

24 February 2007

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## **Microsoft Advertisers Pay through the Teeth**

*Because of a bug in the Redmond Company's online advertising platform*

Microsoft® adCenter

Microsoft has announced that it has fixed an issue with its online advertising platform that overcharged customers. The Redmond Company failed to deliver additional details regarding the glitch that has amounted consistent financial damages. In this regard, Microsoft failed to reveal the actual extend of the damages created by the bug, and only informed advertisers that of high CPC and spent amounts."Some of our adCenter advertisers are seeing high cost-per-click (CPC) and spend amounts in their accounts. I will provide an update with more information as soon as I have it, but I wanted to let you know that this issue is now resolved and those of you who were overcharged, we're working on a plan to credit your accounts for over-charges as soon as possible," revealed a member for the Microsoft adCenter Community team.The bug in Microsoft's advertising platform resulted in increased expenditures for advertisers using the cost-per-click model. Microsoft's adCenter has debuted in 2006, and despite the fact that it has returned a hefty profit, it still lags Google and Yahoo. After the problem was resolved, Microsoft informed that all the affected advertisers will be credited the money they were overcharged."Those of you who were affected by this issue - your account will automatically be credited the amount you were overcharged. If your account has gone into a paused state due to this issue - the adCenter team is currently investigating this as a top priority and I'll post here when I have more details," the adcenter Community team member added.