



GENERAL TARGET GROUPS PREDICTIVE BEHAVIOURAL TARGETING

SOCIO DEMOGRAPHICS

| | | | | |
|----------------|-----------------------|--------------------|-------------------|--------------------|
| Age | Gender | Income (personal) | Education | Employment status |
| Household size | Children in household | Income (household) | Head of household | Main income earner |

CONSUMER BEHAVIOUR / ATTITUDES

| | | | | |
|----------------------|--|-----------------------|---------------------------|--|
| PLANNING TO MOVE: | to a flat | to a house | | |
| CAR BUYING: | Intent on buying a car within the next 12 months | | | |
| SHOPPING PREFERENCE: | Supermarket | Discount supermarkets | Organic/health food store | |
| | Delicatessen/Specialists | Online | | |
| PRODUCT PREFERENCE: | Healthy food | Low carb/low fat | Convenience food | |
| | Organic food | Long life products | New food brands/varieties | |
| | Sweet/savoury snacks | Brand name food | Beer/beer mix drinks | |

PRODUCT INTERESTS

| | | | | |
|------------------------|--------------------------|---------------------------|--------------------|----------------------|
| Care and beauty | Telecom. (rates/devices) | Holiday/Last-Minute | Art & culture | DIY products |
| Investments/Funds etc. | Consumer electronics | Optics | Dating | Household appliances |
| Energy (power/gas...) | Insurance | Computer (Hard-/Software) | Education/training | Computer-/videogames |
| Entertainment media | Furniture | Baby products | Fashion | |
| Plane-/train tickets | Sport/Fitness | Pet supplies | | |

AFFINITIES

| | |
|------------------------|---|
| Entertainment: | Books / Gossip / Cinema / Comedy / Entertainment / Family & Leisure / Lifestyle / TV & Movies |
| News-Channel / others: | Economy / Local & Regional / News / Politics / Weather / Science / Jobs / E-Commerce |

HOT SPOTS & FASHION AUDIENCES

HOT SPOTS

| | | |
|---------------------------------|-------------------------------|------------------------------|
| Car Buyers | Savers & Investors | Luxury Shoppers |
| LOHAS / High Income Earners | Home Movers | Gamers |
| Sports & Fitness Enthusiasts | Celebrity Gossip | Discount Shoppers |
| Technology & Gadget Enthusiasts | Healthy Eaters | Young Mobile Communicators |
| | Holiday Travellers | Families with young children |
| Household Shoppers | Care, Beauty & Fashion Lovers | |

FASHION AUDIENCES

Factual intent or computed data

a) Fashion types or clothing style etc.
b) Product categories such as:
Fashion for women / men / children
Jackets, shoes, sport shoes, trousers, etc.

BRANDING OPTIMISER

BRANDING OPTIMISER TARGET GROUPS

| | | | |
|------------------------------------|-----------------|----------------|--------------------|
| Campaign specific optimisation of: | Brand Awareness | Brand Affinity | Purchase Intention |
|------------------------------------|-----------------|----------------|--------------------|

CUSTOMER SPECIFIC TARGET GROUPS

1ST, 2ND, 3RD PARTY DATA + AUDIENCE EXTENSION

Specific data from publishers / sales houses, advertisers or external data providers – reach extension with predictions (audience extension)

BRAND AUDIENCE TARGETING

Reaching users with an affinity to a brand or product website with high reach

ADVERTISER- & PUBLISHER- SPECIFIC TARGET GROUPS

Customised target groups, e.g. based on CRM / purchase intent data or on market research

PANEL BASED/ MARKET RESEARCH TARGET GROUPS

DIGITAL SINUS-MILIEU®

Established, Liberal Intellectuals, High Achievers, Traditionals, Socio-Ecologicals, Movers & Shakers, New Middle Class, Adaptive Pragmatists, Escapists, Precarious Milieu

CONSUMER TARGETING

Reach specific consumer segments online based on factual purchase data such as heavy buyers or brand loyalists – e.g. based on panel data

TV AUDIENCES

Using TV campaign information for online audience targeting (e.g. via panel) data: a) Targeting of users who have not been reached or b) Integrated cross-channel targeting for amplified multiplying effects

CONTACT CLASS MANAGEMENT

FREQUENCY BOOSTING

More users receiving the intended ad exposure dosage – also available for cross publisher campaigns on the Open Targeting Platform™

FREQUENCY CAPPING

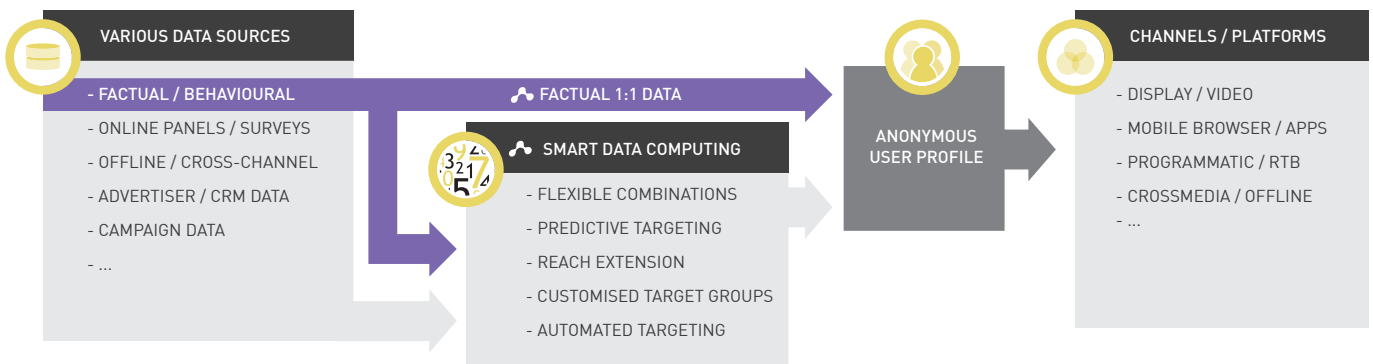
Addressing users to the maximum ad exposure dosage – also available for cross publisher campaigns on the Open Targeting Platform™

Boosting und Capping can be combined for an optimum ad dosage – also available for cross publisher campaigns on the Open Targeting Platform™


nugg.ad MULTICHANNEL AUDIENCE TARGETING

The next level of data-driven advertising – powered by smart data

nugg.ad Multichannel Audience Targeting is based on various data sources and powered by intelligent machine learning. In comparison to other platforms, nugg.ad's smart technology is not only capable of gathering, but also of computing extensive target group information in real-time for a large number of users. nugg.ad provides target groups either based on factual data or smart data computing incl. individual / combined audience segments.



nugg.ad STANDS FOR PROVEN EFFECTIVENESS:

| | | | |
|--|---|--|--|
|  CHEVROLET Brand Awareness +50% |  DE CECCO Growth in sales +200% |  BURGER KING Purchase Intention +245% |  WRIGLEY Brand Awareness +35% |
|  TOYOTA Purchase Intention +48% |  adidas Target Group Share +92% |  Knorr Target Group Share +129% |  PayPal Video net reach +39% |
|  Super Brüggen Instore Shoppers +50% |  PHILIPS Saeco Brand Awareness +59% |  WB GAMES Campaign efficiency +40% |  Blue Willingness to donate +20% |

More Case Studies on: www.nugg.ad

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