

Into the wild: AdSense for feeds

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We've been hinting at this for awhile, but it's finally time to spill the beans: Starting next week, we'll be rolling out AdSense for feeds to a small group of publishers, in anticipation of a full launch to all FeedBurner and AdSense publishers "coming soon". If you start seeing "Ads by Google" on an ad in a feed somewhere, that'd be us. So what will this mean for you? Well, publishers already in the FeedBurner Ad Network will continue to see premium CPM ads directly sold onto their content, but with the added bonus of contextually targeted ads that will fill up the remainder of their inventory. That means you get the best of both worlds: a dedicated Google sales force that knows how and why to sell onto your content, with the added revenue that full back-fill coverage provides. And with AdSense, you'll know that your back-filled ads are using the strongest contextual ad engine, ensuring the most relevant and profitable ads are delivered to your subscribers. And yes, ads are also sold via Google's AdWords program. For publishers who are not yet placing ads in their feeds, any publisher who meets the [requirements](#) to join the AdSense program will also be able to use AdSense for feeds. You will be able to manage your feed ad units directly from AdSense Setup tab, and track performance right on the AdSense Report tab. You can slice, dice, mix, or mash your tracking across feed units and content units, or keep them totally separate. You're in control. You can still control the frequency and rules around when ads appear in your feeds, without having to mess with templates on your content management system. You might be wondering what you'll need to do to use AdSense for feeds. You'll learn more about the details when we fully launch, but here are the basics: you will need to sign up for AdSense if you haven't already, and you will want to set up your AdSense channels for "[placement targeting](#)" in order to make sure that advertisers can target your syndicated content specifically. As a publisher, you will remain be in control of the campaigns that are targeted at your feed by harnessing the power of [Ad Review Center](#). And, this is just the beginning of the chocolaty goodness that will come from ongoing integration effort with Google - there are many more "things" and "stuff" yet to come, as we mentioned a few weeks [back](#). We'll give you the full details on AdSense for feeds, including supported formats, how to sign up, etc., etc. when we're ready for the full launch to all publishers. In the meantime, FeedBurner feeds will continue to be fed as usual, and we'll be reaching out to select publishers individually to try out AdSense for feeds.

Source: [Burning Questions - The FeedBurner Weblog](#)