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
HIGH-QUALITY PORTFOLIO
The ideal way to ensure systematic communication with our 27.11 million digital unique users*

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

*Source: agof daily digital facts, 04/01/2021, combination of ZEIT ONLINE (df Gesamt), Der Tagesspiegel (df Gesamt), Karriere.de (df Gesamt), AreaMobile (df Gesamt), Spektrum der Wissenschaft (df Gesamt), ingenieur.de (df Gesamt), Edison (df Gesamt), iq digital fachmedien & mittelstand Rotation (df Kombi), Handelsblatt (df Gesamt), WirtschaftsWoche (df Gesamt), Ariva.de (df Gesamt), average month (for the last 3 months (Sep – Nov 2020)), total population 16+
PREMIUM ENVIRONMENTS FOR DECISION-MAKERS

The portfolio of iq digital is your direct line to your B2B target group.

Sources:
1: LAE 2020, digital reach in thou. (reach for online, smartphone and tablet apps), basis: users per week | iq digital portfolio: Handelsblatt Online, 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, 04/01/2021, combination of ZEIT ONLINE (df Gesamt), Der Tagesspiegel (df Gesamt), Karriere.de (df Gesamt), AreaMobile (df Gesamt), Spektrum der Wissenschaft (df Gesamt), ingenieur.de (df Gesamt), Edison (df Gesamt), iq digital fachmedien & mittelstand Rotation (df Kombi), Handelsblatt (df Gesamt), WirtschaftsWoche (df Gesamt), Arviva.de (df Gesamt), average month (for the last 3 months [Sep – Nov 2020]), total population 16+

BUSINESS RELEVANCE

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

37 %

37 % of all decision-makers* are reached by the portfolio of iq digital:
1.065 mio. decision-makers* 1

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. 2

3 / 10

3 of our websites are ranked in the Top 10 media in the LAE survey:
Handelsblatt Online, WirtschaftsWoche Online, ZEIT ONLINE 1

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 27 million Uus. 3
OUR ENVIRONMENTS FOR YOUR CUSTOMERS

The portfolio of iq digital is your direct line to your B2C target group.

27.11 MILLION UUs\(^1\)

are reached via 20 websites and networks in our portfolio.

33 %

33 % are opinion leaders and therefore the lead voices in discussions.\(^1\)

25 %

25 % are first movers who like to try out new technologies.\(^1\)

45 % / 48 %

45 % hold university entrance qualifications or have completed their studies and 48 % have a net household income of 3,000+ €.\(^1\)

82 %

82 % are willing to pay more money for quality.\(^1\)

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HIGH-QUALITY PORTFOLIO – HIGH-QUALITY ENVIRONMENTS

Profit from the premium environments and high reach of our entire portfolio.

- Premium portfolio
- Environments
- Reach
- Premium data
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.
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
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B2B TARGETING
USER INVOLVEMENT TARGETING
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.
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

**The Sustainable**
Fundamentally high level of interest in sustainability – in both the private and job-related sphere

**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
**ECO-NOMIST**

**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:**
  - Star rating: ★★★★★

- **Social media:**
  - Star rating: ★★★★★

- **Mobile apps:**
  - Star rating: ★★★★★

**IS ...**
- Optimistic
- A tech lover
- Aware of his responsibility
- The owner of an enquiring mind

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Tim, 37 years of age
Markus, 59 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: ★★★★★
- IS ...
  - enthusiastic
  - benevolently positive
  - innovative
  - keen to try out new things
  - the owner of an enquiring mind

**GREEN 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: ★★★★★
Social media: ★★★★★
Mobile apps: ★★★★☆

THE SUSTAINABLE
optimistic
sustainable
committed
connected
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.

And much more...
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.

CUSTOMISED OPTIONS

500 million user interactions

- Selection by scroll depth
- Selection by dwell time
- Selection by keywords / meta-descriptions of articles

guarantee higher quality.
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.

THE MOST IMPORTANT FINE-TUNING TOOLS
Reach vs. precision: you can rely on customised segment creation by iq digital.
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”
DATA EXCHANGE

You can also use our exclusive data and target groups outside our portfolio.
DATA EXCHANGE
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.
IQ AIR – AUDIENCE INTELLIGENCE REPORT
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.
UNIQUE AND EXCLUSIVE INFORMATION ON USERS

Exclusive data from premium environments

Sociodemographics
- Age
- Gender
- Income

Private interests
- Fashion
- Sport
- Literature
- Luxury
- Gaming
- etc.

Occupational status
- Occupation
- Position
- Size of company
- Department
- Sector
- Use at the workplace

First-party information on iq digital users
- Tracking of users throughout the iq digital portfolio
- Tracking of users who make intensive use of our topic agendas
- More than 300 B2B-relevant topic clusters can be analysed.
### IQ AIR: DETAILS OF USER INSIGHTS

<table>
<thead>
<tr>
<th>Campaign information</th>
<th>Sociodemographics</th>
<th>Occupational status</th>
<th>Private interests</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duration of campaign, ads, environments etc.</td>
<td>Depiction of gender, age etc.</td>
<td>Depiction of job level, field of activity etc.</td>
<td>Private areas of interest of users such as news, luxury etc.</td>
</tr>
</tbody>
</table>

### Topic interests
- Topic interests throughout the iq digital portfolio such as business, politics, finance, digitalisation etc.

### Customised topic interests (precise)
- Depiction of precise* segments relating to different topics such as business etc.

### Click and view intensity
- Aggregate depiction of click and view intensity over the course of the week in the form of a heatmap

### Summary & recommendation
- Concluding summary and recommendation of target groups with high affinity with the campaign

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* Precise: segments that are defined more precisely based on the criteria “number of accessed articles”, “scroll depth in %”, “dwell time” or “viewing period”
IQ AIR: OUR TOOL AND THE BENEFITS IT PROVIDES

- We measure the campaign performance and generate insights with regard to the optimum target group.
- We offer deep insights into the usage patterns of the target group and provide multiple points of departure for effective communication measures.
- Our user-defined segments supply detailed and factual first-party information on the interests and affinities of the target group.

- Users are tracked across the entire iq digital portfolio.
- The use of every single article is tracked and analysed.
- Analysis is based on more than 300 data targeting characteristics.
Click tracking

View tracking

Clicker vs. viewer:
Within the context of a campaign, iq AIR permits comparison of the composition scores (affinity) for users who have only seen a campaign versus users who additionally clicked on the ads.
IQ AIR – AUDIENCE INTELLIGENCE REPORT

... supplies data on the sociodemographics of users
Exciting insights thanks to iq AIR: systematic analysis of B2B-relevant characteristics in order to better understand the target group of the client when serving 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.
POSITION YOUR MESSAGE IN THE MATCHING 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

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

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

* 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 80/1
EMOTION-BASED TARGETING
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 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 phrases¹ 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 Phillip 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.
PERSONA TARGETING
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
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.

* Prompted by articles that have been read
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
What are the advantages and how do we ensure the quality of the data?

**WE TURN DATA INTO PEOPLE**

**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 ENSURE THE QUALITY OF THE DATA!**

- 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
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
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!
HANDS-ON EXAMPLES
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
- **B2B TARGETING:** 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

Contextual Targeting Positive: Topics such as premium, SUV, parking assistant, heated seats

Contextual Targeting Positive: Reporting on rival companies

Contextual Targeting Negative: 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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B2B TARGETING
Examples

- C-level decision-makers
- Decision-makers
- Fleet decision-makers
- IT decision-makers
- Engineers
- Sector
- Size of company
- Turnover
- Department
- Position

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

The categories

- Gender
- Age
- Educational status
- Occupational status
- Marital status
- Size of household
- Income
- Net household income
- Property owner

Net household income
INTERESTS & AFFINITIES
The categories

- Business
- Home & family
- Interests
- Lifestyle
- Recreation