



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
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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

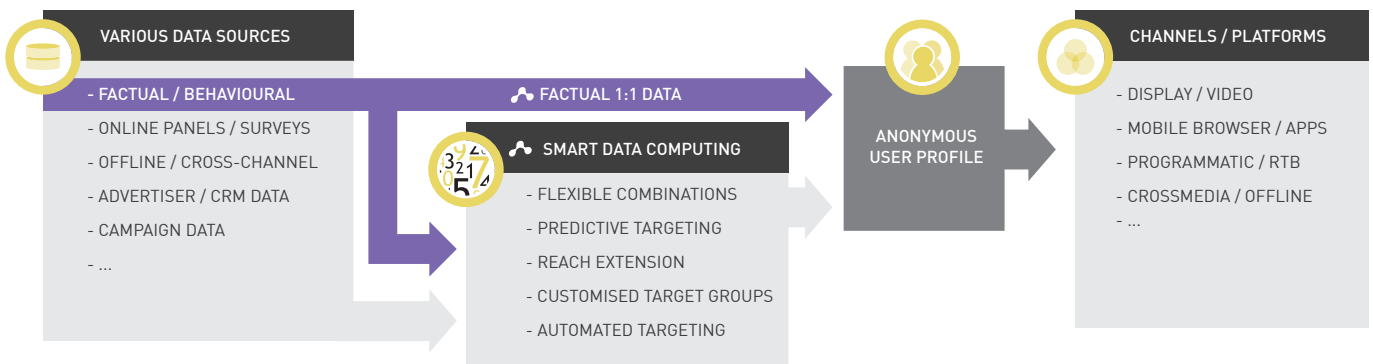
Addressing users to the maximum ad exposure dosage – also available for cross publisher campaigns on the Open Targeting Platform™

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

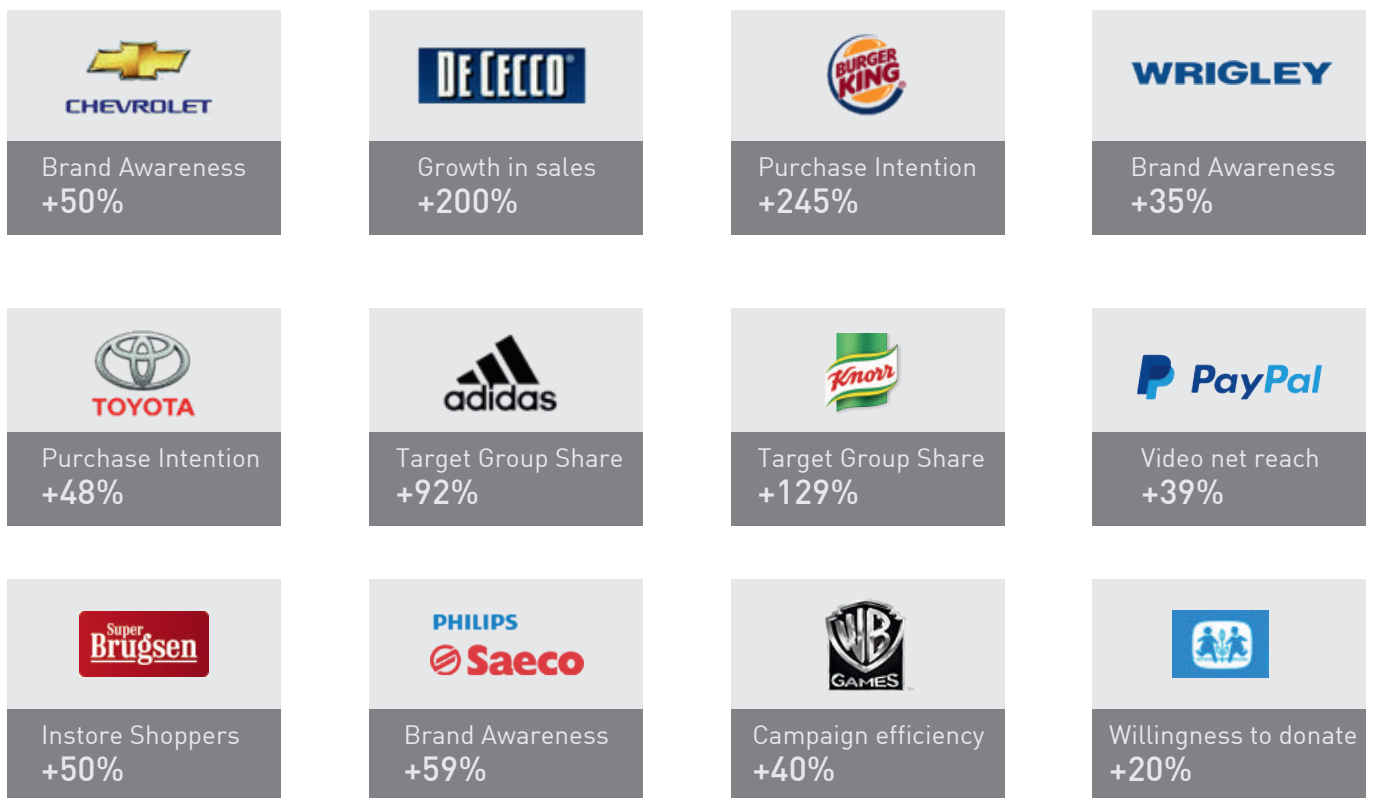
nugg.ad MULTICHANNEL AUDIENCE TARGETING

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:



More Case Studies on: www.nugg.ad

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