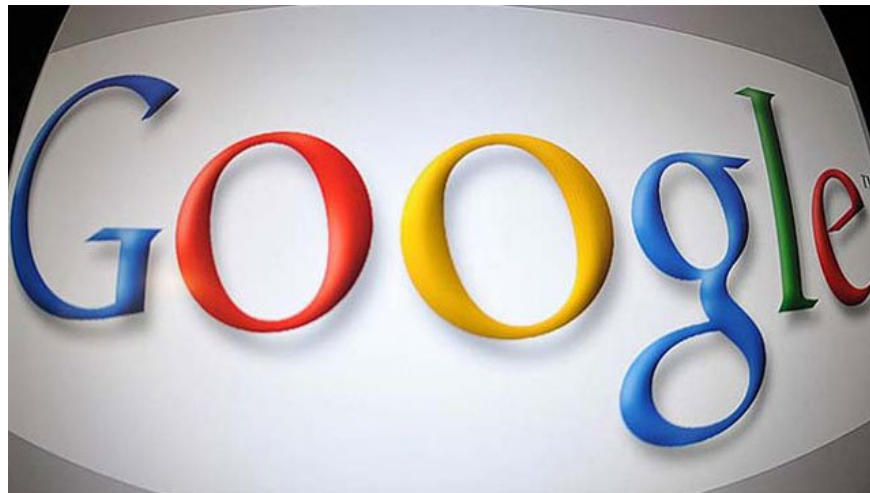


# Google charges an additional 'physical guarantee' fee for advertisers

Google is about to charge additional fees to ensure the availability of users for advertising content posted on its search engine.

**Google is about to charge additional fees to ensure the availability of users for advertising content posted on its search engine.**



Owning a strong e-commerce platform, Google is about to charge a "tangible" fee for customers who want to optimize their advertising content.

According to the *Telegraph* , one of the inherent vulnerabilities that still exist in the online advertising industry is that companies always pay for *advertising slots* that users rarely or never see.

According to recent survey data from market research firm *comScore* , nearly half of online advertising content has been ignored and not seen by Internet users.

" *Even the brightest, coolest billboards have turned out to be useless if not seen ,*" said Google's group product manager, *James Beser* , at the same time claiming it was dynamic. For Google to invest a lot of money and capacity to ensure the existence of an advertising content for its advertisers.

Accordingly, Google's Active View feature is based on *IAB / 3MS* technology, which only recognizes the " *tangibility* " of an ad if more than 50% of its content exists on the screen for a second or long. than.

Since then, Google's advertising customers can know how much their ad campaigns receive their attention, in order to adjust their advertising campaigns more effectively in the future.

The *Telegraph* commented that as the first major online advertising network to offer a " *tangible* " service package to its customers, Google was a step ahead of stunned competitors like Facebook or Twitter, which still advertises in the *news feed* , where most users often ignore.

You finished reading the article "**Google charges an additional 'physical guarantee' fee for advertisers**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.

---