

Good Morning!

An American Express Short Course

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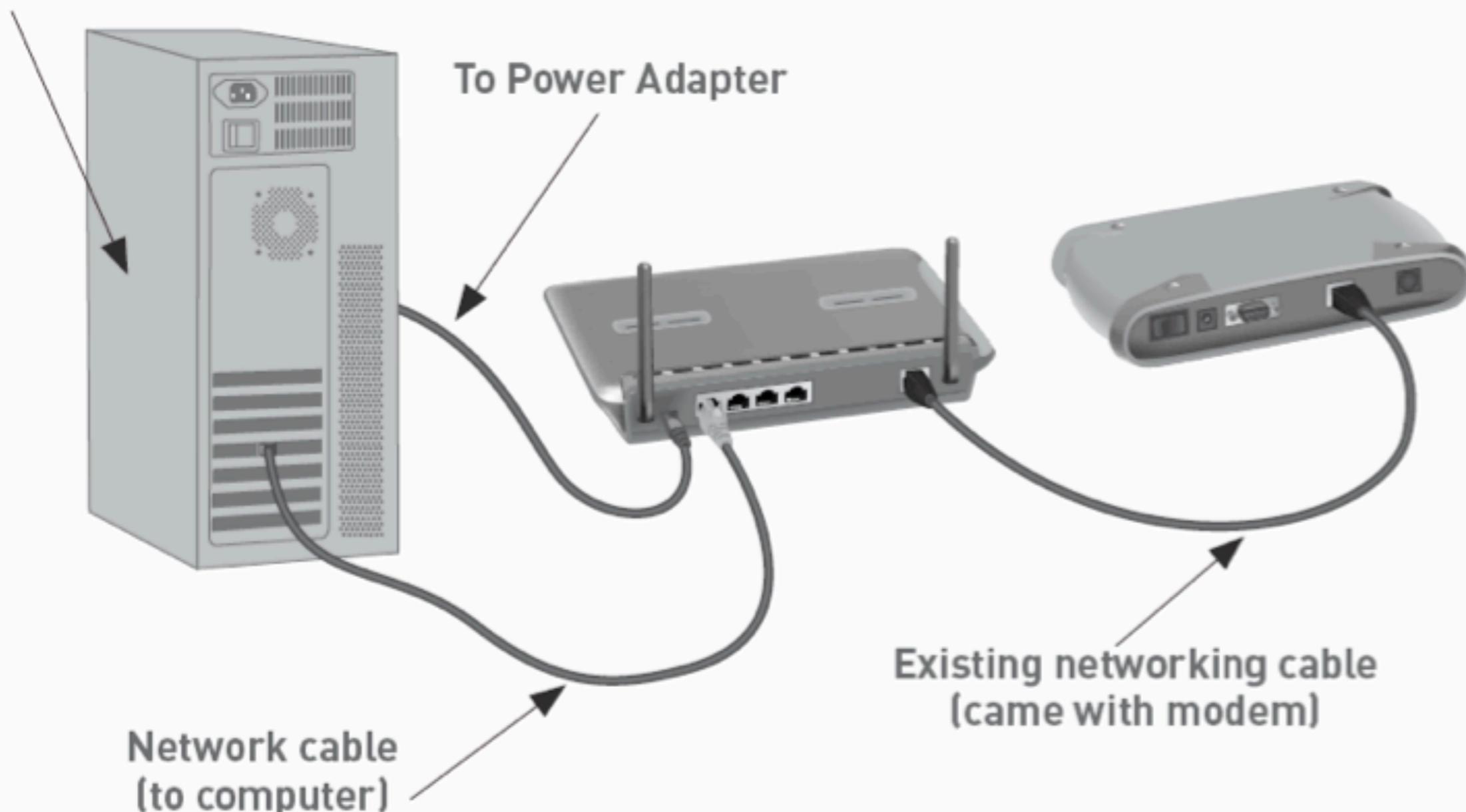
Questions, Answers

http://wiki.cs50.net/Short_Course

The Internet

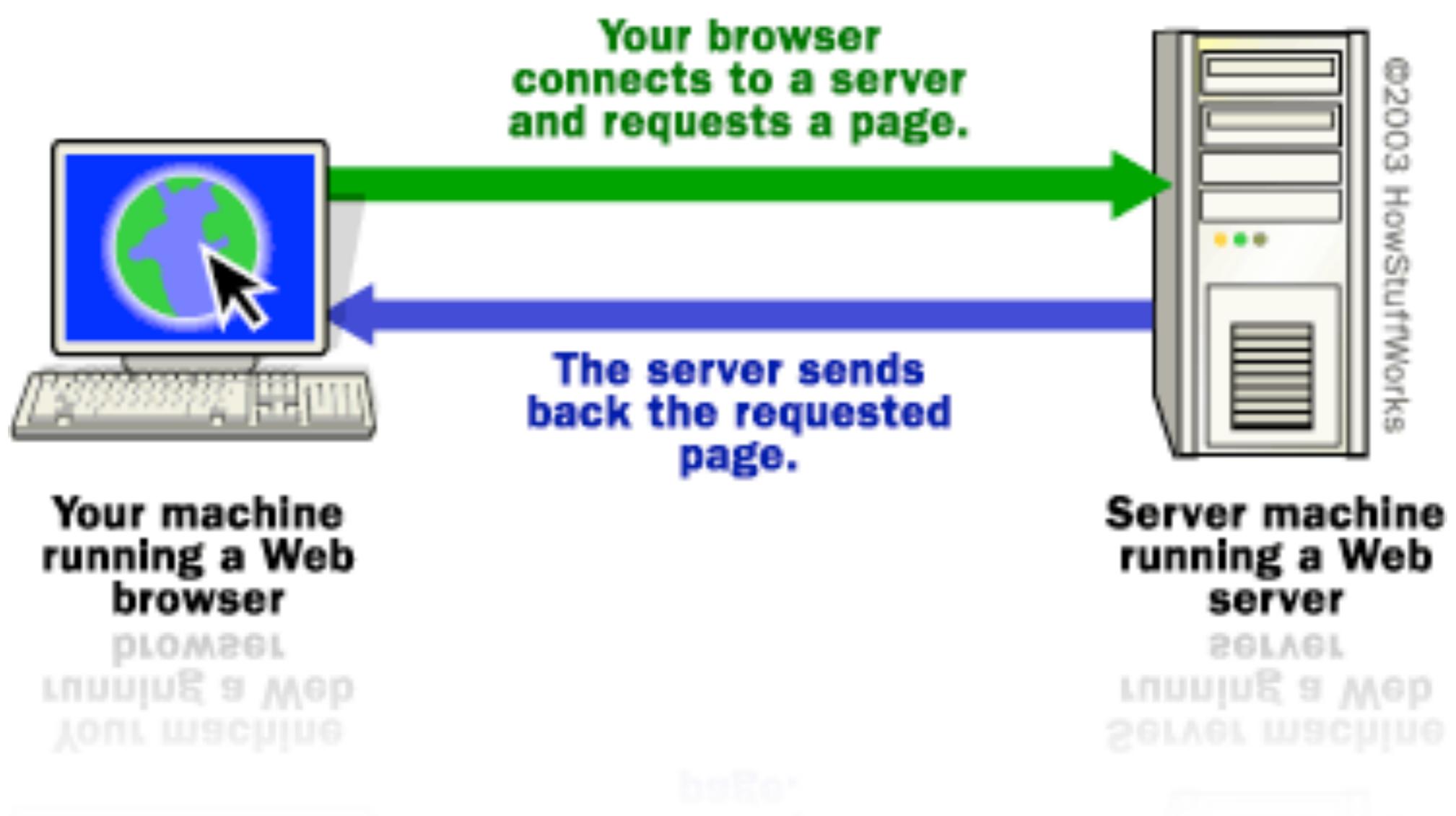


Mac or PC computer that was originally connected to the cable or DSL modem



HTTP

`http://host.domain.tld/path/to/file?foo=bar&baz=qux`



```
<!DOCTYPE html>
<html>
  <head>
    <meta charset="utf-8">
    <title>hello, world</title>
  </head>
  <body>
    hello, world
  </body>
</html>
```

```
<!DOCTYPE html>
<html>
  <head>
    <link rel="stylesheet" href="styles.css">
    <meta charset="utf-8">
    <script src="scripts.js"></script>
    <title>hello, world</title>
  </head>
  <body>
    hello, world
  </body>
</html>
```

Hey Web 2.0:

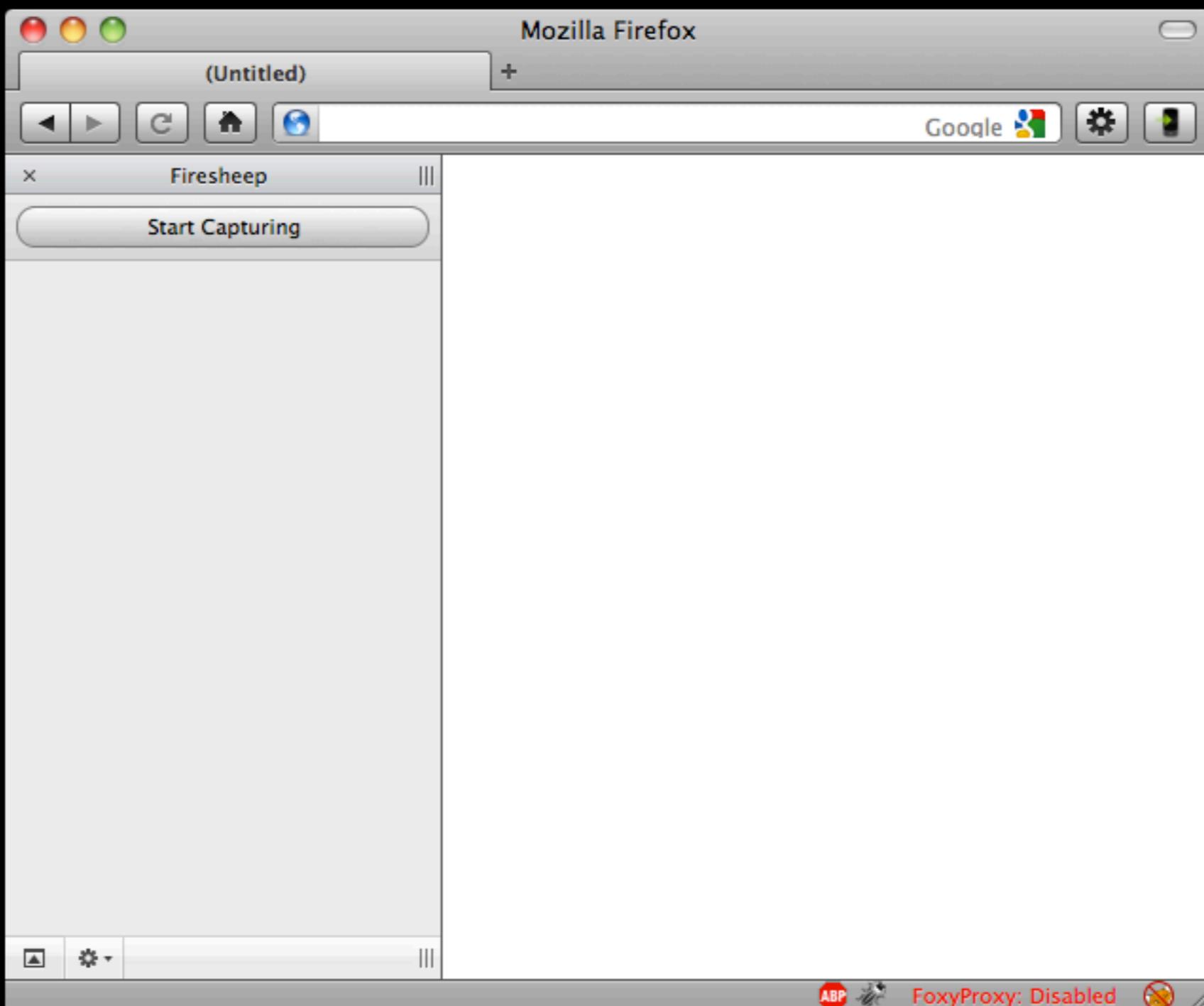
Start protecting user privacy instead of pretending to

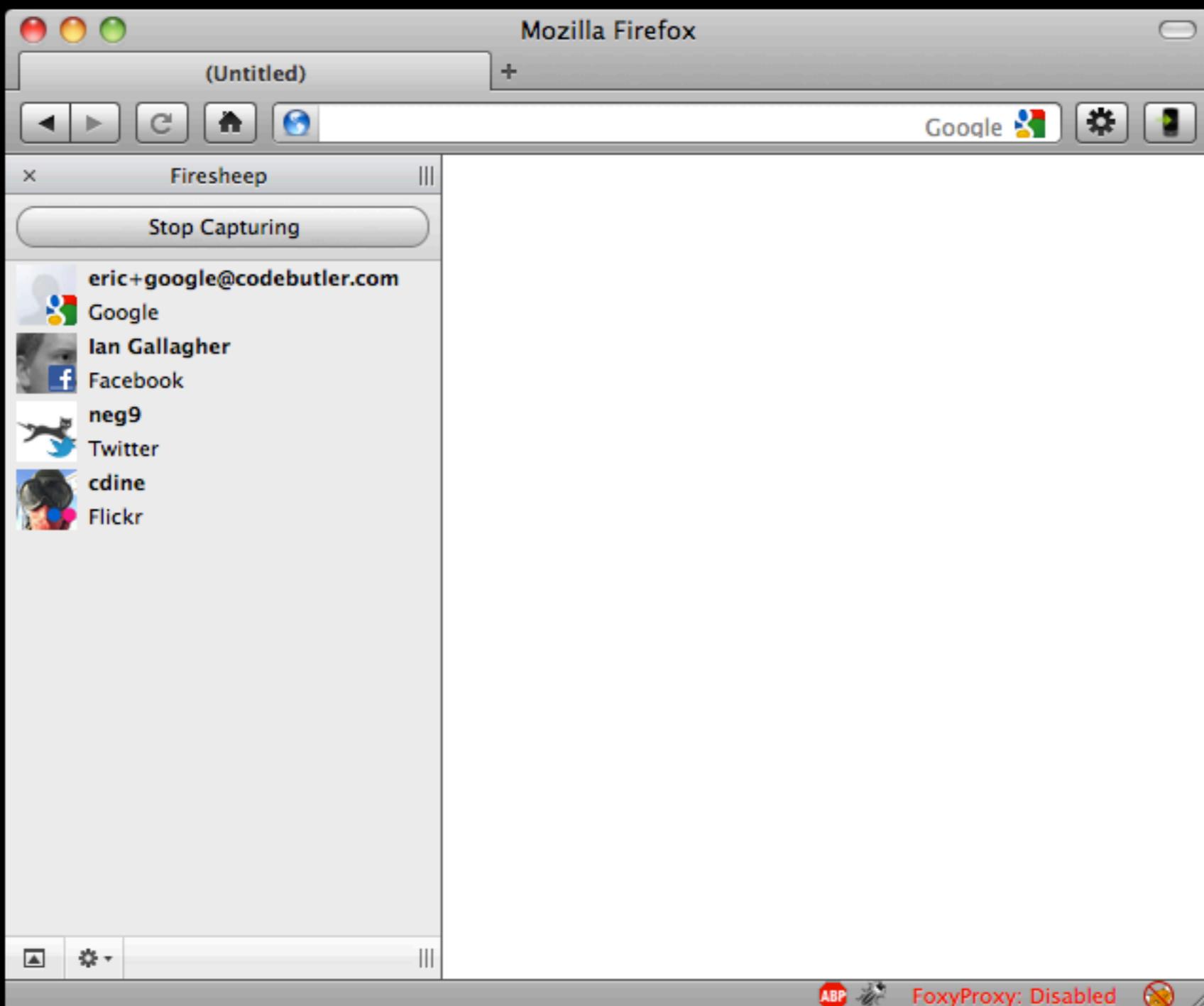
Firesheep

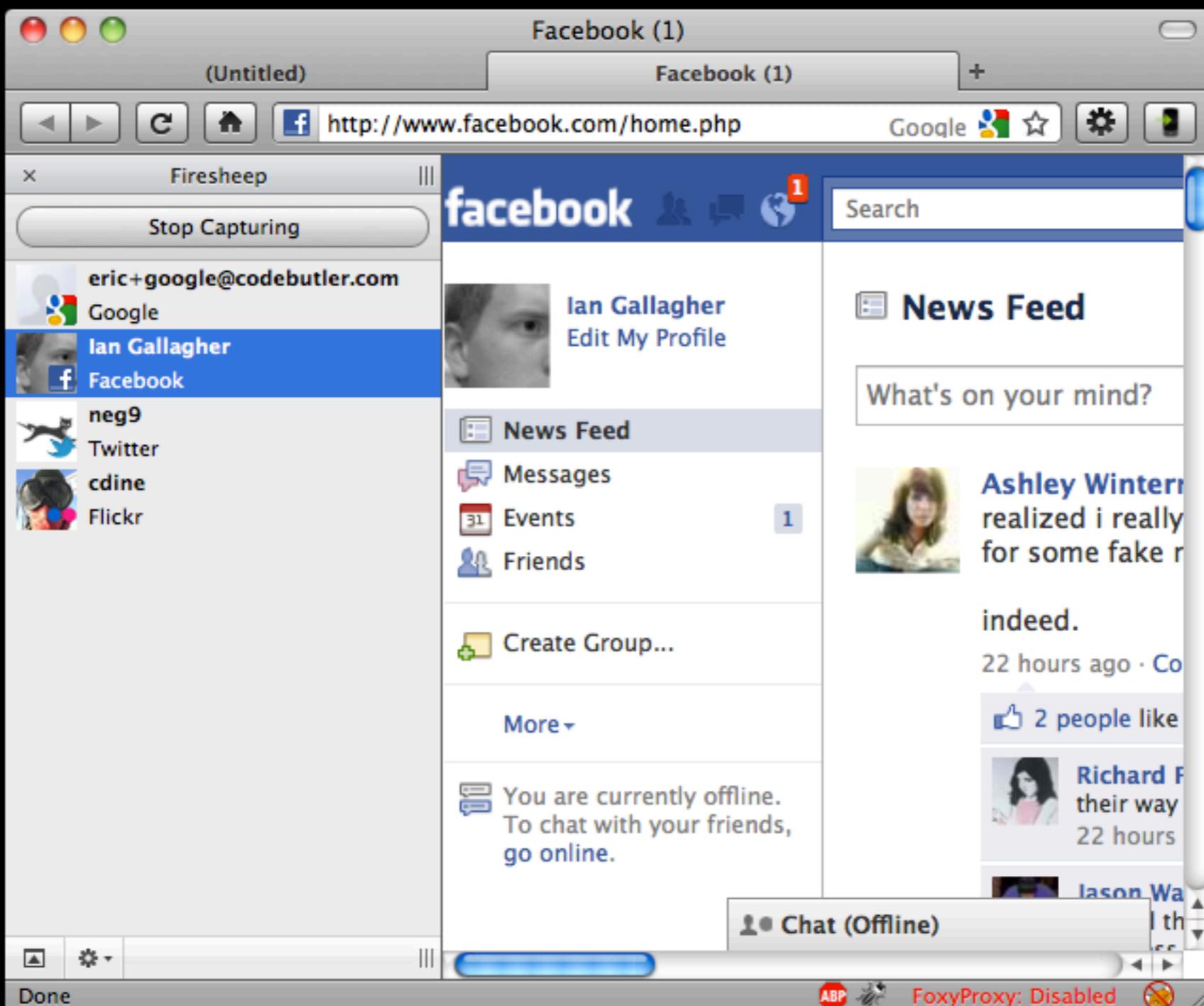
<http://codebutler.com/firesheep>

Firesheep, a day later

<http://codebutler.com/firesheep-a-day-later>







WPA2?

<https://www.facebook.com/>

Force-TLS

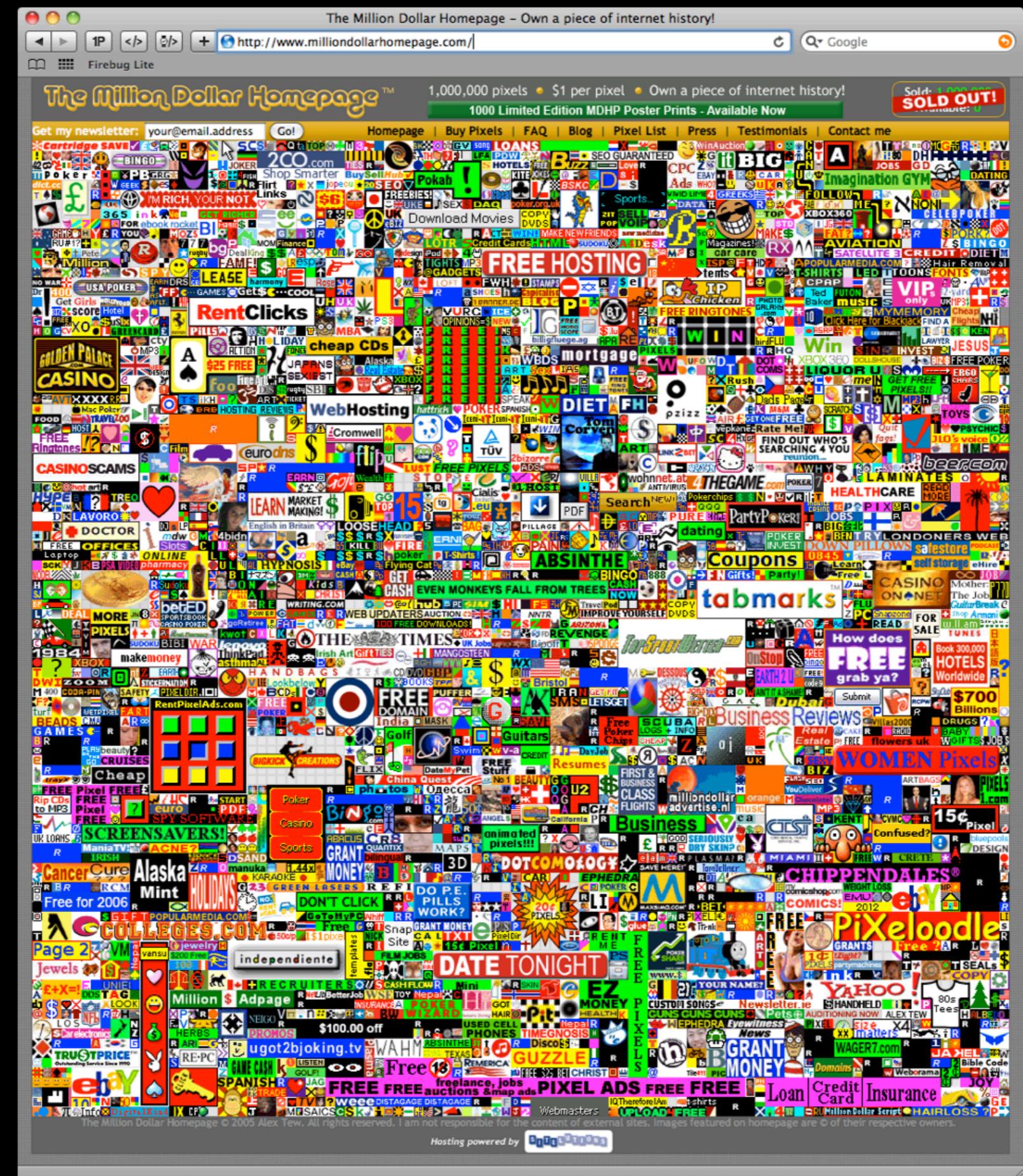
<https://addons.mozilla.org/en-US/firefox/addon/12714/>

HTTPS Everywhere

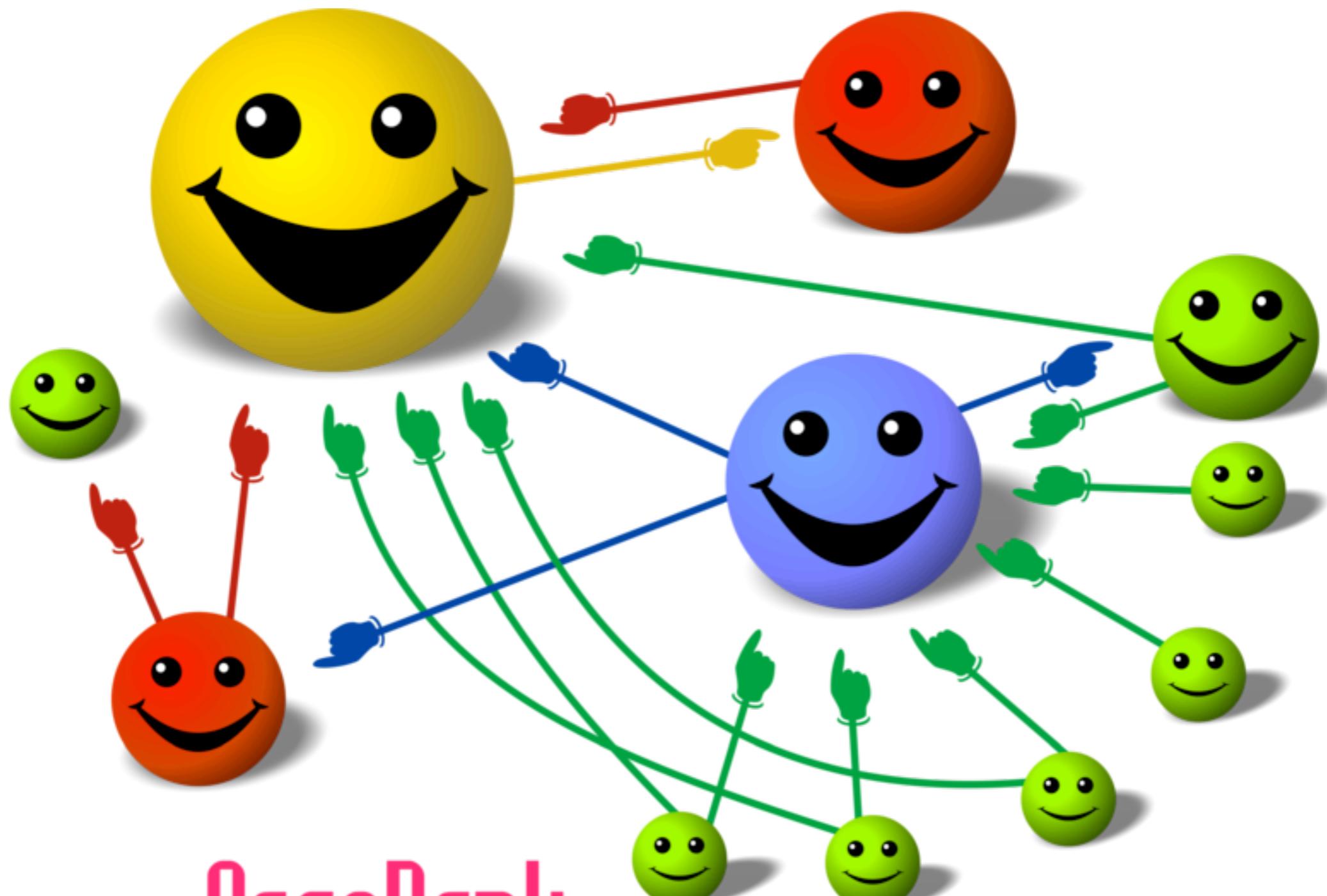
<https://www.eff.org/https-everywhere>

Man-in-the-Middle Attacks

Virtual Private Networks



Search Algorithms



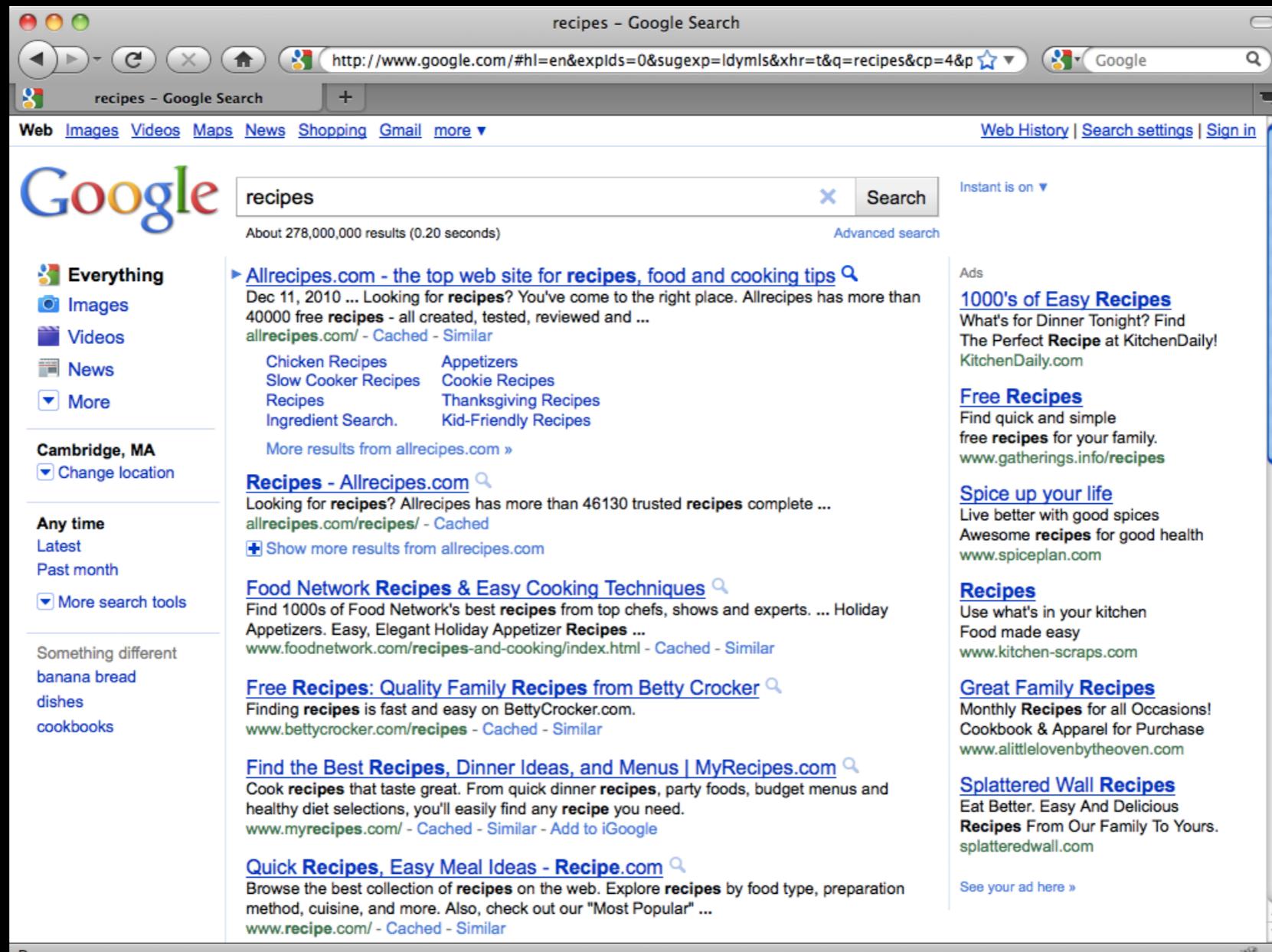
PageRank

Personalized Search

Today

You search for “recipes.”

About 278,000,000 results.



You scroll through.

You pick epicurious.com.

Epicurious.com: Recipes, Menus, Cooking Articles & Food Guides

http://www.epicurious.com/

Epicurious.com: Recipes, Menus, C...

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the epi-log food news and views from all over Feasting for Kwanzaa by Lauren Salkeld | 12:06 PM see more posts >

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Do you have a passion for food and life?

You cook.

Tomorrow

You search for “recipes” again.

278,000,000 results again.

A screenshot of a Google search results page for the query "recipes". The search bar at the top shows the query "recipes". Below the search bar, it says "About 278,000,000 results (0.20 seconds)". The main content area displays several search results:

- Epicurious.com: Recipes, Menus, Cooking Articles & Food Guides**
Aug 15, 2010 ... Savor 100000 recipes from Gourmet, Bon Appetit, Self, cookbooks, chefs, and home cooks. Learn from holiday food guides, get healthy, ...
www.epicurious.com/ - Cached - Similar - Add to iGoogle
- Recipes & Menus**
Desserts
Holidays & Celebrations
Quick & Easy
- Top-rated recipes**
Advanced Search
Thanksgiving Guide
Add your own recipes
- Search epicurious.com**
- Recipes - Allrecipes.com**
Looking for **recipes**? Allrecipes has more than 46130 trusted **recipes** complete ...
[allrecipes.com/recipes/](http://www.allrecipes.com/recipes/) - Cached
- Show more results from allrecipes.com**
- Food Network Recipes & Easy Cooking Techniques**
Find 1000s of Food Network's best **recipes** from top chefs, shows and experts. ... Holiday Appetizers. Easy, Elegant Holiday Appetizer **Recipes** ...
www.foodnetwork.com/recipes-and-cooking/index.html - Cached - Similar
- Free Recipes: Quality Family Recipes from Betty Crocker**
Finding **recipes** is fast and easy on BettyCrocker.com.
www.bettycrocker.com/recipes - Cached - Similar
- Find the Best Recipes, Dinner Ideas, and Menus | MyRecipes.com**
Cook **recipes** that taste great. From quick dinner **recipes**, party foods, budget menus and healthy diet selections, you'll easily find any **recipe** you need.
www.myrecipes.com - Cached - Similar - Add to iGoogle
- Quick Recipes, Easy Meal Ideas - Recipe.com**
Browse the best collection of **recipes** on the web. Explore **recipes** by food type, preparation method, cuisine, and more. Also, check out our "Most Popular" ...
www.recipe.com/ - Cached - Similar

On the right side of the search results, there is a sidebar with ads:

- 1000's of Easy Recipes**
What's for Dinner Tonight? Find The Perfect **Recipe** at KitchenDaily! KitchenDaily.com
- Free Recipes**
Find quick and simple free **recipes** for your family. www.gatherings.info/recipes
- Spice up your life**
Live better with good spices Awesome **recipes** for good health www.spiceplan.com
- Recipes**
Use what's in your kitchen Food made easy www.kitchen-scrap.com
- Great Family Recipes**
Monthly **Recipes** for all Occasions! Cookbook & Apparel for Purchase www.alittleovenbytheoven.com
- Splattered Wall Recipes**
Eat Better. Easy And Delicious **Recipes** From Our Family To Yours. splatteredwall.com

At the bottom of the sidebar, it says "See your ad here »".

But epicurious.com is now on top!

► [Epicurious.com: Recipes, Menus, Cooking Articles & Food Guides](#) 

Aug 15, 2010 ... Savor 100000 recipes from Gourmet, Bon Appetit, Self, cookbooks, chefs, and home cooks. Learn from holiday food guides, get healthy, ...

www.epicurious.com/ - Cached - Similar - Add to iGoogle

Recipes & Menus	Top-rated recipes
Desserts	Advanced Search
Holidays & Celebrations	Thanksgiving Guide
Quick & Easy	Add your own recipes

Quick & Easy
Holidays & Celebrations
Desserts

A bbayl uow tnuo lypibA
Tubidt gbulvigsxkunbt
A uoncudcudnsvudA

The search engine “learned” what you like and personalized your results.

How?

Self-Organizing Heuristics

Heuristic that reorders a list of elements according to how the elements are accessed.

Self-Organizing Heuristics

- Move-to-Front Heuristic
 - A heuristic that moves the target of a search to the head of a list so it is found faster next time.
- Frequency Count Heuristic
 - A heuristic that keeps the elements of a list ordered by number of times each element is the target of a search.

But how does the search
engine know it's you?

Your IP Address

Much like a postal address, your computer has a unique address on the Internet like 1.2.3.4 that the search engine can recognize.

Cookies

Websites can store information in your browser to remind them that you've visited before.

Maybe you logged in

If you're logged into the search engine (as with a Gmail or Yahoo account), everything you search for can be logged and associated with you.

Scary. But helpful?

You search for “SOX”.

You wanted...

Sarbanes–Oxley Act - Wikipedia, the free encyclopedia

But you got...

► The Official Site of The Boston Red Sox | redsox.com: Homepage 
Dec 11, 2010 ... Headlines, statistics, photograph galleries and general team information.
[Schedule](#) - [Shop](#) - [Tickets](#) - [2010 Standings](#)
boston.redsox.mlb.com/ - Cached

redsox.com - Cached

Not next time.

Personalized Search

- Benefits
 - Efficiency
 - Accuracy
 - ...
- Costs
 - Privacy
 - Inaccuracy
 - ...

Who

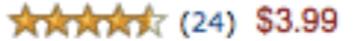
- Google
- Bing
- Yahoo
- Amazon
- ...

You might also like...

Today's Recommendations For You

Here's a daily sample of items recommended for you. Click here to [see all recommendations](#) Page 84 of 88 [\(Start over\)](#)


[Cables To Go 03117 18 AWG Outlet Saver Power Ex...](#)
 (37) \$9.76
[Fix this recommendation](#)


[Legend of the Guardian... \(Video On Demand\) Video On Demand](#)
~ Emil...
 (24) \$3.99
[Fix this recommendation](#)

IX this recommendation

★★★★★ (54) \$23.00
~ Film

based on opeV (based on

Personalization Techniques

- Search History
- Self-Organizing Heuristics
- IP Geolocation
- User Feedback
 - Starring Favorites
 - Hiding Non-Favorites
- Purchase History
- ...

Analytics



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Click the **Calendar** tab to see courses you're shopping or taking.

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Spring

Search



start over

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All Fields of Study

All Levels

enable Q Guide

doesn't conflict with Courses I'm Taking busy blocks

satisfies Gen Ed

allows cross registration

offered this year

on friends' lists

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		course	title	faculty	Q	n	meets
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lists ▾		AESTH&INTP 14	Putting Modernism Together	Albright	Q	96	spring '11 MW ...
lists ▾		AESTH&INTP 16	Openings: The Illuminated Manuscript	Hamburger			spring '12 Tu., ...
lists ▾		AESTH&INTP 17	Soundscapes: Exploring Music in a Changing ...	Shelemay	Q	143	spring '13 M., ...
lists ▾		AESTH&INTP 20	Poems, Poets, Poetry	Vendler	Q	63	spring '11 MWF...
lists ▾		AESTH&INTP 23	Interracial Literature	Sollors	Q	17	spring '12 M., ...
lists ▾		AESTH&INTP 26	Gender and Performance	Bernstein	Q	24	spring '12 Tu., ...
lists ▾		AESTH&INTP 29	Moral Imagination in Modern Jewish Literature	Wisse	Q	16	spring '12 Tu., ...
lists ▾		AESTH&INTP 31	American Musicals and American Culture	Oja	Q	53	spring '11 TuTh...
lists ▾		AESTH&INTP 32	Revolution and Reaction: The Rise and Fall of t...	Malmstad	Q	10	spring '13 M., ...
lists ▾		AESTH&INTP 39	Old Tales for New Times: The Appropriation of ...	Idema	Q	7	spring '11 TuTh...
lists ▾		AESTH&INTP 40	Monuments of Islamic Architecture	Roxburgh			spring '11 TuTh...
...		AESTH&INTP 44	Todd	Q	44	spring '14 MWF...

◀ | Page

1 of 36 | ▶ | ▷ |

1 – 100 of 3516 courses

Social Plugins

```
<script type="text/javascript">
// <![CDATA[
var _gaq = _gaq || [];
_gaq.push(["_setAccount", "UA-"]);
_gaq.push(["_trackPageview"]);

(function() {
    var ga = document.createElement("script"); ga.type = "text/javascript"; ga.async = true;
    ga.src = ("https:" == document.location.protocol ? "https://ssl" : "http://www") + ".google-analytics.com/ga.js";
    var s = document.getElementsByTagName("script")[0]; s.parentNode.insertBefore(ga, s);
})();

// ]]>
</script>
```



1P



https://www.google.com/analytics/reporting/?reset=1&id=35962500&pdr=20110118-201



Google



Google Analytics

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Dashboard

Jan 18, 2011 - Feb 17, 2011



Site Usage



Visitors Overview

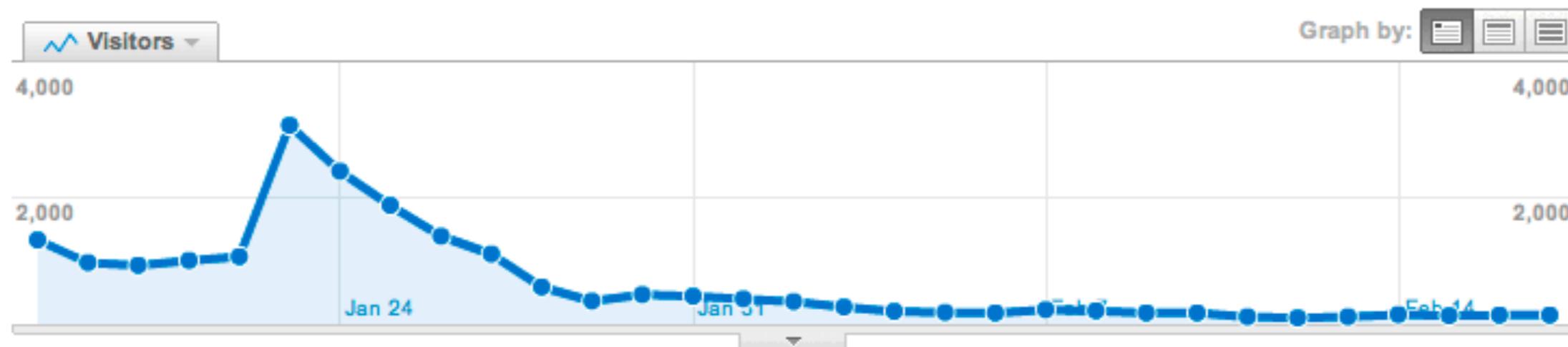


Map Overlay



Visitors Overview

Jan 18, 2011 - Feb 17, 2011



9,819 people visited this site



38,545 Visits



9,819 Absolute Unique Visitors



63,247 Pageviews



1.64 Average Pageviews



00:02:10 Time on Site



58.79% Bounce Rate



20.39% New Visits

Visitor Segmentation



Visitors Profile: languages, network locations, user defined



Browser Profile: browsers, operating systems, browser and operating systems, screen colors, screen resolutions, java support, Flash



Map Overlay

Geolocation visualization

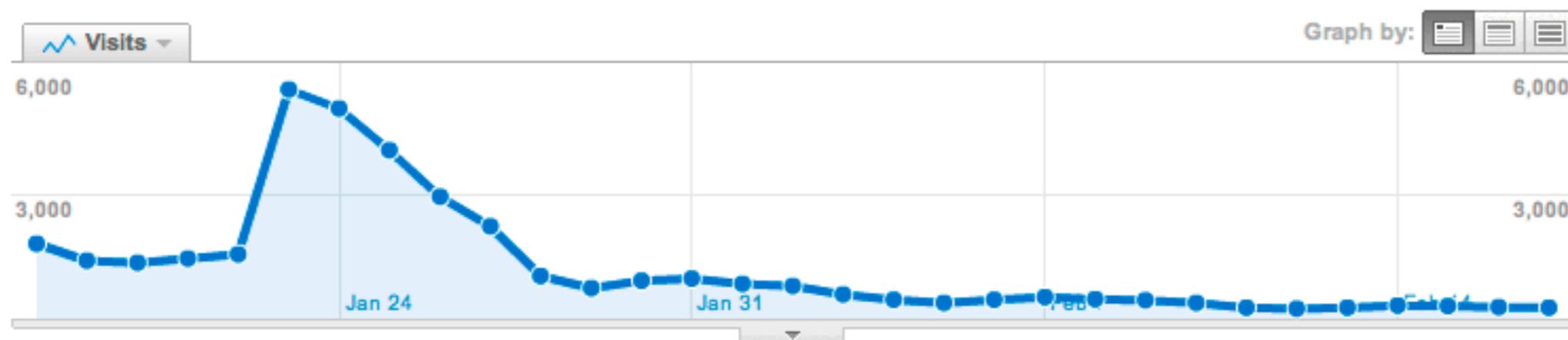


Try Google Ad Planner.

Understand the demographics and behaviors of your website's visitors.

Traffic Sources Overview

Jan 18, 2011 - Feb 17, 2011



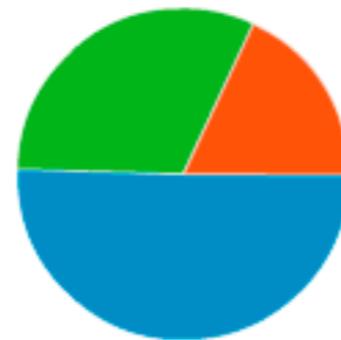
All traffic sources sent a total of 38,545 visits



31.44% Direct Traffic

50.48% Referring Sites

18.07% Search Engines



- Referring Sites 19,459.00 (50.48%)
- Direct Traffic 12,119.00 (31.44%)
- Search Engines 6,967.00 (18.07%)

Top Traffic Sources

Sources	Visits	% visits
facebook.com (referral)	16,420	42.60%
(direct) ((none))	12,119	31.44%
google (organic)	6,908	17.92%
uc.fas.harvard.edu (referral)	994	2.58%
cs50.net (referral)	439	1.14%

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Keywords	Visits	% visits
harvard courses cs50	2,108	30.26%
cs50 courses	1,845	26.48%
cs50 harvard courses	477	6.85%
courses cs50	388	5.57%
courses.cs50.net	213	3.06%

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Online Advertising

Banner Ads

- GIFs, JPEGs, PNGs
- Animated GIFs
- Flash animations
- Flash videos
- ...

3:1 Rectangle
300x100

Leaderboard
728x90

Full Banner
468x60

Half Banner
234x60

Vertical
Banner
120x240

Medium Rectangle
300x250

Pop-Under
720x300

Button 1
120x90

Button 2
120x60

Vertical
Rectangle
240x400

Half Page Ad
300x600

Wide
Skyscraper
160x600

Skyscraper
120x600

Square Pop-Up
250x250

Large Rectangle
336x280

Rectangle
180x150



Square
Button
125x125

Types of Advertising

- Banner Ads
 - Content Targeting (e.g., “only show my creatives on financial websites”)
 - Audience Targeting (e.g., “only show my creatives to big spenders”)
- Search Terms (e.g., AdSense)
- Social (Facebook Pages, Like buttons, sponsored tweets)
- Groupon-like (group buying)
- Local (detecting location via foursquare, shopkick)

Display Advertising Technology Landscape



Ad Servers Help Advertisers

- Decide which ad to deliver
- Manage campaigns
- Ensure campaigns are fulfilled
- ...

Ad Servers

- ADTECH (AOL)
- EmediateAd
- DoubleClick
- OpenX
- ...

Ad Networks

- 24/7 Real Media
- AOL
- Casale
- Collective Media
- CPX Interactive
- DoubleClick
- Federated Media
- Glam Media
- Right Media
- Specific Media
- Undertone
- Yahoo
- ...

Le Leadership	Op Openness				Sp Spontaneity	Cr Creativity
Om Optimism	Se Self Esteem				Su Superiority	Dy Dynamism
Ex Extroversion	Mo Modesty	Al Altruism			Br Bravado	Do Dogmatism
Rs Responsibility	Co Compliance	Ca Carefulness	Pe Perfectionism	Pr Pragmatism	Di Diligence	Pu Pugnaciousness

Social APIs

- 33Across
- Lotame
- Media6
- NetEdge
- Rapleaf
- ...

Ad Serving

Targeting

Targeting

Exchanging Data

```
var tag = '';  
document.write(tag);
```

Exchanging Data

```
var user = 12345;  
someFunction(user);
```

Exchanging Data

```
document.cookie = "user=12345";
```

Retargeting

FetchBack *et al.*



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Cincinnati Bengals

Cleveland Browns

Dallas Cowboys

Denver Broncos

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Houston Texans

Indianapolis Colts

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COWBOYS

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ENLARGE

Reebok Dallas Cowboys St. Patrick's Flex Slouch Hat #10797470

\$19.99



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Product Rating



(0 Ratings)

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Jersey
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YOUR SHOPPING CART

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QTY.	ITEM DESCRIPTION	PRICE	TOTAL
1	 Reebok Dallas Cowboys St. Patrick's Flex Slouch Hat Color: Dallas Cowboys Size: Small/Medium Item #: 10797470 Leaves warehouse in 1 - 2 full bus days. See Terms ? Gift wrapping available See Terms ?	\$19.99	\$19.99

[UPDATE CART](#)

Using a Promotional Code? [APPLY](#)

TOTAL ORDER COST

Merchandise Subtotal	\$19.99
Estimated Shipping & Handling	\$4.99

YOU MAY ALSO LIKE

Reebok Dallas Cowboys Second Season Knit Hat



\$19.99 **\$17.97**

Qty: (One Size)

Siskiyou Dallas Cowboys Sunglasses



\$16.99 **\$14.99**

Qty: (One Size)

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Mail Search

What's New? - Mobile M...

The screenshot shows the Yahoo! Mail Classic interface. At the top, there are links for 'Hi, Laura' (with a dropdown arrow), 'Sign Out', 'All-New Mail', and 'Help'. Below that is the classic 'YAHOO! MAIL' logo with 'Classic' underneath. A prominent shopping banner for Reebok Dallas Cowboys St. Patrick's Flex Slouch Hats is displayed, featuring a green cap with a white star, a price of '\$19.99', and a 'SHOP NOW' button. To the left of the banner is a NFLShop.com logo with a red 'SHOP' button and a 'SAVE 10% ON YOUR PURCHASE' offer. The main search bar has a magnifying glass icon and the word 'Search'. To the right of the search bar is a yellow 'Web Search' button. Below the banner, there's a navigation bar with tabs for 'Mail' (which is selected and highlighted in blue), 'Contacts', 'Calendar', and 'Notepad'. On the far right of the navigation bar, there's a link to 'What's New? - Mobile M...'. At the bottom of the interface, there are buttons for 'Check Mail' and 'New' (with a dropdown arrow), a search bar with a magnifying glass icon, and a 'Mail Search' button.

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Facebook

Fans, Adverts, ...

The New York Times

https://www.facebook.com/nytimes

RSS Google

facebook Search Home Profile Account

The New York Times Like

Wall Info Stories Video Photos Events >

The New York Times

 **Violence in Bahrain**
video.nytimes.com
Op-Ed columnist Nicholas Kristof reported earlier today from a hospital in Manama, Bahrain, after police had opened fire on pro-democracy protesters sleeping in Pearl Square.
11 hours ago · Share
191 people like this.
View all 44 comments

The New York Times Hailee Steinfeld, the 14-year-old actress who plays Mattie Ross in "True Grit," is leading readers' predictions for which nominee will win the award for Best Supporting Actress. Fill out an Oscars ballot to cast your vote in each category.
<http://oscars.nytimes.com/favorites>
 **Who Will Win the Oscar for Best Supporting Actress ?**
oscars.nytimes.com
The top contenders for the 83rd Academy Awards, according to the latest votes on NYTimes.com and from The New York Times Facebook community.
12 hours ago · Share
235 people like this.
View all 46 comments

The New York Times How one person trained their brain and became a world-class memory athlete.
 **Secrets of a Mind-Gamer – NYTimes.com**
nyti.ms
The unlikely story of how I ended up in the finals of the U.S.A. Memory Championship, stock-still and sweating profusely, began a year earlier in the same auditorium, on the 19th floor of the Con Edison building near Union Square in Manhattan.
20 hours ago · Share

Chat (0)

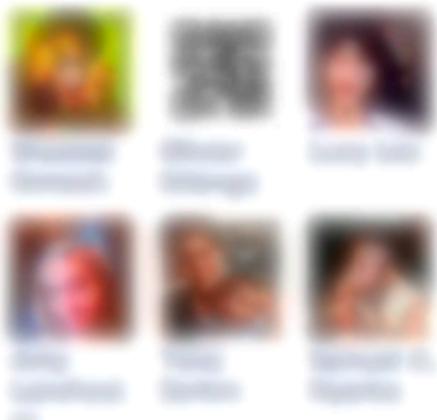
Add to my page's favourites

Information

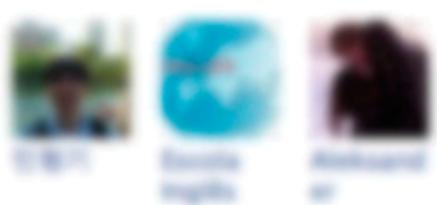
Founded: 1851

57 friends like this.

6 of 57 friends See all



1,126,208 people like this



Canceled opening the page



Create a Facebook Page

A Facebook Page is a public Profile that enables you to share your business and products with Facebook users. Create one in a few minutes with our simple interface. For more details about Facebook Pages, download our Product Guide.

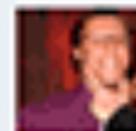


Josh became a fan of The New York Times.



Communications - 363,195 fans

[Comment](#) - Like



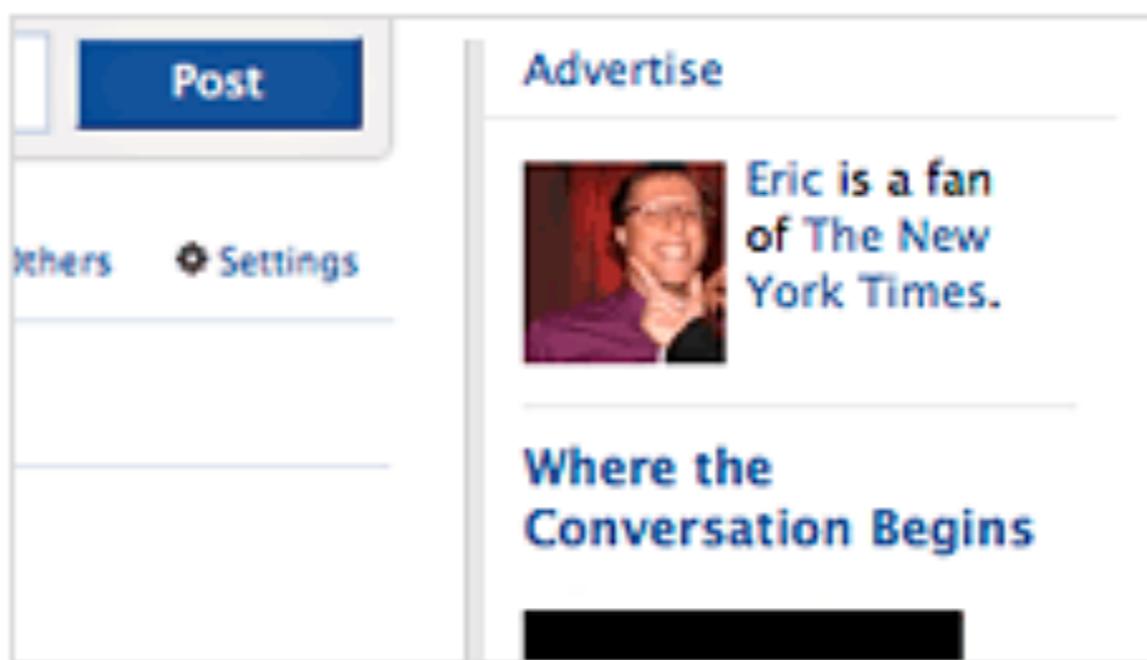
Eric at 1:16pm March 3

I start every day with the New York Times

[Write another comment...](#)

Start the conversation

When your fans interact with your Facebook Page, stories linking to your Page can go to their friends via News Feed. As these friends interact with your Page, News Feed keeps driving word-of-mouth to a wider circle of friends.



Drive customer awareness

Spread the word even further with Facebook Adverts. You choose your graphic, text and target audience. We'll even add available information about their friends' interaction with your Facebook Page, if you choose.

Case Study

HarvardCourses by CS50

David J. Malan, David Su and 468 others like this. Unlike · Admin Page · Insights API | Report a Bug | CS50 Apps | CS50.net | CS50.tv | djm '99

HarvardCourses by CS50

[Login](#)

Visualize Your Schedule
Click the Calendar tab to see courses you're shopping or taking.

FAS Spring Search start over

All Faculty All Fields of Study

All Levels enable Q Guide doesn't conflict with Courses I'm Taking busy blocks

satisfies Gen Ed

allows cross registration

offered this year

on friends' lists

Catalog Calendar Friends Discuss

	f	course	title	faculty	Q	n	meets
lists ▾	✚	AESTH&INTP 12	Poetry in America	New			spring '12 M., ...
lists ▾	✚	AESTH&INTP 14	Putting Modernism Together	Albright	Q	96	spring '11 MW ...
lists ▾	✚	AESTH&INTP 16	Openings: The Illuminated Manuscript	Hamburger			spring '12 Tu., ...
lists ▾	✚	AESTH&INTP 17	Soundscapes: Exploring Music in a Changing ...	Shelemay	Q	143	spring '13 M., ...
lists ▾	✚	AESTH&INTP 20	Poems, Poets, Poetry	Vendler	Q	63	spring '11 MWF...
lists ▾	✚	AESTH&INTP 23	Interracial Literature	Sollors	Q	17	spring '12 M., ...
lists ▾	✚	AESTH&INTP 26	Gender and Performance	Bernstein	Q	24	spring '12 Tu., ...
lists ▾	✚	AESTH&INTP 29	Moral Imagination in Modern Jewish Literature	Wisse	Q	16	spring '12 Tu., ...
lists ▾	✚	AESTH&INTP 31	American Musicals and American Culture	Oja	Q	53	spring '11 TuTh...
lists ▾	✚	AESTH&INTP 32	Revolution and Reaction: The Rise and Fall of t...	Malmstad	Q	10	spring '13 M., ...
lists ▾	✚	AESTH&INTP 39	Old Tales for New Times: The Appropriation of ...	Idema	Q	7	spring '11 TuTh...
lists ▾	✚	AESTH&INTP 40	Monuments of Islamic Architecture	Roxburgh			spring '11 TuTh...
...	...	AESTH&INTP 44	...	Todd	Q	44	...

Page 1 of 36

1 – 100 of 3516 courses

Loading "http://courses.cs50.net/", completed 86 of 87 items

Case Study

Joe

is shopping for spring courses with HarvardCourses, by CS50.

<http://courses.cs50.net/>
courses.cs50.net



18 January at 11:32 via HarvardCourses · Like · Comment



18 January at 11:35 via HarvardCourses · Like · Comment

Case Study

Reach the right people at the right time.

People treat Facebook as an authentic part of their lives, so you can be sure you are connecting with real people with real interest in your products. Facebook Adverts provided CM Photographic with the ability to target its exact demographic — 24–30-year-old women whose relationship status on Facebook indicated that they were engaged.

Recently engaged?



CM Photographics would love to be a part of your event. Mention this ad for \$500 off!

Original advert placed

Over 12 months, CM Photographics generated nearly \$40,000 in revenue directly from a \$600 advertising investment on Facebook. Of the Facebook users who were directed to CM Photographics' website from the adverts, 60% became qualified leads and actively expressed interest in more information.



Case Study

Flexible pricing and real-time suggested bids provide guidance for cost-effective advert campaigns.

Facebook Adverts makes it easy and cost-effective to quickly set up and manage your campaign. G5 found success setting up a series of Facebook Advert campaigns targeted to college students at 21 campuses prior to summer break for StorQuest self service storage facilities. Real-time suggested bids for our auction-based system provided guidance that enabled G5 to hone advert effectiveness based on their various targeting filters (age, college level and location).

StorQuest Self Storage



Your stuff deserves a good place to stay while you're away

Original advert placed

The results from StorQuest's Facebook advert campaign were one of their highest performing online advertising efforts:

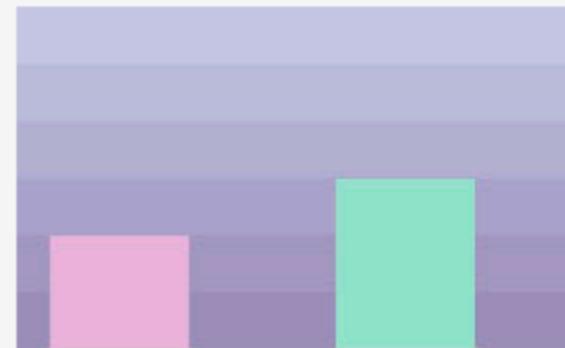
- Over 50% increase in total rentals versus prior year at the same store.
- 10% conversion rate from visits originating from Facebook Adverts.
- On par with Google AdWords on a cost-per-lead and cost-per-customer basis.
- \$1.25 CPC delivered \$10.25 cost-per-lead.
- \$100 average rentals; \$600 average life time value per customer.

- 2100 average rentals; 2000 average life time value per customer.

Learn more

<https://www.facebook.com/advertising/>

StorQuest's total rentals



Before Facebook After Facebook

“Facebook helped our client target a specific audience and offer a solution for their specific needs. Offering college students self storage right at the end of the semester with Facebook Adverts helped StorQuest post record-breaking student occupancy rates.”

— Dan Hobin, CEO, G5 Search Marketing

View StorQuest page

Case Study

Combining marketing solutions on Facebook for a positive ROI.

When you have a broader presence on Facebook with Facebook pages or Facebook events plus adverts for instance, you can turn your advertising message into a trusted referral by including content from a user's friends who are already affiliated with your products. ANA took this approach by creating a Facebook page to acquire interested users for ongoing messaging opportunities and developing a compelling advertising campaign. ANA used a creative grouping of keywords to target advertising to users specifically interested in traveling and Japanese culture and developed advert creative that resonated with their audience.

All Nippon Airways



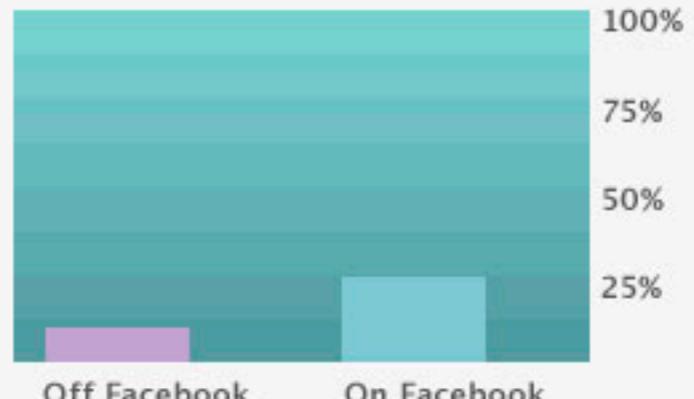
Want sushi, anime or cherry blossoms? Let ANA take you to Japan in comfort and style. Click here to see our lowest fares!

Original advert placed

Original advert placed

Average campaigns for ANA result in CTR of 8-12%. Facebook Adverts resulted in a 25% CTR. Conversions resulted in positive ROI which is unique for ANA considering their product is not an impulse purchase for most people and Japan is not traditionally seen as a leisure destination.

Click-through rate



To date, Facebook has been our best performing advert campaign online. It's hard to beat the low cost of participation and uniquely engaged audience.

— Damion R. Martin, PR & Marketing

[View Nippon Airways page](#)

Apps

- shopkick
- foursquare
- Yelp
- ...

shopkick



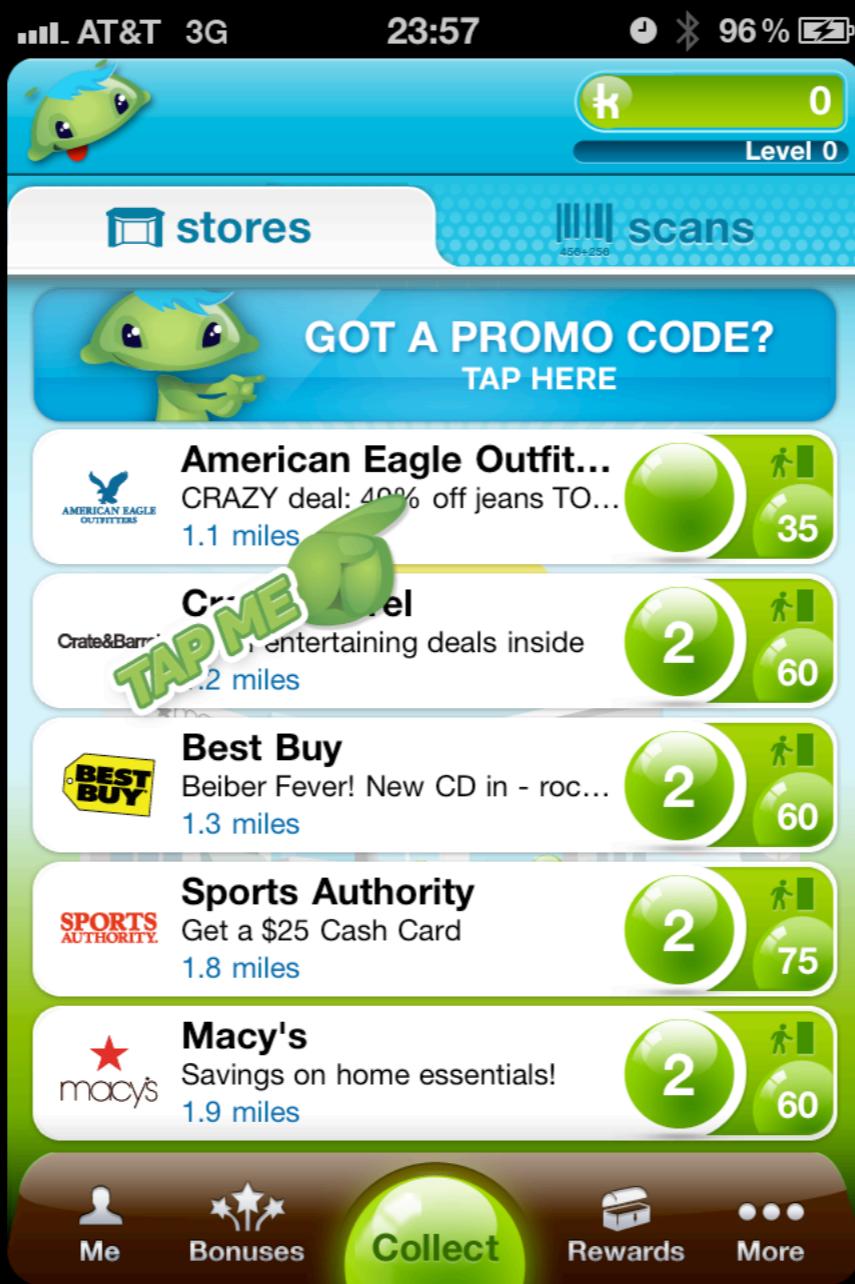
shopkick



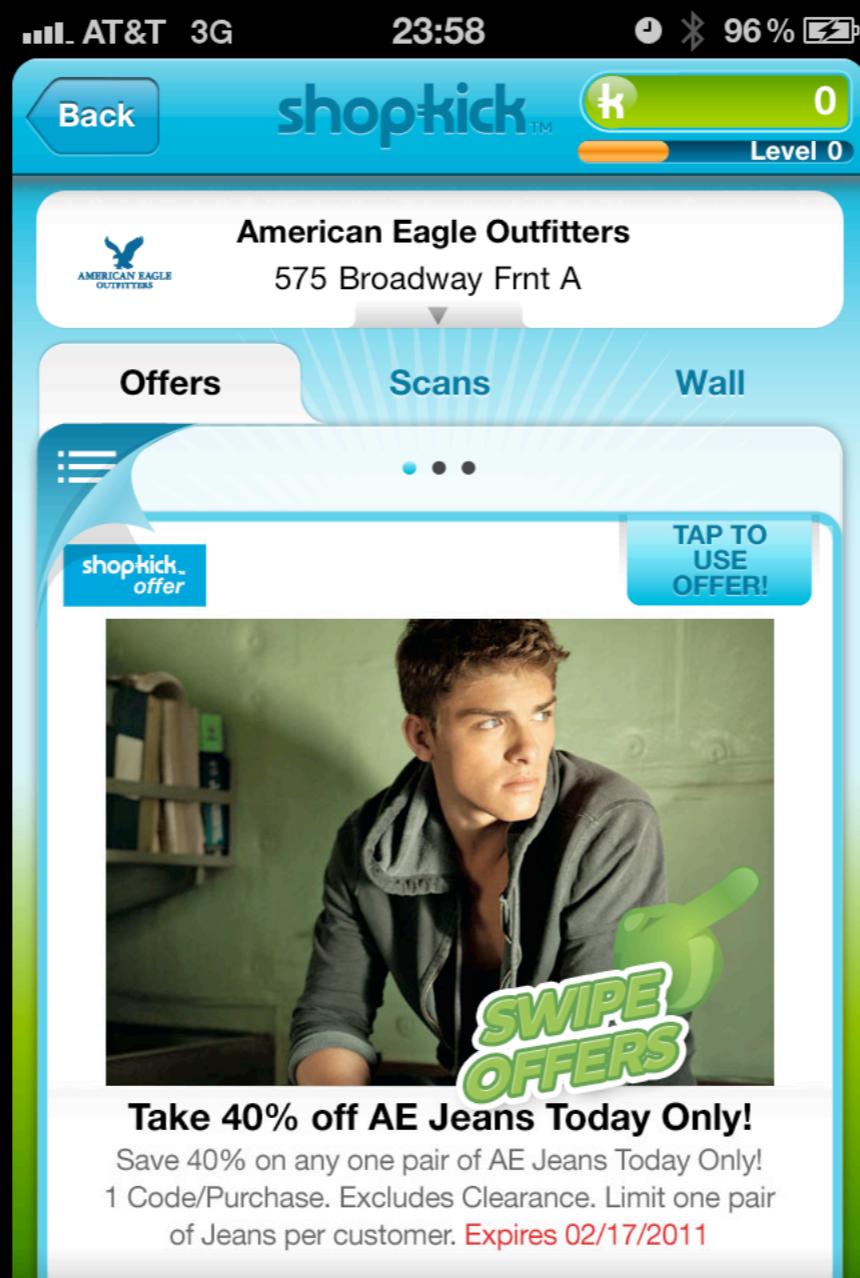
shopkick



shopkick



shopkick



iAds for Brands



Standard Targeting Options

- Demographics
- Application preferences
- Music passions
- Movie, TV and audiobook genre interests
- Location
- Device (iPhone, iPod touch)
- Network (WiFi, 3G)

Approaches

- Engage with agencies that can figure out who a company's existing audience is.
- Circulate RFPs to ad networks or publishers that are good brand fits
- Facebook, Meebo, other social opportunities.
- Provide creatives to ad networks who themselves leverage social APIs.

The End!

An American Express Short Course

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