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## **Google partners with 123-reg and Clickstream to increase the adoption of Google AdSense**

123-reg, the UK's biggest domain registration company, is partnering with Google and Clickstream Technologies, the web transformation company, to offer its customers free automated tools to generate revenue from Google AdSense. The innovative offer, a first for the UK, will make the advertising programme available to new and existing customers of 123-reg's shared [hosting](#), InstantSite and ecommerce packages. They can earn income from contextually and geographically relevant advertising, without making any changes to their website.

Google AdSense is an advertising programme that enables customers of all sizes and technical ability to earn additional revenue from an automated display of relevant Google adverts. Google manages relationships with a vast network of advertisers and agencies and can ensure the advertising is tailored to the interests of the website's target audience, which maximises income from visitors who click on the ads.

Collaborating with Clickstream makes the process as easy-to-use as possible for 123-reg customers. Clickstream's Datasherpa™ for Hosting, automatically creates space for advertisements on a website. It automatically inserts tags to match adverts to content on a site hosted by 123-reg, without the need for manual coding. To use the service, [123-reg](#) customers simply visit their 123-reg control panel, register to obtain a Google AdSense account and select the advertising formats they want to display, including size, position and colour scheme.

Thomas Vollrath, CEO of 123-reg adds, "At 123-reg, we are always looking for ways to offer our customers a wider choice of revenue generating abilities. We place a great deal of value in the ease of this process and partnering with Google and Clickstream provides our customers with a method of making money online which is as easy as 1,2,3. Clickstream's technology means our customers don't have the arduous task of tagging complex JavaScript code into their pages."

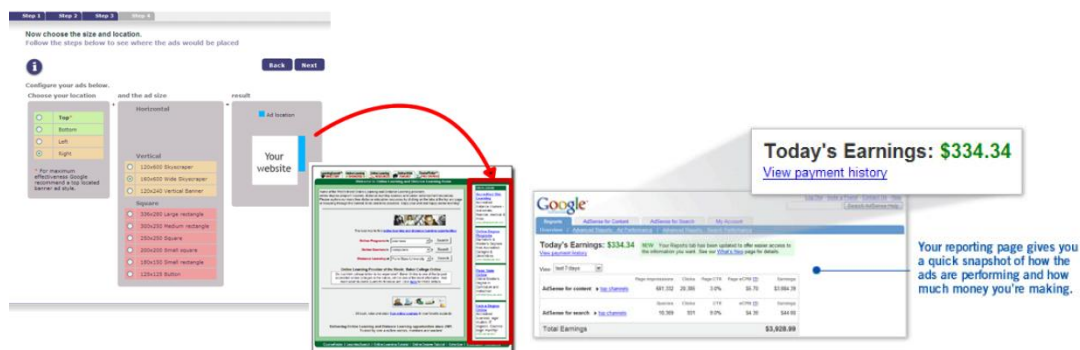
Brewster Barclay, Managing Director, Business Development at Clickstream concludes, "123-reg is one of the leading shared hosting providers in the UK with thousands of clients who have created websites, either for a small business or leisure purposes. Now they will now have a

simple way to make regular income from their websites without having to understand technology or implement any coding. They can access the best-known advertising platform available and receive earnings from Google AdSense delivered directly into their bank accounts every month.”

123-reg is offering the Google AdSense service across its shared [web hosting](#), InstantSite and ecommerce packages. 123-reg hosting packages start from just £2.49 per month and include up to 10GB of online space and up to 150GB of data transfer. Hosted in a secure UK-based data centre with UK telephone support, 123-reg customers also benefit from a variety of security features and a wide choice in databases.

Clickstream’s Datasherpa™ platform and patented ‘tagging automation’ technology means that, 123-reg customers can avoid the time-consuming inclusion and maintenance of small JavaScript code snippets (‘page tags’) on every website page.

**Figure 1 - 123-reg's easy to use Google AdSense Automation service**



**ENDS**

### About 123-reg

[123-reg](#) is the UK’s biggest domain registrar with over 2.15 million domain names. It leads the market in both domain name registration and web hosting solutions. With extensive experience of the industry, the company is able to offer high quality, technically advanced yet cost-effective products to a wide range of customers. 123-reg received Best Domain Registration in Host Review’s “Best of the Best” Small Business Service Providers awards in 2008.

[www.123-reg.co.uk](#) is part of the UK’s largest web hosting group, Webfusion. The group also consists of [www.webfusion.co.uk](#), [www.donhost.co.uk](#) and [www.supanames.co.uk](#), each making every step of setting up online as easy as 1, 2, 3.

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## **About Google**

Google's innovative search technologies connect millions of people around the world with information every day. Founded in 1998 by Stanford Ph.D. students Larry Page and Sergey Brin, Google today is a top web property in all major global markets. Google's targeted advertising program provides businesses of all sizes with measurable results, while enhancing the overall web experience for users. Google is headquartered in Silicon Valley with offices throughout the Americas, Europe and Asia. For more information, visit [www.google.com](http://www.google.com).

For questions regarding Google AdSense accounts, ad serving and payments please visit the Google's Help Center at <https://www.google.com/adsense/support/>

## **About Clickstream Technologies PLC**

Clickstream is an independent company enabling automated 'on the fly' insertion and modification of any third party web content including website application tags, internet marketing tools and more. When a browser makes a request for a web page the Datasherpa™ Software understands the structure and content of the page in near real time and then, based on pre-configured rules, can manipulate any part of the HTML.

This manipulation, which takes place in milliseconds, can be as simple as adding the code for Google Analytics to each page, modifying the headers for SEO optimisation, adding multiple applications tags per page, capturing content based on rules and adding new content to the page.

The web page then arrives at the browser and behaves exactly as if the page had been formed by the originating web server. All tags fire, all content is delivered, all ads are tracked. It's as simple as that and the process is repeated for the next request.

This instant website tagging technology is of significant value to [Enterprises](#) looking to enhance web and ecommerce initiatives, dramatically reduce application implementation costs and increase speed to market and [Web Hosting](#) customers looking to derive more value from their existing customer base and enrich their product offerings with differentiated and sought after tools. It can offer online businesses 10-fold improvements in ROI with dramatic reduction in the total cost of ownership.

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