For non-branded words, the organic search replacement is less obvious because for famous brands some customers might be directed to direct navigation instead and a firms’ website might no longer be on the top. However, the replacement effect but still existed.   
For the SEM as a whole, it used the difference to differences method to observe the difference between the two groups but no significant result was found. The samples were then further divided into different segments according to RFM and it showed that SEM had no significant effect on frequent buyers but it had positive effect on new users and non-frequent buyers. Such heterogeneity of customers appeared in other related journals such as Ackerbery (2001) and could be explained by the informative view of advertising (Adverts can only provide information of products with very weak persuasive power). Upon applying difference to differences methods, it is necessary to consider potential biases such as serial correlation effects of Askenfelter’s dip (transitional shocks).