
MARKET FACTS!

MARKET FACT #63

by Peterson Teixeira - CEO / Founder
www.peterson Teixeira.com

MARKET FACT #63

92%

**of agency pros said their clients
spend at least a very small portion
of their marketing budgets on
Google Ads.**

DATE: October 4, 2023

COMMENT: If you are in business and also in the Marketing Industry this is a stat that shows how a Monopoly like Google grabs market share despite its antitrust cases. Despite all the truths that came out since the Snowden Era about Google, customers are still asking agencies to spend on Google Ads (!). And **nearly half (46%) said their clients spend a large or very large portion of their marketing budgets on the search giant.** – SOURCE: [Digiday](#). Clearly more Investigative Journalism needs to be out to debunk Google's dominance.

A MESSAGE FOR BRANDS

BUSINESSES ONLY: Are you reading too many cards or articles? Then [you probably need Professional Consulting Projects.](#) That will boost your Marketing/Business results in a short amount of time. [Prices start at €399 per hour.](#) Buy a Project. Save time. Grow your business now. The market does not wait.



READ SOURCE