



More on behavioral targeting

Sample categories:

Automotive

- Dealers
- Parts/repairs

Finance

- Insurance
- Banks

Health and wellness

- Doctors/dentists/hospitals
- Health insurance

Entertainment

- Movie theaters
- Sports venues

Travel

- Car rentals
- Hotels

Food and dining

- Restaurants and caterers
- Grocery stores

Shopping

- Retailers
- Holidays, weddings

Consumer electronics

- Computer products
- Cell phone dealers

Moving

- Real estate agents
- Mortgages

... and much more. If you need a specific category, just ask

Targeting Capabilities

Combining high reach and targeting expertise, WhitePages helps you deliver to the right audience. We offer the following methods for targeting your advertising to our visitors (capabilities can be customized to fit your marketing strategy).

Behavioral targeting

To users who have conducted business searches in the categories that are most relevant to your product or service:

- Auto
- Travel
- Finance
- Moving
- Life stage
- ...and many more

@Work targeting

To users from professional IP addresses, domains or time of day usage:

- Fortune 500 companies
- Domain name
- SIC code
(Standard Industry Classification)
- Day-part targeting

Demographic targeting

To users in your target market:

- Age
- Gender
- Professional or personal use
- Wireless carrier
- U.S. Census-based: HHI, house value, and ethnicity

Geo-targeting

To user location (IP):

- ZIP code
- City
- DMA
- State
- Country

Usage targeting

To users who are more likely to fit in a certain demographic or life-stage^{1 and 2} based on their site-usage:

- Daily (super heavy users)
- Weekly (heavy users)
- Monthly (medium users)
- Quarterly (light users)

Listing targeting

To users based on the listing information in their search-results:

- Gender
- Professional/residential
- Phone carrier
- Age-range

Note: Listing targeting can be used simultaneously while passing user search parameters (first name, last name, city, state, or ZIP) into the advertisement

Geo-destination targeting

To user location (IP) AND their search parameter location (keyword)

For example: Target ads to users in Seattle (IP) who are searching for people or businesses in New York (keyword)

Source:

1 Internal Audience Segmentation Survey, 2008
2 comScore Plan Metrix, 2008