iqd data targeting

Data-driven advertising with iq digital
iq digital
High-quality portfolio, high-quality data

Data targeting
Target group insights
Environment-driven targeting
Further targeting solutions
Data cooperation
Hands-on examples
Contact
Bookable criteria
The ideal way to ensure systematic communication with our 31.60 million digital unique users*

We provide you with direct access to both DECISION-MAKERS and CONSUMERS.

*Source: AGOF daily digital facts, average month (for the last 3 months (Feb – Apr 2019)), marketer reach of IQ digital (df VR), total population 16+
NO. 1

iq digital is the No. 1 for the decision-maker target group acc. to the LAE survey.

51%

51% of all decision-makers are reached by the portfolio of iq digital:
1,481,000 decision-makers

5 / 10

5 of our websites are ranked in the Top 10 media in the LAE survey: FAZ.net, Süddeutsche.de, ZEIT Online, Handelsblatt Online, WirtschaftsWoche Online.

BUSINESS RELEVANCE

Our “Fachmedien und Mittelstand digital” B2B network reaches your target group in the job-related context.

50% / 80%

50% of the users of the B2B network of the leading German special-interest publishers work in management positions and 80% are involved in investment decisions.

AWARD-WINNING

The editorial desks of the iq digital portfolio are manned by award-winning journalists (Pulitzer Prize & European Newspaper Award, among others). A convincing argument for 31 million UUs³.

Sources:
1. LAE 2018, digital reach in thou. (reach for online, smartphone and tablet apps), basis: users per week | iq digital portfolio: Handelsblatt Online, FAZ.NET, SZ.de, WirtschaftsWoche Online, ZEIT ONLINE, INGENIEUR.de, brand.eins.de, creditreform-magazin.de, marktundmittelstand.de | *Sole and co-decision-makers/Delegated decision-makers
2. User (on-site) survey on the sites of “fachmedien und mittelstand digital” | Own measurements for December 2018
3. AGOF daily digital facts, average month (for the last 3 months (Feb – Apr 2019)), marketer reach of iq digital (df VR), total population 16+
OUR ENVIRONMENTS FOR YOUR CUSTOMERS
The portfolio of iq digital is your direct line to your B2C target group.

32.09 MILLION UUs\(^1\)
are reached via 20 websites and networks in our portfolio.

32% of users are opinion leaders and therefore the lead voices in discussions.\(^2\)

38% / 24%
38% are original innovation drivers and 24% are first movers who like to try out new technologies.\(^2\)

44% / 45%\(^1\)
44% hold university entrance qualifications and 45% have a net household income of 3,000+ €.

86% of users are happy to pay more for quality: “brand name products are generally of superior quality.”\(^2\)

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Sources:
1. AGOF daily digital facts, average month (for the last 3 months Jan – March 2019), marketer reach of iq digital (df VR), total population 16+
2. AGOF daily digital facts 2019, average month (for the last 3 months Jan – March 2019)
HIGH-QUALITY PORTFOLIO – HIGH-QUALITY ENVIRONMENTS

Profit from the premium environments and high reach of our entire portfolio.
What makes our targeting strategy so SPECIAL?
OUR UNIQUE POSITION IN THE TARGETING MARKET
- thanks to iq digital’s decision-maker data platform

The combination of Adobe DMP and Adobe Analytics enables us to put together 
**unique targeting segments** for **exclusive communication solutions**.
OUR MULTI-DIMENSIONAL ANALYSIS

We evaluate users in multiple dimensions.
OUR USP – YOUR BENEFIT

Using our technology, we investigate environment and content in four dimensions.

USER DATA
Factual information as the basis for high-quality decision-maker and B2B segments

ANALYSIS
Analysis of utilisation behaviour based on the entire iq digital portfolio and our partners

CONTENT
In-depth analysis of the unique editorial topic capital

CONTEXT
Brand suitability: finding the right environments for matching brand communication
Only in this way and only thanks to our TECHNOLOGY are we able to offer you such an EXCLUSIVE TARGETING strategy.
TARGETING SOLUTIONS
MORE EFFECTIVE TARGET GROUP COMMUNICATION
Benefit from our wide range of targeting options

1. DATA TARGETING
Your message reaches precisely the users you want your campaign to appeal to – also independently of the environment.

2. TARGET GROUP INSIGHTS
Unique insights into the profile of your target groups and overarching optimisation of your campaigns and marketing activities.

3. ENVIRONMENT-DRIVEN TARGETING
Increased interest and involvement of users driven by the optimum topic fit of message and environment.
MORE EFFECTIVE TARGET GROUP COMMUNICATION
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2. TARGET GROUP INSIGHTS
3. ENVIRONMENT-DRIVEN TARGETING

- B2B TARGETING
- USER INVOLVEMENT TARGETING
- Unique insights into the profile of your target groups and overarching optimisation of your campaigns and marketing activities
- Increased interest and involvement of users driven by the optimum topic fit of message and environment
B2B TARGETING
DON’T TALK TO JUST ANYONE

Systematically address your message to your B2B target group.

Use our criteria to choose the right decision-makers in companies as the audience for your campaign.
OUR DECISION-MAKER SEGMENTS

Select decision-makers based on their function in the company.

- C-level decision-makers
- Decision-makers
- Fleet decision-makers
- IT decision-makers
- Engineers and many more
FURTHER SELECTION CRITERIA
Supplementary and freely combinable segment classes permit precise definition of B2B target group.

- Sector
- Size of company
- Turnover
- Department
- Position
OUR NEW DECISION-MAKER SEGMENT
GREEN ECONOMY

Whether B2B or B2C: sustainability is the **macrotrend of the coming decade** - and we provide you with a direct line to all the relevant target groups!
OUR GREEN TARGET GROUPS

Eco-nomist
The decision-maker who is extremely interested in sustainable and green business topics

Green Leader
The C-level decision-maker who acts as an in-house transformer, pushing ahead with sustainable topics and the future focus of the company

The Sustainable
Fundamentally high level of interest in sustainability – in both the private and job-related sphere
POSITION
Head of Supply Chain at a leading logistics company

FOCUS
Tim’s job entails the optimisation of supply processes. He attaches particular importance to saving energy and the efficient use of raw materials.

MEDIA USE
Internet: ★★★★★
Mobile apps: ★★★★★

IS ...
optimistic
the owner of an enquiring mind

a tech lover
aware of his responsibility

ECO-NOMIST
Tim, 37 years of age
Position: Managing Director of an SME specialising in production systems.

Focus: Markus sees the macrotrends of climate change, the energy transition and the green economy not as threats but as an opportunity for his SME. His job is to position the company in the market by taking the right long-term strategic decisions.

Media use:
- Internet: 
- Social media: 
- Mobile apps: 

Greener leader:
- Benevolently positive
- Enthusiastic
- Innovative
- Keen to try out new things
- The owner of an enquiring mind
Paul, 29 years of age

POSITION
Product owner at a large direct bank

FOCUS
The green economy is everyone’s business! Paul tries to pursue a sustainable lifestyle and reads relevant articles to obtain information. He has set up a sustainability initiative in his company together with colleagues.

MEDIA USE
Internet: ★★★★★
Mobile apps: ★★★★★

IS ...

optimistic
connected
sustainable
committed
USER INVOLVEMENT
TARGETING
REACHING INTERESTED USERS

Using our exclusive data, we systematically serve your campaign only to those users who are provably interested in your defined topics and therefore looking to satisfy their own information needs.
A target group segment can consist of multiple separately defined topics (or keywords) and can be shortened or extended as desired. We analyse the editorial level in order to identify the interest of the target group within our portfolio.

**Example:**
Users who read about the topics of interconnection, industrial production, automation etc. form the target group segment “Interest in Industry 4.0”, which you can then book in our portfolio.
We have already predefined **EXTREMELY POPULAR SEGMENTS** for you.
PREDEFINED SEGMENTS TO SUIT YOUR NEEDS

B2B users interested in:

- Industry 4.0
- Automation
- Data security
- Blockchain
You can also use our user involvement targeting model to reach END CONSUMERS.
PREDEFINED SEGMENTS TO SUIT YOUR NEEDS

Examples for topic interest “pharma”*

Dry skin  Colds  Babies & small children  Healthy eating  Flu

* No indication, as based on the reading interest of the user
PREDEFINED SEGMENTS TO SUIT YOUR NEEDS
Examples of B2C topic interests

- Sustainability
- Lifestyle
- Travel
- Smartphones
- Banking
CUSTOMISED OPTIONS
guarantee higher quality.

- 500 million user interactions
- Selection by scroll depth
- Selection by dwell time
- Selection by keywords / meta-descriptions of articles
THE MOST IMPORTANT FINE-TUNING TOOLS
Reach vs. precision: you can rely on customised segment creation by iq digital.

- **Dwell time**: Determine how much time the user must have spent reading at least one article.
- **Scroll depth**: Determine the percentage of users who must have at least scrolled the article.
- **No. of articles**: Determine how many articles the user must have at least read.
- **Topicality**: Determine the period during which the user must have engaged the article.
COMBINE targeting options with each other.
Here is an example: decision-makers who are currently intensively engaging the topic of “blockchain”:

Decision-maker targeting + Current topic interest: “blockchain”

CREATIVE COMBINATION OF DIFFERENT SEGMENTS
Take advantage of countless combination options.

All segments can be combined with each other.
DATA EXCHANGE
You can also use our exclusive data and target groups outside our portfolio.
You can also use exclusive data and target groups outside the iq digital portfolio.*

* Applies only to decision-maker, B2B and user involvement targeting but not to our basic targeting model.
GET TO KNOW YOUR TARGET GROUP EVEN BETTER

Use the insights to optimise your campaign planning.

1. DATA TARGETING
   
   Your message reaches precisely the users you want your campaign to appeal to—also independently of the environment.

2. TARGET GROUP INSIGHTS
   
   Unique insights into the profile of your target groups and overarching optimisation of your campaigns and marketing activities.

3. ENVIRONMENT-DRIVEN TARGETING
   
   Increased interest and involvement of users driven by the optimum topic fit of message and environment.
Exclusive insights for OPTIMISED CAMPAIGN PLANNING in the iq digital portfolio
JUST THREE STEPS
is all it takes to arrive at the optimised target group definition.

Analysis of profiles of users who clicked on the campaign and who did not click on the campaign.

Derivation of target groups e.g. those with the greatest affinity for the campaign.

Optimised target group communication in follow-up campaigns.
IQ AIR - AUDIENCE INTELLIGENCE REPORT

... supplies data on the sociodemographics of users ...
IQ AIR - AUDIENCE INTELLIGENCE REPORT

... also outlining the reception situation of the campaign
ENVIRONMENT-DRIVEN TARGETING
MORE EFFECTIVE TARGET GROUP COMMUNICATION

Benefit from our wide range of targeting options

1. DATA TARGETING

Your message reaches precisely the users you want your campaign to appeal to – also independently of the environment.

2. TARGET GROUP INSIGHTS

Unique insights into the profile of your target groups and overarching optimisation of your campaigns and marketing activities.

3. ENVIRONMENT-DRIVEN TARGETING

Increased interest and involvement of users driven by the optimum topic fit of message and environment.
Our environment targeting model guarantees that your campaign only appears on pages that focus on the content you have defined. This ensures an optimum fit of your message and our environment.
OUR PROMISE – YOUR ADVANTAGES

A perfect fit between the **desired** environment and your message

Better **CTR** than the sector average

Better than average **viewability scores**
ENSURING YOUR BRAND IS ALWAYS IN THE RIGHT CONTEXT

How our contextual targeting model works.

The entire text on a page is machine-analysed – on all websites throughout the portfolio.

The content of the text is identified in context. (e.g. Golf car as opposed to the sport of golf)

Objective: to reach the user with the message of the advertising client at the exact time he or she is engaging the topic in question – independently of the environment (website, section)
ENSURING YOUR BRAND IS ALWAYS IN THE RIGHT CONTEXT

The benefits of our contextual targeting concept

Bookable throughout the iq digital portfolio (independently of keywords defined by the editorial team)

Our customised segments ensure that you reach even narrow target groups with maximum precision.
BEST CASE CONTEXTUAL TARGETING
Maximum impact driven by the perfect fit of environment and ad formats

**Sector:** automotive

**Objectives:**
1. Showcasing of product features
2. Presence in environments of rival brands

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**PILLAR 1**  
Product features

- **CONTEXTUAL TARGETING POSITIVE:** Customised segments on the product features
- **CONTEXTUAL TARGETING NEGATIVE:** Excluded environment
diesel affair, “dieselgate”, diesel scandal

**PILLAR 2**  
Rival brands

- **CONTEXTUAL TARGETING POSITIVE:** Reporting on rival companies

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**Outcome:**  
Uplift in CTR of up to **47%**
Uplift in viewability of up to **42%**

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* Benchmark CTR: average CTR for all automotive campaigns in 2018 and 2019 in the iq digital portfolio with the same formats as the displayed campaign (billboard ad + mobile high-impact ad)
** Benchmark viewability: MOAT benchmark for 90/1
NEW: EMOTION-BASED TARGETING
NEW: EMOTION-BASED TARGETING
Your brand message in an emotional context

Book one of our
13 EMOTION SEGMENTS
and reach our users when they are
in the right mood to ¹ to receive your
message in the right context.

¹ Derived from how an article makes the user feel
EMOTION-BASED TARGETING
How it works

The entire text on a page is auto-analysed – throughout the portfolio on all websites.
The emotional tonality of the article is determined on the basis of specific verbs, adjectives or phrases\(^1\) and the article is assigned to one of the 13 emotion segments.
Objective: to ensure that the message of the advertiser reaches the user on an emotional level – regardless of the context of the content (topic, keywords).

\(^1\) Categorisation is based on a combination of psychological and emotional patterns (drawing on the publications of Dr Philip R. Shaver).
EMOTION-BASED TARGETING
Advantages

Bookable throughout the entire iq digital portfolio (irrespective of editorially defined keywords)

Customised emotion combinations also allow you to reach ambivalent target groups.
EMOTION-BASED TARGETING
Application examples

A streaming provider would like to publicise its new horror series. The campaign is interlinked with the emotion fear to ensure that readers are systematically targeted when reading articles that can give rise to fear and therefore create the kind of mood that will make them enthusiastic about the new series.

An automotive manufacturer wants to promote his new car model. The ads are only served in articles that prompt positive emotions (like joy or love) in order to associate the brand with positive feelings and imbue the new model with positive emotions.

An insurance company wants to advertise its life insurance product. The campaign is interlinked with the emotion segments trust and distrust. In the first case, the brand is linked to the positive emotion of trust; in the second case, the user is offered a “safe” product at the exact moment a feeling of distrust is aroused.
NEW: PERSONA TARGETING
NEW: DATA-DRIVEN PERSONAS
Reach the key users of iq digital

The iq digital portfolio is the first port of call for the users who are shaping the future.

Make sure our users become your target groups.
WE TURN DATA INTO PEOPLE

Intelligent interlinking of first-party, third-party and environment data
WE TURN DATA INTO PEOPLE
Intelligent interlinking of 1st-party, 3rd-party and environment data

This is how we round off our target groups for you:

We add an **emotional element** to **personal and topic-based characteristics**. To this end, we intelligently integrate first-party and third-party information in our unique tech stack. This means we not only create **data-supported personas** in the form of **ideal-type users** – we go one step further and address the users in specific **emotional states** that are largely determined by **our content**.

**USER-BASED CHARACTERISTICS**

**READING INTERESTS ON A FIRST-PARTY BASIS**

**LEVELS OF THE EMOTIONS***

* Prompted by articles that have been read
PEOPLE NOT TARGET GROUPS
The intelligent design of the iq digital persona targeting concept

**USER-BASED CHARACTERISTICS**
- Decision-maker and/or B2B data
- Sociodemographic targeting

**READING INTERESTS ON A FIRST-PARTY BASIS**
- Business
- Politics
- Digitalisation
- Technology
- Art
- Culture
- Sport
- etc.

**LEVELS OF THE EMOTIONS**
- Positive
  - Love
  - Cheerfulness
  - Pleasure
  - Joy
- Neutral
  - Trust
  - Amazement
  - Curiosity
- Negative
  - Dislike
  - Mistrust
  - Anger
  - Fear
  - Shame
  - Sadness

* Prompted by articles that have been read
BENEFITS FOR YOU AS AN ADVERTISER

- The users of iq digital are given a face for the first time – which means you don’t only communicate with
  the
  C-level decision-maker, you also reach him or her in dependence on their topic interest and emotions!

- This is your direct line to decision-makers and B2B users of iq digital who are currently engaging
  specific
  topics with a high level of intensity.

- You can communicate with relevant users who feel emotionally addressed as a result of the nature of
  the content of our articles.

- By taking the emotional focus of our content into account, you are able to align your ads to the
  specific personas.

Customising as a differentiation characteristic – our data team will be happy to advise you on your own
personas.
What are the advantages and how do we ensure the quality of the data?

WE TURN DATA INTO PEOPLE

The selected iq digital personas have been drawn up on the basis of information from the agof survey on use of the entire iq digital portfolio.

In our data management platform, we continuously analyse the topics and content engaged by the identified personas. We use machine learning to adapt and expand topics.

The data points of the personas are monitored on a regular basis to ensure they are up to date. To ensure quality and reach, the iq digital data team optimises the segment levels on an ongoing basis.
WE TURN DATA INTO PEOPLE
Persona targeting

GENERAL NEWS
Tina
The inspired business visionary

SPECIAL INTEREST
Markus
The specialist and trailblazer

BUSINESS & FINANCE
Kai
The digital ambassador

HEALTH
Sonja
The level-headed organiser

MILLENNIALS
Laura
Hope and high potential for the future
Thanks to our intelligent data toolkit, we are also able to depict your specific target groups and personas. Simply give us a call.
FURTHER TARGETING SOLUTIONS
KEYWORD TARGETING
Targeted communication in related articles and on stock market price pages

Article keywords
Targeting based on keywords in articles
(dependent on assigned keywords defined by the editorial team in each individual case)

Bookable on the following websites:

1.iareamobile
2.NetDoktor
3.Umschau
TARGETING OF PRINT SUBSCRIBERS

Digital communication with readers of the print edition*

Bookable for the following brands:

Handelsblatt  ZEIT ONLINE  WirtschaftsWoche

* Based on modelled survey data on media utilisation
OUR REMARKETING SOLUTIONS
Targeted communication with tagged users in our portfolio

Underpinning ad recall
Serving of ads to users who have already had contact with your campaign

Optimisation of net reach
Serving of ads to users who have not yet had any contact with your campaign

Event reminder
Event extender
OUR BASIC TARGETING MODEL
Communication with diverse target groups

Target group communication based on sociodemographic characteristics
- e.g. families (children in household + net HH income >2,500€)
- e.g. interest in automobiles

Target group communication based on selection of technical parameters
- e.g. geotargeting (IP-based)
- e.g. user device
- e.g. date/time
DATA COOPERATION
WE HELP YOU WITH MARKETING AUTOMATION

You use your data in our portfolio. But that’s not all: we enhance your data - to ensure higher quality and better results.

Simply give us a call!
THE OPTIONS PROVIDED BY IQD TARGETING

Hands-on example: target group – nutrition-aware women

Client: food retailer
Objective: to grow sales of house brands

SOCIO-DEMOGRAPHIC TARGETING

Women

SOCIO-DEMOGRAPHIC TARGETING

Managing household

USER INVOLVEMENT TARGETING

Interest in sustainability, healthy eating, organic foods

790,000 AIs
THE OPTIONS PROVIDED BY IQD TARGETING

Hands-on example: target group – start-up entrepreneurs

- **Client:** bank
- **Objective:** to grant subsidies and loans
- **Self-employed businesspeople**
- **User Involvement Targeting:** Interest in start-up founding, franchise models and self-employment
- **Technical Targeting:** North Rhine-Westphalia region
- **1.6 million AIs**
THE OPTIONS PROVIDED BY IQD TARGETING

Hands-on example: target group – people interested in buying a car

Client: automobile manufacturer

Objective: to position the company in market-specific topic areas & in the environment of rival companies

Topics such as premium, SUV, parking assistant, heated seats

Reporting on rival companies

Excluded environment: diesel scandal, car accidents etc.

6 million AIs
THE OPTIONS PROVIDED BY IQD TARGETING
Hands-on example: target group – people suffering from a cold

Client: pharma company
Objective: to reach a specific target group in order to grow sales

Colds

KEYWORD TARGETING

1.1 million AIs
TALK TO OUR INTERNATIONAL SALES TEAM
We will be happy to advise you and to put together a customised proposal.

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BOOKABLE CRITERIA
USER INVOLVEMENT TARGETING
The categories

- B2B Interests
- Pharma
- B2C Interests

Our segments can be booked to achieve two different goals:

- Maximum reach
- Precision*

* Precision is defined by the following criteria: at least 50% scroll depth, at least 10 secs dwell time, at least 2 articles read.
DATA EXCHANGE
Segments for use outside the iq digital portfolio

You can also use all the segments of our decision-maker, B2B and user involvement targeting for campaigns outside our portfolio.*

*C level decision-makers  Decision-makers  Fleet decision-makers  IT decision-makers  Engineers  B2B Interests  Pharma  B2C Interests
Sector  Size of company  Turnover  Department  Position

* Does not apply to our basic targeting model.
SOCIODEMOGRAPHIC TARGETING
The categories

- Gender
- Age
- Educational status
- Occupational status
- Marital status
- Size of household
- Income
- Net household income
- Property owner
INTERESTS & AFFINITIES
The categories

Business
Home & family
Interests
Lifestyle
Recreation