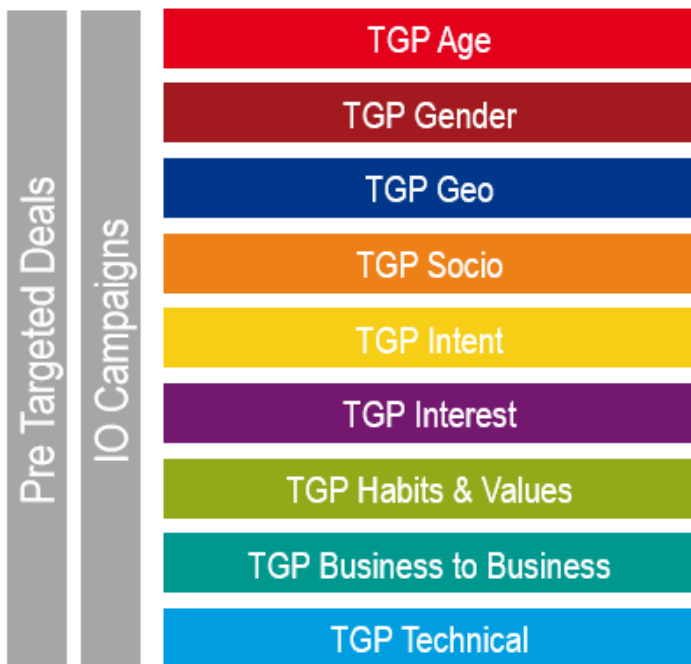




### 1st Party Data Audiences



### Targeting Solutions



## 1ST PARTY DATA AUDIENCES

Target Group Family	Target Group Category	Target Group Characteristics	Use Case
TGP Age	Age	Age 16-99 years	With this characteristic individual age groups can be addressed.

Target Group Family	Target Group Category	Target Group Characteristics	Use Case
TGP Gender	Gender	Male	With this feature a targeted gender approach is possible.
TGP Gender	Gender	Female	

Target Group Family	Target Group Category	Target Group Characteristics	Use Case
TGP Socio	Profession	Student	Profession as a target group characteristic is suitable, for example, when placing ads for job agencies, direct job ads or private educational institutions as well as educational programs. This allows potential applicants to be targeted.
		In training	
		In study	
		Partly employed	
		Fully employed	
		Jobseeker/Retraining	
		Not employed	
	Education	Main School	Education level as a target group characteristic allows you to attractively select users for job offers or educational institutions, for example.
		Secondary School	
		High School	
		University	
	Marital Status	Single	This feature can be used to distinguish singles from users living in a relationship. This is interesting for providers of dating apps, for example.
		In a relationship	
Homeowners	Homeowners	Based on this characteristic, homeowners can be specifically addressed for real estate.	

## 1ST PARTY DATA AUDIENCES

Target Group Family	Target Group Category	Target Group Characteristics	Use Case
TGP Socio	Household	Parents with child (0-2 years)	By selecting a household characteristic, users can be distinguished via their household situation.
		Parents with child (3-5 years)	
		Parents with child (6-9 years)	
		Parents with child (10-13 years)	
		Parents with child (14-18 years)	
		Parents with child under 14 years	
	Household Leader	Household leader	This characteristic can be used to specifically address household leaders for purchase decisions.
	Household Size	Household size 1 person	With a selection by household size, users can be distinguished by their living situation. Thus, for example, real estate can be advertised in a targeted manner.
		Household size 2 persons	
		Household size 3 persons	
		Household size 4 and more persons	
	Household Net Income	below 500 euros	Customers with a certain purchasing power can be selected according to their household net income. Especially in the high-price or luxury segment, appealing to high-income earners is of great importance.
		500 to 1.499 euros	
		1.500 to 2.499 euros	
		2.500 to 3.999 euros	
		4.000 or more	

## 1ST PARTY DATA AUDIENCES

Target Group Family	Target Group Category	Target Group Characteristics	Use Case
TGP Geo	Zip Code Area	Zip code three digits	The zip code can be used to target users from individual regions. This is particularly interesting for regional offers or branch stores.
		Zip code five digits	
	Major Cities	Berlin	Urban users can be specifically targeted via residence in selected major cities. This is particularly interesting for regional offers or branch stores.
		Bremen	
		Dortmund	
		Dusseldorf	
		Essen	
		Frankfurt on the Main	
		Hamburg	
		Cologne	
		Munich	
		Stuttgart	
	Airports and their Catchment Area	Berlin	By selecting airports and their catchment areas, users can be specifically selected by region.
		Bremen	
		Dortmund	
		Dresden	
		Dusseldorf	
		Erfurt	
		Frankfurt on the Main	
		Hamburg	
Hanover			
Cologne-Bonn			
Leipzig			
Munich			
Muenster			
Nuremberg			
Saarbruecken			
Stuttgart			

## 1ST PARTY DATA AUDIENCES

Target Group Family	Target Group Category	Target Group Characteristics	Use Case
TGP Geo	Federal States	Baden Wuerttemberg (BW)	Users living in one of the sixteen federal states can be targeted on the basis of their place of residence. This is particularly interesting for regional offers or chain stores.
		Bavaria (BY)	
		Berlin (BE)	
		Brandenburg (BB)	
		Bremen (HB)	
		Hamburg (HH)	
		Hessen (HE)	
		Mecklenburg-Western Pomerania (MV)	
		Lower Saxony (NI)	
		North Rhine-Westphalia (NW)	
		Rhineland-Palatinate (RP)	
		Saarland (SL)	
		Saxony (SN)	
		Saxony-Anhalt (ST)	
	Schleswig-Holstein (SH)		
	Thuringia (TH)		
	Metropolitan Areas	Hanover-Brunswick	By selecting an metropolitan area, resident users can be addressed in these economically significant regions. This is particularly interesting for regional offers, business operators or chain stores.
		Rhine-Neckar metropolitan region	
		Rhine-Main area	
		Rhine-Ruhr	
	Nielsen Area	Area I (HH, HB, SH, NI)	By making a selection according to the Nielsen regions, different consumer behavior patterns and respective economic phenomena can be differentiated by region and taken into account in marketing. This is interesting, for example, when introducing new products or marketing special products.
		Area II (NW)	
		Area IIIa (HE, RP, SL)	
		Area IIIb (BW)	
		Area IV (BY)	
		Area V (BE)	
		Area VI (MV, BB, ST)	
Area VII (TH, SN)			

## 1ST PARTY DATA AUDIENCES

Target Group Family	Target Group Category	Target Group Characteristics	Use Case
TGP Intent	Cars & Motorcycles	Auto news, car care, car parts & accessoires, used cars, manufacturer, motorcycles, motorcycle equipment, new cars	In this category users with a strong interest in cars and/or motorcycles can be addressed. For example, both the new and used car markets are covered.
	Trade / Shopping Sites	DYI stores, specialty shops, drugstores, multi-assortment dealer, secondhand, supermarkets & discounter, etc...	Find target groups from the various retail sectors in this category. Characteristics include DIY stores, drugstores, supermarkets, discounters and many more.
	Electrical Goods	Brown goods, multi-brand & dealers, white goods	Here, interested parties are addressed by brown and white goods.
	Energy	Basic provider, no basic providers	Energy-savvy target groups can be addressed here. In addition to basic suppliers, this also includes suppliers who are not basic suppliers.
	Nutrition	Bakery products, food boxes, coffee & tea, delivery services, superfood, sweets, frozen food, etc...	Your category to target users with a strong interest in food boxes, natural supplements, nutritional advice, and more.
	Fashion & Accessoires	Fashion brands, fashion platforms, shoes, accessoires, uvm...	In this category you will address users with a strong interest in fashion. Besides fashion brands and fashion platforms, individual areas such as accessories and/or sports fashion are covered as well.
	Finance	Banks, payment services, credit institution, etc...	This is where financially interested target groups can be addressed in particular. In addition to banks and credit institutions, this also includes comparison portals on the subject of banking and payment services.
	Leisure	Subscriptions print, (ticket) portals, sports activities, entertainment etc...	With the leisure target group, precise targeting on top target groups is possible reaching areas of sports, crafts and culture as well as social media.
	Generalists	Generalists	This target group maps generalists such as Amazon, Payback or Check24.
	Hardcore Gamer	Streaming, hardware, consoles, etc...	Approach fans of, for example, Game stores und eSports.

## 1ST PARTY DATA AUDIENCES

Target Group Family	Target Group Category	Target Group Characteristics	Use Case
TGP Intent	Pets	Fish, dogs, cats, etc...	Address mainly pet owners in this category (including owners of dogs, cats, horses and co.)
	Aid organizations	Aid organizations, charities	Users with an interest in aid organizations are addressed here , for example Aktion Mensch, Greenpeace, ein Herz fuer Kinder, etc.)
	Real Estate	Real estate consulting, real estate agent; real estate portals, etc...	Users with an interest in real estate topics can be found in this target group. This includes, for example, users who organize themselves into associations, use real estate search engines, subscribe to magazines, or take advantage of real estate consulting services.
	Mobility	Rail&Public Transport, bikes, Car Rental / Sharing, eScooter, long distance buses, taxi	Whether rail, car sharing or long-distance buses. This target group category makes it possible to address specific target groups in the mobility sector.
	Sustainability	Fashion, energy, mobility, finance, etc...	Here, you can reach users with a great interest in sustainable topics. A large number of special target group characteristics also enable a precise and target group-specific approach in the area of sustainability.
	Private Movers	Termination services, freight forwarding, technical services & moving services etc...	The target group of private movers includes not only forwarding companies but also technician and moving services.
	Travel	Airlines, apartments, hotels, literature trip, shipping, operator, comparison portals for travels, etc...	Reach travel-enthusiastic users in this target group whether they prefer boat trips, classic hotel trips or a vacation in an apartment. Targeting particularly interesting for tour operators and hotels.
	Job Market	Generic & special providers	In the job market target group, both generic and special providers are covered for precise targeting.
	Telecommunications	Information pages / price comparison, telecommunications, Provider DSL / Mobile	These target group characteristics can be used to address users who are particularly interested in information pages or price comparisons on the subject of telecommunications.
	Insurances	Apps, comparison portals, insurance broker, etc...	With the help of this target group, users with a strong interest in insurance or insurance topics are reached.

## 1ST PARTY DATA AUDIENCES

Target Group Family	Target Group Category	Target Group Characteristics	Use Case
TGP Interest	Finance	Construction Financing	Users with an affinity for financial products can be distinguished by a wide range of target group characteristics. Thus, financial institutions or real estate agents can inform potential customers about saving, investing and investing money.
		Building Savings	
		Finance & Economy	
		Real Estate	
		Investment Funds	
		Loans	
		Savings	
		Call money account	
		Traffic legal protection	
	Insurances	Social health insurance	Users with an affinity for insurance products can be distinguished with a wide range of target group characteristics. I great opportunity for insurance companies to address potential customers.
		Homeowner's insurance	
		Car insurance	
		Life insurance	
		Private liability insurance	
		Private health insurance	
		Legal expenses insurance	
		Pension insurance	
	Accident insurance		
	Home & Garden	Energy saver	Home plays a major role for users with these target group characteristics and, for example, allows you to select gardening enthusiasts or do-it-yourselfers. This is particularly attractive for furniture stores, home improvement stores, garden centers, and manufacturers of the products sold there.
		Garden Friends	
Do-it-yourselfer			
Furniture & Decoration			
Fitness	Weight loss	These target group characteristics can be used to reach users who pay particular attention to a sporty lifestyle or are keen of certain types of sport, such as active athletes, people interested in soccer, and outdoor enthusiasts. Their approach is particularly interesting for soccer clubs and providers in the area of health, fitness and well-being.	
	Active athletes		
	Fit & Healthy		
	Soccer interested		
	Soccer player		
	Outdooror		
Sport			



## 1ST PARTY DATA AUDIENCES

Target Group Family	Target Group Category	Target Group Characteristics	Use Case
TGP Interest	Hobby	Boulevard & Lifestyle	Address users on the basis of their hobbies with this target group and characteristics. Interesting for all providers with corresponding special interest products. Among others, computer and technology enthusiasts, animal lovers, and people who are passionate about music.
		Computer & Technology	
		Competition	
		Cook & Enjoy	
		Art & Culture	
		Music	
		Shopping	
		Donor	
		Dog lover	
		Cat lover	
	Travel	Alpine region	Select users according to their travel behavior with these target group characteristics and choose between different popular travel regions or even the type of trip, such as a city trip or package tour. Such targeting is particularly interesting for tourism providers, tour operators, travel agencies and hotels.
		America (North + South)	
		Asia/Africa	
		Balearic Islands	
		Germany	
		Long distance travel	
		GB, Ireland, Scandinavia	
		Business trips	
		Canary Islands	
		Cruise	
		Package tour	
		Travel & Holiday	
		Round trip	
City trip			

## 1ST PARTY DATA AUDIENCES

Target Group Family	Target Group Category	Target Group Characteristics	Use Case
TGP Interest	Mobility	Car & Motor	These target group characteristics can be used to reach car-enthusiastic users who prefer a particular automobile brand or class, have a driver's license, or simply drive a lot. This is particularly exciting for car manufacturers, workshops, insurers, banks that offer corresponding financing and special interest magazines.
		Car class: Alternative drives	
		Car class: Off-road vehicle	
		Car class: Small car	
		Car class: Compact class	
		Car class: Middle class	
		Car class: Upper class	
		Car class: Sports car	
		Car class: SUV	
		Car class: VAN	
		Car class: Audi	
		Car class: BMW	
		Car class: Dacia	
		Car class: Ford	
		Car class: Hyuandai	
		Car class: Mazda	
		Car class: Mercedes	
		Car class: Opel	
		Car class: Peugeot	
		Car class: Renault	
		Car class: Seat	
		Car class: Skoda	
		Car class: Toyota	
Car class: Volvo			
Car class: VW			
Driver's license holder			
Frequent driver car/motorbicylce			

## 1ST PARTY DATA AUDIENCES

Target Group Family	Target Group Category	Target Group Characteristics	Use Case
TGP Habits & Values	Values	Trendsetter	This target group category includes both special typologies, such as LOHAS or trendsetters, and standard typologies, such as fast materialists or urban professionals. Based on this, target groups can be selected according to lifestyle models in order to specifically address people with certain lifestyles.
		LOHAS	
		Fast Materialists	
		Lifestyle Kids	
		Mainstream Consumers	
		Modern Persumers	
		Senior Traditionalists	
		Smart Independents	
		Successful Classics	
		Urban Professionals	
	Young Explorers		
	Buyer Type	Influencer	This characteristic can be used to reach users who serve as opinion leaders for other consumers.
		Frequent Shopper	Choose this characteristic to reach frequent shoppers, which are particularly interesting for fashion manufacturers, stores and electronics manufacturers.
	Shopping Habits	Shopping Location	By selecting the shopping location feature you can target users who usually shop at selected retail chains.
FMCG (Food)		These characteristics can be used to appeal to buyers of certain foods.	
FMCG (Non-Food)		These target group characteristics can be used to reach shoppers who are characterized by a high purchase rate of non-food FMCG products.	
Pharma		This group of target group characteristics can be used to reach users who consume selected health products.	

## 1ST PARTY DATA AUDIENCES

Target Group Family	Target Group Category	Target Group Characteristics	Use Case
TGP Habits & Values	Media Usage Behaviour	Film genre	By selecting according to media usage, it is possible to address users with particularly pronounced parallel media usage behavior. In this way, advertising can be adapted to the changing usage habits of our society and allows cross-media storytelling.
		Gamer	
		Moviegoers	
		Multi Screener	
		Online Streamer	
		Reader	
		TV usage	
		TV channel	
TV timeline			

## 1ST PARTY DATA AUDIENCES

Target Group Family	Target Group Category	Target Group Characteristics	Use Case
TGP Business to Business	Decision Maker	Decision Maker	Targeting decision-makers in companies increases the chance of winning a contract. These target group characteristics can be used to select decision-makers by industry or by company size.
		Decision Maker (car affinity)	
		Decision Maker (finance affinity)	
		Decision Maker (IT affinity)	
		Self-employed	
		Decision Maker (small enterprises - 1-20 employees)	
		Decision Maker (medium enterprises - 21-500 employees)	
		Decision Maker (large enterprises - 500+ employees)	
	SOHO (Small Offices and Home Offices) - Industries	Shopping	This target group category covers not only classic skilled trades such as carpenters or tile layers, but also professions within the healthcare and tourism industries as well as many in the SOHO sector.
		Furnishing & Living	
		Finance & Insurance	
		Health, Cosmetics & Wellness	
		Craft & Construction	
		Industry & Raw material processing	
		Tourism, Leisure & Gastronomy	
Economy, Law & Consulting			
SOHO (Small Offices and Home Offices) - Professions	Service	Grouping of users from different professionals, e.g. trade or shopkeepers.	
	Shopkeeper		
	Trade		
	Manufacturing Industry		

## 1ST PARTY DATA AUDIENCES

Target Group Family	Target Group Category	Target Group Characteristics	Use Case
TGP Technical	Weather Targeting	Temperature + good / bad weather or temperature + sun, clouds, fog, rain, snow, thunderstorm	Weather Targeting allows to set ads for "Good weather" and "Bad weather". Predefine campaign ads are activated depending on the weather condition.
	Time-of-Day Targeting	Specific time range in one day	Use Time-of-Day Targeting to reach your target group at specific times, for example in the evening during prime time or in the morning directly after getting up.
	Browser Targeting	Chrome, Safari, Firefox, Opera, Edge, Internet Explorer etc.	Browser Targeting specifically addresses the browsers used when surfing the Internet. For example, a Firefox or Chrome user can be presented with a different ad than a Safari user.
	Operating System Targeting	Windows, iOS, Android, Linux etc.	Operating System Targeting allows users of different desktop or mobile operating systems such as Windows, iOS or Android to be addressed. This is interesting for software manufacturers, app service providers or advertisers with products that require certain technical features.
	Device Targeting	Manufacturer: Apple / Samsung / LG / Huawei / Nokia / HTC / Blackberry etc.	With the help of Device Targeting, you can take advantage of users' technical preferences for certain manufacturers of devices and systems such as laptops or smartphones.
	Connection Targeting	WIFI / Mobile / WWAN / GPRS / EDGE / 3G / LTE etc.	Targeting the connection type or its speed allows you to optimize advertising by, for example, only playing video ads on devices with a sufficient connection quality.
	Provider Targeting	Vodafone, O2, Telekom, 1&1 etc.	Provider Targeting allows you to address a target group according its respective network provider.

## TARGETING SOLUTIONS

Target Group Family	Target Group Category	Use Case
Retargeting	Dynamic Product Retargeting	With Dynamic Retargeting, users can be recognized on our portals and retargeted with dynamic advertising materials that are individually adapted depending on which page or product a user has viewed it. This form of retargeting works well for conversion optimizations.
	Static Retargeting	This form of targeting is used to recognize visitors from other websites on our portals in order to address them with corresponding static advertising content. This is particularly meant to address shopping cart or payment dropouts to offer them once again a special offer.
CRM Onboarding	Customer Onboarding	The existing customers approach allows to identify and address user's also active on our portals. A perfect customer loyalty opportunity!
	Customer Lookalike	With the help of Customer Lookalike, it's possible to identify and address similar new customers to existing customers on our portals. This way, your customer base can be expanded efficiently without major wastage.
Contextual Targeting	Semantic Targeting	Semantic Targeting is a further development of pure contextual targeting and analyzes not only individual keywords but also their contextual relationships in order to draw a holistic picture of the content consumed. Therefore, highly individual target group segments can be created spontaneously.
	Contextual Targeting	Contextual Targeting allows to use editorial topic environments to address specific target groups of users. Based on the content of a website, target groups can be addressed whose interests can be derived from the topics consumed.

## TARGETING SOLUTIONS

Target Group Family	Target Group Category	Use Case
Customised Targeting	Individual Audience	This solution enables to create Individual Audiences that are not yet in our portfolio. This allows you to address target groups that are perfectly tailored to your needs.
	Automatic Audience	Automatic Audience is perfect for mapping non-standard targeting characteristics. This self-learning audience automatically optimizes itself through profiles of users that clicked on the campaign, and as well can be used to promote products whose target audience is not yet clearly defined.
Storytelling	Viewer / Clicker Re-addressing (2 Steps)	Banner Retargeting is used to retarget users who have already seen a particular ad, and to build up storytelling and thus increase purchase potential for performance or branding of awareness campaigns.
	Brand-Formance Campaign (3 Steps)	Brand Formance Storytelling ensures an emotional structure of a campaign by determining the sequence from branding to performance creatives. The sequence of the creatives over 3 different steps can be easily controlled across all screens in a contact-dosed manner.
	Sequency Campaign (3 Steps)	Sequency Storytelling can be used for both performance and brand awareness and allows an optimal contact dosage across different steps to create a positive brand image with the user.
Cross Device Targeting	Cross Device FC	Cross Device Frequency Capping enables contact-dosed targeting across all screens and can also form the basis for an orchestrated multi-screen storytelling campaign.
Insights	Customer Insights	Customer Insights enables you to determine precise information about your target group and helps you to find out which target group characteristics make up the customers of your company.