



## **PRESS RELEASE**

### **Zed digital wins Yahoo! across Europe**

Zed digital, ZenithOptimedia's specialist digital unit, has been appointed to manage the global performance-based buying of Yahoo! brands: Yahoo! media, Kelkoo and Yahoo! search marketing across Europe.

The campaign will roll out from Q2 starting with France and the UK, then Germany, Spain, Italy and Scandinavia.

Frédéric Joseph, CEO of Zed digital Europe, says: "I've been working for the past 12 months on the reorganisation of our search engine marketing units across Europe, with one key target: to ready ourselves to win Yahoo! Yahoo! is the most symbolic internet brand and convincing them that we had the skills and tools to work with them to optimise their traffic and ROI shows that we have achieved this objective".

For further information, please contact:

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