

The state of the Online visibility for the 100 largest advertisers in the Nordics

**Klikki eVisibility Score™**

*Q4 2011*

Good online visibility  
– a high *e*Visibility  
Score™ – is key today

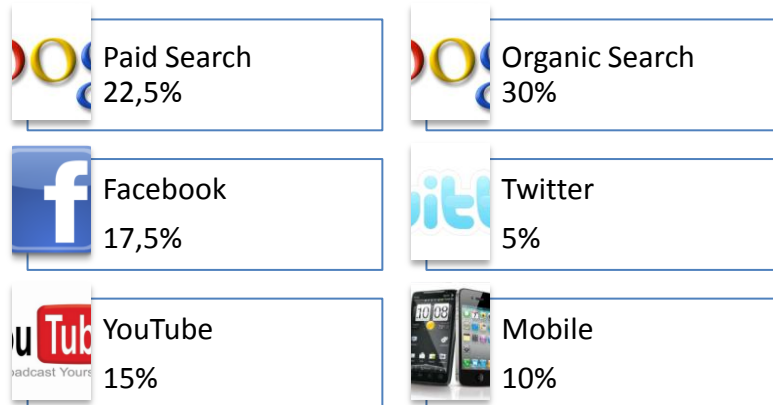


The average person in Sweden today spends close to 2 hours online per day, up 59% in just 5 years – how have the largest Nordic advertisers been able to capture that shift in media consumption?

Klikki has analysed just how visible these companies are in today's major digital channels and put together an overall figure – the ***e*Visibility Score™**.

# eVisibility Score™ – an in-depth analysis from Klikki

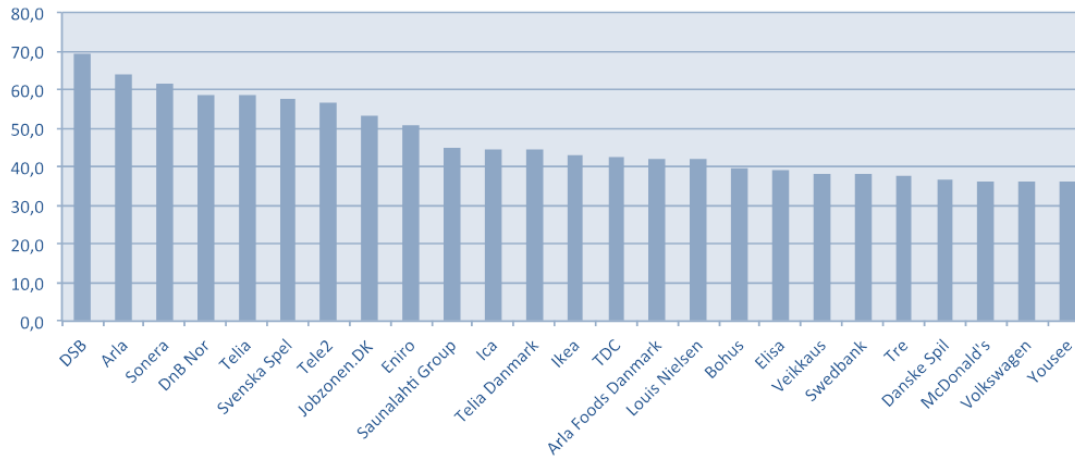
The **eVisibility Score™** is calculated based on the weighted average visibility from six different areas\*.



The size of the weighted figure per area is based on how consumers spend their time online and on how efficient that area is to drive visibility in the Nordics according to Klikki's analysis. As seen, Search is still the most important area to focus on in order to efficiently increase online visibility.

\* Klikki has looked at a number of different KPIs within every area to get a visibility score for that specific area and then based on the weighted average aggregated all those scores up to the eVisibility Score™

# DSB has the highest eVisibility Score™ in the Nordics



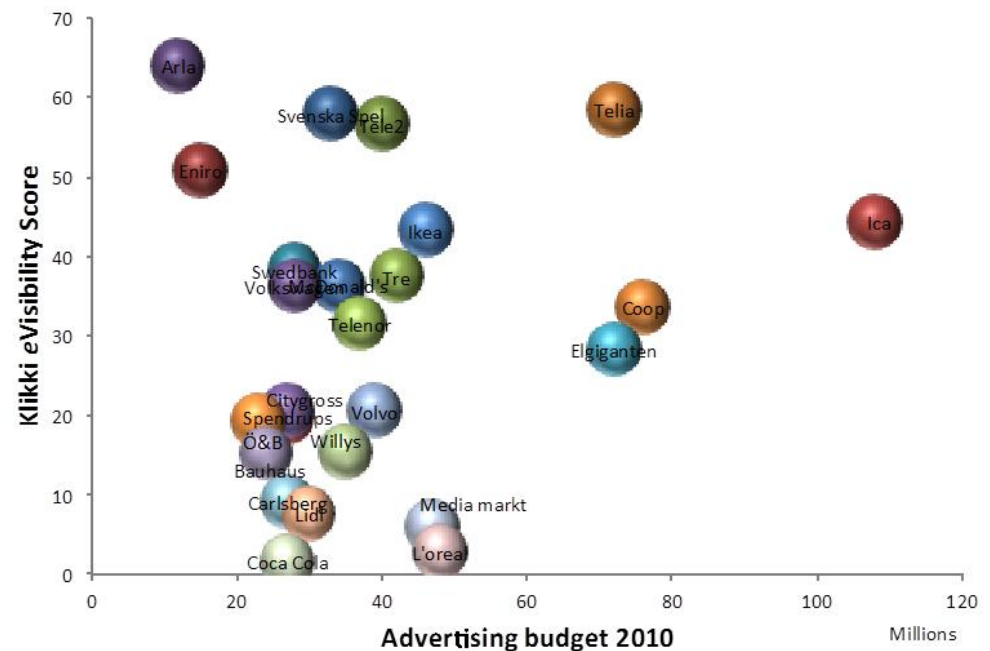
DSB, the Danish Railways, has the highest **eVisibility Score™** in the Nordics. The reason behind that is a well established visibility across all the digital assets and a very good search visibility. This is likely the result of a clear online strategy to be where their customers are and do it well.

Arla in Sweden comes second and Sonera in Finland third, each with a very good digital presence as well.

The yearly gross advertising spend among the 25 Swedish companies ranges from more than €100 million down to €15 million but there is no correlation between budget and **eVisibility Score™** – Arla has the highest **eVisibility Score™** and an advertising budget of €15 million. A good result.

Among the companies with a very low **eVisibility Score™** we find major Global consumer brands that simply do not have an online visibility in Swedish at all – a strategy that could be questioned?

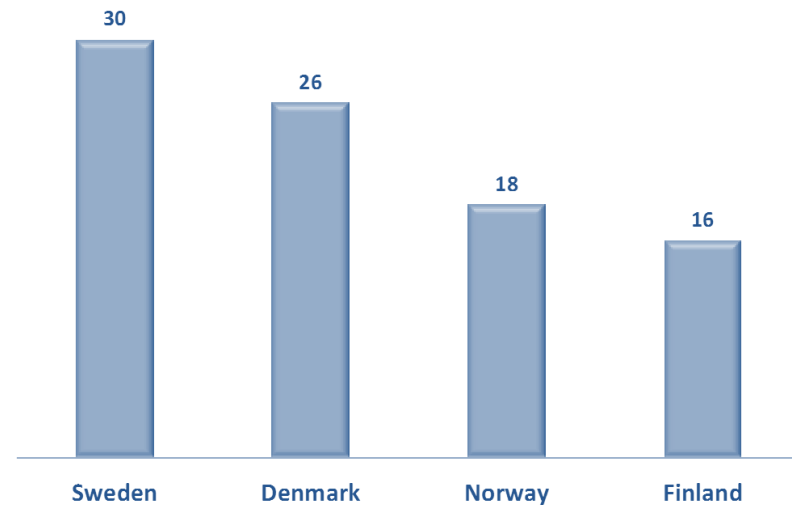
## Arla has the highest eVisibility Score™ in Sweden



## Swedish companies has a clear leader position in the Nordics when it comes to online visibility

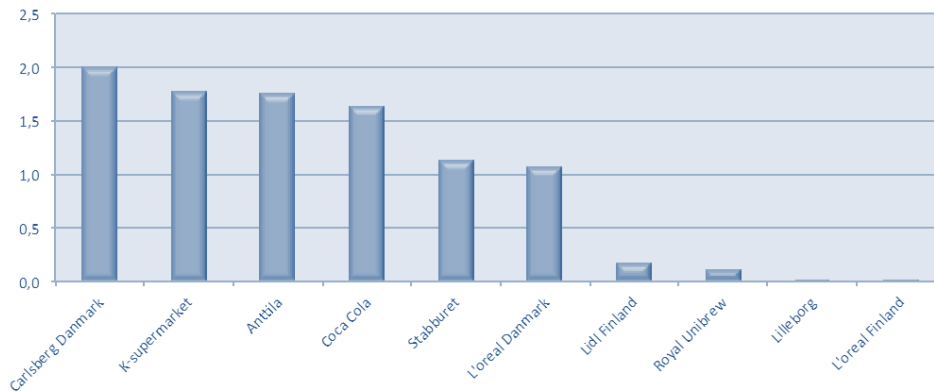
Sweden is well ahead of the other markets, the average **eVisibility Score™** in Sweden is **30**, just less than twice as much as Finland's **16**. The low Finnish score is almost entirely due to the lack of a brand presence on Facebook, Twitter, YouTube and Mobile. This is not the case for Finnish consumers though. For example, more than 40% of the population is on Facebook.

Average eVisibility Score™ per country



## The bottom 10 companies are almost completely invisible online

The bottom 10 list **eVisibility Score™**

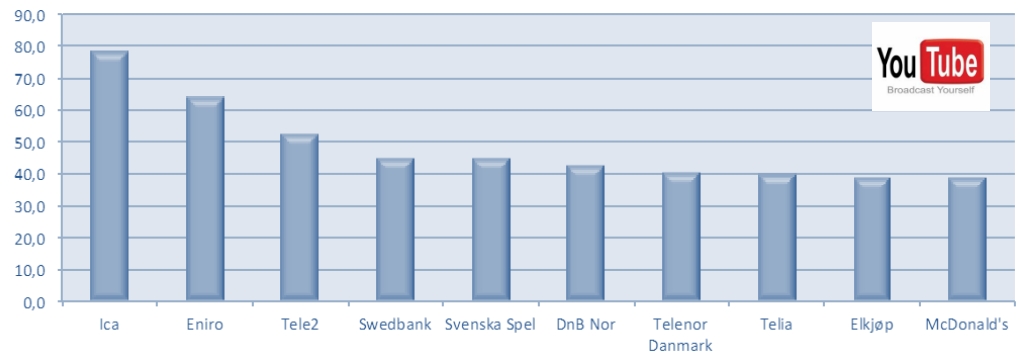
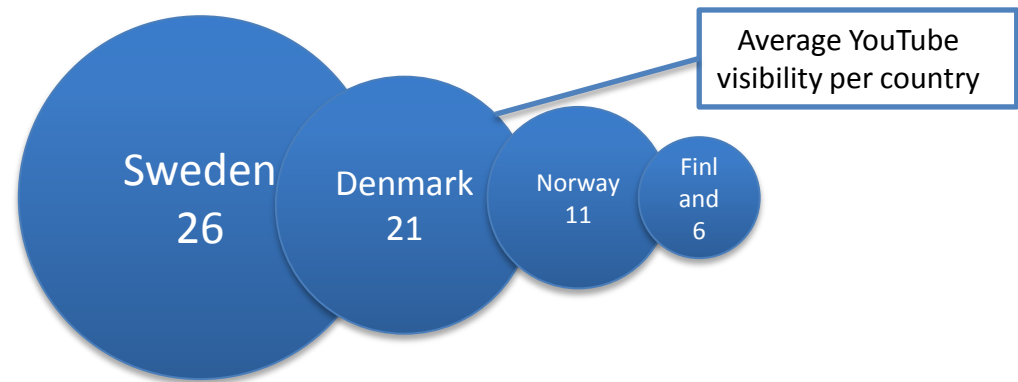


Among the companies with the lowest **eVisibility Score™** are a couple of major brands, the reason is that they have very poor visibility in the local languages. A strategy that according to Klikki is somewhat of a neglect of the local customers. It probably also results in a lower overall efficiency of the marketing investment for example because they don't gain any online marketing effect from the offline spend.

## ICA has the YouTube lead in the Nordics but overall YouTube visibility is poor

Over 50% of the 100 largest advertisers don't have any presence on YouTube at all. That is surprising given the fact that YouTube is the second largest search engine in the world and one of the most popular sites in the Nordics. ICA is clearly the most visible company on YouTube.

It is worth noting that the five most visible companies on YouTube are Swedish.



## Did you find the eVisibility Score™ interesting?

Klikki is the leading **Digital Marketing Company** in the Nordics with offices in Stockholm, Helsinki, Copenhagen and Oslo. We have a full service offer within four main areas, **Search, Display, Social, Analytics** and use our proprietary technology platforms **Klikki SMP™** and **Klikki ASX™** to deliver great results for our clients.

If you want to know more about our products and services or get a more in depth analysis of specific countries or companies, please contact:

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