

## Scenario: Personalization

Suppose you are an advertiser for the following three services. In each case, you are interested in advertising to a specific target audience. For each service, identify a target audience, and explain why you are interested in advertising to that audience. Then, describe the service and explain how you would use that audience's data.

1. A new online service that allows users to create and share their own "personalized" and "customized" experiences.

2. A new online service that allows users to create and share their own "personalized" and "customized" experiences.