



TARGETING SPECIAL: HALLOWEEN

Reach 2.8 million unique users!



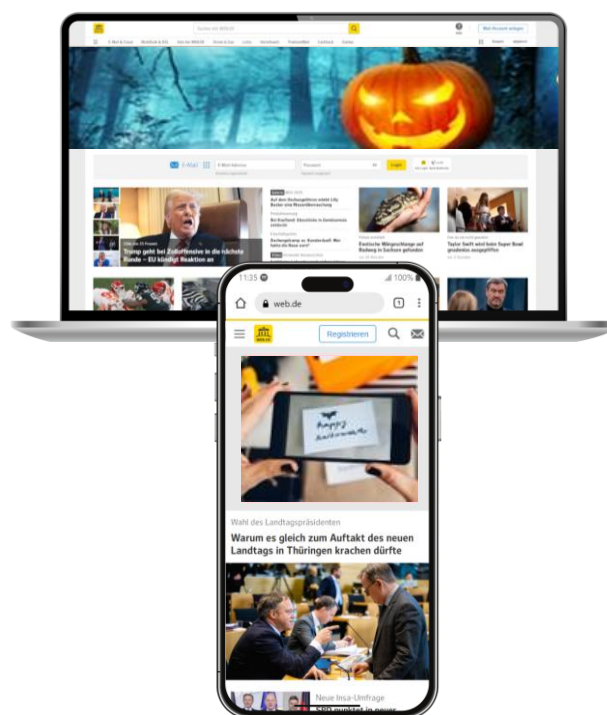
GMX

HALLOWEEN SHOPPER AUDIENCE

Reach a **Halloween target audience** with a particularly **high propensity to buy**, based on real consumer data: From costumes and decorations to party supplies, food and orders for Halloween events. Our Halloween segments identify users based on their **actual buying behavior** and enable a precise approach during the spookiest time of the year.

KEY FACTS & INSIGHTS

- **First-party data:**
Based on the analysis of the buying behavior of our users who specifically purchased themed products from the largest online stores last year during the Halloween season.
- Benefit from our **premium reach** with **2.8 million unique users!**
- **Easy activation:**
Effortless integration and control directly via the DSP



1P - UIM TGP - Halloween_Special_ID10660

Special Price: 0.80 €/USD

Available from 01.09. in the following DSPs, via IO or as a pretargeted deal on direct request:

Active Agent | Adform | DV360 | The Trade Desk*

On request: Xandr | Pubmatic | Equativ

We will be happy to send you other suitable targeting audiences on request. Our sales experts are always available to answer any questions .

*Pricing 1€ Cap / 100% On Media

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Targeting



Contact