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Targeting in Three Dimensions

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ABSTRACT

We have all witnessed the epic migration of the Advertising and Marketing industry as it evolves from the historic communication media to the advanced services of Web, Mobile, and ITV. Mobile Advertising suggested the coup de grace had arrived, but, are we really ready for a generational shift in the way that data is collected, analyzed, and distributed to provide the most relevant, personalized, and effective offer to the consumer? How do we leverage the knowledge of one media type with that of another? Are we ready for true Personalization and One-on-One Engagement? Is Mobile Advertising the destination or simply part of the journey? Will we ever create a brand relationship that "follows" the consumer from Mobile to Desktop to TV? This presentation will walk you through the current landscape of Mobile Advertising, existing gaps, and opportunities to reach out to other media and provide even better-targeted offers and communications.

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