

ANNOUNCEMENT

BACHELOR THESIS

KEYWORDS

- Contextual targeting
- Behavioral targeting
- Online advertising
- Empirical Bachelor Thesis

TOPIC: IS CONTEXTUAL ADVERTISING GETTING PREDOMINANT AGAIN?

As online advertising continues to grow at a fast pace, it is crucial for marketers to decide on the method (e.g., behavioral vs contextual targeting) to target their ad campaigns. Behavioral targeting, as its name implies, monitors the behavior of website visitors based on their location, browsing history, spending habits, and other information. An ad campaign, thus, relies on cookies and other behavioral factors, and website visitors are exposed to ads correlated with their past behavior. Contextual targeting focuses solely on content of the website. Hence, as website visitors move from one page to another, they are exposed to ads relevant to the content of the website that they are currently browsing. Digital marketing experts have frequently hailed behavioral targeting as being superior to contextual targeting. However, with many brand-safety scandals shaking the industry recently (Heine 2017), major brands have started speaking of the importance of context once again.

The aim of the thesis, thus, is to investigate whether contextual targeting is coming into play after the brand safety discussions by taking advantage of a recent information disclosure about ad placements by a major European ad exchange aiming at providing context information to advertisers. To carry out the empirical study, the student will investigate whether brands and websites contextually match before and after the information disclosure. Therefore, basic knowledge of empirical research methods and statistics is required. The findings from the thesis will offer insights into the tendency of advertisers towards targeting methods when they set-up their campaigns, specifically after the current brand safety discussions.

LITERATURE:

- **Goldfarb, A., & Tucker, C. (2011):** *Online Display Advertising: Targeting and Obtrusiveness*, Marketing Science, 30(3), 389–404.
- **Lambrecht, A., & Tucker, C. (2013):** *When does retargeting work? Information specificity in online advertising*, Journal of Marketing Research, 50(5), 561-576.
- **Liu, B. et al. (2013):** *AdReveal: improving transparency into online targeted advertising*, In Proceedings of the Twelfth ACM Workshop on Hot Topics in Networks (p. 12). ACM.
- **Heine, C. (2017):** *With Brand Safety in Focus, Digital Advertisers Are Quickly Shifting toward Direct Programmatic*, Retrieved from <http://www.adweek.com/digital/with-brand-safety-in-focus-digital-advertisers-are-quickly-shifting-toward-direct-programmatic/>.

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APPLICATIONS:

Applications with CV and transcript of records should be sent to Sila Ada (sila.ada@wu.ac.at).