



# Targeted: How Technology is Revolutionizing Advertising and the Way Companies Reach Consumers

*Mike Smith*

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Far from the catchy television spots and sleek magazine spreads are the comparatively modest ads that pop up on websites and in Internet searches. But don't be fooled--online advertising is exploding.

Growing at a compound annual rate near 20%, it is now the second-largest advertising channel in the United States.

Part history, part guidebook, part prediction for the future, *Targeted* tells the story of the companies, individuals, and innovations driving this revolution. It takes readers behind the scenes--examining the growth of digital advertising, its enormous potential, and the technologies that are changing the game forever. Leading the way is real-time bidding, which offers advertisers unprecedented precision in targeting ads and measuring their effectiveness.

From keyword micro-markets and ad serving systems to aggregated virtual audiences and new business models, *Targeted* is sweeping in scope and stripped of technical complexity. It is an essential resource for anyone interested in finding and connecting with customers in the vast and shifting Internet universe.

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