Personal data for ads

# Identifying unique consumers through their digital data is a critical part of online advertising. Think about targeted advertising in terms of how it displays personalized ads to consumers, and discuss how these techniques could impact you as a consumer, a marketer, or an online social media platform that generates revenue by showing consumer ads. Then respond to the following question:

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1. As a consumer, I could benefit from better advertisements that add more value per ad if my data is used well.
2. As a marketer, I could use data to improve our marketing practices and add more value to the customer, which in turn drives revenue, volume, and profitability.
3. As an online social media platform, I could use the data gathered through the advertisements to improve the platform, which could increase engagement.

Discuss whether you are personally in favor, or not, of collecting and analyzing personal information to achieve targeted ads. Explain the rationale behind your opinion.

I am in favor because there are many advantages to having a targeted ad:

1. The advertisement is tailored to me; since I do not watch television and read many books, I’d prefer books be advertised to me rather than movies.
2. I know that if an ad shows it was considered through the recommendation my data allows, so it could add value to me instead of just revenue to the company.
3. It is a great filter: If a company is manipulative with advertisements, it would be spotted, berated, and customers would leave, forcing bad advertisers, platforms, and marketers to improve their ads or lose customers