

## **Is Predictive Behavioral Targeting only something for geeks, nerds and freaks?**

No. But admittedly the concept of Predictive Behavioral Targeting is not always easy to convey. It's not just that we are replacing advertising for environments with advertising for people on the basis of their past behavior. No, we are also working with the results of live market research and complex algorithms. In some meetings with customers I have therefore felt almost physically how difficult it is to succeed in the face of what has been learnt over decades of media planning and marketing. Naturally terms such as Rich Media and Skyscraper are sexier than an SVM analog for the Bayes hypothesis (cf. Stephan's posting). I am therefore all the more pleased that despite, or perhaps precisely because of, our geekiness the generic term Predictive Behavioral Targeting which we coined is becoming increasingly accepted and understood. While a Google search for the term in January only returned 20 hits – all of which, moreover, referred to the nugg.ad website – the figure now is 3,000 and still further increasing. The highly-recommendable eMarketer report by David Hallerman titled "Behavioral Targeting: Advertising Gets Personal," which contains predictions under Targeting 2.0, has certainly played its part here: "This track for behavioral targeting looks to develop technologies that predict - rather than harvest - customer attributes that are based on page views, searches and other online behaviors." Here are a few extracts. To make it easier to read, just click on the graphic: