TARGETING

Target audience reach in the iq digital
portfolio

iq digital
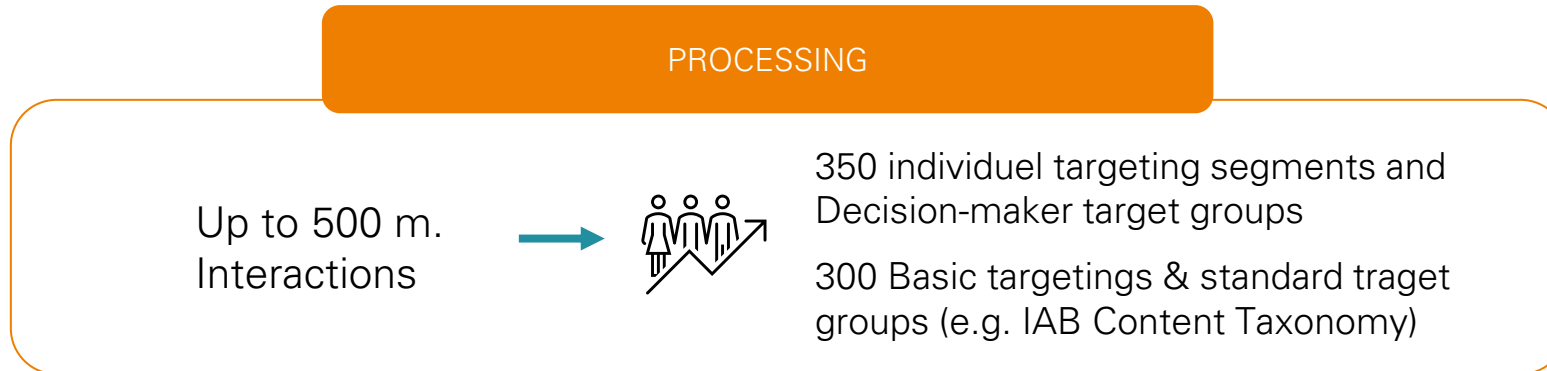
OUR PREMIUM PORTFOLIO

Our targeting ensures efficient audience reach across all titles and categories

EXCERPT FROM OUR DATA SOURCES

Handelsblatt

Frankfurter Allgemeine

■ Wirtschafts
■ Woche

ARIVA.DE

emetriq · Deutsche Telekom Gruppe · T··

ZEIT ONLINE
ZEIT MAGAZIN

DER TAGESSPIEGEL

BÖRSE
am Sonntag

Süddeutsche Zeitung
Süddeutsche Zeitung Magazin

PROCESSING

Up to 500 m. Interactions

350 individuel targeting segments and Decision-maker target groups

300 Basic targetings & standard traget groups (e.g. IAB Content Taxonomy)

TARGETING

Decision-maker

User Involvement

Contextual

Sociological - Targeting

Technical Targeting

OUR PREMIUM PORTFOLIO

Our leading media reach over 30 million users each month

NATIONAL NEWS

Frankfurter Allgemeine · Handelsblatt · Süddeutsche Zeitung · ZEIT ONLINE

TAGESSPIEGEL · Süddeutsche Zeitung Magazin · jetzt · Wirtschafts Woche · ZEIT MAGAZIN

NEWS & MAGAZINE

emotion
The European
ada
der Freitag — Die Wochenzeitung

ECONOMY & FINANCE

ARIVA.DE
BÖRSE am Sonntag
Markt UND MITTELSTAND DAS WACHSTUMSMAGAZIN
Wirtschafts Kurier
BE BTC ECHO

B2B SPECIALISED MEDIA

Edison
DIGITALENGINEERING
DIGITAL BUSINESS CLOUD
ep ELEKTRO PRAKTIKER

RESEARCH

Spektrum.de
FORSCHUNG UND WISSEN
scinexx.de
wissenschaft.de

SPECIAL INTEREST

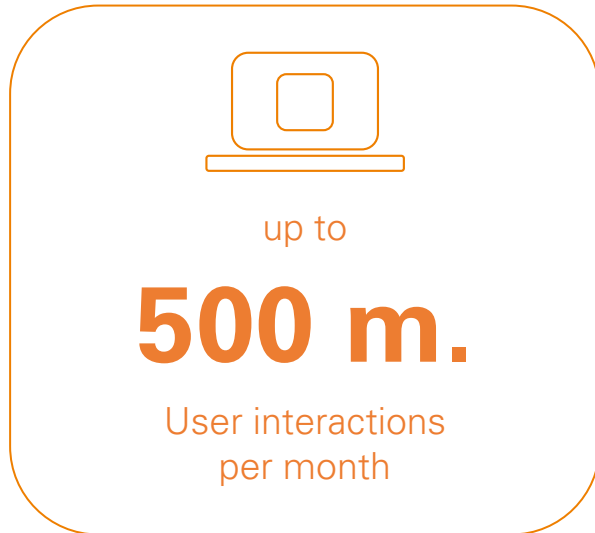Der Postillon — Ehrliche Nachrichten - unabhängig, schnell, seit 1845
DEL 2
DeutscheAnwaltauskunft
GENIOS

DATA GENERATION

From our diverse portfolio, we obtain extensive, up-to-date, and high-quality data—and generate actionable targeting segments from it.

up to

500 m.

User interactions
per month

350

**Customised targeting
segments and decision-
maker target groups**

300

**Basic targetings & standard
target groups (e.g. IAB Content
Taxonomy)**

Our User

Our visitors regularly use numerous different titles and offers from our portfolio. By taking a cross-portal view, we gain valuable data for our targeting offers.

HIGHLIGHTS

Over 300 segments cover a wide range of B2B and B2C topics - and can be customised on request

C-Level

Middle class

Industry 4.0

New Energy

Business travelling

Entertainment

Automotive

Travelling

Banking

Healthy Lifestyle

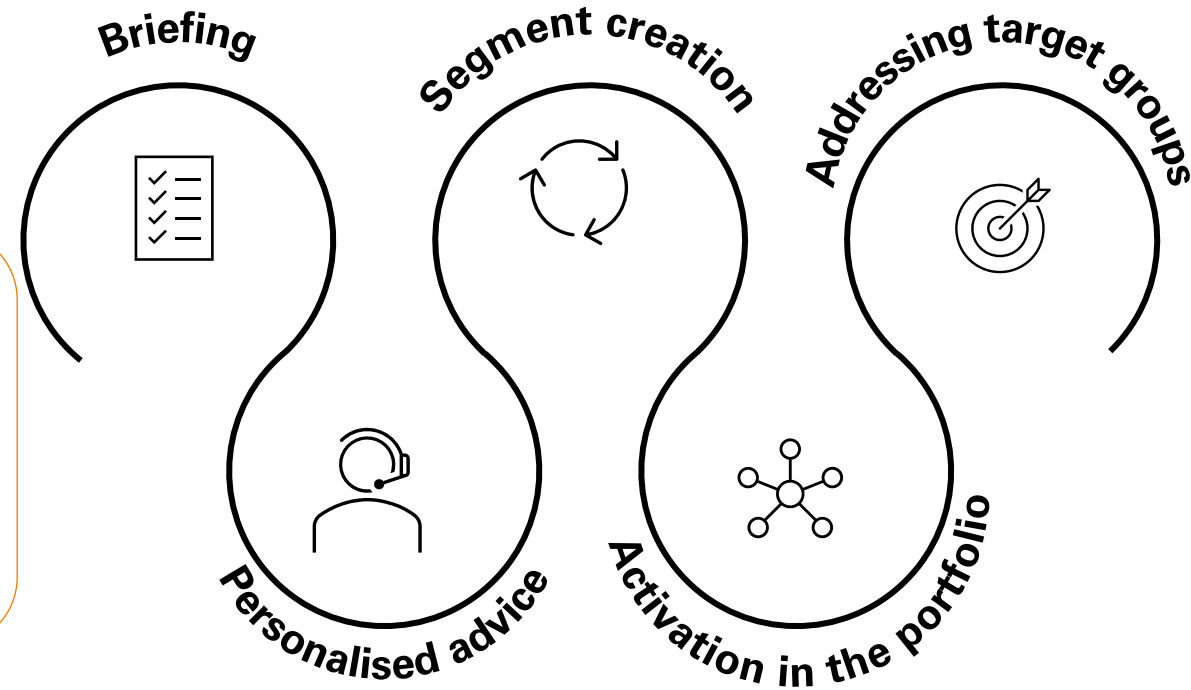**AND MANY OTHER TARGET GROUPS...**

INDIVIDUAL SEGMENT

Exceptional campaigns require exceptional target groups

Briefing

You formulate your briefing based on the campaign objectives.

Personalised advice

Examination of the desired requirements, recommendation of target group segments and forecast of expected reach.

Segment creation

If required, we can create a customised segment
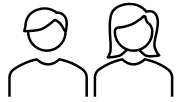
Activation in the portfolio

The campaign is played out in the iq digital portfolio

Addressing target groups

We reach your target group customised to your requirements

Briefing

Segment creation

Addressing target groups

Personalised advice

Activation in the portfolio

SOCIO-DEMOGRAPHIC TARGETING

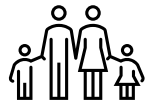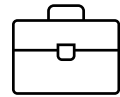Target groups by age, gender or income

Gender

Age

Household income

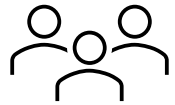**Household size**

Job title

Homeowner

Particularly suitable for:

- B2C Kampagnen
- Lifestyle campaigns
- "Always On" campaigns

Data sources: iqd portfolio data, external data partners

DECISION-MAKER TARGETING

Discover our versatile decision-maker target groups - and address your campaigns directly to managers, owners and buyers
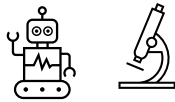
C-Level Executives	**CEOs**	**Board Members**
Self-employed	**Buyers**	**IT decision-makers**

Particularly suitable for:
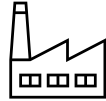
- B2B Kampagnen
- Capital goods
- B2B services

USER INVOLVEMENT TARGETING

As different as our users: Interest-based user involvement targeting offers the right target group for every topic

Politics

Economy
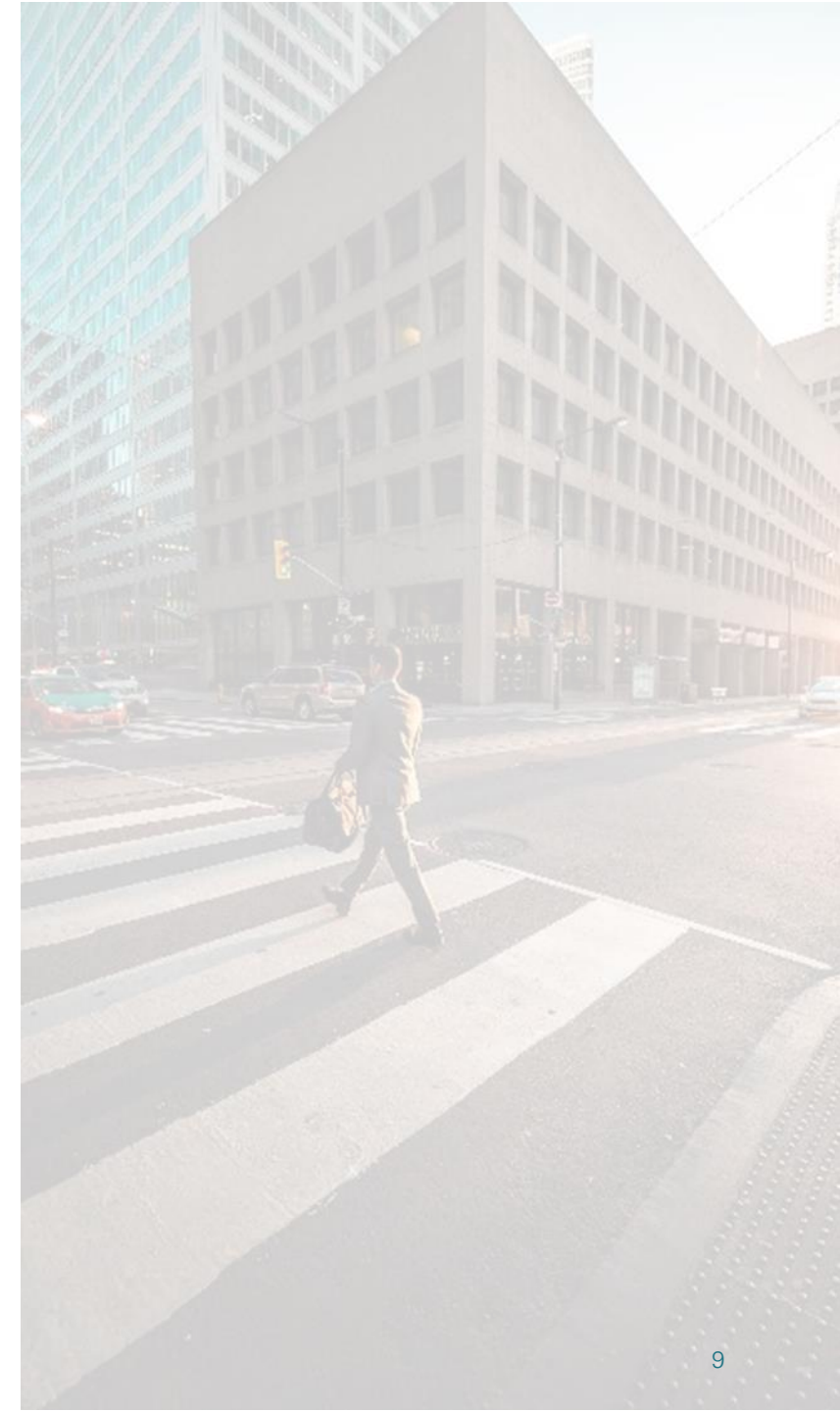
Energy

Management

Lifestyle

Travelling

Particularly suitable for:

- B2B Kampagnen
- B2C Kampagnen

**Also available as a precise segment on request:
for even higher target group accuracy**

Data sources: iqd portfolio data, external data partners, usage and transaction data, projections

KONTEXTUAL TARGETING

Customised, consent-independent and cookieless ready - our contextual targeting ensures the perfect fit between environments and campaigns

Industry 4.0

Trade fairs

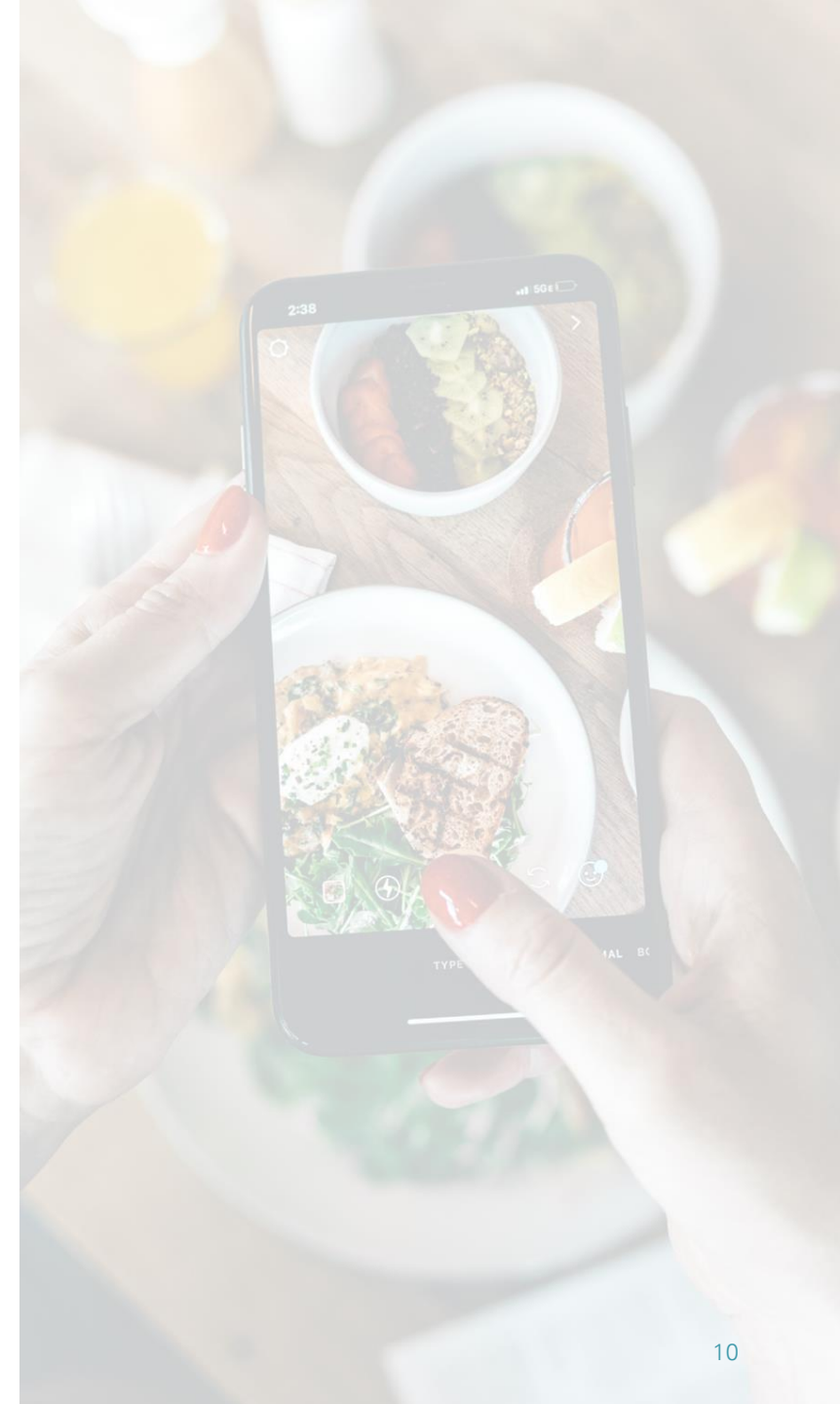**Change Management**

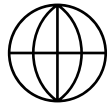**Financial investment**

Consumer Electronics

Sport

Particularly suitable for:

- B2B Kampagnen
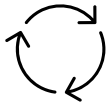- B2C Kampagnen
- High ranges

GEO TARGETING

We reach our users exactly where they are relevant for your campaign - ideal for campaigns with local relevance

Country targeting	**City targeting**
Perimeter targeting	**42** **PLZ-Targeting**

Particularly suitable for:

- Retail trade
- Location-based campaigns

WEITERE TARGETINGS

Use other technical solutions to deliver your campaign with precision

Emotion-Based
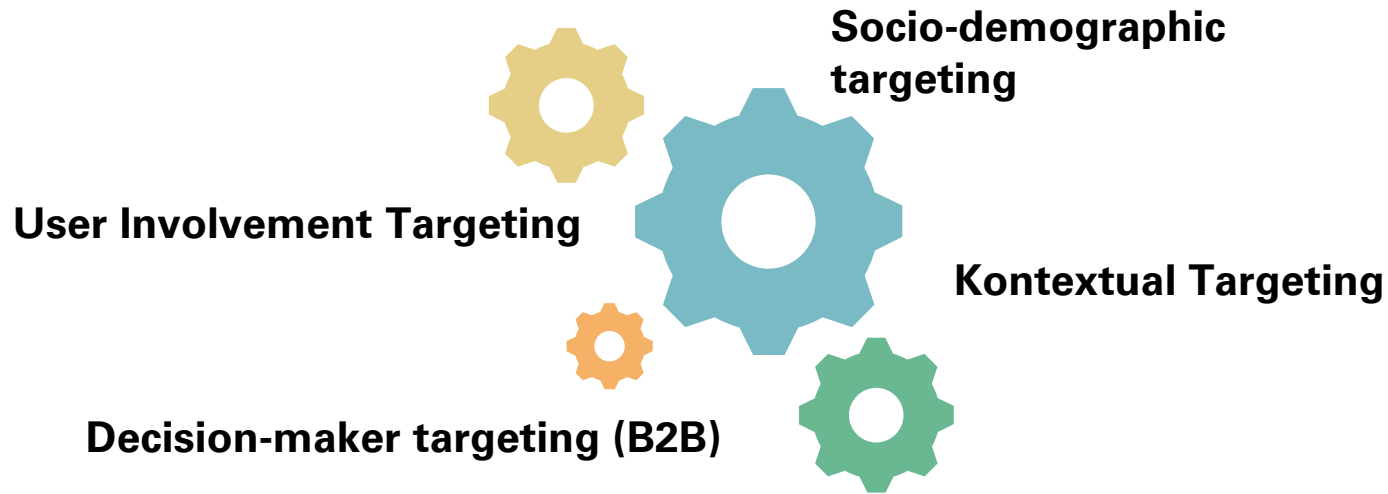
Device Targeting

Time of day

and more...

Particularly suitable for:

- B2C Kampagnen

UNLIMITED COMBINATIONS

All targetings can be individually and creatively combined with each other to create customised target groups

Socio-demographic targeting

User Involvement Targeting

Kontextual Targeting

Decision-maker targeting (B2B)

- e.g. new decision makers, environmentally conscious millennials, professional investors, business travellers, and many more...