PARKS ASSOCIATES

Harnessing the Power of Big Data: New Media & Advertising

By Heather Way, Senior Analyst | 4Q 2013

Synopsis	Audience Targeting Tiers
This report examines the state of personalized advertising, analyzing the technologies and companies that are mining vast amounts of consumer data to recommend and enhance relevant advertising across various platforms. It identifies and profiles key players and predicts sectors of early growth.	**Audience-based** **Demographic** — Based on demographic information such as age or gender **Geographic/Geolocation** — Based on Zip code, area code, city, DMA, state, country, or IP address **Time-based** — Based on certain days of the week or time of day **Behavioral** — Based on previous online user activity (e.g., pages visited, content viewed, searches, clicks, and purchases), includes audience segmentation **Interest-based** **Contextual** — Based on web content and determined by a contextual scanning technology **Keyword** — Based on specific keywords used in searches **Retargeting** — Based on previous searches or search events, site visits, and exposure to or interaction with an ad © Parks Associates

Publish Date: 4Q 13

"When connected consumer electronic (CE) device ownership and digital media consumption interact, data emerges—vast and limitless amounts of user data of all types," said Heather Way, Senior Analyst, Parks Associates. "The digitization of media and the emergence of advanced advertising technology have allowed new analytic sources to enter the marketplace creating new obstacles for investors to accurately management multiple device and user datasets."

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