

## Book your target groups direct:

nugg.ad makes it possible to book your target group simply and directly.

We have used our many years of experience in running the most diverse range of targeting campaigns to compile the best and most precise target groups.

The individual target groups are defined from the widest variety of product and channel interests, based on a socio-demographic foundation.

We help you to reach the online target group interested in your exact product.

**Whether business travellers, gardening enthusiasts or shoppers for luxury goods,  
nugg.ad has the right target groups for your campaign!**

Travel

Decision-Makers

Cars

Fashion

Food & Drink

Lifestyle & Leisure

Finance

Consumer Electronics

Beauty & Care

Health

Home & Garden

**(Your Target Group...)**

nugg.ad | **consumer:**

nugg.ad consumer powered by  
Nielsen Homescan combines the high quality  
data from the Nielsen® Homescan Panel with  
our leading Predictive Targeting Technology

powered by  
**nielsen**

nugg.ad | **Demographics:**

Gender  
Age  
Household Income

Education  
Household Size  
and many more...

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## The most frequently booked target groups:

nugg.ad Predictive Behavioral Targeting offers marketers a tried and tested combination of socio-demographics and product interests as standardised "hot spots", such as:

### Car Enthusiasts

Whether they are on the road with the family or on their own, members of the Car Enthusiasts target group love cars. Consists of 20- to 49-year-old men.

### Communicators

Mobile phone to their ear and with an eye on the price, this group of 14- to 49-year-olds is particularly interested in cellular devices and/or telecommunication prices.

### Financial Information Seekers

This target group comprising professionals with an above-average net household income is particularly interested in money investments, real estate and insurance policies.

### Technology Shoppers

Technology shoppers in the 20- to 49-year-old age bracket are interested in entertainment electronics and cameras.

### Media Enthusiasts

This target group is at home amongst the stars; they are interested in entertainment, lifestyle and music.

### Families

All nugg.ad customers can book this target group consisting of householders with children or more than three people in the household.

### Tourists

This target group loves travelling all over the world, whether on a package tour or on a spontaneous last-minute trip.

### Gamer

All 14- to 39-year-old gamers who like to play computer games on computers or consoles can be booked using nugg.ad Targeting.

### Household Decision Makers

This target group of consumers who make their buying decisions at the supermarket can be booked across the range of marketers. Consists of 20- to 59-year-olds.

### Computer Nerds

This male target group is particularly interested in computer hardware and/or software products.