Online Advertising Markets: Some Open Questions

Ben Edelman May 16, 2009

Reserve prices

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

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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. [A]n 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.

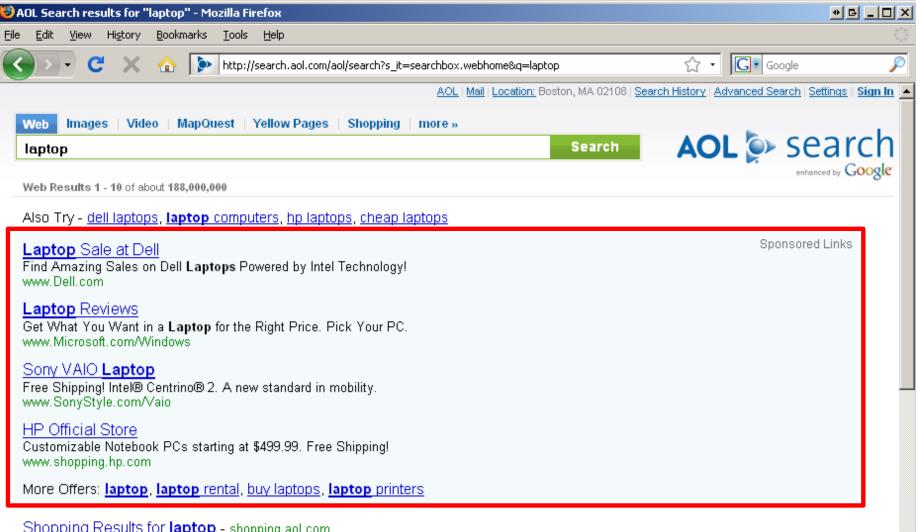
<u>Functional Separation</u>. Any information collected from an input field used to collect AdWords API Campaign Management Data may be used only to manage and report on AdWords accounts. Similarly, any information or data used [for] AdWords ... must have been collected from an input field used only 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



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



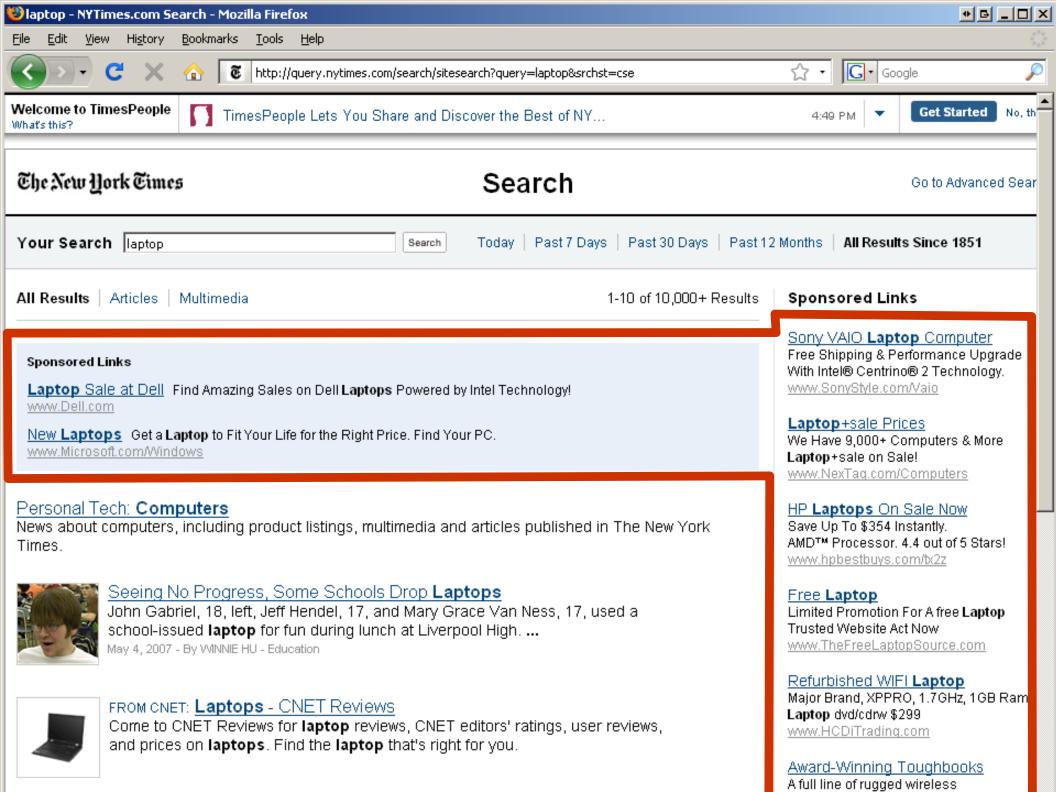
HP (Hewlett-Packard) G60-230US... \$632.52 at CostCentral.com

See more results »

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

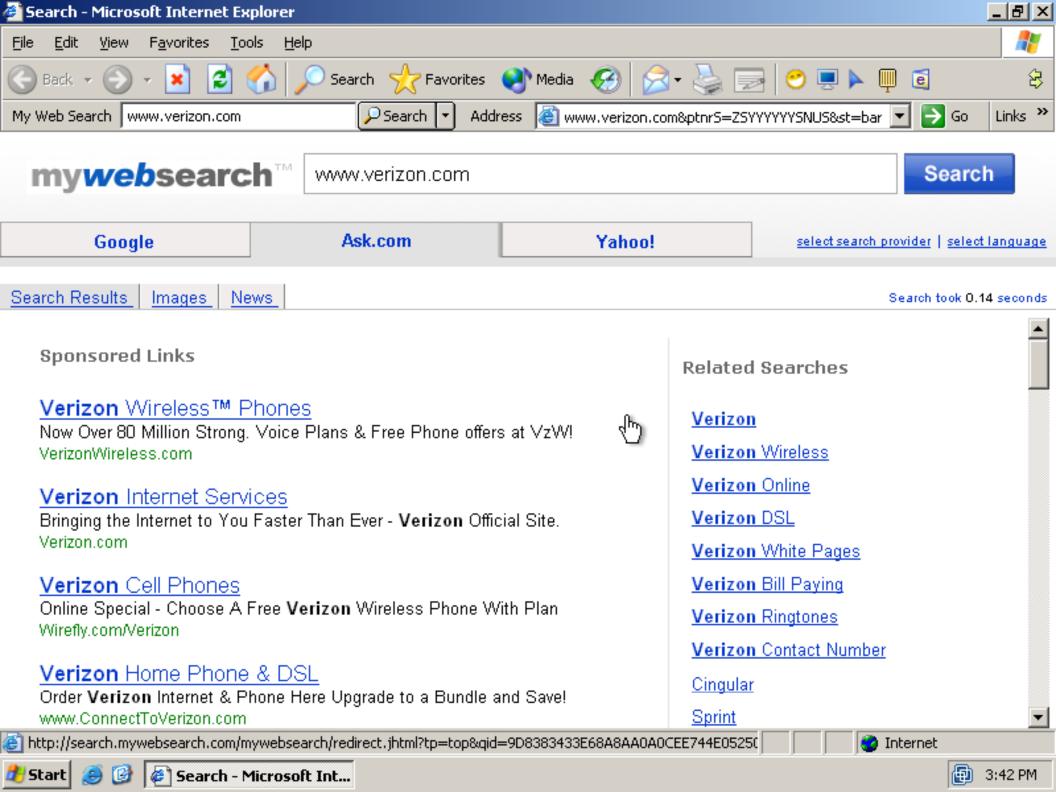
Apple - MacBook - Slim aluminum 13-inch Mac notebook

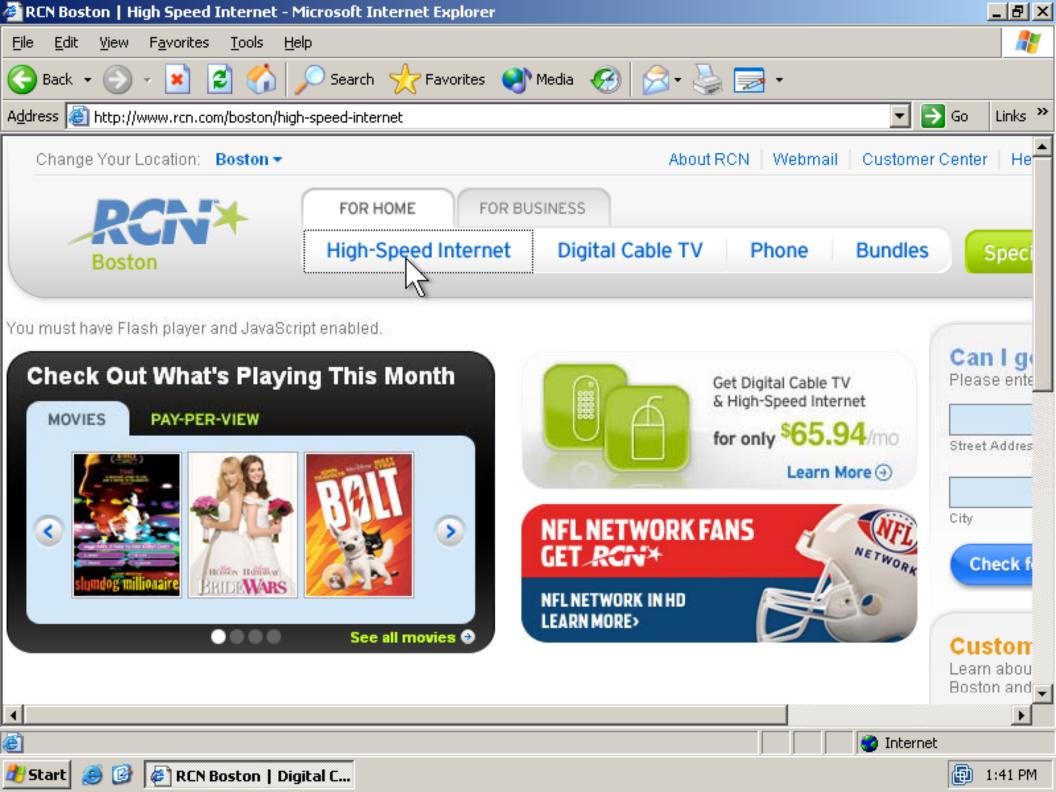


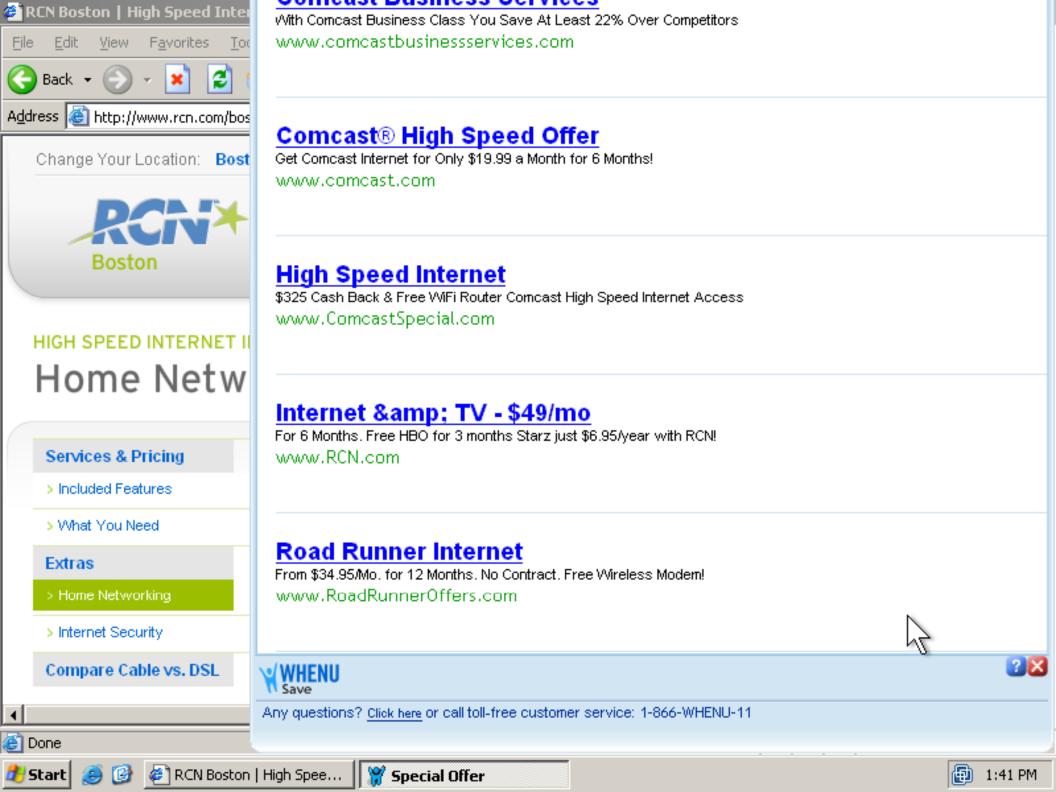
Search syndication

- Pricing
- Incentives
- Fraud







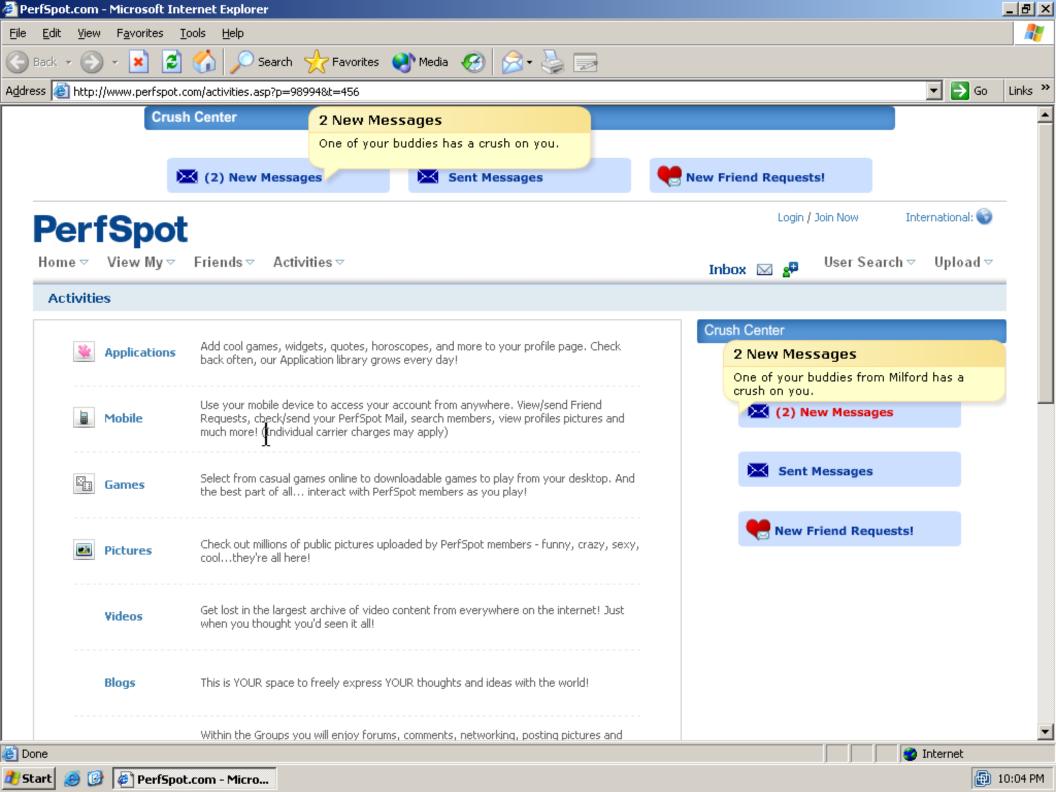


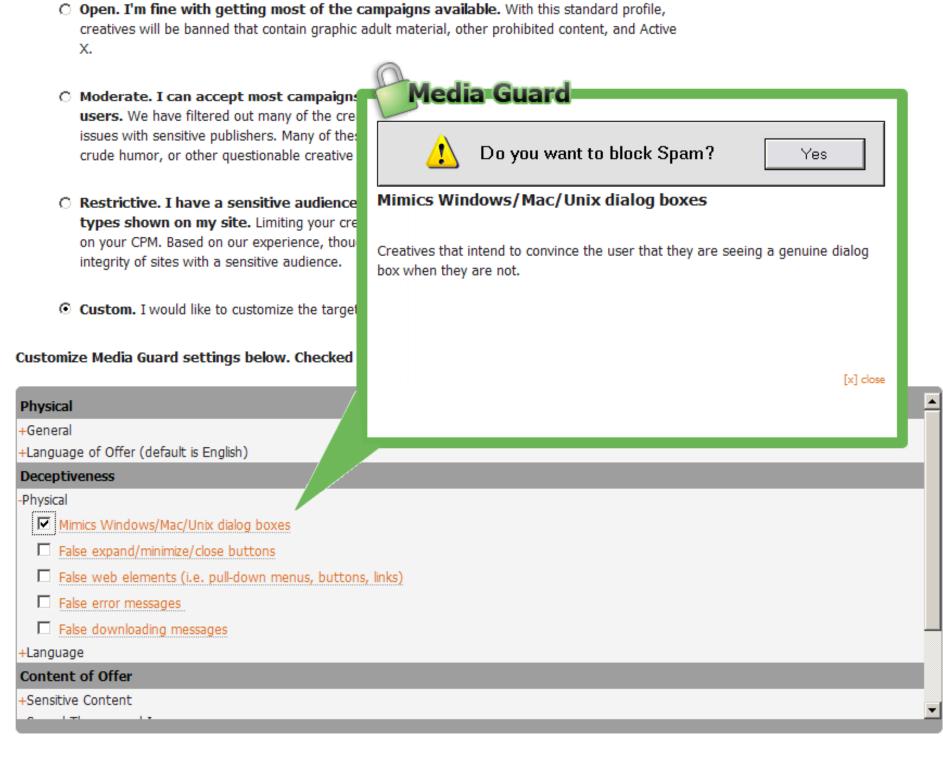


Display ads

- Pricing
- Targeting
 - Effectiveness
 - Historical behavior → privacy
 - Deception







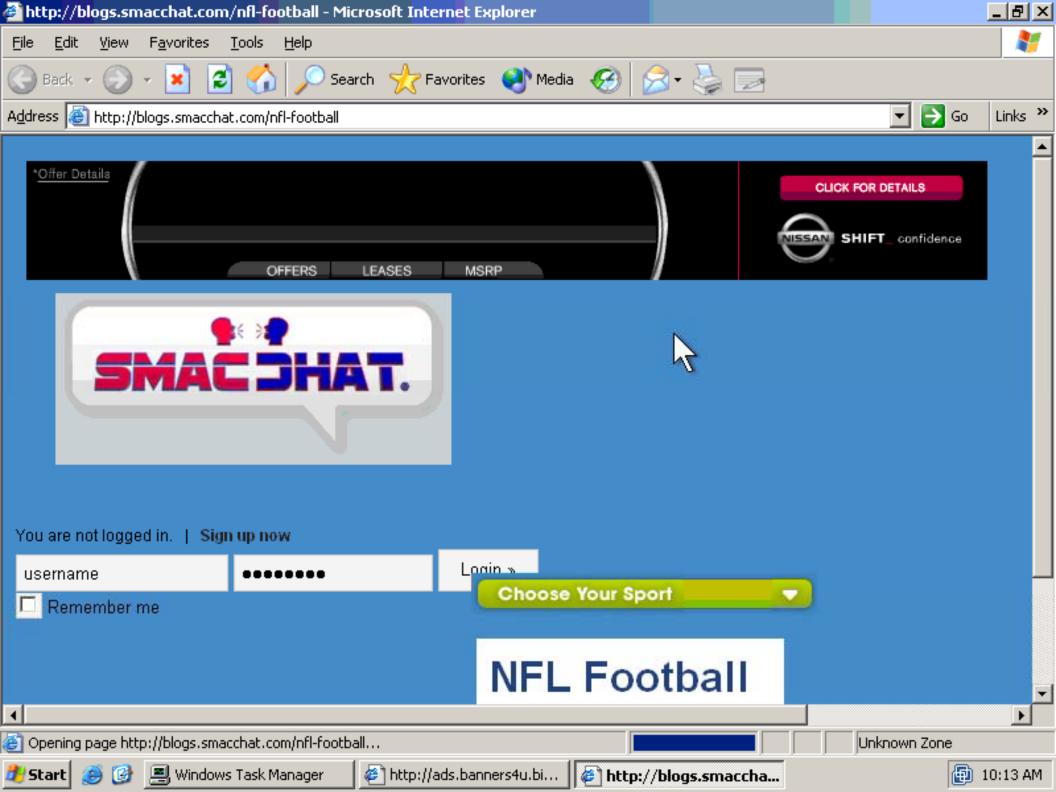
Active creatives: 94.62% Your profile: Modified

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. Media Guard Restrictive. I have a sensitive audie types shown on my site. Limiting your Kelly Clarkson - Because of You on your CPM. Based on our experience, t Get a NO CHARGE Ringtone DOWNLOAD NOW From an Idol who DIDN'T Go Home. integrity of sites with a sensitive audience BLINKO "Free" with NO disclosure language Custom. I would like to customize the ta An offer for an item that is free, or that uses the word free or other similar Customize Media Guard settings below. Check language, implying the reader doesn't need to pay for the item. An example of a free offer might be, "Get a free iPod". There is no disclosure language or footnote Deceptiveness about any qualifications to the free offer that might require participation on the -Physical part of the consumer. False expand/minimize/close buttons [x] close False web elements (i.e. pull-down menus, by False error messages False downloading messages -Language "You have been chosen to win..." '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



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GET /ads/282246/KkVOvrJdzzxKjt3p7roifpojx1C7eH1y/UvFXkeXkxTHbpLIsZXrt0OFf HTTP/1.1 ...
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Host: sk8rstv.com ...
HTTP/1.1 200 OK ...
Date: Tue, 02 Dec 2008 10:56:42 GMT
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