



ae	Bi	Ho	Co	Ss	Wv	Sr	Bts	Bc	Ti	Ce	H
Substack	Business Travelers	Holiday Disney Planners	Student Drivers	High-Value Private Party Shoppers	Gift-Giving Superfans	Low-Cost Travelers	Grammy Junkies	Track Buyers	Cell Phone Lovers	Holiday Shop	
Ci	Cv	Fa	Co	Ss	Wv	Sr	Bts	Bc	Ti	S	
Cover Readers	Cruise Vacationers	Fan	Ge	H	Bi	Lm	M	Hh	Ws	Bl	
Home Enthusiasts	Eco-Aware Individuals	Fantasy Sports	Golf Enthusiasts	Hispanic	Business Influencers	Life Milestones	Men	Hip Homemakers	Winter Clothing Shoppers	Back-To-Clothing	

 **AudienceScience™**



# What's Happening in Audience Targeting

Denise Colella, Chief Revenue Officer



# The Importance of Data and Targeting

- ❏ Audience targeting is becoming the growth driver for display advertising
- ❏ Qualifying, understanding, and combining relevant data into actionable audiences drives real **value** and **higher CPMs** for publishers
- ❏ Targeting people and their behaviour propels **relevancy** and improves campaign effectiveness



# 1. Growing Importance of Data Management Platforms to deliver audience targeting

# Market moving to sophisticated targeting

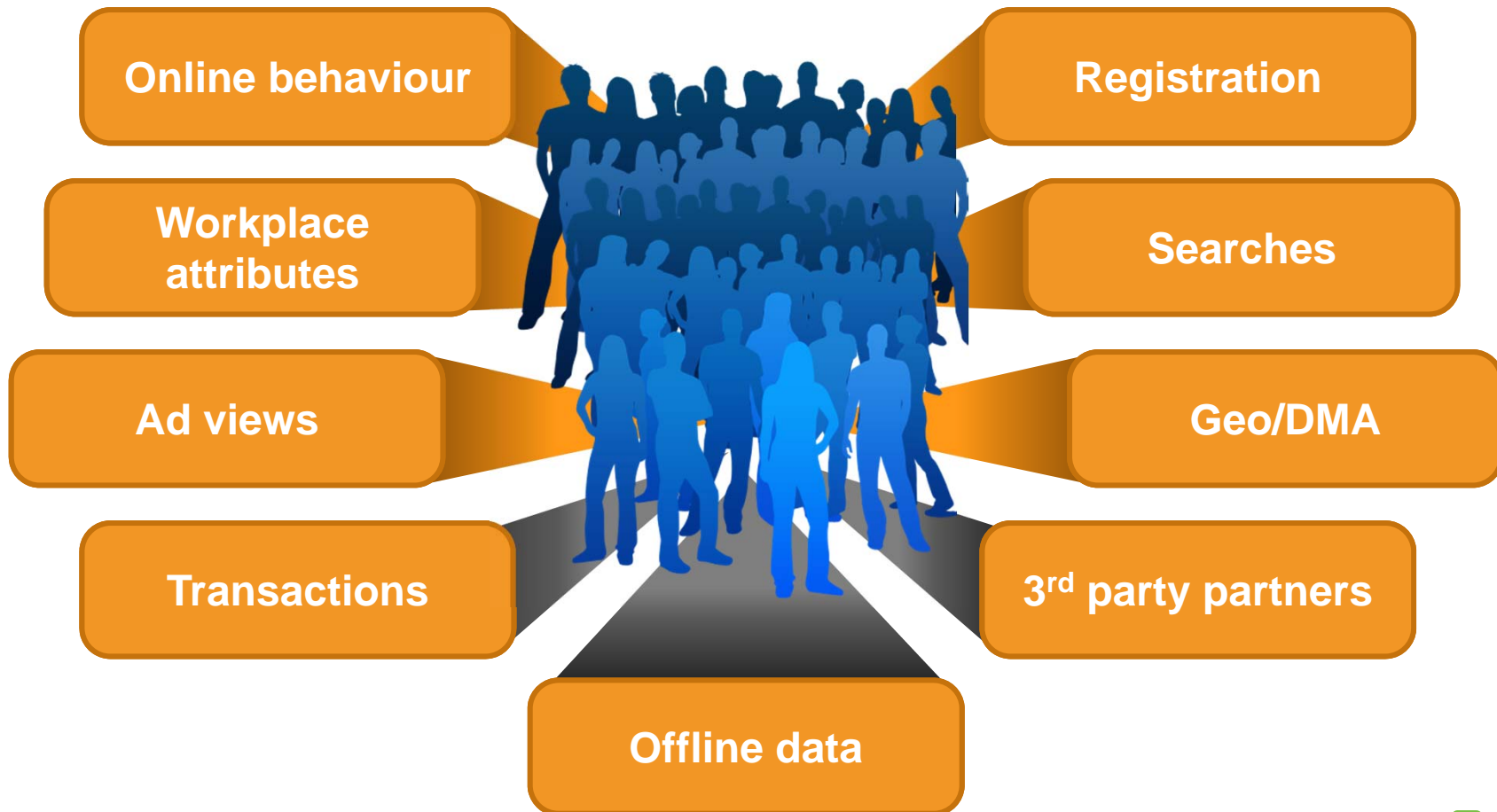
**SIMPLE -  
Broad**

- Geo Targeting**
  - Targeting based on location
- Advertiser Retargeting**
  - Displaying an ad to a consumer at some point in the future after they have visited a site.
- Behavioural targeting**
  - Placing a consumer in a segment based on content viewed. Often this is based around a single behaviour
- Customer Audiences**
  - Using multiple rules and behaviours to define an audience
- Audience Targeting**
  - Using multiple data sources (online & offline) and multiple rules to precisely define an audience transparently.

**DIFFICULT -  
Targeted**

# What makes up audience targeting?

Audience data comes from many places...



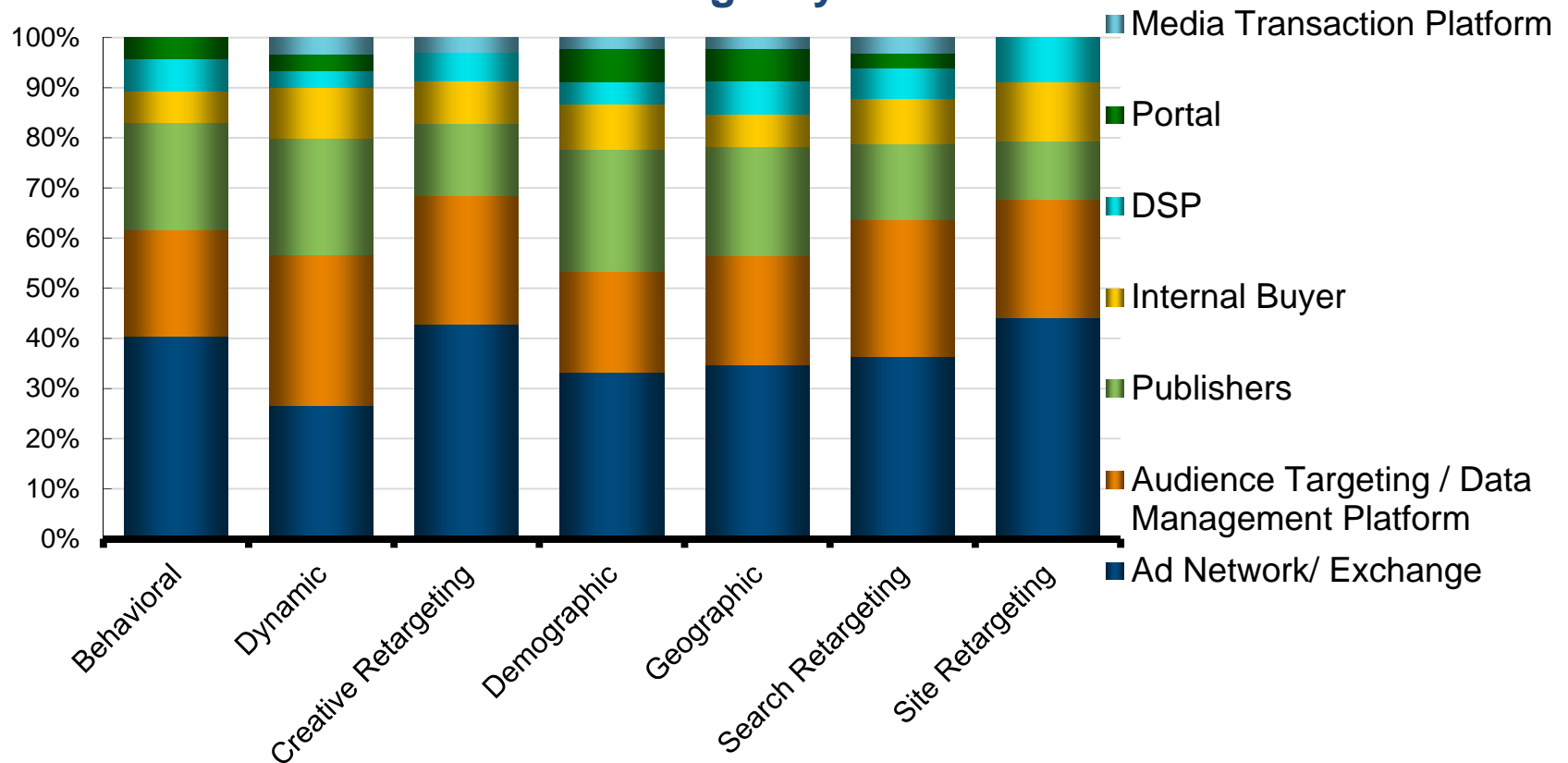
# Elements of a data management platform



# Agencies rely on Audience Targeting/Data Management Platforms nearly as much as on Networks and Exchanges

For each of the following, on whom/what type of provider do you rely to implement your targeted campaigns?

## Agency



Source: AUDIENCE TARGETING State of the Industry Survey, December 2010

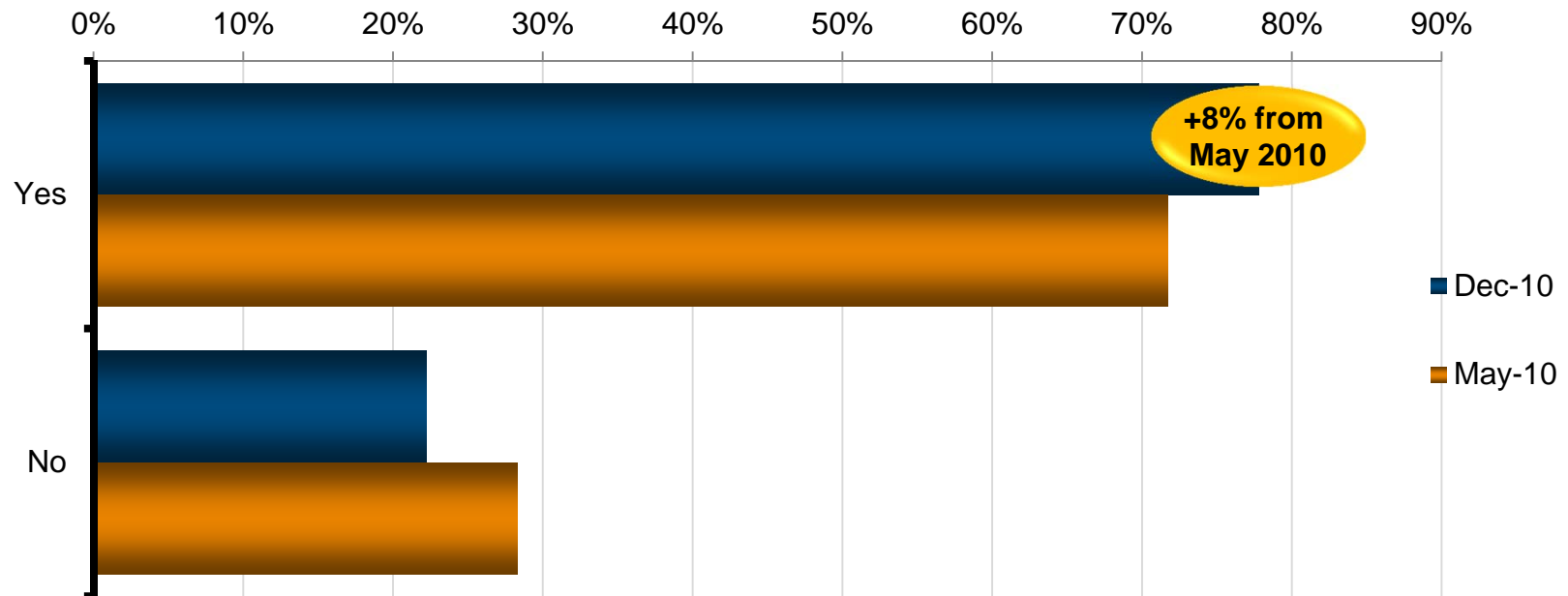


## 2. Audience targeting has moved from 'niche offering' to mainstream solution

# Audience targeting has become the norm for publishers...

Other than contextually (by content adjacency), do you offer audience targeting on your site?

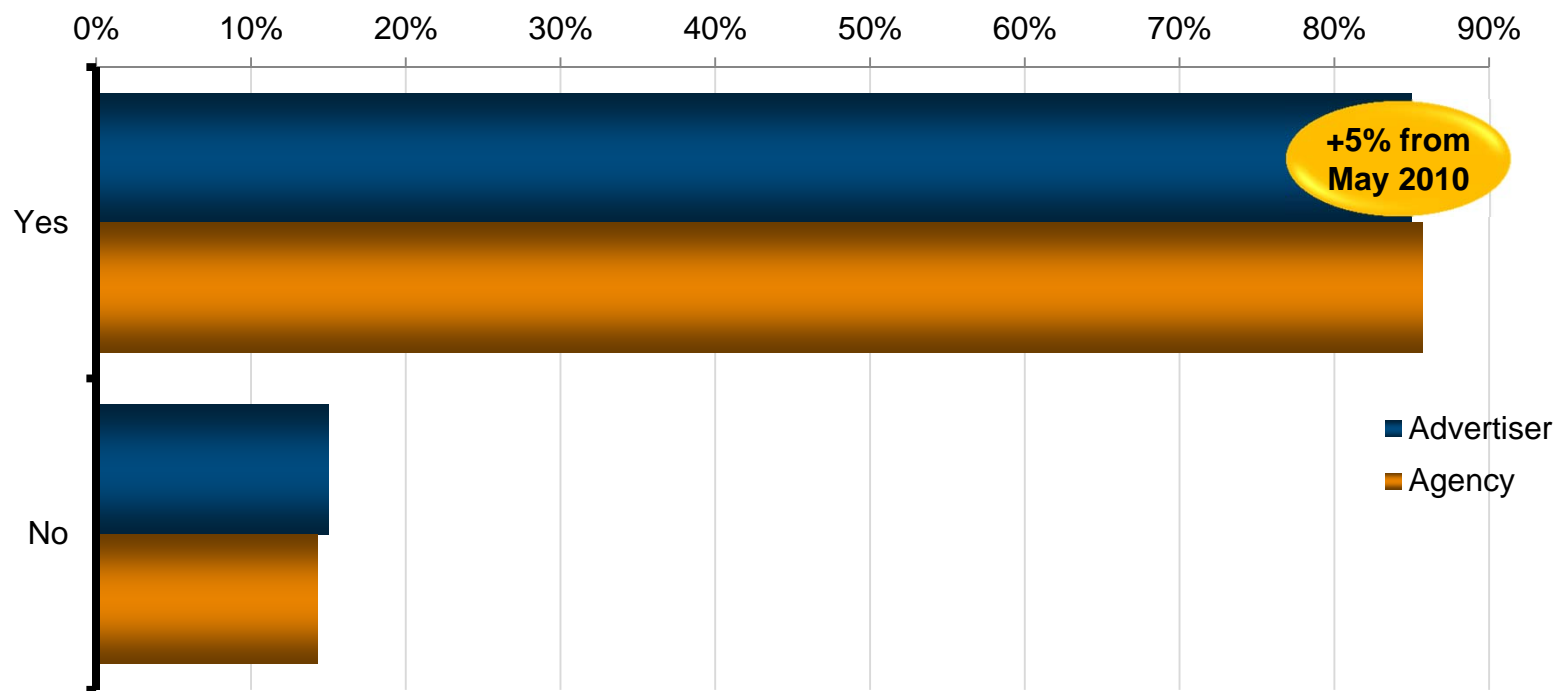
**Publishers**



Source: AUDIENCE TARGETING State of the Industry Survey II, December 2010

# ....and advertisers/agencies

## Do you employ audience targeting for your online display advertising? Advertisers/Agencies

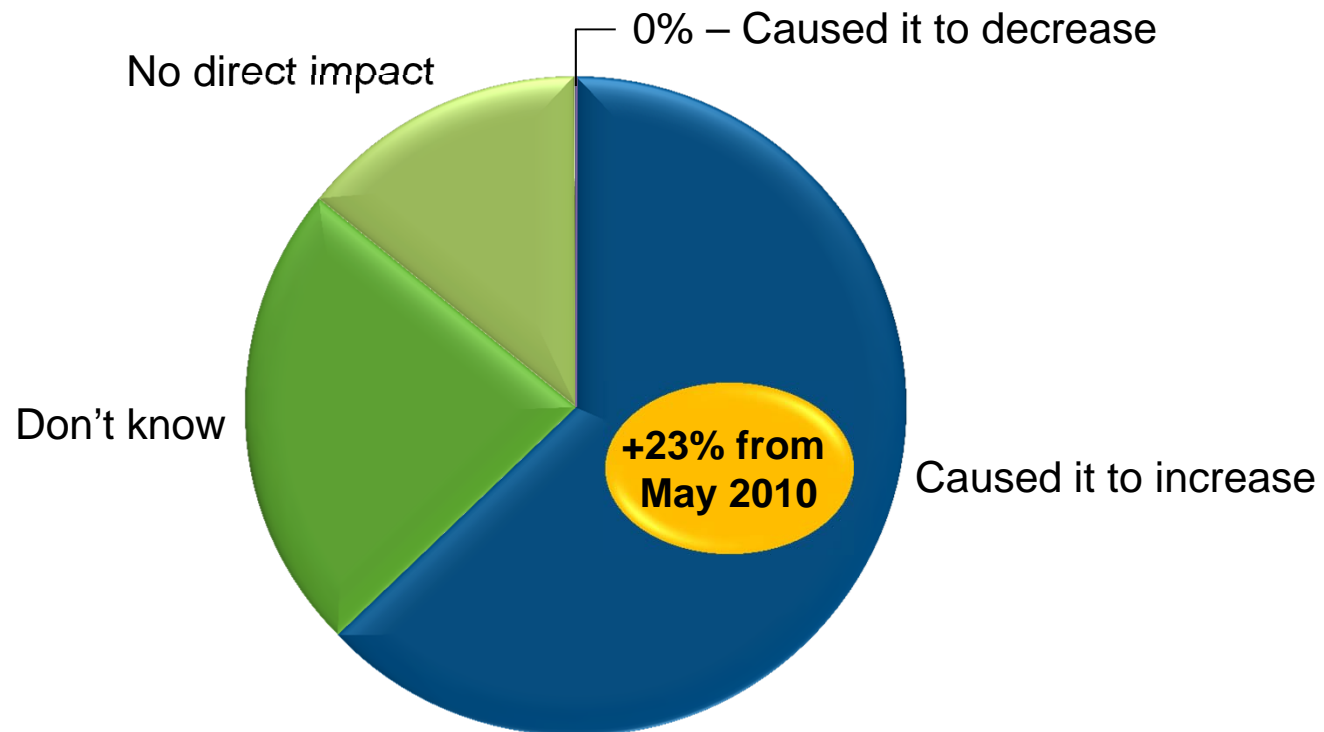


Source: AUDIENCE TARGETING State of the Industry Survey II, December 2010

# Audience targeting is increasing publisher revenues

How has audience targeting contributed to your online display revenue?

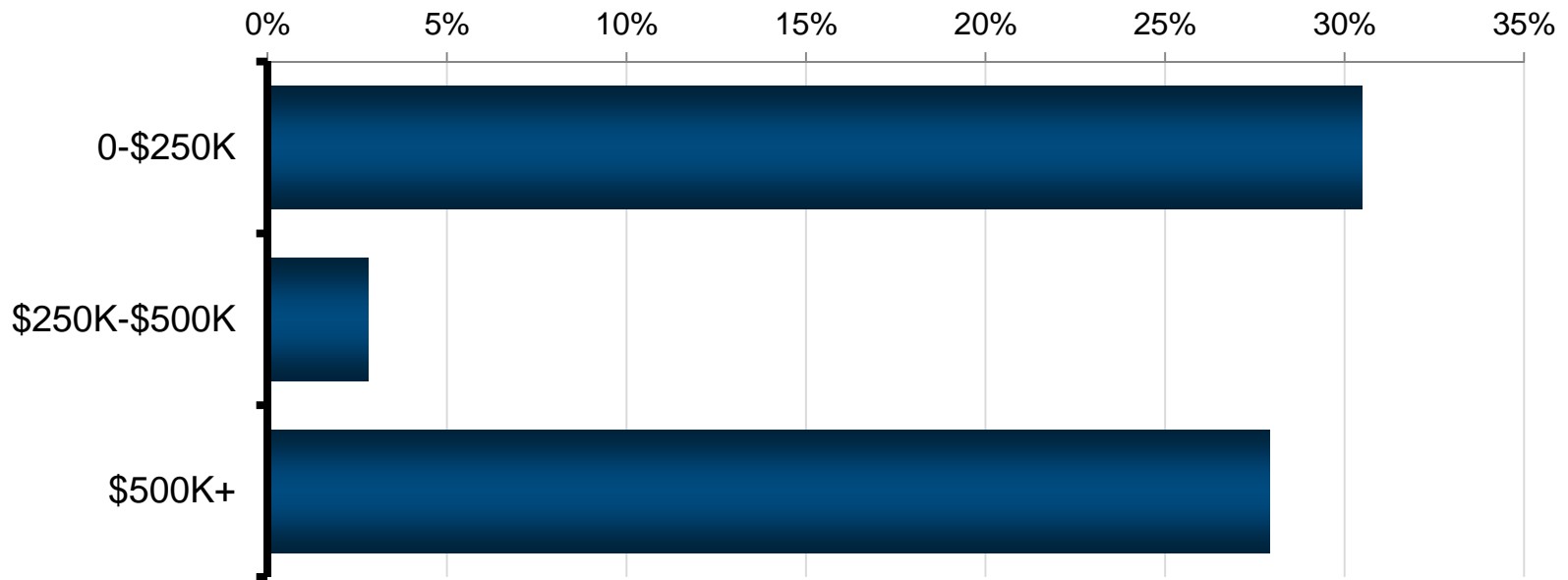
## Publishers



Source: AUDIENCE TARGETING State of the Industry Survey II, December 2010

# Nearly 30% of publishers are seeing a \$500K revenue lift from it

By how much will your revenue from audience targeting increase in 2010 over 2009?  
**Publishers**



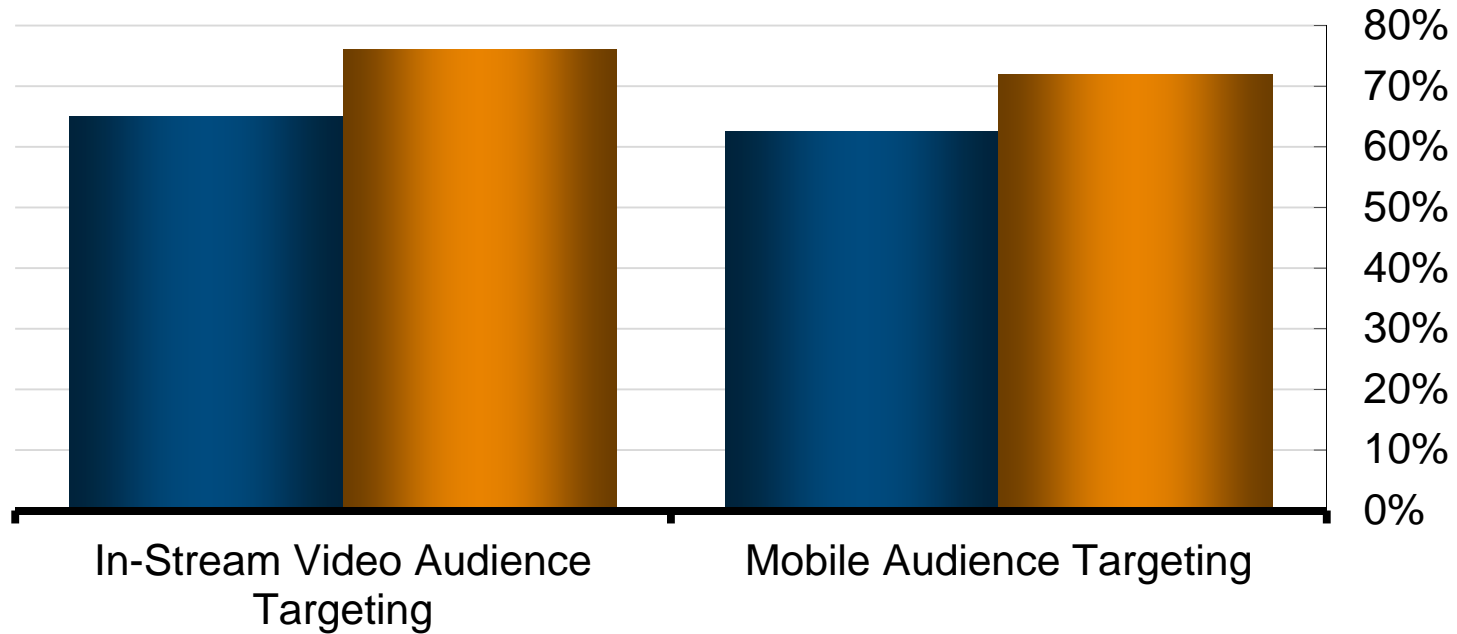
Source: AUDIENCE TARGETING State of the Industry Survey II, December 2010

# Audience targeting expanding to new forms of digital media

**A/A - Please select any of the following that you've used**

**P - Please select any of the following that you offer**

■ Advertiser/Agency    ■ Publisher



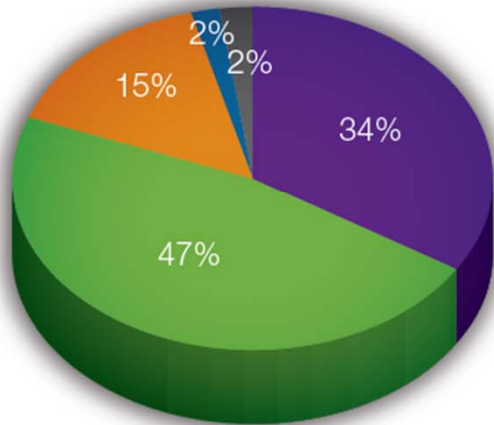
Source: AUDIENCE TARGETING State of the Industry Survey II, December 2010



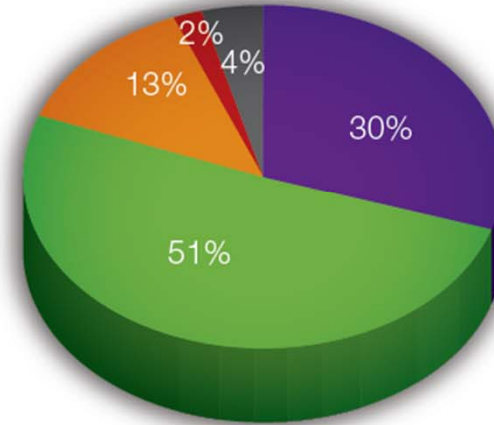
### **3. Audience targeting: moving away from a focus on click throughs to a brand building solution**

# Audience targeting driving branding campaigns

How effective has your organization found audience targeting at reaching your direct response objectives?



How effective has your organization found audience targeting at reaching your brand objectives?



Ranked by Effectiveness

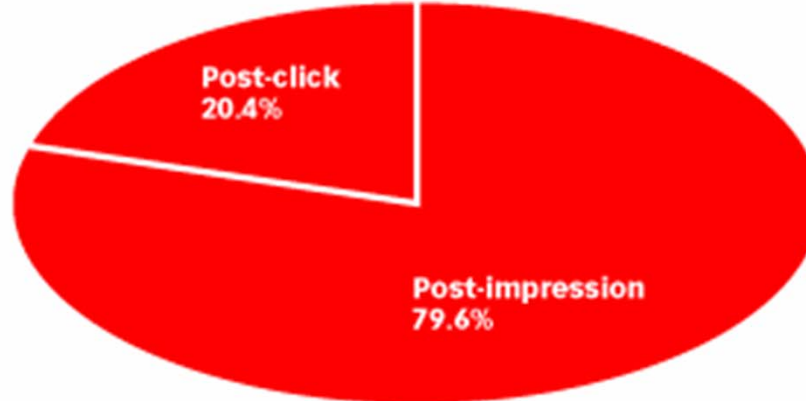
- Don't know/NA
- 1 - Not at all effective
- 2
- 3
- 4
- 5 - Very Effective

Base: Display media marketers currently spending more than 10% of their display media budget on Audience Targeting

Source: A commissioned study conducted by Forrester Consulting on behalf of AudienceScience, January 2010

# Measurement: it's not all about performance

**Standard Banner Ad Conversions Worldwide,  
Post-Impression vs. Post-Click, Q3 2009-Q2 2010**  
% of total



*Note: read chart as saying 20.4% of conversions are the result of a click while 79.6% are the result of viewing the banner ad without clicking*  
*Source: MediaMind, "Standard Banners – Non-Standard Results," provided to eMarketer, Nov 15, 2010*

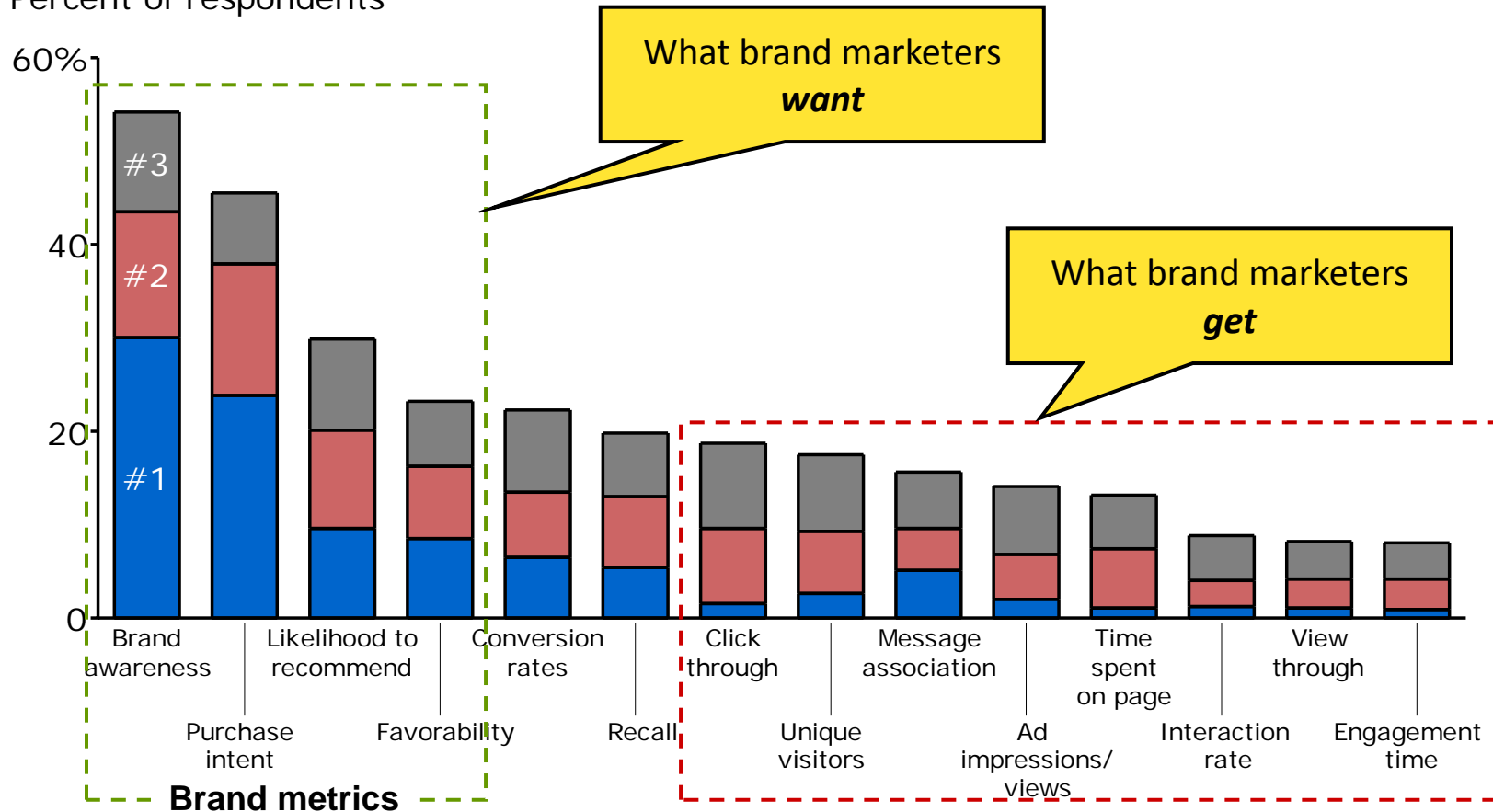
121855

[www.eMarketer.com](http://www.eMarketer.com)

# Current online metrics are not what brand advertisers need

Which metrics are most valuable for brand-building campaigns?

Percent of respondents



Source: Bain/IAB 2009 Marketer survey

# Summary

- Today, display advertising is being driven by targeting
  - Sophisticated audience building and targeting is becoming an established part of the online advertising landscape
  - Benefits are being felt both on the buy and sell side
  - Audience targeting philosophy is starting to be used beyond just online display advertising
  - Move away from clicks as the 'be-all and end-all' makes online more attractive to brand marketers

# Evolution of AudienceScience

**NOW**

**AudienceScience offers Premier Media Transaction Platform and market-leading Data Management Platform**

Today

**2010**

AudienceScience acquires Consorte Media and wunderloop; opens an office in Japan; launches UK audience network; AudienceScience Connect launched in UK & US

2010

**2008**

Audience Gateway for Advertisers Launches

2008

**2006**

AudienceScience Audience Targeting Marketplace™ Launches

2006

**2003**

Onsite Audience Gateway Solution for Publishers Launches

2003

**1999**

Leading Web Analytics Company

1999



**AudienceScience™**



# AudienceScience Footprint

 AudienceScience Office

 AudienceScience Client Location





Thank You  
[denisec@audiencescience.com](mailto:denisec@audiencescience.com)

ae	Bi	hd	Cl	W	ti	Ce	H			
Business Travelers	Holiday Disney Planners	Student Groups	High School Parents	Gift Shoppers	College Students	University Alumni	Track Enthusiasts	Holiday Shoppers		
ci	Cv	Ht	Co	Ss	Sr	Bts	Bc	Ti	S	
Cover Models	Cruise Vacationers	Hawaii Travelers	Commuters	Winter Sports Enthusiasts	Summer Homeowners	Back-to-School Clothing & Accessories	Budget Conscious	Technology Influencers	Spring Shoppers	
art	Ea	Fan	Ge	H	Bi	Lm	M	Hh	Ws	B
Home Enthusiasts	Eco-Aware Individuals	Fantasy Sports Fans	Golf Enthusiasts	Hispanic	Business Influencers	Life Milestones	Men	Hip Homemakers	Winter Clothing Shoppers	Back-To-Clothing & Accessories