

# Google Announces Behavioral Targeting

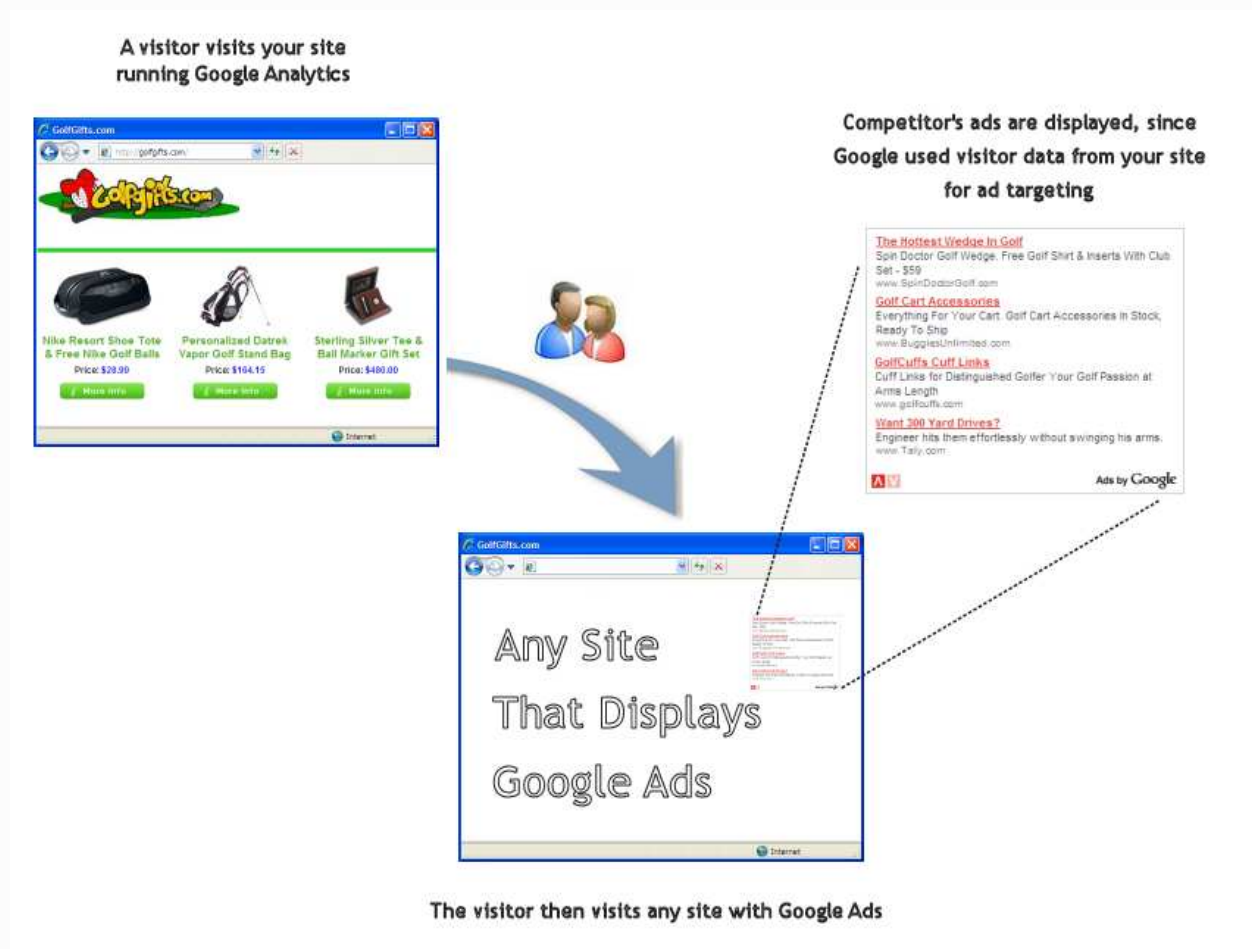
How using Google Analytics can lead your visitors to competing sites



## Summary

On March 11<sup>th</sup>, 2009, Google announced a long anticipated implementation of behavioral targeting. This means that Google will be using the vast amounts of individual visitor data it collects to target more relevant ads to those users. Google's most in-depth source of visitor data comes from its Google Analytics product.

While this is great for advertisers, what this means to a Google Analytics user is that Google can use the data it collects from a site to target competitive ads to the visitors of that site. Here is a scenario:



## In Conclusion

Commercial websites should carefully consider the implications of using a product that collects data on their visitors for ad targeting. These products are free for a reason. HitsLink, our website analytics application does not use visitor data in this way. Take a free trial for 30 days with free support at [www.hitslink.com](http://www.hitslink.com). For more information, call us at 888-802-8390 or e-mail us at: [support@netapplications.com](mailto:support@netapplications.com).