

# Broadband growth up over 250% through online advertising in 2003

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Press Release

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Online advertising is becoming increasingly effective in converting Web users to broadband customers according to in-house research by dealgroupmedia, the dedicated online marketing group.

dealgroupmedia, which runs campaigns for several broadband suppliers including BT Yahoo! Broadband, BT Yahoo! Internet, NTL, Tiscali and Virgin.net, saw a steep increase in customer acquisition rates when comparing figures for the first quarter of 2004 with the corresponding period last year.

While page impressions climbed by 14 per cent, total clicks rose by 260 per cent and were closely matched by increased sales of 254 percent.

Nicky Lapino, Chief Operating Officer of dealgroupmedia, said: "The rise in broadband sales through Internet advertising even outstrips the overall growth of broadband and is clearly helping to fuel the growth of high speed Internet access.

"The surge in sales not only reflects the growing demand for broadband, but clearly shows the effectiveness of online advertising, where the metrics can provide advertisers with concrete evidence of their return on investment.

"Consumers are becoming increasingly confident of the security of making online purchases, while a great deal of work has been done by creatives, IT and marketing people, to ease the entire purchase process online. With more people, getting faster access, the outlook for continued growth of internet usage and purchasing is very rosy indeed."

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#### Notes to Editors

dealgroupmedia is a leading online marketing group. The company uses a range of online channels and media to deliver the highest possible return on investment for its clients, including performance based marketing, online advertising on major portals and targeted websites, and search engine marketing. All business is assessed to ensure return on investment is delivered for clients with over 60% percent of fees performance-based, i.e. clients only pay on results.

Founded in 1999, the company now has more than 350 clients, including the AA; BT; First Direct; John Lewis; Powergen; RAC; Tiscali; Virgin Wines; William Hill and Woolworths. Marketing and media buying agencies using dealgroupmedia include: Carat; Ehs Brann; Manning Gottlieb Media; Tequila; Zenith and more.

dealgroupmedia delivered customers worth more than £150 million in sales to its advertisers in 2003 - an estimated 20 percent of the total sales generated by the performance-based marketing sector.

In October 2003 the company merged with IBNet plc in a reverse takeover and is now listed on the London Stock Exchange (AIM).

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