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2007s Most Prolific Online Advertisers

Microsoft leads the list of prolific online advertisers dominated by technology, communications and finance brands

Nielsen//NetRatings, a global leader in Internet media and market research, reveals the leading advertisers online in terms of the number of UK online ad campaigns* run during 2007.

The most prolific online advertisers

- Almost 16,300 online ad campaigns were run in the UK during the first four months of 2007; the 20 leading advertisers accounted for less than 7% of all these campaigns
- Microsoft was the most prolific online advertiser in the UK during the first third of 2007 - running 104 campaigns compared to 75 by Hewlett Packard and 67 by O2
- The top 20 online advertisers in the UK are composed of six technology brands, four communications brands, four financial brands, two retailers, two travel brands, one media and one health brand

Leading advertisers by number of UK online campaigns Jan-Apr 2007

Rank	Advertiser	No. of Campaigns	No. of Banners
1	Microsoft	104	363
2	Hewlett Packard	75	381
3	O2	67	396
4	Fidelity Investments	66	195
5	Dell	60	182
6	Orange	57	305
7	Sky	55	663
8	Amazon	55	130
9	HSBC	49	302
10	IBM	47	172
11	Halifax	46	207
12	British Telecom	41	452
13	Play.com	39	304
14	Barclays	39	354
15	British Airways	39	304
16	Starware	38	118
17	AOL	38	190
18	Leger Holidays	37	73
19	Weight Watchers	36	278
20	Nokia	36	100

Source: Nielsen//NetRatings, UK AdRelevance. E.g. in the first four months of 2007, Microsoft ran 104 UK online advertising campaigns

Alex Burmaster, European Internet Analyst, Nielsen//NetRatings says, "Whilst its not surprising to see technology and communications brands embracing online advertising, many will note how the finance sector - represented by brands such as HSBC, Barclays and Halifax - has an equally keen appetite for advertising on the web.

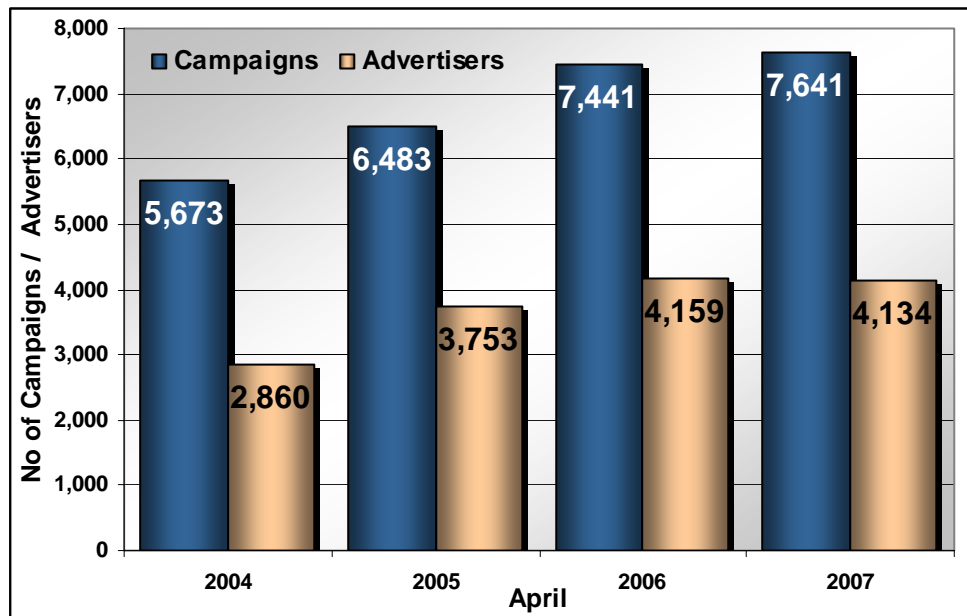
What's also really interesting is that unlike other areas of online, advertising isn't dominated by the few. The top five search engines in the UK, for example, account for 96% of all searches, yet the top five advertisers account for less than 2.5% of all online ad campaigns ran."

*A campaign is defined by AdRelevance as any banner (excluding in-house ads) targeted with the same link (URL) over the same period. If this link is re-activated after seven consecutive days of silence, it is then classified by AdRelevance as another campaign.

The continued growth in online display advertising

- When looking at the month of April, the number of online ad campaigns run has increased by 35% from 5,673 in April 2004 to 7,641 in April 2007
- There were over 4,130 online advertisers in April 2007 – 45% more than in April 2004

Number of online advertisers and ad campaigns run in the UK each April during the last four years



Source: Nielsen//NetRatings, UK AdRelevance. E.g. in April 2004, 5,673 online ad campaigns were run in the UK by 2,860 advertisers

“It’s easy to forget that advertising online isn’t all about paid or organic search. Display advertising continues to play a significant part in the online advertising mix; as proved by the fact there were 45% more advertisers, and 35% more campaigns run, this April compared to April of three years ago.”

ENDS

EDITOR’S NOTES

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Please source all information to [Nielsen//NetRatings](#) or [NetRatings](#)

Please note that ACNielsen and Nielsen are both separate, unrelated companies and should **NOT** be quoted when sourcing the attached data. If an abbreviated name is required then please use [NetRatings](#)

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