

# Google inc case study

Business, Management



Google Inc case study Question Overture had been the model that invented the paid listings where users had been charged on the ad campaigns. The provision offered the ventures to advertise and pay on per-click basis. The advertiser had been required to pay the system when the user took action to click on the advertising. The technology had advance to surpass banner measure of advertising and boosted the majority of e-commerce ventures. Furthermore, overture expanded due to the increased application of the system of advertising as the form experienced more users. However, Google entered the business through introducing a different system with a fixed duration on the period of viewing an ad, despite the click. The growth in Google had been witnessed on basing the CPC bids against the duration of actual CTR (Click-through rate) (Eldelman and Eisenmann 3). The provision developed the system to accord Google the ability to present the most relevant ads a higher stature as compared to the least influential ads. Google managed to increase the revenues with the system that saw the company contain ads with high CPC bid against a decreased CTR that presented minimal revenue. Furthermore, as compared to Overture, the company did not conduct marketing campaigns that saw an increased 24.5 million user group attracting leading companies like AOL (Eldelman and Eisenmann 3). The network also attracted advertisers with the presentation of advance search traffic with minimal CPC bids.

## Question 2

Google had to articulate other advertisement measures because the online ad campaigns would grow less popular with the increasing complains from the customers. These measures were also susceptible to hackers as

compared to traditional media that offered more security. Furthermore, the company needed to establish its dominance in the market through acquisition of capital ventures like YouTube in 2006. Through the introduction of the added channels, Google boasted of an increased user group surfacing competition from other leading companies like Yahoo.

#### Question 3

To maintain the witnessed growth, Google should retain the focus on the line of operation and advance the search solutions via targeted advertising. The expansion in advertising would utilize added methods in advertising beyond the World Wide Web. These are realized in print, mobile and other traditional advertising measures. Google should also focus in expanding into a full portal as depicted by rival companies in Yahoo and MSN. The other contribution could witness the company challenging the software and technological development through advancing PC desktop systems offering competition to Windows and Office (Eldelman and Eisenmann 12). The company should also allow the innovation creation through allowing the managerial decision in creativity from bottom up that would witness increased participation in innovation. The company should also offer services that maintain confidence in the users and convince of genuine operations without demeaning the established relationship through fraudulent actions.

#### Question 4

Through the acquisition of leading companies, Google offers evidence of the dominance achieved in the market. The purchase had been due to Motorola's expansion within the mobile one industry and the dominance achieved. The move is also seen as a leading internet company purchases a

mobile phone company and the first move offers Google recognition in the market as a dominant industry. With integration, the provision is likely to advance the company towards profit generation and increased market share. The leading provision for the purchase had been in the stable patent portfolio of Motorola, success of the mobile company over the years, and the desire for Google to engage within the home-networking industry through the mobile phone (Saadi). The move would witness the growth in Google market share dominance, in the industry.

#### Works Cited

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