

## Trulia, Placecast Partner on Geo-Targeted Ads

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ADOTAS – Real estate destination Trulia and interactive media company 1020 Placecast are teaming up to deliver targeted ads on Trulia.com. Placecast uses location information as the key to relevance, the companies said.

Its targeting algorithms correlate a user's expressed interest in real estate locations with dozens of other demographic, psychographic and geographic data points.

"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," said Alistair Goodman, CEO of Placecast.

For publishers in categories such as travel, events, tickets, real estate, weather, classifieds and career search, Placecast uses the location information already present on these sites to target audiences and customize messaging.

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