

realTargeting premium | Readily available Data Segments

realTargeting: Socio

- Gender
- Age
- Family



realTargeting: Value

- Purchasing Power
- Net Household Income Score



realTargeting: Geo

- 1-, 2-, 3- or 5-Digit Postal Code
- Federal State, District, County, Community



realTargeting: Interests

- Automotive, Baby & Toys, Beauty, Books, Computer, Consumer Electronics, Energy, Entertainment, Fashion, Financial Products, Food & Drinks, Home & Garden, Insurance, Lottery, Non-Food, Sports, Telco, Wellness



realTargeting: Audience-Groups

Building Type, Charity Affinity, DINKS, Education, Family, Rural or City, Green Avantgarde, Housing Duration, House Owner, Life Stage, Mail Order Affinity, Shaping Youth, Silver Surfer



realTargeting: CAMEO

- Typology of the population based on wealth and life stage



realTargeting: Customized

- Do it yourself!
- You need other segments? Ask us!

