



**Targeted: Summary of the Key Ideas - Original
Book by Mike Smith: How Technology is
Revolutionizing Advertising and the Way
Companies Reach Consumers**

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Online advertising is growing at a fast pace and predicted to become the second-largest advertising channel within the next few years. Real-time bidding and other technological advancements have made it possible for advertisers to tailor their ads to customers' needs and target the right users based on their preferences.

Who should read this book:

- Marketers and advertisers who want to find out how to tailor their ads to the right audience.
- Anyone interested in learning more about online advertising and real-time bidding.
- People who want to know how the use of data by companies affects their privacy.

In this summary:

Chapter 1: Online advertising involves a number of intermediaries

Chapter 2: Paid-search advertising is based on keywords companies can buy

Chapter 3: Google included the click-through rate in its algorithm

Chapter 4: Companies had to use ad networks to advertise online

Chapter 5: Online advertising was transformed by the advent of real-time bidding

Chapter 6: Real-time bidding is a complex process that happens in a matter of seconds

Chapter 7: Right Media introduced the CTM pricing system

Chapter 8: Advertisers gather and use data to customize their ads

Chapter 9: Companies invade our privacy by collecting large amounts of data

Chapter 10: Mobile advertising is on the rise due to tablets and smartphones

Chapter 11: Final Summary

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