
GOOGLE'S NEW ADVERTISEMENT FEATURE



There are quite a few different companies, which include DoubleVerify and AdSafe that have been able to create a business based on helping marketers so that they are able to have their displayed advertisements show up only in the areas where certain brands are safe and likely to be perceived in a positive way. This is important for marketers because if the advertisements are not placed in the right spots and are actually displayed in areas with questionable content, people are not going to perceive them very well at all. These companies have been working on expanding the services they offer, going into other aspects of what they have to offer. Even so, Google is set to take on the rivalry by setting up just a simple feature. The Google Incorporation has set up advertisement capabilities for its own advertisement management program, DoubleClick, which is expected to be released in just a month or possibly even sooner. A spokesperson for Google said that the company is working on the experimentation phase for different features that would work with DoubleClick in a way that would benefit the advertisers and help them produce more efficient advertisements, receiving the best results possible. However, the spokesperson said there is yet to be an announcement made about the features that will be available. Google has since been working on the ad verification for the trafficking tool that DoubleClick has available and has been doing so for several months, about half of an entire year. The CEO for DoubleVerify, Oren Netzer, believes that product offered is only half-baked, which means that is not necessarily the best product available for advertisers and feels that it does not help advertisers work through some of codes, causing come serious issues and concerns. However, many believe that Google and its feature can give companies like DoubleVerify a run for their money. At this point, there is nothing that proves this to be true just yet because Google is still working on what it will release. The CEO for DoubleVerify believes that when Google produces this particular feature, it will work in their favor instead of in the favor of Google. Netzer feels that impressions should be verified at some point and time and it will ultimately depend on what Google has to offer in its new product. One particular study, the comScore study, which was released several months ago, showed that billions of impressions had been examined for being run along with certain types of content that was considered questionable or even objectionable. Even though 1.8 billion may not seem like a lot, these impression were seen by thousands of consumers, which is why it is so important for things like this, particularly the impressions to be measured.

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