Target Advertising Resources:

https://edu.gcfglobal.org/en/thenow/what-is-targeted-advertising/1/
- General info about targeted advertising.

https://www.digitaltrends.com/social-media/seriously-internet-online-ads-can-trail-you-across-devices/
- How ads track you across sites

https://www.forbes.com/sites/forbestechcouncil/2022/02/24/the-truth-in-user-privacy-and-targeted-ads/?sh=78f0a81b355e
- Overview plus discussion about privacy concerns and what users should do

https://themanifest.com/ppc/blog/what-is-targeted-advertising
- Good explanations about the level of detail of info collected, some discussion about ethics

https://www.youtube.com/watch?v=c5QoOvW2_fg
- Video overview from facebook

https://www.adroll.com/blog/what-is-targeted-advertising
- POV of ad agency

https://artplusmarketing.com/targeted-advertising-the-good-and-the-bad-da469976310c
- Pros/Cons succinct

Targeted Advertising Notes

https://edu.gcfglobal.org/en/thenow/what-is-targeted-advertising/1/
-
Targeted advertising is a form of online advertising that focuses on the specific traits, interests, and preferences of a consumer. Advertisers discover this information by **tracking your activity** on the Internet.

Aside from cookies, advertisers also learn about you in other ways, like checking your **search engine history** and finding your **personal information** on social media.

The more advertisers know about you, the more they assume about your buying habits. Age, gender, income, relationship status: Advertisers will take whatever they can get if it means they could sell you something.

Advertisers can now guess who you are by analyzing your location, browsing habits, and the types of sites you sign in to, like Facebook or Google. And the crazy part? Their guesses are surprisingly accurate, according to articles from **Digital Trends** and **MIT Technology Review**.

Targeting aims to improve the effectiveness of advertising and reduce the wastage created by sending advertising to consumers who are unlikely to purchase that product. Targeted advertising or improved targeting may lead to lower advertising costs and expenditures.[3]

Benefits[edit]

Proponents of targeted advertising argue that there are advantages for both consumers and advertisers:

Consumers[edit]

Targeted advertising benefits consumers because advertisers are able to effectively attract consumers by using their purchasing and browsing habits this enables ads to be more apparent and useful for customers. Having ads that are related to the interests of the consumers allow the message to be received in a direct manner through effective touchpoints. An example of how targeted advertising is beneficial to consumers if that if someone sees an ad targeted to them for something similar to an item they have previously viewed online and were interested in, they are more likely to buy it.

Consumers can benefit from targeted advertising in the following ways:

- More effective delivery of desired product or service directly to the consumer:[72] having assumed the traits or interests of the consumer from their targeting, advertisements that will appeal and engage the customer are used.
- More direct delivery of a message that relates to the consumer's interest:[72] advertisements are delivered to the customer in a manner that is comfortable, whether it be jargon or a certain medium, the delivery of the message is part of the consumer's 'lifestyle'

https://www.forbes.com/sites/forbestechcouncil/2022/02/24/the-truth-in-user-privacy-and-targeted-ads/?sh=78f0a81b355e

Websites and digital platforms can gather such information from users' digital footprints and their behavior on their devices. Think of targeted ads like the algorithms of social media. Through algorithms, platforms can show consumers things that they like or are likely to enjoy.

This ensures that brands reach consumers who are genuinely interested in what they have to offer.

For consumers, their online shopping experience becomes enhanced because it is tailored to their exact needs. And advertisers can get a better return on their investment by using targeted ads.

Ad networks allow platforms to share information and follow user behavior across the internet. If an app is built without connection to an ad network, it can take a long time for the ads to become more targeted and customized. Innovative platforms can provide seamless and nonintrusive ad experiences, thereby boosting the overall user experience.
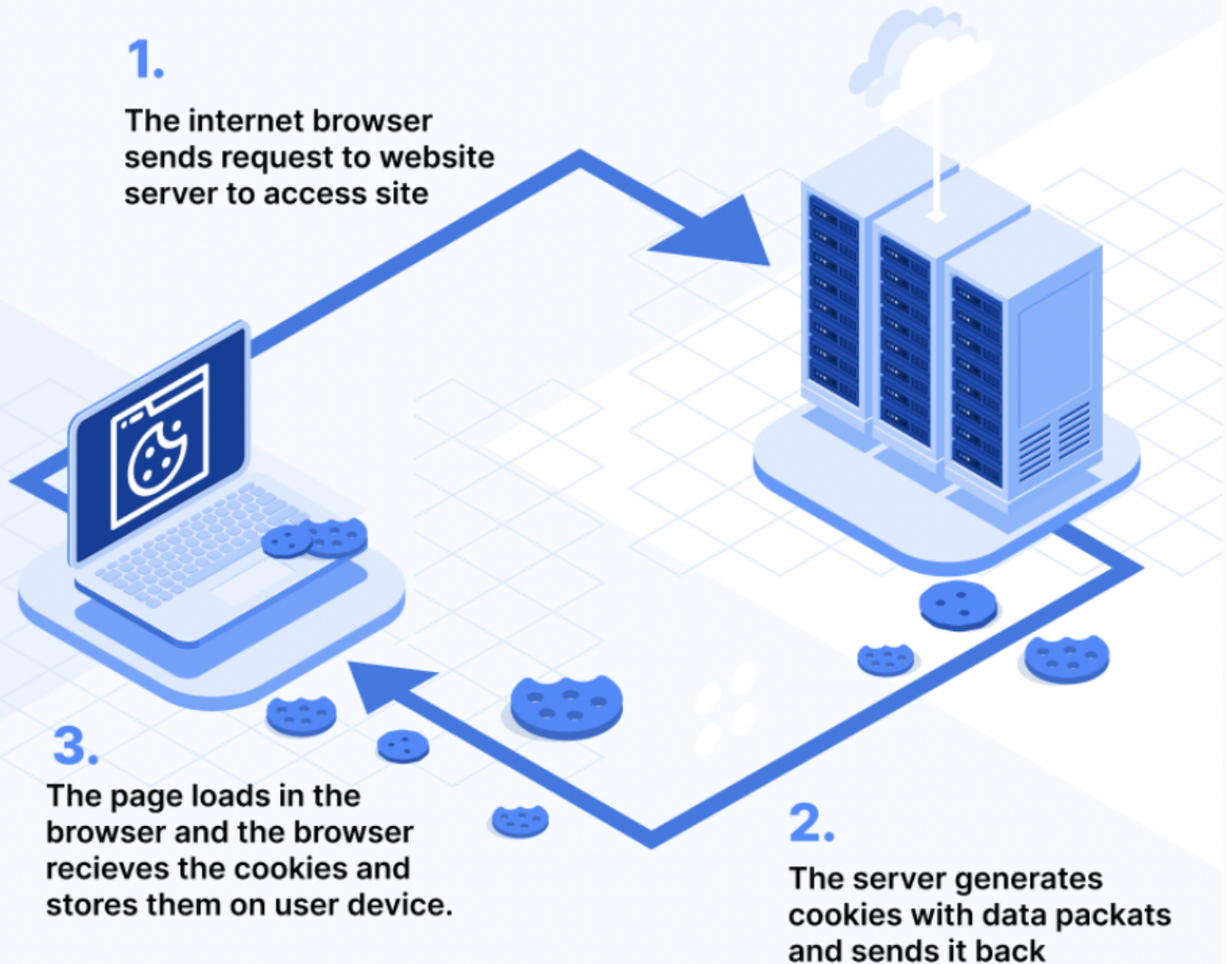
https://themanifest.com/ppc/blog/what-is-targeted-advertising
Pretty much any consumer trait can be targeted including demographic information such as:

- Race
- Age group
- Educational background
- Generational information
- Sex
- Income
- Religion

How cookies work

1.
The internet browser sends request to website server to access site

3.
The page loads in the browser and the browser recieves the cookies and stores them on user device.

2.
The server generates cookies with data packats and sends it back

https://www.youtube.com/watch?v=c5QoOvW2_fg

2:20 videos, positive

Seventy-one percent of consumers prefer personalized ads.

minority report clip: https://www.youtube.com/watch?v=7bXJ_obaiYQ&t=61s

Lots of info from advertiser POV
https://www.designrush.com/agency/ad-agencies/trends/targeted-advertising

A poll commissioned by the Digital Advertising Alliance in 2013 (Zogby Analystics, 2013) shows that nearly 70 percent of U.S. respondents like at least some ads tailored directly to their interests, compared to only 16 percent who prefer to only see generic ads for products and services.

they reduce search costs for consumers and advertising costs for firms

https://www.adroll.com/blog/what-is-targeted-advertising

https://artplusmarketing.com/targeted-advertising-the-good-and-the-bad-da469976310c

Targeted Advertising:
- form of online advertising that focuses on specific traits, interests, behavior or preferences of those viewing the ads.

How it works:
- Logging into websites
- Use of cookies

Third-party cookie retargeting

User browser

1 Visits website **A**

Website A

a.com

2 Sends back cookies with unique ID

3 Exits **A** and visits website **B**

Website B

b.com

WORLD NEWS

AD

BUY

4 User clicks on the ad and returns to **A**

Cookies from A stored on user browser place personalized ad on B