Targeting & Data Products Portfolio, Germany

PREDICTIVE BEHAVIOURAL TARGETING
Demography

Target group category	Target group characteristic	Application	Notes
Age	Age 16-99 years	This demographic feature can be used to address individual age groups.	
Gender	Male		
	Female		
Profession	Student	Profession as a target group characteristic is suitable, for example, for the placement of job advertisements, direct job advertisements or private educational institutions and educational programmes. In this way, potential applicants can be addressed specifically.	
	In training		
	Academic studies		
	Partly employed		
	Fully employed		
	Jobseeking / retraining		
	Unemployed		
Education	Hauptschule	Based on the selection according to the level of education, users can be selected attractively, for example, for job offers, secondary schools or educational institutions.	
	Realschule		
	Abitur		
	Hochschule		
Marital Status	Single	This demographic characteristic can be used to distinguish singles from users in a relationship. This is, for example, interesting for providers of dating apps.	
	In a relationship		
Household	Parents wirth child (0-2 Jahre)	With a selection based on demographic household characteristics, users can be distinguished by their living situation. In this way it is possible, for example, to advertise real estate or address householder for purchase decisions.	
	Parents wirth child (3-5 Jahre)		
	Parents wirth child (6-9 Jahre)		
	Parents wirth child (10-13 Jahre)		
	Parents wirth child (14-18 Jahre)		
	Parents wirth child under 14 years		
	Householder		
	Household size 1 person		
	Household size 2 persons		
	Household size 3 personens		
	Household size 4 and more persons		
Net Household Income	500 to 1,499 euros	Customers with a certain amount of purchasing power can be selected according to their net household income. Particularly in the high-price or luxury segment, it is very important to address higher earners.	
	1,500 to 2,499 euros		
	2,500 to 3,999 euros		
	4,000 euros or more		

PREDICTIVE BEHAVIOURAL TARGETING
Geography Part 1/2

Target group category	Target group characteristic	Application	Notes
Conurbations	Hannover-Braunschweig	Based on residence in selected conurbations, users living in these economically important regions can be addressed. This is of particular interest for regional offers, business people or chain stores.	
	Metropolregion Rhein-Neckar		
	Rhein-Main-Gebiet		
	Rhein-Ruhr		
Federal States	Baden Württemberg	Based on residence in in one of the sixteen federal states, the respective users living there could be addressed. This is particularly interesting for regional offers or branch stores.	
	Bayern		
	Berlin		
	Brandenburg		
	Bremen		
	Hamburg		
	Hessen		
	Mecklenburg-Vorpommern		
	Niedersachsen		
	Nordrhein-Westfalen		
	Rheinland-Pfalz		
	Saarland		
	Sachsen		
	Sachsen-Anhalt		
	Schleswig-Holstein		
	Thüringen		
Airports	Berlin	Users can be specifically selected by region via the selection of airports. Such a selection is particularly interesting for travel agencies or airlines.	
	Bremen		
	Dortmund		
	Dresden		
	Düsseldorf		
	Erfurt		
	Frankfurt am Main		
	Hamburg		
	Hannover		
	Köln-Bonn		
	Leipzig		
	München		
	Münster		
	Nürnberg		
	Saarbrücken		
	Stuttgart		

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PREDICTIVE BEHAVIOURAL TARGETING
Geography Part 2/2

Target group category	Target group characteristic	Application	Notes
Big Cities	Berlin	Urban users can be specifically addressed via residence in selected big cities. This is particularly interesting for regional offers or branch stores.	
	Bremen		
	Dortmund		
	Düsseldorf		
	Essen		
	Frankfurt am Main		
	Hamburg		
	Köln		
	München		
	Stuttgart		
Nielsen Area	Area I (Hamburg, Bremen, Schleswig-Holstein, Nie…	By selecting according to the Nielsen Areas, different consumer behaviour and economic phenomena can be differentiated according to region and taken into account in marketing. This is interesting, for example, when introducing new products or advertising special products.	
	Area II (Nordrhein-Westfalen)		
	Area IIIa (Hessen, Rheinland-Pfalz, Saarland)		
	Area IIIb (Baden-Württemberg)		
	Area IV (Bayern)		
	Area V (Berlin)		
	Area VI (Mecklenburg-Vorpommern, Brandenburg, Sa…		
	Area VII (Thüringen, Sachsen)		
Postal Code Areas	Postal code three-digits	Postcal codes can be used to target users from individual regions. This is particularly interesting for regional offers or branch stores.	
	Postal code five-digits		

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PREDICTIVE BEHAVIOURAL TARGETING

Affinity Part 1/3

Target group category	Target group characteristic	Application	Notes
Influencer	Influencer fashion & accessoires	With these target group characteristics it is possible to reach fashion or technology enthusiasts who have a keen interest in fashion items or computers, consumer electronics or telecommunications equipment and serve as opinion leaders for other consumers. They are particularly interesting for the marketing of clothing, consumer electronics, fashion manufacturers, shops and electronics stores.	
	Influencer computer & software		
	Influencer consumer electronics		
	Influencer telecommunication		
Finances	Construction financing	Users with an affinity for financial products can be distinguished by these target group characteristics. Financial institutions, insurance companies or even real estate agents can inform potential customers to save and invest money.	
	Housing-saving		
	Finances & economy		
	Statutory health insurance		
	Household insurance		
	Real estate		
	Investmentfonds		
	Vehicle insurance		
	Loans		
	Life insurance		
	Private liability insurance		
	Private health insurance		
	Legal expenses insurance		
	Pension insurance		
	Saving		
	Donation		
	Savings account		
	Accident insurance		
	Motoring legal protection		
Fitness	Weight loss	These target group characteristics can be used to reach users who pay particular attention to an athletic lifestyle or who have a strong interest in certain sports, such as active athletes, football fans and outdoor enthusiasts. They are particularly interesting for football clubs and providers in the fields of health, fitness and well-being.	
	Active athletes		
	Fit & healthy		
	Football enthusiasts		
	Football players		
	Outdoorer		
	Sport		
House & Garden	Energy saver	The own four walls play an important role for users with these target group characteristics. For example, garden lovers or do-it-yourselfersn can be selected. This is particularly attractive for furniture stores, furniture markets, building supplies stores, gardening centres and, of course, for manufacturers of the products sold there.	
	Garden enthusiasts		
	Do-it-yourselfers		
	Furniture & decoration		

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PREDICTIVE BEHAVIOURAL TARGETING

Affinity Part 2/3

Target group category	Target group characteristic	Application	Notes
Hobby	Boulevard & lifestyle	With these target group characteristics, users can be addressed based on their hobbies. This selection is interesting for all providers of such special interest products.	
	Computer & technology		
	Lottery		
	Dog lovers		
	Cat lovers		
	Cooking & enjoying		
	Art & culture		
	Music		
	Shopping		
Mobilitiy	Car & engine	These target group characteristics can be used to reach car enthusiasts who prefer a certain car brand, have a driver's licence or simply drive a lot. This is particularly interesting for car manufacturers, car workshops, insurers, banks that offer corresponding financing and special interest magazines.	
	Car classification: Alternative drive systems		
	Car classification: Off-road-vehicle		
	Car classification: Small vehicles		
	Car classification: Compact class		
	Car classification: Middle class		
	Car classification: Upper class		
	Car classification: Sports car		
	Car classification: SUV		
	Car classification: VAN		
	Car brand: Audi		
	Car brand: BMW		
	Car brand: Dacia		
	Car brand: Ford		
	Car brand: Hyuandai		
	Car brand: Mazda		
	Car brand: Mercedes		
	Car brand: Opel		
	Car brand: Peugot		
	Car brand: Renault		
	Car brand: Seat		
	Car brand: Skoda		
	Car brand: Toyota		
	Car brand: Volvo		
	Car brand: VW		
	Driver's license holder		
	Frequent drivers car / motorcycle		

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PREDICTIVE BEHAVIOURAL TARGETING

Affinity Part 3/3

Target group category	Target group characteristic	Application	Notes
Travel	Alpine Region	With these target group characteristics, users can be selected according to their travel behaviour. They can choose between different popular travel regions or even the type of trip, such as a city trip or package tour. This targeting is particularly interesting for tourism providers, tour operators, travel agencies and hotels.	
	America (north + south)		
	Asia / Africa		
	Balearic Islands		
	Germany		
	Long-distance travels		
	GB / Ireland / Scandinavia		
	Business travel		
	Canary Islands		
	Cruise		
	Package tour		
	Travel & holiday		
	Round trip		
	City trip		

Business

Target group category	Target group characteristic	Application	Notes
Decision-Maker	Decision-maker	Targeting decision-makers in companies increases the chance of securing a comission. Based on these target group characteristics, decision makers can be selected according to sector or company size.	
	Decision-maker (car-affinity)		
	Decision-maker (financial-affinity)		
	Decision-maker (large companies - 500+ employees)		
	Decision-maker (it-affinity)		
	Decision-maker (small companies - 1-20 employees)		
	Decision-maker (medium-sized-companies - 21-500 employees)		
	Self-employed		
SOHO (Small Offices and Home Offices)	Trade & construction	Classic skilled trades like carpenter, roofer, tiler.	
	Health, cosmetic & wellness	Doctors, pharmacists, alternative practitioners, physiotherapists, beauty salons, wellness, …	
	Industry & raw material processing	Manufacturers of machines or industrial supplies (pallets, tools,...), chemical industry,…	
	Tourism, leisure & gastronomy	Travel agencies, tour operators, bus companies, hotels and other tourist accommodations, ...	
	Economics, law & consulting	Management consultancies, lawyers, experts, brokers, data processing companies	
	Furnishing & living	Architects, interior decorators, furnishing & furniture, moving services,…	
	Shopping	Wine shops, boutiques, opticians, drugstores, grocery stores.	
	Finance & insurance	Insurance brokers, financial consultants, tax consultants, accounting firms.	
Professions	Service	Grouping of users into different professional groups, e.g. trade or shop owners.	
	Shopkeeper		
	Trade		
	Production Industry		

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PREDICTIVE BEHAVIOURAL TARGETING

Consumer Part 1/2

Target group category	Target group characteristic	Application	Notes
Shopping Location	Purchaser Aldi	The feature of the shopping locations can be used to address users who make their usual purchases in selected retail chains. This is an interesting targeting option for the retailers themselves, as well as for manufacturers of the products offered in the stores.	
	Purchaser dm		
	Purchaser Edeka		
	Purchaser Lidl		
	Purchaser Netto		
	Purchaser Norma		
	Purchaser Online		
	Purchaser Penny		
	Purchaser Real		
	Purchaser Rewe		
	Purchaser Rossmann		
Pharma	Purchaser anti-allergic medication	With this target group characteristics, users can be reached who consume selected health products. These include, for example, painkillers, allergy medications or cold remedies.	
	Purchaser pharmaceutical cosmetics for skin care		
	Purchaser cold remedies		
	Purchaser anti-heartburn medication		
	Purchaser ointment for motion pains		
	Purchaser painkillers to be swallowed		
	Purchaser nose spray		
	Purchaser special cough suppressants		
	Purchaser vitamines/minerals		
Fashion & Cosmetics	Purchaser hair care	By these target group characteristics, buyers from certain hair care products, oral hygiene products or care cosmetics can be distinguished. Potential buyers of such cosmetic products can be specifically addressed.	
	Purchaser fashion and accessoires		
	Purchaser oral hygiene		
	Purchaser nurturing cosmetics		
	Purchaser products for caries		
	Purchaser products for sensible teeth		
	Purchaser products for dental enamel erosion		
Further Products	Purchaser paper tissues	This target group characteristic was designed especially to address purchasers of paper tissues.	
	Purchaser premium tires	This target group characteristic was designed especially to address purchasers of premium tires.	

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PREDICTIVE BEHAVIOURAL TARGETING

Consumer Part 2/2

Target group category	Target group characteristic	Application	Notes
Groceries	Purchaser beer	The target group characteristics assigned here can be used to address buyers of specific foods. This is particularly interesting for food manufacturers and retailers.	
	Purchaser mixed beer drinks		
	Purchaser yoghurt		
	Purchaser coffee pads		
	Purchaser capsules		
	Purchaser cakes		
	Purchaser cheese		
	Purchaser lemonade		
	Purchaser juice		
	Purchaser chocolate		
	Purchaser spirits		
	Purchaser frozen food		
	Purchaser vegetarian products		
	Purchaser water		
	Purchaser sausage products		
Electronics	Purchaser computer & software	With these target group characteristics, frequent buyers can be reached who are characterized by a high purchase rate of computer & software and consumer electronics.	
	Purchaser consumer electronics		

Lifestyle

Target group category	Target group characteristic	Application	Notes
Special Typologies	Trendsetter	The special typologies include LOHAS and trendsetters who set and influence current trends with their lifestyle or are oriented towards sustainable lifestyles and health awareness.	
	LOHAS		
Standard-Typologies	Fast Materialists	Using lifestyle typologies, the target group can be selected according to life value models in order to specifically address people with certain lifestyles.	
	Lifestyle Kids		
	Mainstream Consumers		
	Modern Persumers		
	Senior Traditionalists		
	Smart Independents		
	Successful Classics		
	Urban Professionals		
	Young Explorers		

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PREDICTIVE BEHAVIOURAL TARGETING

Media Part 1/2

Target group category	Target group characteristic	Application	Notes
Specials	Gamer	With the specials, gamers, cinema-goers, offline advertising avoider and online streamers can be addressed. They are perfect target groups for gaming products, film productions, streaming providers or all companies that can no longer reach potential customers offline.	
	Cinema-goers		
	Offline advertising avoider		
	Online streamer		
Multi-Screener	Multi-screener	By the selection of multi-screener, users with particularly distinctive parallel use of media can be addressed. In doing so, the adaption of advertising to the changing usage habits of our society is possible and enables engagement in cross-media storytelling.	
	Klassics		
	Efficient multi-screener		
	Native multi-screener		
	Online-pragmatic multi-screener		
	TV prallel-user		
	Heavy multi-screener		
Reader	News magazine	Readers of news magazines or national newspapers are particularly interesting for media- and publishing houses.	
	National newspapers		
Genre	3D movies	This allows to select users who enjoy consuming movies or series from certain genres. This is particularly interesting for cinemas, movie- and TV production companies as well as for streaming providers.	
	Action / adventure		
	Culture		
	Drama		
	Family		
	Comedy		
	Science fiction		
	Thriller		
User Group	Selective viewers	The user group distinguishes between selective viewers, average viewers and intensive viewers. A distinction can then be made as to the extent to which advertising for a programme format is particularly attractive.	
	Average viewers		
	Intensive viewers		

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PREDICTIVE BEHAVIOURAL TARGETING

Media Part 2/2

Target group category	Target group characteristic	Application	Notes
Channels	ARD	With this targeting, viewers of different main channels can be selected and addressed specifically. This is of particular interest for the promotion of TV formats.	
	ARD regional		
	DMAX		
	Kabel1		
	MTV		
	News-channels		
	PRO7		
	RTL		
	RTL2		
	SAT1		
	SIXX		
	Sky		
	SPORT1		
	Tele5		
	VIVA		
	VOX		
	ZDF		
Timeline	Morningtime (6-9 o'clock)	By the selection of time slots, television viewers can be differentiated according to the respective times of viewing. In this way, online advertising media can be specifically synchronized with TV advertising in the respective TV time slot.	
	Daytime 1 (9-13 o'clock)		
	Daytime 2 (13-17 o'clock)		
	Access Prime (17-20 o'clock)		
	Primetime (20-23 o'clock)		
	Late Prime (23-1 o'clock)		
	Night (1-6 o'clock)		

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TGP

DATABASE TARGETING
Customised Targeting

Target group category	Target group characteristic	Application	Notes
FMCG	Individual purchasing target group based on the GFK ConsumerScan Panel	With the individual target group creation via FMCG audience, new features can be created on the basis of the GFK ConsumerScan, which are not yet included in our portfolio. In this way, target groups can be addressed that are perfectly matched to your needs.	
Survey Audience	Individual questioning	On the basis of serveys on our portals, new target group characteristics that are not yet found in our portfolio can be created by Survey Audience. In this way, target groups can be addressed which are perfectly matched to your needs.	
Automatic Audience	Self learning target group	Automatic Audience is perfectly suited to display non-standard targeting characteristics and can also be used to promote products whose target group is not yet clearly defined.	

Data source: In contrast to Predictive Behavioral Targeting, Database Targeting is not based on extrapolated data but on hard data such as customer inventory data or information on purchase cancellers. These can be identified and addressed again by comparing the users on the United Internet portals or used as statistical twins to acquire new customers.

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DATABASE TARGETING

CRM Targeting

Zielgruppenkategorie	Target group characteristic	Application	Notes
Customer Campaigns	Existing customers	By addressing existing customers, customers who are also users on our portals can be identified and addressed - the perfect tool for customer retention.	
Customer Aquisition	Addressing new customers	With the help of Customer Acquisition, it is possible to identify and address similar new customers on our portals to existing customers. In this way, the customer base can be efficiently expanded without major wastage.	
Customer Analytics	Analysis of customer target group	Customer Analytics enables you to determine precise information about your customer target group on the basis of the CRM comparison. This is helpful to find out which target group characteristics define the customers of your company.	

Retargeting

Target group category	Target group characteristic	Application	Notizen
Statical Retargeting	Readdressing users by static advertising media	This form of targeting is used to recognize visitors from other websites on our portals and to address them with corresponding static advertising media. This is particularly suitable for readdressing shopping cart- or payment dropouts.	
Dynamic Retargeting	Readdressing Users by dynamic advertising media	With dynamic retargeting, as with static retargeting, users can be recognized on our portals. The difference lies in the dynamic advertising media, which are displayed individually depending on which page or product a user has viewed. This form of retargeting is particularly suitable for optimizing the conversion.	
Banner Retargeting	Readdressing users who have viewed a certain advertising medium	Banner retargeting is used to readdress users who have already viewed a particular advertising medium once. This can be used, for example, to build up a storytelling.	

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TECHNICAL TARGETING

Weather-Targeting

Target group category	Target group characteristic	Application	Notes
Static Weather-Targeting	Temperature + good / bad weather or temperature + sun, clouds, fog, rain, snow, thunderstorm	With this targeting, weather influences can be used to optimize your own campaign goals. For example, when the sun is shining outside, advertising for summer fashion in the nearby shop is shown. When it rains, on the other hand, a video streaming service is advertised. In the next step, advertisers can choose between two targeting options. Static weather targeting allows advertisers to specify "good weather" and "bad weather" ads. The ads are determined in advance of the campaign and activated depending on the weather conditions. With dynamic weather targeting, the content of ads can be adjusted specifically. This allows customers to integrate appropriate offers from their database.	
Dynamic Weather-Targeting			

Operating System Targeting

Target group category	Target group characteristic	Application	Notes
Respective Version, Desktop or Mobile Operating System	Windows, iOS, Android, Linux etc.	Operating system targeting allows to address users of different desktop or mobile operating systems like Windows, iOS or Android. This is interesting for software manufacturers, app service providers or advertisers with products that require certain technical features.	

Time-Targeting

Target group category	Target group characteristic	Application	Notes
Respective Hourly Range	Concrete time range in one day	With time-based targeting you can use specific times to reach your target group, for example in the evening at prime time or in the morning directly after getting up.	

Content-Targeting

Target group category	Zielgruppenmerkmal	Application	Notes
Keyword / Environment	Individual keywords, keyword cluster, subject areas	Content targeting makes it possible to use editorial topic environments for the target group specific addressing of users. Based on the content of a website, target groups can be modelled and their interests can be illustrated by the consumed topics.	

13 Data source: Technical Targeting is a form of modulation with an automatic data basis consisting of technical parameters transmitted by end devices. These can be used to address users only on specific devices or systems (iPhone, Samsung, browser, operating system) or in specific situations (multi screen, at a specific time or in specific weather).

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Targeting & Data Products Portfolio, Germany

TECHNICAL TARGETING

Connection-Targeting

Target group category	Target group characteristic	Application	Notes
Respective Connection Type, Connection Speed	WIFI / mobile / WWAN / GPRS / EDGE / 3G / LTE etc.	By targeting the connection type or the connection speed, it is possible, among other things, to optimize the advertising output, e.g. by playing video advertising only on devices with sufficient connection quality.	

Endpoint Device-Targeting

Target group category	Target group characteristic	Application	Notes
Respective Manufacturer or endpoint device: e.g. iPhone and many more	Producer: Apple / Samsung / LG / Huawei / Nokia / HTC / Blackberry etc.	Endpoint device targeting allows you to take advantage of users' technical preferences for certain manufacturers of devices and systems such as laptops or smartphones.	

Browser Targeting

Target group category	Target group characteristic	Application	Notes
Corresponding Version, Desktop or Mobile Browsers	Chrome, Safari, Firefox, Opera, Edge, Internet Explorer etc.	With browser targeting, the browsers used are specifically addressed when surfing the Internet. Thus, a Firefox or Chrome user can be displayed a different advertising medium than a Safari user.	

Provider Targeting

Target group category	Target group characteristic	Application	Notes
Respective Providers	Vodafone, O2, Telekom, 1&1 etc.	Provider targeting makes it possible to address a target group according to the respective network provider.	

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