

# POWER

## Behavioral Targeting

### What is Behavioral Targeting?

Behavioral targeting uses demographics and behavioral data to determine exactly who is interested in your product or service.

It allows the marketer to get their message past the clutter. Through the use of a more frequent, impactful and targeted campaign plan, your marketing becomes more efficient and effective.

This allows us to personalize our readers' experience whether it is through our website, email, social or mobile – engaging them at every step of the purchasing funnel.

### There are 3 major components to Behavioral Targeting:

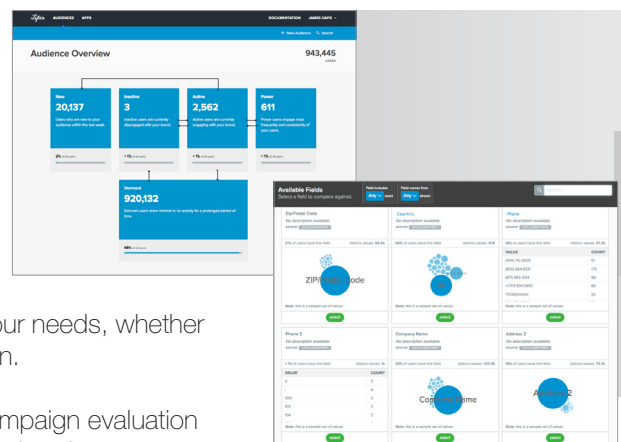
1. Tracking and Data Collection
2. Segmenting based on behavior that defines intent, interests and preference
3. Creating data-driven offers to target customer profiles



Lytics applies both online and offline behavioral and demographic data collected through our websites, tradeshows and print properties, allowing you to target individuals or personas with a unique advertising message at every stage of the purchase funnel.

Our Integrated FIT campaign includes different forms of content to suite your needs, whether you are looking for thought leadership, brand awareness or lead generation.

Our Digital Services team will provide upfront consultation and ongoing campaign evaluation and modifications, a customer success coordinator to ensure a high level of performance for your campaign, and business insights and detailed engagement performance metrics.



**Acore**  
AUDIENCE INTELLIGENCE

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## Behavioral Targeting Package

Price: \$11,500

- Advertiser will have sponsored content on a landing page hosted by publication
- Advertiser selects 1 content category to target
- E-blast is sent out to readers who have read content from this category in the last 3 months
- Readers will receive a trigger message based on their behavior with the initial email e-blast within 24-48hrs after consumption
- Readers who click on the e-blast will be targeted with a web banner ad

## Behavioral Targeting Package – 3 month option

Price: \$29,325

- Includes a lead analysis and engagement report

A person receives anywhere from  
**3,000 to 20,000**  
marketing messages a day.

Spring Metrics

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