

Technical Targeting

Targeted addressing of your advertising message by location, time and purchase intent

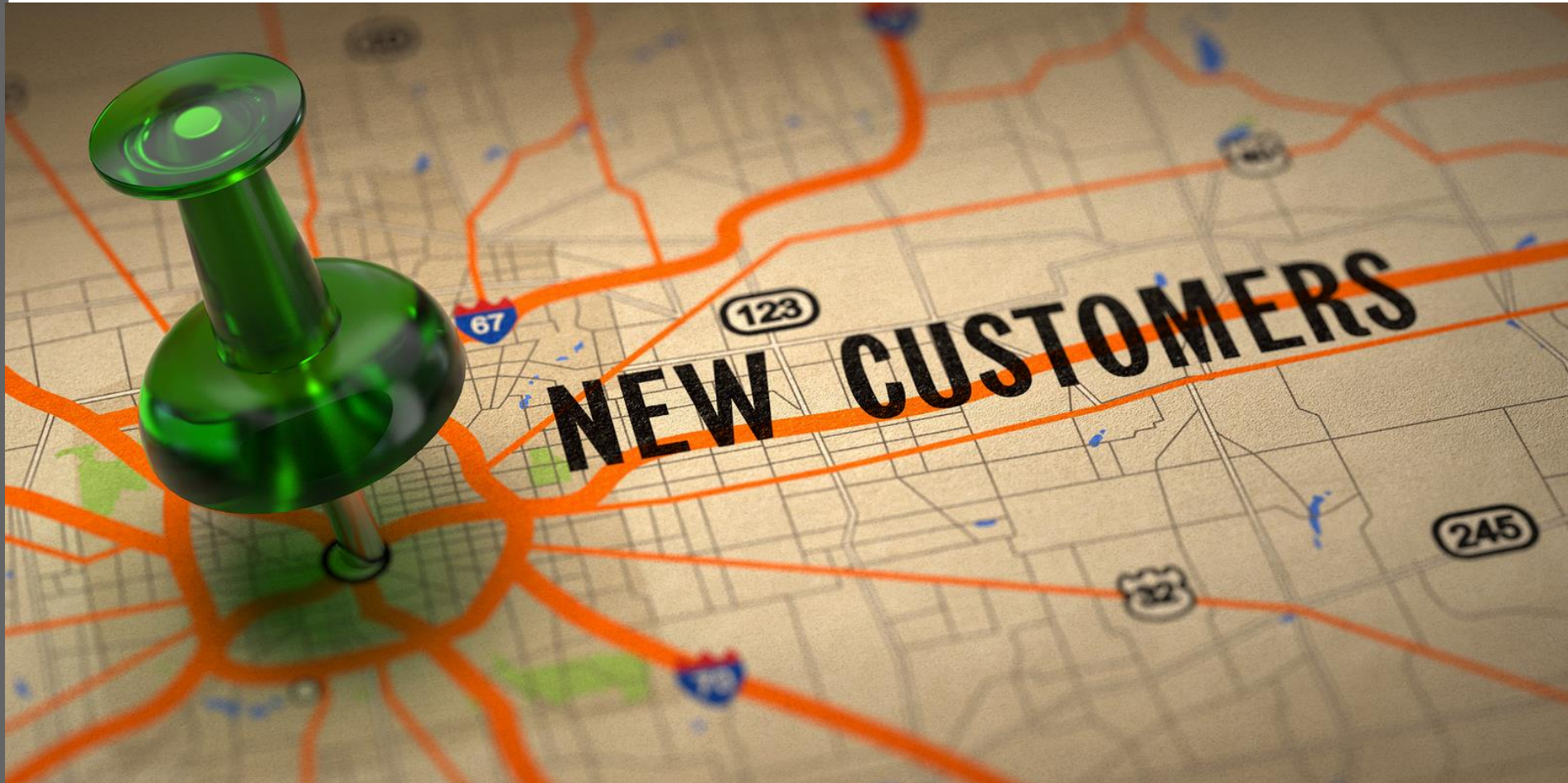


TECHNICAL TARGETING

- ✓ Geo-targeting (Country, city, post code)
- ✓ Week day
- ✓ Time
- ✓ Weather targeting
- ✓ Frequency capping
- ✓ Operating system
- ✓ Retargeting
- ✓ Screen resolution
- ✓ Semantic targeting
- ✓ Keyword-targeting

Combine multiple parameters and advertise at the right time at the right place in an appropriate environment. Maximize so your campaign success and your reach and minimize your waste coverage.

Your campaign is sure to be a hit.



You want to reach only a certain area at a certain time?

Take advantage of these targeting options to present your product at the right time at the right place to the right customer. Minimizing the wastage



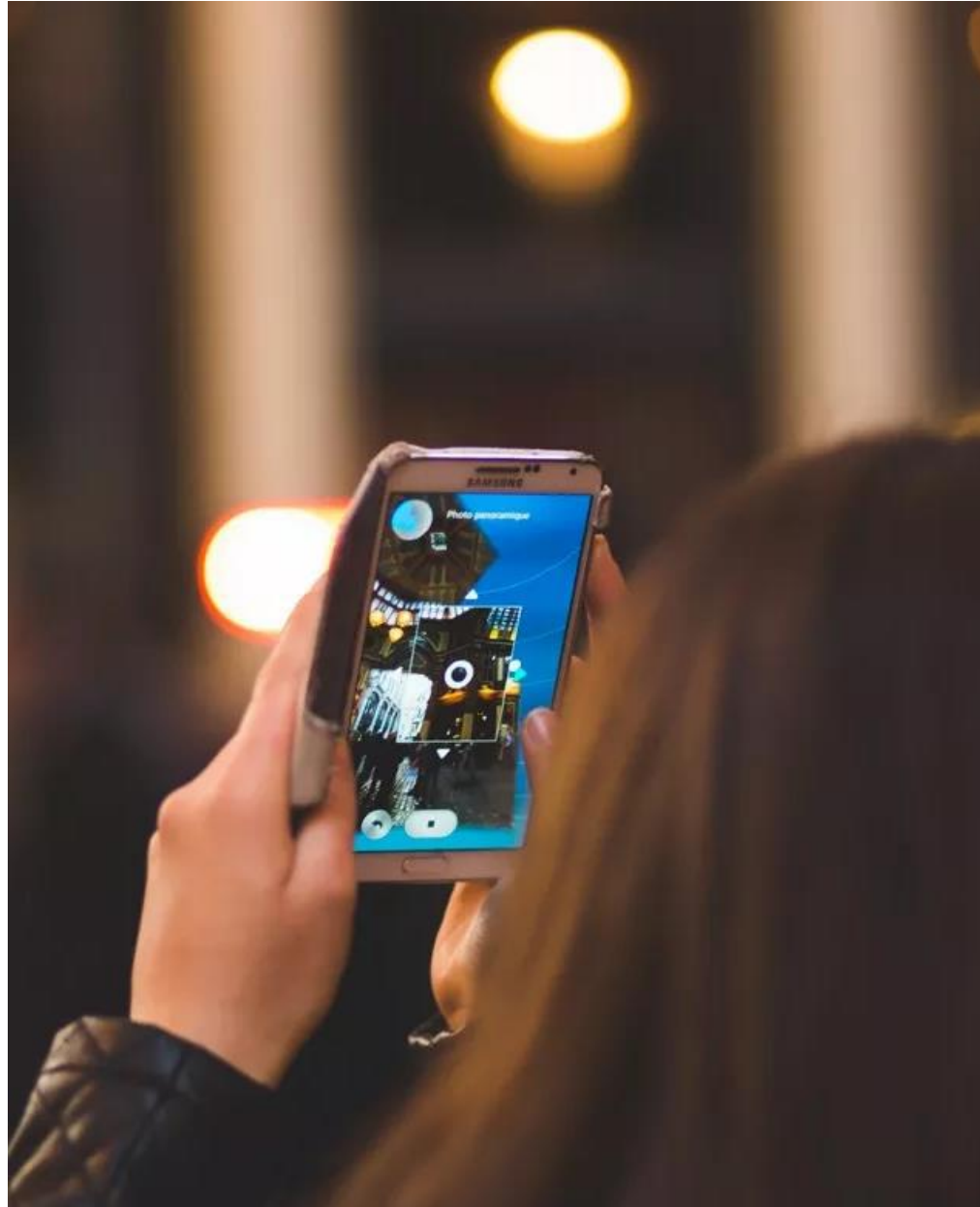
A sunrise is something beautiful. Take advantage of the sunny side of marketing and make weather targeting. Whether sunscreen or umbrella. Here you can apply all dependent on the weather.

FREQUENCY CAPPING



Exclude that your advertising is not disturbing to the consumer. Put a frequency capping on your campaign and every user sees your banner only a maximum which you have defined it previously.

RETARGETING



Minimize by retargeting your wastage. This targeted advertising reach a target group which are interested in your product and have a high willingness to buy.

SEMANTIC TARGETING



Exclude bad words and a misplacement of your campaign through semantic targeting.

KEYWORD-TARGETING

Take advantage of this form of targeting , so that your product will appear in keywords to Google at the top.

