

# 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



Up to 500 million  
inter-actions



> 300 immediately  
activated segments

## TARGETING



Decision-maker



User Involvement



Contextual



Socio-Targeting



Technical  
targeting

# OUR FIRST-CLASS PORTFOLIO

Our leading media reach over 30 million users every month



## NATIONAL NEWS

Frankfurter Allgemeine  
FAZ.NET

Handelsblatt

Süddeutsche Zeitung

ZEIT ONLINE

TAGESSPIEGEL

Süddeutsche Zeitung Magazin

jetzt

WirtschaftsWoche

ZEIT MAGAZIN

## NEWS & MAGAZINES

emotion

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  
Erläutende Nachrichten - unabhängig, schnell, seit 1845

DEL2

DeutscheAnwaltauskunft

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 mio.**

User interactions  
per month



**> 300**

targeting segments  
immediately available

## 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

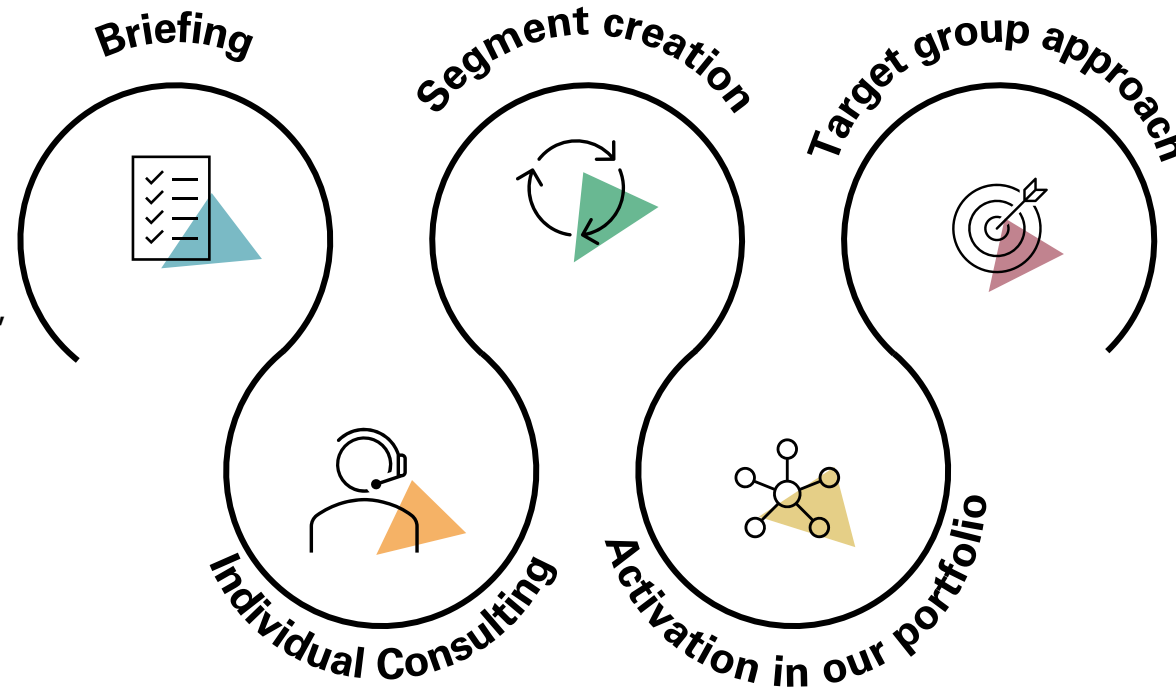
Exceptional campaigns need exceptional target groups

## 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



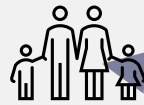
**Gender**



**Age**



**Household income**



**Household size**



**Job title**



**Homeowner**

## **Especially suitable for:**

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

# DECISION-MAKER TARGETING

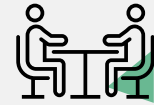
Discover our versatile decision-maker target groups - and address your campaigns directly to executives, owners and buyers



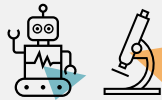
**C-Level Executives**



**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

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



**Country targeting**



**City targeting**



**Perimeter targeting**



**Postal code targeting**

## **Especially suited for:**

- Retail
- Location based campaigns



# FURTHER TARGETINGS

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



**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



# WE LOOK FORWARD TO HEARING FROM YOU

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