
GOOGLE TO INTEGRATE ITS +1 BUTTON WITH ITS AD NETWORK



Since its inclusion in search results and search ads earlier this year, Google's +1 button will add 'like' option like the one in Facebook to display and promote advertising. Google's +1 users may encounter increasing advertisement with photos of their friends in the Google network. With users' ability to like an advertisement or to opt out of social ads, Google is opening up itself more into social network marketing. Read the original article here: [Google to Add +1 Social Layer to Display Ads](#)

<https://blog.granted.com/>