

# Online Ad Measurement Systems Inaccurate in their Reflections

Steve Gold, of Newsbytes.com, London, reports that in a European study run by Just-sites.com it has been found that websites are underestimating the number of page hits and responses that their banners and other adverts generate. Also, advertisers could be falling short of their potential page hits by up to 50 percent.

**Source:** [Newsbytes](#)

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