

ClearSight Unveils New Audience Targeting Method for Display Advertising

ClearSight Interactive announced the launch of a first-of-its-kind audience targeting suite, ClearProfile, to enable brand marketers to greatly expand their Internet display advertising. ClearProfile brings a dataset that profiles over 40 million online users who have granted permission to receive relevant marketing communications. Through exclusive data partnerships, ClearProfile offers over 180 audience targeting segments and more are on the way. Segments include demographic details ranging from the presence of children in the household and home ownership to psychographic attributes such as automotive preferences, financial investment activity and frequent travel behavior.

([PRWEB](#)) June 28, 2010 -- ClearSight Interactive announced the launch of a first-of-its-kind audience targeting suite, ClearProfile, to enable brand marketers to greatly expand their Internet display advertising. Using ClearProfile, Advertisers will be able to identify and deliver banner ads to prospective customers based on proven offline demographic and psychographic purchase propensities plus geographic purchase intensities.

“We’ve invested a lot of R&D to find a privacy compliant way to utilize for online advertising all the data advertisers and agencies use for TV, radio, direct mail branding and market-share oriented advertising,” said Tom Alison, CEO of ClearSight Interactive. “We all know that birds of a feather flock together and that every advertising campaign should allocate some funds to heavy-up on heavy buyer areas. Personally, I like to fish where the fish are. ClearSight can identify the hot spots.”

Unlike most of today’s behavioral targeting, ClearProfile brings a dataset that profiles over 40 million online users who have granted permission to receive relevant marketing communications. Rather than identifying individuals personal behavior through use of a cookie, ClearProfile models IP Address geo-locations to neighborhoods through self-submitted permission-based website registration data and integrates traditional offline aggregated data indexed at the Zip+4 and census block level.

“While online advertising has aggressively pursued individual-level behavior, in reality, relevant, effective marketing can be achieved for many products and brands through traditional neighborhood clustering techniques that have been utilized offline for over 25 years,” noted Tim Daly, SVP of Marketing Operation and co-founder of ClearSight Interactive. “Until now, data solutions in the marketplace for IP geo-location have failed to deliver the necessary user proximity for real audience targeting beyond city or DMA. With ClearProfile, marketers can now effectively gain collective mass reach into the neighborhoods that have prospects with a high likelihood of product interest, usage and purchase.”

Through exclusive data partnerships, ClearProfile offers over 180 audience targeting segments and more are on the way. Segments include demographic details ranging from the presence of children in the household and home ownership to psychographic attributes such as automotive preferences, financial investment activity and frequent travel behavior. A complete list of ClearProfile’s segments can be found at its website, www.clearsightinteractive.com.

In addition to pre-defined audience segments, ClearProfile offers Advertisers the ability to create custom profiles utilizing their in-house proprietary 1st party data. That data can be modeled for use in developing look-a-like prospecting models for use specifically by that Advertiser for their online advertising efforts. ClearProfile will initially be available from [Rocket Fuel's](#) targeting and optimization platform and on

LucidMedia's demand-side platform (DSP). Advertisers can access billions of monthly impressions through real-time buying exchanges and ad networks as well as premium publisher inventory.

About ClearSight Interactive

ClearSight Interactive, LLC (www.clearsightinteractive.com) utilizes proprietary technology and data to provide a comprehensive range of audience targeting solutions for both advertisers and publishers. ClearSight Interactive is privately held, with headquarters in Foster City, CA and offices in New York and Philadelphia.

About LucidMedia

LucidMedia Networks, Inc. (www.lucidmedia.com) is a demand-side online display advertising management and targeting platform that delivers optimized, direct response and brand advertising campaigns to interactive agencies. LucidMedia DSP™ with ClickSense® page-level analysis and intelligent real-time bidding (RTB) is available as both a self-service and managed service to interactive agencies and their brand advertisers. The LucidMedia DSP employs an easy-to-use and secure agency interface to deliver proprietary campaign optimization, consolidated buying across the Internet's largest repositories, unique insight into real-time inventory availability, universal frequency capping, and reach into 95% of the online population. Founded in 1999, LucidMedia processes 25 billion ad impressions every month for hundreds of major brand advertisers.

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