

Targeting the online audience by search, behavioral targeting and social media use.

By

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Online Advertising Revenues

- 2007- **\$19.5 billion** in the US. (eMarketer).
- 2010- \$25.5 Billion in the United States
- \$14.9 Billion in Europe, the Middle East and Africa
- \$9.9 Billion in the Asia Pacific,
- \$812 million in Canada,
- \$512 million in Latin America

(PricewaterhouseCoopers)


What do advertisers know about you?

- Tracking of target markets
- Tracking of Unique IDs
- Targeting of micro audiences with the personalization of messages.



Lease the 2007
BMW 328i
for \$339/month
for 36 months.
(through 10/1)

Visit
bmwmass.com ↗

BMW 2007 3 Series Sedan	 The Ultimate Driving Machine®
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People Online

- 1.1 billion of the world's estimated 6.6 billion people are on-line.
- A third are now accessing the internet on high-speed lines (Wray 2007).



People Online

For people 15 years and older on an
average day in April 2007:

122 million Europeans were online

114 million in the U.S. were online (ComScore)



Proposition 1: The Audience is Active.

Boone and Gallant (2007)

- The audience has agency. The audience makes choices.
- Pew Internet & American Life has constructed scales of audience engagement based on typology of Internet use (Horrigan, 2007).
- From Omnivores (8%) to Off the net (15%)

Proposition 2: The Audience is Creative (Boone and Gallant 2007).

- Construct blogs, posts, tags, uploading photos, create ads, vote on content, and form online communities.
- Identity, meaning, community creation
(Gallant, Boone, & Heap, 2007)
- Connected Lives (Barry Wellman)
- Third place Oldenburg & Brissett (1982)
(Lawson, 2004).

Proposition 3: The Audience is Monitored (Boone and Gallant 2007).



Targeting by corporations, advertisers, and politicians of search, blogs, video, and mobile messages.

Types of Online Ads

Search	41.5%
Display Ads	18%
Classified	17.5%
Rich Media	11.5%
Email	1%

(IAB, 2006)

Search


- August 2007 (ComScore) U.S. Searches:
- Google Sites 6.8 billion
- Yahoo! Sites 2.5 billion
- Microsoft Sites 1.1 billion
- Time Warner Network 937 million
- Fox Interactive Media 571 million

Search

The image shows a screenshot of a Google search results page for the query "montreal". At the top, the Google logo is on the left, followed by a search box containing "montreal" and a "Search" button. To the right of the search box are links for "Advanced Search" and "Preferences". Below the search bar, there are navigation links for "Web", "Maps", "News", and "Blogs". The search results are displayed in a list format. The first result is a map titled "Map of Montreal, QC, Canada" from "maps.google.com". The second result is "bienvenue - welcome to montreal.com", described as a tourism guide. The third result is "TOURISME MONTRÉAL - TRAVELLER", the official tourist information website. The fourth result is "Montreal - Wikipedia, the free encyclopedia", providing historical context. The fifth result is "of montreal" from "www.ofmontreal.net/". On the right side of the page, there is a "Sponsored Links" section with four advertisements: "Montreal Tourism Web Site", "Discount Hotels", "Montreal" (with sub-link "Montreal" and "Info from Pros & Travelers Like You"), and "Montreal Trip Deals".

Google Search [Advanced Search](#) [Preferences](#)

Web [Maps](#) [News](#) [Blogs](#) Results 1 - 10 of about 113,000,000 for **montreal** [\[definition\]](#) (0.11 seconds)

 [Map of Montreal, QC, Canada](#)
maps.google.com

[bienvenue - welcome to montreal.com](#)
Tourism guides and cultural listings constantly updated both for visitors and locals.
[www.montreal.com/](#) - 14k - [Cached](#) - [Similar pages](#) - [Note this](#)

[TOURISME MONTRÉAL - TRAVELLER](#)
The **Montreal** Official Tourist Information Web Site. The Online Reference for **Montreal**. Le site officiel d'information touristique de **Montréal**, ...
[www.tourisme-montreal.org/](#) - 38k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Montreal - Wikipedia, the free encyclopedia](#)
Originally called Ville-Marie (literally 'City-Mary', translated 'Mary's City' or 'City of Mary'), the city had come to be known as **Montréal** by the end of ...
[en.wikipedia.org/wiki/Montreal](#) - 324k - [Cached](#) - [Similar pages](#) - [Note this](#)

[of montreal](#)
[www.ofmontreal.net/](#) - 2k - [Cached](#) - [Similar pages](#) - [Note this](#)

Sponsored Links

[Montreal Tourism Web Site](#)
Montreal's official tourism site - Find your way.
[www.findyourmontreal.com](#)

[Discount Hotels](#)
Get Guaranteed Low Rates- Book with the Hotel Experts for Great Deals
[www.hotels.com](#)

[Montreal](#)
Montreal
Info from Pros & Travelers Like You
[www.travel.yahoo.com](#)

[Montreal Trip Deals](#)
Save up to 70% on **Montreal** Vacations & more at Shermans Travel
[www.ShermansTravel.com](#)

Display Ads

USA TODAY Snapshots®

What media planners had for dinner last night:



Click here to visit the Media Lounge.

**USA
TODAY**
usatoday.com

Email Advertising

★ Peet's Coffee & Tea <peetsnews@news.peets.com> [info](#) to me [show details](#) Sep 24 [Reply](#) [Print all](#)

Having trouble viewing this email? Please [click here](#) to view it online.
To ensure that you receive all Peet's email news, please add peetsnews@news.peets.com to your address book.



Peet's Coffee & Tea | COFFEE | TEA | GIFTS | STORES | RECURRING DELIVERY

LAST CHANCE! One Roast Day Left
WEB EXCLUSIVE
KENYA FRENCH MISSION
A sip of coffee history from an heirloom variety.
Beautifully juicy, with berry overtones and a floral aroma.

- Buy Kenya French Mission
- Buy Taste of Africa Sampler

800.999.2132

Sponsored by:
Coffee Exposed
A shocking secret big coffee companies don't want you to know.
www.coffeefool.com

Green Mountain Coffee
Over 70 varieties-as low as \$1.99/lb.
Free samples with a purchase.
www.nutmegstatecoffee.com

K-Cups for Less
Get deep discounts on K-Cups.
Compare prices & see what you can save.
k-cups.biz

Discover a Coffee
Batdorf & Bronson Coffee
Wholesale & retail since 1932.
www.DancingGoats.com

Coffee Bean Direct

Email is one of the most widely used activities on the Internet.

Over 90% of Internet users report using email in both 2006 and 2007 (Fallows, 2007).

Behavioral Targeting (BT)

“THE FUNDAMENTALS OF
BEHAVIORAL TARGETING

are simple:

getting the right message

to the right person

at the right place

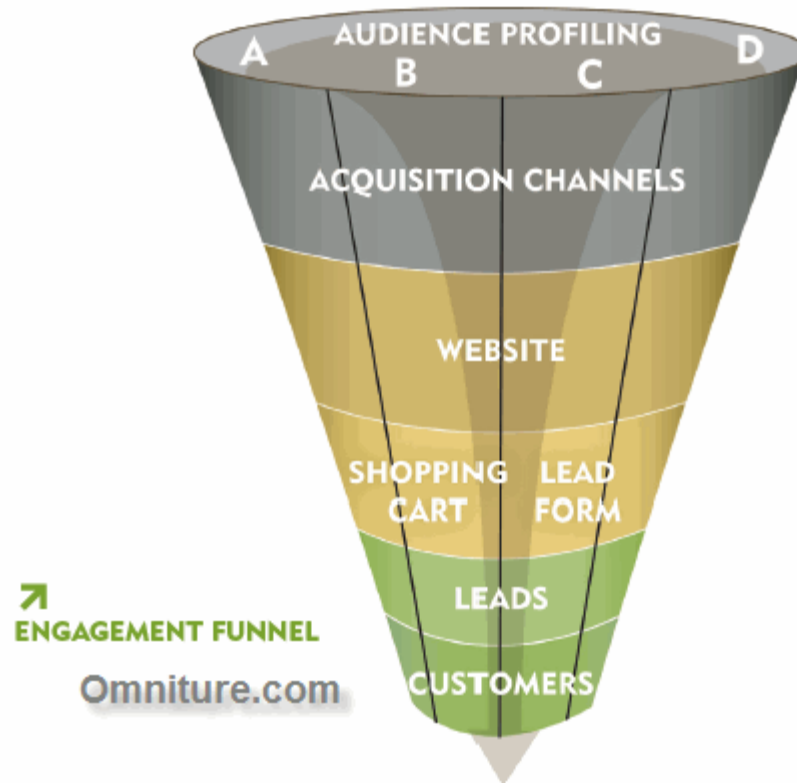
at the right time.”

(Phil Leggiere, 2007)

BT increasing

- eMarketer projects that spending on behavioral targeting will nearly double to \$1 billion next year and hit \$3.8 billion by 2011.

Engagement Funnel



Google Mergers

- Google paid \$3.1 billion to obtain DoubleClick that specializes in display ads.
- DART has 1,500 clients and handles ad serving for display ads, rich media ads, affiliate marketing

double
click rich media
and video

Google- YouTube

- “Dove's "Evolution" commercial, a 75-second spot, proved to be a viral marketing darling last year.
- In less than one month, the free vehicle pulled more than 1.7 million views on YouTube.
- It brought Dove its biggest spike in visitors to its CampaignForRealBeauty.com, and was more than three times more effective than the company's Super Bowl commercial.”

(Klimkiewicz, 2007)

Video

- 80% of viewers have watched a video ad online
- 52% have taken action
 - checking out a website (31%)
 - searching for more info (22%)
 - going into a store (15%)
 - or actually making a purchase (12%)

(OPA, 2007)

Yahoo mergers

- Yahoo acquired Right Media and Blue Lithium.
- Right Media sell display ads and provide an ad exchange with companies like newspaper publishers and Ebay.



BT on Yahoo

- Nineteen of the top 20 consumer packaged goods companies use Yahoo! Consumer Direct
- Employs Nielsen's HomeScan unit to monitor the online behavior and purchases of 46,000 consumers

BlueLithium-Yahoo

We target each of our 145M unique users based on their demonstrated interests, then serve the right ad regardless of what site they are on across our network.

When both are reading the same page of a website we serve them different ads



BlueLithium- Voter Network

- Raise funds, get out the vote, build grassroots support by district or zip-code
- Target video and/or banner advertising as specifically as "Women, ages 18-34 who live in New England with a household income of \$70K+ who are interested in foreign affairs."

BlueLithium- Voter Network

- The Voter Network reaches 119 million U.S. Internet users, or 65 percent of the US Internet population.
- Real-time reporting
- Modify campaigns on the fly

aQuantive (Microsoft)

- “Using technology from aQuantive’s Atlas division, Microsoft will be able to provide advertisers with a log of all the places on the Internet where people see ads before going to the advertisers’ Web sites.
- The data is based on individual computers’ electronic signatures, not individual people.”
(Story, 2007)
- This will decrease the importance of search ads that Google now dominates.

AOL and Mergers



- AOL has Advertising.com
- Recent acquisitions include Tacoda, Third Screen Media, Lightningcast, and AdTech.

TACODA

- TACODA has established partnerships with more than 4,000 Web sites and reaches more than 150 million unique visitors per month.
- Major media partners include The New York Times Company, NBC Universal, Hoovers, Scripps Broadcasting, Dow Jones, Kelley Blue Book and Orbitz.

TACODA Segments

Academic Minded

Active Gamer

Auto Enthusiast

Auto Intender

Avid Golfer

Business Decision Maker

Career Watcher

Digital Youth

Die Hard Sports Fan

Entertainment Buff

Entrepreneur

Family Chef

Family Planner

Gadget Geek

Health Seeker

Money Minder

Blogs- User Generated Content

- Technorati is tracking 107.7 million blogs
(October, 2007)
- More than 37% of American have created a blog or posted comments online to a blog. (Horrigan, 2007)
- Some 54% of bloggers say that they have never published their writing or media creations anywhere else. (Lenhart & Fox, 2006)

Facebook Gets Personal With Ad Targeting Plan

“ Facebook Inc. is quietly working on a new advertising system that would let marketers target users with ads based on the massive amounts of information people reveal on the site about themselves.” (Vara, 8/23/2007, WSJ, B1)

Facebook Ads

facebook

Homepage Sponsored Stories

The screenshot shows a Facebook homepage for a user named Carol. The 'News Feed' section contains several posts, including one from YouTube about a flying spaghetti monster. A sponsored story is highlighted with a red box, featuring the text: 'Get the limited edition Facebook shirt, tumbler, mug, and more great products when you're approved for the Chase + 1 Credit Card. Apply here.' Below the text are four product images: a t-shirt, a tumbler, a mug, and another t-shirt. The sponsored story is positioned between two posts from 'Toby Underswood'.

Rates:
CPM: \$10 (untargeted)

Targeting filters: Gender, Geography,
Major = \$2 premium

Targeting filters: Favorite Interests,
Activities, Movies = \$5 premium

Minimum investment: \$50,000

Nick O'Neill

MySpace Interest Ads

- Interest Targeting began in July 2007 based on users' pages in 10 categories such as finance, health, autos, fashion, video games and music.
- The site has more than 3 million users in each category
- “Algorithms determine ad placement based on a member's groups, friends, age, gender, and prior ad engagement history.

(Gavin O'Malley, Media Post, Sep 19, 2007)”

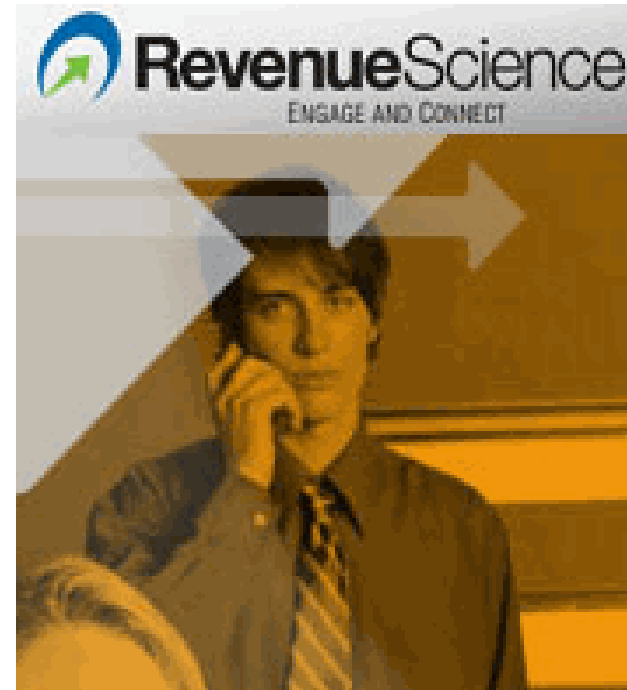
Mobile

- “In January 2007 there were an estimated 2.7 billion mobile handsets in use around the world, of which 1 billion were sold during 2006.
- This is more than three times the number of PCs, and roughly double the number of fixed landlines in use...most of these handsets have the processing power of yesteryear's PCs.” (Red Orbit, 2007)

Revenue Science – Mobile Ads

- Examine behaviors such as media downloads, videos, articles purchased on the cell phone
- music, games, and entertainment.

(Gossman, 2007)



Mobile Communities

- 50 million people worldwide are members of mobile social communities
- Examples include MeTV in Singapore, Kink Kommunity in the UK, CyWorld in South Korea, Vodafone Group and AT& T wireless in the U.S.

Second Life

- build a home
- start a business
- campaign with Linden dollars.
- 8.9 million users



Online Game Ads

- The online game market is expected to reach \$4.4 billion by 2010
- 24/7 served text and display ads into games since 2000
- Google tracking online game behaviors
- New ability to insert in-game advertising into every game offered by Exent Technology.

RTC / Adaptive Media

Adaptive Media in Action

1. Viewer visits web site.

2. Content request and viewer profile sent to RTC.



RealTimeContent.com