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Nov 20 2008

## [Trulia makes partnership with 1020 Placecast for aimed ads](#)

[Shoaib Hashmi](#)



[Trulia](#), the real estate search site has announced its [partnership](#) with advertising company [1020 Placecast](#). The later target users based upon their of location which makes the advertising specific to a location.

According to the CEO of Placecast, Alistair Goodman:

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.

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