



BROOKLYN_BORN

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Targeted Advertising

Saturday, January 30, 2016

I wasn't going to blog today. I got up late (7:00) and I have a lot to do. This is NOT a complaint about advertising in general, neither on Spark or anywhere else. It's more about how I see myself and how advertisers view me.

Because I'm old, I'm used to the phone calls about how I need one of those emergency buttons or a reverse mortgage or some medical device.

Because I'm retired, I have the TV on during the day. I'm bombarded with ads for specific drugs for a variety of conditions. They end with a list of horrific side effects, sometimes even death. When these ads are followed by a lawyer offering his services for anyone who had taken that very drug, I wonder if the placement is random or intentional. I also see a variety of options for insurance for my "final expenses."

Because we travel a lot, my pop-up ads include a lot of offers for low airfare or discount site-seeing passes. That's actually nice, although they are rarely a good deal. Then there's the age thing. We were denied an apartment in Paris last summer because it wasn't "appropriate for an elderly couple." There was no elevator in the building.

I always log into SP first thing in the morning right after pouring my coffee and recording my daily weight. I do this by clicking on the "get my spark points" button in my daily email.

Today's email includes an ad for CASKETS including a picture of the product and an offer to send me a free catalog. Did everybody get this or as the song of my childhood said "It's later than you think?"

Oh well, the full title of the song is "Enjoy yourself (it's later than you think)" so I'm going to focus on the first part. A healthy lifestyle is more enjoyable.

I should also point out that when I once commented jokingly on a blog about finding a date online, I became inundated with offers from match sites. Big Brother is watching me. Wow, have they found the wrong woman.

Note: As a former technology coordinator, I know how to block ads. However, as long as they don't slow down my content, I choose not to do it. Certain sites I want to keep free.

TV is another matter. I usually record our favorite shows and skip the commercials. Too many times as DH & I endlessly watch one ad after another, we fall asleep and never find out "who done it!" Yeah, we are old.

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GINIEMIE



I get so much spam I can't believe it. Loans, my house is not paid off since I bought it in 2006 and of course Erik's accident slowed my payment plan, but I'm inundated with offers for loans. I one time checked with my bank, I'm ineligible because I owe too little, and my interest rate is really low....so I wish they would leave me alone. Drugs, drug companies, shots anything I've looked at for Erik's care...really.

My Steve used to get irate with the drug ads, I swear they contributed to his Blood Pressure increasing, as the side effects were frequently more annoying than the problem. I try not to fill

anything out anymore on line, only takes getting frauded one time for me to learn.



1953 days ago



MARYJEANSL



These companies are far from right, most of the time. I have no idea how, but my mother's name is now associated with my address (a city and state she has never lived in). In addition, the advertising powers-that-be have decided that she is just a few months away from becoming Medicare-eligible. You would not BELIEVE the offers for supplement plans for her that have been coming to my house (you could easily wallpaper at least two rooms with the amount of paper). She has been on Medicare for THIRTY YEARS! And I am still nearly ten years from being eligible, so they didn't get the two of us mixed up. I also get mail for my father who, again, never lived in this city and state, and who died FORTY years ago. The waste of money and resources for these mailings is ridiculous, and surely just the tip of the iceberg.

1956 days ago



SEAJESS



I'm glad I put an ad blocker program on my computer... though plenty of them still pop up.

It's crazy some of the stuff that pops up, especially as I'm a student and curious even when I'm not in school. For a long time I got ads about liver disease and transplants and gay dating sites as a result of research I did pursuant to papers and presentations for classes.

I wish schools taught kids to think critically about all the dreck that bombards (and influences) us. I'm not sure that forewarned completely shields us from the effects, but it couldn't hurt any more.

1956 days ago



STEPH-KNEE



Wow I do understand what you are saying! If it does make you feel better though in my sparkmail the ad I keep getting is to join "our time" dating site (i think that was the name at least lol), for people 50 or 60+ LOL! ;)

Such a great message here though, thanks for the comment on my blog for and giving me a heads



up on this one.
1957 days ago



MJREIMERS



You are too funny! The casket one is a little "strange" to me, but I can see it happening, though. It is quite creepy how those pop-ups work!

1957 days ago



LIVEDAILY



It really IS weird, how when you do the "earn one point for searching on SP", all of the following ads that pop up are related to what you searched for. That bothers me a bit. Good thing I've never searched for funeral arrangements!!

1957 days ago



PHEBESS



Casket ads????????? Oh that is too funny!!!!!!

I have an ad blocker, I just got so sick of them.
1957 days ago





PHOENIX1949



1957 days ago



TERI-RIFIC

LOL. You are right! I still haven't gotten over being given the senior discount automatically!

1957 days ago



POLSKARENIA

Thank goodness for the fast forward and Deere buttons!!

1958 days ago



RASPBERRY56

Unfortunately, I suspect that most of these ads are loaded with nasty technical stuff that have really done a number on my computer's performance.....it may be time for me to look for a replacement in the not-too-distant future.....that is, if I don't throw the \$#!@# thing out the window before that time comes.....

1958 days ago



IAMSUNNYHOWARD

I did notice the casket ad this morning, My first thought was REALLY? Targeted advertising is crazy. If I am browsing looking for something, what good is an ad for the same item? I already know what I want and where to go to find it. LOL

The food and drug ads are the ones that offend me.

Being old sure beats the alternative huh?



1958 days ago



GARDENCHRIS

i hate all the advertising!

1958 days ago



WATERMELLEN

Hilarious!! The directed ads are so unnuanced . . . there's "old" and then there's us: chronologically of a certain age, but physically and mentally maybe not so much!!

1958 days ago



CD15892450

What a funny blog! I recently realized something kindof similar -- about 3-4 yrs ago when I used to browse the internet (back when I was very athletic and doing sports), all of my ads were related to kayaking and running shoes and traveling. Now all my ads pop up as plus size clothing and get skinny fast ads. I did figure out how to make my ads non-targetted, but then after just a couple of visits to different websites -- all my ads are sneakers and running jackets. It's a little goofy.. I often wonder what other types of ads other people get to see. I think I'll skip the casket ads though! lol. Have a great weekend.

1958 days ago



MISCHAKEO

My goodness on the caskets ads. We also record tv so we can skip the ads. Yes, those ads keep popping up..and they are related to the content that we type. I get travel ads a lot.

1958 days ago



ALICIA363

LOLOLOLOLOLOLOL



1958 days ago



HOLLYM48

Kind of spooky isn't it. If you visit any website, those ads come pouring in via email too. Day time TV is horrible. On the rare days that I actually have it on when I am home, it is unbelievable how horrible the talk shows are and judge show after judge show which get annoying after a while too. I am with you, Enjoy your time while we are strong and healthy and hearty. That is interesting about the apartment in Paris but you would think they would at least tell you as a warning vs just not renting it at all to you.

I am in bed and trying to sleep by 830p every night because I am just plain tired.

Have a great day.

1958 days ago





ONEKIDSMOM



LOL I'll have to be on the lookout for that coffin ad. I don't know what it means that I get so many "fashion" types of ads... must have clicked on one at some point. But I get the "thinning hair", and the "age spots" / "wrinkles" and still, despite my years in maintenance, get the "weight loss" ones. Oh, well... guess we get what we get. Ignoring them is less of a hassle on line than if it arrived as paper!
1958 days ago



A_NEW_JAN



LOL I haven't seen the ca_k_t ad yet (I didn't want to type it, because then, for certain, I will!) I don't shop much online & I don't search for many things, so when I do, I get the same ad over & over for months on end. Some times there is a link that lets me tell them that it is repetitive, but usually, I just try to ignore them.
1958 days ago



MILLEDGE2



Laughing so hard my coffee may come out my nose!

I love "Jeopardy" but it's obvious their advertisers are targeting people how need senior vitamins, bladder protection, and arthritis relief. Those are serious concerns, of course. But CASKETS? By the time you need one, you're probably not online!

Have a great day!
1958 days ago



NELLJONES



Caskets!! Maybe the targeted demographic is the overweight community rather than you specifically. Unfortunately, that makes sense.
1958 days ago

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