

# CONSUMER-CENTRIC ADVERTISING

When it comes to advertising, the calendar can have a big impact on the approach a business will take. We've all seen holiday weekend specials, winter savings or summer blowout sales. For many businesses, these seasonal sales are crucial to their fiscal year, so advertisers are desperate to find new ways of standing out and reaching their audience.

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## TESTIMONIALS

"This magazine is a great community publication! I've lived here for more than 25 years and have learned more about the people living in my community through this magazine than any other resource."

– Judy S.

Thank you for the magazine - it is nice to stay connected to the community and see the wonderful people who live here getting recognized for their contributions.

– Margaret H.

## The Old Way

Traditionally, ad placement has been directly related to the media content. For example, if you were reading an auto magazine, you might see ads for tire pumps or diagnostic scanners. Or if you were on a cooking blog, you could see an ad for a new kitchen appliance. This is known as *contextual targeting*.<sup>1</sup>

## One Size Fits All?

However, it's important to remember that there is no "standard" customer. Each person who views media content will have different needs, preferences and purchasing behaviors. While there's a certain logic to contextual targeting, consumers can grow sick and tired of seeing irrelevant ads.

## All About Behavior



As a result, consumers want to feel more "in control" of their purchasing experience – right down to which ads they see. A recent study by Adlucent found that 71% of consumers prefer ads they feel are personalized to their specific needs.<sup>2</sup> *Micro-targeting*, which is centered on consumer behavior, is proving to be much more effective.

## Make It Personal

In online settings, micro-targeting approaches are constantly improving. Technologies that utilize AI and machine learning are helping companies better understand and serve their customers.<sup>1</sup> For instance, if your search history indicated that you were considering a new car, you would see a car ad (regardless of the website's content). This also ensures that the consumer sees the *right message* at the *right time*.

## In Print

Micro-targeted ads don't need to be based on browsing histories. They don't even need to be online! They can be used in any medium – even print – as long they're targeted toward a specific group of people with *shared behaviors*. For example, business owners who focus on local, affluent markets are experts in what their target consumers want. Those customers' shared behavior still makes it possible to create effective ads (regardless of the medium).



This winter, check your calendar! If your business has found creative ways to stand out and attract new customers throughout the year during special promotions, take some time and consider how you can use that *behavior* to turn those people into regular customers. The benefits of micro-targeting can be reaped during any time of the year.

<sup>1</sup>Brandstater, Nadav. "Protecting user-centric advertising for the sake of publishers, advertisers and customers." *Forbes.com*. 8 Jan 2020.

<sup>2</sup>Kirkpatrick, David. "Study: 71% of consumers prefer personalized ads." *MarketingDive*. 9 May 2016.