

An aerial, high-angle photograph of a bustling night market. The market is filled with a dense array of colorful, peaked tents in various colors including blue, purple, pink, yellow, and white. The tents are illuminated from within, creating a warm, glowing effect. The market is crowded with people, and various stalls and signs are visible under the tents. The overall scene is vibrant and lively.

iq digital

# DATA EXCHANGE

iq digital target groups for  
programmatic advertising

# USE OUR BEST TARGET GROUPS

Reach Germany's decision-makers, high-value B2B target groups and cover exciting B2C topics

## IQ DIGITAL PORTFOLIO DATA

### NATIONAL NEWS

**Frankfurter Allgemeine**    **Handelsblatt**    **Süddeutsche Zeitung**    **ZEITUNG ONLINE**  
**TAGESSPIEGEL**    **Süddeutsche Zeitung Magazin**    **Süddeutsche Zeitung**    **Wirtschafts Woche**    **ZEITUNG MAGAZIN**  
**JETZT**

#### NEWS & MAGAZINE

The European

SÄCHSISCHE SZ DE

ndn

der Freitag  
Die Wochenzeitung

#### WIRTSCHAFT & FINANZEN

ARIVA DE

BORSE  
am Sonntag

Markt  
UND MITTELSTAND  
FACHZEITUNG

Wirtschafts Kurier

B-E BTC ECHO

#### B2B-FACHMEDIEN

Edison

DIGITAL ENGINEERING  
PRESENT

DIGITAL BUSINESS  
CLOUD

ep ELEKTRO  
PRAKTIKER

#### FORSCHUNG

Spektrum.de

FORSCHUNG & WISSEN

scinexx.de

wissenschaft.de

#### SPECIAL INTEREST

Der Postillon  
Einige Nachrichten - unabhängig, schnell, seit 1845

DEL2

GENIOS

## EXTERNAL DATA PARTNERS

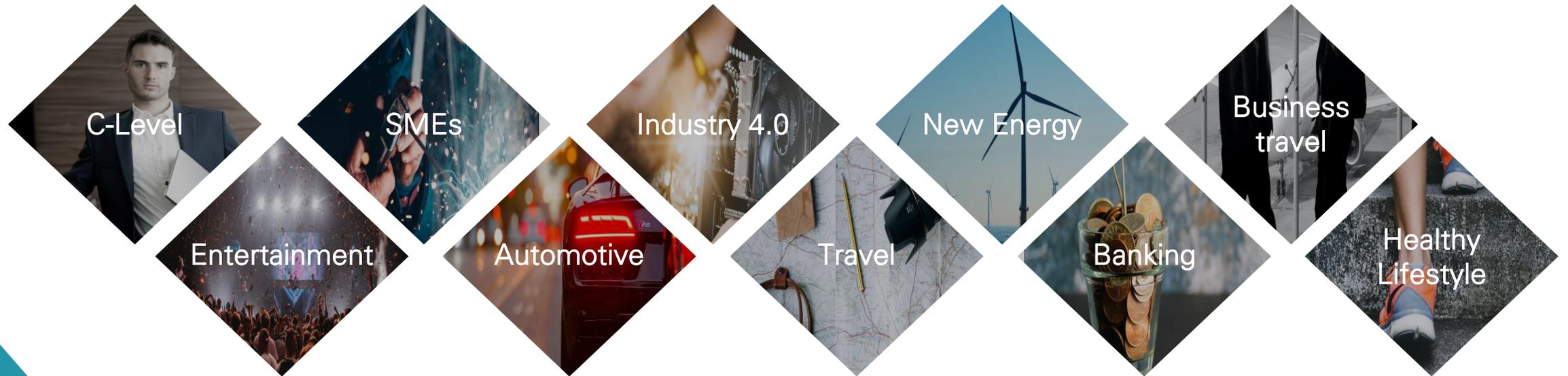
messe frankfurt

visable  
Online business made easy

wlw  
EUROPAGES

# HIGHLIGHTS

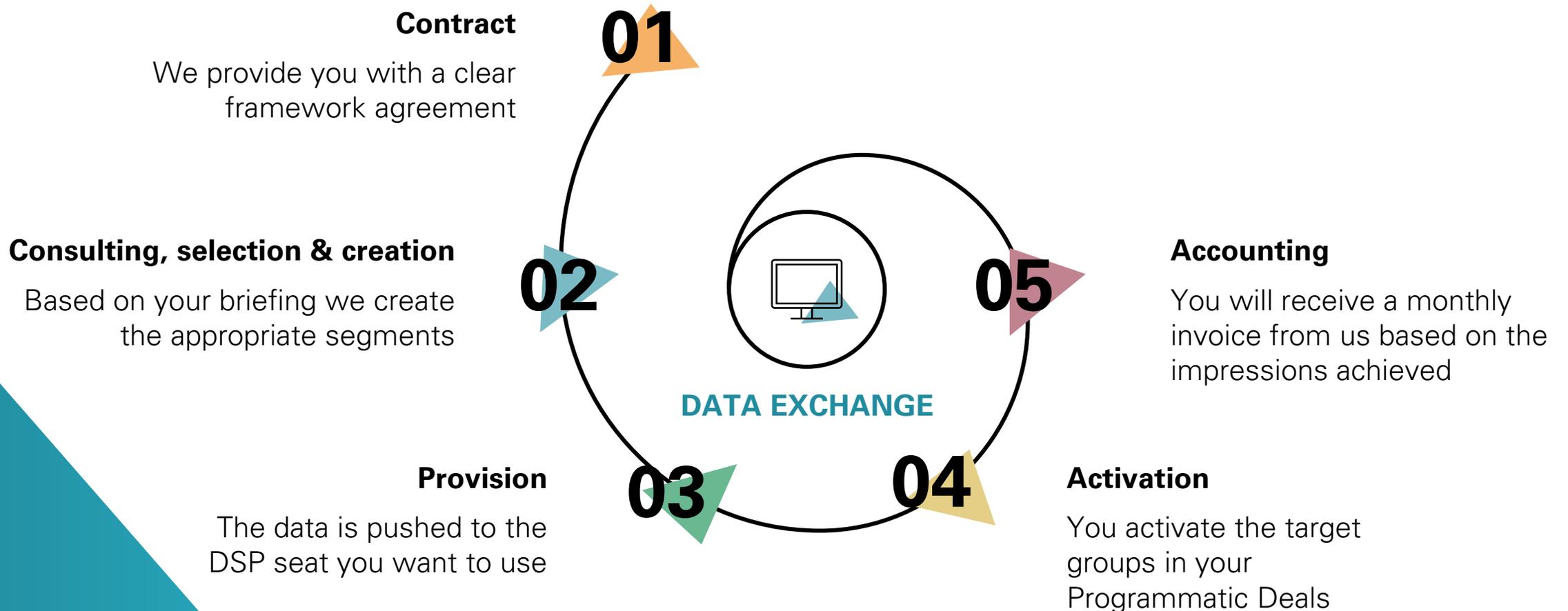
More than 300 segments cover a wide range of topics from the B2B and B2C sectors - and can be adapted to suit requirements on request



**AND MANY MORE TARGET GROUPS...**

# USAGE MADE EASY

From contract to billing: we make it as easy as possible for you



# FULL TRANSPARENCY

Data protection and security for your data purchase at iq digital



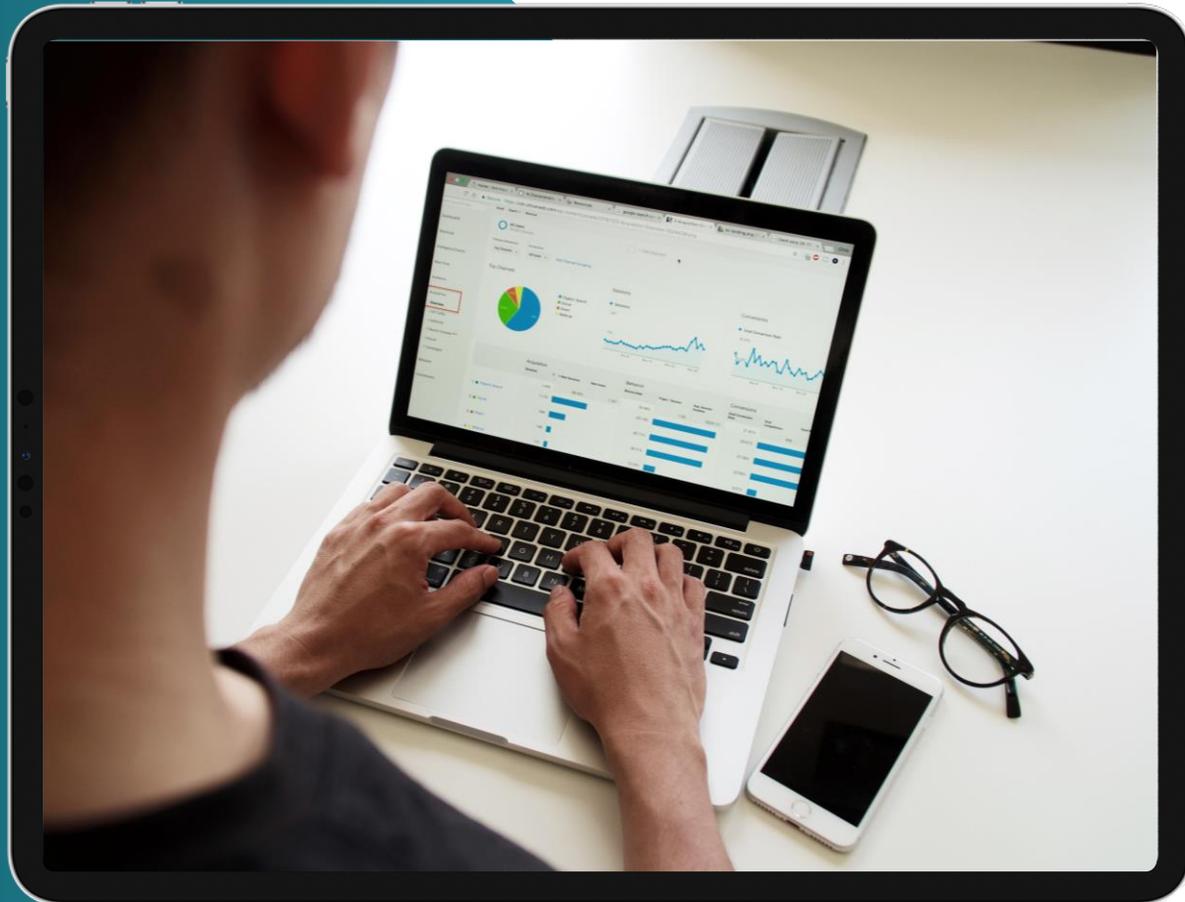
## **DataExchange Framework Agreement**

Topics such as DSGVO, data protection or consent do not always have to be complicated. With iq digital, you play it safe when purchasing data.

Before we start working with you, we set out transparently in a standardized framework agreement which data we will provide, how the purchased data will be used, and how billing will take place.

# WE ADVISE INDIVIDUALLY

Our experts are on hand to help you find the optimal target groups for your campaign requirements.

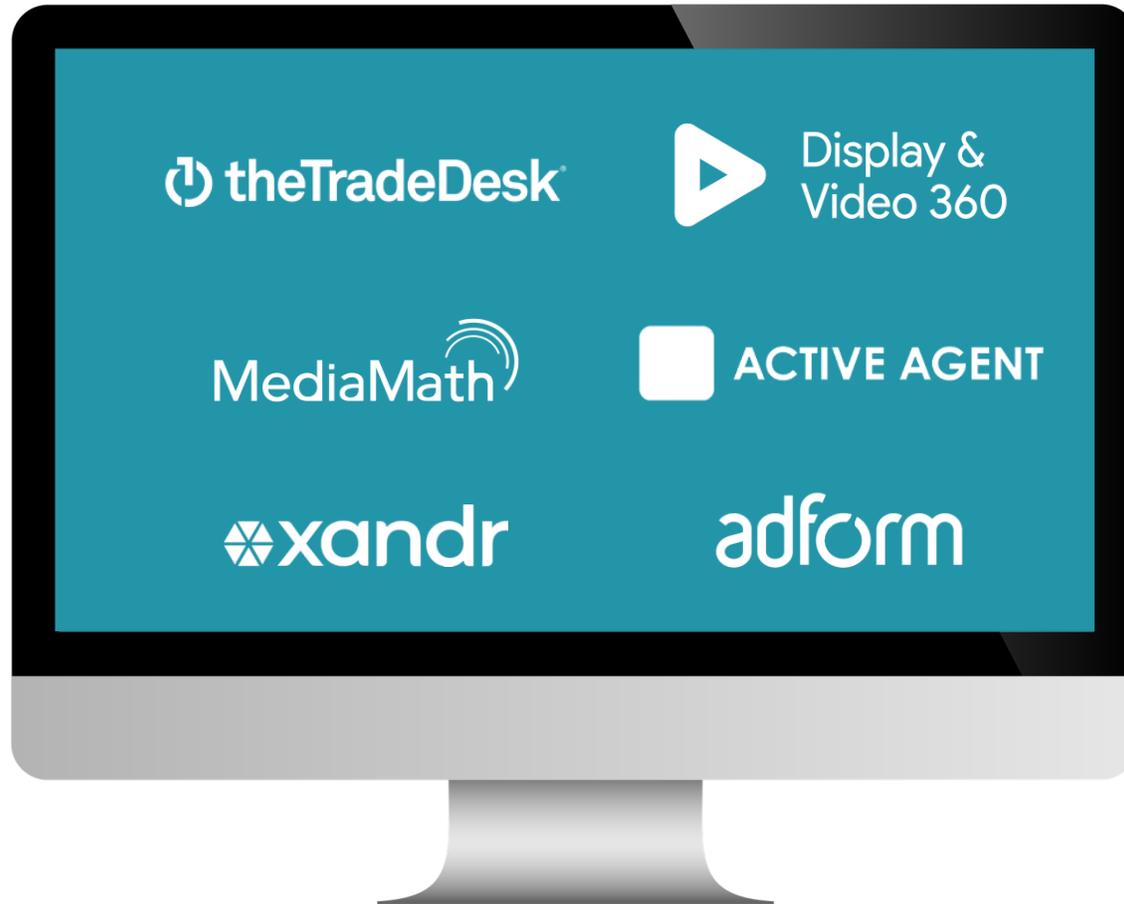


## **Our team is at your disposal**

Our targeting managers select the right combination of segments or create completely custom ones - so your campaign gets the targeting data it deserves.

# DELIVERY IN INDIVIDUAL DSP-SEATS

The segments are provided directly in the desired DSP, the target groups are immediately available for activation

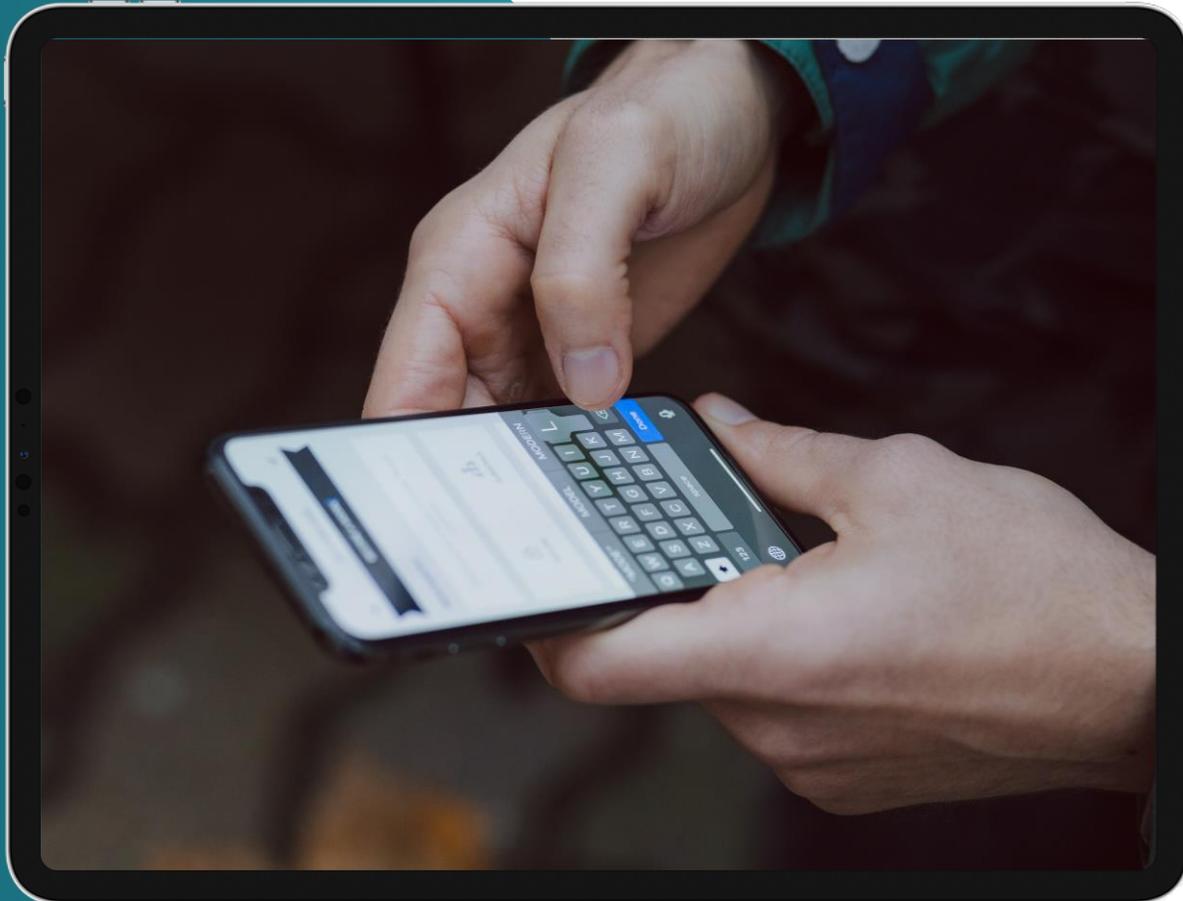


## **DSP network**

We work with the ecosystems with the widest reach and are continuously expanding our network.

# ACTIVATE YOUR TARGET GROUPS

Your customized segments are now ready - Address your target group at exactly the right moments



## **Reach iq digital target groups programmatically**

Users of Germany's leading leading media and highest-quality portals - make sure you communicate with the relevant target groups in your programmatic campaigns, too, with DataExchange.

# CONVENIENT ACCOUNTING

Based on the delivered ais we create a monthly invoice - without minimum sales or other obligations



## Usage based payment

Our automated billing is impression-based, based on the users reached with our segments and independent of the segment size. This means you only pay for what you have used for your campaign.

**NO MINIMUM PURCHASE**

