

# In Brief: Yahoo! to launch new advertising platform

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Yahoo! will launch a new advertising platform from the third quarter.

The Internet giant said the new system will make it easier for businesses to connect to Yahoo! users.

The ad application program interface will be used on a country-by-country basis, with multiple phases within each market to help ensure a smooth transition.

"We've designed our new platform to allow advertisers to reach Yahoo!'s audience through search as well as take advantage of advertising opportunities across all of our unique marketplaces, communications and social media assets," said Steve Mitgang, Yahoo!'s senior vice president

of advertising platforms and products. "Yahoo!'s new technologies and features should encourage more participation in search advertising by making it easier for marketers to understand the performance of their campaigns and experiment more frequently with the medium."

The new campaign management application was developed based on input from thousands of advertisers worldwide. The initial version will focus on overall ease-of-use in launching and managing campaigns and providing greater visibility into campaign performance, coupled with more control over how to improve performance.

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