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Interesting Google suggestion

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Google About Yahoo: Smarta*s!

Interesting suggestion offered by Google

The recently-released Yahoo's advertising platform SmartAds seems to bother the Mountain View rival because the best search engine on the Internet offers a funny suggestion for a search after the giant portal's product. Try searching for SmartAds on Google and you should be able to see a suggestion that encourages you to search for "smartass". However, the Yahoo advertising platform was released and is now aiming to attract the same category of users as the products powered by the Mountain View company."Yahoo!'s SmartAds gives marketers what they want from online advertising: the ability to deliver customized marketing messages to consumers, and still engage very large audiences with their brand," said Todd Teresi, Yahoo!'s senior vice president of display marketplaces. "By enabling marketers to reach consumers on a more tailored basis and helping creative agencies support those customized campaigns, we can provide an even more engaging, relevant online experience to the more than 500 million users of Yahoo! branded products and services."As you might know, the Sunnyvale company Yahoo struggles to compete with the Mountain View company and this recently-released product is the long-awaited solution able to help it reach its goal. Google is the clear leader of the online advertising market with its AdWords and AdSense but the competition has a new competitor coming straight from the giant portal."By combining its huge audience, dynamic ad creation capabilities and deep knowledge of user interests, Yahoo! has developed a true innovation that will benefit agencies and its clients, especially companies with a large number of offers to present to many audience segments," said David Kenny, Chairman, Digitas and Publicis Groupe Digital.In the past, the search technology offered quite weird suggestions but the Google representatives defended the search giant by saying the 'did you mean' function is based on automated technology that shows more or less relevant suggestions.

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