

Be careful with online advertising

Online ads are not only blooming, all kinds, all types of rolls, jumps, vibrations, sounds or even song types ... but online ads also follow you even when you're watching they record every click to create a file

Ads on the internet 'catch' you, this may affect more or less privacy.

Online ads are not only blooming, all kinds, all types of rolls, jumps, vibrations, sounds or even song types . but online ads also follow you even when you're watching they record each click to create more detailed profiles rather than relying on browser cookies as before.

Marketing networks based on user surfing such as BlueLithium, Revenue Science and Tacoda show ads based on surfing habits. According to market research firm eMarketer, context-based advertising costs will increase from \$ 1.5 billion in 2007 to \$ 2 billion next year. eMarketer also predicts video ads account for more than 1/3 of the cost.



You can keep a certain cookie clean by removing advertising services at the Network Advertising Initiative website.

Ad networks say that for advertisers, contextual advertising is more effective and for users, this type of advertising is often less invasive than popup or adware ads. But anyway, contextual advertising is worrying about privacy.

Go to any website in the BlueLithium group of more than 1000 websites, your PC will contain a cookie that records each click, the pages you visit and whether you buy an item. Then, the network will show ads based on your concerns: as you look for mobile phones on certain websites, then you will see ads on handhelds on another site that don't have links. What is it, while others who are interested in other goods will see other ads. BlueLithium declined to name customers but said it included 70 of the 100 most popular websites.

Cookies look

Last November, two organizations Digital Democracy and the Public Interest Research Group of the United States filed for FTC (Federal Trade Commission) denouncing the techniques used for contextual advertising is unfair and that is a marketing tactic tricked bluff. According to an expert, contextual advertising is nothing wrong, but advertisers need to tell customers exactly what they are doing and must be allowed by users.

Once this form is submitted to the FTC, Tacoda says that the company will let the customer know how the cookie is tracked and the company will set an expired cookie after 1 year.

The Tacoda site offers a link to the Advertising Initiative page (find.pcworld.com/56088), where you can turn off tracking cookies from Tacoda, Revenue Science and 5 other online advertising networks. Revenue Science said the company took the user's surfing data, unable to deduce user information from those clicks. BlueLithium believes that linking a user to the web surfing process will make it easier for companies to give information to both sides. When the trend of websites continues to unify and merges into a large website, users are afraid of the thin line between anonymous clicks and user data that can be broken.

So is there a risk? Once data exists, people often dream of using them. Careful and effective choice is the way you should go.

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