**Ad Buyers Have Mixed Feelings On Emotion-Based Ads**

USA Today, The New York Times and The Daily Beast are a few of the increasing number of publishers offering ads based on the emotional responses expected by consumers related to nearby online content. Some ad buyers consider the emotion selections such as amused, sad or informed to be interesting targeting selections, others consider it to be a metric that's too vague and most say that such purchases should be part of a broader ad selection methodology, writes Sara Jerde in Adweek.

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[***https://www.vox.com/the-goods/2019/5/21/18634323/new-york-times-emotion-based-ad-targeting-sadness***](https://www.vox.com/the-goods/2019/5/21/18634323/new-york-times-emotion-based-ad-targeting-sadness)

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