

NETBRIEF: All About Data Collection
March 15th, 2008

Whoever said: “Half of my advertising is wasted, but I don’t know which half” can now rethink that equation so long as the advertising is on the Web. Ad placement is becoming all about data collection. Google revolutionized online advertising with the placement of text ads on the search results page with positioning open to auction and cost further determined by pay-per-click.

Search is no longer the only weapon in the online arsenal. Consumers are being followed around on the Web from site to site, their data aggregated as they click, search, browse, email, bookmark, or purchase. Privacy experts maintain this oversight is alarming, while companies that connect consumer data maintain people are assigned unique codes that protect individual privacy. Advertisers are increasingly migrating to giant players on the Web which can offer advertisers data aggregation and, therefore, sophisticated profiling of future behavior. So powerful is data aggregation that these field leaders are also acting as ad placement intermediaries because they have access to literally hundreds of Web sites. Ad agencies specializing in online placement can broker laser-targeted campaigns through these intermediaries, placing their clients’ advertising on a plethora of sites for which their consumers have shown a preference and are likely to return to often.

Gillian Grozier
NetSage Marketing, Inc.
P 203-746-6645
F 203-746-2166
www.netsagemarketing.com