**Why Consumers Love Targeted Advertising**

Targeted advertising is more effective than other forms of marketing because of its psychological effects, research at Ohio State University has found. Consumers perceive targeted ads as a sign of their own sophistication and are more receptive to the message as a result.

***Harvard Business Review online 4/4/16***

<https://hbr.org/2016/04/targeted-ads-dont-just-make-you-more-likely-to-buy-they-can-change-how-you-think-about-yourself>