

# Trends in Behavioral & Contextual-based Advertising Preliminary Table of Contents

By Heather Way, Research Analyst

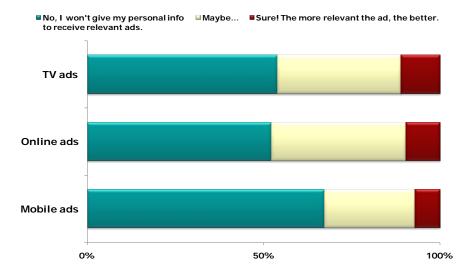
1Q 2011

## **Synopsis**

## This report provides a market overview of the behavioral targeting (BT) and contextualbased advertising markets. The study evaluates consumer acceptance and privacy concerns related to audience-based advertising strategies. The report presents the opportunities and challenges of targeting online consumers with BT and contextual advertising technologies, networks, and platforms. The report concludes with behavioral and contextual-based advertising revenue

# **Consumer Preferences for Targeted Ads**

# Consumer Willingness to Provide Personal Information to Receive Relevant Advertisements



Source: Digital Media Evolution II, 2Q 2010

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forecasts in the U.S. from 2011 – 2015.

"The ability to deliver relevant advertising messages draws advertisers to the Internet platform with 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."

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#### **Attributes**

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