
ADVERTISERS HAVE A LOVE-HATE RELATIONSHIP WITH GOOGLE



Everyone in online marketing, it seems, has a complaint aimed at Google. "Too big" is one of them. Of course, there is a good reason why marketers continue to increasingly spend money. Google commands close to 66 percent of the U.S. search market, so advertisers looking to reach consumers in the active research phase would be remiss to ignore the main search engine. Second quarter profits at Google were up 36 percent this year compared to 2010. That's roughly \$2.5 billion, most of it driven by Google's search ad market.

Read the original article here:

[Everybody Says They Hate Google, But Why Don't They Show It?](#)

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