

# Behavioral Targeting

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## Behavioral Targeting

*“Behavioral targeting”* is a technology that recognizes when web-site visitors are seeking a particular product or service and then serves an ad relevant to their search – at a later date – on another, unrelated page (Oser, 2004 p.4).”

## Behavioral Targeting (BT) Spending

\$1.5 billion in 2007

\$2 billion in 2008.

(eMarketer Hallerman 2006)

## How BT works

Ms. Decker of Yahoo: "We can see what people are putting in **their search strings**. We can see what kinds of **ads they click on**. We can see **what kinds of sites they were on prior** to the site that they are currently on. And that should allow us to serve the most relevant ad regardless of how it's priced to our consumers, and ultimately to share that not only with our large [owned and operated network] but to all of our publishing partners. (Klaassen, A. Dec. 11, 2006 in *Ad Age*)"

## Tacoda

Over 140 million people across 31 audience segments

Partnerships with more than 3,000 Web sites such as “The New York Times Company, NBC Universal, Hoovers, HGTV, Food Network, [Cars.com](#) and Tribune Interactive.

Virtually every top 100 online advertiser has run campaigns on TACODA-enabled Web sites (Tacoda.com, 2007).”

## Tacoda audience segment

### Business Decision Maker

Business focused individual's keep up-to-date on what's happening in business and search for strategies for continued success in their industry as well as news from their hometown.

Reach: 1,714,000 unique users

Top interests include:

Business News, Business, Dining, Business Strategy  
Television

(Tacoda.com, 2007)

## Tacoda audience segment

### Community Activist

Family oriented people who get involved in their local community, support local and regional organizations.

Reach: 4,532,000 unique users

Top interests include:

Recreation, Religion, Astrology, Community Organizations for Women, Community Organizations for Hispanic

(Tacoda.com, 2007)

## Tacoda audience segment

### Active Gamer

Online and console games, track release dates, play multi-player games, and play casual games even when they have just a few minutes to spare. Reach: 6,498,000 unique users

Top interests include:

PC Console Gaming, Gaming, Sports Fantasy, Online Gaming.

(Tacoda.com, 2007)

**“Bill Gossman, CEO of Revenue Science: Behavioral targeting is all about relevance to a person, not a page, and to the person's stage in a purchase funnel.** To maximize this benefit for marketers, all ad units need to be supported. At Revenue Science we target all ad types, including video, display, and text. (Papadopoulos, Feb.28 2007).”

## Behavioral Targeting and Life Stages

Susie Kang (White Pages VP): “We have over 15 million business search categories.... What we’ve done is run that data against the Nielsen profiles (Life Stages).... there are powerful correlations. ... ‘New Families’ -- that’s couples having their first kids -- are far more likely to run searches for automobiles than those in other groups (Leggiere, 2007).”

## Behavioral Targeting and Life Stages

Susie Kang (White Pages VP): “Once you know ‘New Family’ searchers are heavy automobile buyers and likely to be in market for a family car like a minivan, keyword searches like say ‘Baby Stroller’ or ‘Toy Store’ or ‘Childrearing books’ take on a very new meaning for an auto marketer (Leggiere, 2007).”

## Behavioral Targeting and Clicks

Chris Dobson, Microsoft's global head of advertising sales, [is quoted](#) by Seeking Alpha as saying the new ad-targeting methods have increased click-throughs as much as 76 percent.

## Behavioral Targeting in the UK

### Revenue Science

“our clients in the U.K. include [FT.com](#), [Guardian Unlimited](#), [Reuters](#), [Associated New Media](#) ("[Daily Mail](#)"), "[The Times](#)," and leading ISP [Wanadoo](#). Year to date, over 100 advertisers have run behavioral targeting campaigns through our U.K. publisher base (Nick Johnson, May 24, 2006).”

## BT in Spain -TerraNetworks

“We selected Revenue Science because of its ability to deliver its sophisticated technology and services to our US Hispanic business as well as throughout our extensive network of 19 country sites in Latin America, the Caribbean and Spain,” stated Fernando Rodriguez, CEO of Terra. “Behavioral targeting has hit its stride as a solid option for marketers...(June 26, 2006)”

## BT in Spain - Accipiter

El motor VIBE ( Visitor Interest Behavioral Targeting Engine) permite que los operadores del mercado identifiquen y alcancen al público objetivo del sitio en función de sus intereses y comportamientos independientemente de su ubicación en el sitio.

## BT in Spain - Accipiter

Los soportes/medios se benefician doblemente: la experiencia del visitante es más significativa, favoreciendo su fidelidad. Al mismo tiempo, el soporte maximiza el espacio publicitario de alta calidad pudiendo incrementar el valor por CPM del inventario.

## Behavioral Targeting and Video

BlueLithium has AdRoll, behavioral targeting for video in-stream or in-banner placements, [reports](#) DM News.

## Behavioral Targeting Partnership

Yahoo is placing ads on Ebay using behavioral-targeting

Yahoo's HotJobs with Newspapers  
AOL – Ad.com – Revenue Science

(examples from Klaassen, A. Dec. 11, 2006 in  
*Ad Age*)

Accipiter.com 2007

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