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AdSense for Advertisers or BY AdSense Advertisers

Google is big - no one doubts it. But the size is not always crucial in questions of advertising and advertisers' love.

Still, over 150 k advertisers is a serious proof that Google is a hit with advertisers, and this number is growing.

Let's see what makes it a hit, because this knowledge helps us to cater our sites better for the advertisers.

First of all we can talk about scalability. Those who tried the thing and see that it works, will do the best to expand their success. With thousands of websites which have the capacity to display their ads this becomes absolutely realistic and the promo coverage spreads like a virus.

One more important thing - advertisers tend more to get published on the sites (not in Google search results) because not all are using Google as search engines. Due to this when you get your ads published on the site you know for sure that - no matter from what search engines people come to this site - you will have your ad seen by real visitors.

Not the least factor is trust. Advertisers feel that money invested into advertising with Google is safe.

The new feature is that advertisers can choose the sites where exactly their ads should be published. This gives a new understanding of precision and laser targetedness in the online advertising. And this is a hint to be not that critical about big brands (unless this is your aim), because they might feel bad about having your site as their publishing grounds.

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