

Trends in Behavioral and Contextual-Based Advertising 1Q 2011

<https://marketpublishers.com/r/T4E94720041EN.html>

Date: December 2010

Pages: 46

Price: US\$ 3,500.00 (Single User License)

ID: T4E94720041EN

Abstracts

This report provides a guide to the online behavioral targeting and contextual-based advertising markets. The study addresses consumer acceptance and privacy concerns related to audience-based and interest-based advertising strategies. The report presents the opportunities and challenges of targeting online consumers with BT and content-based advertising and concludes with online behavioral targeting and contextual-based advertising revenue forecasts in the U.S. from 2010 – 2015.

“The ability to deliver relevant advertising messages draws advertisers to the Internet platform with the aim to eliminate ad waste by reaching target audiences down to the individual user,” said Heather Way, research analyst, Parks Associates. “However, paramount to the success of the advanced advertising strategies is self-regulation, which includes providing full transparency and opt-in/opt-out solutions and continuing to test consumer threshold for audience-based advertising techniques.”

Contents

1 REPORT SUMMARY

- 1.1 Purpose of Report
- 1.2 Scope of Report
- 1.3 Research Approach
 - 1.3.1 Source of Data
 - 1.3.2 GLOSSARY of Terms

2 ASSESSING THE ONLINE BEHAVIORAL TARGETING & CONTEXTUAL-BASED ADVERTISING MARKETPLACE

- 2.1 Broadband Usage Trends
 - 2.1.1 Internet Advertising Preference
- 2.2 Ad Networks
- 2.3 Self-Regulatory Organizations
- 2.4 Consumer Privacy & Data Management Tools
- 2.5 Browser-based Data Management Controls
- 2.6 BT and Contextual-based Advertising Pricing & Business Models

3 ONLINE BEHAVIORAL TARGETING & CONTEXTUAL-BASED ADVERTISING TECHNOLOGY

- 3.1 Behavioral Targeting Mechanisms
- 3.2 Contextual-based Advertising Methods

4 ONLINE BEHAVIORAL TARGETING & CONTEXTUAL-BASED ADVERTISING REVENUE FORECASTS – U.S.

- 4.1 Forecast Methodology
- 4.2 Forecast Assumptions
- 4.3 Online Behavioral Targeting & Contextual-based Advertising Forecasts – U.S. 2010 – 2015

5 CONCLUDING STATEMENTS

List Of Figures

LIST OF FIGURES

Source of Data

Advanced Advertising GLOSSARY of Terms

U.S. Internet Households 2010 - 2015

Consumer Willingness to Provide Personal Information to Receive Relevant Internet Advertisements – Gender

Consumer Willingness to Provide Personal Information to Receive Relevant Internet Advertisements – Demographics

Consumer Willingness to Provide Personal Information to Receive Relevant Internet Advertisements – Audience Composition

Internet Ad Type Preference – Gender

Internet Ad Type Preference – Demographics

Internet Ad Type Preference – Audience Composition

Online Audience Targeting Tiers

Vibrant In-text Ads

Leading BT & Contextual-based Online Ad Networks

Digital Advertising Alliance Self-Regulatory Key Principles

Digital Advertising Alliance (DAA) Members

Consumer-Privacy Management Tools

Advertising Option Icon

TRUSTe Logo

Evidon Logo

Browser-based Data Management Controls

Targeting Online Consumers

Online Behavioral Targeting & Contextual-based Advertising Revenue Forecast

Methodology

Online Behavioral & Contextual-based Advertising Revenues Forecasts – U.S. 2010 – 2015

I would like to order

Product name: Trends in Behavioral and Contextual-Based Advertising 1Q 2011

Product link: <https://marketpublishers.com/r/T4E94720041EN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/T4E94720041EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970