

Synopsis	Audience Targeting Tiers
<p>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.</p>	<p>Audience-based</p> <ul style="list-style-type: none"> 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 <p>Interest-based</p> <ul style="list-style-type: none"> 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 <p><small>© Parks Associates</small></p>

<p>Publish Date: 4Q 13</p>	<p>"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."</p>
-----------------------------------	---

Contents	
	<p>Data Points and Definitions</p> <p>The Bottom Line</p> <p>1.0 Report Summary</p> <ul style="list-style-type: none"> 1.1 Purpose and Scope of Report 1.2 Research Approach <p>2.0 Defining Big Data for New Media and Advertising</p> <ul style="list-style-type: none"> 2.1 Primary Digital Data Sources, Collection Methods, Types, and User Metrics <p>3.0 Emerging Audience Measurement and Ad Targeting Techniques</p> <ul style="list-style-type: none"> 3.1 Audience-based Measurement <ul style="list-style-type: none"> 3.1.1 Cross-platform Audience Metric 3.1.2 Audience Segmentation Profiling 3.1.3 Data Management Platforms (DMPs) 3.1.4 Attribution Analysis 3.2 Interest-based Measurement <ul style="list-style-type: none"> 3.2.1 Social Media Analysis 3.2.2 Retargeting <p>4.0 U.S. Digital Ad Impression Forecasts 2013-2018</p> <ul style="list-style-type: none"> 4.1 Forecast Methodology

4.2 U.S. Digital Ad Impressions by Audience Targeting Type 2013-2018
 4.2.1 Audience-based Digital Ad Impressions by Type 2013-2018
 4.2.2 Interest-based Digital Ad Impressions by Type 2013-2018

5.0 Market Outlook

5.1 Opportunities & Challenges
 5.2 Recommendations

Appendix

Glossary of Terms

Company Index

Figures

Sources of Data
 Big Data For New Media & Advertising
 The Benefits of Big Data on Industry Segments
 Tracking Online and Mobile Web Users
 New Media & Advertising Data Types
 Data Workflow for New Media & Advertising
 Audience Targeting Tiers
 Trends in Video Consumption by Device 2010--2012
 Advantages of Audience Segmentation by Industry Type
 Data Management Platforms (DMPs): Product Focus & Client Value Proposition
 Consumer Attitudes toward Ad Targeting by Device
 Consumer Choice Page Icon
 AdChoices Icon
 Consumer Privacy Notice Awareness 2011 versus 2013
 Consumer Privacy Notice Icon Engagement 2011 versus 2013
 Reasons for Not Opting-Out after Clicking on the Consumer Privacy Notice Icons 2011 versus 2013
 Atlas Engagement Mapping
 Attribution Analysis Models
 Digital Ad Impressions Forecast Methodology
 U.S. Digital Ad Impressions by Audience Targeting Type 2013-2018
 U.S. Audience-based Digital Ad Impressions by Type 2013-2018
 U.S. Interest-based Digital Ad Impressions by Type 2013-2018

Attributes

Parks Associates
15950 N. Dallas
Parkway
Suite 575
Dallas, TX 75248
800.727.5711 toll free
972.490.1113 phone
972.490.1133 fax

parksassociates.com
sales@
parksassociates.com

Authored by Heather Way
Executive Editor: Tricia Parks
Published by Parks Associates

© November 2013 Parks Associates
Dallas, Texas 75248

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

Printed in the United States of America.

Disclaimer

Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.