Delta Profiles - what are they and why should you use them?

Effective advertising is about connecting an advertiser with a consumer that's actually interested in what the advertiser has to offer. The only problem is to find out who your clients really are, and where to find them. The standard way of buying online advertising has been based on classical demography and first and foremost probability. Based on old marketing surveys, it's kind of like a best guess. Well, that doesn't cut it anymore. Guessing where your clients will show up online is more difficult than finding that needle in the haystack. The browsing behavior is increasingly fragmented; people visit sites from all countries, at all times, and they use different devices to do it.

But doesn't people interested in sports visit sport sites? Of course they do. But when they do, they are focused on the page content, rather than the messages surrounding it. Our data shows that consumers are much more open to messages concerning their prime interest when they are not in that environment. Sure, in some campaigns it's enough being noticed in the corner of the eye. But if you are expecting results from your campaign, you should think ahead.

Another great perk of using Deltas Profiles - by tracking your own site, you will get a clear view on what's your primary target group, but also what your second is. The first one is usually not that big of a surprise, chances are you know your clients, but your secondary target group might raise an eyebrow. And also, by knowing exactly who's interested in your products, you can plan your communication on this basis – and even your product development.

Our profiles are based on enormous data volumes and years of experience, all to make sure that the ads are always shown on the most relevant site, to the most relevant person. By tracking users entire browsing behavior we can determine what their interests are and place them in to pre-defined target groups - our Profiles.

You don't have to build your campaigns on assumptions.

DELTA PROJECTS