BEHAVIORAL MARKETING

THE MOST EFFECTIVE WAY TO MARKET TO BUYERS, NOT SUGGESTED DEMOGRAPHICS
WHAT IS BEHAVIORAL MARKETING?

INDIVIDUAL BEHAVIORS + MARKETING AUTOMATION = BEHAVIORAL MARKETING
Behavioral Marketing is the next generation of online advertising. It’s a new way of thinking that breaks digital marketing through the old limits of traditional marketing.

Until now, digital marketing meant buying ad space on a site where you hoped your audience would be. It was the online equivalent of buying a roadside billboard and crossing your fingers your buyers in your market drove by. It was both broad and limited.

With Behavioral Marketing, your campaign is free of those constraints. Paired with Real Time Bidding, you can track individual users and present your ads on a case-by-case basis. You’re no longer wasting billboard views, you’re delivering your message to your buyers individually.
WHAT IS BEHAVIORAL MARKETING?

Behavioral Marketing includes:

**SITE RETARGETING**
marketing to those who are *familiar* with your company

**SEARCH RETARGETING**
marketing to those who are *looking* for your company

**KEYWORD CONTEXTUAL RETARGETING**
marketing to those who are *interested* in your products and services
WHY BEHAVIORAL MARKETING?

Data has evolved to the point that it can tell us what businesses want, and even let them tell us what they want themselves. Search retargeting uses queries and user search data to measure buyer behavior and intent and uses this data to present them with the products and companies that answer the questions they’re asking.

Harvard Business School professor Clay Christensen calls this process “Integrating around the job to be done.” The user “hires” a product to a “job”. Understanding this helps companies develop their marketing plan around what causes a business to buy a product and not by their identity with a particular demographic segment.

With Behavioral Marketing though, this kind of nuance is recognized and put to use. It allows for a more tailored approach that can be adjusted during a campaign, instead of set in stone before a launch. Behavioral Marketing recognizes the importance of granular data and takes care of all the heavy lifting for you, leading to higher ROI.

1 http://hbswk.hbs.edu/item/6496.html
WHY BEHAVIORAL MARKETING?

focus on

INDIVIDUAL BUYER BEHAVIOR

and not

LOOSELY-RELATED LEADS
WHY BEHAVIORAL MARKETING?

the standard 468x60 banner sees a CTR of 0.04%\(^1\)

behavior-based targeted ads see a CTR of up to and over 0.12%

THAT’S A CLICK-THROUGH GROWTH OF 300%
Segments break audiences into demographic pools based on basic data: location, business size, perceived industry and others. None of these are predictors of buying behavior and may not be up-to-date.

Behavior-based tracking, however, reflects real-time user interest. A user searching for “office chairs” and “desks in bulk” and visiting websites like OfficeDepot.com is more likely to be about to buy office furniture than a lead that simply belongs in the “Facility Managers” segment.

**THese aren’t just any leads**

**These are leads looking to buy now**
Behavioral marketing covers more than display advertising and search and site retargeting, it also applies to your email campaigns. Open and click-through rates for behavior-based email campaigns is leagues above interaction rates for batch messages.

For email, behavior-based can mean a lot of things. Abandoned cart emails for commerce websites. Follow-ups to sales for client feedback. Upgrade alerts for past clients. These kind of triggered emails see significantly higher engagement than others.
Real Time Bidding is the essential technology that allows for the delivery of behavior-based marketing campaigns and one of the fastest growing avenues in digital marketing.

Real Time Bidding (RTB) is a method of buying display ad space one impression at a time at prices that reflect their real-time value. It’s a cost-saving alternative to bulk-buying a block of impressions at a single set price over a long period of time.

Driven by computer algorithms, RTB software reacts to immediate data and bids for impressions with targeted users—not specific websites—the moment they’re available.
Behavioral targeting and real time bidding offer incredible granularity and nuance in campaigns. Combined, they allow businesses to display their messaging in front of buyers looking for companies like them—while they’re looking for them.

Separately, they provide incredible mines of data for digital marketers. Behavioral targeting has the leads and real time bidding has the means. Together, they mean a revolution in digital marketing.