Trends and developments in targeting

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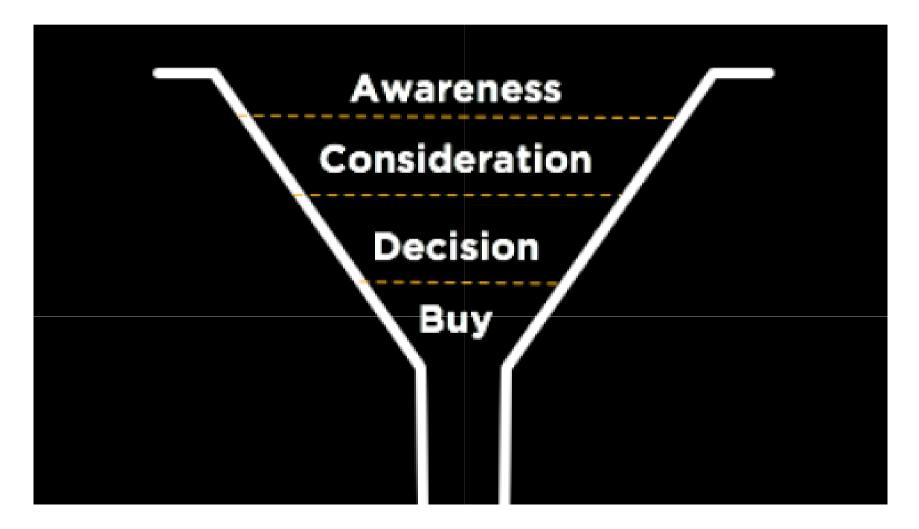
Two approaches to targeting:

- 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



Behavioural targeting

- Behavioural targeting
- Retargeting

Stop following me...

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Yearning	Bittersweet					

- Behavioural targeting
- Retargeting
- Real-Time Bidding

Efficiency

- Efficiency
- Identifying new advertisers

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- Identifying new advertisers
- Better understanding of demand

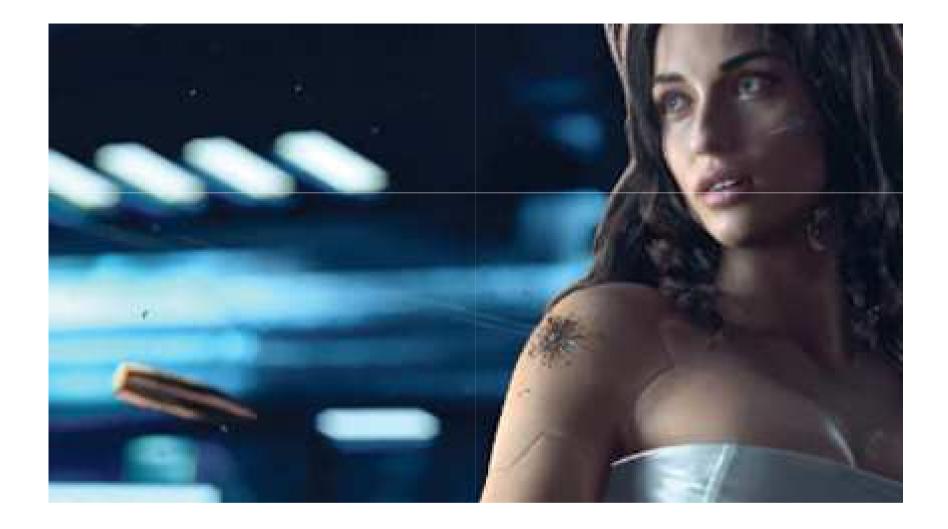
- Efficiency
- Identifying new advertisers
- Better understanding of demand
- Better results

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

Cost-effectiveness

- Cost-effectiveness
- Annoying people

- Cost-effectiveness
- Annoying people
- Creepiness



The "uncanny valley"

- Cost-effectiveness
- Annoying people
- Creepiness
- Timeliness

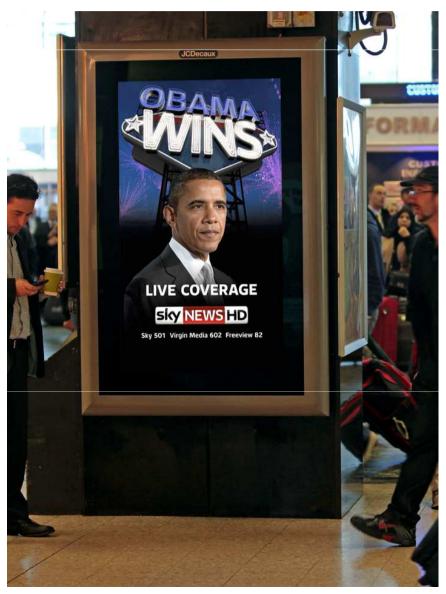
Next steps for RTB

The spread of digital



Next steps for RTB

- The spread of digital
- Private exchanges



Next steps for RTB

- The spread of digital
- Private exchanges
- Creativity



Conclusion

It's maths and magic

Thank you

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