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## NEW KINDS OF AD NETWORKS ARE GOING TO START BEING MORE PREVALENT



Ad networks these days have diversified prospects on their hands. They can sell their ads on their own website, sell it to other marketers, or even use the data themselves by displaying the ads on their own networks. It would be better to sell or rent a broad spectrum of data. However, if the data is niche-based, then the ad network must look for a means of using it to boost their value proposition. Read the full article here: [Let a Thousand Ad Networks Bloom](#)

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