Which Yields More:

Targeted or Enhanced

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Targeted Advertising in digital space

INCREASE REVENUE

MINIMIZE WASTE

Demographic
Interests
History

Case studies shown for targeted ad:
- 4% increase in ad revenue
- $0.00008 per advertisement

Workshop on the Economics of Information Security (WEIS)
In Broadcast

**Challenges**

- Lack of personalization
- Cost model differences
- Adoption of new eco-system
- Narrower audience

[Privacy]

[Relevance]

[Complexity]
Can we achieve more by deploying an enhanced layer?
Creating a two-way relationship

Valued Added Services

- Connect viewers and advertisers
- Opt-in user micro geo-targeting
- Immediate feedback loop
- All platform support

More monetization opportunities
1. Challenges of targeting with consumer privacy issues
2. Significant behavioral differences in content consumption in digital vs. broadcast
3. Complexity of workflow ecosystem and open auction ad exchange
4. Leveraging direct relationship between your advertisers and viewers to create trust
5. Tap into consumer impulses by bringing one-click value-added services
6. Distinguish yourself from others and increase monetization opportunities
Visit our product page advertiser.oelement.net

Questions please contact me directly at azita@openznet.com