

GOOGLE PURCHASES ADMELD INC.



[caption id="attachment_1471" align="alignnone" width="160" caption="Google Analytics Premium Service"] [/caption]
Google is a leading name in the online world. The company recently purchased AdMeld Inc. It was approved by the U.S. Justice department after it decided the buyout would not harm consumers. There are many different ways that ad placements can help improve business and not harm it, which is one of the reasons that the department went ahead with the merge. "This use of multiple display advertising platforms, commonly called 'multihoming,' lessens the risks that the market will tip to a single dominant platform," the department said in a statement, according to Bloomberg Businessweek. The acquisition of this company means that Google will have an even stronger say in its online role. It's way ahead of the game when it comes to advertising as well. Google's acquisition of New York-based AdMeld, announced in June, will strengthen its position in online display advertising, the segment of the Internet ad market that's outpacing others, according to Emarketer Inc., a New York-based digital research firm. "This represents an unprecedented moment for publishers," as opportunity in online advertising expands, Mountain View, California-based Google said in his blog-- "We believe that improved technology and services can help publishers seize it and make online advertising work much better." The deal between AdMeld & Google will occur in just a few days. Google is a growing company that is always looking for new ways to expand and improve. Google is expected to increase even more in online display advertising sales in the United States. The company receives most of its revenue from sales and it's hoping to only increase those sales with this buy out. There are a few catches in this whole business deal. It's important that Google follow through with any previous promises it has made. The Justice Department is further investigating deals that Google is attempting to make with companies like Motorola Mobility Holdings Inc. It's important for the Justice Department to keep a close eye on any mergers they think may be unfair. They do not want companies to abuse their market. "Although the antitrust division concluded that this particular transaction was unlikely to cause consumer harm, the division will continue to be vigilant in the enforcement of the antitrust laws to protect competition in display and other forms of online advertising," the Justice Department said. It is no secret that Google has an unstoppable presence in the world. The Justice Department is doing everything they can to make sure everything is balanced in the United States. Investigations are necessary to make sure companies are not going to cause an imbalance in the trade world. As you can see, each investigation that is completed is done with the companies and consumers in mind. The Justice Department only aims to improve consumer welfare and that is done with careful investigation as was displayed with Google.

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