



TARGETING SPECIAL: VALENTINE'S DAY SHOPPER

Reach 2.4 million unique user!



GMX

VALENTINE'S DAY SHOPPER AUDIENCE

Are you ready to make the most of the Valentine's Day sales boom? With the **Valentine's Shopper Targeting**, you'll reach gift-seekers who are ready to buy – with precision, wide reach, and exactly when hearts are beating faster.

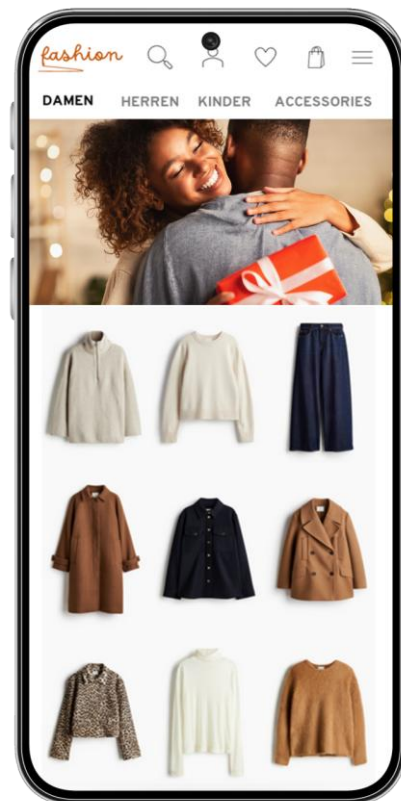
KEY FACTS & INSIGHTS

- **Reliable data foundation:**
The segments are built on real user purchase behavior (flowers, jewellery, etc.) – enhanced with modeled data for maximum reach and relevance
- **Easy activation:**
Effortless integration and control directly via the DSP
- **Cross-platform ready:**
Enables the comparison and optimization of campaigns across multiple providers

Targeting segment available via IO, pretargeted and in the following DSPs: **Active Agent | Adform | DV360 | The Trade Desk**

On request: Xandr | Pubmatic | Equativ

Our sales experts are available at any time to answer your questions.



1P - UIM TGP Retail_Valentines Day Special_ID10567

Special Price: 0,80 €/ USD



Targeting



Contact