



We review 15+ internet startups per working day. Vote for the one you think will be a killer. Know it first, **subscribe to our RSS** | Help us grow, **make us your homepage**

**Behavioral Targeting**  
Combine the benefits of behavioral, contextual, demographic targeting.  
www.Personifi.com

**Segmentation**  
Perform Your Market Analysis w/ Demographic Data, Maps & Reports!  
www.DemographicsNow.com

**Targeted Advertising**  
Make a direct customer connection with powerful behavioral targeting  
www.revenuescience.com

**Alcance Media Group**  
Experts in advertising to the valued Hispanic market  
www.AlcanceMg.com



Home » Marketing » PlaceCast.1020.com - Geographic Advertising

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**Killer Search**  **Go**

### 3 PlaceCast.1020.com - Geographic Advertising

Votes



If you want your ads to reach the right people, then you should consider hooking up with Placecast.1020.com. These guys have the best [technology](#) available today, which will allow you to target people with ads appropriate for their location. This will help you maximize your ad revenue spending the same amount you spend on ads today. Through the site, you'll find the information necessary to implement this service into your ads. Both advertisers and publishers have everything they need to get started with the service right away. The system uses two types of geographical data to get the most specific ads possible. They combine positioning [data](#) with other information about where people are to provide the most accurate ads possible. Over all, if you're looking for a way to increase profits from your ads, you should consider taking a look at what this could do for your ads.

[Ads by Google](#)

[Profile Your Audience](#)

www.omniture.com See sample audience profile reports to better understand your visitors.

[Mobile TV \\$ - HipCricket](#)

www.hipcricket.com Increase Revenue by 5-15% Grow Viewership. See how it works.

#### In their own words

“Placecast puts geographic information to work for the advertising industry.”

The screenshot shows the Placecast website with a navigation bar (Home, Advertisers, Publishers, Service Providers, Contact) and a featured article titled "Geo-targeting Done Right". The article text reads: "Placecast puts geographic information to work for the advertising industry. Our revolutionary online ad network combines positioning data - where someone is - with what we call "place" data - which is other information like a website people are visiting or a button they click. We use what we know about where people are connecting to determine what they are doing, and from there what type of consumer they are, without ever collecting or using any personally identifiable information." Below the article are sections for "Advertisers" and "Publishers".

#### Why it might be a killer

#### Killer Categories

- Blogging-Widgets
- Comm
- eCommerce
- Marketing
- Mobile
- Search
- Site Reviews
- Social Networking
- User Gen. Content
- Video-Music-Photo
- Web 2.0
- Web App-Tools

#### Killer RSS feeds

- [Subscribe](#)

#### Killer Archive

**09/05/2008**

2007 - 2008

Jan - Feb - Mar - Apr  
May - Jun - Jul - Aug  
**Sep** - Oct - Nov - Dec

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25	26	27	28
29	30	31	

If you're looking for a creative way to advertise, you should check this out. The idea is great, and should improve the profits of anyone using it.



Will it work as advertised? How do they know where a person is besides the IP address?

### Killer Data

Location:  
Address:  
Foundation:  
Funding:  
Revenue:  
Earnings:  
Employees:  
Traffic:  
Registered users:  
Clients:  
Competitors:  
Seeking investors:  
Phone:  
Blog:

**Only Premium Members can access the Killer Data**

Become a Gold Member now and access the Killer Data of more than 6,000 Startups, for ONLY \$499 a month (less than \$0,005 per startup)

Gold Member Login



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Website:

### How do you think they 'll do?

- (Vote to see results)
- Go IPO
  - Get VC \$
  - Be Bought
  - Survive
  - Bomb

Vote

[view website \(http://placecast.1020.com\)](http://placecast.1020.com) | source: Mashable!

0 comments | Category: Marketing | tags: money more make advertising georgraphic

Posted 1 Days ago by fredri | Visit <http://placecast.1020.com>

