

IAB Marketplace: Social Media

May 18th, 2009

Targeting: It's about the User not the Platform



The Social Psychographic Targeting Company

Workshop – Guiding Principles



- Speak up and be heard
- Share your experiences – good and bad

*Get a complimentary psychographic brand analysis

Look Who's Talking



Elizabeth Wetzel - Lavalife

Bill Stephen – Granite Media

Mike “JB” John-Baptiste - Peerset



WE DO SOCIAL PSYCHOGRAPHIC TARGETING

For Marketers

- We'll build or enhance a campaign strategy with social psychographics – planning & execution

For Publishers and Ad Networks

- We'll integrate our technology to their ad server and make smarter ad matching decisions
- We'll organize and harness social data to create consumer profiles for your advertisers

Connections Determined with Social Psychographics



People who like **tennis** also like **real estate**

People who like **baking** also like **volunteering**

People who like **yoga** also like **iPods**

People who like **Bjork** also like **Salvador Dali**

People who like **Nascar** also like **Bud Light**

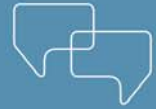
People who like **travel** also like **Kenneth Cole**

People who like **John Mayer** also like **Abercrombie and Fitch**

People who like **South Park** also like **Guitar Hero**

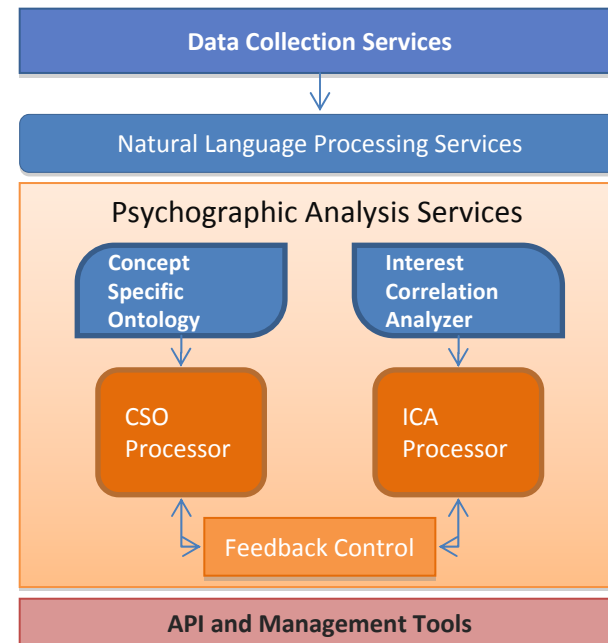
People who like **Mountain Dew** also like **Toyota**

How Peerset Gets Smart



Collection - We crawl the social web to aggregate millions of expressions of interests paired with demographic data

Training - We analyze the data to train a neural-net like construct that contains connections between human interests and demographics forming the **Peerset Ontological System**





FOR BRANDS AND MARKETERS

Step 1 - Brand Optimization – Demo/Geo

*extracting subtle differences in Brand affinity



Toyota Tacoma

Category 1: Automotive
Category 2: Education
Category 3: Team Sports

Age: 18-24
Age: 32-38
Age: 25-31

Gender: Male (53.03%)
Gender: Female (46.97%)

Marital Status: single

Location 1: Washington
Location 2: Alabama
Location 3: Texas

Ford Mustang

Category 1: Automotive
Category 2: Team Sports
Category 3: Food and Wine

Age: 25-31
Age: 18-24
Age: 32-38

Gender: Male (70.16%)
Gender: Female (29.84%)

Marital Status: single

Location 1: Illinois
Location 2: North Carolina
Location 3: Ohio

Ford Trucks

Category 1: Automotive
Category 2: Outdoor Activities
Category 3: Food and Wine

Age: 18-24
Age: 25-31

Gender: Male (72.25%)
Gender: Female (27.75%)

Marital Status: single

Location 1: Michigan
Location 2: Georgia
Location 3: North Carolina

Peerset 

Step 2 - Brand Optimization – User Interests – What else do your consumers like?



Peerset identifies connections between brands and user interests
“No two brands are built the same”



Peerset →

keywords
HOUSE MUSIC
MADONNA
BREAKDANCING
PING PONG
BMW
PORSCHE
GUCCI
SONY
SAN FRANCISCO
TOKYO
NEW YORK CITY

keywords
JUNGLE MUSIC
KANYE WEST
BREAKDANCING
NINTENDO
HONDA
FORD
ECKO
COCA COLA
AMSTERDAM
MEXICO
JAPAN

Step 3 – User sourcing

Where do they hang out?



- **Best websites based on Demos** – Nielsen, Comscore, Compete
- **Behavioral data layer** – Blue Kai, eXeLate
- **Psychographics** – social networks, social media



FOR PUBLISHERS AND AD NETWORKS

Matching Users to Ads



Social Psychographic Targeting with

PS Expander

pearset

EXPANSION LOGIC

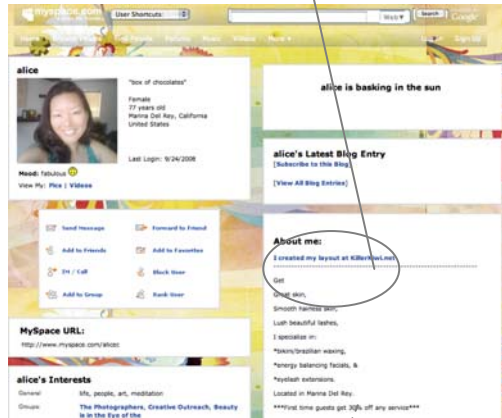
MATCHING LOGIC



SELECTED ADVERTISEMENT

EXPLICIT INTERESTS

fashion, Memoirs of a Geisha, anime comics, backpacking, windsurfing, Justin Timberlake



USER PROFILE

IMPLICIT INTERESTS

Will & Grace, **Madonna**, perfume, Lord of the Rings, sewing, Johnny Depp, skating, yoga

EXPLICIT TAGS

lipstick, Revlon, make-up



AD 1 PROFILE

IMPLICIT TAGS

heels, perfume, eyeliner, lingerie, **Madonna**, glamour, jewelry

EXPLICIT TAGS

Volkswagen, Beetle, Bug



AD 2 PROFILE

IMPLICIT TAGS

graphic design, hippy, animal rights, Conan O'Brien, Macintosh



Social Psychographic Targeting

Profiling Consumers Helps Advertisers

Peerset ranks user profiles or other UGC to the most statistically relevant audience segments

User Profile

Sex: Female
Birthday: April 20, 1979
Hometown: San Francisco, CA
Relationship Status: In a Relationship
Political Views: Liberal

Personal Information

Activities: gardening, knitting, yoga, walking my dogs
Favorite Music: Elvis Costello, Red Hot Chili Peppers
Favorite TV Shows: dexter, 6 feet under, twin peaks, northern exposure, jeopardy
Favorite Movies: the departed, what's eating gilbert grape

Peerset Vertical Rankings

Category	Score
Pets	0.87
Movies	0.77
Crafts	0.75
Art & Design	0.71
Home & Garden	0.69
Fashion & Style	0.68



WHY TARGETING AND WHY NOW?

Online Advertising

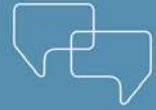


- 90s – the internet was the marketer’s dream
- Loads of potential for Consumer profiling and targeting
- \$27 Billion online advertising - 2008

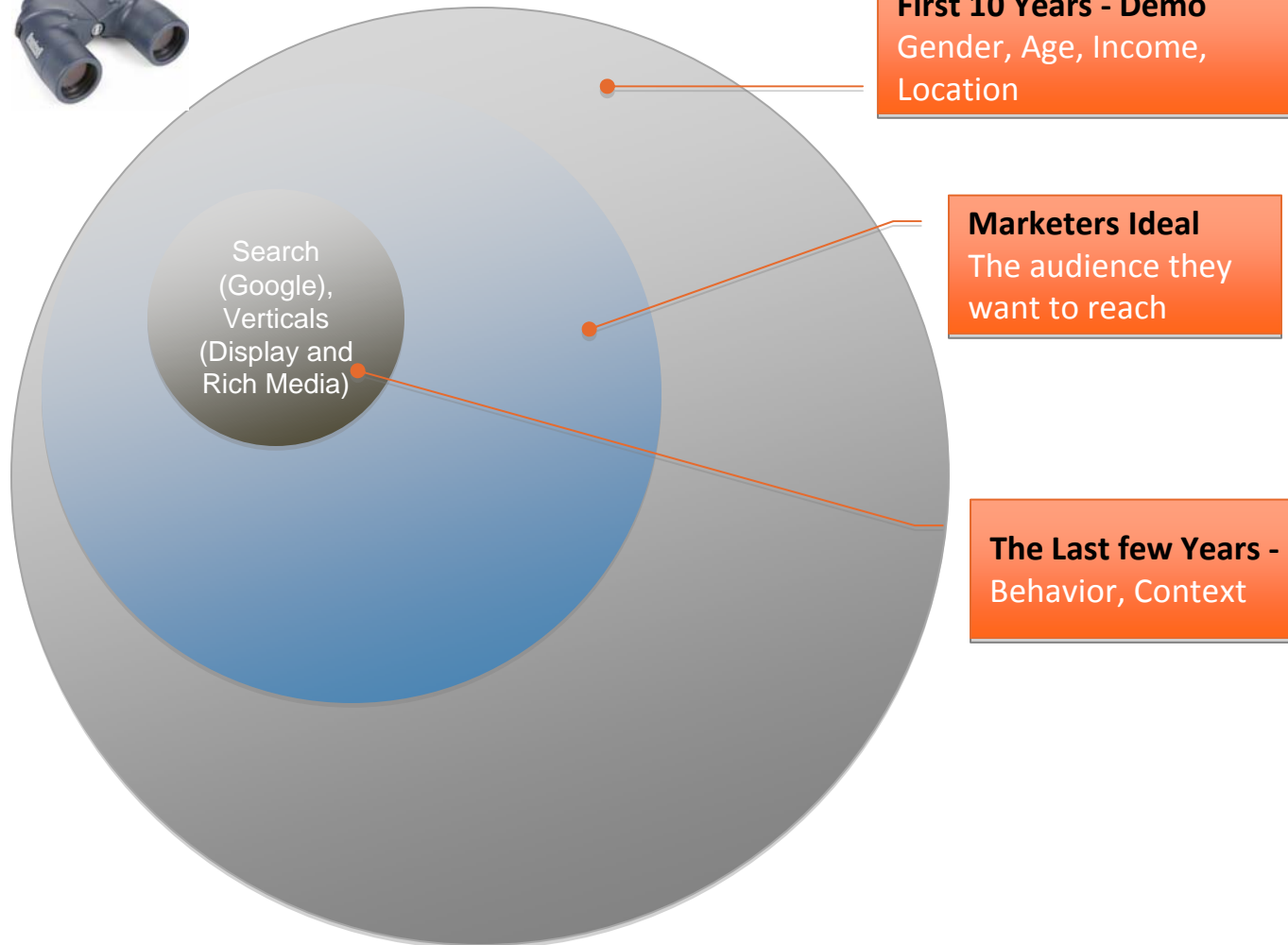
About Consumer Profiling – Marketing 101

- **Demographic (Geo-Demo)** – Age, gender, income, location
- **Behavioral** – Occasions, Readiness-to-buy, Benefits sought
- **Psychographic** – Activities, Interests, Opinions, Attitudes

Evolution of Online Targeting

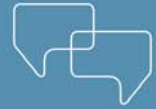


From the Online Marketer's Perspective

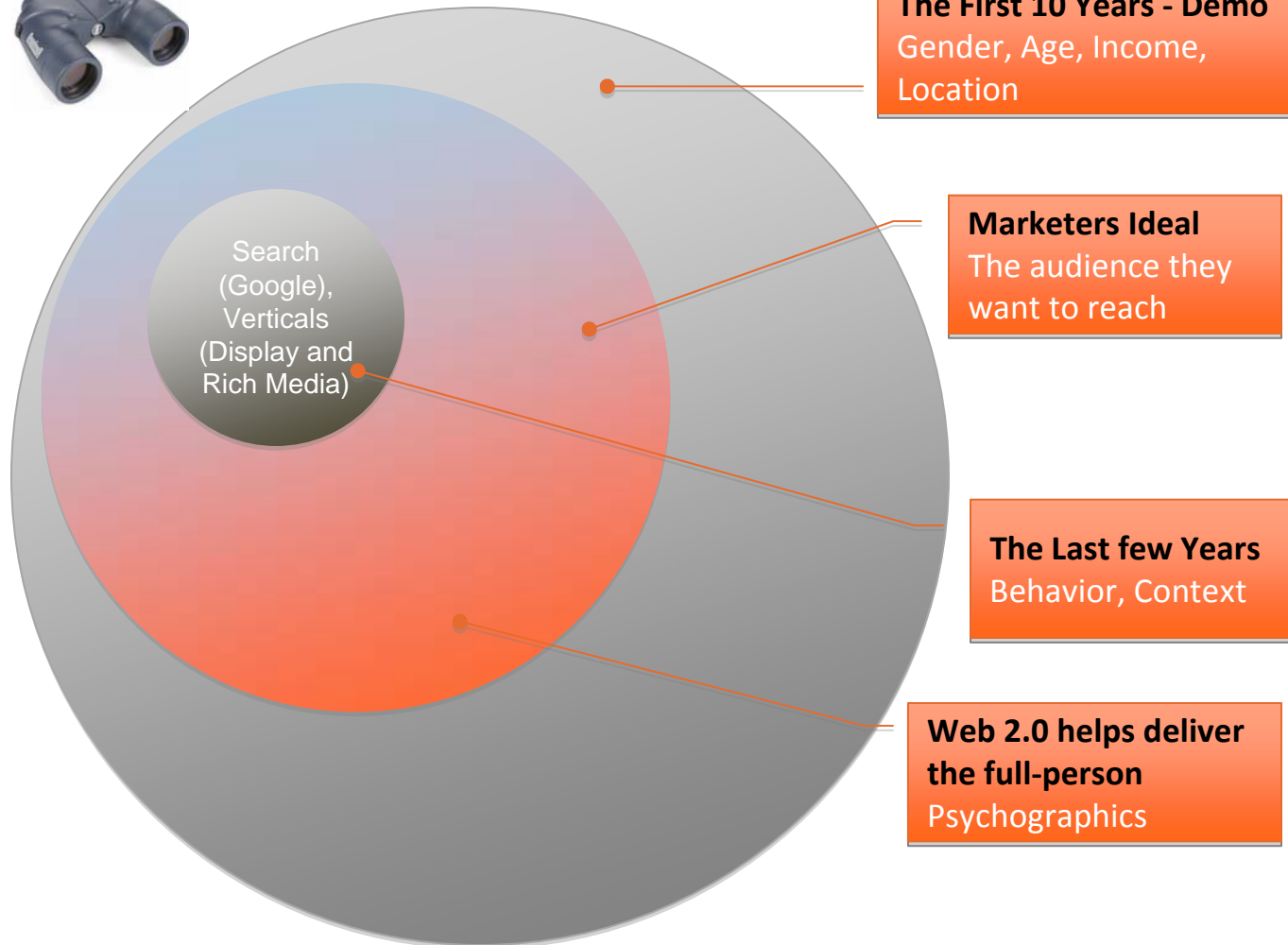


Sources: Internet Advertising Bureau (IAB), Nielsen NetRatings, Morgan Stanley Research

Evolution of Online Targeting



From the Online Marketer's Perspective

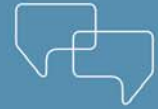


Sources: Internet Advertising Bureau (IAB),
Nielsen NetRatings, Morgan Stanley Research



TARGETING: IF YOU CAN'T FIND THE USER
THEN THE MESSAGE DOESN'T MATTER

Facebook – Targeting



Facebook | What do you want to advertise? - Windows Internet Explorer

http://www.facebook.com/ads/create/?adgroup_id=6002308602291&act=43241738

File Edit View Favorites Tools Help

Google Search

Facebook | What do you ...

members)

2. Targeting

Location: United States

Everywhere
 By State/Province
 By City

Age: 18 - Any

Sex: Male Female

Keywords: New York Mets x Billy Joel x Sopranos x

Suggested Keywords

Elton John
 Deadwood
 Don Mdean

Education: All
 College Grad
 In College
 In High School

Workplaces: Enter a company, organization or other workplace

Relationship: Single In a Relationship Engaged Married

Interested In: Men Women

Languages: Enter language

Estimate: 796,880 people
■ who live in the United States

Targeting
By default, Facebook targets all users 18 and older in the default location. You can change any targeting specifications you wish.

Location
Facebook Ads uses IP address and a user's profile information to determine a user's location.

Keywords
Keywords are based on information users list in their Facebook profiles, such as Activities, Favorite Books, TV Shows, Movies, etc.

More Help
[Ad Targeting FAQ](#)



SO THEN WHAT: GETTING STARTED

The Key to Planning



- Using psychographic (Interest-based) inputs to complete the profile of the desired consumer
- Making sure you reach the consumer segments most relevant to you or your client's brand
- Making sure that your media portfolio has the characteristics to fulfill a targeted buy

Closing tips



- Do the research
- Involve publishers in the idea and concepts phase
- Always be testing