

Advertising growth online 'will continue'

Online advertising growth in the UK is set to outperform that in other countries such as the US, according to new findings.

The findings from eMarketer suggested that last year spending on internet marketing saw a 47 per cent increase, a figure that it predicted to fall slightly to around 31 per cent 2007 this year.

Moreover, the UK is expected to corner the market in Western Europe and have a 52.6 per cent share of it by 2011, the report stated.

In addition, the firm claimed that 18 per cent of all promotional work will be utilised on the internet in 2007.

Senior analyst at eMarketer Karin von Abrams stated that the reasons for the predicted rises are many, including a growth in mobile platforms.

“Several sectors will drive the UK online advertising market between now and 2011,” she commented.

In related news, the writer David Utter recently stated that a better knowledge of online traffic levels can help firms in their online marketing drives.



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