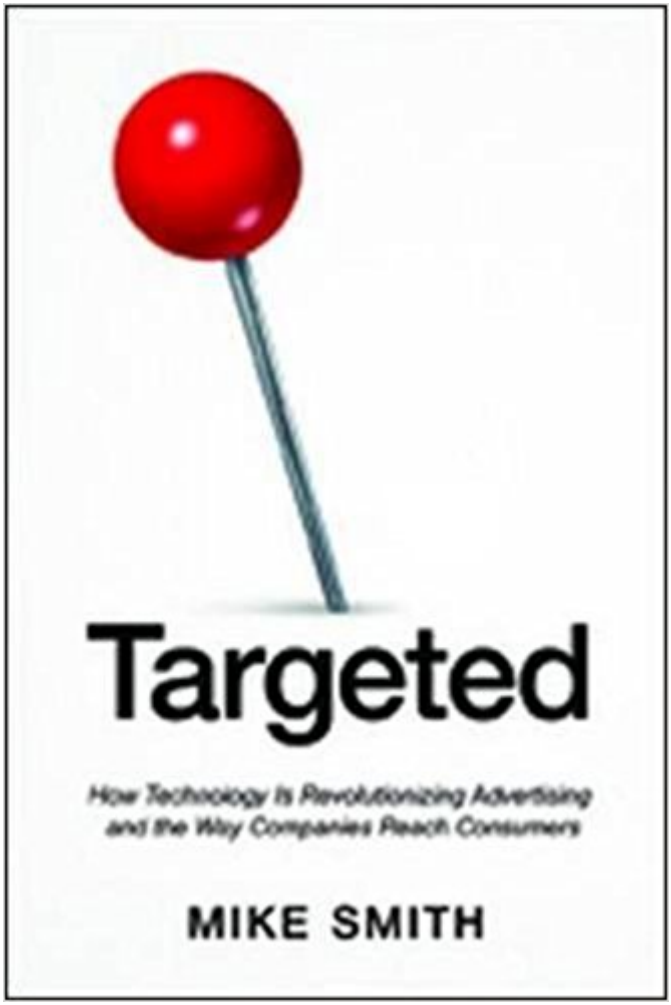
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Targeted: How Technology Is Revolutionizing Advertising And The Way Companies Reach Consumers



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Synopsis

Far from the catchy television spots and sleek magazine spreads are the comparatively modest ads that pop up on websites and in Internet searches. But don’t be fooled--online advertising is exploding. Growing at a compound annual rate near 20%, it is now the second-largest advertising channel in the United States.

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Customer Reviews

"...an effective overview of the new media landscape....a good read for marketers who need a good history of the last 15 years in online media and a look at where it might all be headed." --AdPulp Ã¢â ¬Å“Mike Smith has done a terrific job of laying out the world of digital marketing in consumable and digestible chunks.Ã¢â ¬Â• --60 Second Communications Ã¢â ¬Å“Ã¢â ¬Â¦provides an eye-opening explanation of Ã¢â ¬Ëœbehavioral targetingÃ¢â ¬â„¢ the technique ad firms use to track, analyze and exploit the detailed information people leave about themselves online.Ã¢â ¬Â• --Reuters Ã¢â ¬Å“The book is engaging and well written. It gives a very good overview of the evolution of digital advertisingÃ¢â ¬Â¦Ã¢â ¬Â• --ProlificWisdom.com Ã¢â ¬Å“This book is written for everyone who wants to know more about analyticsÃ¢â ¬â •and how to benefit from their use.Ã¢â ¬Â• --Banking Exchange Ã¢â ¬Å“Ã¢â ¬Â¦great exploration of the digital landscape and the dynamics of electronic media presentation and how these can be exploited to maximize your online marketing.Ã¢â ¬Â• --The Coach Casebook Gold Winner in the Advertising Category 2015 Axiom Book Awards Ã¢â ¬Å“No matter how you feel about advertising, the

technology is fascinating and the author does an excellent job of explaining how it works.Ã¢â ¬Â• --Online Searcher Ã¢â ¬Å“The [book], largely distilled from approximately 400 interviews, is grounded in numerous examples that clarify and elaborate upon the complexities of new digital media.Ã¢â ¬Â• --Choice

Far from the catchy television spots and sleek magazine spreads are the comparatively modest ads that pop up on websites and in Internet searches. But donÃ¢â ¬â„¢t be fooledÃ¢â ¬â •online advertising is exploding. Growing at a compound annual rate near 20%, it is now the second-largest advertising channel in the United States. Part history, part guidebook, part prediction for the future, Targeted tells the story of the companies, individuals, and innovations driving this revolution. It takes readers behind the scenesÃ¢â ¬â •examining the growth of digital advertising, its enormous potential, and the technologies that are changing the game forever. Leading the way is real-time bidding, which offers advertisers unprecedented precision in targeting ads and measuring their effectiveness. From keyword micro-markets and ad serving systems to aggregated virtual audiences and new business models, Targeted is sweeping in scope and stripped of technical complexity. It is an essential resource for anyone interested in finding and connecting with customers in the vast and shifting Internet universe.

This was a very interesting overview of the direction of the advertising and some of the history leading up to the usage of targeted advertising and real time bidding.Unfortunately, any time the author began to talk about the technical side of things, concepts were either vastly over simplified or just plain wrong.Good information about how targeting came to be and a very high level overview of the process, but don’t expect to learn about any specific technologies or techniques.

A lot of basic 101 shared information and maybe even closer to high school level history and review of every possible angle. The content provides absolutely nothing about how targeting works, what targeting is from a hands on, in the trenches, advertiser or publisher perspective. There is no information on segmenting, pooling, testing, and actual usable knowledge. The information here may be a good reference for developing sales collateral and brochures.

Yet another business book that should have been a long article. It provides a few nuggets of useful but those get lost in the noise of the unnecessary words that are only there to create shelf presence.

More history than pertinent current information, which changes so fast. It got me started.

This may be helpful for a high level exec or someone new to the industry, but it adds little for someone who's familiar with digital marketing.

Excellent book with lot of details on history of the industry and current trends.

Very helpful high-level overview. You can skim it in a few hours.

Excellent

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