

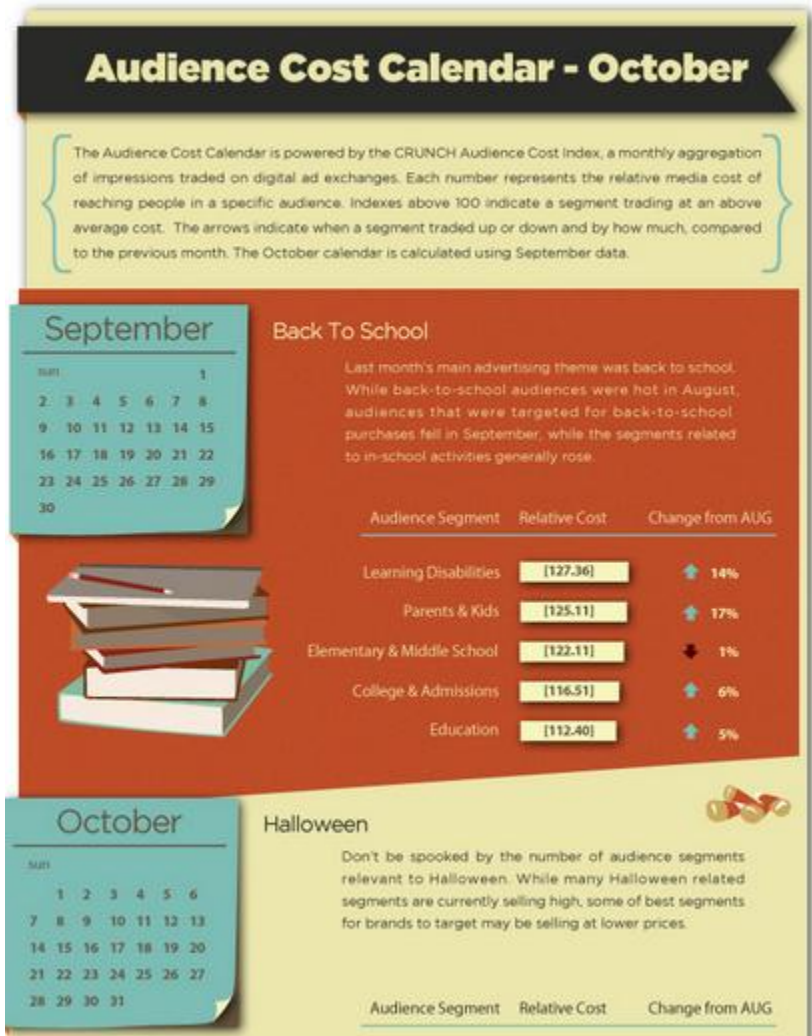


Exclusive Infographic: ChoiceStream’s Audience Cost Calendar For October 2012
 By Mike Daly

October 26, 2012
 Circ. 18,663

Each month, ChoiceStream’s Audience Cost Calendar analyzes how much it costs to reach various audience segments online, then ranks the relative cost of each segment against one another. The calendar presents an interesting picture of how much advertisers are paying to reach certain segments, month over month.

From each month, Choice Stream breaks the results down into several trends that it sees from the data. For future Audience Cost Calendars, ChoiceStream will “look back” to the past month’s theme, examine a relevant theme this month, and “look ahead” to a theme it believes will be hot next month, pointing out which segments are trading high and low within each trend.





Food & Beverage

With Thanksgiving approaching, advertisers can get the scoop on food and beverage-related audience segments by looking at September audience segment costs. Surprisingly the "Food & Wine" segment did not make the top 5 most expensive segments this month. Could that be an opportunity for marketers?

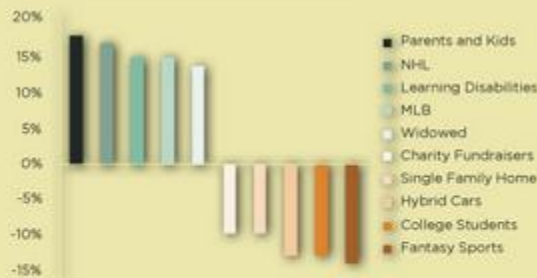


Audience Segment	Relative Cost	Change from AUG
Recipes	[120.31]	↓ 1%
Restaurants, Food & Drinks	[113.29]	↑ 5%
Coupon Shoppers	[112.93]	↑ 9%
Cooking	[103.68]	↓ 4%
Food & Beverage	[101.25]	↓ 2%

Top Ten Risers & Fallers

Consider the price of the top most active risers and fallers in September. A segment that's trending downward may make for an opportunity to reach a relevant segment at a lower cost.

ChoiceStream recognizes a direct parallel between behavioral genetics and audience targeting and translated genetic analysis techniques into online campaign optimization.



Data analyzed on September 30, 2012



ChoiceStream delivers audience targeted and personalized advertising solutions for some of the world's largest brands. Our CRUNCH technology platform delivers top performance through advanced genetic algorithms and innovative dynamic ads. Follow us on Twitter @ChoiceStream or visit our blog.