


## Keywords Advertising: Who is doing what on the keyword "EURO" ?

September 18th, 2001

Keywords advertising is an efficient leverage to target internet users according to their profile, their interests and the news. Since April, LemonAd tracks 40 selected keywords\* which are typed in the search engines of the 13 countries in the appropriate language. This represents 520 keywords constantly monitored and a comprehensive database on keywords advertising in Europe. Meanwhile pressure on the release of the Euro is growing throughout Europe. Who is advertising on the keyword Euro? In which countries? Is Euro bought as a specific keyword for targeted campaigns or only as one keyword along with other ones?

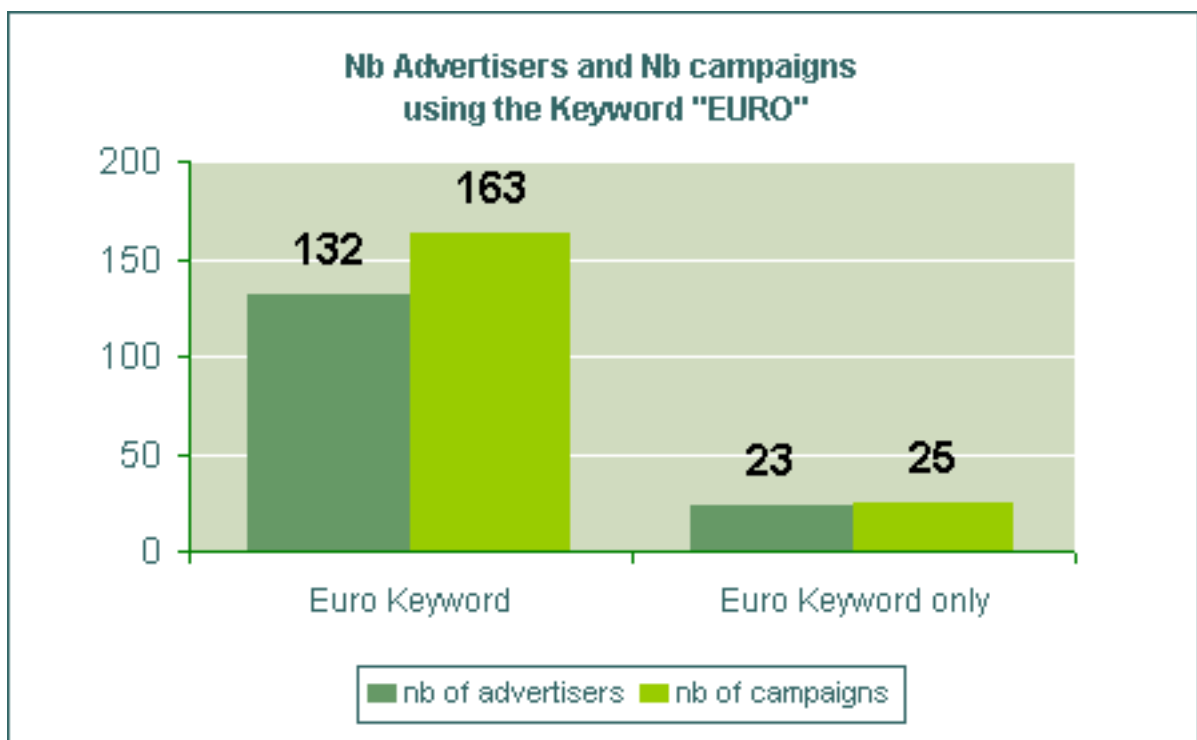
Content	I	- A limited number of campaigns displayed on the keyword Euro
	II	- Early september signs of growing activity on the keyword Euro
	III	- Country breakdown, the UK surprise
	IV	- Unsurprisingly Finance is the most active sector
	V	- The advertisers
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	VII	- Advertising on the keyword Euro does not mean talking about the Euro



[See définitions and methodology](#)

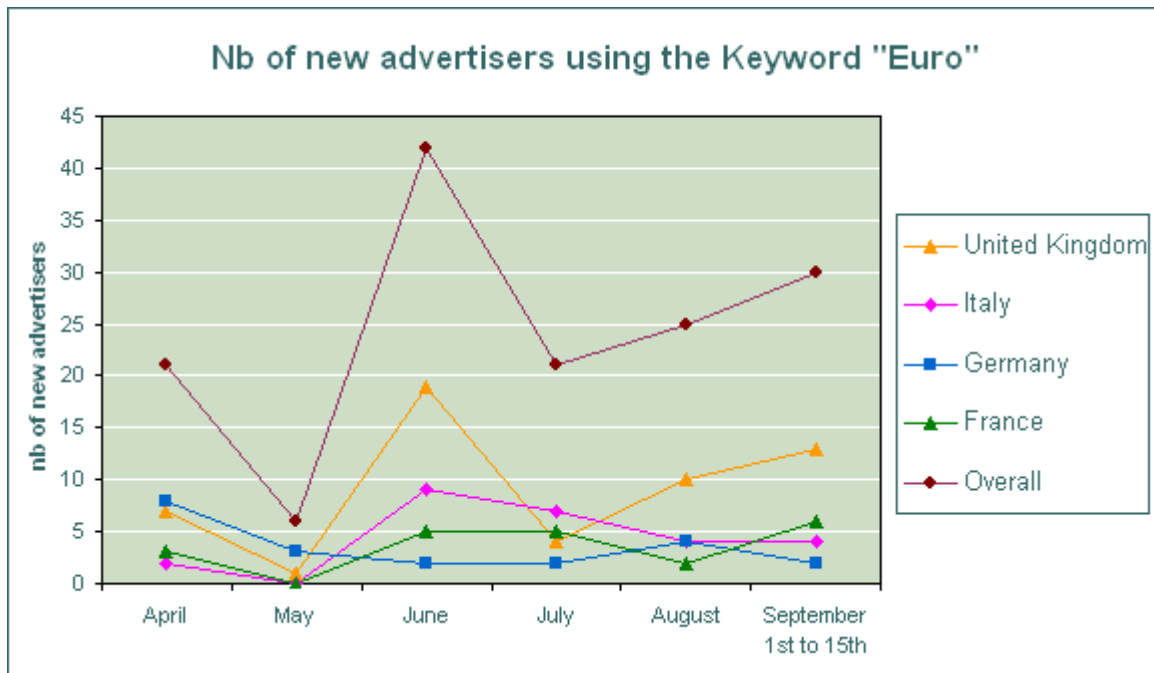
**I - A limited number of campaigns displayed on the keyword Euro.**

Between April 1st and September 7th, 2001, 1 491 campaigns displayed in Europe included keywords advertising. (The presence in the campaign of at least one banner published on one of LemonAd keywords and nowhere else). 163 campaigns included advertising on the keyword Euro: 11 % of the campaigns including advertising on LemonAd keywords. 25 campaigns included advertising on the keyword Euro only without any other LemonAd keyword: 15 % of the campaigns including the keyword Euro. With such numbers, the keyword Euro ranks between 20th and 30th out of the 40 LemonAd keywords depending on the countries.



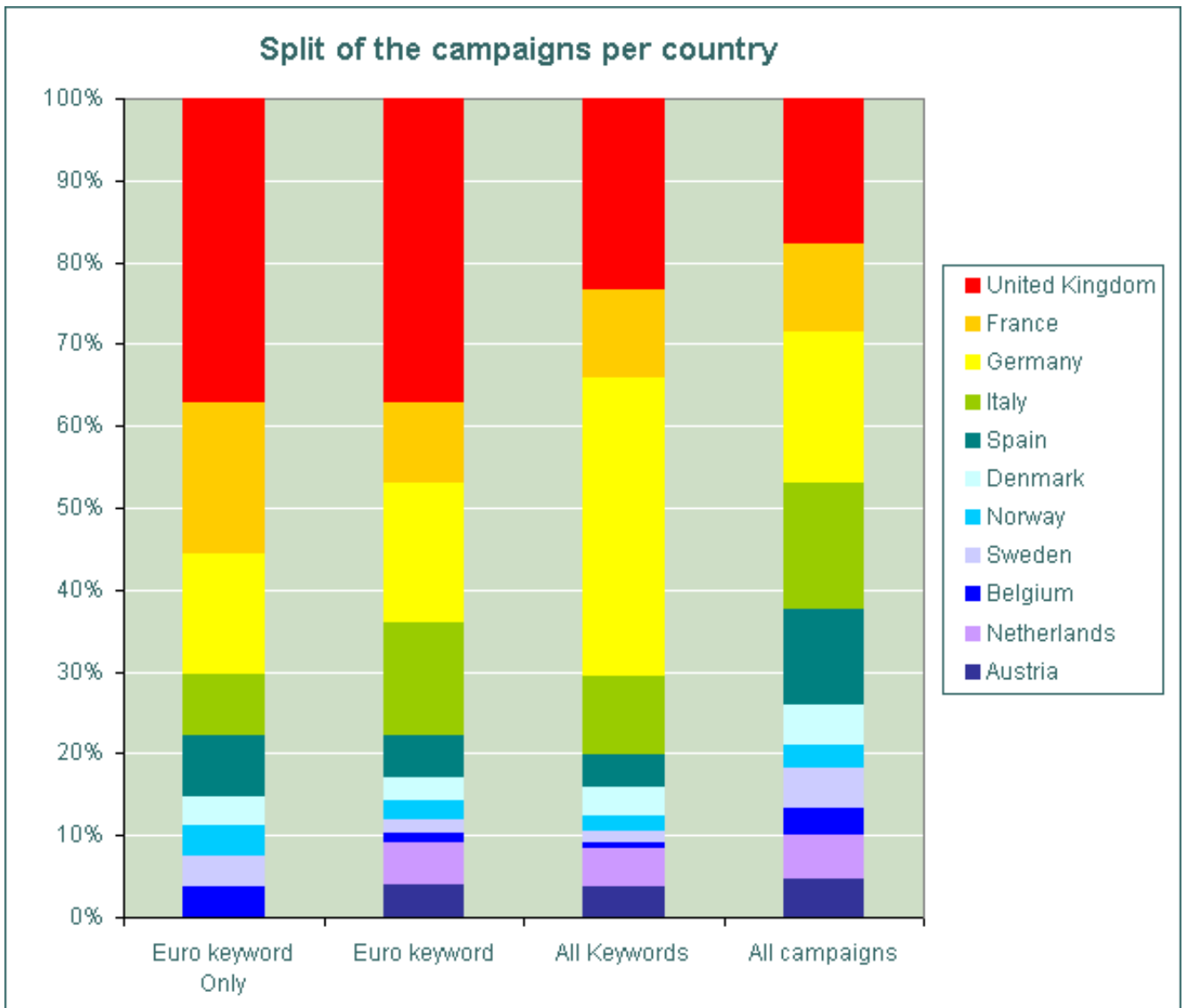
➔ **II - Early september signs of growing activity on the keyword Euro.**

After the slowdown of the summer, the first days of September show signs of a growing activity on the keyword Euro.



➔ **III - Country breakdown, the UK surprise.**

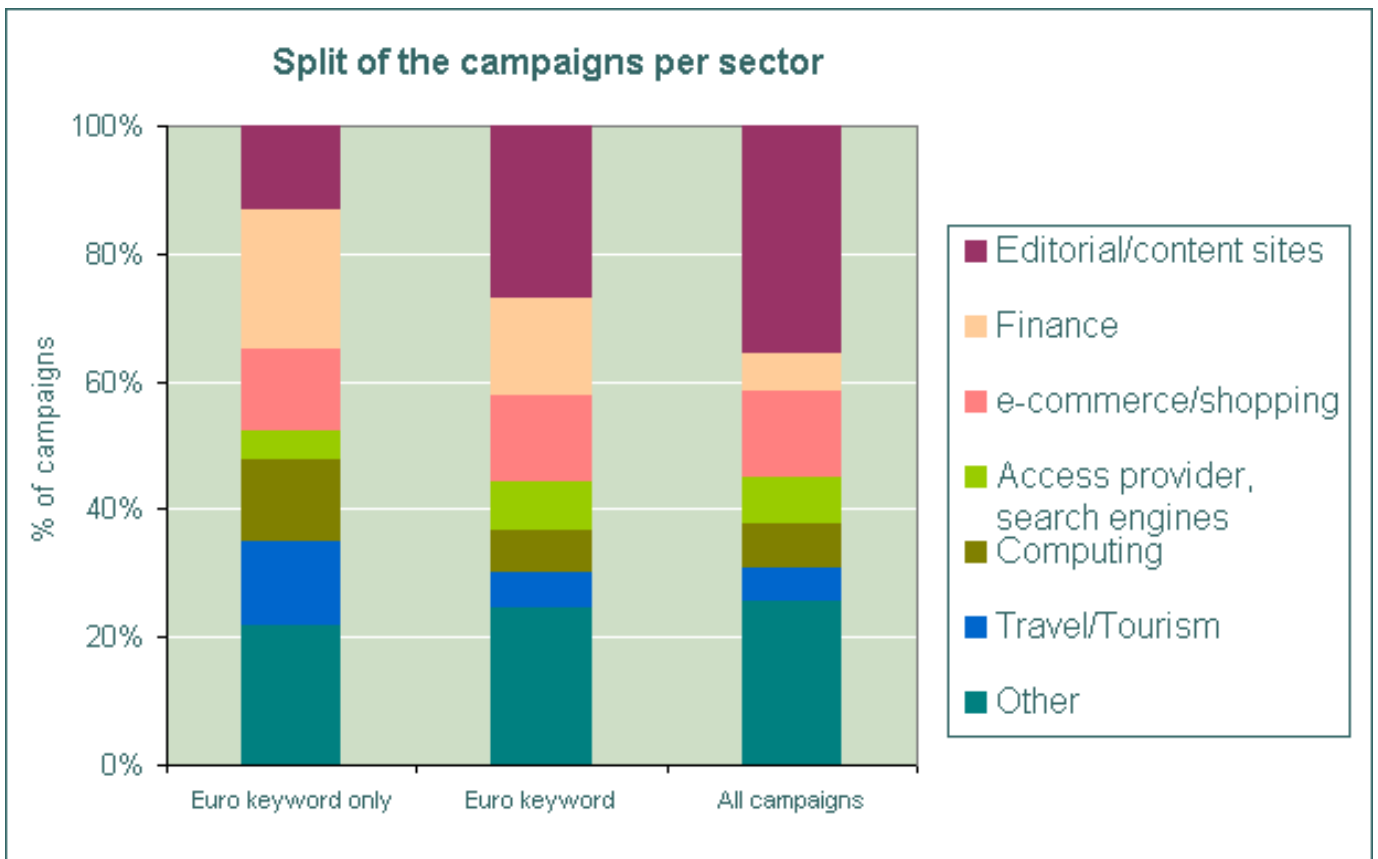
If Germany is the country with the highest share of campaigns including keywords advertising, surprisingly the UK shows the highest rate of campaigns including the Euro keyword. This is mainly due to campaigns from advertisers of the transport and tourism sector such as Thomas Cook or Virgin Tourism.



➔ **IV - Unsurprisingly Finance is the most active sector.**

Only Finance is specific when breaking the campaigns including the Euro keyword into fields of activity.

The sector accounts for 20% of campaigns including the Euro keyword. Surprisingly sectors such as e-commerce or governments/institutions do not appear yet as heavy users of this keyword.



➔ **V - The advertisers.**

The online auctioneer EBay is number 1 in Europe in terms of number of campaigns including the keyword Euro. The other advertisers come from diverse sectors: finance, e-commerce, telephony...



Advertiser	nb of campaigns	sector
Ebay	9	Consumer services / Editorial/content sites
Dell	4	Computers / Computing
Infonie	3	Access provider / Access provider, search engines
Thomas Cook	3	Travel agents/Tour operators / Travel/Tourism
Currys	2	Audiovisual products and household appliances
Bankinter	2	Banking / Finance
Casino on Net	2	Casinos, lotteries, bookmakers / Entertainment, leisure, Games
Ricardo	2	Consumer services / Editorial/content sites
Network Solutions	2	Corporate services (Advertising agencies, sales houses...)
Friskies	2	Household products
Legal & General	2	Insurances / Finance
123-crédit	2	Loans / Finance
Bouygues Telecom	2	Mobil phone operators / Telephony, Telecoms
Freenet	2	News / Editorial/content sites
Click Borsa	2	Sharedealing Services / Finance
People News	2	Specialist interest / Editorial/content sites
Alapage	2	Specialized e-commerce (books,cds...) / e-commerce/shopping
EP Netshop	2	Specialized e-commerce (books,cds...) / e-commerce/shopping
The Link	2	Telephones / Telephony, Telecoms
MobileShop.com	2	Telephony e-commerce / e-commerce/shopping

Follow 113 advertisers with one campaign.

➔ VI - The search engines.

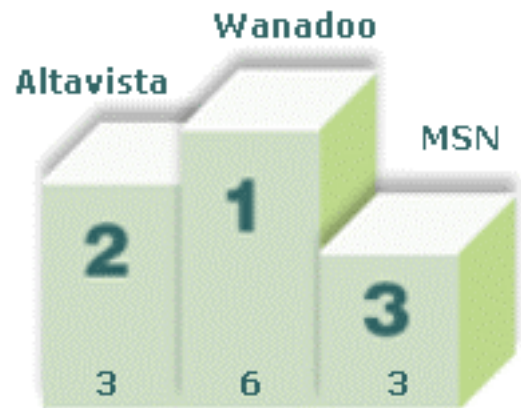
Top search engines per country in number of campaigns including the keyword Euro are much diversified. Among them both "international" search engines such as AltaVista, Lycos, Msn and "local" ones such as Wanadoo, Arianna, Ilse.



GERMANY



FRANCE



ITALY

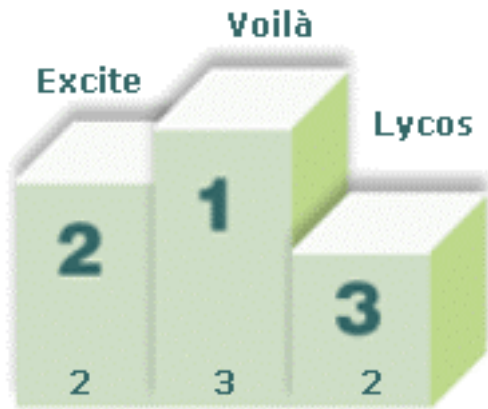


NETHERLANDS





SPAIN





UNITED KINGDOM



➔ VII - Advertising on the keyword Euro does not mean talking about the Euro.

The banners published by the main advertisers which advertise on the keyword Euro, do not particularly deal with the Euro.

Advertiser	Nb of campaigns	Fields of activity
123-crédit	2	Loans / Finance
		
Bankinter	2	Banking / Finance
		
Click Borsa	2	Sharedealing Services / Finance
		
Legal & General	2	Insurances / Finance
		

The Messages published on the keyword Euro talking about the Euro comes from various advertisers but mainly are "corporate institutions, services":

Advertiser	Country	Fields of activity
European Central bank	Europe	Banking / Finance
		
European Central bank	Europe	Banking / Finance
		
European Central bank	Europe	Banking / Finance
		
European Central bank	Europe	Banking / Finance

<b>The euro. The site!</b>		<b>www.euro.ecb.int</b>
European Central bank	Europe	Banking / Finance
<b>L'euro. Il sito!</b>		<b>www.euro.ecb.int</b>
European Central bank	Europe	Banking / Finance
<b>L'euro. Il sito!</b>		<b>www.euro.ecb.int</b>
SVP	France	Corporate services (Advertising agencies, sales houses...)
 <b>Une question sur L'EURO ?</b>		
Nykredit	Denmark	Loans / Finance
 <b>Eurolån kan stadig være en god finansieringsløsning</b>		<a href="#">Klik her</a>
Eurofakta	Sweden	Local authorities / Institutional, associations, events
<b>EMU på en kvart med alla kalla fakta!</b> 		
		
Le money mag	France	News / Editorial/content sites
<b>Devenez Eurologue</b>		
Le money mag	France	News / Editorial/content sites
 		
Aktionsgemeinschaft Euro	Germany	Other clubs and associations / Institutional, associations, events
<b>www.aktion-euro.de</b> 		
Aktionsgemeinschaft Euro	Germany	Other clubs and associations / Institutional, associations, events

		
Aktionsgemeinschaft Euro	Germany	Other clubs and associations / Institutional, associations, events
		
HSP Handels-Software-Partner	Germany	Specialized e-commerce (books,cds...) / e-commerce/shopping
		

### Methodology :

The above study is based on the following universe.

**Europe:** Austria, Belgium, Denmark, France, Germany, Italy, Netherlands, Norway, Spain, Sweden, Switzerland, United Kingdom.

**Period:** April 1st 2001 to September 7th 2001.

**Perimeter:** 2 800 monitored sites, 120 000 monitored pages, 520 keywords monitored on 143 search engines.

**LemonAd keywords:** LemonAd tracks 40 standard keywords\* which are typed in the search engines of the 13 countries in the appropriate language.

With the option "Customised Keywords", LemonAd customers are able to parameter the tracking of 50 additional keywords which they can choose freely.

\*LemonAd keywords in English: Art, beauty, bid, cars, chat, children, cinema, credit, dating, economy, education, employment, euro, formula1, games, gifts, health, horoscope, information, money, mp3, perfume, property, recruitment, renting, sex, shopping, sms, stock exchange, taxes, telephone, television, tourism, travel, vacation, wap, weather, webcam, woman, work

## Definitions :

**Campaign:** The presence in the campaign of at least one banner published on one of LemonAd keywords and nowhere else.

**Euro keyword advertising:** The presence in the campaign of at least one banner published on the keyword Euro.

**Euro keyword only:** The presence in the campaign of at least one banner published on the keyword Euro without any other LemonAd keyword.

Interested in studies?

Receive by e-mail at a chosen frequency a summary of the advertising activity you are interested in. How the sector evolves, its key players, best sites, media planning indicators, formats and creatives being used. Receive all the informations about an advertiser, a site in one country or in Europe.

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