

What is "Behavior Targeting Advertorial"?

It identifies readers' interests based on their behavioral data (article browsing history) and guide only those with high interests to the advertorial.

People with high interest

Ads are displayed and take them to the advertorial.

Advertorial

People with low interest

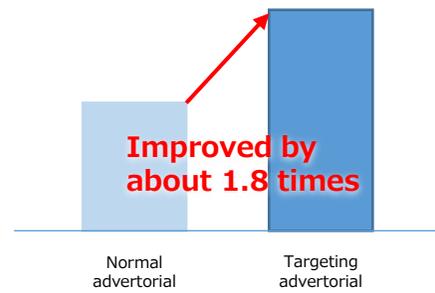
Ads are not displayed.

Compared to regular advertorials, this is a more certain way to reach out to interested audiences.

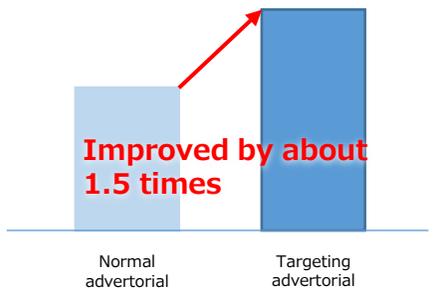
Expected effects

*Each data is an average of normal advertorials and behavior targeting advertorials posted from April to September 2019.

Average time spent



People who read the whole article



Raise awareness among "people with high interest"
 Since inductive advertisements are displayed only to those who have high interests, it is expected to be effective in increasing awareness among those who are interested in the products / services.

Reach out to people who have never visited ITmedia website before.
 Linking reader behavior data to external services. By using extended distribution, it is possible to capture people with the same "interests" who have never visited ITmedia in external media. This expands the reach of the readers.

Rate card

(Consumption Tax is not included)

Number of guaranteed Page Views	3,000	4,000	5,000	10,000	15,000	20,000	30,000	50,000
Rate	JPY 1,500,000	JPY 1,600,000	JPY 1,700,000	JPY 1,900,000	JPY 2,500,000	JPY 3,000,000	JPY 4,000,000	JPY 6,000,000

Implementation flow

Select media to produce and publish advertorial

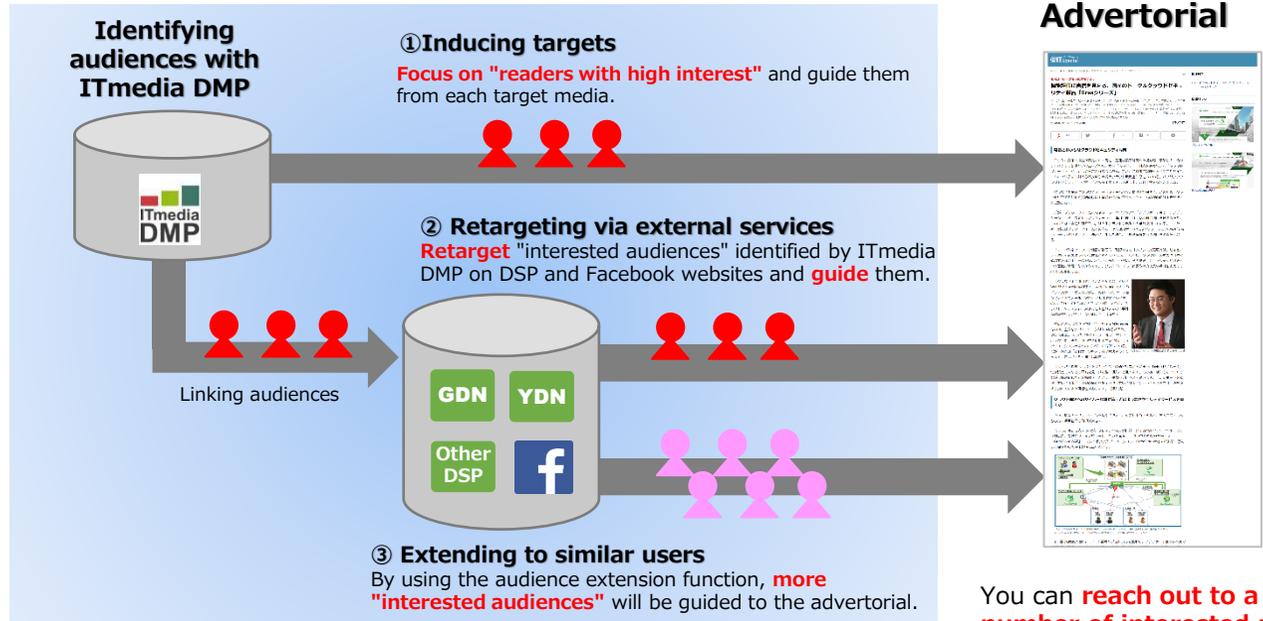


You can **freely specify** (propose) the media to be produced and posted from among the target media. Please select the media that best suits your products / services.

※ Production and publication media need to be the same.

Specify segments

By using the reader's article browsing history, the system identifies "**readers with high interest.**"



※ When using DSP/SSP, ITmedia use our own whitelist to ensure the safety of the website.

You can **reach out to a larger number of interested people**, in comparison with regular advertorials. It is expected to increase the reading and perusal rate.

Target media for advertorial

Notes

ITmedia NEWS



ITmediaビジネス
ONLINE

ITmedia
IT/A-プライズ

- Keywords can be selected freely, but if the number of Unique Browsers (UBs) in our company falls under 100,000 UBs, we may ask you to make adjustments.
- This service is a plan for extended audience distribution and use of external media. ITmedia will select the most suitable external media sites depending on the content (Advertiser cannot specify.)
- ITmedia will prepare the ad materials. (No prior confirmation or specification is possible)