

# Vultures Circle Yahoo

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London, United Kingdom ([RPRN](#))  
10/15/11 — As soon as the big City investors waved goodbye to their Chief Executive Officer who had tried to steer the huge media group through the rapids for the last few years, the vultures started to circle says Cayenne Red.

As one of the UK's most active digital marketing agencies, Cayenne Red's team of online strategy executives takes a keen interest on developments within the media sector. It believes that Yahoo has been in play for some after failing to match the growth of other companies within its sector.

Despite its lacklustre performance of late, Yahoo still remains quite a catch, although quite how their investors will feel about their much reduced price tag (its reckoned it can be acquired for around \$20 billion now, rather than \$45 billion bid from Microsoft), remains to be seen wonders Cayenne Red.

Microsoft is the likely winner in any bidding war, mainly because it has deep pockets and a strategic reason to get its hands on Yahoo. Microsoft's search engine Bing powers Yahoo, with the latter retaining most of the generated advertising revenue.

Mr Duncan Cumming, CEO of Cayenne Red, said:

“Yahoo has been measured by the giants of the corporate world, but bets are on that the boys in Seattle will emerge the winners and pick up the prizes on offer, including just over a 16% share of the global search market.”

Offering the full range of digital marketing services including [SEO Consultancy](#), [PPC Agency Services](#), [Social Media](#), [Affiliate Marketing](#) and [Website Design](#), Cayenne Red has a client portfolio which stretches across Europe and Australia.

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