

Google buys marketing firm to boost discount moves

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A picture taken in 2009 in Paris shows the screen of a computer featuring the home page of Internet giant Google's website. Google has agreed to buy the marketing firm Incentive Targeting in a move that gives the tech giant more tools to work with retailers on discounts and other promotions, the two firms said.

Google has agreed to buy the marketing firm Incentive Targeting in a move that gives the tech giant more tools to work with retailers on discounts and other promotions, the two firms said Wednesday.

Terms of the deal were not disclosed.

We are excited to announce that Incentive Targeting has been acquired by [Google](#)!" said a blog post by the Massachusetts-based firm.

"When we founded Incentive Targeting in 2007, we set out to do for retail couponing what Google had done for online advertising: make it simple, relevant, measurable, and effective. So, it is both humbling and gratifying to be joining the ranks of the company that inspired our initial vision."

A Google spokesperson said: "We look forward to working with Incentive Targeting in our ongoing efforts to help consumers save time and money and enable retailers deliver relevant discounts to the right customers."

According to its website, Incentive Targeting partners with retail chains to provide targeted marketing for manufacturers of grocery and consumer products, using technology which aims to deliver the most relevant promotions.

The effectiveness of the [promotions](#) can be measured in [real time](#) over the Internet, the company says.

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