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Published: July 31, 2008

[Target the Audience or Ride Along With the Content?](#)

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Comment By Tsafrir Peles, co-CEO, DSNR media group (www.dsnrmg.com) "True! Nonetheless we must keep in mind that as much as brand favorability and purchase intent are important, at the end of the day, the actual purchase and its value for the advertiser are the major factors that define the campaign's success. In the Result-Based internet advertising the question is how these favorable brand metrics affect the measurable bottom line results: That means, to what extent the higher perceived value of the so called branded content is translated into equal or lower effective customer acquisition cost. We can even accommodate higher than normal acquisition cost as long as the value of the average customer acquired from the branded content channel is higher". -Ra'anana

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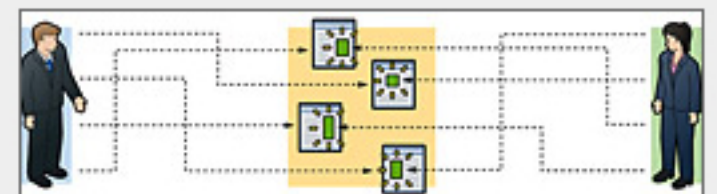
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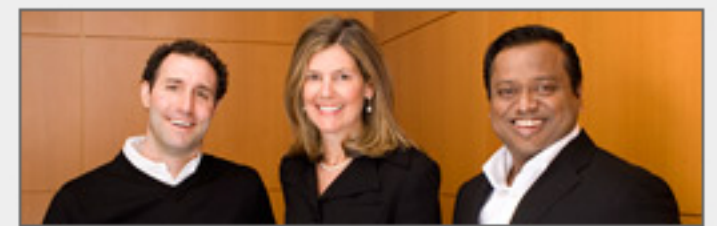
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