1,43	0,16%
55.	hakia	3	1,75	2,20	0,16%
56.	google checkout	3	5,97	12,78	0,16%
57.	youtube brand	3	-	-	0,16%
58.	fare Sesso	3	2,27	5,08	0,16%
59.	burn energy drink	3	2,00	1,83	0,16%
60.	pubblicita anni 80	3	2,67	2,49	0,16%
61.	sex	3	5,85	2,34	0,16%
62.	indigestione	3	2,22	2,34	0,16%
63.	spam engine	3	1,44	1,06	0,16%
64.	dmoz	3	1,00	1,00	0,16%
65.	myspace	3	2,83	2,22	0,16%
66.	comunicazion...	2	2,81	2,19	0,11%
67.	posizionamen... su google	2	1,25	1,40	0,11%
68.	pr online	2	1,25	1,40	0,11%

Continued on Page 3 ...

... continued from Page 2

69.	pubblicit anni 80	2	8,33	7,79	0,11%
70.	ads	2	1,00	1,00	0,11%
71.	preteen	2	5,61	7,44	0,11%
72.	adwords	2	2,18	3,93	0,11%
73.	ebay contraffazio...	2	-	-	0,11%
74.	marketing second life	2	2,00	1,40	0,11%
75.	rebranding	2	2,13	2,15	0,11%
76.	pay per lead	2	2,00	2,06	0,11%
77.	email marketing	2	2,33	1,13	0,11%
78.	mail marketing	2	3,56	2,88	0,11%
79.	comunicazion... interna	2	3,58	2,60	0,11%
80.	fai sesso nella tua zona	2	1,00	1,00	0,11%
81.	renault service	2	1,20	1,08	0,11%
82.	marketing mix	2	3,50	2,55	0,11%
83.	lost	2	1,20	1,28	0,11%
84.	federico riva	2	1,17	1,08	0,11%
85.	percentuale sulle vendite	2	1,00	1,00	0,11%
86.	google video amatoriali	2	-	-	0,11%
87.	my space	2	-	-	0,11%
88.	antonio corvese	2	-	-	0,11%
89.	il mio tesoro	2	1,33	1,40	0,11%
90.	vox clamans in deserto	2	1,00	1,00	0,11%
91.	google traduzione	2	1,75	1,61	0,11%
92.	pagerank	2	1,67	1,49	0,11%
93.	marketing assicurativo	2	2,15	2,20	0,11%
94.	marketing emozionale	2	3,67	3,44	0,11%
95.	lolita preteen sex	2	1,86	1,88	0,11%
96.	aumentare visite blog	2	2,14	5,45	0,11%
97.	blog la mia vita	2	-	-	0,11%
98.	marketing coca cola	2	1,42	1,93	0,11%
99.	miriam bertoli	2	1,00	1,00	0,11%
100.	immagini rss	2	-	-	0,11%
		1,845	523	4,366	

MSN



#	Search Phrase	Total Visits Referred	Average Visits Historically	Forecasted Visits this Period	Percent of Visits
1.	youtube	633	522,38	814,36	90,30%
2.	youtube it	14	15,41	26,04	1,00%
3.	ebay	4	8,50	6,13	0,57%
4.	mappe	4	1,56	1,37	0,57%
5.	yahoo	3	2,91	5,06	0,43%
6.	187.it	3	3,27	1,87	0,43%
7.	www.youtube	3	4,11	3,59	0,43%
8.	msn	2	3,68	1,33	0,29%
9.	youtube porno	2	1,00	1,00	0,29%
10.	www.youtube.com	2	2,00	2,00	0,29%
11.	mi servono soldi	1	-	-	0,14%
12.	ebay it	1	-	-	0,14%
13.	yahoo.it	1	1,83	2,55	0,14%
14.	www 187 it	1	-	-	0,14%
15.	youtube italia	1	1,44	1,10	0,14%
16.	www youtube it	1	-	-	0,14%
17.	tesi universitari...	1	-	-	0,14%
18.	www 187 .it	1	-	-	0,14%
19.	viral	1	-	-	0,14%
20.	youtube.	1	1,33	1,48	0,14%
21.	telecom italia 187	1	3,50	1,18	0,14%
22.	pubblicit	1	-	-	0,14%
23.	www.youtube .it	1	-	-	0,14%
24.	internet google	1	-	-	0,14%
25.	alicetiaiuata	1	-	-	0,14%
26.	ad sense	1	-	-	0,14%
27.	louis vitton	1	-	-	0,14%

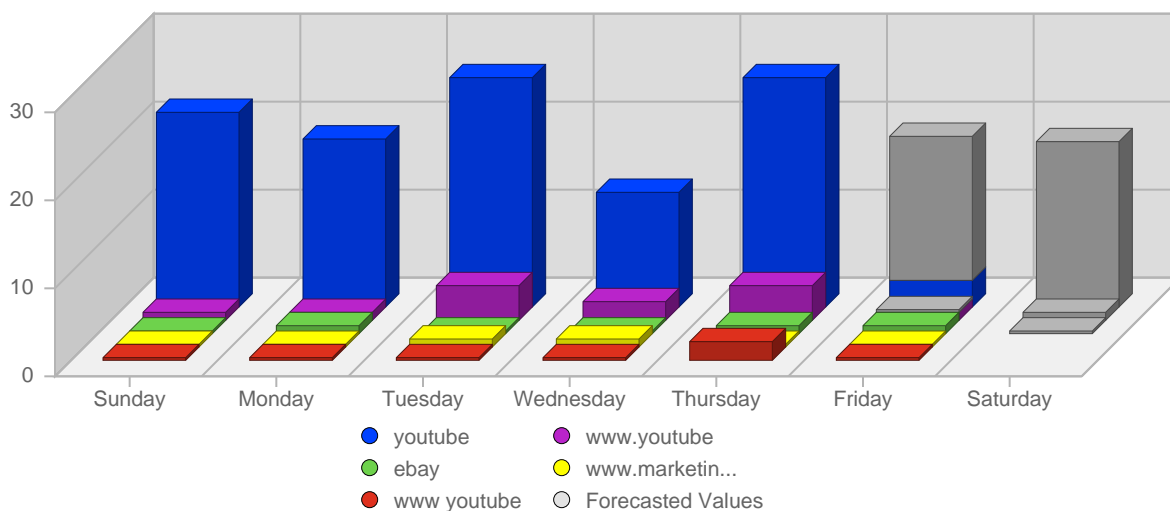
Continued on Page 5 ...

... continued from Page 4

28.	come redigere un invito	1	-	-	0,14%
29.	187	1	1,20	1,13	0,14%
30.	tradimento	1	2,40	2,95	0,14%
31.	video youtube	1	2,07	1,63	0,14%
32.	adsense	1	-	-	0,14%
33.	187 it	1	2,00	1,69	0,14%
34.	www.youtube com	1	1,00	1,00	0,14%
35.	bibita burn	1	-	-	0,14%
36.	marchi contraffatti	1	-	-	0,14%
37.	posto tuo	1	-	-	0,14%
38.	youtube video	1	3,11	3,56	0,14%
39.	motore di ricerca goolge	1	-	-	0,14%
40.	marketing	1	2,36	2,93	0,14%
41.	youtube. com	1	1,00	1,00	0,14%
		701	559	1,016	

Yahoo

YAHOO!



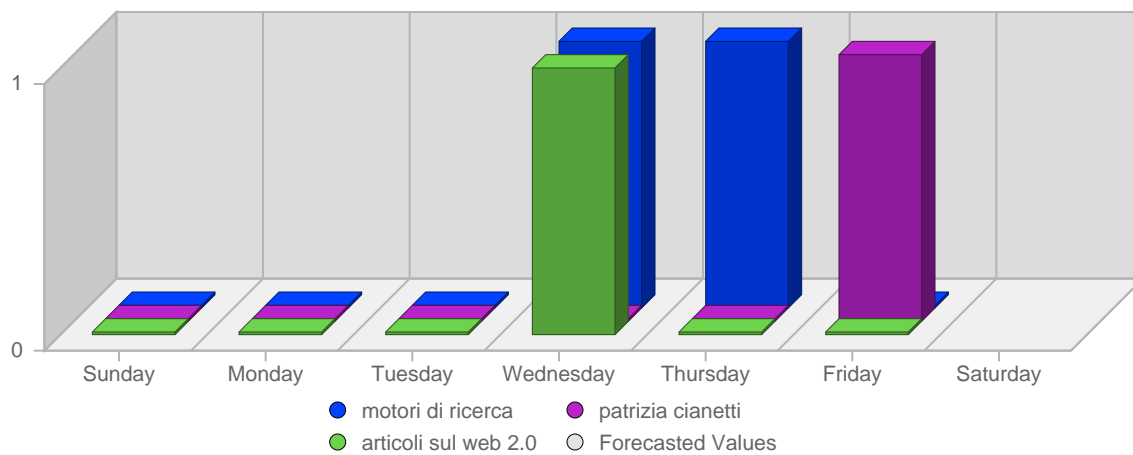
#	Search Phrase	Total Visits Referred	Average Visits Historically	Forecasted Visits this Period	Percent of Visits
1.	youtube	109	59,27	139,80	67,70%
2.	www.youtube	13	8,18	13,25	8,08%
3.	ebay	3	1,70	2,04	1,86%
4.	www.marketin...	2	1,17	1,13	1,24%
5.	www youtube	2	1,20	1,13	1,24%
6.	marketing	2	2,07	1,01	1,24%
7.	rolex replica	2	2,13	1,67	1,24%
8.	sito youtube	1	-	-	0,62%
9.	social bookmarking	1	-	-	0,62%
10.	video virali	1	-	-	0,62%
11.	brand loyalty	1	-	-	0,62%
12.	myspace	1	1,00	1,00	0,62%
13.	zucchero youtube	1	-	-	0,62%
14.	cultura americana	1	-	-	0,62%
15.	motori di ricerca	1	9,00	0,63	0,62%
16.	commerce	1	1,00	1,00	0,62%
17.	Sesso	1	1,50	1,69	0,62%
18.	mouth	1	-	-	0,62%
19.	come inserire un filmato su youtube	1	-	-	0,62%
20.	sky servizio clienti	1	1,33	1,40	0,62%
21.	homemade video	1	-	-	0,62%
22.	youtube myspace	1	-	-	0,62%
23.	gap londra	1	1,00	1,00	0,62%
24.	modello di youtube	1	-	-	0,62%
25.	video youtube	1	1,00	1,00	0,62%
26.	motori di ricerca immagini	1	1,00	1,00	0,62%
27.	siti pi visitati	1	1,00	1,00	0,62%

Continued on Page 7 ...

... continued from Page 6

28.	style graffiti	1	-	-	0,62%
29.	altri motori di ricerca	1	-	-	0,62%
30.	intervista pubblicit	1	-	-	0,62%
31.	il marketing assicurativo	1	-	-	0,62%
32.	commerce riflessioni	1	-	-	0,62%
33.	come comprare con commerce	1	-	-	0,62%
34.	http www.leverpla...	1	-	-	0,62%
35.	www.youtube.	1	1,33	1,49	0,62%
		161	75	328	

## AltaVista

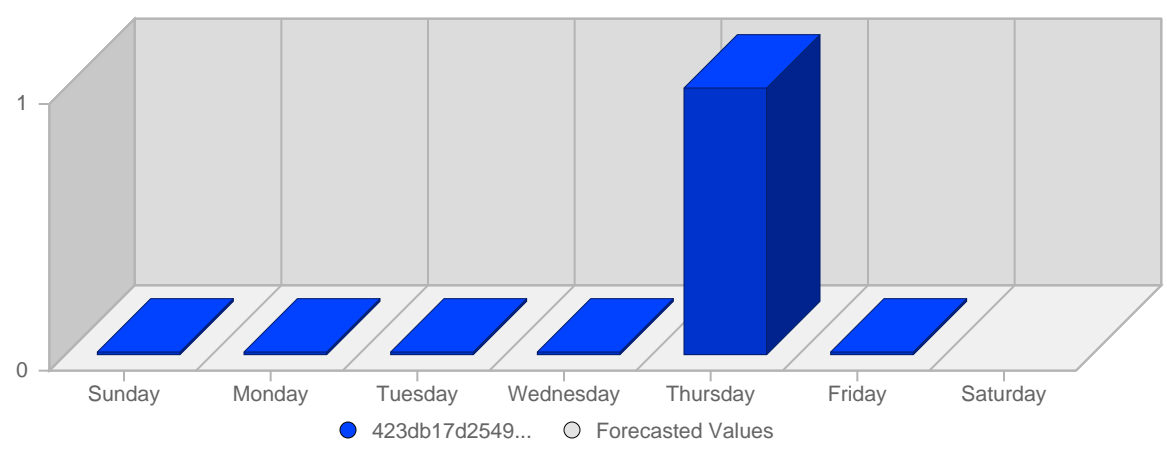


#	Search Phrase	Total Visits Referred	Average Visits Historically	Forecasted Visits this Period	Percent of Visits
1.	motori di ricerca	2	-	-	50.00%
2.	patrizia cianetti	1	-	-	25.00%
3.	articoli sul web 2.0	1	-	-	25.00%
		4	2	16	

AOL

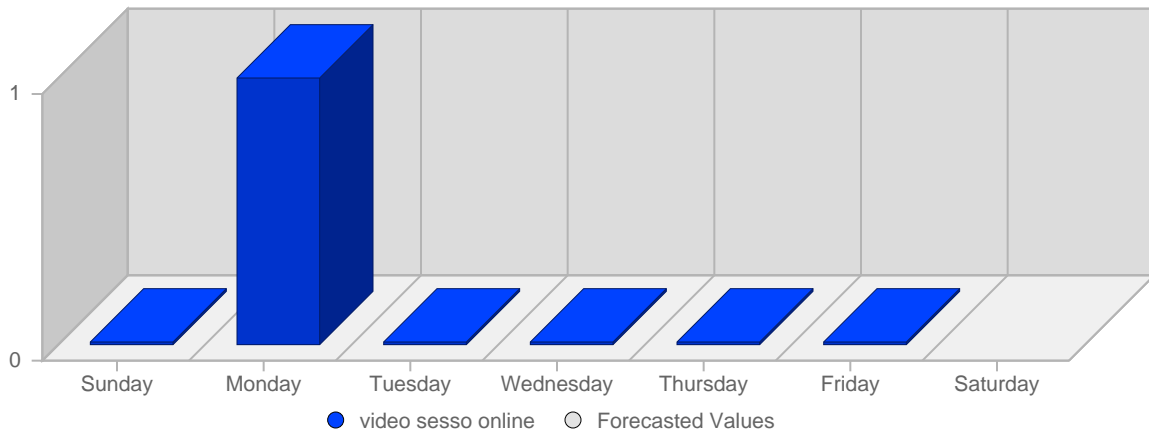


There were a total of 1 Visits Referred from AOL.



#	Search Phrase	Total Visits Referred	Average Visits Historically	Forecasted Visits this Period	Percent of Visits
1.	423db17d2549...	1	-	-	100.00%
		1	5	13	

Lycos



#	Search Phrase	Total Visits Referred	Average Visits Historically	Forecasted Visits this Period	Percent of Visits
1.	video sesso online	1	-	-	100.00%
		1	4	10	