

File Created by [Blogging Rebirth](#) WP Plugin

Future of AdSense Advertising Program

So what is the future of the famous Google AdSense program?

We do not have time machine to give you 100% guaranteed facts, but some of the trends are obvious...

AdSense targeting algorithms will become better and more powerful. Due to this AdSense will choose advertisers that appear in more appropriate results on more appropriate pages.

More protection for AdWords advertisers from click fraud. This is a HUGE problem today, and though Google is doing the best, there is even more to be done. By the way, part of the problem would be to solve the issue of Google AdSense sabotage which is deliberate overclicking on the AdSenses ads of the competitors so that their accounts get closed.

Google has already introduced site-targeted AdSense CPM, "smart pricing" and domain blocking and there will probably be improvements that have already been added by other similar sites.

We can also wait for the integration of AdSense into other forms of media.

Do not forget that Google has access to over 150,000 advertisers round the globe and due to this penetrate offline markets in different countries. For example, they can appoint offline distributors to promote - everything :)

RSS and AdSense; this is already happening. The possibility to send targeted ads directly to RSS is a great idea that is being tested right now. When it is 100% ready - this will be a hit.

And, of course, cost per action models, that are promoted by Google long ago and sooner or later will come on the stage.

You can also find this article published on [single file page on filorama.com](#), and on the tag pages [adsense advertising](#), [adsense advertising program](#), [advertising on adsense](#), [advertising with adsense](#), [the adsense advertising](#).