Visceral Targeting: Using Personalized Face Composites for Implicitly Targeted Marketing

(Ongoing Research)

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Privacy in the age of augmented reality

Anonymous face

Matching face

Presumptive name

Inferable sensitive information

SSNs, Credit score, Political/sexual orientation, ...

Online available information

Demographics, Interests, Friends, ...

Facebook, LinkedIn, Org rosters, ...
Visceral targeting
Targeted Advertising

• Ads selected for the user

• Contextual Advertising
  – Webpage content

• Behavioral Advertising
  – Browsing history, previous search queries, demographic information
Targeted Advertising

• Mutually beneficial
  – May reduce consumers’ search costs
  – May reduces marketers’ advertising costs

• Effective
  – Increases reported purchase intentions (Goldfarb & Tucker, 2011)
  – May increase CTRs by as high as 670% (Yan et al., 2009)
Where is online advertising headed?

• **Targeted ads:** Products – Consumers

• **Personalized ads:** Advertisements – Consumers
Personalized Advertising

- Sponsored stories on Facebook
Personalized Advertising

• Explicit forms of targeting are perceived as invasive or creepy (Kean & Dautlich, 2009, McDonald & Cranor, 2010)

• Reactance: users deliberately avoid ads they perceive as intrusive (Brehm, 1966, Edwards et al., 2002, White et al., 2008)
Research Agenda

• Can personal information about consumers be used in a subtle and implicit fashion to influence behavior?

• Specific focus:
  – Can faces of spokespersons on advertisements be subtly manipulated to influence purchasing behavior?
Interdisciplinary Approach

- Face Research
- Online Social Networks
- Marketing
Marketing Literature: Consumer Behavior

• Familiar people are more persuasive (Bornstein et al., 1987; Weisbuch et al., 2003)
• Perceived trustworthiness increases purchase intentions (Priester & Petty, 2003)
• Perceived attractiveness increases purchase intentions (Snyder & Rothbart, 1971; Horai et al., 1974)
Marketing & Face Composite Research

Tanner and Maeng (2012)
Face Composite Research

- Own face morphs are trusted more - DeBruine (2002)
- Own face morphs seem more attractive – DeBruine (2004)
- Higher intentions to vote for self-like candidates – Bailenson et al. (2008)
Research Questions

• Can people’s pictures from online social networks be used in the form of Personalized Face Composites (PFCs) in advertising?
• Are these PFCs effective in increasing people’s purchase intentions?
• Are they perceived to be more credible as spokespersons on an ad?
Experimental Design: Overview

Phase I
- Collected Facebook pictures

Stimuli Creation
- Created PFCs

Phase II
- Used PFCs to advertise a product
Study I

60%

“What makes grand prix headphones better than any other headphones is the use of ground-breaking technology packed with incredible comfort, giving you the best audio experience ever!”

40%
Study II

GPX 60 Headphones

Features:
- Noise cancellation across a wide range of frequencies
- Advanced ear cushions for around-the-ear fit
- Includes cable with mic for hands-free calling
- Average battery life of 35 hours

Customer Reviews

“I think these headphones are awesome! Their sound quality is fantastic and I love how comfortable they feel on my ears. I used them on a plane as well, and the noise cancelling works great.

I would highly recommend these to anyone looking for a new pair of headphones.”
Further Extensions

• Own-morphs
  – Purchasing behavior

• Friend-morphs
  – Disclosure behavior

• Family member-morph
  – Opinions on policy issues (for ex., gun control)
Overall Research Agenda

• Any personal information
  – Faces, names, old habits, preferences, likes

• Different behaviors
  – Purchasing, disclosure, voting, altruistic

• Every aspect of a message can be tailored specifically to each individuals’ tastes
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