

# Trends and developments in targeting

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# Two approaches to targeting:

- Data-based
- Content-based

But first, a few words  
about attribution  
modelling...

“The biggest problem is knowing where to spend my marketing budget, and who to trust to advise me”

# Moving away from last click wins



# The history of data-based targeting:

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- Behavioural targeting

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- Retargeting



# Stop following me...

The screenshot shows the AllMusic website interface. The browser address bar displays the URL: [www.allmusic.com/album/the-worse-things-get-the-harder-i-fight-the-harder-i-fight-the-more-i-love-you-mw0002555210](http://www.allmusic.com/album/the-worse-things-get-the-harder-i-fight-the-harder-i-fight-the-more-i-love-you-mw0002555210). The search bar contains the text "anthony mayfield spurned media". The main navigation bar includes "ALLMUSIC", "Discover", "New Releases", "Blog", and "Recommendations".

On the left side, there are two album recommendations from "germanwings":

- London Heathrow - Köln: ab 39,99 €\* [JETZT BUCHEN](#)
- London - Köln: ab 33 €\* [JETZT BUCHEN](#)

Below these is the "Album Moods" section:

Brooding	Dramatic
Refined	Reflective
Autumnal	Literate
Lush	Melancholy
Nocturnal	Organic
Passionate	Plaintive
Poignant	Restrained
Yearning	Bittersweet
Sophisticated	Atmospheric
Earthy	

The main content area features a "Track Listing" table:

	Title/Composer	Performer	Time
1	<a href="#">Wild Creatures</a> Neko Case	Neko Case	2:39
2	<a href="#">Night Still Comes</a> Neko Case	Neko Case	3:47
3	<a href="#">Man</a> Neko Case / Paul Rigby	Neko Case	3:31
4	<a href="#">I'm from Nowhere</a> Neko Case / Paul Rigby	Neko Case	3:01
5	<a href="#">Bracing for Sunday</a> Neko Case	Neko Case	2:18
6	<a href="#">Nearly Midnight, Honolulu</a> Neko Case	Neko Case	2:37
7	<a href="#">Calling Cards</a> Neko Case / Paul Rigby	Neko Case	2:36
8	<a href="#">City Swans</a> Neko Case / Paul Rigby	Neko Case	4:08
9	<a href="#">Afraid</a> Christa Päffgen	Neko Case	2:20
10	<a href="#">Local Girl</a> Neko Case	Neko Case	2:36

# The history of data-based targeting:

- Behavioural targeting
- Retargeting
- Real-Time Bidding

# Implications of RTB

- Efficiency

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- Identifying new advertisers

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- Efficiency
- Identifying new advertisers
- Better understanding of demand
- Better results
- Making the industry smarter

# Problems with RTB



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- Cost-effectiveness

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- Annoying people

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- Creepiness



The “uncanny valley”

# Problems with RTB

- Cost-effectiveness
- Annoying people
- Creepiness
- Timeliness

# Next steps for RTB

- The spread of digital



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- Private exchanges



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- The spread of digital
- Private exchanges
- Creativity





# Conclusion

It's maths *and* magic

# Thank you

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