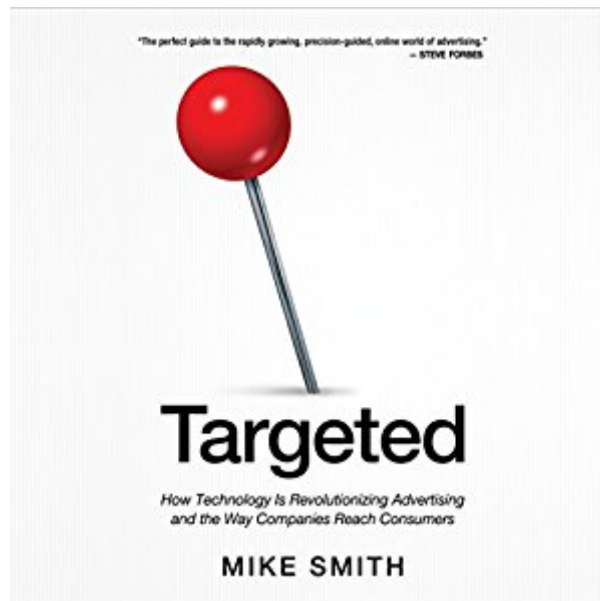


The book was found

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



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. Part history, part guidebook, part prediction for the future, Targeted tells the story of the companies, individuals, and innovations driving this revolution. It takes listeners behind the scenes - 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.

Book Information

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Customer Reviews

Since the markets in ancient Athens and then Rome, merchants have struggled to create or establish demand for what they offer for sale or trade. That challenge hasn't changed since then but the means and resources have certainly changed and none is more significant than the Web, devised by Tim Berners-Lee in 1993. Total retail sales in the US, for example, topped \$4.53 trillion in 2013, and ecommerce accounted for a significant portion of that growth, up 16.9% in 2013--or

nearly \$40 billion--according to new figures from eMarketer. In 2014, the total is estimated to be 4.32 trillion, with ecommerce accounting for about 14.5% of it. As Mike Smith explains, "My goal in this book is to explain clearly how powerfully enabling technologies such as paid-search advertising and real-time bidding work. In addition, I want you to take you behind the scenes to describe how some of the industry's most brilliant innovators developed such technologies and created the novel business models of some of the outstanding companies that serve the future of digital ad sales." That said, he adds, "the distinguishing factors in success are often management skill, flexibility, and the initiative that only leadership can elicit." And I presume to add that in the healthiest organizations, leadership thrives at all levels and in all areas within the given enterprise. Smith provides a lively and eloquent narrative during which he examines subjects and issues such as these:

- o The nature and extent of the online ecosystem
- o The major dos and don'ts of search engine marketing
- o The potentialities and limitations of online auctions and paid-search advertising
- o Google: From David to Goliath and then....

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