



Republic Media Digital Solutions

Behavioral Targeting

What is behavioral targeting?

Behavioral targeting is the use of display (banner) ads that increases ad relevancy by targeting specialized audience groups based on online actions. Republic Media Digital Solutions offers behavioral targeting on azcentral.com - the Valley's No. 1 local site for news and information, averaging nearly 90 million page views per and receiving more than 1 BILLION page views in 2009.

How does it work?

- 1) Sites place a cookie (digital identifier) on a user's computer via the browser, so that online actions tied to that computer are tracked.
- 2) User cookies are assigned characteristics and profiles based on:
 - Which pages and sections they have visited.
 - What content they have read.
 - Which search terms they use.
 - What network data indicates about them- including geography, SIC code, Fortune 500 rank, specific Internet domains and more.
 - What they say about themselves in registration data (in some cases).
- 3) Tailored ads are served to that user when they visit a site.

Businesses are able to target a group of people who, based on their actions, share a common interest reflective of your product or service. For example, a clothing retailer could target their ads only to those people interested in fashion- no matter what section of azcentral.com they are viewing. azcentral.com would then provide relevant advertising to those looking to purchase fashion-related products or services such as seasonal clothing, beauty and fashion products, home improvement items, etc.

What are the benefits of behavioral targeting?

- Tests (with behavioral targeting vs. without) show a significant lift in CTR, conversion rates, brand awareness as well as greater return on investment.
- 65% of online shoppers say they pay more attention to behaviorally targeted (BT) advertising.

**Call your representative or
602-444-8443 to get started.**



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Why Republic Media Digital Solutions Behavior Targeting?

Republic Media Digital Solutions provides the ability to import data from consumer and search sites. We then use that data to display your targeted message on azcentral.com, Arizona's largest and most trusted local site.

Types of Audience Categories Include:

- **Auto** - From auto enthusiasts to truck buyers, this audience displays a high level of interest and engagement with automotive trends and products. Target this group with advertising relevant to in-market car, truck or motorcycle shoppers.
- **Entertainment** - People highly engaged with entertainment and looking to access the latest news on celebrities, TV shows, movies, and music. Target this group with advertising relevant to people interested in purchasing products like DVDs, music, and video games online.
- **Finance** - Individuals seeking financial information on everything from monetary advice and the status of personal investments, to tax tips, retirement planning, and insurance options. Target this group with advertising relevant to those interested in purchasing finance-related products or services, such as mortgage or auto loans, credit cards, and stock trading.
- **Health** - Diet and fitness enthusiasts and health and wellness advocates who take an active interest in their physical wellbeing. They seek expert advice on news sites and research specific health conditions and medicines.
- **Influencers** - These individuals are influencers on topics ranging from auto to entertainment. Up to date on the latest trends in their realms of authority, they advocate the latest and greatest via their networking relationships.
- **Lifestyle** - The lifestyle category consists of segments based on analysis of where consumers shop, how they shop, what products and brands they purchase, the publications they read and their demographic characteristics.
- **Seasonal** - People such as back-to school-shoppers, winter travelers, and New Year's resolution makers.
- **Shopping** - Shoppers who spend time online researching fashion trends, looking for the best values, and reading online publications about their specific area of interest. Target this group with advertising relevant to people interested in purchasing products or services such as seasonal clothing, beauty and fashion products, and items for home improvement.
- **Technology** - Individuals interested in technology such as gadget lovers and cell phone enthusiasts. These audience segments include influential people who keep abreast of new technology by reading and contributing to top Web sites and blogs. Target this group with advertising relevant to people interested in purchasing products or services, such as computers, cell phones, and mp3 players.
- **Travel** - People interested in advice and travel deals on flight purchases, accommodations, and online car reservations - for either personal or business traveling. Target this group with advertising relevant to people interested in purchasing travel or services for vacations, cruises, and business trips.



Rates range from
\$14.50cpm to \$28cpm

All Behavioral Targeting campaigns must
include all three standard ad sizes
(728 X 90, 300 X 250 and 160 X 600).

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REPUBLIC MEDIA
Delivering customers. Driving results.