

Google targets big brand advertisers with changing technology

○ The Observer, 29 December 2013

There is today a \$100bn deluge of advertising on PCs, tablets and smartphones. But half of it is potentially wasted.

Currently, up to half of all online display ads are never seen by web users.

There is a big need for more transparency online. Advertisers want to see more honestly if their ads are actually being delivered to a site, have been seen, and what content the ad is appearing next to.

That's why Google has introduced technology that can track the visibility of ads, to determine if they are actually potentially visible to a user and not hidden at the bottom of a web page.

This means that advertisers who buy campaigns will only pay for their ad if at least 50% of it is visible for one second or longer.

While the digital display advertising market has grown rapidly in the past four years, from \$14bn to \$24bn globally, there is still a lot of ad space available that prices are very low.

Advertisers are, of course, also used to dealing with the problem of visibility when buying and running campaigns in traditional media, such as TV and newspapers. ITV's *The X Factor* may attract an audience of 10 million but it is not possible to tell how many viewers are watching an ad and how many have taken the opportunity to go and make a cup of tea.

Whether it is online or television, a client is paying for a message and they need to know they are getting value for money. Google has identified the fact that there is no guarantee online, and there should be."