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All Relevancy, All the Time



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Jumpstart Automotive's VP of product development discusses how his personal experience with behavioral targeting illustrates the importance of relevancy.

Is it just me, or is online advertising getting more and more relevant? It seems like every time I surf the various web properties that I visit daily, the display ads are typically within the strike zone of my interests and industry.

Or maybe it's just that I actually *notice* the ads because they are pertinent to me.

SpecificMEDIA's constantly following me around. I see them on sports sites and news sites among others. BlueLithium knows how to find me, as does Southwest Airlines. Spirit Airlines seems to be haunting my dreams, telling me I should take a trip to Florida some time soon. Good timing since it's starting to get rather chilly here in Detroit. BlueFly also seems to know that I like to buy their suits. Mercury is telling me all about their latest vehicle excellence awards. And Chrysler has a great zero percent financing offer on the table for new car buyers.

There are two important takeaways from seeing these ad campaigns:

Takeaway #1: All of these companies seem to be doing some sort of behavioral marketing, and targeting me makes complete sense for each of these ad programs. I am constantly researching business and personal travel; therefore Southwest and Spirit have the right targeting criteria. I shop on BlueFly.com regularly; hence they might be doing a site re-targeting type campaign. And the aforementioned auto manufacturers have found me mainly because, as an employee of Jumpstart Automotive, I'm constantly reviewing automotive research sites within our network and those of our competitors.

Takeaway #2: I am able to remember the messages! (Granted, I probably notice online ads more than the average consumer, but the snippets of info on these campaigns are literally off the top of my head.)

Relevant. Better surfing experience. Greater recall and less tune-out.

Sounds like what every marketer would love to hear about their campaign. Of course there are hundreds of other online display ads I've been exposed to but can't recall, so I essentially tuned those messages out. I'm unable to recall the messages or the marketers, but the ones I did mention were because their significance to *me* makes their messages easier for me to recall and consider when making a purchase.

In the advertiser's mind, mission seems to have been accomplished. In the consumer's mind, it's a better online experience. As the consumer in this case, I feel like there's a relevant nature to the messages I'm seeing while surfing the web and visiting the sites that pertain to my daily tasks. I'm seeing fewer "punch the monkey" type ads and more messages that complement and aid my current life needs.

So when targeting and user experience click on all cylinders, this must be what people in our business have referred to as the holy grail of online targeting. The consumer's online environment becomes more than just a mechanism for product hawking; it becomes more complementary to their experience. All relevancy all the time-- or at least most of the time.

The beauty of user experience flowing in concert with ad messaging is a drastic departure from any other medium, with examples being:

- Walking to the refrigerator or bathroom during a television ad
- Turning the page when seeing an overly wordy or irrelevant print ad
- Changing the station while listening to a radio spot

The reality is that today most online marketers probably spend about 95 percent of their budgets on demographically targeted media based on an audience sampling that a publisher has provided. The five percent that may perhaps be spent on targeting consumers based on behaviors is clearly not enough. Beyond clickthroughs, behavioral marketing sends recall and awareness through the roof-- that has easily been demonstrated through my personal case study.

Looking at real numbers, however, the story is even stronger. Clients of Jumpstart Automotive have provided data that indicates conversion rates of 40 to 100 percent greater via behavioral targeting versus contextual targeting.

Those numbers should be relevant to any marketer reading this, and likely won't make you turn the page or get up for a sandwich, but hopefully pick up the phone and call your agency.

Joe Kyriakoza is vice president of product development for [Jumpstart Automotive](#). [Read full bio](#).