

Bigmouthmedia selected by Zopa.it for SEM campaign



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Press Release Summary: Bigmouthmedia selected by online lending community, Zopa.it, to manage its SEM campaigns in Italy

Press Release Body: **Bigmouthmedia** has been selected by online lending community **Zopa.it** to manage its Search Engine Marketing (SEM) campaigns in Italy.

Europe's largest independent [digital marketing](#) agency will provide **Zopa.it** with a range of SEM services designed to increase visibility and drive traffic to the social lending firm's Italian portal. Charged with enlarging the site's lender and borrower portfolio, [bigmouthmedia](#) will plan and manage advertising campaigns on Google and Yahoo in addition to delivering continually optimised ROI.

The contract win follows a two month pilot completed at the end of May 2008 and will be delivered by a **bigmouthmedia** Italy team of account managers, certified [SEM](#) specialists and copywriters providing a mix of technical expertise, deep market understanding and editorial creativity.

"Search advertising was a natural choice for us and we started to plan SEM campaigns in Italy from the very beginning, managing them with our own resources. Eventually however, we realized that we could only truly optimise the returns by relying on SEM professionals," said **Zopa Italy Marketing Manager Carlo Vitali**.

"During the two month pilot we had excellent results in terms of traffic increase on our site together with a reduction of cost per click. This proved that relying on bigmouthmedia is the most effective choice for us."

The first online community enabling people to borrow and lend money without the intermediation of banks or financial institutions, **Zopa** was founded in the UK in 2005 with funding from the same investment firm that backed **eBay** and **Skype**. Since its January 2008 launch, the Italian site's 20,000 members have lent more than €2million online.

*"It is always exciting to work with the online world's most innovative companies, so we're delighted that Zopa.it has decided to partner with **bigmouthmedia**,"* said group **CEO Steve Leach**.

"The results the Italian team delivered during the pilot, through our full consultancy approach, demonstrate that our experience and high levels of service proved to be critical factors."

Notes to Editor:

About

bigmouthmedia

Founded in 1997, **bigmouthmedia** is Europe's largest independent digital marketing agency. With a team of over 200 staff across 13 offices in 10 countries on 3 continents, the company maximises exposure for major brands online through a variety of fully integrated digital marketing channels: [Search Engine Optimisation](#), PPC, Online Media Planning, Affiliate Marketing, Social Networking, Brand Monitoring, Online PR and Web Analytics.

Leading the digital marketing strategies of a third of the UK's most trusted brands, **bigmouthmedia** services over 300 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.

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