

Table of Contents

- 1. Introduction.....7
- 2. Media planning9
 - 2.1. Definition9
 - 2.2. Classification of media planning into marketing planning.....9
 - 2.3. Objectives.....10
 - 2.4. Target group segmentation13
 - 2.4.1. Segmentation criteria13
 - 2.4.2. Target group segmentation online15
 - 2.5. Media strategy.....17
 - 2.6. Media selection programmes19
 - 2.7. Requirements for optimal media planning: Elements and process22
- 3. Online as advertising medium25
 - 3.1. The importance of online advertising25
 - 3.2. Brief overview of the history of online advertising27
 - 3.3. The current state of the industry.....28
 - 3.4. Online advertising formats and performance measurement30
- 4. Targeting Online33
 - 4.1. Geo Targeting34
 - 4.2. Prime-Time Targeting.....34
 - 4.3. Technical Targeting.....35
 - 4.4. Profile Targeting.....35
 - 4.5. Contextual Targeting.....35
 - 4.6. Keyword Targeting36
- 5. Behavioural Targeting.....37
 - 5.1. Three different types of Behavioural Targeting38
 - 5.1.1. Affinity-based Behavioural Targeting38
 - 5.1.2. Re-targeting39
 - 5.1.3. Predictive Behavioural Targeting40
 - 5.2. Behavioural Targeting in practice.....41
 - 5.3. Requirements for successful Behavioural Targeting44
 - 5.4. The process of BT45
 - 5.5. A Behavioural Targeting SWOT-Analysis47
 - 5.5.1. Strengths.....47
 - 5.5.2. Weaknesses.....49

5.5.3. Threats.....	51
5.5.4. Opportunities	53
6. Current state of affairs in BT.....	57
6.1. The international development of Behavioural Targeting	57
6.2. Demands on Behavioural Targeting and recommended course of action for media planners	59
6.3. Case Study	61
6.4. Future outlook	65
7. Summary and final remark	71
8. Bibliography	75
8.1. Books	75
8.2. Articles in collected editions.....	77
8.3. Journal articles.....	77
8.4. Internet.....	78
8.5. Miscellaneous	82
8.6. List of figures.....	83