

Correlation analysis of the data on the UK and US market for contextual advertising

Plotnikov A., Kuznetsov P., Urasova A., Akhmetshin E.
Kazan Federal University, 420008, Kremlevskaya 18, Kazan, Russia

Abstract

© IAEME Publication The launch of contextual advertising starts with shaping a semantic core – a list of key phrases by which Google Ad Words will display ads to users. The quality and completeness of this list largely determine success of a campaign. Keywords in the context are required for two types of advertising: search advertising and ads on partner websites. Lists of keys for campaigns of each type must differ from each other. The data collected from the English-speaking search engine Google (two countries: the US and the UK) for the general request "html" were analyzed and compared in the study. A correlation matrix was used as the method. The volume of observed data with values filled for parameters is $N=6,917$. Keyword length in both the US and UK markets is negatively correlated with CPC, which gives the conclusion that 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.

Keywords

Contextual Advertising, Digital Economy, Google AdWords, Online Marketing, Search Engine

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