

# Data collection for behavioural targeting

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*Frederik Borgesius*

*Ph.D researcher*

*Institute for Information Law, University of Amsterdam*



What's wrong with data protection?  
European Parliament, 31 January 2013

# Behavioural targeting

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- (i) Tracking people online
- (ii) Building profiles
- (iii) Targeted advertising

# Tracking

The screenshot shows a web browser displaying a page from [m3christians.com/credit-card-debt-problem-essential-resources-to-beat-credit-card-debt/](http://m3christians.com/credit-card-debt-problem-essential-resources-to-beat-credit-card-debt/). The page features a navigation menu with items like 'Bible & Money', 'Archives', 'Helpful \$ Tools', and 'Budgeting'. A main banner reads 'THE SECRET TO A SUCCESSFUL BUDGET' with the subtitle 'Practical advice for creating a budget that lasts'. Below this, there's a section titled 'Debt Problem? Essential Resources to Beat Credit' with social sharing buttons for Facebook (4 shares), Twitter (19 tweets), and a '+1' button. A 'Share' dropdown menu is open, showing icons for Twitter, Facebook, Email, Print, StumbleUpon, and LinkedIn. A magnifying glass graphic is positioned over a 'CLICK HERE' button. A purple tracking overlay on the right side lists various analytics and advertising services, including AdMeld, AdNexus, Adometry, Advertising.com, Bizo, BrightRoll, Comscore Beacon, Crazy Egg, Crowd Science, DoubleClick, Facebook Connect, Facebook Social Plugins, GDN Notice, Google +1, Google AdSense, Google Analytics, Hello Bar, HitTail, InvestingChannel, Invite Media, Krux Digital, LeadBack, LinkedIn Widgets, Lotame, Quantcast, Revenue Science, Right Media, SiteMeter, SpecificClick, Statcounter, StumbleUpon Widgets, Tacoda, TargusInfo, Technorati Media, Twitter Button, Tynt Insight, VigLink, and Wordpress Stats. Three red arrows originate from the magnifying glass area: one points to the 'CLICK HERE' button, another points to the social sharing buttons, and a third points to the tracking overlay.

# Tracking

The screenshot shows a web browser window with the address bar containing "medical advice". The browser's bookmark bar includes "ckerScan", "SSRN", "GogITrans", "VPN-V.Dale", "Webster", and "UvACat". The main content area features several article thumbnails:

- "Addiction to Pain Medication - Can that happen to me?"
- "How to manage your Stress ?"
- "Causes of Night Time Leg Cramps"
- "15 health benefits of eating apples"

A central advertisement for "webCTOR." includes the text "Check why I recommend webctor.com to my patients!" and a "Sign up!" button. A purple sidebar on the right lists tracking services: "Crazy Egg", "DoubleClick", "Facebook Connect", "GDN Notice", "Google +1", "Google Adsense", "Google Analytics", and "ShareThis". A vertical stack of social media icons (Facebook, Twitter, LinkedIn, YouTube, etc.) is also visible. At the bottom, there is a "Find a doctor" button next to a "City" input field. A smiling female doctor is positioned at the bottom center of the page.

Two red arrows point from the doctor's image to the "Sign up!" button and the social media icons. Another red arrow points from the "Sign up!" button to the "webCTOR." advertisement.

# Third parties after visit top 100 websites

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3rd parties 457

3rd party cookies total 5.493

Trend



# Profiles

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Wired 1 December 2011

# Profile

Pubmatic.com



# Behavioural Targeting

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# 2012 DISPLAY ADVERTISING ECOSYSTEM EUROPE

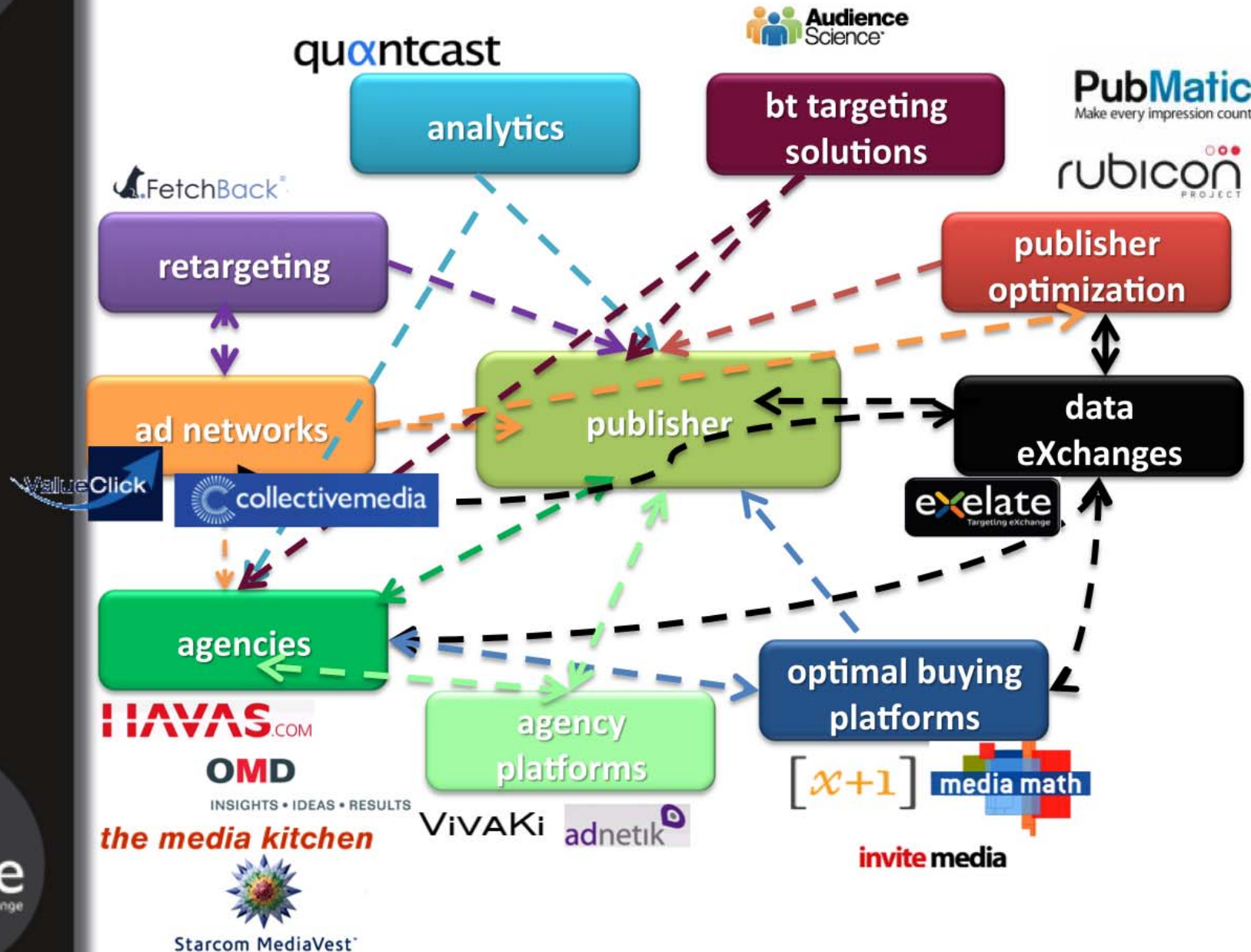
PUBLISHERS

ADVERTISERS

<b>Data Suppliers</b>	CACI smaller Bisnode COMSCORE EQUIFAX Experian ACXION nielsen dunnhumby Almond
<b>Data Management Platforms</b>	kRUX LOTAME nugg.ad Audience Science MediaMath TURN eyeota bluekai enreach exelate Demdex
<b>Data Exchanges</b>	Adatus exelate quintcast eyeota
<b>Sales Houses</b>	TOMORROW FOCUS YAHOO! 24/7 FOX InteractiveMedia SanomaMedia aaddoor Telefonia BOX economy united internet IP axel springer cmvocento netzathleten AD2ONE anteverano Lagardere HORIZON MEDIA ADVERT STREAM WebMats thinkdigital hi-media
<b>SSP &amp; Private Ad Exchanges</b>	IMPROVE DIGITAL rubicon ADMETA PubMatic
<b>Delivery Systems, Tools &amp; Analytics</b>	doubleclick adspirit IMPROVE DIGITAL ADTECH appnexus SAs OpenX weborama OMNITURE adhesa nielsen ADDITION technologies AG atlas Google IAB 24/7 smart adlogix TEALIUM AdDynamics mediate MAXIFIER ge.edge COMSCORE Crystal Semantics PEER3G ensighten
<b>Verification &amp; Privacy</b>	Truste Crystal Semantics adsafe EVIDON
<b>Ad Networks</b>	ad pepper SM MicroStrategy Advertising adconion upvalue ClickDistrict cpx crimtan Ligatus adp tiger orange Aol. Simply plista adknowledge hi-media Digitize Google unanimis AD-DYNAMO Casal VERTICAL NETWORK MATOMY TREMOR VIDEO ETARGET JustClick shark VIBRANT Meta Network zanox ADVERT STREAM TVMedia offilist adsmarket anteverano performance CREOFI ebuzzing BRAND EUROPE LIFESTREET JEMM hitpool
<b>Demand Side Platforms</b>	MediaMath X+1 sibscout TURN DataXu ClickDistrict adform RELEWARE invite media appnexus glow sociomantic
<b>Agency Trading Desks</b>	next premium amperff X AXIS Accuen iProspect emnet
<b>Trading Desks</b>	infectious Traffic4U MEDIA DONUTS mexad mediamind IGNITION ONE matiro revenuecloud ON DEMAND Avent media adsimilis adbroker MIQ EfficientFrontier zebestof B LeGillas medici optimal AdLantic Media Science Gannett
<b>Audience Targeting / Re-Targeting</b>	critrol struq Audience Science myThings Simplifi xplosion collective crimtan Affectiv Visual DNA grapesht data driven display IGNITION ONE
<b>Ad Exchanges</b>	OpenX adcloud hi-media doubleclick ad scale ad broker
<b>Agencies</b>	OmnicomMediaGroup HAVAS dentsu IPG PUBLICIS A M E D I A
<b>Delivery Systems, Tools &amp; Analytics</b>	doubleclick 24/7 appnexus ADTECH IGNITION ONE atlas weborama PEER3G nielsen adspirit adnologies.com mediamind ADDITION technologies AG Crystal Semantics adform Google AD ACCESS ge.edge COMSCORE ADMETA OMNITURE
<b>Verification &amp; Privacy</b>	MediaTrust Truste adsafe DoubleVerify EVIDON
<b>Published by</b>	IMPROVE DIGITAL

# Data Wild West

data x marketplace x management



# Thank you!

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*Frederik Borgesius*

*@FBorgesius*

*[www.ivir.nl/staff/borgesius.html](http://www.ivir.nl/staff/borgesius.html)*

