BEHAVIORAL TARGETING

Behavioral Targeting (also referred to as Profile targeting) enables Publishers to offer specific inventory to Advertisers by allowing them to target ads to specific user behaviors.

How it works
You can create an Activity in ZEDO for each user behavior that Advertisers would like to target. Then you can send the Advertiser a 1x1 pixel that will track user behavior and allow ZEDO to serve the ad when appropriate. ZEDO also sets an Activity Score that helps determine the user’s level of interest for the particular Activity.

Note:
Behavioral Targeting does not work in combination with Keyword, State, City, Browser, or Language Targeting.

Setting Profile targeting will override any Keyword, State, City, or Browser/Language targeting that you have set for an ad.

Implementing ZEDO’s Behavioral Targeting
The implementation of Behavioral/Profile targeting is simple:
- Define behaviors/activities in ZEDO
- Generate activity tags and send to Advertisers
- Target ads to activities

Define Activities
Publishers must establish the type(s) of user an Advertiser wish to identify and target. For example, one Advertiser may want to deliver specific ads to anyone who has an interest in iPods or Music. The Publisher can then create Profile Targeting Activities associated with each interest.

To create an Activity:
1. Click the Profiles tab
2. Click the View Activities link
3. Click the Create Activities button
4. Enter the Activity Name
5. Click Submit
Generate Activity Tags

To generate an Activity Tag

1. Click the Profiles tab
2. Create the Create Activity Tags link
3. Select an Activity
4. Define the cookie settings for the tag

![Figure 1: Create Activity Screen](image1)

![Figure 2: Create Activity Tag Screen](image2)
The options for setting up Activities are:

<table>
<thead>
<tr>
<th>Dropdown</th>
<th>Selection</th>
<th>Functionality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity</td>
<td>List of all available Activities</td>
<td>Designates Activity to create tag for</td>
</tr>
<tr>
<td>Change Type</td>
<td>Replace</td>
<td>Cookie will be replaced each time user is found</td>
</tr>
<tr>
<td></td>
<td>Increment</td>
<td>Increase cookie score by X on subsequent views</td>
</tr>
<tr>
<td></td>
<td>Decrement</td>
<td>Decrease cookie score by X on subsequent views</td>
</tr>
<tr>
<td></td>
<td>Erase</td>
<td>Delete cookie on subsequent views</td>
</tr>
<tr>
<td>Score Value</td>
<td>Number value from 1 to 999</td>
<td>Amount by which cookie score will be increased or decreased on subsequent views</td>
</tr>
<tr>
<td>Tag Type</td>
<td>IframeTag</td>
<td>Generates a 1x1 Iframe tag</td>
</tr>
<tr>
<td></td>
<td>1x1 ImageTag</td>
<td>Generates a 1x1 image tag</td>
</tr>
</tbody>
</table>

You can either save the tags or email them directly from the form.

**Place the Activity Tag on the page**
When a user visits the page, she will be cookied. On subsequent visits to the page, the user's cookie will be updated (incremented, decremented, or erased) per your settings (Change Type and Score Value).

**Setting Activity Cookie**
Activity Tags are used to set Activity Cookies on the user's system. You can either directly place the Activity Tag on the webpage or set Activity Preference while Creating Ads.

**Targeting Ads to Activities**
When trafficking ads you can target to specific Activities.

Before targeting the Ad to the Activities, you must select whether you want the Activity Cookie to be set on impression or on click. This is just above the Ad Placement section of the Create Ad UI.

**Note:** If you do not select one of these options, the cookie will not get set.
Target the ad to particular activities in the Profiles Tab of the Ad Placement section.

For each activity you can set a guideline, based on the cookie score, for when/how ad will be served.

### Serving Activity Targeted Ads

When the ZEDO system receives a request for an ad, it looks for specific Activity Cookies. If the Cookies are found, ads targeted to the appropriate Activities are served. ZEDO also offers an option to set Activity Scores that decides which of the available Activities should get preference for a particular user.

### Functional Specifications

#### Functional Capabilities:

- Ability to manage the Activity tag preference using Activities Ranking System. If an Advertiser is paying a high CPM for ads targeted to users who have an interest in Travel, Activities Ranking will enable the Publisher to increase the rank of the Travel activity so that if a user has “Travel” and “Ipods” written to the cookie, they will see the ad targeted to the Travel activity and not the ad targeted to the Ipod activity.

- Ability to read cookie and include keywords in ad requests using APIs to get most relevant Yahoo Publisher Network (Overture) type text ads for each individual visitor.

- Ability to utilize unstructured data for Profile Targeting. Unstructured Profile Information and Contextual Targeting - Contextual Targeting can sometimes find valuable information about a user from unstructured information that the user is reading or writing. This unstructured information includes Blogs or comments that the person has written or is reading. ZEDO’s Profile
Targeting is designed to integrate with 3rd party Contextual Targeting platforms. The keywords that the Contextual Targeting system discovers will be converted to Activity IDs and these will be written into the cookie. This allows the Publisher to use the contextual engines to determine important interests of a user and then serve relevant ads to that user on that page or on any other page that the user visits, in the next few months.

Prerequisites
The Profile Targeting feature must be enabled for your account. Please contact your Account Manager if you do not have this feature.

In order for Behavioral Targeting to be effective, a user’s browser must be cookie enabled.

Constraints
Only 10 Activities can be enabled at one time. Only 1000 Activities can be created in an account.

ZEDO stores 10 Activities per cookie. If a cookie setting tag attempts to set an 11th Activity, the cookie setting tag will delete the Activity with the lowest rank from the cookie so that only the most valuable Activities are stored per user.

Contact Support with questions or comments.