

# Facebook becomes Google advertising ally

SAN FRANCISCO, USA: Google-owned online ad-placing service DoubleClick has announced that the way has been cleared to include space at Facebook.



Googleplex head office. Image: Wiki Images

Google had previously been shut out of the social network's advertising network, with no reasons given for the exclusion or the change of heart.

Word that the Internet company's online advertising reach would extend to Facebook came as Google shares breached US\$1,000 for the first time.

Google stock was priced at \$1,011.41 at the close of the Nasdaq on Friday (18 October) and continued to climb in after-market trades.

Facebook shares also hit a new all-time high on Friday and closed at US\$54.22 a share.

"Partnership has been key to Google's success as a rising tide lifts its performance," DoubleClick senior product manager Payam Shodjai said in a blog post.

"So we're excited to announce a new way to help our clients succeed by working with Facebook to participate in FBX, their real-time bidding exchange."

DoubleClick Bid Manager is a way for marketers to buy online ad space at websites across the Internet.

Prior to Friday's (18 October) announcement, Facebook did not permit the Google-owned service to sell ad space at the world's leading social network.

"Starting in a few months, clients will be able to buy inventory on FBX via DoubleClick Bid Manager," Shodjai said.

Source: AFP via I-Net Bridge

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