Behavioural Advertising

WHAT IS IT?
Behavioural advertising is “a practice that is based on internet browsing activity and allows brands to deliver adverts to web users which reflect their interests. It’s safe, transparent, and designed to empower [the] consumer.” (Source: Internet Advertising Bureau)

HOW DOES IT WORK?
Information about a website user’s browsing activity is collected and split into groups, such as housing, theatre and fashion. A cookie is then placed on their computer by the website to identify them as someone interested in a certain thing, such as theatre, and they become categorised alongside other users with similar interests to form a type. Advertising is then tailored for different types and more relevant display ads are served to that user.

WHY USE BEHAVIOURAL ADVERTISING?
The best advertising is relevant advertising – there’s very little sense in advertising baby care products to elderly men, for instance, and this profiling helps to cut out that waste.

SO FOR EXAMPLE
When a user makes several searches for women’s clothing online, their advertising adapts and offers that user more shopping options.