

Wunderman Kenya signs advertising deal with Google Inc

By [Carole Kimutai](#)

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Wunderman Kenya, the direct and digital marketing agency division of Ayton Young and Rubicam (AY&R) Group has announced a deal that will see it sell advertising on the leading search engine - www.google.com.

“The deal makes Wunderman the first mainstream agency to have such capabilities in East Africa, and gives our clients an opportunity to use Google to market their products online through the leading search engine on the internet,” said Colin Azavedo, Wunderman Kenya's GM.

Google is opening a whole range of previously unexplored marketing opportunities in Africa. “The partnership with Wunderman is a first and is set to revolutionise how we view marketing and advertising,” said Joe Mucheru, Google East Africa Office Lead.

The available products are Google Adwords, Adsense and Analytics channels. Adwords is Google's flagship advertising product and offers pay-per-click (PPC) advertising, and site-targeted advertising for both text and banner ads. The program includes local, national, and international distribution. AdSense is an ad-serving program run by Google. Website owners can enrol in this program to enable text, image and, more recently, video advertisements on their sites. These ads are administered by Google and generate revenue on either a per-click or per-thousand-impressions basis.

Google Analytics (GA) is a service that generates detailed statistics about the visitors to a website. Its main highlight is that a webmaster can optimise AdWords advertisement and marketing campaigns using GA's analysis of where the visitors came from, how long they stayed on the website and their geographical position.

ABOUT CAROLE KIMUTAI

Carole Kimutai is a writer and editor based in Nairobi, Kenya. She is currently an MA student in New Media at the University of Leicester, UK. Follow her on Twitter at [@CaroleKimutai](#).

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