



ADVERTISERS' TOP-RANKED MEDIA COMPANY IS ... GOOGLE

Google earned higher marks from marketers and ad agencies than any other media company last year, according to the latest annual Advertiser Perceptions research, offering traditional media a discouraging note as they wade into 2013. Although Google made its name on search and keyword advertising, its display ad network has also frequently impressed marketers and agencies, Mr. Pearl said.

Read the full article here:

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