



Digital Advertising

A New Age Of Marketing

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Research Question:

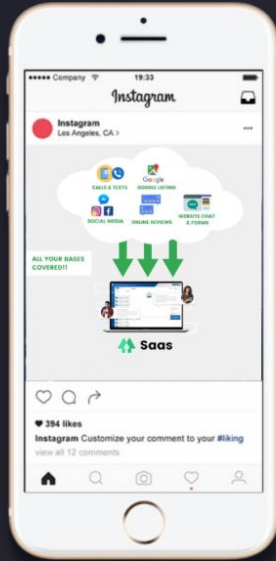
How do social media algorithms maximize user engagement to collect customer specific data and create accurate consumer profiles, in an effort to deliver individualized marketing?

Background - Attention Economy



- Free services sell your attention.
- Transaction is company to company.
- You're the product.
- Collected data creates avatar
- Sell data to advertisers.

Terms for Understanding

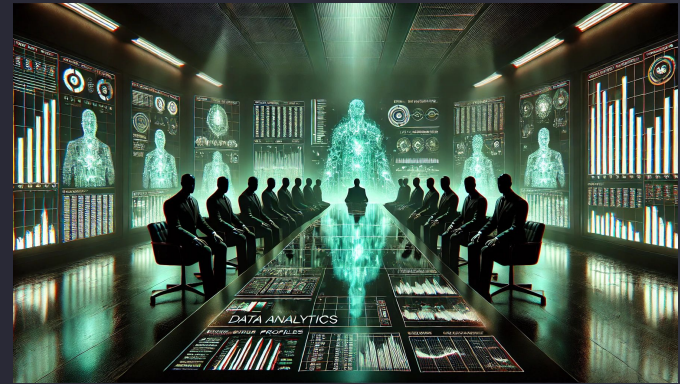


Impressions - the amount of times that an ad is but in front of someone's eyes.

Clicks - the amount of times that a person visits the ad.

Targeting Customers

- Creating avatars of customers for potential buyers
- Understanding who you are
- Understanding what triggers you
- Knowing what you like before you do.



Defining Success

- Accurate customer avatars
- Selling attention
- High click-through rates
- Resulting in sales
- Collect customer insights



What The Future Holds



- AI collecting and analyzing data.
- Data collected from all platforms
- Advertising models getting better
- Ads being seen everywhere.
- Ads being very bespoke.

Work Cited

Beam, Levi. "Social Media Is the Future of Marketing." Michigan Journal of Economics, 13 Dec. 2023, sites.lsa.umich.edu/mje/2023/12/13/social-media-is-the-future-of-marketing/. Accessed 11 Oct. 2024.

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