

Behavioral Targeting

Introduction

ZEDO Behavioral targeting is a tool that enables online ad marketers to serve ads based on the preferences of the web site visitors. It empowers Advertisers to use online profile information, search engine keywords, pages visited and shopping activities to gauge, tailor, and target their advertising messages. It helps deliver a relevant ad to an interested user at the right time.

Behavioral targeting increases online target marketing effectiveness and provides online publishers with a competitive edge and opportunity to earn higher revenue for their ad inventory.

Harness the power of personalization

Traditional behavioral marketing locates two customers - for example, customer A and customer B - and identifies both as spending a lot of time on auto sites and serves each of them auto ads as they move around a site. While this is a lot smarter than just serving them run-of-site ads, it doesn't give much insight into whether to serve an SUV, a luxury sedan or sports car ad to each customer.

With more detailed customer information and better ad serving decision making, Advertisers and Publishers can increase an ad's ROI to improve bottom line performance. This is where ZEDO Behavioral Targeting makes a difference.

ZEDO Behavioral Targeting helps construct far more detailed models of customers based on profile information like age, gender, zip code, education and interests atop page content in the ad serving decision engine.

Summary

► ZEDO Behavioral Targeting bridges the gap between educated assumptions and precise predictions and takes you to an advance level of behavioral marketing. Its intuitive web based administrative interface puts you in control of the entire System. By following few simple steps Ad Marketers are all set to reap the benefits of ZEDO Behavioral Targeting in their Ad Campaigns and boost the Ad's ROI.

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ZEDO Behavioral Targeting is all about communicating with the online consumer in a highly personalized manner. Understanding consumer tendency has always been a challenging task for Publishers and Advertisers. With ZEDO Profile Targeting, what was once a complex and time-consuming process, has become simple and efficient task.

ZEDO Behavioral Targeting permeates every aspect of Internet Advertising, allowing Ad Marketers to segment ad campaigns by page content, browser type, IP address, geo-specific location, particular date & time and personal preferences.

More Information

For more information about Behavioral Targeting with ZEDO, contact salesinfo@zedo.com or visit www.zedo.com.

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