

A close-up photograph of a man with a beard and a dark cap, smiling broadly while looking at a laptop screen. The background is blurred, suggesting an office or indoor setting.

adality

adality Data Segments (Germany)

Munich | March 2017

realTargeting by adality

realTargeting | Data Segment Overview

realTargeting: Socio

- Gender & Age
- Family (incl. kids age)
- Living duration & Building & Homeowner



realTargeting: Value

- Purchasing Power
- Net Household Income



realTargeting: Geo

- 1-, 2-, or digit postal code
- German State
- Rural/Metropolitan
- Mobility & residential area



realTargeting: Interests

- Automotive, Books, Business Magazines, Gaming, Energy, Entertainment, Food & Drinks, Loans, Lottery, Fashion, Pets, Beauty, Toys, Sports, Telco, Wellness, Health, Insurance, Home & Garden, ...



realTargeting: CAMEO

- Typology of the population based on wealth and life stage



realTargeting: Audience-Groups

- Green-Avantgarde, Powershopper, Education Proxy, Life Stage, Fundraising Affinity, Household Manager
- Typologies: Insurance, Finance & Vacation



realTargeting: Car Status

- Car Owner general
- Split by brand & automotive segment
- Car age



realTargeting: B2B

- Top Management
- Small- & Homeoffice
- Industries

