Online Advertising Markets: Some Open Questions

Ben Edelman
May 16, 2009
Reserve prices

- For any ad to appear
- Per advertiser
- Per keyword
- Per position
- ...

⇒ Implications for competition
Multihoming

- Why don’t all advertisers multihome?
AdWords API Terms & Conditions

Inputs Fields. The AdWords API Client must not show in the same area of a page, or otherwise visually or functionally associate, any input fields for collecting or transmitting AdWords API Campaign Management Data with the content of Third Parties or input fields for transmitting data to Third Parties. An AdWords API Client must not (a) use the same input field to collect data that will be used for both AdWords and also for a Third Party advertising network, or (b) use input fields which are visually adjacent to input fields for a campaign on a Third Party advertising network.

Functional Separation. Any information collected from an input field used to collect AdWords API Campaign Management Data may be used only to manage and report on AdWords accounts. Similarly, any information or data used for AdWords must have been collected from an input field used only to collect AdWords Data. For example, the AdWords API Client may not offer a functionality that copies data from a non-AdWords account into an AdWords account or from an AdWords account to a non-AdWords account.

Campaign Management Data Storage. All AdWords API Campaign Management Data must be stored separate from Third Party advertising network data. Additionally, AdWords API Campaign Management Data may not be stored in a manner that is associated (through relational data structures, links or otherwise) with Third Party advertising network data.
Multihoming

- Why don’t all advertisers multihome?
- How much extra revenue does Google receive by preventing advertisers from multihoming?
Search syndication
AOL Search results for "laptop" - Mozilla Firefox

Web Results 1 - 10 of about 188,600,000

Also Try - dell laptops, laptop computers, hp laptops, cheap laptops

Laptop Sale at Dell
Find Amazing Sales on Dell Laptops Powered by Intel Technology!
www.Dell.com

Laptop Reviews
Get What You Want in a Laptop for the Right Price. Pick Your PC.
www.Microsoft.com/Windows

Sony VAIO Laptop
www.SonyStyle.com/Vaio

HP Official Store
Customizable Notebook PCs starting at $499.99. Free Shipping!
www.shopping.hp.com

More Offers: laptop, laptop rental, buy laptops, laptop printers

Shopping Results for laptop - shopping.aol.com

Dell Inspiron Mini 9
Black...
$279.00
at Dell Home Systems

Dell Inspiron 15 Notebook
(2GHz...)
$449.00
at Dell Home Systems

HP (Hewlett-Packard)
G60-230US...
$532.52
at CostCentral.com

Dell Laptops, Desktop Computers, Monitors, Printers & PC...
From personal computing to small, medium or large business, Dell solutions come fully stocked. Find your solutions with Dell laptops, desktops, monitors, ...
www.dell.com/ - 44k - Similar pages

Apple - MacBook - Slim aluminum 13-inch Mac notebook
Search syndication

- Pricing
- Incentives
- Fraud
Sponsored Links

**Verizon Wireless™ Phones**
Now Over 80 Million Strong. Voice Plans & Free Phone offers at VzW!
VerizonWireless.com

**Verizon Internet Services**
Bringing the Internet to You Faster Than Ever - **Verizon** Official Site.
Verizon.com

**Verizon Cell Phones**
Online Special - Choose A Free **Verizon** Wireless Phone With Plan
Wirefly.com/Verizon

**Verizon Home Phone & DSL**
Order **Verizon** Internet & Phone Here Upgrade to a Bundle and Save!
www.ConnectToVerizon.com

Related Searches

**Verizon**
**Verizon Wireless**
**Verizon Online**
**Verizon DSL**
**Verizon White Pages**
**Verizon Bill Paying**
**Verizon Ringtones**
**Verizon Contact Number**
**Cingular**
**Sprint**
Comcast® High Speed Offer
Get Comcast Internet for Only $19.99 a Month for 6 Months!
www.comcast.com

High Speed Internet
$325 Cash Back & Free WiFi Router Comcast High Speed Internet Access
www.ComcastSpecial.com

Internet & TV - $49/mo
For 6 Months. Free HBO for 3 months Starz just $6.95/year with RCN!
www.RCN.com

Road Runner Internet
From $34.95/Mo. for 12 Months. No Contract. Free Wireless Modem!
www.RoadRunnerOffers.com

Any questions? Click here or call toll-free customer service: 1-866-WHENU-11
Display ads

• Pricing
• Targeting
  – Effectiveness
  – Historical behavior → privacy
  – Deception
Open. I'm fine with getting most of the campaigns available. With this standard profile, creatives will be banned that contain graphic adult material, other prohibited content, and Active X.

Moderate. I can accept most campaigns for users. We have filtered out many of the creative issues with sensitive publishers. Many of these are crude humor, or other questionable creative.

Restrictive. I have a sensitive audience types shown on my site. Limiting your creative on your CPM. Based on our experience, though, that integrity of sites with a sensitive audience.

Custom. I would like to customize the target

Customize Media Guard settings below. Checked

<table>
<thead>
<tr>
<th>Physical</th>
</tr>
</thead>
<tbody>
<tr>
<td>+ General</td>
</tr>
<tr>
<td>+ Language of Offer (default is English)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Deceptiveness</th>
</tr>
</thead>
<tbody>
<tr>
<td>+ Physical</td>
</tr>
<tr>
<td>✔ Mimics Windows/Mac/Unix dialog boxes</td>
</tr>
<tr>
<td>False expand/minimize/close buttons</td>
</tr>
<tr>
<td>False web elements (i.e. pull-down menus, buttons, links)</td>
</tr>
<tr>
<td>False error messages</td>
</tr>
<tr>
<td>False downloading messages</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Content of Offer</th>
</tr>
</thead>
<tbody>
<tr>
<td>+ Sensitive Content</td>
</tr>
</tbody>
</table>

Active creatives: 94.62%  Your profile: Modified
Open. I'm fine with getting most of the campaigns available. With this standard profile, creatives will be banned that contain graphic adult material, other prohibited content, and Active X.

Moderate. I can accept most campaigns, but some might not be appropriate for my users. We have filtered out many of the creative types and offers that are known to cause issues with sensitive publishers. Many of these include suggestive dating ads, distracting images, crude humor, or other questionable creative behavior or content.

Restrictive. I have a sensitive audience. Limiting your creative types to types shown on my site. Limiting your creatives to CPM. Based on our experience, this will help preserve the integrity of sites with a sensitive audience.

Custom. I would like to customize the target audience. Customize Media Guard settings below. Check any boxes that apply.

### Deceptiveness
- **Physical**
  - [ ] Mimics Windows/Mac/Unix dialog boxes
  - [ ] False expand/minimize/close buttons
  - [ ] False web elements (i.e. pull-down menus, buttons, links)
  - [ ] False error messages
  - [ ] False downloading messages

- **Language**
  - [ ] "You have been chosen to win..."
  - [x] "Free" with NO disclosure language
  - [ ] "Free" with disclosure language
  - [ ] Deceptive or questionably realistic offer

### Content of Offer

Active creatives: 81.79%   Your profile: Modified
Display ads

• Pricing
• Targeting
  – Effectiveness
  – Historical behavior → privacy
  – Deception
• Syndication
You are not logged in. | Sign up now

username

Remember me

Choose Your Sport

NFL Football