



Behavioral Targeting.

What it is and
how it works!





Marketing with Behavioral Data

- Three Key Elements
- Types of Behavioral Data
- Behavioral Data Usage

Behavioral Targeting

A Step Beyond Self-Reported and Appended Demographics

Email marketing requires integration of intelligence beyond traditional demographic targeting. Today's targeting should also incorporate three key elements:

- **Behavior**

- How has the contact engaged with your brand

- **Frequency**

- How many times have they engaged in the behavior (1 time, 3 times, 12 times, etc.)

- **Recency**

- When did they engage in the behavior (last 12 hours, 1 month, 3 months, etc.)



Types of Behavioral Data

Eloqua helps us target multiple behaviors and engagement levels including:

1. Website browsing
 - Visits to individual articles
 - Page tags visits
 - Page tag groups visits
 - Download activity

2. Form submissions
 - Registration for whitepaper/content download x topic
 - Registration for webinar x topic
 - Participation in a poll/quiz

3. Subscriptions or registrations for topic specific newsletters/magazines/websites



Behavioral Data - Usage

When To Use Behavioral Data:

- Lead generation campaigns.
 - Start with a small target group. Identify relevant browsing behaviors, add frequency and recency parameters.

DRAFT ED Behavioral Sample

Contact Count Not Available

Visited Page Tags
Contacts who have visited any page tags at least 3 times within the last day

Page Tags
No description provided **included**

Contacts who have visited page tags...

Select an item to add

- ED_4G
- ED_Analog
- ED_Android
- ED_Automotive
- ED_Boards
- ED_Communications
- ED_Components
- ED_Data Converters - TI
- ED_Defense
- ED_Dev-Tools

DRAFT ED Behavioral Sample

8,379 contacts
Just now

Page Tags	Included
Page Tags Automotive 6x in 3 mo	1,317 included
WP WS Automotive	0 included
EBook - Focus on Automotive 1x in 2 mo	4,113 included
Automotive Electronics eNL Opened 4x - 1 month	4,449 included



Behavioral Data - Usage

Cont'd

- Traffic driving campaigns
 - Use repurposed content packaged in a topic specific theme (i.e. Top 5 Articles on Smart Cars)
 - In addition to criteria used to lead generation, Add self-reported demo with recency and frequency parameters

DRAFT ED Behavioral Sample - Traffic

19,307 contacts
Just now

Criteria	Included
<input checked="" type="checkbox"/> Page Tags Automotive 6x in 3 mo	1,318 included
<input checked="" type="checkbox"/> WP WS Automotive	0 included
<input checked="" type="checkbox"/> EBook - Focus on Automotive 1x in 2 mo	4,114 included
<input checked="" type="checkbox"/> Automotive Electronics eNL Opened 4x - 1 month	4,452 included
<input checked="" type="checkbox"/> Product-Tech: Automotive/Ind ... opened any em 1x in 3 mo	13,022 included

→

Compare Contact Fields
Contacts who have a "DEMO - ED - Products or Tech (MS)" field having a value that contains "Automotive"

OR

Compare Contact Fields
Contacts who have a "DEMO - ED - Industries (MS)" field having a value that contains "Automotive"

OR

Compare Contact Fields
Contacts who have a "ZZDEMO - ED - Products or Tech" field having a value that contains "Automotive"

AND

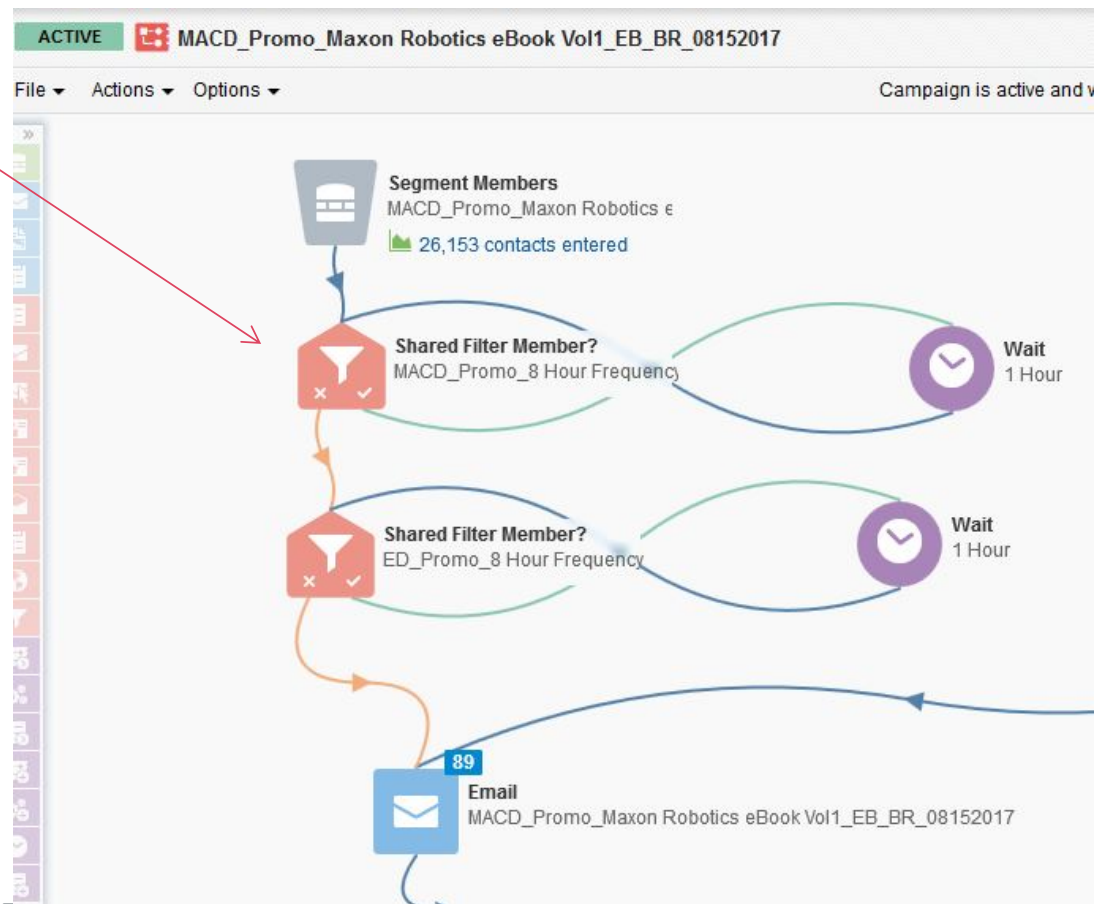
Opened Any Email
Contacts who have opened any e-mail at least 1 time within the last 3 months



Behavioral Data - Usage

Cont'd

- Use Frequency Filters at Campaign Level - All campaigns





Results

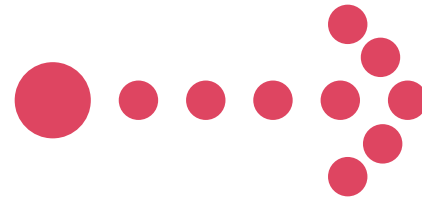
Behavior



Recency



Frequency





Impact



Behavioral Data - Impact

When Behavioral Data is used right – everyone is happy!

• Happy Users ...

- Get relevant messages and content. Getting the right technical information when they are in the research phase is key. Email inboxes are overflowing and by only sending your contacts relevant information, they will be more likely to open your communications regularly.

• Happy Clients ...

- Get high quality , engaged leads and/or ad impressions served. Prospects are more likely to see their products at the right stage of the buying cycle ... thereby improving the quality of leads.

