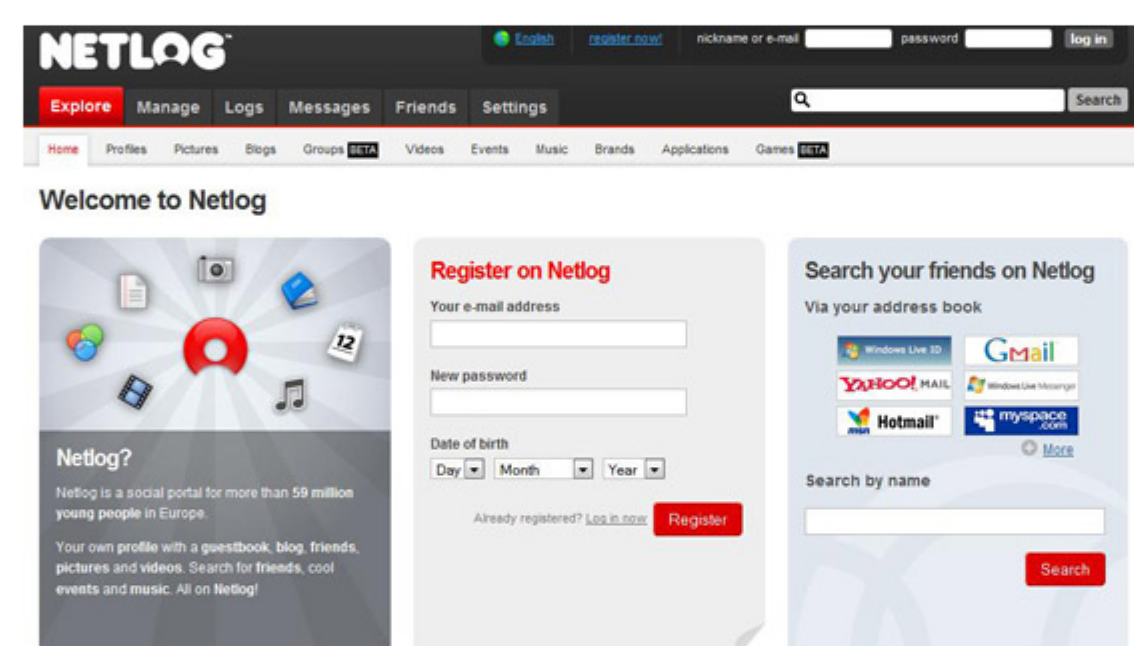


# ANALYSIS OF A PROMOTIONAL ADVERTISING ON NETLOG

## ABOUT NETLOG

Netlog is a Belgian social networking website specifically targeted at the European youth demographic. With more than 150 million visitors per month, the numbers of page views go up to more than 4 billion.



Netlog users :

- can create their own web site
- can publish their blogs via Netlog
- can share photos, videos and events with their friends
- can advertise via Netlog

## METHODOLOGY

I want to research the impact of advertising on Netlog. I decided for empirical method of research so I made questionnaire. The survey was solved by 84 people.

## RESULTS

