



# Behavioral targeting

Target users based on their displayed behaviors online.

- **Audience Behaviors:** Target one of over 160 behavioral segments (e.g., Auto Intenders, Apparel Shoppers, Family Planners, Travelers, Investors, Health Seekers, Trendy Homemakers, Moviegoers and more).
- **Custom Audience Behaviors:** Target a custom segment of users who have displayed relevant, discrete behaviors such as site visitation and buying habits across various content categories.
- **Audience Extensions:** Want to reach users of a specific BSI partner site? With an audience extension, you can reach those same users wherever they go across BSI's partners sites.
- **Search Behaviors:** Target users who have made category-related searches, BSI partner properties or third party sites(e.g. auto, diet & fitness, real estate, shopping, travel, and more).

## eAddressable (household-level targeting)

Pinpoint the households most apt to love your brand.

- **Survey-based Targeting (MRI/Household Propensity):** Target users within households that demonstrate the highest propensity to use certain products or services as indicated by MRI consumer survey panel data matched to Mosaic Household Lifestyle Clusters.
- **Purchase-based Targeting (IRI/Household Propensity):** Target users within households that demonstrate the highest propensity to buy certain products as indicated by IRI consumer purchase panel data matched to Mosaic Household Lifestyle Clusters.
- **Offline Consumer Model Targeting (Experian eAddressable Audiences):** Target users within households using Experian's statistical modeling based on hundreds of offline data elements that are most predictive for defining the specific audience of consumers.
- **Custom Database Match:** Target users within households that are both the advertiser's best prospects and BSI media consumers with offline database matching.
- **Mosaic Household Lifestyle Cluster:** Target users within households that are categorized by Experian's 60 Mosaic lifestyle consumer segments.

## Advanced modeled audiences

Target audiences modeled after your customers, based on online and offline data.

- **Look-Alike:** Target users who exhibit similar characteristics as your customers or other highly valued audiences. Look-alike modeling may be based on BSI Partner Search data, custom database match findings, LeadBack pixel data, converters or IRI purchase data.
- **ShopperScan:** Target audiences modeled after your best customers. We look at known IRI Panel Purchases (at the brand or product category level), then model your desired audience using thousands of online behavior events and hundreds of offline data elements.



### **LeadBack (retargeting)**

Target users who have been to your website, seen your ad, or searched for you on BSI Partner Search.

- **Advertiser LeadBack:** Retarget users who visit your website.
- **Creative LeadBack:** Retarget users who have clicked or seen your banner ad.
- **Sponsorship LeadBack:** Retarget users who have been to your specific sponsorship area of BSI's Partnership Network.
- **Reverse LeadBack:** Target new customers – those people who have not previously interacted with you.

### **Demographic**

Age, gender, income, kids – it's the meat and potatoes of targeting.

- **User/Household:** Target users based on attributes from user registration or third-party data (e.g. age, gender, income, kids).
- **Site:** Place your ads on the sites that are visited most frequently by your desired audience. We aggregate our inventory by demographic and psychographic attributes – based on comScore data. You can, for example, place your ad on sites that are visited by users who attended college, users who applied offline for a credit card in the last six months, user who traveled domestically over six times in the last six months, and many more.

### **Geographic and daypart**

Where are your customers? When are they there? Serve your message in the right place at the right time.

- **User:** Target users based on specific geographic locations: country, state, city, DMA, zip code or target users based on destination (BSI properties only) as determined by destination queries submitted on MapQuest or BSI Partner Travel Guides.
- **Site:** Target content that is geographically or locally-centered.
- **Time:** Target users by the time-of-day or time-of-week regardless of time zone.

### **Technographic**

You can tell a lot about a user from the technology they use. It's quite handy, actually. Target users based on technology elements from a user's computer or the network they use to access the internet (e.g. top-Level Domain, Full Domain, Connection Speed, SIC Code, Browser, Language Browser, Operating System).

### **Key statistics**

- BSI Advertising reaches 184M consumers



- Our behavioral audience includes over 140M consumers
- BSI's eAddressable/offline data audience includes over 30M consumers
- Our consumer purchase panel audience consists of 50K consumers
- The Advertising.com network includes over 6,000 sites
- BSI's Partner behavioral data network includes over 2,000 sites