

Amazon to tackle Google's advertising dominance

NEW YORK, USA: US online company Amazon is preparing to take on Google in one of its core businesses, internet advertising, the Wall Street Journal said, citing sources familiar with the developments.

amazon Product Ads

- › Drive traffic to your website
- › Cost per click advertising
- › Reach tens of millions of shoppers
- › Highly targeted placements



Amazon is set to launch an advertising service in competition with Google later this year. Image:

[GoDataFeed](#)

Amazon is developing its own program to target adverts using the information it gathers about the preferences of its customers. Tests of the new platform are expected to start later this year, the business daily said.

Google is the uncontested leader in online publicity, with around a 31.45% of the global internet advertising market this year, according to figures from research firm eMarketer.

"The company earns around \$50bn a year from its advertising business, compared with just \$1bn Amazon is expected to earn this year," the Wall Street Journal said.

From its beginnings as an online bookstore, Amazon has expanded its activities over the years. Among other businesses, the company has become a major seller of digital content, including ebooks, streamed video and online music, as well as of devices like smartphones and tablets.

It has also become a marketplace where third-party vendors can sell products, taking advantage of Amazon's huge customer base.

Source: AFP via I-Net Bridge

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