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Mednet.Com Confronts "Click-Through" Competition



Introduction

The case of Mednet.com offers a view on the problems that an internet based health information company can experience at the period of gradual changes in the methods of web ad-platforms. Sellers must adapt to such perspectives and turn to quantifiable results such as Click-Through Rate (CTR) to keep Mednet relevant and profitable.



Through Competition

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Conclusion

The case of advertising Mednet.com presents the conflict of bipolar marketing approaches: offline and online. As such, Mednet will be well positioned to succeed in a rapidly changing online ad-serving marketplace by building on its value proposition and better understanding the needs of advertisers.



Resource

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