



behavioral targeting

Yahoo! Behavioral Targeting

What is Yahoo! Behavioral Targeting?

Yahoo! Behavioral Targeting is an online marketing service that infers the specific interests of consumers based on their online activities. Leveraging a set of sophisticated proprietary algorithms informed by searches, ad interactions, and content consumed, Yahoo! Behavioral Targeting enables marketing messages to be targeted to a very specific audience at scale.

How does Yahoo! Behavioral Targeting work?

Yahoo! Behavioral Targeting is powered by sophisticated modeling technology. These models are based on extensive online interactions, including searches, page-views, and ad interactions. With these models, Yahoo! identifies what consumers are interested in and predicts where in the Awareness-Consideration-Purchase funnel they are.

By understanding factors such as category of interest, the frequency of content consumed, the interactions on the site, and the recency of user engagement, we can aggregate large, yet granular, audiences to whom our marketing partners can deliver relevant messages.

Today we surface these audiences to Advertisers in two primary groups: Shoppers and Engagers.

Shoppers

These consumers are intensively searching for, or interacting with, content related to a certain category. Based on the intensity of the online activities – and depending on the purchase cycle of the specific category the consumer is researching – our models can predict that this type of consumer is nearing a buying decision.

Engagers

With their online behavior, these consumers have also distinguished themselves from the rest of our user population. By focusing their time in a specific category – although not as intensively as our Shoppers – these consumers identify themselves as more upper-funnel consumers who are just beginning to perform research in a given category.

In both cases, Shoppers and Engagers are online consumers interested in what you are selling and are more likely to be receptive to your marketing messages.

How does Yahoo! Behavioral Targeting fit into my overall campaign?

Yahoo! Behavioral Targeting allows you to target consumers based on their interests. Advertisers spend considerable resources and time directed at understanding their customers from a multitude of perspectives. Combining Yahoo!'s massive audience with our Behavioral Targeting, you can deliver very specific messages and differentiated offers to highly-qualified audiences at scale.

What are the key features of Yahoo! Behavioral Targeting?

- Deep insights - 12% of all time spent online is on Yahoo!; 5x the page views compared to the closest competitor.
- Massive reach - 85% of global online population is on the Yahoo! Network
- Sophisticated predictive modeling technology
- Over 450 targeting segments available at large scale

How many Behavioral Targeting categories are available on Yahoo!?

Yahoo! has over 450 different categories of user interests.

