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FOR CONSUMERS

The Web sites you visit work with online advertising companies to provide you with advertising that is as relevant and useful as possible. Some of the online ads you are served may be based on the content of the Web page you're visiting; some others may be based on registration information you provide; some may be based expressly on your search history and other ads may be customized based on predictions .about your interests generated from your visits to other Web sites

FOR ADVERTISERS AND PUBLISHERS

Yahoo delivers custom solutions to build your brand and drive the response you want. Yahoo's industry-leading targeting tools turn audiences into customers, helping you reach the people who matter to your .business and deliver the right message

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