

MediaSmart

OPENING EYES

Presentation 3

**Getting personal: a tailored
advertising experience**



Getting personal: a tailored advertising experience

2

These ads are from one person's Facebook page – what can we learn about them?



SPONSORED  [Create Advert](#)



GilletteUK

Watch the One Stroke Shave. Now possible with Gillette Fusion ProGlide with #FlexBall Tech...

SPONSORED  [Create Advert](#)



Community Health is Crucial GSK
[Change.gsk.com](#)

Small local charities have the ability to #changelives in their communities. Read more abo...

SPONSORED  [Create Advert](#)



WIN YOUR STYLE
[www.topman.com](#)

Fancy winning a personalised wardrobe? Of course you do! Simply take our quiz to enter.



Get started Now!

[Login.createsend.com](#)

Create stunning emails in minutes.



OXJAM NEEDS YOU

Outstanding local volunteers wanted to help organise one massive month of music.



Order your free SIM Now

[Giffgaff.com](#)

Exam season is approaching. Stay connected with your peers with a giffgaff Sim. Order Now

What might they have been searching for previously?

Getting personal: a tailored advertising experience

3

These ads are from a different person's Facebook page – what can we learn about them?



SPONSORED

Create Advert



John Lewis
Johnlewis.com
Phase Eight Collection 8 Guliana Beaded
Lace Dress, Cream - £350



Achieve your career goals
www.wearesquared.com
Squared Online is the digital marketing course
developed with Google

SPONSORED

Create Advert



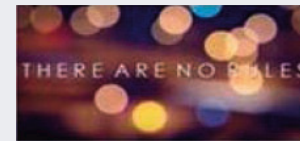
QUINTILES
**Healthy females
aged between
18-75 needed!**

Female Volunteers Needed
Quintilesclinicaltrials.co.uk
You could receive £100 per day for taking part
in one of our clinical studies.

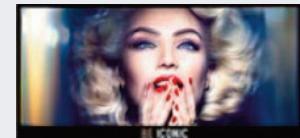


Perfect Dress For You
Sheinside.com
Perfect For Fashion Ladies & Always Be in
Trend. Free Shipping & 38% OFF Don't
Hesitate!

SPONSORED



Build Your Store on FB!
r.shopify.com
We want your daydreams.



Max Factor UK
To celebrate our new glamour
ambassador, Max Factor
Global Creative Director, Pat
McGrath.

What might
they have been
searching for
previously?

How do companies know what you like?

Some websites use small text files called cookies to keep track of what we do on the internet. They track our search requests, things we view regularly, things we 'like' and even who and where we are.

Cookies don't know who we are, just that we are particular individuals. Without them websites wouldn't know what we have put in our online shopping baskets for instance, or might need us to log in every time we click through to another page on a website.

How do companies know what you like?

amazon.co.uk

Websites like Amazon collect information from all their users and then use that data to 'guess' what we might be interested in.

The screenshot shows the Amazon.co.uk product page for a Duronic [Black] VC6 /B MAX 800W Bagless Upright Handheld [A Class] Stick Vac 800W (MAX) Vacuum Cleaner. The product is priced at £29.99, down from £49.99. It has a 4.5-star rating from 1,521 customer reviews. The page includes a 'Frequently Bought Together' section with a bundle of the vacuum and replacement mop pads for £34.98. Below this, there's a 'Customers Who Bought This Item Also Bought' section displaying various related products like steam mops, vacuum cleaners, and kitchen tools. At the bottom, 'Sponsored Products Related To This Item' are shown, including Hoover and TSPW1000 vacuum cleaners.

MediaSmart
OPENING EYES

Get Media Smart – social media

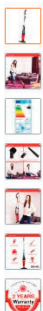
Shop by
Department

Search All duronic vacuum

Hello, Sign in
Your AccountTry
PrimeBasket Wish
List

Home & Garden Deals & Offers Best Sellers Kitchen & Home Appliances Kitchen & Dining Homeware & Furniture Garden & Outdoors Lighting Pet Supplies Sell Your Stuff

Kitchen & Home Appliances > Vacuuming, Cleaning & Ironing > Vacuums & Floor Care > Vacuums > Upright Vacuums



Roll over image to zoom in

Duronic [Black] VC6 /B MAX 800W Bagless Upright Handheld [A Class] Stick Vac 800W (MAX) Vacuum Cleaner - FREE brush Head & Crevice Tool - Convert from Upright to Hand Held in Seconds! - INCLUDES 2 Years Warranty

by Duronic

★★★★★ 1,921 customer reviews | 61 answered questions

Price: £49.99

Sale: **£29.99**

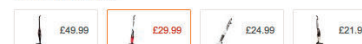
You Save: £20.00 (40%)

In stock.

Dispatched and sold by DURONIC in certified Frustration-Free Packaging.

2 new from £29.99 1 refurbished from £15.99

Colour: VC6 - Black



- There is a 800W MAX motor installed to provide sufficient power and efficiency in your cleaning
- Item has great suction as a handheld or upright cleaner. No power is compromised whichever feature you use
- There is a high performance washable cloth filtration system installed to combat small dust particles, this filter is fantastic as it does not block up easily as other filters. Cable management ensures tidy cables after use.
- Lightweight construction means easy to carry around and store away. Removable transparent dust canister to ensure easy disposal of rubbish. Size(cm): 112(H)x24(W)x10(D)
- This is the perfect second vacuum for small, medium or large houses. The small mess or dirt can be picked up by the Duronic VC6 with ease. Its very lightweight and the convertible function allows it to do so many vacuum tasks easily. It will replace the need to get the large heavy vacuum out for small jobs. Also people doing roomshare or live in small flats will be able to use this powerful 800W vacuum to do all their cleaning. With the item being small and nimble you can store it away without taking too much space.

This item's packaging will be visible when delivered and cannot be gift-wrapped.

Share

£29.99 + £4.89 delivery

In stock. Sold by DURONIC

Quantity: 1

Add to Basket

Turn on 1-Click ordering

Add to Wish List

Add to Wedding List

Other Sellers on Amazon

3 used & new from £15.99

Have one to sell?

Sell on Amazon

Frequently Bought Together

Price For Both: **£34.98**

Add both to Basket

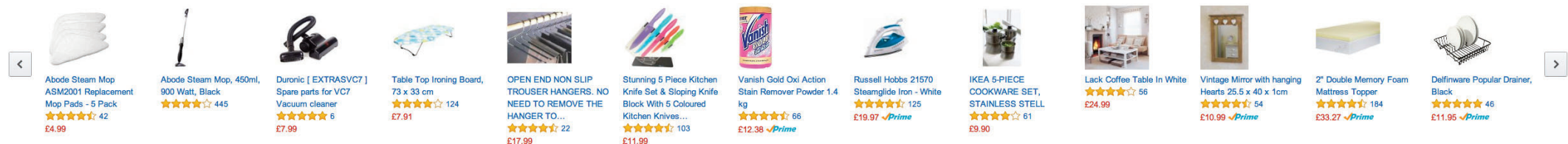
These items are dispatched from and sold by different sellers. Show details

- ☒ **This item:** Duronic [Black] VC6 /B MAX 800W Bagless Upright Handheld [A Class] Stick Vac 800W (MAX) Vacuum Cleaner
- ☒ Abode Steam Mop ASM2001 Replacement Mop Pads - 5 Pack £4.99

Customers who bought this item also bought

Customers Who Bought This Item Also Bought

Page 1 of 8



Sponsored Products Related To This Item (What's this?)



Sponsored products related to this item

How do companies know what you like?

What Other Items Do Customers Buy After Viewing This Item?

What other items do customers buy after viewing this item?

Look for similar items by category

Look for similar items by category

Colour: V06 - Black

- Home & Garden > Home & Garden
- Kitchen & Home > Kitchen & Home Appliances > Vacuuming, Cleaning & Ironing > Vacuums & Floor Care > Vacuums > Stick Vacuums & Electric Brooms
- Kitchen & Home > Kitchen & Home Appliances > Vacuuming, Cleaning & Ironing > Vacuums & Floor Care > Vacuums > Upright Vacuums

Brilliant offers are just a click away

Take a
look today

sky

Ad feedback

[DURONIC Privacy Statement](#)

[DURONIC Delivery Information](#)











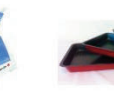


[DURONIC Returns & Exchanges](#)

Your Recently Viewed Items and Featured Recommendations

Your Recently Viewed Items and Featured Recommendations

Inspired by your browsing history

Page 1 of 4

												
Kitchen Craft 24cm Stainless Steel Twin Handled Colander ★★★★☆ 181 £4.84 ✓Prime	Russell Hobbs Magnus 12 Piece Knife Block Set, Black ★★★★☆ 22 £14.69	Tefal 5-Piece Essential Cookware Set - Black ★★★★☆ 567 £39.59 ✓Prime	Electric Cordless Jug Kettle and 2 Slice Toaster ★★★★☆ 54 £22.55 ✓Prime	Premier Housewares Swiss Cutlery Set - 16-Piece - Black ★★★★☆ 84 £14.93 ✓Prime	IKEA 5-PIECE COOKWARE SET, STAINLESS STEEL ★★★★☆ 61 £9.90	5 Piece Prochef Large Non Stick Oven Tray Pizza Baking Crisper Roasting Tin Pans ★★★★☆ 23 £18.31	Tefal Bistro 5-Piece Cookware Set - Red ★★★★☆ 369 £37.62 ✓Prime	Stainless Steel Collection Twin Handled Stainless Steel Colander, 23 cm ★★★★☆ 26 £3.99 ✓Prime	Breville Easy Glide Steam Iron, White and Lilac ★★★★☆ 37 £15.99 ✓Prime	3 ROASTING TRAYS, NON STICK WITH RED EXTERIOR, OVEN BAKING PANS TINS... ★★★★☆ 52 £9.82	Tefal A1799444 5-Piece Delight Non-Stick Pan Set, Black ★★★★☆ 104 £35.00 ✓Prime	Sabichi 24-Piece Stainless Steel Mayfair Cutlery Set ★★★★☆ 37 £23.99



View or edit
your browsing
history

See personalised recommendations

Sign in

New customer? Start here.

Get Media Smart - social media

MediaSmart
OPENING EYES

How do companies know what you like?

Other websites use the information we provide to help them understand what we might be interested in.

Sign up to Facebook – part 1.



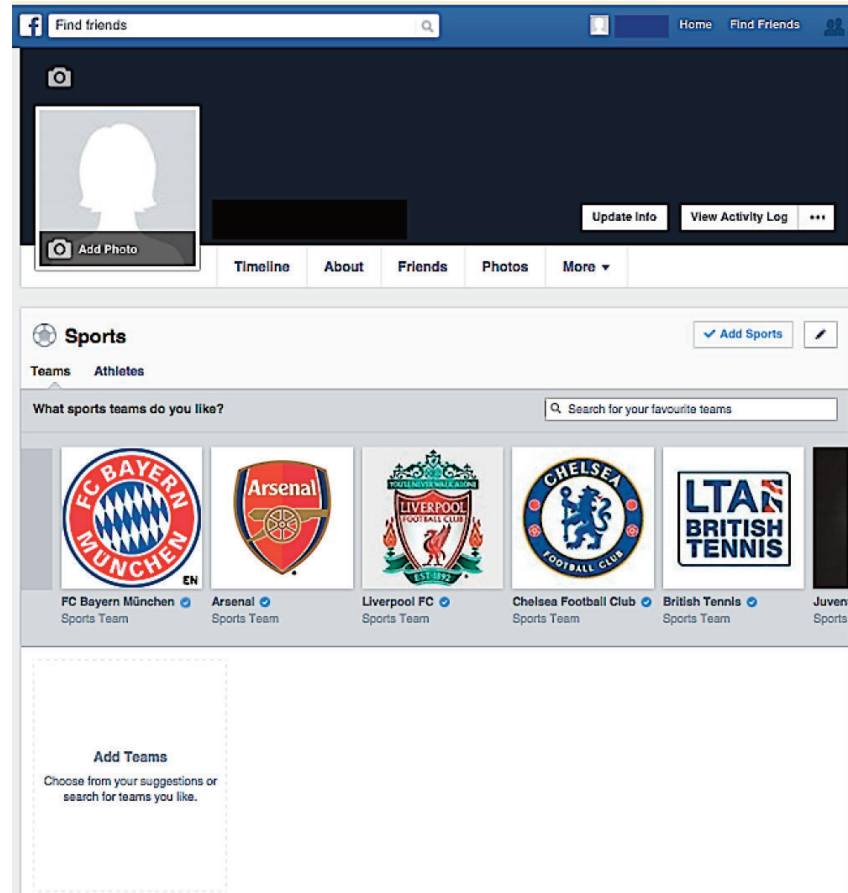
The image shows the Facebook sign-up page. At the top, there's a blue header with the Facebook logo and login fields for Email or Phone and Password, with a 'Log in' button. Below the header, the main content area is split. On the left, it says 'Facebook helps you connect and share with the people in your life.' and shows a network of people icons. On the right, it says 'Create an account' and 'It's free and always will be.' Below this are input fields for 'First name', 'Surname', 'Email or mobile number', 'Re-enter email or mobile number', and 'New password'. There's also a 'Birthday' section with dropdowns for Day, Month, and Year, and radio buttons for 'Female' and 'Male'. A green 'Create an account' button is at the bottom. At the very bottom, there's a footer with language links, navigation links (Sign Up, Log In, Messenger, Mobile, Find Friends, Badges, People, Pages, Places, Games, Locations, About, Create Advert, Create Page, Developers, Careers, Privacy, Cookies, AdChoices, Terms), and copyright information.

How do companies know what you like?

Other websites use the information we provide to help them understand what we might be interested in.

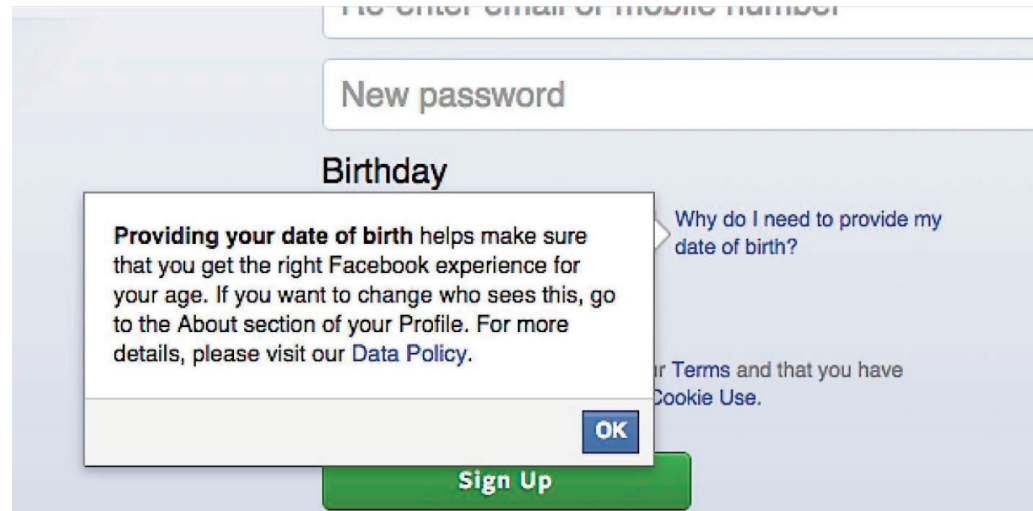
Sign up to Facebook – part 2.

After creating a Facebook page, they ask for more information.



How do companies know what you like?

Other websites use the information we provide to help them understand what we might be interested in.



The image shows a screenshot of the Facebook sign-up process. At the top, there is a text input field labeled "No enter email or mobile number". Below it is a "New password" field. The "Birthday" section is highlighted, and a pop-up dialog box is displayed over it. The dialog box contains the following text: "Providing your date of birth helps make sure that you get the right Facebook experience for your age. If you want to change who sees this, go to the About section of your Profile. For more details, please visit our [Data Policy](#)." There is an "OK" button at the bottom right of the dialog box. In the background, a link "Why do I need to provide my date of birth?" is visible. At the bottom of the form, there is a green "Sign Up" button. The Facebook logo is in the top right corner of the form area.

How do companies know what you like?

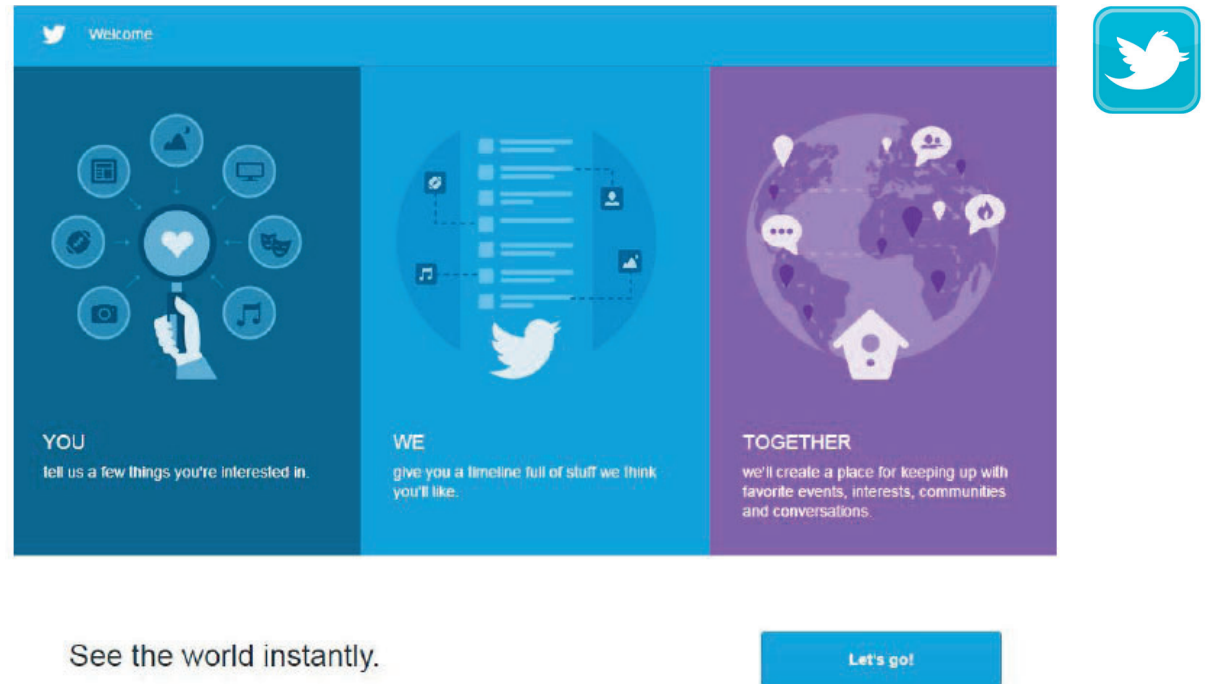
Other websites use the information we provide to help them understand what we might be interested in.

The ad preferences page is accessible from every ad on Facebook.

How do companies know what you like?

Other websites use the information we provide to help them understand what we might be interested in.

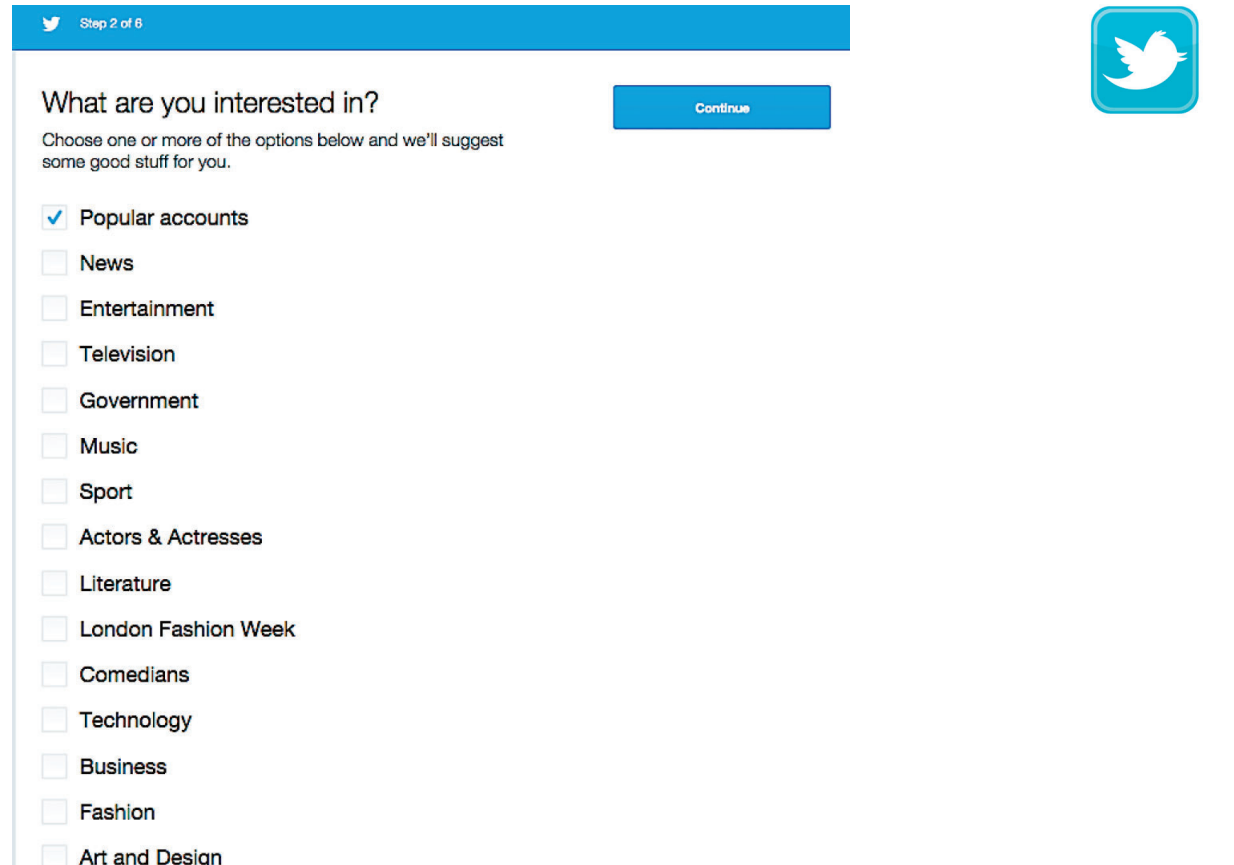
Twitter after signup.



How do companies know what you like?

Other websites use the information we provide to help them understand what we might be interested in.

Twitter after signup - part 2.



Step 2 of 6

What are you interested in?

Choose one or more of the options below and we'll suggest some good stuff for you.

☒ Popular accounts

☐ News

☐ Entertainment

☐ Television

☐ Government

☐ Music

☐ Sport

☐ Actors & Actresses

☐ Literature

☐ London Fashion Week

☐ Comedians

☐ Technology

☐ Business

☐ Fashion

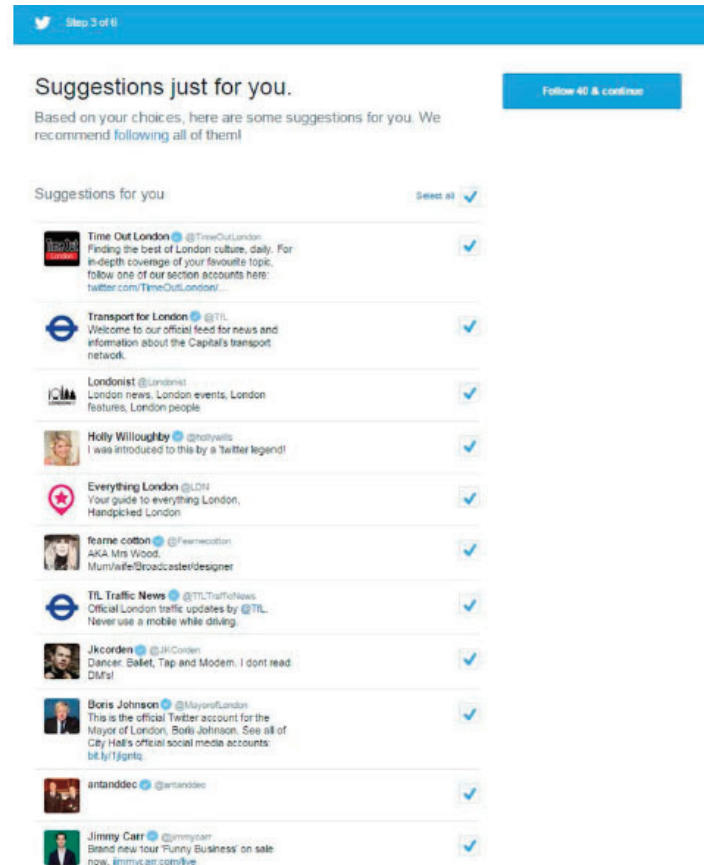
☐ Art and Design

Continue

How do companies know what you like?

Other websites use the information we provide to help them understand what we might be interested in.

Twitter after signup - part 3.



MediaSmart

OPENING EYES

mediasmart.uk.com

