

TARGETING

Reaching target groups in the
iq digital portfolio

OUR FIRST-CLASS PORTFOLIO

Our targeting ensures efficient reaching of target groups on all titles and headings

EXCERPT FROM OUR DATA SOURCES



PROCESSING



TARGETING



OUR FIRST-CLASS PORTFOLIO

Our leading media reach over 30 million users every month

NATIONAL NEWS

Frankfurter Allgemeine

Handelsblatt

Süddeutsche Zeitung

ZEITUNG ONLINE

TAGESSPIEGEL

Süddeutsche Zeitung Magazin

jetzt

Wirtschafts
Woche

ZEITUNG MAGAZIN

NEWS & MAGAZINES

The European

SÄCHSISCHE SZ DE

ndn

der Freitag
Die Wochenzeitung

ECONOMY & FINANCES

ARIVA DE

BORSE
am Sonntag

Markt
UND MITTELSTAND

Wirtschafts Kurier

BTC ECHO

B2B-MEDIA

Edison

DIGITALENGINEERING

DIGITAL BUSINESS
CLOUD

ep ELEKTRO
PRAKTIKER

RESEARCH

Spektrum.de

FORSCHUNG WISSEN

scinexx.de

wissenschaft.de

SPECIAL INTEREST

Der Postillon
Erstliche Nachrichten - unabhängig, schnell, seit 1945

DEL2

GENIOS

GENERATING DATA

We obtain extensive, up-to-date and high-quality data from the versatile portfolio - and generate activatable targeting segments from it



up to

500

million user interactions
per month



350

individual targeting segments
and decision maker audiences



300

basic targetings &
standard audiences
(e.g. IAB Content Taxonomy)

Our user

Our visitors regularly use numerous different titles and offers from our portfolio. By taking a cross-portal view, we gain valuable data for our targeting offers.

HIGHLIGHTS

More than 300 segments cover a wide range of topics from the B2B and B2C sectors - and can be adapted to suit requirements on request



AND MANY MORE TARGET GROUPS...

INDIVIDUAL SEGMENTS

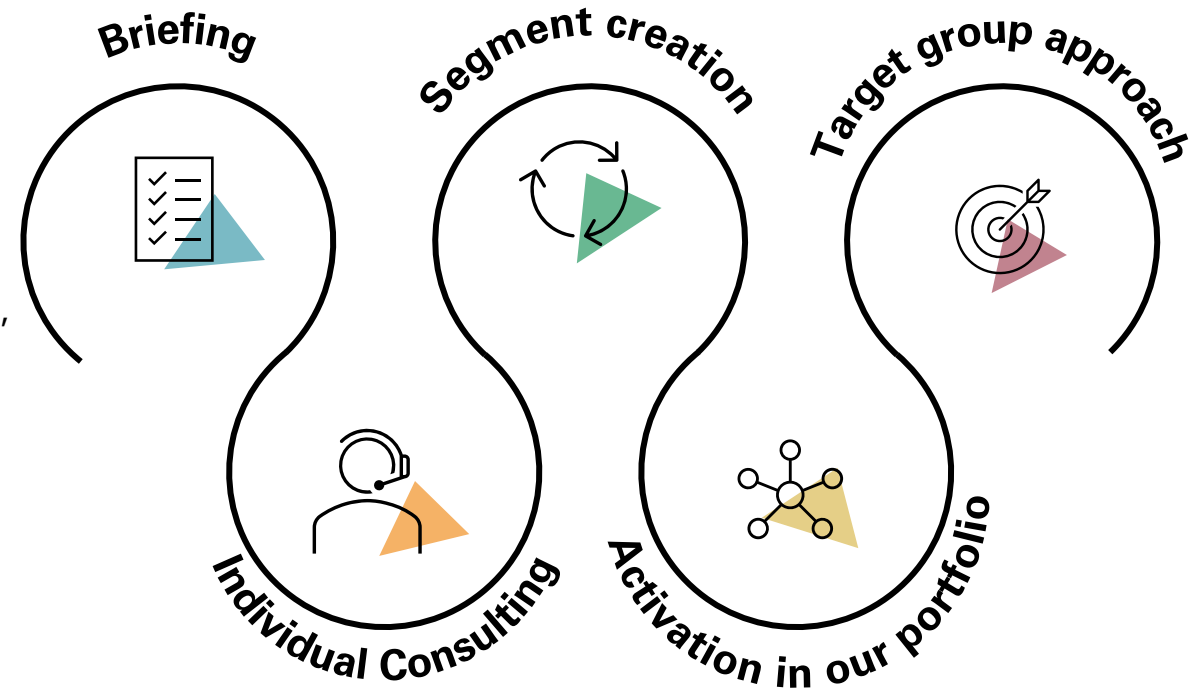
Exceptional campaigns need exceptional target groups

Briefing

Based on the campaign objectives, you formulate your brief.

Individual consulting

Review desired requirements, recommend target audience segments and forecast expected reach.



Segment creation

If required, we create an individual segment

Activation in our portfolio

The campaign will be played out in the iq digital portfolio

Target group approach

We reach your target group tailored to your requirements

SOCIODEMOGRAPHIC TARGETING

Target groups by age, gender or income



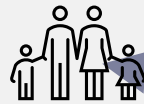
Gender



Age



Household income



Household size



Job title



Homeowner

Especially suitable for:

- B2C campaigns
- Lifestyle campaigns
- „Always On“-campaigns



DECISION-MAKER TARGETING

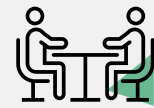
Discover our versatile decision-maker target groups - and address your campaigns directly to executives, owners and buyers



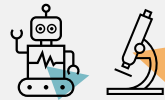
C-Level Executives



CEOs



Board Members



Self-employed



Buyer



IT-Decision-maker

Especially suited for:

- B2B campaigns
- Capital goods
- B2B services

USER INVOLVEMENT TARGETING

As diverse as our users: Interest-based user involvement targeting offers the right target group for every topic



Politics



Economy



Energy



Management



Lifestyle



Travel

Especially suited for:

- B2B campaigns
- B2C campaigns

Also available as a Precise segment on request:
for even greater target group accuracy

CONTEXTUAL TARGETING

Precisely fitting, consent-independent and cookieless ready - our contextual targeting ensures the perfect fit between environments and campaign



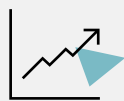
Industry 4.0



Trade fairs



Change Management



Investment



Consumer Electronics



Sports

Especially suited for:

- B2B campaigns
- B2C campaigns
- High reach

GEO TARGETING

We reach our users exactly where they are relevant for your campaign - Ideal for campaigns with local relevance



Country targeting



City targeting



Perimeter targeting



Postal code targeting

Especially suited for:

- Retail
- Location based campaigns

FURTHER TARGETINGS

Use further technical solutions to deliver your campaign with precision



Emotion-Based



Device Targeting



Time of day

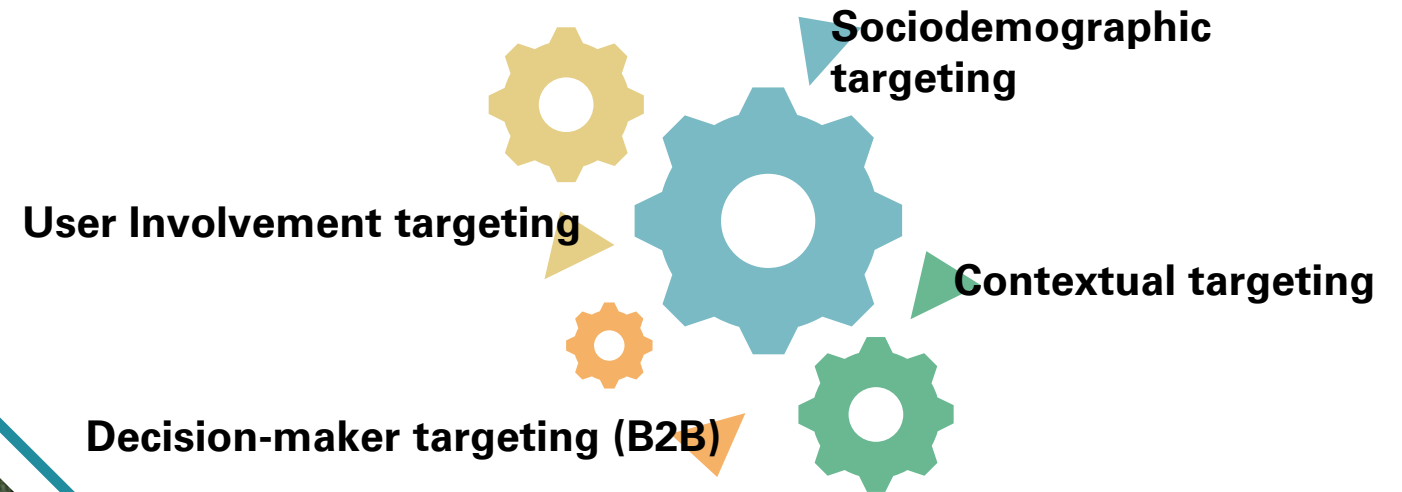
and further more...

Especially suited for:

- B2C campaigns

UNLIMITED COMBINATIONS

All targetings can be individually and creatively combined with each other to create customized target groups



- e.g. New Decision Makers, environmentally conscious Millennials, professional investors, business travelers, and many more...

PODCAST TARGETING

Precise delivery of your audio ads



Contextual targeting



Geo targeting*



Device &
operating system



Publisher genre



Date & time



Audio position (Pre-,
Mid- and Post-Roll)

*Available criteria: country, region, city, postal code, latitude/longitude, internet service provider