

DEMOGRAPHY

Targeting Targeting details

| | |
|-----------------------------------|---|
| Gender | |
| Sociodemographic gender: | man |
| Sociodemographic gender: | woman |
| Age | |
| Sociodemographic age: | 16-17 |
| Sociodemographic age: | 18-19 |
| Sociodemographic age: | 20-29 |
| Sociodemographic age: | 30-39 |
| Sociodemographic age: | 40-49 |
| Sociodemographic age: | 50-59 |
| Sociodemographic age: | > 59 |
| Net household income | |
| Sociodemographic earning: | < 500 € |
| Sociodemographic earning: | 500-1500 € |
| Sociodemographic earning: | 1500-2500 € |
| Sociodemographic earning: | 2500-4000 € |
| Sociodemographic earning: | > 4000 € |
| Main income earner | |
| Sociodemographic topearner: | no |
| Sociodemographic topearner: | yes |
| Household head | |
| Sociodemographic homeleader: | no |
| Sociodemographic homeleader: | yes |
| Occupational status | |
| Sociodemographic job: | fulltime |
| Sociodemographic job: | not_working |
| Sociodemographic job: | part_time |
| Sociodemographic job: | retired |
| Sociodemographic job: | school |
| Sociodemographic job: | student |
| Sociodemographic job: | unemployed |
| Sociodemographic job status: | employed |
| Sociodemographic job status: | official |
| Sociodemographic job status: | self_employed |
| Sociodemographic job status: | worker |
| School leaving certificate | |
| Sociodemographic graduation: | no |
| Sociodemographic graduation: | yes |
| Education | |
| Sociodemographic education: | no_university |
| Sociodemographic education: | trainy_or_less |
| Sociodemographic education: | university_technical_college |
| Housing situation | |
| Sociodemographic living: | owner_flat |
| Sociodemographic living: | owner_home |
| Sociodemographic living: | rent |
| Marital status | |
| Sociodemographic status: | partnered_married |
| Sociodemographic status: | single |
| Family with children | |
| Interests kids3: | kids<3_years |
| Interests kids3: | no_kids<3_years |
| Interests kids6: | kids<6_years |
| Interests kids6: | no_kids<6_years |
| Interests kids14: | kids<14_years |
| Interests kids14: | no_kids<14_years |
| Want to have children | |
| Interests baby: | Users who want to have children and are intrested in baby supplies and pregnancy topics |

INTERESTS & PURCHASE INTENTIONS

| | |
|---------------------------------|---|
| Home & furnishings | |
| Interests home deco | Users interested in crafts and decorating, as well as hobby crafts such as knitting and sewing. |
| Interests home garden | Users interested in topics such as gardening, plants, herbs and trees, garden design, and landscaping |
| Interests home handyman | DIY enthusiasts interested in tools, renovation work, furniture making, and woodworking |
| Interests home builder | Home and garden owners, as well as those interested in building, living, costruction financing & renovation |
| Interests kitchen-furniture | Users woh intend to buy a kitchen |
| Business | |
| Interests career | Career-oriented users and those interested in jobs who are interested in professional careers and developments such as seminars and educational opportunities |
| Interests economy | Users with a heightened interest in economic topics such as stock market information, loans, real estate, and money |
| Interests insurance | Users who are increasingly concerned with the topic of insurance, including pension, health, household, legal protection, and life insurance |
| Automobile | |
| Interests cars | Includes people interested in automobiles and motor vehicles who are interested in both new and used cars as well as motor vehicle accessories such as replacement and repair parts and tires |
| Interests new cars | People interested in new cars, taking into account car brands and information from the automotive industry |
| Interests Brand: SEAT | Includes users who have an above-average interest in the SEAT brand. |
| Interests Brand: BMW | Includes users who have an above-average interest in the BMW brand |
| Interests: e-mobility | Includes users who have an above-average interest in electric mobility |
| Intention new car 3y | New car buyers in the next three years |
| Intention drivers license | Driver's licence holder |
| Intention Transporter@mobile.de | Includes users who show above-average interest in purchasing vans. |
| Consumer Electronics | |
| Intention mobile contract | Intention to purchase a mobile device or mobile phone tariff in the next 9 months |
| Interests computer | Users interested in computers/accessories, software, hardware, network technologies, computer components and programming |
| Interests hifi tv | Users interested in TV and hi-fi, consoles, home cinema, music equipment and systems |
| Interests photo | Users interested in cameras, photography, art and technical accessories |
| Interests audio-streaming: r83 | Users who use audio streaming services |
| Interests mobile tech | Users interested in smartphones, tablets and their technology, apps and accessories |
| Entertainment | |
| Intention pay tv | Users who have subscribed to at least one pay TV channel |
| Intention no tv | Users who do not watch linear TV |
| Intention newspaper | Users who regularly read a daily newspaper |
| Interests casual gaming | Gamers interested in PC, console, online and browser games |
| Interests hardcore gaming | Gamers interested in PC, console, online and browser games |
| Interests gambling | Users interested in gambling, lotteries and systemic betting such as sports or horse betting |
| Interests dating | Users interested in topics related to finding a partner, flirting and dating |
| Interests entertainment | Users interested in cinema, films, DVDs, music, TV and literature, as well as related programmes and reviews |

√ more entertainment

| Targeting | Targeting details |
|---|---|
| Interests film | People interested in films, cinema and TV, as well as users interested in streaming services and series |
| Interests literature | Users interested in literature and authors, readings, literary criticism, e-books, biographies, fiction and non-fiction |
| Interests art culture | Users interested in art, culture and literature, as well as museums and exhibitions, theatre, opera, musicals and concerts |
| Interests music | Users interested in music, festivals, concerts, charts, musical instruments & streaming services + users interested in different music genres such as classical or electronic music as well as rock & pop, as well as DJs and bands |
| Audio | |
| Interests pop rock | Listeners of pop and rock music |
| Interests hiphop rap | Listeners of hip hop & rap music |
| Interests classic jazz | Listeners of classic & jazz music |
| Interests oldies | Listeners of oldies |
| Interests schlager | Listeners of Schlager music |
| Interests electro | Listeners of electronic music |
| Interests podcast | Listeners of podcasts & radio plays |
| Fashion & Lifestyle | |
| Interests fashion | Fashion enthusiasts, trendsetters and fashion victims with a keen interest in trend reports, fashion shops and blogs, clothing, accessories and shopping topics |
| Interests beauty | Users who are interested in beauty products such as make-up, skincare ranges and products for the body and hair, as well as fragrances, body culture, diets and hairstyles |
| Interests boulevard | Users with a keen interest in gossip, such as the lives of celebrities, royals and stars, their lifestyles and relationships |
| Interests food | Users interested in topics related to food and drink, cooking, baking and nutrition, as well as nutritional trends, diets and related recipes. |
| Interests food & drinks: coffee capsule machines | Users who show above-average interest in capsule machines and capsule machine accessories |
| Interests food & drinks: barbecue | Users with interest in barbecue |
| Interests food & drinks: vegan | Users who belong to the vegan category and are more interested than average in a vegan diet |
| Interests food & drinks: vegetarian | Users who belong to the vegetarian category and are more interested than average in a vegetarian diet |
| Interests food & drinks: diet & weightloss | Users interested in topics related to diets and weight control |
| Interests nature | Users interested in environment - topics such as nature, global warming, environmental protection, sustainability, renewable energies |
| Pets | |
| Interest pets: pets in general | Users who own a pet |
| Interest pets: cats | Users who own a cat |
| Interests: cats general | Users who show an above-average interest in cats |
| Interest pets: dogs | Users who own a dog |
| Interests: dogs general | Users who show an above-average interest in dogs |
| Behaviour / Sinus Millieus | |
| Interests health nature | LoHaS: Users interested in health and sustainability, fitness and healthy eating, as well as climate change and environmental protection. These are users with a higher disposable income, a higher level of education and an interest in high-quality products |
| Interests young urban | Young Urban Professionals: Young adults with a good income, living in cities and unmarried |
| Interests early adopter | Early Adopter: Users who adapt to innovations of any kind faster than others |
| Interests late follower | Late Follower: Users who adapt to innovations of any kind later than others |
| Health | |
| Interests health | Users who seek information about illnesses, symptoms, sports and nutrition, as well as medications, alternative medicine, allergies, sports and nutrition. |
| Interests medicines | Purchaser of medicines |
| Interests eyeglasses | Users with visual aids |
| Interests hearing aid | Users with hearing aids |
| Sports | |
| Interests outdoor | Active users interested in hiking, cycling and other outdoor activities, frequent travellers, adventure holidaymakers and sports enthusiasts |
| Interests sports activity | Sporty users interested in running, climbing, cycling and other sports, as well as related sports equipment. |
| Interests sports news | Users interested in sporting events, sports news and reporting |
| Interests soccer | Includes users interested in soccer, soccer clubs, soccer coverage, fan merchandise, and sports merchandise. |
| Interests sport fitness | Users who exercise regularly |
| Interests wintersports: ski/snowboard | Users interested in skiing and snowboarding |
| Travel | |
| Interests all inclusive travel | Users interested in package tours, cruises, club vacations, and family vacations |
| Interests individual travel | Users interested in flights, hotels, vacation planning, and individual travel planning such as backpacking and camping |
| Interests city travel | Users interested in city breaks, short trips and weekend getaways, cultures, museums, monuments, and historical city history |
| FMCG | |
| Intention beer drinking | Beer purchasers |
| Intention coffee drinking | Users who drink coffee regularly |
| Shopping | |
| Interests online shopping | Users who mainly buy products online |
| Interests smart shopping | Users who are bargain hunters, research price comparison websites, and prefer low-priced offers |
| Interests luxury | Luxury-minded individuals with interest in high-priced products, e.g. designer goods, jewelry, watches, high-end cars & real estate. |
| Restaurants | |
| Location fast food McDonalds | Users who regularly eat at McDonald's |
| Location fast food Burger King | Users who regularly eat at Burger King |
| Commuter | |
| Location gas Shell | Users who regularly fill up at Shell |
| Location gas Aral | Users who regularly fill up at Aral |
| Location commuter 10-30km | Users who regularly commute 10-30 kilometers |
| Location commuter >30km | Users who regularly commute more than 30 kilometers |
| Location frequent traveller | Users who regularly commute between airports |
| B2B | |
| B2B General | Business professionals with an above-average interest in economics, online marketing and B2B |
| B2B Construction | Includes users from civil engineering, construction, and other finishing trades |
| InCar | |
| InCar | Technical targeting allows drivers to be reached via an app while they are driving. |
| TV-Usage | |
| Entertainment | Above/below-average TV consumption of entertainment content |
| Event | Above/below-average TV consumption of event content |
| Family | Above/below-average TV consumption of family content |
| Food | Above/below-average TV consumption of food content |
| Holiday | Above/below-average TV consumption of holiday content |
| Home Shopping | Above/below-average TV consumption of home shopping content |
| Nature | Above/below-average TV consumption of nature content |
| News | Above/below-average TV consumption of news content |
| Sports | Above/below-average TV consumption of sports content |
| Travel | Above/below-average TV consumption of travel content |
| SVOD-Plattformen | Above/below-average TV consumption of SVOD platforms |
| Netflix | Above/below-average TV consumption of Netflix |
| Disney+ | Above/below-average TV consumption of Disney+ |
| Amazon Video | Above/below-average TV consumption of Amazon Video |
| Paramount+ | Above/below-average TV consumption of Paramount+ |
| AppleTV+ | Above/below-average TV consumption of AppleTV+ |
| Boost-my-TV-Campaign with TV monitoring (challenge & approach) | |
| Below-average TV brand presence | Increase reach Maximize reach |
| Competitors over-represented on TV | Increase market share/visibility |
| Competitors under-represented on TV | Maintain market share/visibility |
| Above-average brand presence on TV | Reach already highly exposed viewers |