

## Digital economy: Data analysis on the context advertising market in the UK and the US

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### Abstract

© IAEME Publication. Users behave differently when searching for the same queries, and this is manifested in the cost of online promotion by keywords. The data collected from the English-speaking search engine Google (two countries: the US and the UK) for the general request "html" have been analyzed and compared in the study. Dispersion and regression analyses have been used as methods. Cost-per-click, the amount of observed data with filled values by parameters  $N=6,917$ , is a dependent variable. As a result of the study, it has been found that the predictive model of the US contextual advertising market is more important in comparison with the UK, which indicates better development of the US market. Despite the developed US market, advertisers prefer not to search for a keyword with multiple words as an ad trigger in the Google search engine.

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### Keywords

Contextual advertising, Digital economy, Google adwords, Online marketing, Search engine

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