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AOL's online advertising reaches the biggest number of users in the US. [linksitemap](#)

[Largest Audience for AOL Advertising](#)

Beware, Yahoo! and Google

AOL's Advertising.com along with the other operators owned by the company have proven to be the most efficient Internet advertising platform as a whole, as it reached 89.7% of the total Internet audience in the U.S. in June 2008. A comScore study reveals that, as AOL claims, no other ad provider managed to touch such a large audience. Moreover, AOL says that this is the 50th month when Advertising.com and the other properties hold the first place, considering the number of people who get in direct contact with the ads of the company. "With its extensive reach and advanced targeting and performance tools, Advertising.com is a critical pillar of Platform-A," said Lynda Clarizio, President of Platform-A. "Our ability to reach nine out of ten Internet users and then use our technology to target our audience in virtually infinite ways is one of our most powerful assets as a digital advertising company," she added. The effectiveness of an advertising campaign can be measured in different ways, although the result that really matters is how many people actually acquired something after they saw an Internet ad of said product. Since this simply cannot be determined accurately, companies resort to other measurements that allow officials to find out where the company is situated on the market. The exhaustive report of comScore will show the other aspects taken into consideration by the research company. Because the amount of ads someone sees everyday doesn't necessarily make him or her purchase a product, some more data is needed in order to determine how influential AOL really is. Also, sometimes less is more. Not everybody enjoys being surrounded by promotional materials on the web. Some ad providers seem to understand that, although this may be a tricky way to go. Google stated recently that the politics of the company imply exactly fewer ads of a better quality. Since the financial results were not as good as those anticipated, it is possible that AOL's persistence leads to better performances.