

# Leiki Focus vs Google AdSense

*Intelligent, open targeting*

*or a closed system based on technology from the last millennium?*

- Drafting and updating keyword lists for Google Ads; clumsy, old-fashioned and time-consuming.
- + **Leiki ontology understands links between concepts and targets also without any keywords.**
- Manual input and targeting limits the number of ads and the precision of the targeting.
- + **Leiki Focus creates ads automatically from product catalogs.**
- Hard to avoid negative context.
- + **Leiki has automatic filters for bad context and campaign-specific adjustment is very easy.**
- Limited ad formats.
- + **Text, boxes, elevators, text + display ad combinations. And the intelligent Leiki banner.**
- Crude attempt for personal targeting: "You are interested in newspapers".
- + **Leiki's personal targeting is based on real-time, very detailed (100k categories) interest profile.**
- Google hides consumer analytics from the advertisers and the publishers.
- + **Leiki gives access to consumers' detailed interests. Which media topics are your customers following?**

