* **ABSTRACT :**

**Yahoo!**  is an American [web services](https://en.wikipedia.org/wiki/Web_services) provider headquartered in [Sunnyvale, California](https://en.wikipedia.org/wiki/Sunnyvale,_California), and owned by [Verizon Media](https://en.wikipedia.org/wiki/Verizon_Media). The original Yahoo! company was founded by [Jerry Yang](https://en.wikipedia.org/wiki/Jerry_Yang) and [David Filo](https://en.wikipedia.org/wiki/David_Filo) in January 1994 and was incorporated on March 2, 1995. Yahoo was one of the pioneers of the early Internet era in the 1990s.



* **PRODUCTS & Services :**
* [Web portal](https://en.wikipedia.org/wiki/Web_portal)
* [Search engine](https://en.wikipedia.org/wiki/Web_search_engine)
* [Yahoo! Search](https://en.wikipedia.org/wiki/Yahoo!_Search),
* [Yahoo! Directory](https://en.wikipedia.org/wiki/Yahoo!_Directory)
* [Yahoo! Mail](https://en.wikipedia.org/wiki/Yahoo!_Mail)
* [Yahoo! News](https://en.wikipedia.org/wiki/Yahoo!_News)
* [Yahoo! Finance](https://en.wikipedia.org/wiki/Yahoo!_Finance)
* [Yahoo! Groups](https://en.wikipedia.org/wiki/Yahoo!_Groups)
* [Yahoo! Answers](https://en.wikipedia.org/wiki/Yahoo!_Answers)
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* [Online mapping](https://en.wikipedia.org/wiki/Yahoo!_Maps)
* [Video sharing](https://en.wikipedia.org/wiki/Yahoo!_Video)
* [Fantasy sports](https://en.wikipedia.org/wiki/Fantasy_sports),
* [social media](https://en.wikipedia.org/wiki/Social_media) website

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* **How they Started ?**
* It all started in 1994 :

1. It was founded in January 1994 by [Jerry Yang](https://en.wikipedia.org/wiki/Jerry_Yang_(entrepreneur)) and [David Filo](https://en.wikipedia.org/wiki/David_Filo), who were Electrical Engineering graduate students when they created a website named "Jerry and David's Guide to the World Wide Web".
2. The Guide was a directory of other websites, organized in a hierarchy, as opposed to a searchable index of pages. In April 1994, Jerry and David's Guide to the World Wide Web was renamed "Yahoo!".



* 1994 to 1996 :

1. While the yahoo.com domain was created in January 1995, by the end of 1994 Yahoo! had already received one million hits. Yang and Filo realized their website had massive business potential, and on March 2, 1995, Yahoo! was [incorporated](https://en.wikipedia.org/wiki/Incorporation_(business)).
2. Yang and Filo sought out the advice of entrepreneur Randy Adams for a recommendation of a venture capital firm and Adams introduced them to [Michael Moritz](https://en.wikipedia.org/wiki/Michael_Moritz).
3. On April 5, 1995, [Michael Moritz](https://en.wikipedia.org/wiki/Michael_Moritz) of [Sequoia Capital](https://en.wikipedia.org/wiki/Sequoia_Capital) provided Yahoo! with two rounds of venture capital, raising approximately $3 million.[[15]](https://en.wikipedia.org/wiki/History_of_Yahoo!#cite_note-15)[[16]](https://en.wikipedia.org/wiki/History_of_Yahoo!#cite_note-16) On April 12, 1996, Yahoo! had its [initial public offering](https://en.wikipedia.org/wiki/Initial_public_offering), raising $33.8 million by selling 2.6 million shares at the opening bid of $13 each.



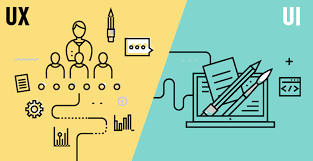
* Aquiring Four11’s shares :

1. Yahoo! made a deal with the online communications company [Four11](https://en.wikipedia.org/wiki/Four11) for co-branded white pages. Marvin Gavin, who worked at Four11 as the director of international business development, said "We always had a bias about being acquired by Yahoo. They were more entrepreneurial than Microsoft. We had a great cultural fit – it made a lot of sense." In the end, Yahoo! acquired Four11 for $96 million.
2. The purpose behind acquiring Four11 was the company's [RocketMail](https://en.wikipedia.org/wiki/RocketMail" \o "RocketMail) webmail service, which launched in 1997.
3. Yahoo! announced the acquisition on October 8, 1997, close to the time that Yahoo! Mail was launched.
4. Yahoo! chose acquisition rather than internal platform development, because, as Healy said, "Hotmail was growing at thousands and thousands users per week. We did an analysis. For us to build, it would have taken four to six months, and by then, so many users would have taken an email account. The speed of the market was critical."

* **Marketing Strategies and Reasons behind Its Success**

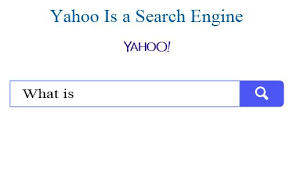
**Simple Interface:**The web services are still new to many users around the world as a big part of the world are still developing and have got to know about the Internet just some years ago. Anything that is simple will attract new users. Keeping this in mind, the interface of Yahoo was made to be simple and easy to access. This actually has made the company gain a lot more users than some other new search engines.



**Fast and Relevant:** If someone is searching for something in a search engine, they will always want the search results to be relevant. Yahoo provides the exact thing. Searching in Yahoo is very easy, and it will provide the most relevant results to what you have searched in no time. Also, Yahoo supports more than 30 languages. So no matter which part of the world you belong, you can search for anything using your own language on Yahoo.



**Pioneer:**Yahoo is known to be one of the pioneers of the early internet era. It was one of the first to provide a search engine which gave information about many things. Because of this, Yahoo gained many users the early years of its launching and due to providing constant brilliant service; even now Yahoo is considered to be one of the biggest and most recognized companies with over 350 million users worldwide.



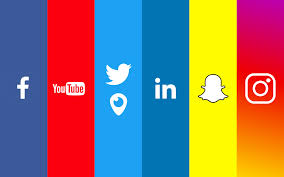
**Product Portfolio:** Yahoo provides various services such as ‘Yahoo! Messenger’, ‘Yahoo! Mail’, ‘Yahoo! Finance’, and ‘Yahoo! Sports’ etc. Thus with Yahoo, any user will be able to know about everything such as sports, finance, etc. The users also can be connected with friends and families through ‘Yahoo! Mobile’ which offers services like email, blogging, instant messaging, information services, etc. Also, shopping services are provided by Yahoo with ‘Yahoo! Shopping’, ‘Yahoo Autos’, etc, Providing everything under one name has made Yahoo to be one of the best.



**Employee Strength:**Yahoo has over 8500 people working under them as employees. The employees who work for Yahoo have the best qualification as well as the experience and trying to improve the search engine every day. Their constant hard work and dedication have made Yahoo successful.



**Social Media Presence:**Yahoo has a very strong social media presence. Their twitter page is extremely active and constantly provides its followers with everything that is happening out there in the world. As this is the era of Social Media, being this much active and interactive with the followers have made Yahoo more popular than it already was.



**Advertising:**Advertising is a big part of any business. Keeping this in mind, Yahoo Search Marketing provides various services such as Local Advertising or Sponsored Search. With these services, everyone who has started a business can advertise their services and products on Yahoo. As Yahoo is very popular, this will help their business grow as well as increase the popularity of Yahoo more.



### **Campaign**

Yahoo released an ad campaign titled ‘Be a Better’ in 2007. This campaign was featured through multiple media services such as TV, radio, online and in cinema halls. With this campaign, Yahoo focused mainly on Yahoo Answers and Yahoo Mobile one Search. It was mainly started in the United States of America and later expanded globally. This fun and humorous campaign was very successful and gave Yahoo a better worldwide recognition.

Watch the video on : <https://www.youtube.com/watch?v=cHoehEq975w&feature=youtu.be>

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