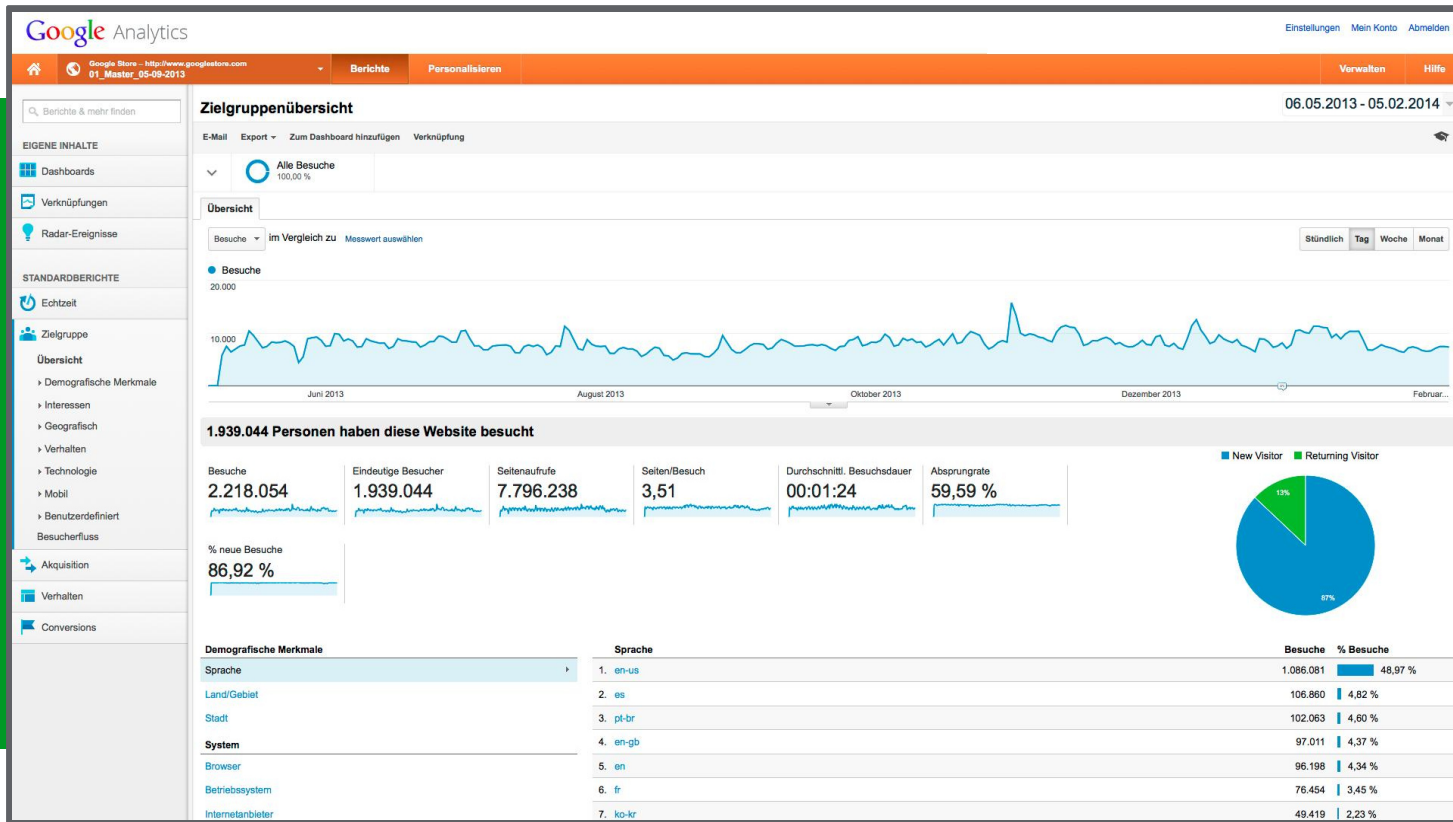




# Google Audience Buying

Jannette Flores





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The screenshot shows a Google search for 'damenmode'. The search bar contains 'damenmode'. Below the search bar are tabs for 'Web', 'Bilder', 'Maps', 'Shopping', 'Mehr', and 'Suchoptionen'. The search results show 'Ungefähr 27.300.000 Ergebnisse (0,16 Sekunden)'. The first result is a shopping ad for 'Alba Moda Online-Shop - albamoda.de' with a price of \$9.00 and a -27% discount. The ad includes a 'SHOP NOW' button and links to 'Mode Specials', 'Alba Moda Sale %', 'Top Marken', and 'Bademode'. Below the ad are search results for 'Die beste Damenmode? - 1-2-fashion.de' and 'Élégance Online Boutique - elegance.de'. A blue arrow points to the shopping ad.

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The collage consists of four vertical panels. The first panel on the left is a word cloud with terms like 'ANNUALIZED', 'RATE', 'INVESTMENT', 'INTEREST', 'INVESTMENT', 'RO', 'MUTUAL', 'SHARE', 'TOTAL', 'REINVESTED', 'INTERNAL', 'ASSET', 'FINAL', 'CALLED', 'FLUWS', 'COMPUTED', 'DISTRIBUTION', 'INVESTMENT', 'INVESTMENT', 'COMPUTED', 'HIGHER', 'CONTINUOUSLY', 'SHARE', 'REINVESTED'. The second panel shows an open black box with the word 'Insights' written inside. The third panel shows a group of silhouettes of people, with three yellow stars above them. The fourth panel on the right shows a Google search results page with a 'Google' logo, a 'SHOP NOW' button, and a list of advertisements for women's fashion, including 'Alba Moda Online-Shop', 'Die beste Damenmode?', 'Elégance Online Boutique', and 'Damenmode Online Sho'.

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