

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 would want to reach that audience. (You are not required to identify a specific service, but you must identify a target audience.)

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.