

# Which side of the fence are you on? Automated vs traditional manual audience targeting

Issued by [VDX.tv](#)

15 Aug 2016

Learn about the importance of valuing users, creating a complex profile and the benefit of automating the optimisation process.

In part three of our four part series on Trusting The Machine in Online Marketing we look at:

- The opportunity of valuing users individually for online campaigns
- Why having more than one audience in a profile is important
- The benefit of audience optimization to advertisers and the people they advertise to

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