

# 12 WAYS TO TARGET CUSTOMERS

- 1. Behavioral targeting:** Reach consumers who have demonstrated specific interests online; examples include auto buyers, apparel shoppers and moviegoers.
- 2. Retargeting/Re-marketing:** Serve content to people who have previously visited your site.
- 3. Dayparting:** Reach consumers at a certain time and/or day of the week.
- 4. Geographic:** Reach consumers in specific geographical locations (country, state, city, DMA, or ZIP+4 code).
- 5. Demographic/Psychographic:** Target content at channels most frequently used by women, by Hispanics, by people age 18-24, by people who earn \$50K to \$75K a year, by liberal-leaning individuals interested in reading and tennis, etc.
- 6. Household:** Target individuals, households or channels based on user registration data.
- 7. Survey-based:** Target users with content based on their responses to consumer survey questions
- 8. Purchase-based:** Target users with content based on products they've purchased.
- 9. Technographic:** Target users by connection speed, operating system, browser type, device type.
- 10. App-based:** Using specific device-based data, target users by apps they consume.
- 11. Look-alike modeling:** Target users who exhibit similar characteristics to your customers (or other valuable audiences).
- 12. Email-based:** Target users with content who open or click on certain emails or left something in a cart.

© **mng**) marketing nice guys  
[www.marketingniceguys.com](http://www.marketingniceguys.com)