



Targeting options with AllMediaDesk

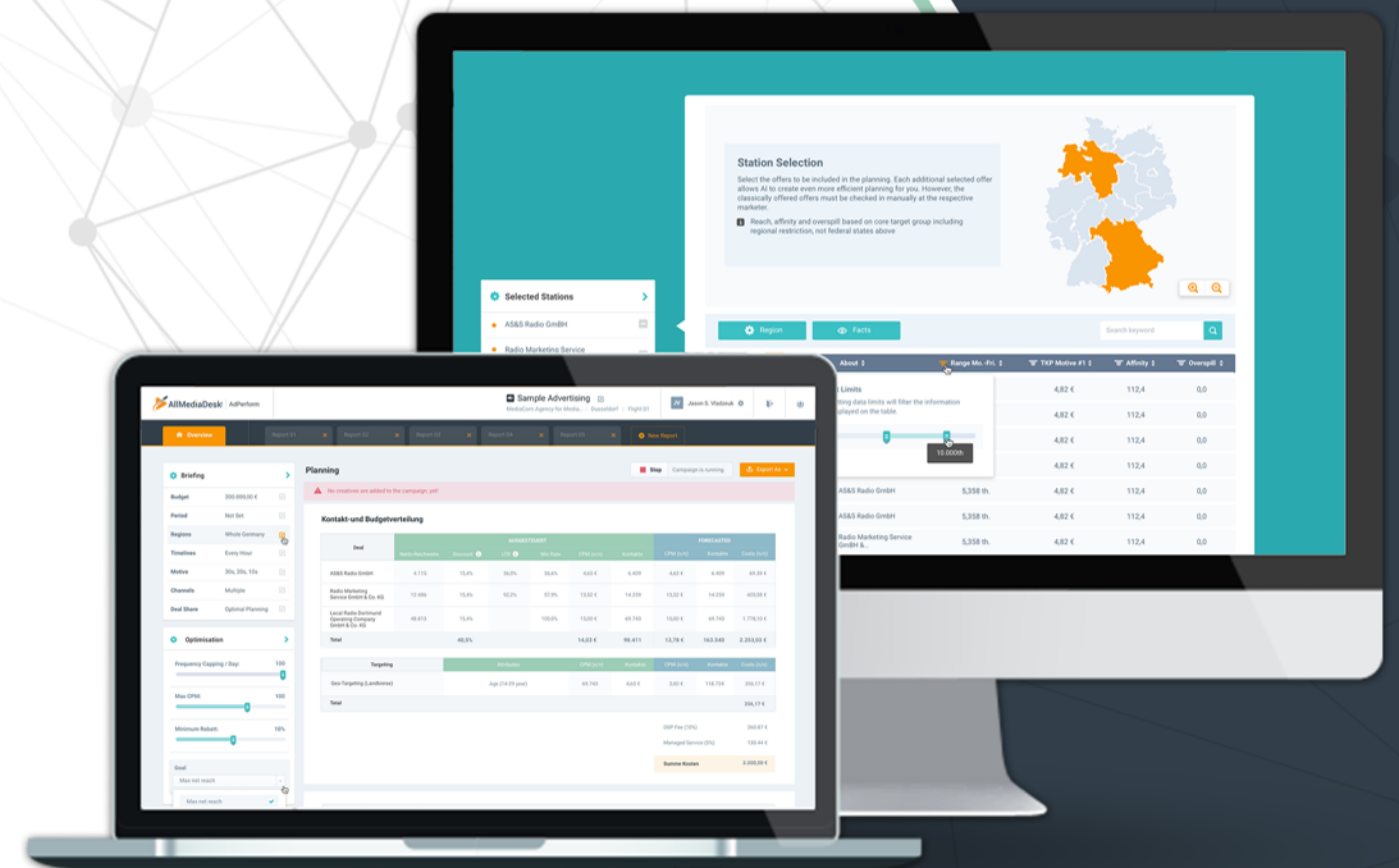
Precise targeting through AllMediaDesk DMP and technical targeting



AGENDA

- Technical targeting
- Sociodemographics
- Occupation & job
- Household, living situation & furniture
- Leisure time
- Travel
- Attitude
- Finances
- Mobility & car
- Nutrition & food shopping
- Children
- Fashion, beauty & shopping
- Technology, internet & communication

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Regio

- State
- Country
- City
- Zip code list

Device targeting (technical targeting)



Mobile

- Apple
- Android
- Samsung
- Huawei
- Xiaomi
- Others



Television

- Apple TV
- Amazon Fire TV
- Google
- Roku
- Others



Computer

- Windows
- macOS
- Linux
- Others



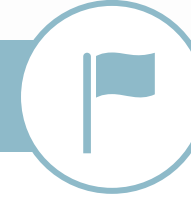
Smart speaker

Provider Targeting



USA

- AT&T
- Spectrum
- Xfinity
- Verizon
- Cox
- T-Mobile
- CenturyLink
- Optimum
- Frontier
- Others



Canada

- Bell
- Rogers
- Telus
- Shaw
- Vidéotron
- Cogeco
- Eastlink
- Starlink
- TekSavvy
- Others



Australia

- Telstra
- Optus
- TPG
- liNet
- Aussie Broadband
- Belong
- Dodo
- Vodafone
- Exete
- Others



New Zealand

- Spark
- Vodafone
- Vocus
- 2 degrees
- Trustpower
- Others



Age

- (Space) from (to) years



Relationship status

- Married
- In a relationship
- Single



Glasses/ contact lenses

- Yes
- No



Sex

- Male
- Female



Partner search (Dating)

- Yes
- No



School Education

- Basic secondary education with or without apprenticeship
- Secondary school without A-level /Matura, secondary school leaving certificate
- A-level, matura, general or specialized university entrance qualification
- General or specialized university entrance qualification with degree



Employment status

- Pupil, trainee, student
- Employed
- Job-seeking / in retraining
- Retired, pensioner



Decision maker

- Yes
- No



Job role

- Commercial activities
- Agriculture, nature, environment
- Production, manufacturing
- Health
- Social work, education
- Technology & IT
- Real estate
- Hospitality
- Construction
- Other



Company size

- Up to 250 employees
- 250 - 10,000 employees
- 10,000 employees or more



Currently looking for a job

- Yes
- No



Planning to move

- Yes
- No



Garden ownership

- Yes
- No



Home ownership

- Homeowner
(house or apartment)
- Renter
(house or apartment)



Pet ownership

- Yes
- No



Furniture purchase intention

- Kitchen purchase
- Other furniture purchase



House or apartment purchase intention

- Intention to buy a house
- Intention to buy apartment



Type of pet ownership

- Dog
- Cat



Interest in sport

- Soccer
- Basketball
- Athletics & gymnastics
- Tennis
- Cycling
- Hiking
- Running & jogging
- Winter sports
(ski & snowboard)
- Golf
- Swimming
- Martial arts
- Motorsports
- Water sports/sailing/surfing
- Baseball
- American Football
- Other



Preferred film genres

- Action
- Documentary
- Drama
- Comedy
- Family movies
- Romantic movies
- Science Fiction
- Horror



Preferred music genres

- Pop
- Dance / Electronic / House
- Classical music
- Pop songs
- Country
- Rock
- Metal
- R'n'B & Hip-Hop



Hobbies

- Play a musical instrument
- Reading
- Going to the cinema & watch movies
- Cooking & Baking
- Do sports
- Home & gardening
- Video games
- Cultural events or theater
- Shopping
- Go out to eat
- Sporting events
- Nightclub
- Sauna & wellness
- Festivals & concerts
- Amusement parks
- Learn languages



Preferred type of holidays

- Beach & sun vacation
- Cruise
- Cities / cultural trip
- Ski vacation / Winter Sports
- Family vacation
- Luxury vacation
- Language trip
- Do not go on vacation



Preferred vacation destination

- USA & Canada
- Australia & New Zealand
- Germany
- Austria
- Switzerland
- Spain
- Turkey
- Italy
- Other Europe
- Southeast Asia
- Other Asia
- Middle East & Africa
- Latin America & Caribbean



Type of transportation for vacations

- Car or Campervan
- Train
- Airplane
- Cruise



Household Net Income (HHNI)

- Under \$500
- \$500 - 1.000
- \$1.000 - 1.500
- \$1.500 - 2.000
- \$2.000 - 2.500
- \$2.500 - 3.000
- \$3.000 - 3.500
- \$3.500 - 4.000
- \$4.000 - 4.500
- \$4.500 - 5.000
- Over \$5,000



Online banking users

- Yes
- No



Used means of transport

- Car
- Public transport (bus, train, etc.)
- Bicycle



Bicycle purchase intention

- Yes
- No



Car purchase intention

- Planning to purchase a new car
- Planning to purchase a used car



Interest in car brands

- | | |
|------------|---------------|
| ▪ Opel | ▪ Volvo |
| ▪ VW | ▪ Porsche |
| ▪ Seat | ▪ Peugeot |
| ▪ Audi | ▪ Tesla |
| ▪ Mercedes | ▪ Nissan |
| ▪ BMW | ▪ Mazda |
| ▪ Mini | ▪ Renault |
| ▪ Hyundai | ▪ Citroen |
| ▪ Honda | ▪ Other brand |
| ▪ Fiat | |
| ▪ Ford | |
| ▪ Toyota | |



Household leader (HHL)

- Yes
- No



Visits fast food chains

- Yes
- No



Vegetarian or vegan

- Yes
- No



Buyer of organic products

- Yes
- No



Interest in healthy lifestyle

- Yes
- No



Children in the household

- Parents of children under 1 year
- Parents of children 1-3 years old
- Parents of children 4-5 years old
- Parents of children 6-12 years old
- Parents of children 13-17 years old



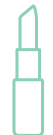
Purchasing behavior

- Pay more attention to the price when shopping
- Pay more attention to the brand when shopping



Interest in shopping

- Yes
- No



Interest in cosmetics

- Yes
- No



Interest in fashion

- Yes
- No



Interest IT & Technology

- Yes
- No



Purchase intent

- Computer
- Mobile phone
- Television
- Camera
- Speakers
- Games consoles



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