

Behavioral Targeting 101

Reach Your Ideal Customer

What is Behavioral Targeting?

Behavioral targeting is a technique used by online publishers and advertisers to increase the effectiveness of their campaigns through information collected on an individual's Web-browsing behavior, such as the pages they have visited or the searches they have made, to select which advertisements to display to that individual.

The technique helps deliver online advertisements to the users who will be the most interested in them. Behavioral data can also be combined with other user information such as purchase history to create a more complete user profile.

What is Display Advertising?

Display advertising is a type of online advertising that comes in several forms, including banner ads, rich media and more. Unlike text-based ads, display advertising relies on elements such as images, audio and video to communicate an advertising message.

How Does Behavioral Targeting Work?

When a user visits a website a cookie is placed onto the computer. The cookie has details about your visit that help separate you into a specific group. From that point, websites that use behavioral targeting will only show you information that is relevant to you.

All in all, Using Display Advertising to target customers based on demographics and online behavior will streamline your advertising so that you are reaching the most relevant audience to your business. A more targeted experience will naturally be more interesting to a user and provide an improved visitor experience and, therefore, increase the likelihood of conversion and overall customer acquisition.



What Are The Tactics?

Retargeting

Remarketing allows you to deposit a cookie via the browser of your website visitors. You will then be able to display ads targeting those website visitors whenever they visit other sites also on the Google Display Network. It might sound slightly creepy, but it works due to the fact the people seeing your ads are already familiar with your brand. What's more, remarketing has been proven to deliver lower CPA's, so it's a great option for advertisers operating on a smaller budget.

But Wait, What About Remarketing...?

Many times, the terms "Retargeting" and "Remarketing" get mixed up. Most often, when someone mentions either term, they are actually talking about retargeting (see definition above). For the sake of this lesson, we want to let you know that, technically, there is a difference. The biggest difference between retargeting and remarketing is the strategy that's used to reach potential customers who have left your website without making a purchase. While retargeting typically relies on cookies dropping ads, remarketing collects a user's information, and then uses it later to send them an email. Both retargeting and remarketing can be effective, and a combination of both is quite powerful

Keyword Contextual Targeting

Contextual targeting is one of a few different methods that you can use to get your display ads on sites, apps, and webpages that are part of the Display Network. This method of targeting uses the keywords or topics you've chosen to match your ads to relevant sites. Contextual targeting is used to match keyword-targeted ads (also referred to as automatic placements) to sites within the Google Display Network.

This form of targeting better suits advertisers focused on performance and cost-efficient conversions since ads will provide useful information to readers and attract an audience with an established interest in your message.

Category Contextual Targeting

Engage new customers by showing them ads that resonate with the content they are already consuming. Contextual targeting looks at the category or keywords of the current page a consumer is viewing and then serves them ads that are highly relevant to that content.

Keyword Search Retargeting

Keyword search targeting is a method to serve ads to customers searching relevant keywords or phrases.



Why Use Higher Images for Behavioral Targeting?

- We help you identify your ideal customer and how to reach them online
- Entice your target by knowing their interests and online behaviors
- We help complete your branding circle
- Avoid expensive long term contracts
- Over 15 years of Digital Marketing experience

Sources:

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