

# Media Orientation

## European Contractor Monitor 2019 H2



European Contractor Monitor is carried out in **8 European countries** (Germany, United Kingdom, France, Italy, Spain, Netherlands, Belgium and Poland). **100-150 telephone interviews** are conducted per country with **mid-sized** (5-15 fte) and **large contractors** (more than 15 fte).

### FACTSHEET MEDIA ORIENTATION

How to **target** your (potential) customer?

Share of contractors using digital and traditional media

**96%**  
digital media

1. Netherlands
2. Germany
3. UK

**98%**  
traditional media

1. Belgium
2. Italy
3. Netherlands

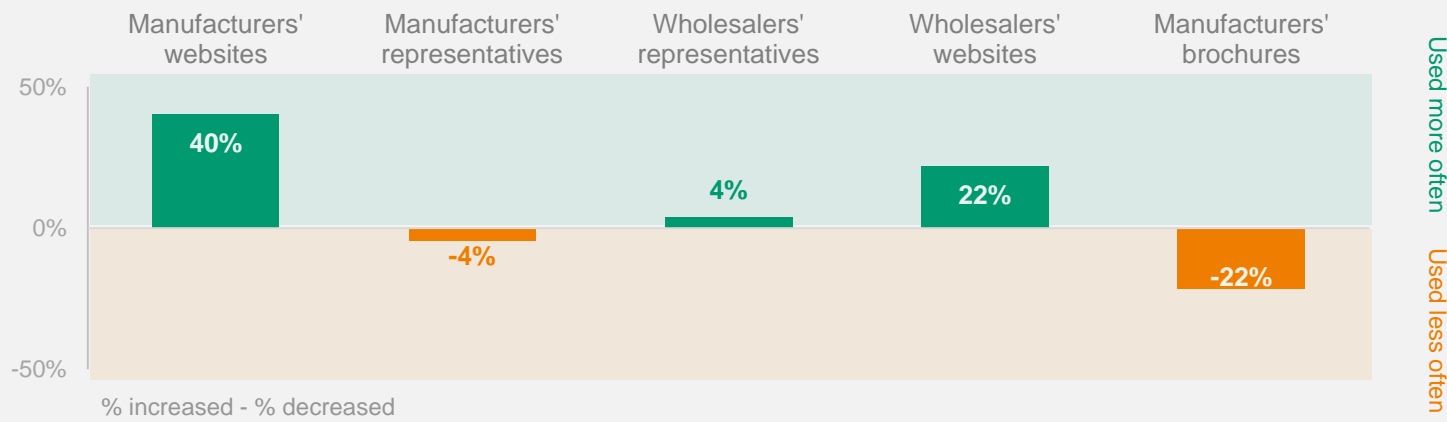
Top-5 digital or traditional channels

Manufactures' website	88%
Manufactures' representative	89%
Manufactures brochure	76%
Wholesalers' website	77%
Wholesalers' representative	81%



**Trend** in usage frequency for the Top-5 used media channels

Has the usage of [channel] increased, decreased or remained the same in the last three years?



What **channel** is the most used and efficient to fill the information gap?



Innovation/ trends

Digital media

Search engine 33%

Manufacturer website 18%

Social media 5%

Traditional media

Manufacturer representative 17%

Trade magazines 8%

Wholesaler representative 7%



Product specific information

Digital media

Manufacturer website 32%

Search engine 31%

Wholesaler website 7%

Traditional media

Manufacturer representative 3%

Wholesaler representative 11%

Other contractors 10%



Services and advice

Digital media

Search engine 26%

Manufacturer website 25%

Wholesaler website 5%

Traditional media

Manufacturer representative 32%

Other contractors 12%

Wholesaler representative 7%



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More in this report:

- Key insights and recommendations on how to target your customers
- Profiling the contractor
- Cross country comparisons
- Country specific results