Targeting & Data Products Portfolio, Austria & Switzerland

1st Party Data Audiences

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1ST PARTY DATA AUDIENCES

Target Group Family	Target Group Category	Target Group Characteristics	Use Case
TGP Age	Age	Age 16-99 years	This demographic feature can be used to address individual age groups.

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

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.

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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 college	
		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 e.g. job offers or educational institutions.
		Secondary School	
		High School	
		University	
	Marital status	Single	This feature can be used to distinguish singles from users living in a relationship. This is for example interesting for providers of dating apps.
		In a relationship	
	Homeowners	Homeowners	Based on this characteristic, homeowners can be specifically addressed for real estate.

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Target Group Family	Target Group Category	Target Group Characteristics	Use Case
TGP Socio	Household	Partents with child (0-2 years)	By selecting a household characteristic, users can be distinguished via their household situation.
		Partents with child (3-5 years)	
		Partents with child (6-9 years)	
		Partents with child (10-13 years)	
		Partents with child (14-18 years)	
		Partents 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 euros and more	

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Target Group Family	Target Group Category	Target Group Characteristics	Use Case
TGP Interest	Finance	Banking	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 & Financing	
		Direct Banking	
		Finance & Economy	
		Real Estate	
		Investment Funds	
		Loans	
		Savings	
		Job offers	
		Call money account	
	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	
		Fitness studio member	
		Soccer interested	
		Soccer player	
		Outdoors	
		Sports	

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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. Iteresting 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	
		Competitions	
		Dog lovers	
		Cat lovers	
		Cook & Enjoy	
		Art & Culture	
		Music	
		Animal lovers	
	Home & Garden	Energy savers	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-yourselfers	
		Furniture & Decoration	

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1ST PARTY DATA AUDIENCES

Target Group Family	Target Group Category	Target Group Characteristics	Use Case
TGP Interest	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	
		Air travel	
		GB, Ireland, Scandinavia	
		Business trips	
		Canary Islands	
		Cruise	
		Package tour	
		Travel & Holiday	
		Round trip	
		City trip	

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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 & motor: New cars	
		Car & motor: Used cars	
		Car class: Alternative drives	
		Car class: Off-road vehicle	
		Car class: Small car	
		Car class: Station wagon	
		Car class: Compact car	
		Car class: Sedan car	
		Car class: Middle class	
		Car class: Upper class	
		Car class: Sports car	
		Car class: SUV	
		Car class: VAN	

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1ST PARTY DATA AUDIENCES

Target Group Family	Target Group Category	Target Group Characteristics	Use Case
TGP Interest	Mobility	Car brand: Audi	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 brand: BMW	
		Car brand: Dacia	
		Car brand: Ford	
		Car Brand: Hyundai	
		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 driver car/motorcycle	

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Target Group Family	Target Group Category	Target Group Characteristics	Use Case
TGP Interest	Insurances	Statutory health insurance	Users with an affinity for insurance products can be distinguished with a wide range of target group characteristics. A great opportunity for insurance companies to address potential customers.
		Homeowner's insurance	
		Car insurance	
		Life insureance	
		Personal liability insurance	
		Private health insurance	
		Legal expense insurance	
		Travel insurance	
		Pension insurance	
		Casualty insurance	
		Traffic legal protection	
		Supplementary dental insurance	

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Target Group Family	Target Group Category	Target Group Characteristics	Use Case
TGP Habits & Values	Buyer Type	Influencer	This characteristic can be used to reach users who serve as opinion leaders for other consumers e.g. in the fields electronics, interior design, fashion or gaming.
		Frequent Shopper	Choose this characteristic to reach frequent shoppers, which are particularly interesting for fashion manufacturers, (online-) stores and electronics manufacturers.
	Purchase habits	Shopping locations	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 approach buyers of certain foods, e.g. sweets, cooking boxes or coffee.
		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 such as cosmetics, hair and dental care.
		Pharma	This group of target group characteristics can be used to reach users who consume selected health products, e.g. vitamins, cold remedies or painkillers.
	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. Regarding on film genres, you are able to select between a variety of different genres such as historical movies, horror, romance or western.
		Gamer	
		Cinemagoers	
		Multi Screener	
		Online Streamer	
		Reader	
		TV usage	
		TV channel	
		TV timeline	

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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 to 20 employees)	
		Decision-maker (medium enterprises - 21 to 500 employees)	
		Decision-maker (large enterprises - 500+ employees)	

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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". Predefind 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 and more	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 and more	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.

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Target Group Family	Target Group Category	Target Group Characteristics	Use Case
TGP Technical	Device targeting	Manufacturer: Apple / Samsung / LG / Huawei / Nokia / HTC / Blackberry and more	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 / 5G / LTE and more	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 and more	Provider targeting allows you to address a target group according its respective network provider.

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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.

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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.

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TARGETING SOLUTIONS

Target Group Family	Target Group Category	Use Case
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.