

Data Dealer

Privacy is dead. Get over it.

Data Dealer

<http://www.datadealer.net/>



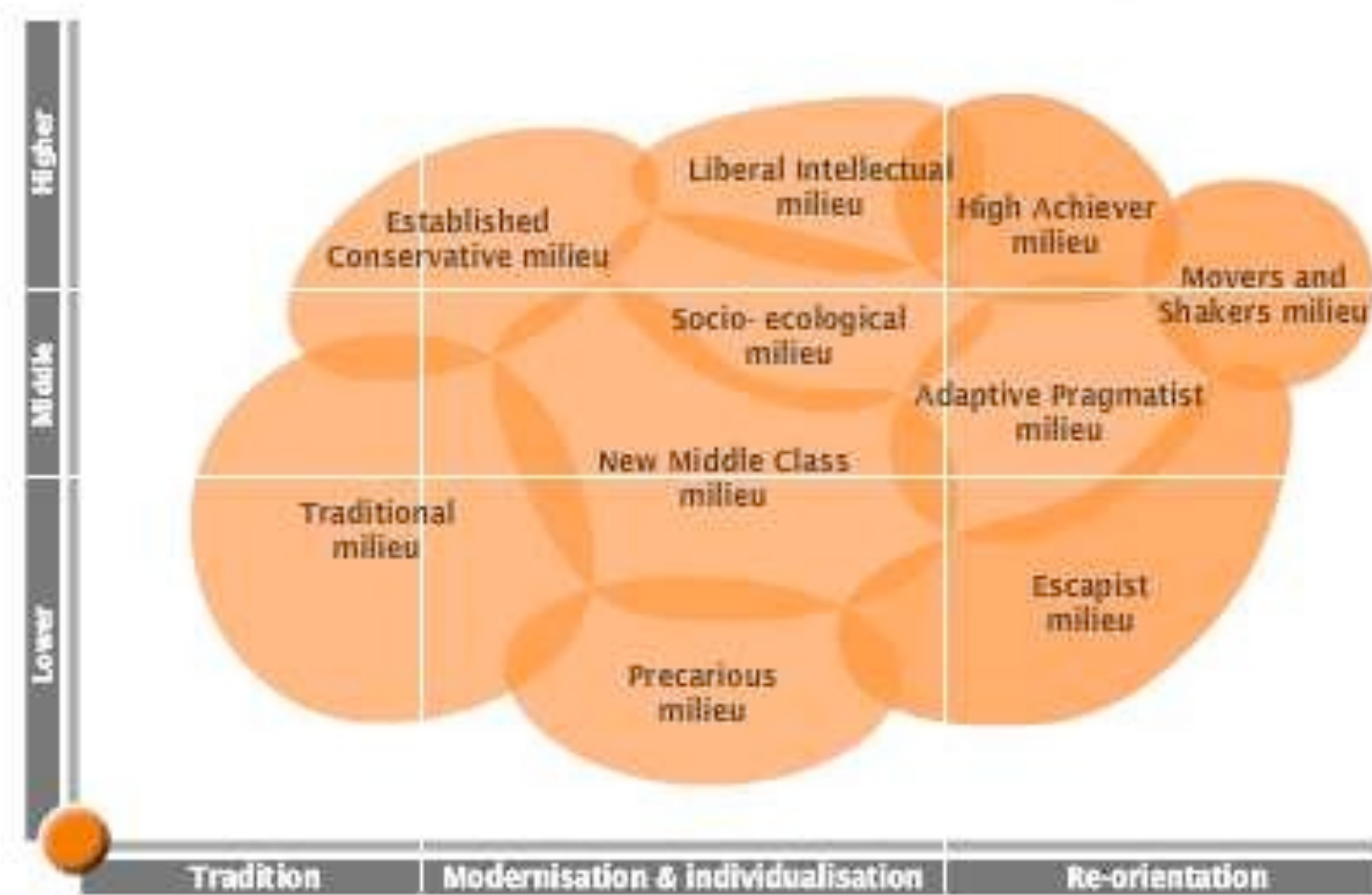
Computer Games —
A systemic medium

Business Models

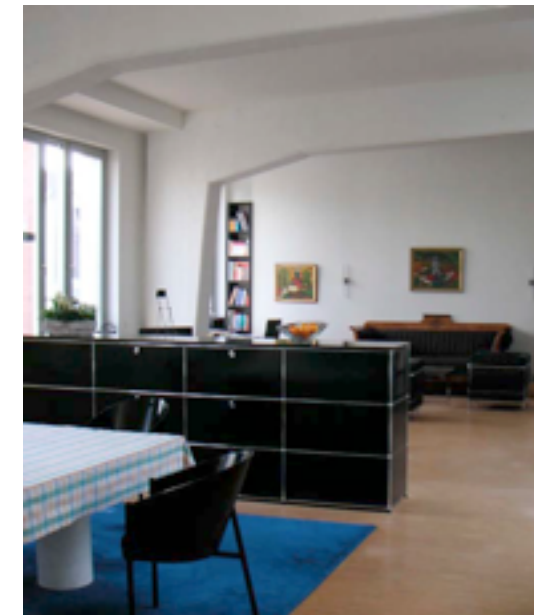
Marketing

Milieus and direct marketing

The Sinus- Milieus® in Germany 2011



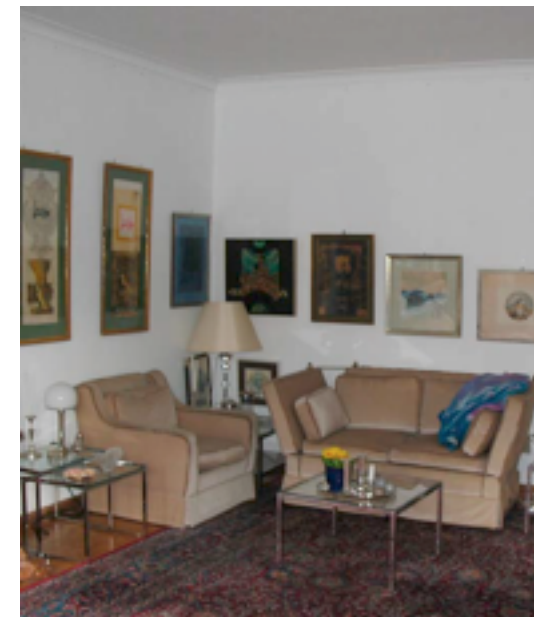
<http://www.sinus-institut.de/en/>



Etablierten



Modern Performer



Konservativ



Hedonisten

Targeting

Business | Consumer | Lifestyle | Shop

- Gesundheits-Artikeln
- Großen Größen
- Heimwerkierzubehör
- Hobbygärtnerzubehör
- Immobilien
- Kindermode
- Konservativer Damenmode
- Konservativer Herrenmode
- Kosmetik- und Körperpflegeartikeln
- Küchen- und Haushaltsartikeln
- Lederwaren & Accessoires
- Preiswerter Damenmode
- Preiswerter Herrenmode
- Schmuck
- Schuhen
- Spielzeug- und Kinderartikeln
- Sport- und Fitnessartikeln
- Telekommunikationszubehör
- Unterhaltungselektronikzubehör
- Wäsche & Dessous
- Weißer Ware
- Wohn- und Einrichtungsartikeln

Kaufkraft, Personen nach

- Frauen
- Junge Familien
- Männer
- Senioren

Kfz/Auto, geplante Anschaffungskosten

- bis 7.500 €/CHF 12'000
- 7.500–10.000 €/CHF 12'000–16'000
- 10.000–12.500 €/CHF 16'000–20'000

- Wandern
- Windsurfen

Personen, städtereisende

- Peugeot-Besitzer
- Pfeifenraucher
- Pferdebesitzer
- PickUp-/Transporter-Besitzer
- Planung Modernisierungsmaßnahmen
- Porsche-Besitzer
- Portugal-Urlauber
- Postkäufer
- mit hoher Postkaufneigung
- mit mittlerer Postkaufneigung
- mit niedriger Postkaufneigung

Preiswerte Damenmode-Käufer

Preiswerte Herrenmode-Käufer

R

Raucher

- aromatisierte Zigarillos
- Filterzigaretten
- ohne Filter
- selbstgedrehte Zigaretten
- Zigarren, Zigarillos
- Pfeife

Reihenhausbewohner

Reise- und Freizeit-Interessierte

Reisende

- Bildung
- Kultur
- Sprache

Schmuck-Käufer

Schnäppchen-Käufer

Schuhe-Käufer

Schulbildung, Personen nach

- Fachhochschulreife
- Hochschulreife (Abitur)
- Polytechnische Oberschule
- Realschule (mittlere Reife)
- Volks-/Hauptschule

Schweiz-Urlauber

Seat-Besitzer

Segelboot-Besitzer

Selbstständige

- allein tätig
- bis 10 Mitarbeiter
- über 10 Mitarbeiter
- Freiberufler

Selbstbucher-Urlauber

Senioren

- Frauen
- Männer
- nach Kaufkraft

Single-Haushalte

Skandinavien-Urlauber

Skiurlaub-/Wintersport-Interessenten

Skoda-Besitzer

Sm

Spa

Spr

The Future of Targeting

» Hier wählen Sie Ihre Kriterien aus: Privatadressen Deutschland

1 Soziodemografie

Suche nach Geschlecht, Kaufkraft...

» Altersgruppen: ☐ Alle ☐ ca. 18-30 Jahre ☐ ca. 30-45 Jahre ☒ ca. 45-60 Jahre

2 Wohnsituation

Suche nach Baujahr, Garten...

» Gebäudetyp: ☒ Alle ☐ 1-2 Familienhaus ☐ Reihen/Doppelhaus ☐ Mehrfamilienhaus ☐ Bauernhaus ☐ Terrassenhaus ☐ Wohnblock ☐ Hochhaus ☐ Büro/Fabrik

4 Interessen:

Suche nach Interessensgebieten...

» Postkauf-Neigung (reagieren auf schriftl. Angebote) ☒ nicht ausschlaggebend ☐ mit Postkaufneigung

» Interessen ☐ nicht ausschlaggebend ☐ Interessen anzeigen

<input type="checkbox"/> Haus und Garten	<input type="checkbox"/> Haushalt	<input type="checkbox"/> Nahrungs- und Genußmittel
<input type="checkbox"/> Mode	<input type="checkbox"/> Kosmetik und Gesundheit	<input checked="" type="checkbox"/> Luxusgüter
<input type="checkbox"/> Reisen und Freizeit	<input type="checkbox"/> Unterhaltung	<input type="checkbox"/> Ge...
<input type="checkbox"/> Heimbüro	<input type="checkbox"/> Weiterbildung	<input type="checkbox"/> Fir...
<input checked="" type="checkbox"/> Auto (Oberklasse)	<input checked="" type="checkbox"/> Auto (Mittelklasse)	<input type="checkbox"/> Au...
<input checked="" type="checkbox"/> Telekommunikation	<input checked="" type="checkbox"/> Technik, PC und Internet	

Schober GROUP
The Future of Targeting

§§ 28, 28a BDSG

CONSUMER TARGETBASE



Consumer TargetBase

Vielfältige Konsumenten-Zielgruppenpotenziale für effizientes Targeting im Multi-Channel-Marketing

Advertisement

The image is a screenshot of a Facebook homepage from around 2010. The layout includes a top navigation bar with the Facebook logo, a search bar, and links for Home, Profile, and Account. On the left is a sidebar with the user's profile (Dennis Yu) and various navigation links like News Feed, Messages, Events, Photos, Friends, Applications, Games, Ads and Pages, and Friends For Sale. The main area is the News Feed, which shows a status update from Alex Schultz and a post from Sean Charles. On the right is a 'Keep in Touch' section with suggestions for Rod Rossignol and Mike Everhart. Below this is a 'Sponsored' section containing three advertisements: Bigtrak, Reynolds Wrap® Foil, and GeoEdge: Global Ad Viewer. A red circle is drawn around these three ads, and a red arrow points from the text '3 ads on the Facebook homepage!' to the circle.

facebook

Search

Home Profile Account

Dennis Yu
Edit My Profile

News Feed

Messages (9)

Events

Photos

Friends

Applications

Games

Ads and Pages

Friends For Sale (45)

More

Friends Online

Barry Tubwell

Benjamin Ling

Brian Rosenthal

Jing Chen

Joel Englander

Jonny Chan

Jubril Agoro

Willis Wee

Keith Wilcox

Nicholas Kamau

See All

News Feed

Top News · Most Recent

What's on your mind?

3 ads on the Facebook homepage!

Alex Schultz is now friends with Steve Jang and Alvaro Bolivar.
6 minutes ago

Sean Charles likes The Karate Kid (2010) on IMDb.
13 minutes ago

Alex Schultz life is f*cking complex. I need to engage in it more.
16 minutes ago · Comment · Like

Ian Lauth no place to watch Lost =(gotta wait 'til tmrw.
24 minutes ago · Comment · Unlike

You like this.

Write a comment...

Cindy Krum Yaaaaa! Just got off the phone with one of my oldest & closest friends! Fantastic to hear things are going well for him! New job, new GF....
25 minutes ago · Comment · Like

Advertising Age adage: RT @DeutschInc @adage trivia night results @mpg took 1st & 2nd, @deutschinc stole bronze! Great event <http://tweetphoto.com/22055030> <http://bit.ly/bhDdSi>

Keep in Touch

Rod Rossignol
Say hello.
Send him a message

Mike Everhart
Write on his Wall

Sponsored

Create an Ad

Bigtrak
Bigtrak is back! The famous 80's robot tank is re-launched in 2010 by Dubreq Ltd.
Like

Reynolds Wrap® Foil
Try new Reynolds Wrap® Foil from 100% recycled aluminum. Print your free coupon for \$1.25 off today!
Like

GeoEdge: Global Ad Viewer
See ads and web content from more than 70 locations world wide!
Gino Melamed likes this ad.
Like

Social Advertising



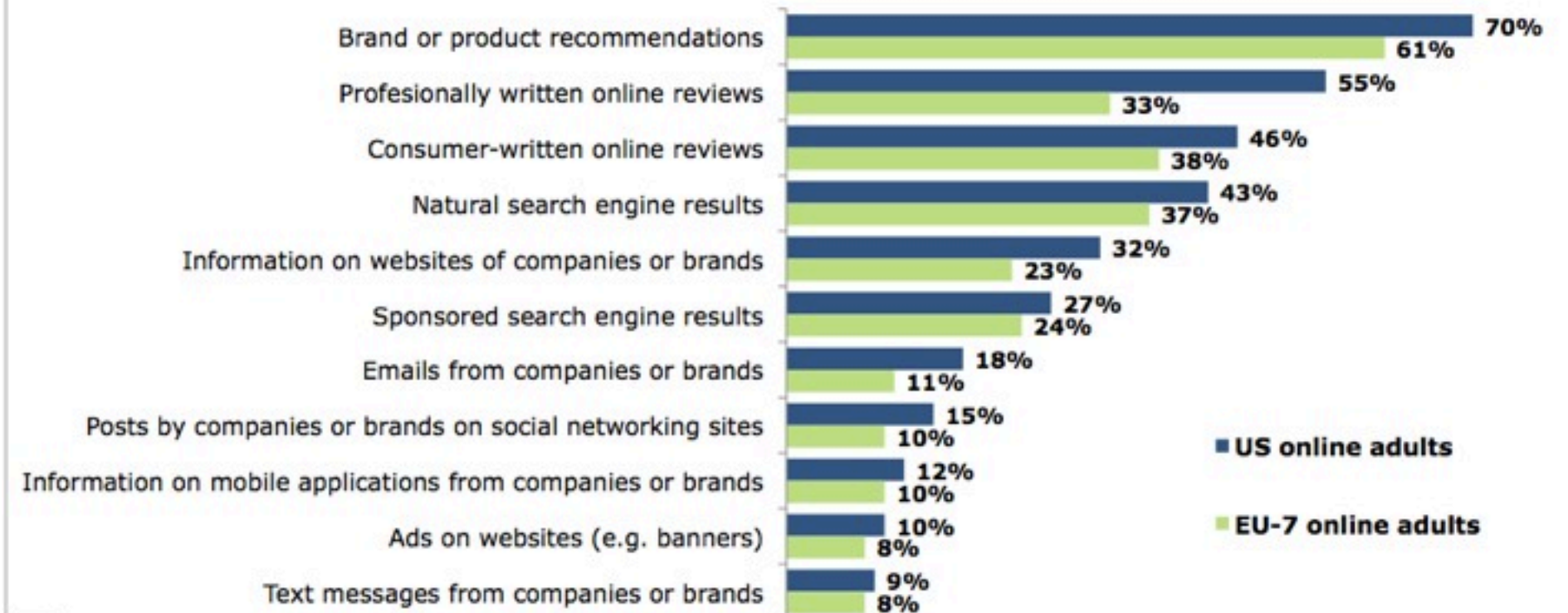
Reach the right people.

Instead of creating an advertisement and hoping that it reaches the right customers, you can create a Facebook Social Ad and target it precisely to the audience you choose. The ads can also be shown to users whose friends have recently engaged with your Facebook Page or engaged with your website through Facebook Beacon. Social Ads are more likely to influence users when they appear next to a story about a friend's interaction with your business.

Consumer Trust in Types of Advertising and Promotion

% rating 4 or 5 on a scale of 1 (do not trust at all) to 5 (trust completely)

March 2013



MC MARKETINGCHARTS.COM

Source: Forrester Research

<http://internetmedialabs.com/wp-content/uploads/2013/03/Forrester-Consumer-Trust-Advertising-Promotion-Types-Mar2013.png>

Google AdWords

The image is a screenshot of a Google search results page for the query "bird houses". At the top, the Google logo is on the left, and the search bar contains "bird houses" with a "Search" button to its right. Links for "Advanced Search" and "Preferences" are also visible. Below the search bar, the text "Results 1 - 10 of about 22,100,000 for bird houses. (0.19)" is displayed. The page is divided into two columns. The left column contains organic search results, while the right column contains sponsored links. Two red arrows point from the search bar area to the "Sponsored Links" headers in each column.

Google bird houses Search Advanced Search Preferences

Web Show options... Results 1 - 10 of about 22,100,000 for [bird houses](#). (0.19)

Bird Houses
[www.Scotts.com](#) Scotts attracts colorful birds to your backyard!

Specialty Bird Houses
[www.birds-out-back.com](#) Roosting Boxes, Purple Martins, Bat Chalets.

Bird Houses at BestNest
[www.bestnest.com](#) Over 225 different houses in stock. Free shipping!

[Learn More About Bird Houses](#) [↑] [X]

Bird House: JustBirdHouses.net learn more about blue bird houses and birdhouses, along with our blue bird house and purple martin bird houses.
[www.justbirdhouses.net/](#) - [Cached](#) - [Similar](#) - [🗨]

Bird Houses [↑] [X]
Bird Houses and Bird Feeders for north american bird species.
[www.birdhouses101.com/](#) - [Cached](#) - [Similar](#) - [🗨]

Bird Feeders, Bird Houses - The Backyard Bird Company
Bird Feeders - The Backyard Bird Company has a variety of bird feeders will accent your landscape and attract wildlife.
[Bird Houses](#) - [Birdfeeders](#) - [Decorative Bird Houses](#)
[www.backyardbird.com/](#) - [Cached](#) - [Similar](#) - [🗨]

Sponsored Links

Bird Houses
Find All Types Of Bird Feeders And Houses At Lowe's® New Lower Price
[www.Lowes.com](#)

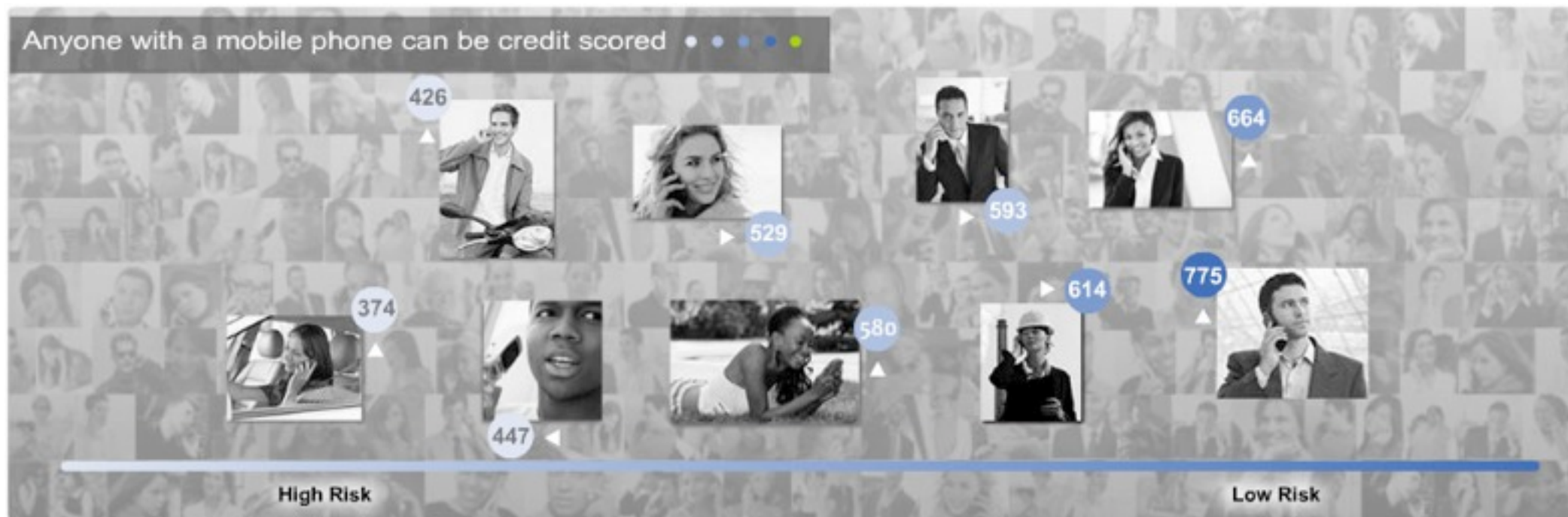
Bird Houses Sale
Authorized Dealer - New Designs. Low Price Guarantee- Free Shipping.
[www.OutdoorLivingShowroom.com](#)
[Google] [Checkout]

High Quality Bird Houses
Nesting boxes & decorative houses. 5-Star Service. Free Shipping \$75+
[www.backyardbird.com](#)

Decorative Bird Houses
Beautify Your Garden With Our Wooden Bird Houses at a Discount.
[BirdHouseStation.com](#)
[Google] [Checkout]

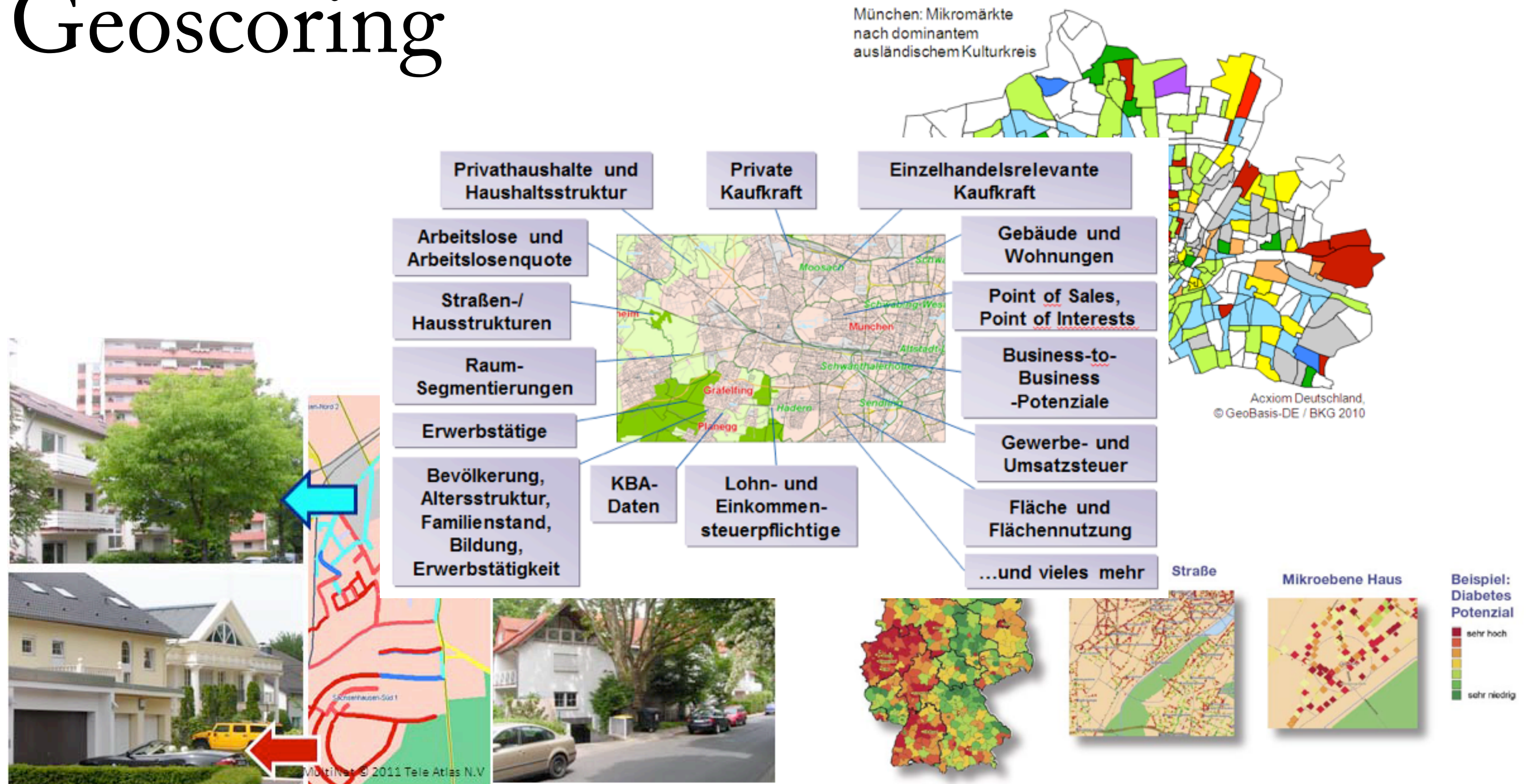
Credit Scoring

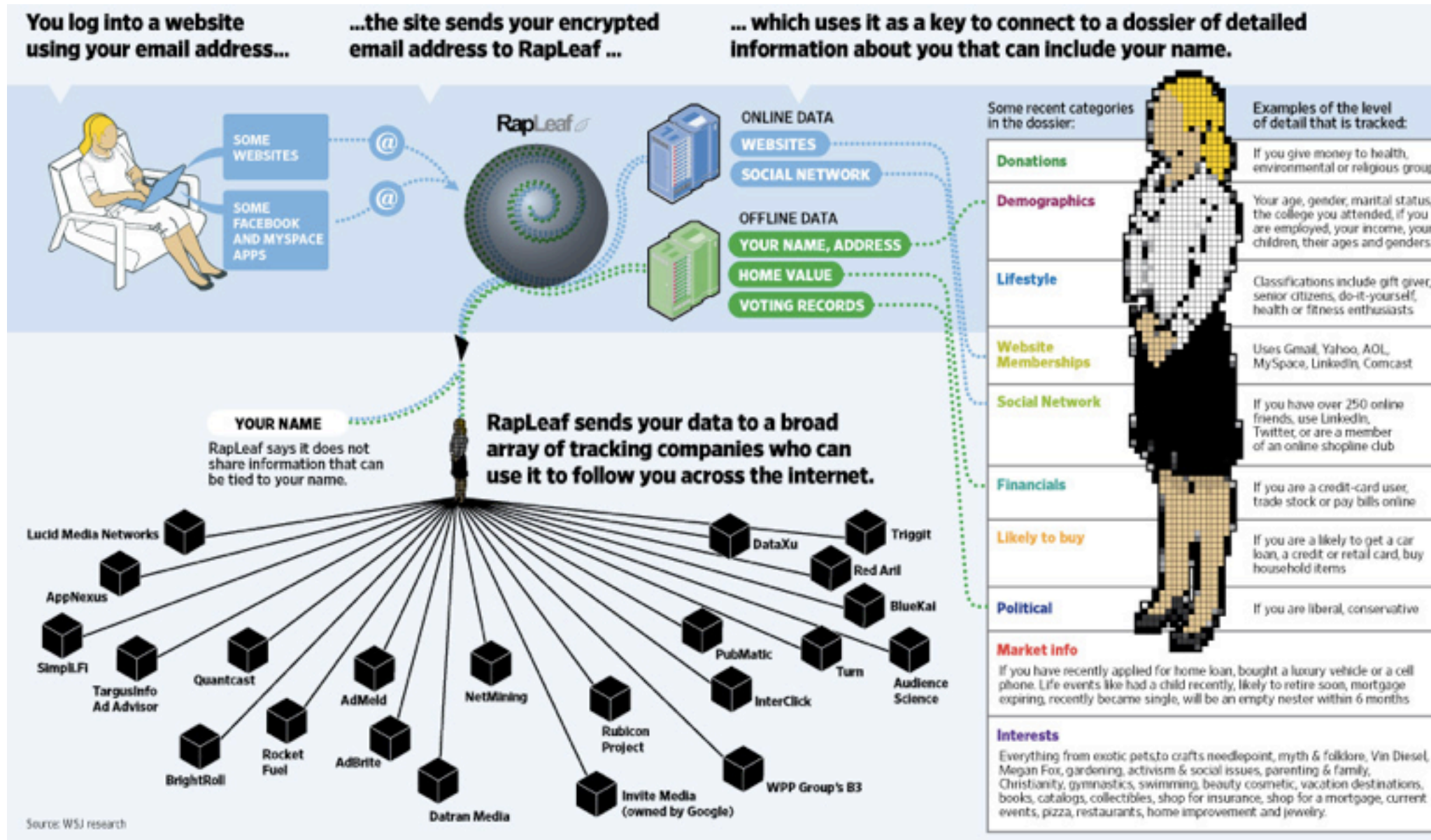
<http://www.cignifi.com/en-us>



§ 28b BDSG

Geoscoring





RapLeaf's Information

RapLeaf organizes its data into broad categories and then further slices each of those into segments. Some categories, such as "interests," have more segments than others.

PERSONAL

Demographics Interests Politics Lifestyle

FINANCIAL

Finances Donations

COMPUTER

Social networks Site membership

PURCHASES

Likely to buy Shopping for

Datalogix

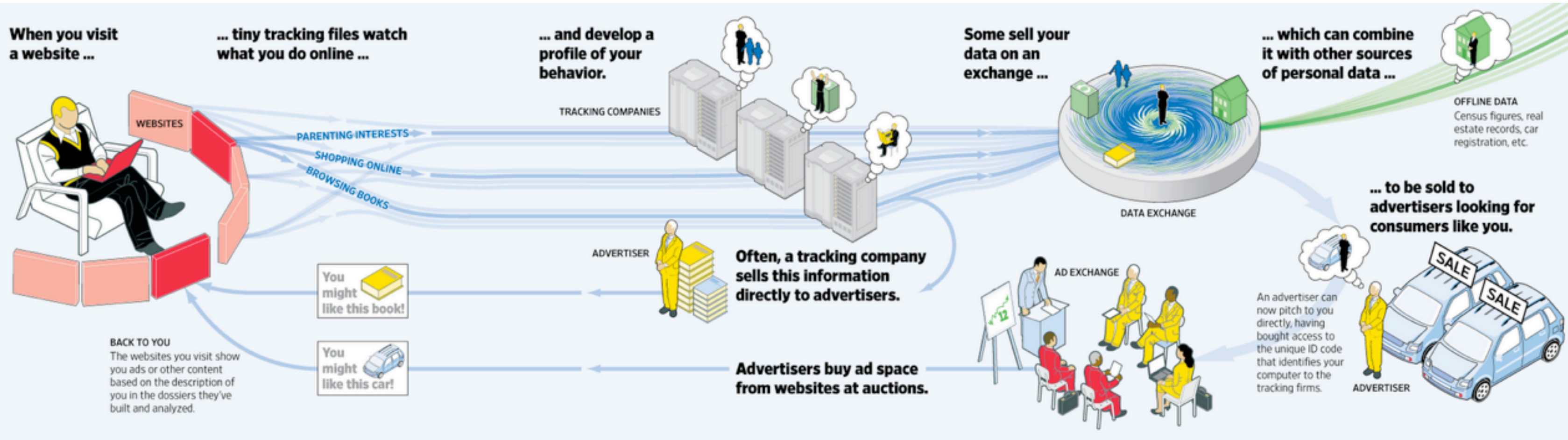
Data from loyalty programs

In order to assess the impact of Facebook advertisements on shopping in the physical world, Datalogix begins by providing Facebook with a (presumably enormous) dataset that includes hashed email addresses, hashed phone numbers, and Datalogix ID numbers for everyone they're tracking. Using the information Facebook already has about its own users, Facebook then tests various email addresses and phone numbers against this dataset until it has a long list of the Datalogix ID numbers associated with different Facebook users.

Facebook then creates groups of users based on their online activity. For example, all users who saw a particular advertisement might be Group A, and all users who didn't see that ad might be Group B. Then Facebook will give Datalogix a list of the Datalogix ID numbers associated with everyone in Groups A and B and ask Datalogix specific questions – for example, how many people in each group bought Ocean Spray cranberry juice? Datalogix then generates a report about how many people in Group A bought cranberry juice and how many people in Group B bought cranberry juice. This will provide Facebook with data about how well an ad is performing, but because the results are aggregated by groups, Facebook shouldn't have details on whether a specific user bought a specific product. And Datalogix won't know anything new about the users other than the fact that Facebook was interested in knowing whether they bought cranberry juice.

Technics

Tracking

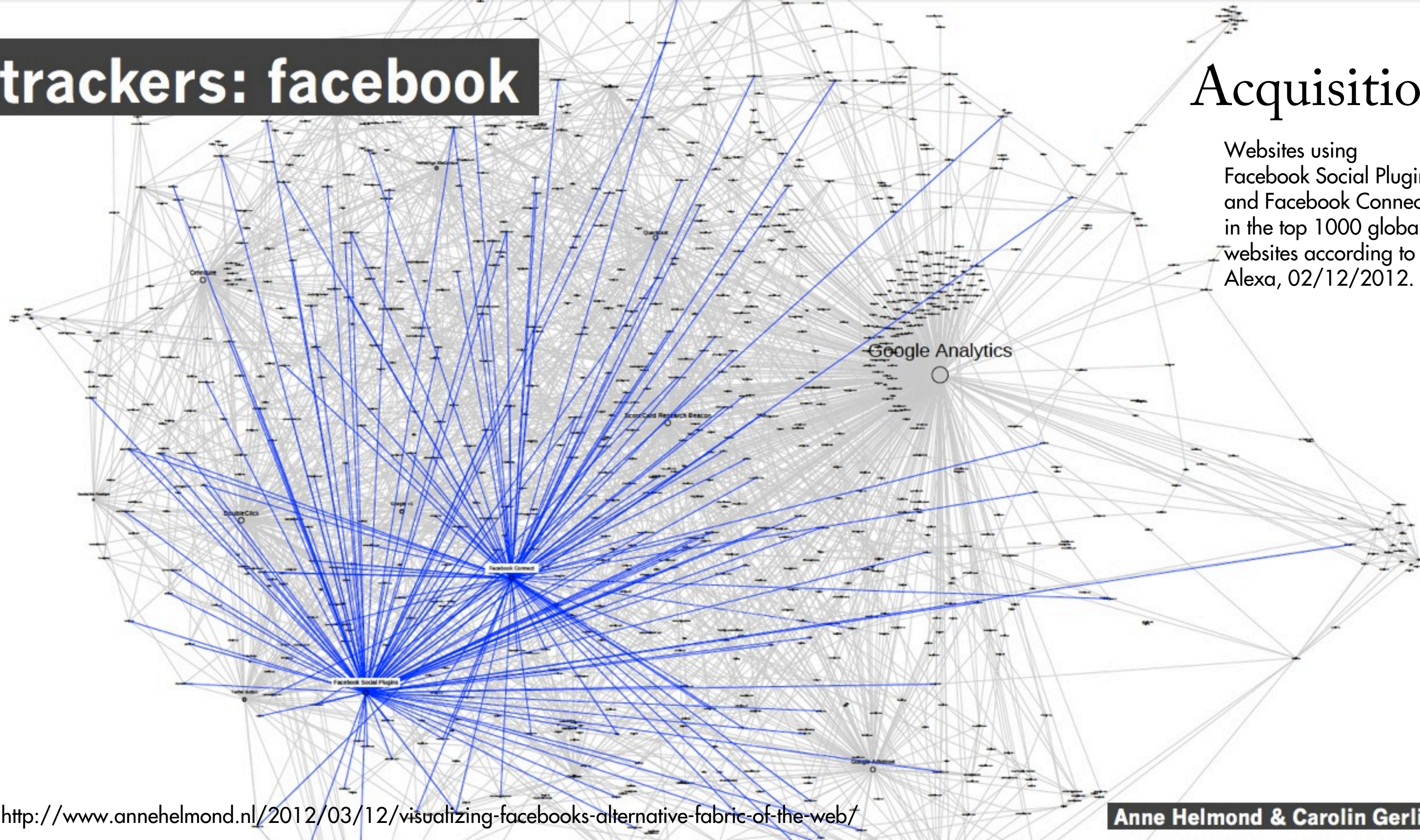


<http://graphicsweb.wsj.com/documents/divSlider/ecosystems100730.html>

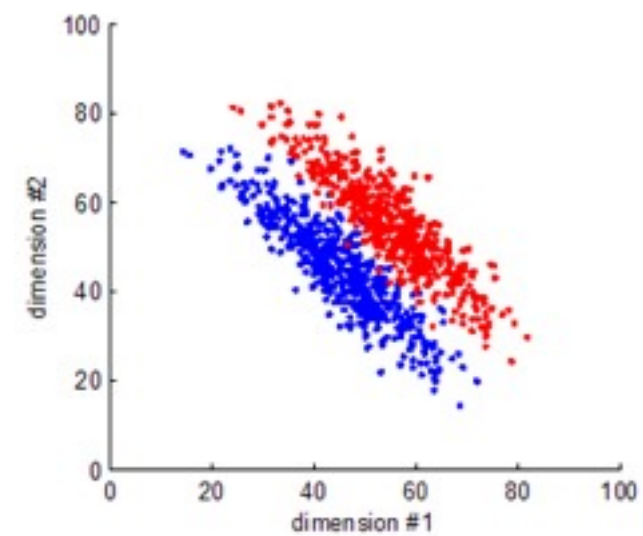
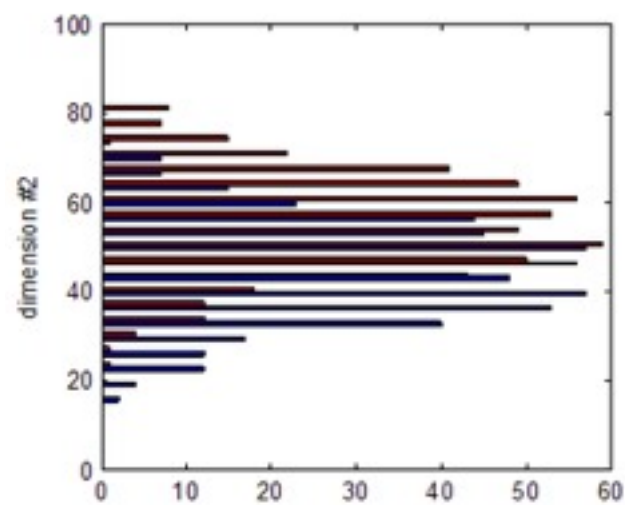
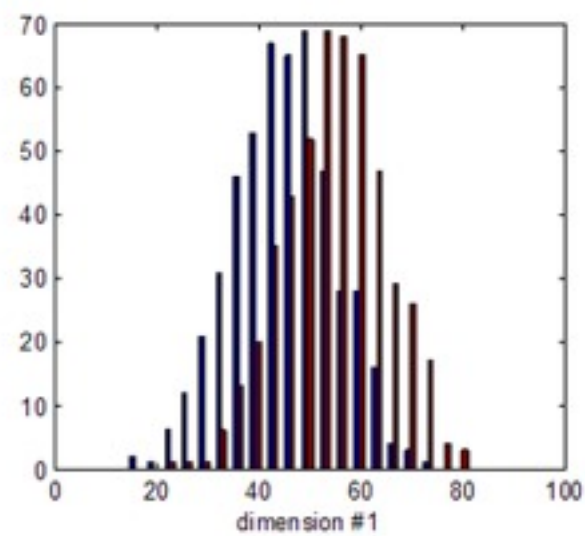
trackers: facebook

Acquisition

Websites using
Facebook Social Plugins
and Facebook Connect
in the top 1000 global
websites according to
Alexa, 02/12/2012.



Data Fusion

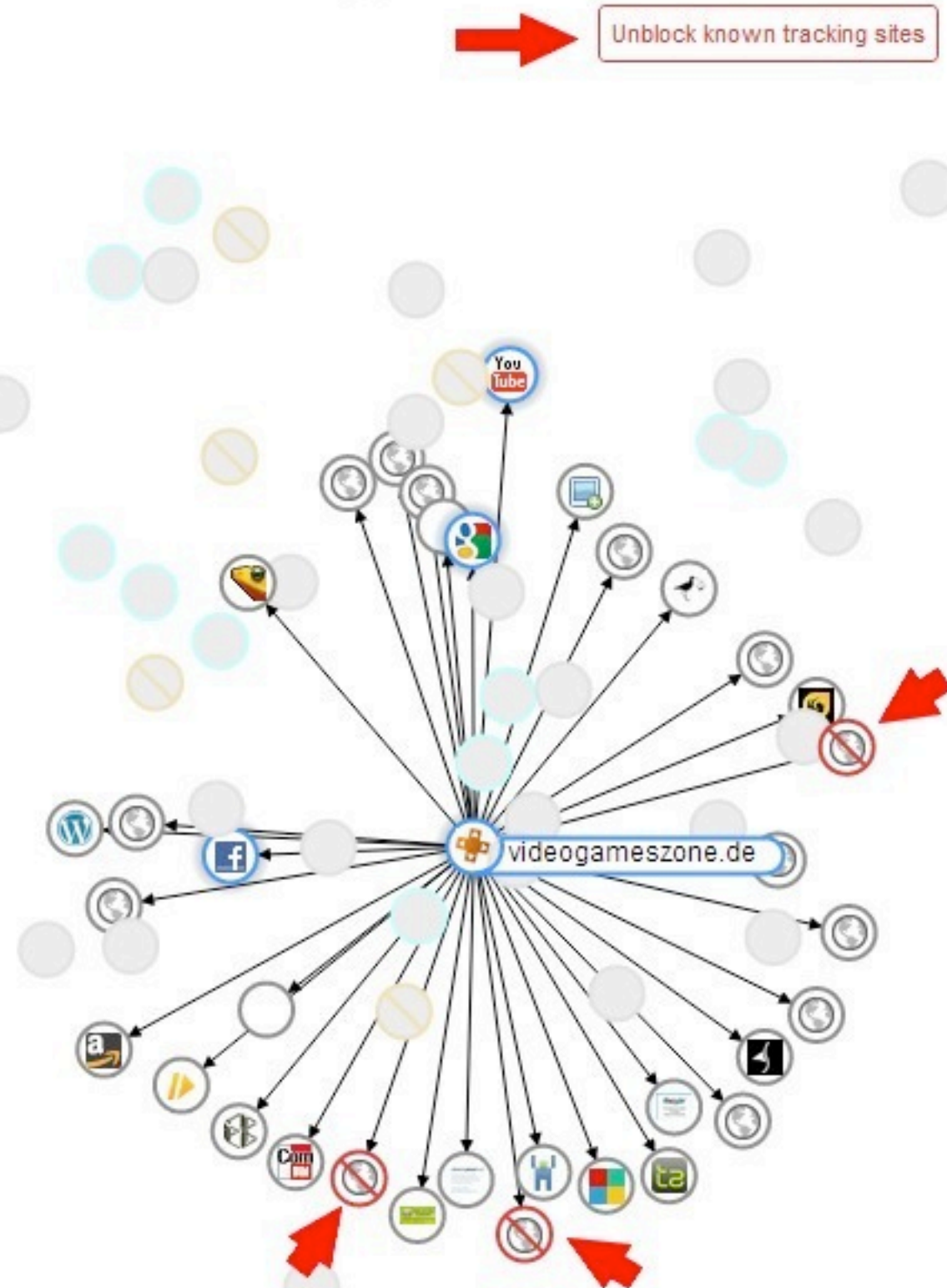


Collusion for Chrome

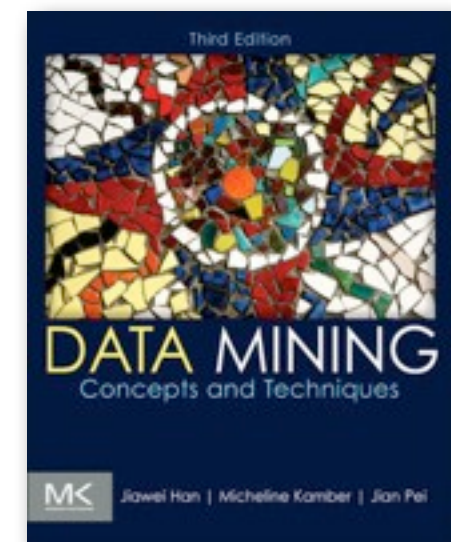
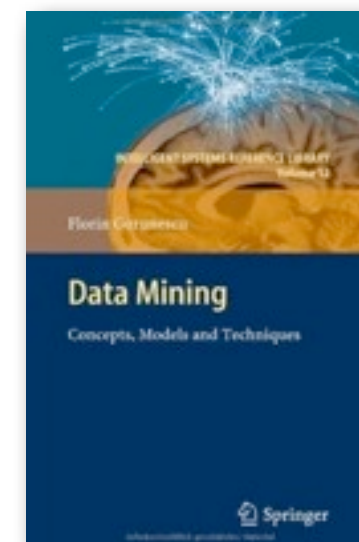
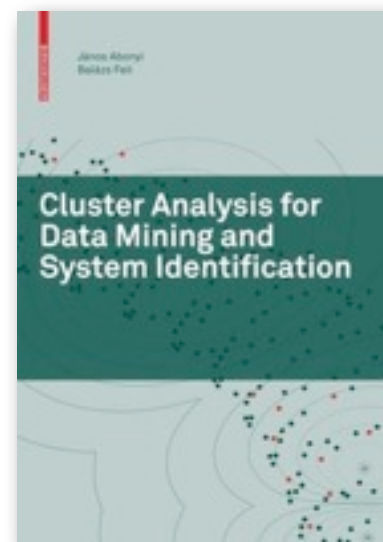
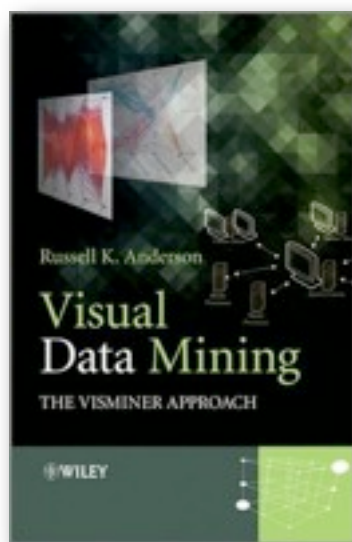
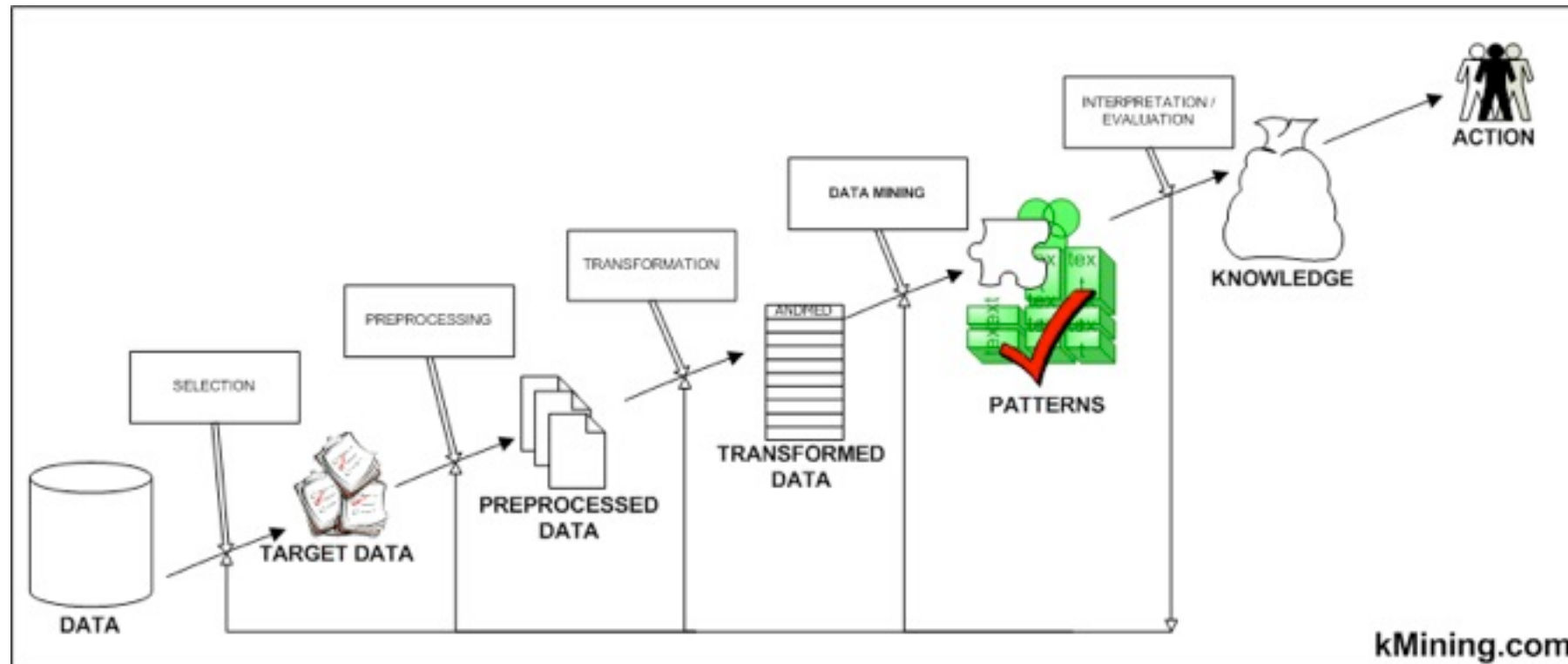
videogameszone.de

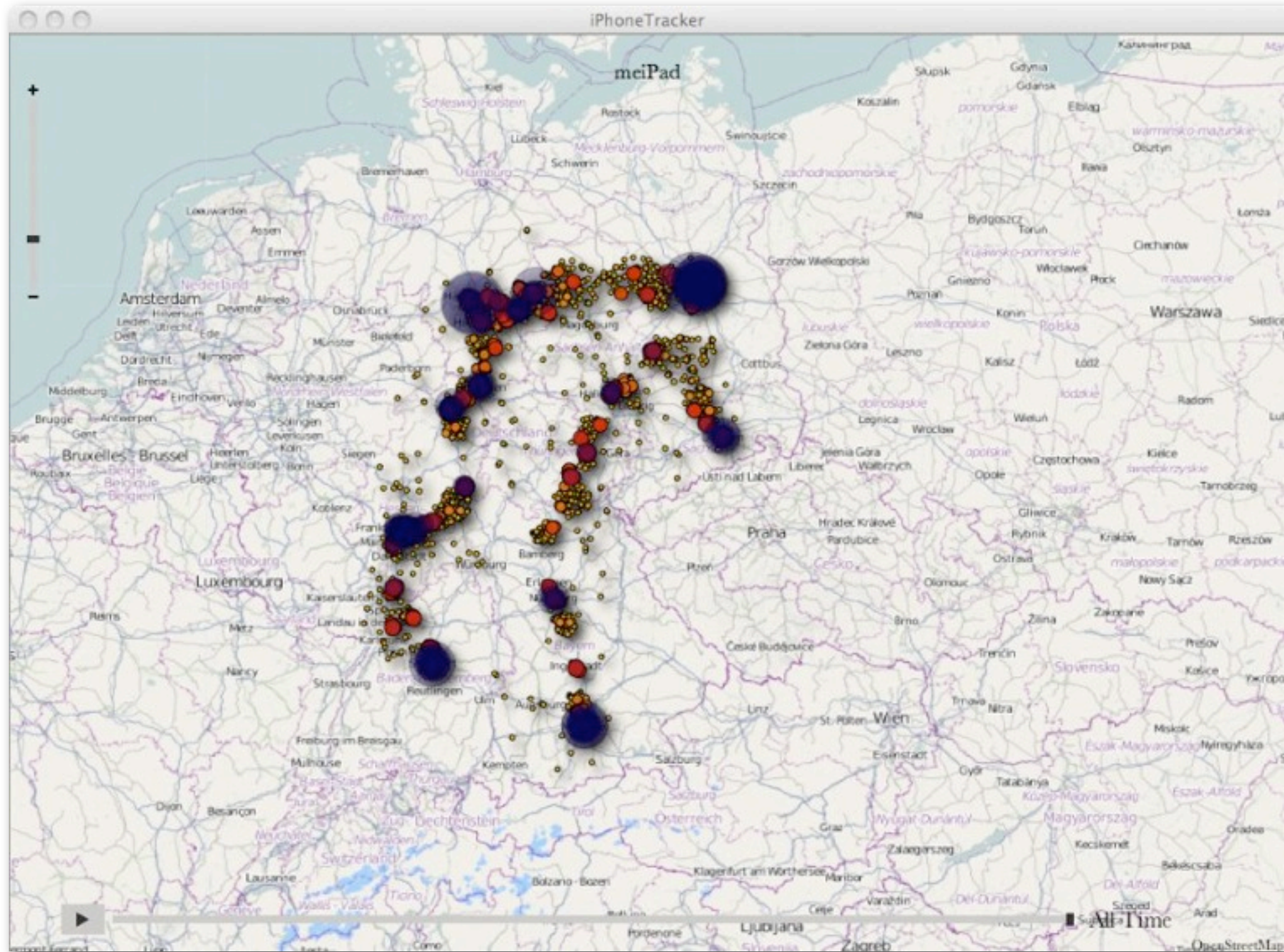
When you visit this site, the following sites are informed:

- facebook.com
- google-analytics.com
- freenet.de
- wunderloop.net
- criteo.com
- facebook.net
- iwvbox.de
- comptecmedia.de
- hardwareclips.com
- images-amazon.com
- google.com
- googleapis.com
- abload.de
- trueachievements.com
- wordpress.com
- imageshack.us
- flags.de
- playstation.com
- tinypic.com
- playfire.com
- exophase.com
- youtube.com
- directupload.net
- pickhost.eu
- 4pcdn.de
- pic-upload.de
- pushsquare.com



Data Mining



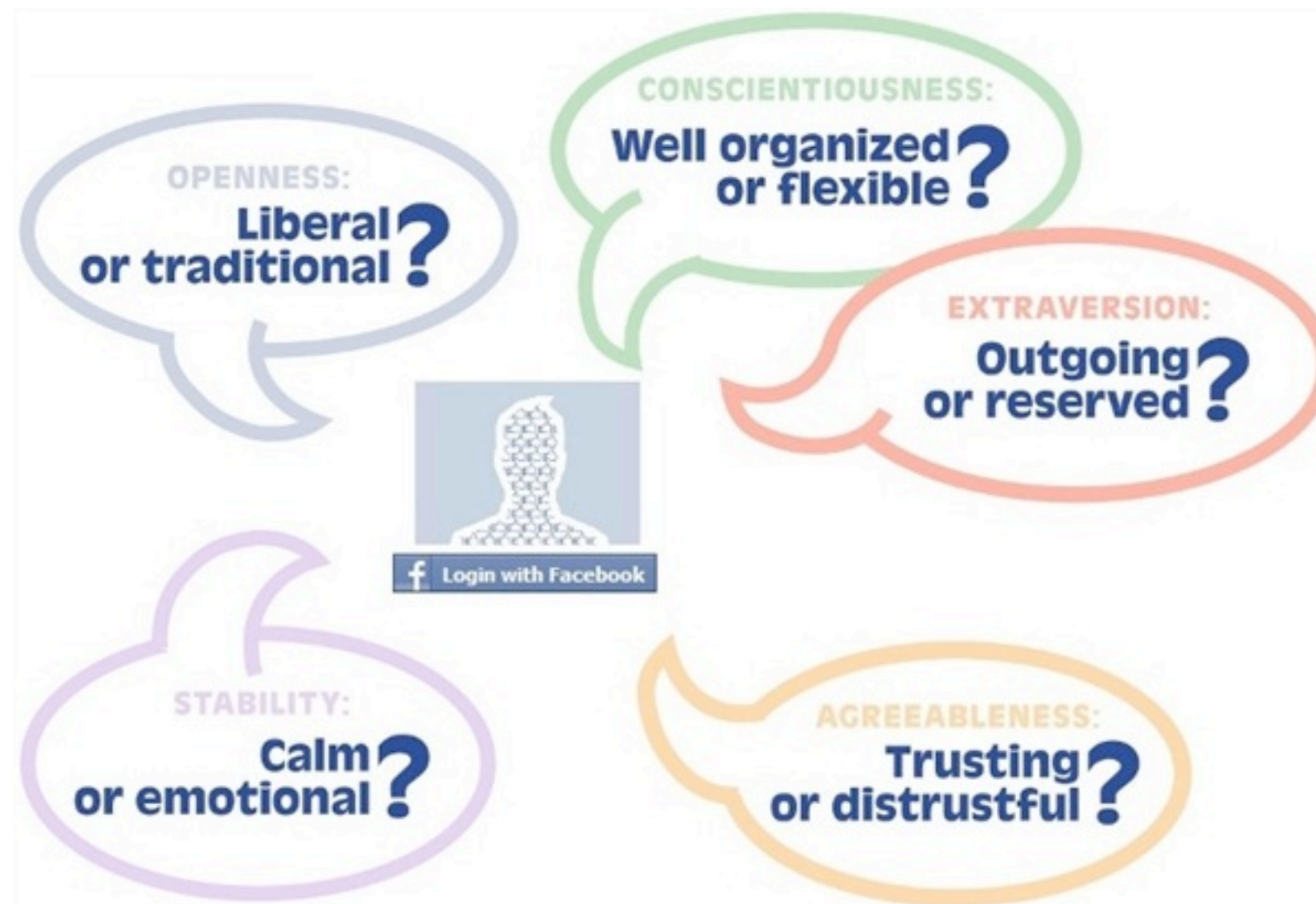


Location Tracking

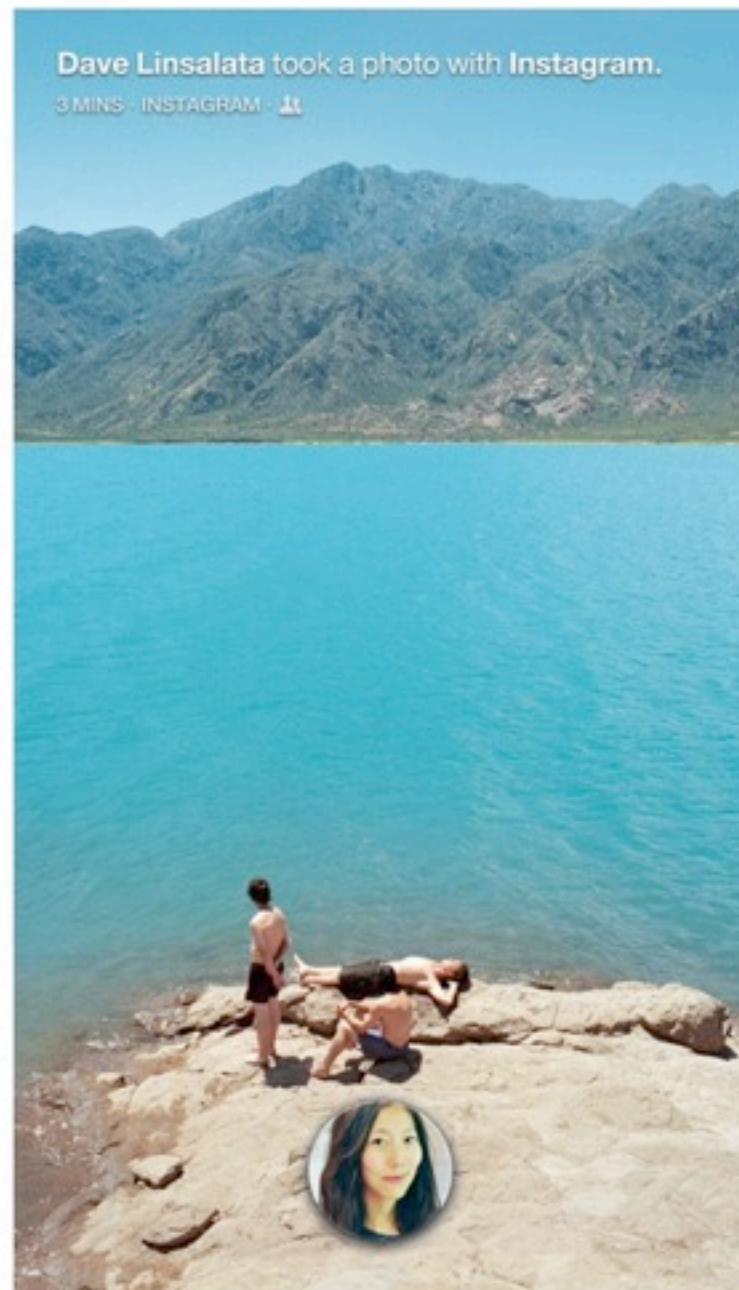
De-Anonymization

Private traits and attributes are predictable from digital records of human behavior

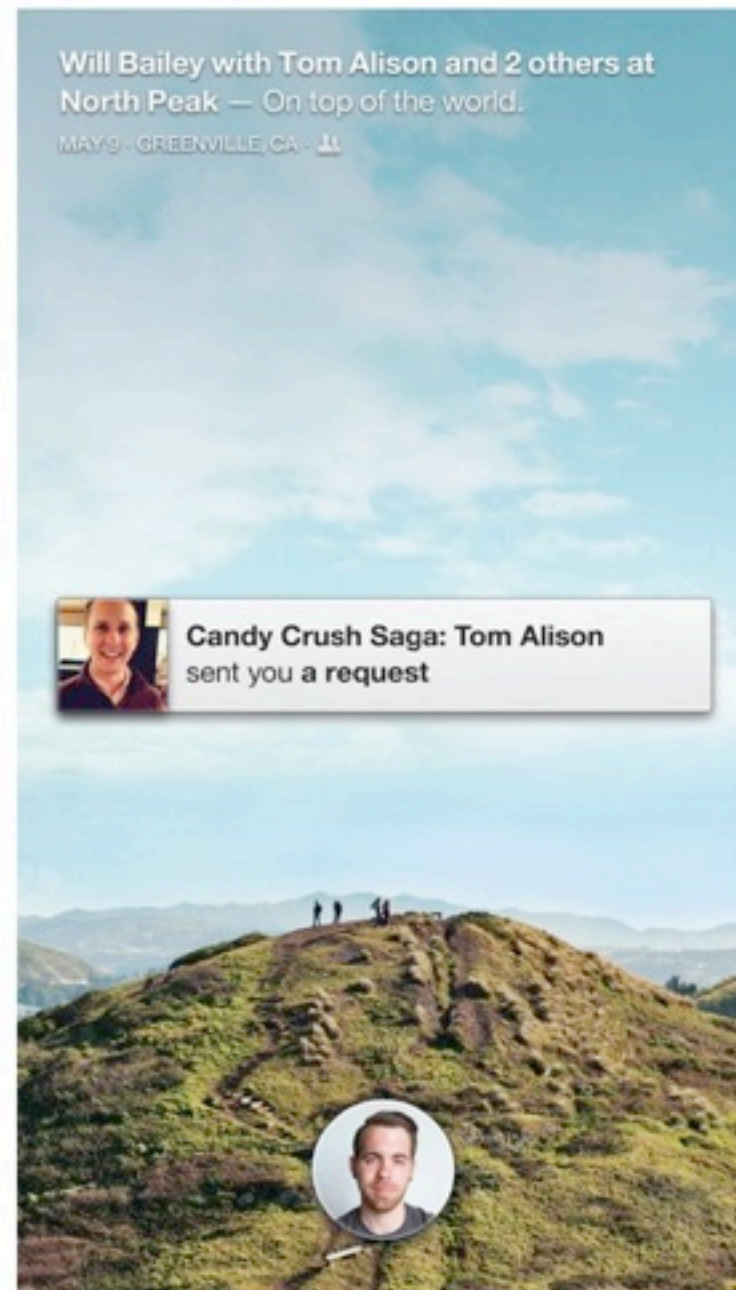
<http://www.pnas.org/content/early/2013/03/06/1218772110>



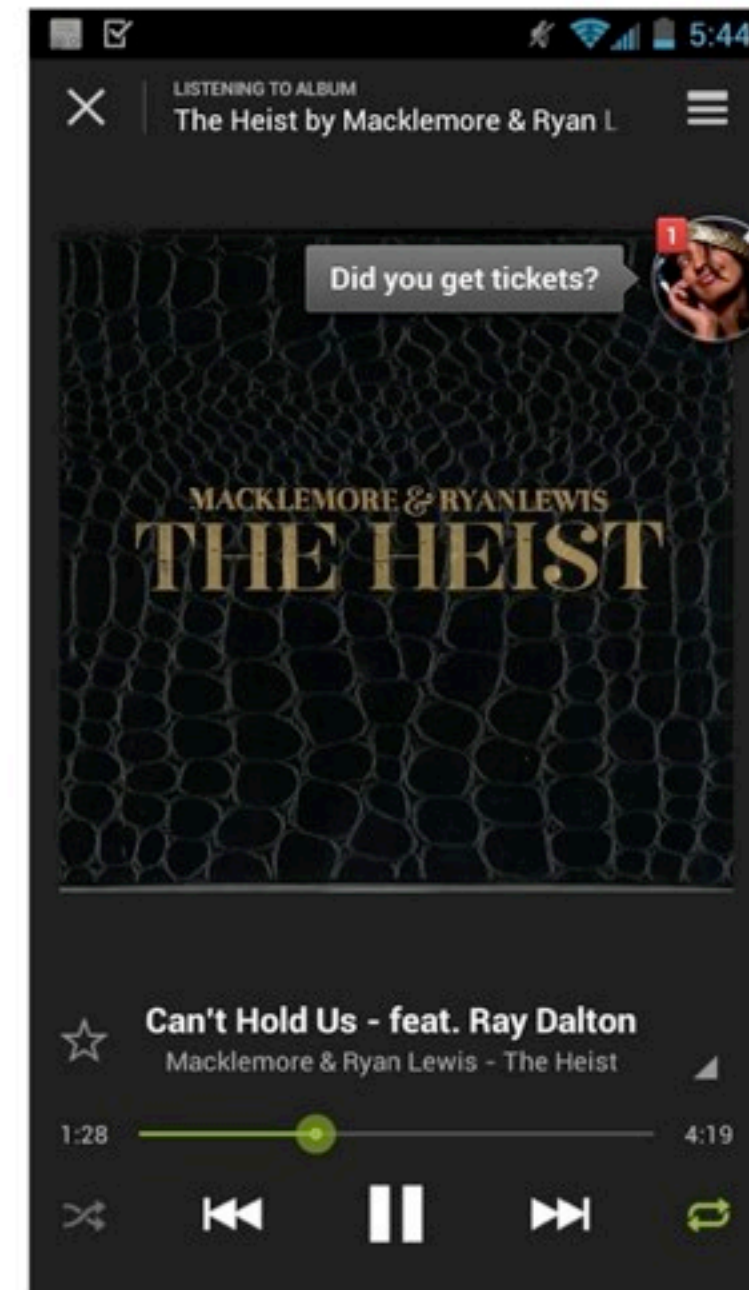
Facebook Home



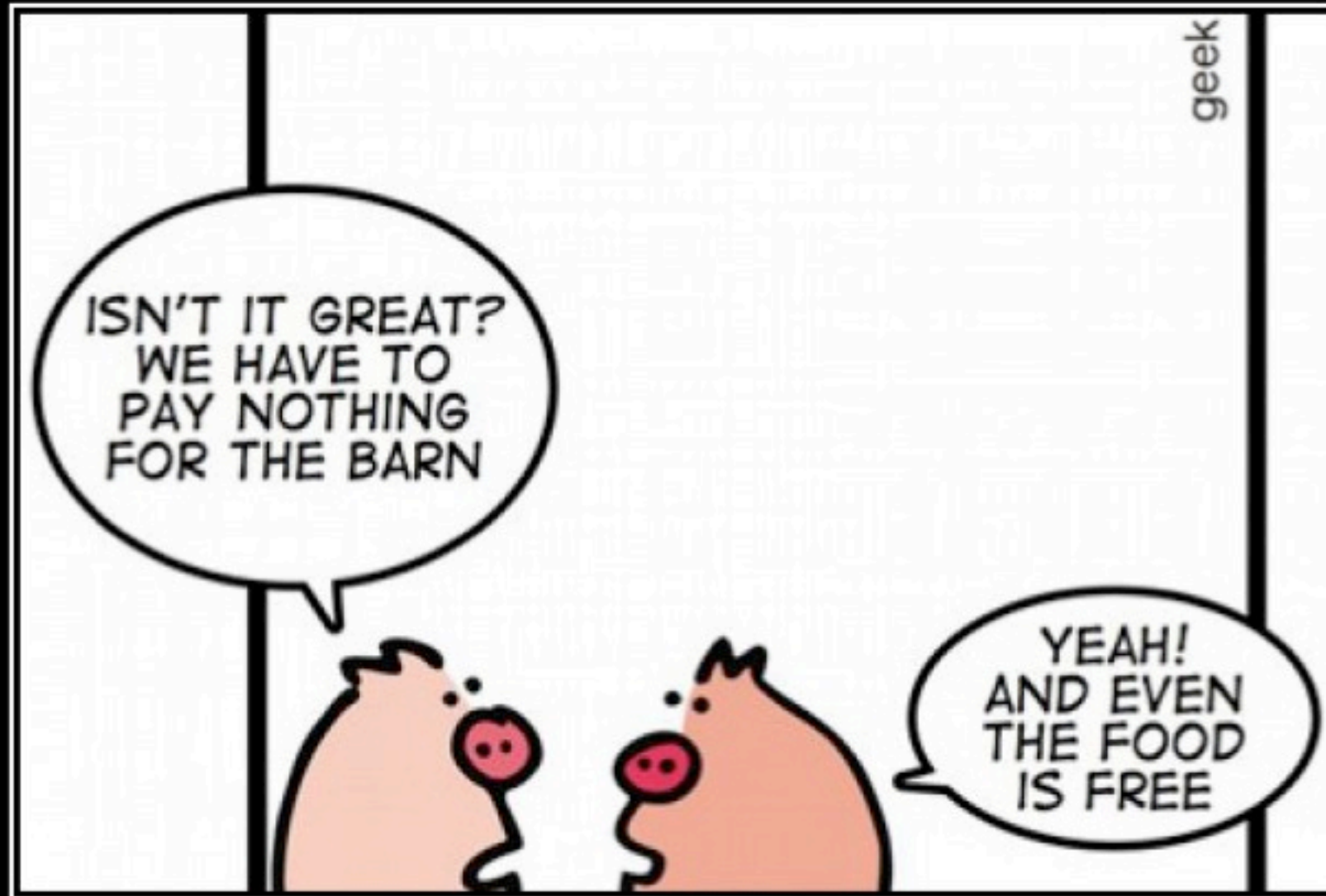
Cover feed



Notifications



Chat heads

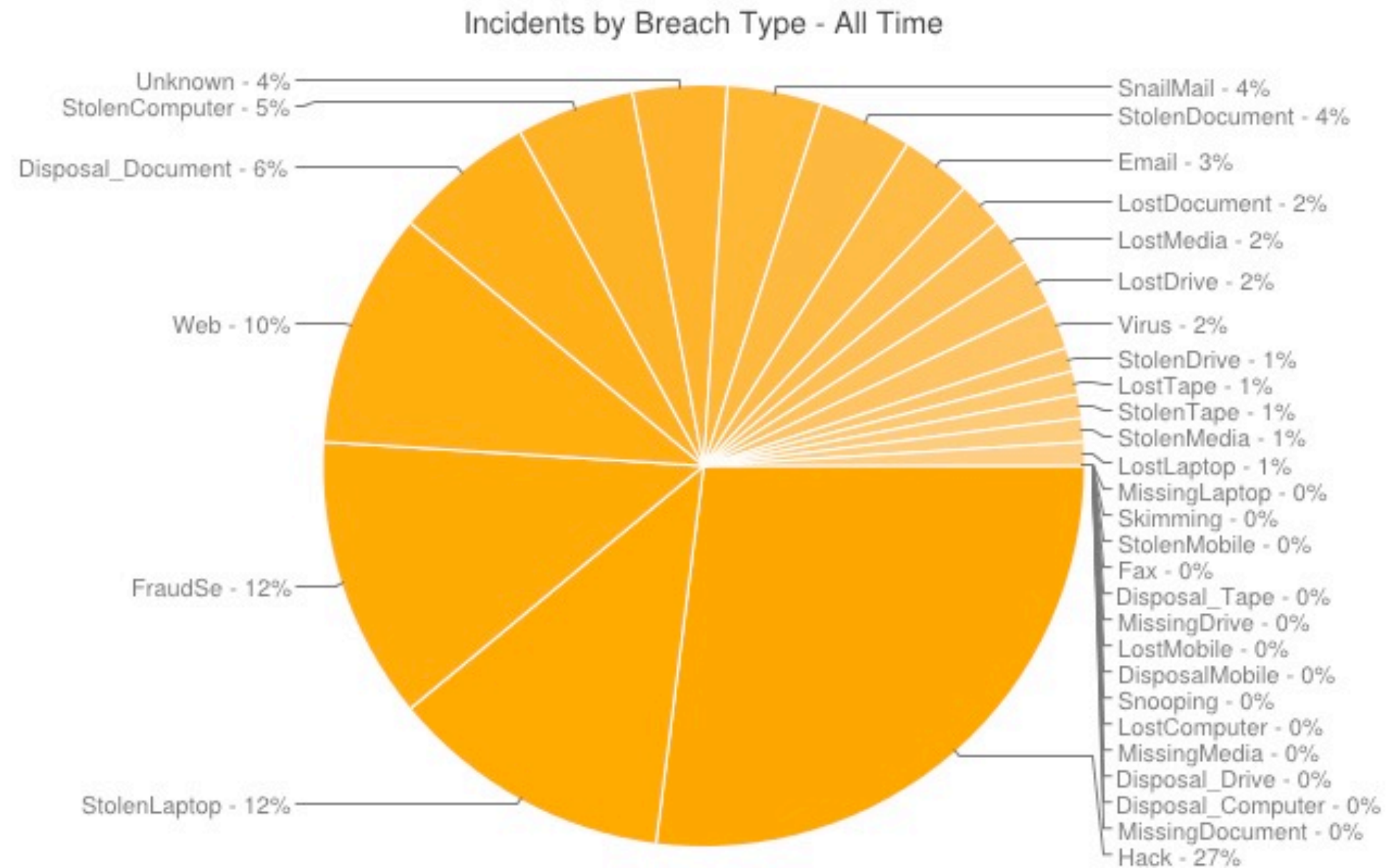


FACEBOOK AND YOU

If you're not paying for it, you're not the customer. You're the product being sold.

Counter Measures

Risks



Loose of control
Individual Risk
Commercial Interests
Profiling and Scoring
Leaking
Data Loss
False / old data
Misuse
Identity Theft

<http://datalossdb.org/>

Adblocking



AdBlock.

THE MOST POPULAR EXTENSION
FOR CHROME.

before



after



Automatically blocks video ads, banner ads, Flash ads, Facebook ads, text ads...

SO NORMALLY
THERE WOULD BE AN
AD IN THIS SPOT.
BUT YOU'RE USING
AN AD-BLOCKER
LIKE A BOSS;
LIKE A BOSS WHO
HATES ADS.

& THAT'S COOL, EXCEPT
THAT **OKCUPID IS**
AD-SUPPORTED,

& WE NEED MONEY
TO RUN THIS BEAST.
HERE'S A SOLUTION: YOU


DONATE \$5
TO US ONCE, & WE
REMOVE ALL ADS FROM
THE SITE FOREVER.


YOU DON'T HAVE TO
SEE GARBAGE ADS;

WE MAKE A LITTLE OF
THE MONEY BACK
THAT WE'RE LOSING
FROM THE BLOCKER.
EVERYONE WINS.

That Seems Fair

Ghostery




[DOWNLOAD NOW](#) 

[ABOUT GHOSTERY](#)

[PRIVACY POLICY](#)


[SUPPORT](#)

[GHOSTERY BLOG](#)




Detect

Ghostery sees the invisible web - tags, web bugs, pixels and beacons. Ghostery tracks the trackers and gives you a roll-call of the ad networks, behavioral data providers, web publishers, and other companies interested in your activity.



Learn




After showing you who's tracking you, Ghostery also gives you a chance to learn more about each company it identifies. How they describe themselves, a link to their privacy policies, and a sampling of pages where we've found them are just a click away.




Control

Ghostery allows you to block scripts from companies that you don't trust, delete local shared objects, and even block images and iframes. Ghostery puts your web privacy back in your hands.





**Ghostery found the following:**





Google Adsense[more info](#)

~~http://pagead2.googlesyndication.co...~~

DoubleClick[more info](#)

~~http://ad.doubleclick.net/adi/5480....~~

[Edit Blocking Options](#)



Corporate Social Responsibility

