ANALYTICS & INSIGHTS

More flexibility for individual needs

HIGHLIGHTS

High-quality portfolio - High-quality data

Our unique position in the targeting market

- Benefit from high-quality first-party data from our high-reach premium portfolio

Customized insights for all campaigns

- Customized data products and reports for your display, content and programmatic campaigns

Cooperation with leading market partners

- The combination of Adobe DMP and Adobe Analytics allows us to create unique targeting segments for exclusive communication solutions:

Adobe Audience Manager

Adobe Analytics

BECOME PART OF AN EXCLUSIVE PORTFOLIO

With high-quality and award-winning media brands in the portfolio

NATIONAL NEWS

Handelsblatt TAGESSPIEGEL Wirtschafts Woche ZEIT ONLINE ZEIT MAGAZIN

NEWS & MAGAZINES	ECONOMY & FINANCE	B2B SPECIALIST MEDIA	SCIENTIFIC RESEARCH	SPECIAL INTEREST
The European	ARIVA.DE	Edison	Spektrum.de	Der Postillon
SÄCHSISCHE SZ DE*	BÖRSE am Sonntag	DIGITALENGINEERING	wissen.de	DEL2
ada	Markt UND MITTELSTAND DAS WACHSTUMSMAGAZIN	DIGITAL BUSINESS CLOUD	FORSCHUNG UND WISSEN	GENIOS
der Freitag Die Wochenzeitung	Wirtschafts Kurier	ELEKTRO PRAKTIKER	scinexx.de	
monopol Magazin für Kunst und Leben			wissenschaft.de	
Cicero MAGAZIN FÜR POLITISCHE KULTUR				

Extract of the portfolio.

WHAT IS YOUR REQUESTED SERVICE LEVEL?

Choose your service level and degree of individualisation

Basic Report

Plus Report

Periodical Report

Basic Report

Standardised reporting with all regular dimensions and metrics provided after completion of the campaign.

Plus Report

Extended reporting taking into account individual target groups and campaign questions with recommendations for action. Results are presented graphically by a data expert.

Periodical Report

Especially for medium to long-term campaigns; analogous to Plus Reporting with recurring reports for continuous campaign optimisation or for comparisons with previous campaigns (ex-post).

1	Audience discovery for display ads
2	Insights for branding campaigns
3	User analysis for content marketing
4	Hub user retargeting
5	Appendix

User insights about your display campaign

AUDIENCE DISCOVERY REPORT

We measure campaign performance and generate insights for target group optimization.

The Audience Discovery Report allows you to **compare the affinities** of users who have only seen a campaign vs. users who have additionally clicked on the ads.

The deep insight into the usage behavior of your target group offers multiple starting points for an optimized approach.

AUDIENCE DISCOVERY REPORT

Individual and targeted

Available from 500,000 imps.

High-quality user insights

The Audience Discovery Report provides unique first party data across markets to improve brand communications.

Target groups can then be addressed according to their needs and campaigns can be optimally targeted.

Bookable for IO campaigns (see appendix for further booking requirements).
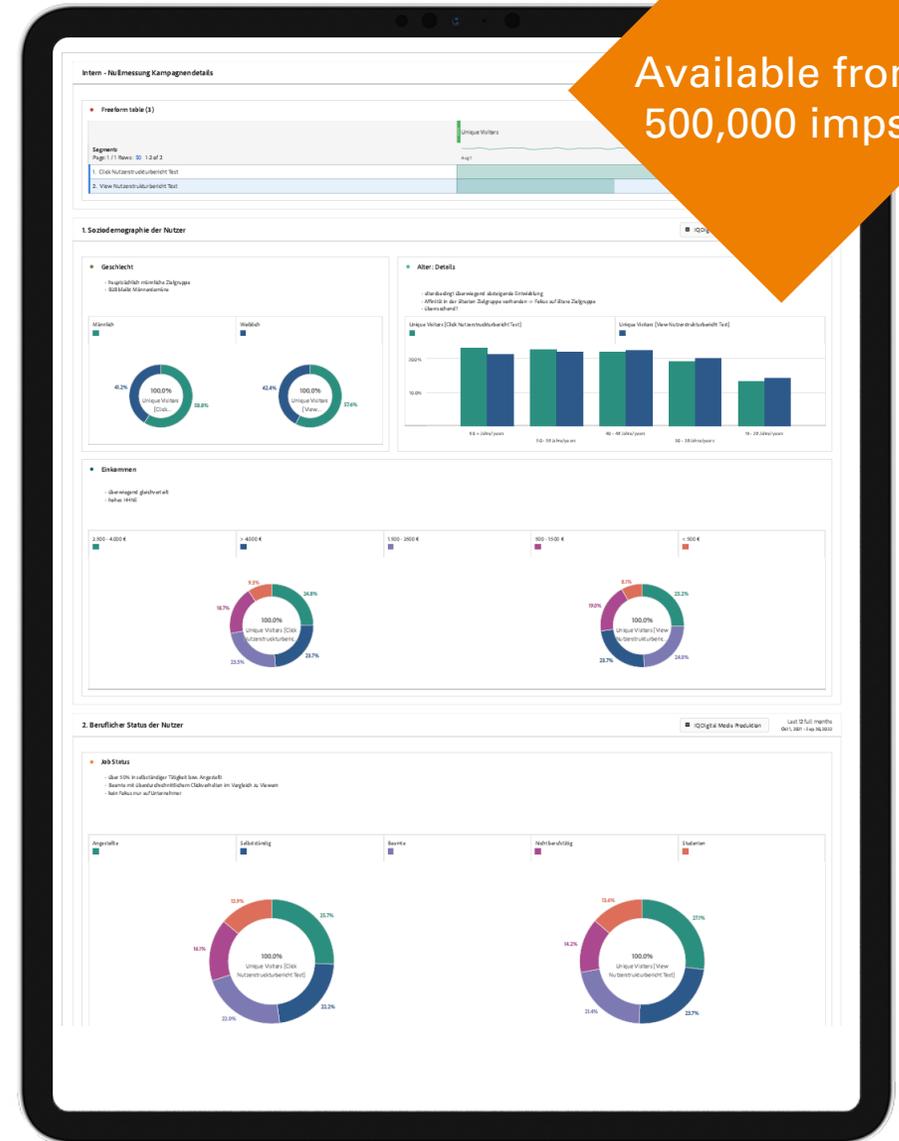
DIMENSIONS

Comparison of criteria between users with campaign contact and campaign engagement
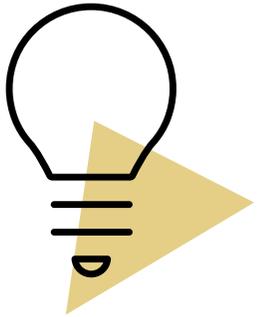
Topic Interests
BASIC

Topic interests across the iq digital portfolio such as business, politics, finance, digitalization, etc.

Click and view intensity
BASIC

Aggregated display of clicks and views over the course of the week in a heatmap

Socio-demographics
BASIC

Representation of gender, age, etc.

Occupational status
BASIC

Representation of job level, field of activity, department in the company, etc.

Individual subject interests
BASIC

Display of Precise* segments on various topics such as economy, etc.

Private interests
BASIC

Users' areas of interest such as news, luxury, motorsports, gaming, etc.

Individual Analysis
PLUS

Reporting of additional dimensions and metrics for individual campaign requirements

Summary & Recommendation
PLUS

Summary and recommendation of target groups with high campaign affinity

*Precise segments take into account stricter criteria in the area of scroll depth in %, time period of viewing, number of articles viewed

BRANDVERTISING REPORT

Detailed information about the branding environment and user journey

Special report for your roadblock, homepage or fixed placement:

- User behaviour and journey

- User journey classes

- Editorial relevance

- Time, dwell time, scroll depth

Free report as of 100k€* booking volume
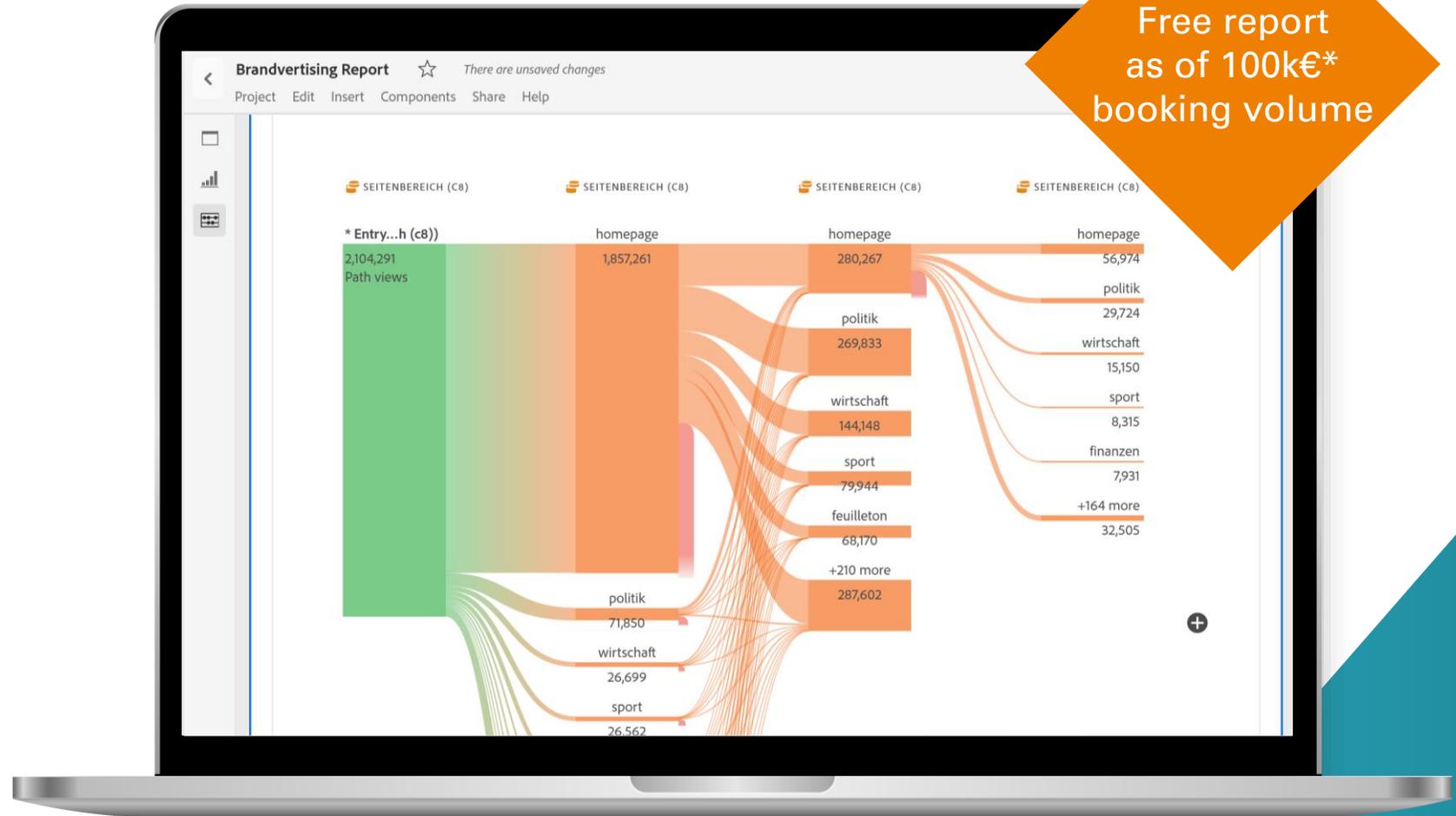
*Minimum requirements: 3 fixed placements on different websites. Minimum campaign volume of EUR 100k agency net.

CONTENT INSIGHT REPORT

Individual detailed information about the users of your hub
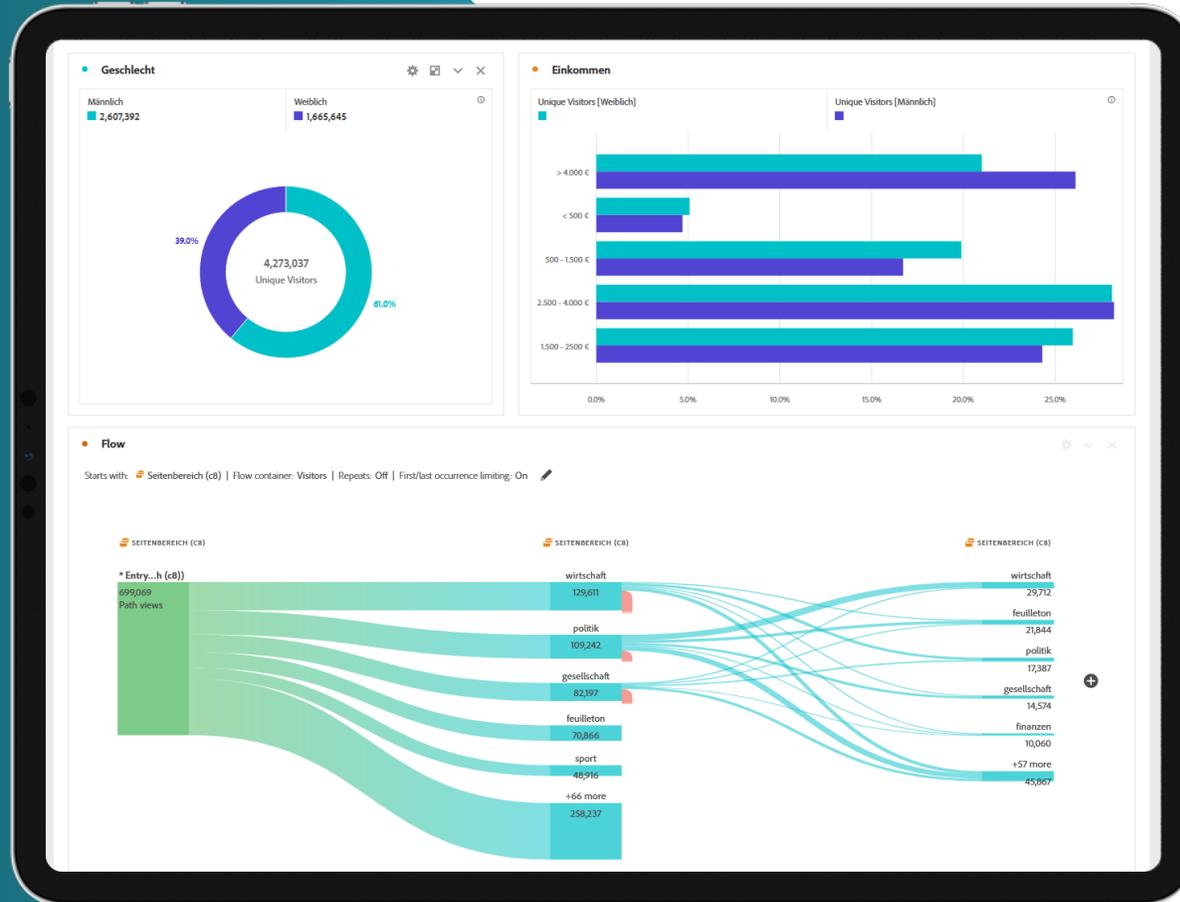
We capture the users on your content integration and can analyze them based on socio-demographic user characteristics

Optimization of the communication message by opening up new target groups and new insights into one's own target group

Our custom segments provide detailed and first party information about the interests and affinities of the target group and can be viewed individually on a topic-specific basis

Requirements: Integration of your content marketing campaign via iq digital's CMK.
Provision of the report with associated derivations as a PDF after the end of the campaign. On request: Online access to the reporting dashboard in our analytics solution.

CONTENT INSIGHT REPORT

New insights about hub users in diverse dimensions

BASIC

Sociodemographics

User information on age, gender, income, etc.

BASIC

Professional interests

Occupation, position, company size, department, industry

BASIC

Activity Map

Display of different activities over time (e.g. page views on a weekly basis)

HIGH QUALITY DATA BASIS

BASIC

Private interests (B2C)

Fashion, Sports, Literature, Car, Luxury, Culture, Software, etc.

BASIC

Reading behavior on current topics

General topics (B2B & B2C), business, finance, sustainability, digitalization, IT, career, etc.

PLUS

Individual analysis & recommendations for action

Depending on individual campaign requirements: additional dimensions and metrics will be evaluated

04

HUB USER RETARGETING

iQ digital

Unique data for your Programmatic campaigns

HUB USER RETARGETING

The users of your content integration have already shown great interest in their products. We capture these users in a separate targeting segment.

Use this segment for your programmatic buying within and outside the iq digital portfolio.

RETARGETING HUB USER

Reach your content hub users across the programmatic universe

theTradeDesk®

MediaMath

xandr

adform

Google Ad Manager

ACTIVE AGENT

Connection to all relevant DSPs

01 Visitors to the content integration are recorded with our analytics tool in a segment created specifically for this purpose.

02 Segments are transferred to our DMP. Optional: Prospecting of the target group for higher reach requirements.

03 **Provision of the segment in the respective DSP of the agency/client for programmatic purchasing.**

Requirements:
Integration of the campaign via iq digital's CMK.
Sufficient users on the content integration (e.g. Native Hub with view guarantee).
Optimal reach when used during the content campaign (audience creation window: 120 days).

RATES

Scalable campaign insights

	Basic	Plus	Periodical
CONTENT INSIGHTS	1,000 EUR	2,500 EUR	on request
AUDIENCE DISCOVERY	500 EUR	2,000 EUR	on request
BRAND-VERTISING	free of charge from EUR 100k net campaign volume*		
HUB USER RETARGETING	Billing by consumption CPM: 4.50 EUR		

*Campaign requirements: min. 3 fixed placements (e.g. homepages) on different websites.

AUDIENCE INTELLIGENCE REPORT

Booking requirements

Campaign requirements

- At least 500,000 AI booking volume for a single campaign

- No app traffic possible

- Not bookable for Programmatic campaigns

Available advertising formats

- Wallpaper, Sitebar, Halfpage Ad, Medium Rectangle, Superbanner, Banner 10:1, Banner 8:1, Banner 6:1, Banner 4:1, Banner 3:1

- Mobile Banner 6:1, Mobile Banner 4:1, Mobile Banner 3:1, Mobile Banner 2:1, Mobile High Impact Ad (1:1), Mobile Medium Rectangle, Mobile Premium Rectangle, Mobile Halfpage Ad, Mobile Brand Value Ad

Technical requirements

- Either advertising media physically as image (JPEG, PNG, GIF)

- or advertising material as physical HTML5 zip file

- The customer's ClickTrough may only extract a click tracker and must continue directly to the landing page, and no further parameterization should be appended to the URL of the landing page.