

[Webware](#)

November 19, 2008 1:03 PM PST

Trulia partners with 1020 Placecast for targeted ads

Posted by [Don Reisinger](#)

- [Font size](#)
- [Print](#)
- [E-mail](#)



Real estate search site [Trulia](#) announced Wednesday that it has inked a deal with [1020 Placecast](#), an advertising company that uses location-based information to target audiences, that will see the site's advertising become location-specific.

Once users input a location they want to learn more about on Trulia, Placecast will access that data and apply it as a key component along with common demographic data points like psychographic information to provide more targeted ads.

"Once we know the place a user is interested in, we can derive a lot of useful insights about what kind of consumer they are, and then serve them a very targeted ad," Alistair Goodman, CEO of Placecast, said in a statement.

In order to deliver that ad, Placecast works with publishers in categories such as travel, events, real estate, and weather to offer advertisements that not only try to appeal to visitors, but make their location a key factor in targeting them.

The partnership with Placecast is extremely important for Trulia. The company is naturally affected by the downturn in the real estate market, and it relies on home ownership for success. Realizing that, Trulia executives needed to act and increase revenue as quickly as possible during these suspect times, and they evidently believe Placecast is their best bet.



Don Reisinger is a technology columnist who has written about everything from HDTVs to computers to Flowbee Haircut Systems. Don is a member of the CNET Blog Network, and posts at [The Digital Home](#). He is not an employee of CNET.

[Disclosure.](#)

Related

From CNET

[Local.com taps geo-targeted video ads](#)

[Making and spending money on phones](#)

[Dapper builds dynamic, contextual ads](#)

From around the web

[Blogs Keep a Company Death Watch](#)

BusinessWeek.com

[Medical Ads on YouTube Attract Fire](#)

Wall Street Journal

powered by  [Sphere](#)