

Competition and Markets Authority  
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Victoria House  
37 Southampton Row  
London  
WC1B 4AD

By email only to: [onlineplatforms@cma.gov.uk](mailto:onlineplatforms@cma.gov.uk)

30 July 2019

Dear Sirs

## Confidential

We write in relation to the CMA's Market Study Notice, published on 3 July 2019 and seeking responses by 30 July 2019.

Gocompare.com Limited (trading as "GoCompare") is a leading UK price and product comparison service, which owns and operates the website [www.gocompare.com](http://www.gocompare.com). GoCompare was the first comparison website to focus on product features (rather than just prices) and it remains the only comparison website accredited by the British Insurance Brokers' Association (BIBA). [REDACTED]

GoCompare therefore has a keen interest in the CMA's online platforms and digital advertising market study, and in particular in the issues surrounding the affordability and transparency of digital advertising services. GoCompare shares the CMA's concern that a lack of competition in the digital advertising market might generate higher price for advertisers (and therefore consumers), and welcomes the CMA's indication that it will carefully consider the operation of this market.

GoCompare notes that the CMA intends to seek a range of evidence from advertisers (paragraph 110 of the CMA's Statement of Scope). GoCompare would welcome the opportunity to be consulted by the CMA in connection with the CMA's market study, if appropriate confidentiality protections could be met in light of the potentially commercially sensitive nature of the relevant information.

Yours faithfully

[REDACTED]  
For and on behalf of **Gocompare.com Limited**