



# Contextual Behavioral

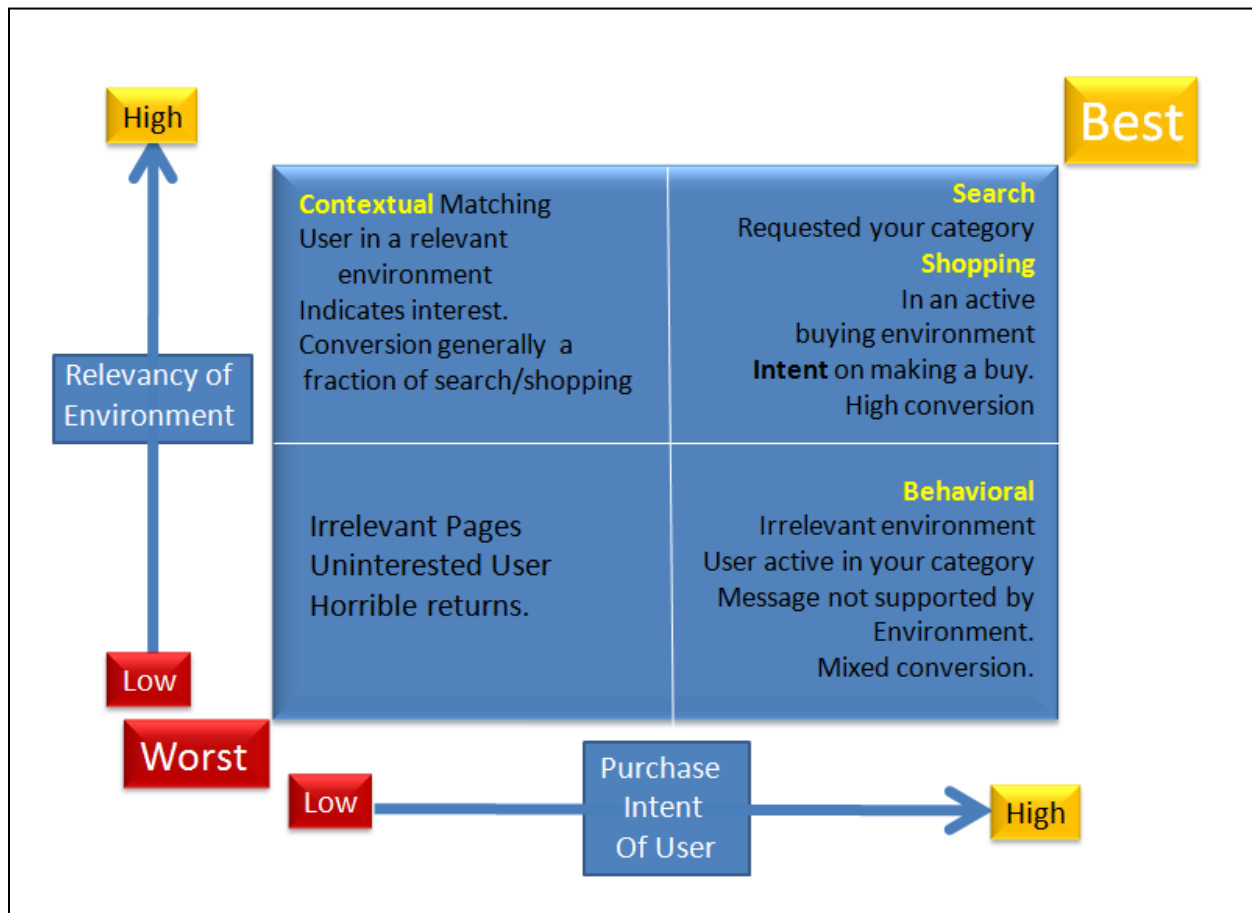
*Notes on contextual and behavioral.*

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This white paper discusses the nature of the Grocery Shopping website in terms of contextual and behavioral media buying objectives.

Much ado has been made about targeting, and about the two main tools, Contextual and Behavioral. The following chart depicts the nature of the two, where they combine, and where they are divergent.

## Quality of Targeting



‘Contextual’ refers to the relevancy (to the advertiser) of the environment in which the consumer can be exposed to the advertiser message. So the Cooking Channel is an environment where you will find people interested in food, Vogue is for people who like fashion, etc.

The easiest money to make in advertising is to have what amounts to an ‘advertorial’ environment, where the ads and edit are so closely aligned that the advertising is edit. The analog example is, again, Vogue Magazine, where the vast majority of the pages are advertising, and consumers would not have it any other way.

The digital example is the SERP (Search Engine Results Page) where the user has defined the editorial by his or her query, and the ad results are tailored to that definition.

Easy matching, but unfortunately, only a fraction, maybe 20%, of the web pages that want to be monetized, and on which advertisers can communicate with their customers and prospects.

The rest, from news to social networking to your online email inbox, are not environmental ‘matches.’ (Or Endemic.)

So the second holy grail of online targeting is ‘behavioral.’ This covers a rather wide swath of varieties, such as:

- Collaborative filtering. People who have these behaviors in common have other behaviors in common. Best example, Amazon – people who bought this also liked that.
- Web history. People who have visited (say, auto sites) or have searched (say, for autos) are likely prospects for autos and can be targeted as such.
- Demographics. A distant cousin, but basically ‘people who are women 25-49 are likely mothers with children and buy groceries.’

While there are new algorithms that are attempting to weigh, in real time, the value of the factors, by and large, environment will trump behavior, I believe. In other words, even though a user has exhibited online behavior that indicates an interest in auto insurance, when they are deep into their trout fishing site, an insurance message is not going to be able to set its hook.

Grocery Shopping Network is the best of the best. The ‘environment’ is simply an extension of the grocery store with digital improvements. It is all about the things you can buy at your grocer.

The ‘behavior’ is also ideal. People visit their grocery store website to be more effectively planning what brands to buy on their upcoming trip to the store.

*This ‘double hit’ of contextual and behavior (Contextuhavioral) makes GSN websites like search websites – delivering consumers with high intent who are looking for what to buy, and is why the ‘lift’ of campaigns that run on grocery store websites exceeds the list of other advertising, often substantially.*