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Bigmouthmedia charts affiliate map of Great Britain

Bigmouthmedia conducts Britain's first survey of affiliate spending on PPC campaigns across the country UK

/24-7PressRelease/ - EDINBURGH, SCOTLAND, May 04, 2008 - Bigmouthmedia has conducted Britain's first survey of affiliate spending on PPC campaigns across the country.

Commissioned to extend Europe's largest independent [digital marketing](#) agency's understanding of the expanding UK affiliates market, the research provides a fresh perspective on affiliates' PPC costs across Britain. It reveals that London and the South East continues to dominate the marketplace, but spending in regions such as Scotland, Wales and the North West is beginning to reach significant levels.

Compiled using data from a comprehensive range of affiliate networks, the [UK affiliates PPC spending](#) research has also enabled [bigmouthmedia](#) to generate a wide range of spending ratios for specific verticals such as travel, finance and fashion.

"Our research has shown that the affiliates are extremely savvy when it comes to search marketing. If you're going to run an affiliate campaign you absolutely need to coordinate it with your search campaign," said Lyndsay Menzies, Managing Director of bigmouthmedia UK.

"It will be interesting to see how the map changes after Google alters its keywords bidding policy on May 6, but this has been a fascinating survey that has not only redrawn the affiliates map of Great Britain, but has also given bigmouthmedia's analysts a detailed overview of the complex national marketplace and its local fluctuations."

ClickAngel Director Ed Wilkinson added: "It is notable that more than two thirds of all UK affiliate spend identified in the bigmouthmedia survey was from outside London and the South East. We see this as a reflection of the fact that whilst there is still a general London centricity in terms of the affiliate networks themselves, most of the investment and enterprise that is actually driving the process comes pretty well evenly distributed from all corners of the UK."

About bigmouthmedia

Founded in 1997, bigmouthmedia are leaders in digital marketing, with a team of over 200 staff across 13 offices in 10 countries on 3 continents the company maximizes return and exposure for major brands online through a variety of fully integrated digital marketing channels: Search (PPC and [Search Engine Optimisation](#), Display Advertising, Affiliate Marketing, Social Networking, Brand Monitoring, Online PR and Web Analytics.

Bigmouthmedia services big-brand customers globally including: Adidas, Hilton, British Airways, Tesco, Aer Lingus, BP, Barclays, Castrol, Conrad International, Dorling Kindersley, Early Learning Centre, easyCar, Fasthosts, Jumeirah, Canon, Samsung, Starbucks, Top Man, Debenhams, Which?, Lacoste, Euler Hermes and Wall Street Institute.

Bigmouthmedia is a Deloitte Fast Growth winner and a 2007 FT Best Place to Work. 2007 saw the company celebrate its tenth anniversary and global CEO Steve Leach celebrated a unique hat-trick of major business awards; UK Entrepreneur of the Year title at the National Business Awards and National Business Awards for Scotland, as well as UK Entrepreneur of the Year at the prestigious CBI-backed Growing Business Awards.

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