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**November 19, 2008**

### **Trulia Partners with Placecast for Audience Targeting and Dynamic Messaging**

Real estate search site Trulia has partnered with Placecast for audience targeting and dynamic messaging. The goal is to improve the relevancy of the ads appearing on their site.

Placecast will use its proprietary targeting algorithms to generate ads based on the real estate locations in which a user expresses interest. The ads will also take into account demographic and psychographic data points.

“Turning locations into audiences is one of the biggest challenges facing advertisers today,” said Sean Black, Vice President of Sales at Trulia. “Trulia presents advertisers with multiple opportunities to serve very targeted ads based on location and consumers search behavior. Placecast is a cutting edge media company and we are excited to be working with them and their clients to build and deliver successful campaigns.”

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Posted by Nathania Johnson at November 19, 2008 12:31 PM

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