

# Advertiser Case Study

Behavioral Targeting on TACODA delivered more brand impact and less waste for Panasonic®



“Working with TACODA gave us great insights on how behavioral targeting moves market share and mindshare.”

Lydia Snape  
SVP, Interactive Services Director  
Renegade Marketing Group

## Advertiser Objective:

- Raise brand Panasonic brand awareness among likely purchasers of plasma panel televisions

## Media Vehicle

- TACODA Audience Networks™

## Targeted Segments:

- Recent visitors to consumer electronic shopping sites and consumer electronic content

## Measurable Results:

- Campaign reached 50.3% more imminent buyers of plasma televisions than contextual targeting
- 63.1% lift in unaided brand awareness over contextual targeting
- 168% advantage over run-of-network in increasing the likelihood of buying a Panasonic brand plasma television

Source: Next Century Media and Insight Express, *Impact of Behavioral Targeting vs. Contextual Targeting Study*, April 2006