

US Internet advertising spending hits \$8.4B in 1Q

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(AP) — An advertising industry group says revenue from Internet advertising in the U.S. hit \$8.4 billion in the first three months of the year.

That's the highest for the first quarter, up 15 percent from \$7.3 billion in the same period last year.

The record for any quarter is \$9 billion in the final three months of 2011.

Record-setting numbers are a common occurrence, as more advertisers turn to websites and mobile apps, where they can target their pitches more precisely than traditional channels.

The Interactive [Advertising](#) Bureau, an industry group, conducted the quarterly study with PricewaterhouseCoopers.

The group did not break down the figures, but typically the bulk of the spending comes from text-based ads that are sold by Google Inc. and other companies. These ads are targeted to search terms and other keywords.

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