

An aerial view of a bustling night market at night. The market is filled with numerous colorful tents in shades of blue, purple, pink, yellow, and white. The tents are arranged in a grid-like pattern, and the interior of many tents is lit up, showing people and stalls. The overall atmosphere is vibrant and busy.

iq digital

DATA EXCHANGE

iq digital target groups for
programmatic advertising

USE OUR BEST TARGET GROUPS

Reach Germany's decision-makers, high-value B2B target groups and cover exciting B2C topics

IQ DIGITAL PORTFOLIO DATA

NATIONAL NEWS

Frankfurter Allgemeine **Handelsblatt** **Süddeutsche Zeitung** **ZEITUNG ONLINE**
TAGESSPIEGEL **Süddeutsche Zeitung Magazin** **Süddeutsche Zeitung** **Wirtschafts Woche** **ZEITUNG MAGAZIN**
JETZT

NEWS & MAGAZINE

The European

SÄCHSISCHE SZ DE

ndn

der Freitag
Die Wochenzeitung

WIRTSCHAFT & FINANZEN

ARIVA DE

BORSE
am Sonntag

Markt
UND MITTELSTAND
FACHZEITUNG

Wirtschafts Kurier

B-E BTC ECHO

B2B-FACHMEDIEN

Edison

DIGITAL ENGINEERING
PRESENT

DIGITAL BUSINESS
CLOUD

ep ELEKTRO
PRAKTIKER

FORSCHUNG

Spektrum.de

FORSCHUNG & WISSEN

scinexx.de

wissenschaft.de

SPECIAL INTEREST

Der Postillon
Einige Nachrichten - unabhängig, schnell, seit 1845

DEL2

GENIOS

EXTERNAL DATA PARTNERS

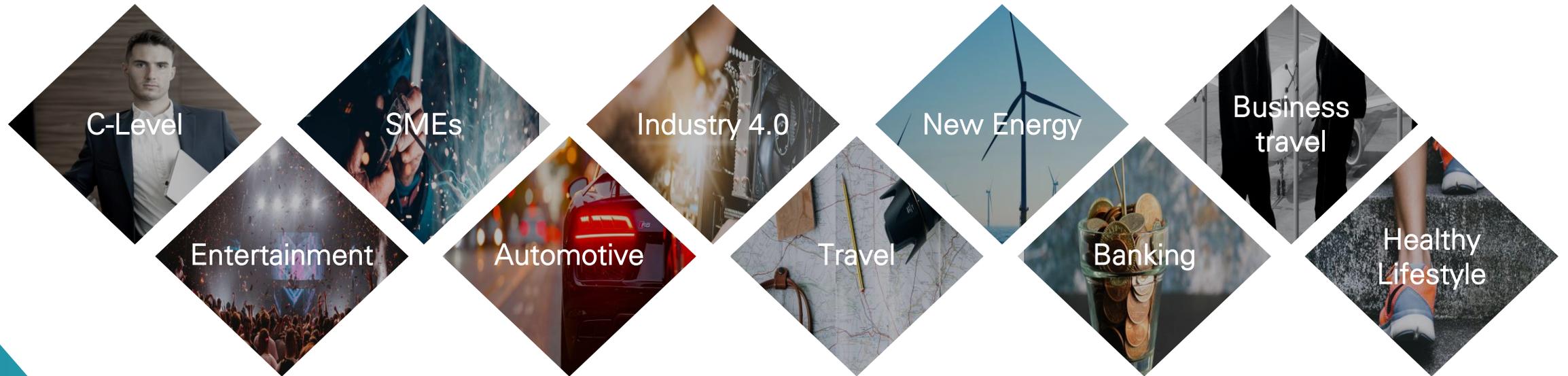
messe frankfurt

visable
Online business made easy

wlw
EUROPAGES

HIGHLIGHTS

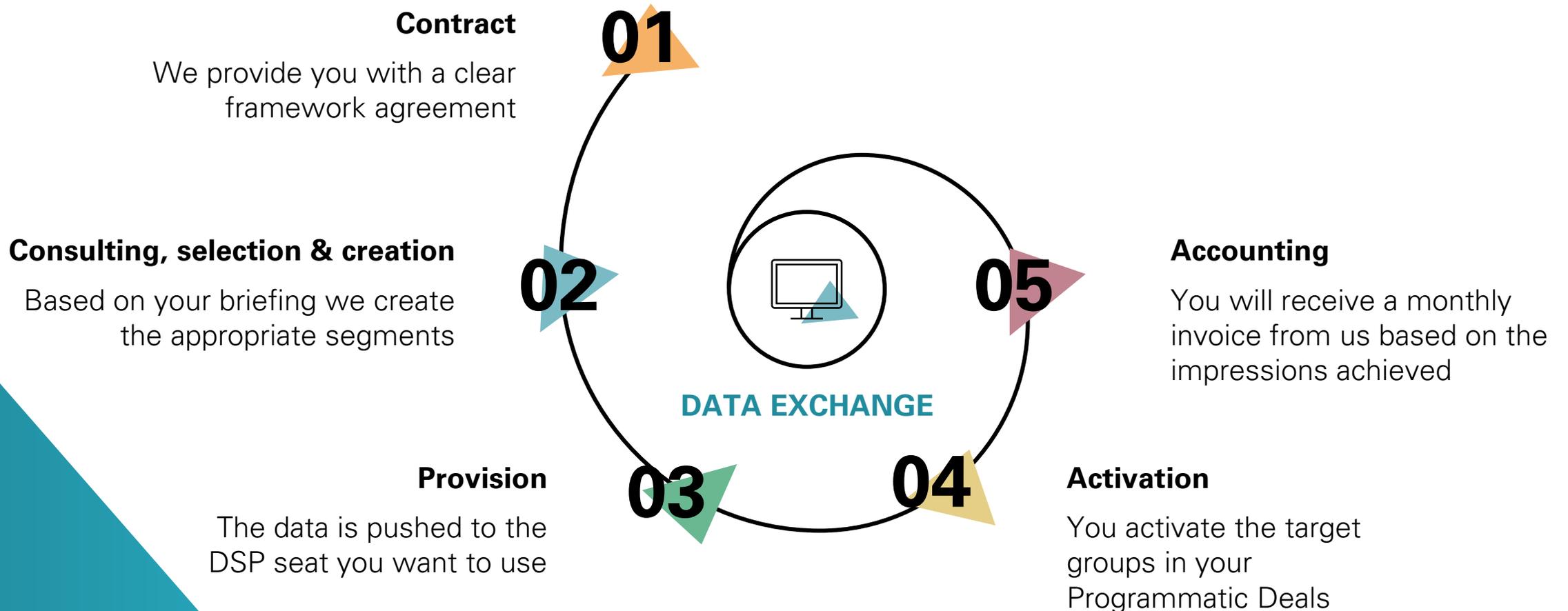
More than 300 segments cover a wide range of topics from the B2B and B2C sectors - and can be adapted to suit requirements on request



AND MANY MORE TARGET GROUPS...

USAGE MADE EASY

From contract to billing: we make it as easy as possible for you



FULL TRANSPARENCY

Data protection and security for your data purchase at iq digital



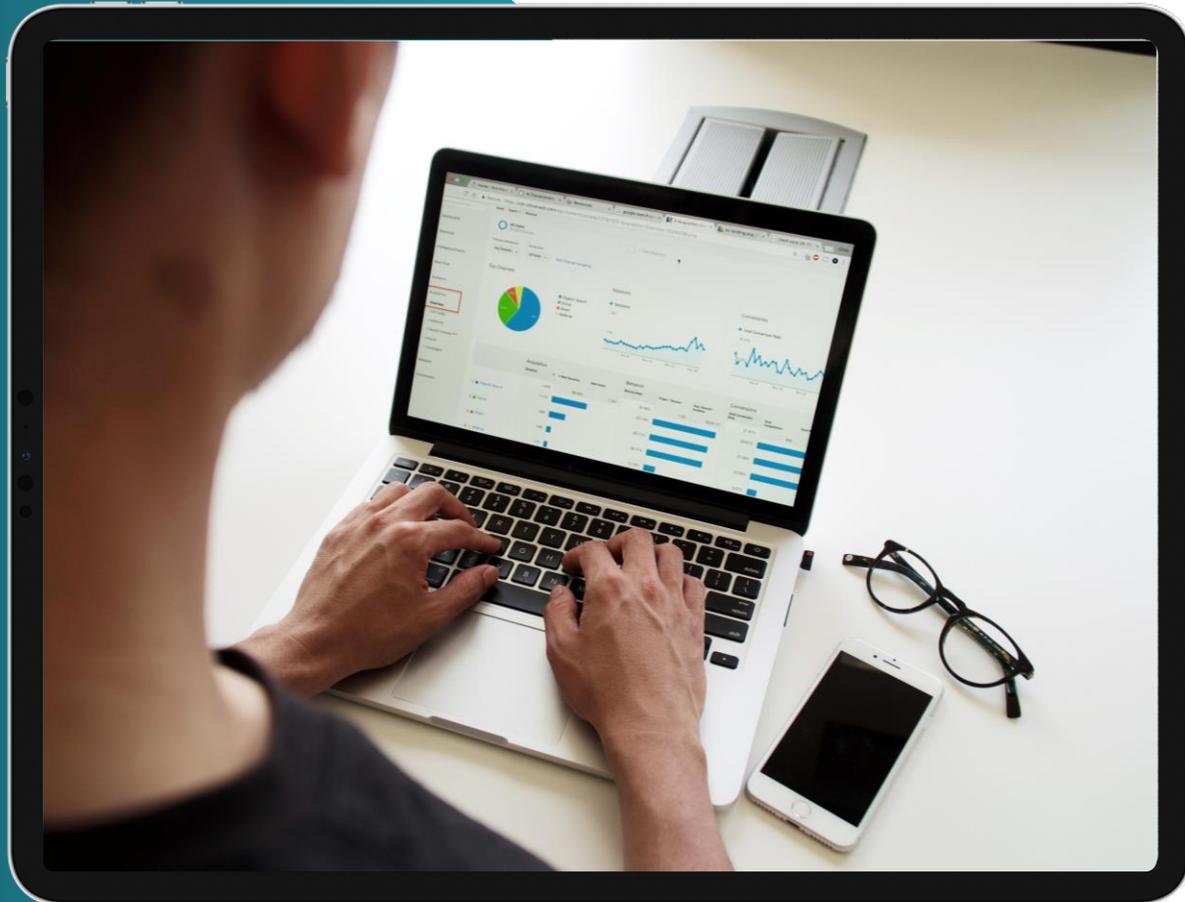
DataExchange Framework Agreement

Topics such as DSGVO, data protection or consent do not always have to be complicated. With iq digital, you play it safe when purchasing data.

Before we start working with you, we set out transparently in a standardized framework agreement which data we will provide, how the purchased data will be used, and how billing will take place.

WE ADVISE INDIVIDUALLY

Our experts are on hand to help you find the optimal target groups for your campaign requirements.

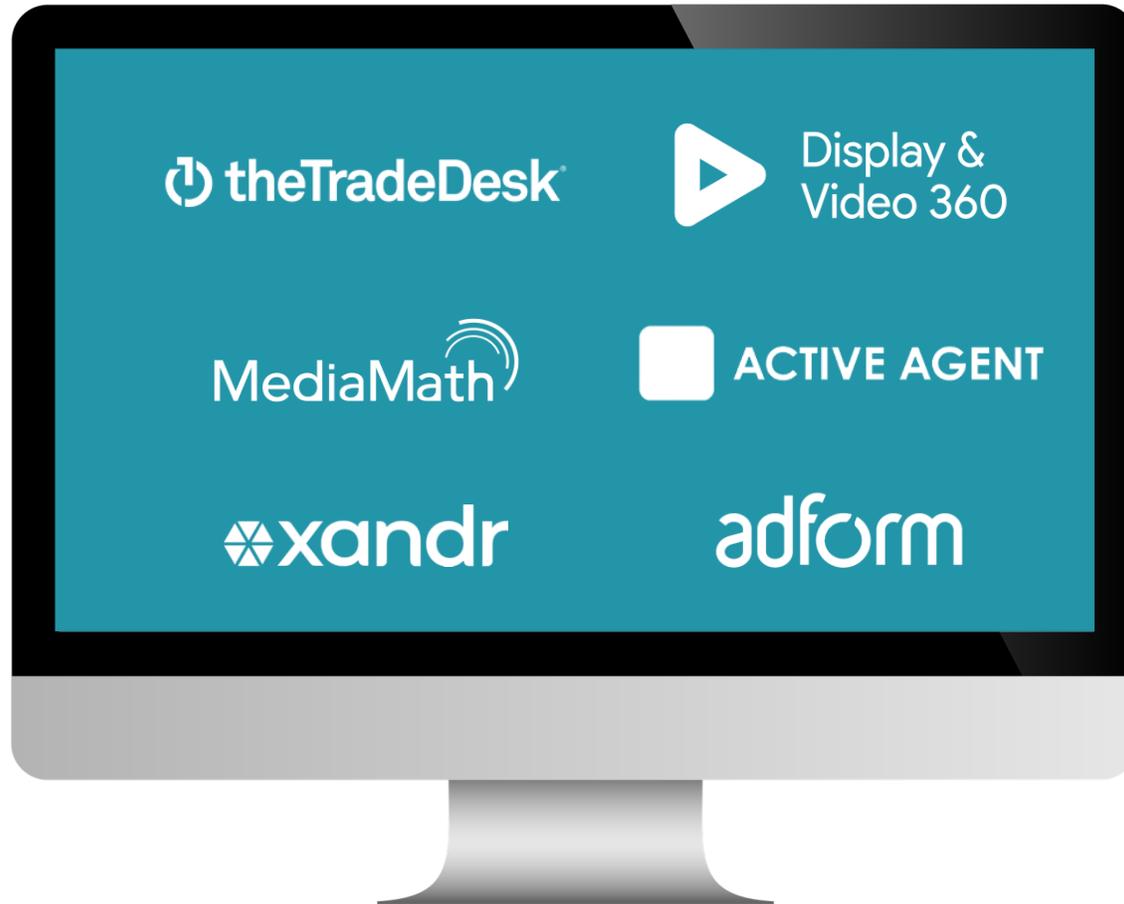


Our team is at your disposal

Our targeting managers select the right combination of segments or create completely custom ones - so your campaign gets the targeting data it deserves.

DELIVERY IN INDIVIDUAL DSP-SEATS

The segments are provided directly in the desired DSP, the target groups are immediately available for activation

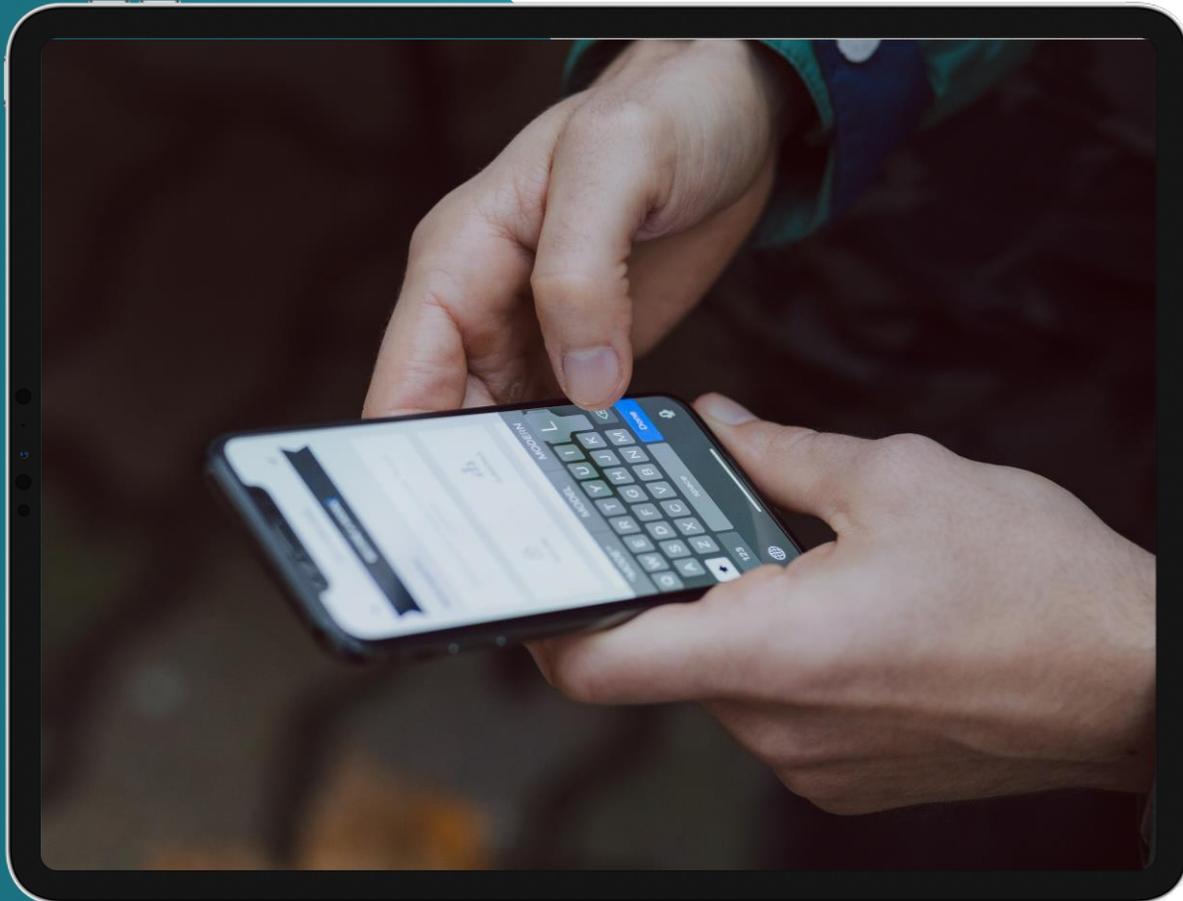


DSP network

We work with the ecosystems with the widest reach and are continuously expanding our network.

ACTIVATE YOUR TARGET GROUPS

Your customized segments are now ready - Address your target group at exactly the right moments



Reach iq digital target groups programmatically

Users of Germany's leading leading media and highest-quality portals - make sure you communicate with the relevant target groups in your programmatic campaigns, too, with DataExchange.

CONVENIENT ACCOUNTING

Based on the delivered ais we create a monthly invoice - without minimum sales or other obligations



Usage based payment

Our automated billing is impression-based, based on the users reached with our segments and independent of the segment size. This means you only pay for what you have used for your campaign.

NO MINIMUM PURCHASE

