Targeting on derStandard.at
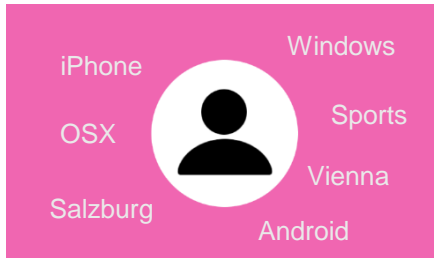
## Precise advertising

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Three types of targeted advertising

The aim of targeted advertising is to address an exact target audience in order to increase the success of your campaign, respectively to minimize scattering losses.
You can choose from three variants:

Technical Targeting contains all options that are technically collectable. For example which news channels are visited by readers, if they are visting from a PC or mobile device, what type of operating system is used or from where someone is visisting (e.g. Vienna, Austria, other countries,…)
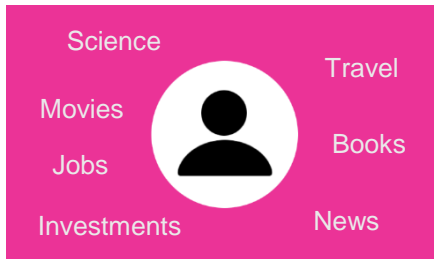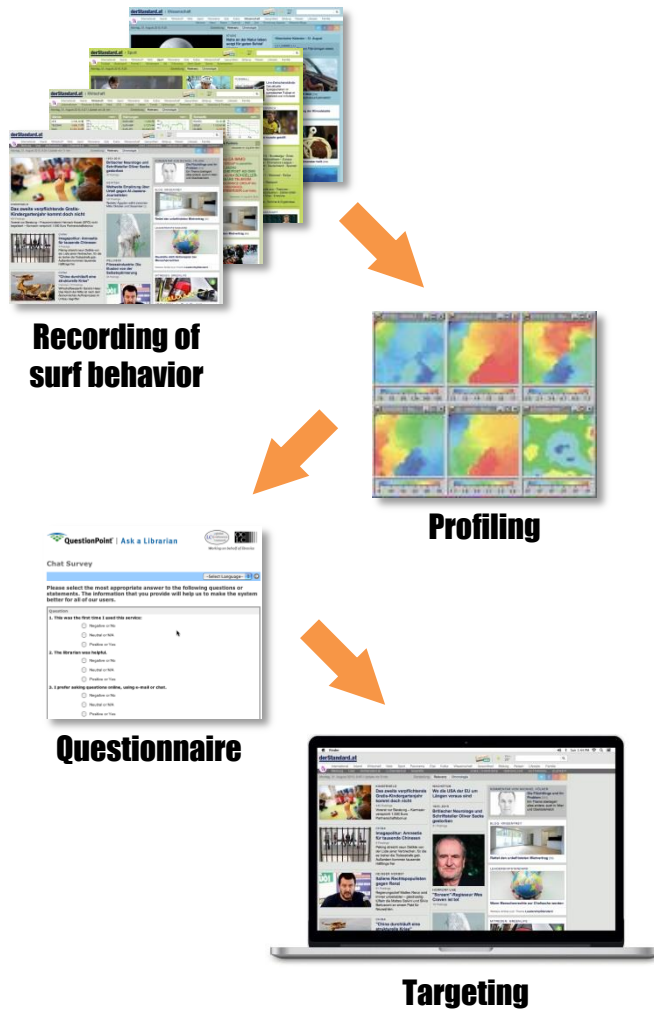
Behavioral Targeting records your online surfing habits. The collected data allows us to identify affinities that help to pinpoint the delivery of ad campaigns to readers who are more likely to acknowledge the ad. This way you can reach movie-lovers not only in the movie section, but also while they read any other section of the news.
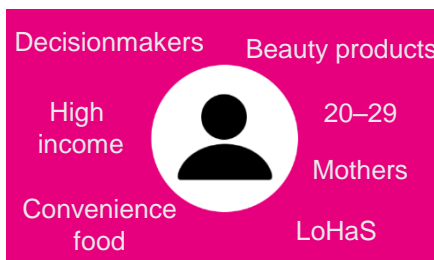
Predictive Behavioral Targeting combines the technically recorded data with data we collect through online questionnaires on our website. This sociodemographic information (age, gender, interests etc.) is projected onto the entire readership. This way automobile ads can be displayed to all readers who are interested in automobiles, no matter what page on our website they visit.

iPhone · Windows · OSX · Sports · Vienna · Salzburg · Android

Science · Travel · Movies · Books · Jobs · Investments · News

Decisionmakers · Beauty products · High income · 20–29 · Mothers · Convenience food · LoHaS

What is „Predictive Behavioral Targeting" exactly?

Recording of surf behavior

Profiling

Questionnaire

Targeting

This technology helps delivering your ads to very specific target audiences on our website:

By placing cookies, we record the surfing behavior of all readers and identify their affinities for specific topics.

We collect sociodemographic data through pop-up questionnaires on our website (sample size: about 3.000 completed forms).

The response data of the sample is then projected to the general surfing behavior of all other users who are considered "very likely to match the assigned target group".

This way your ads are shown mainly (usually > 80 %) to people who are more likely to respond positively to your sales message (your target group) – scattering loss is kept to a minimum.

Calculation example

Assuming you would like to reach mothers whose children are currently between 0 and 14 years old. How can Predicitive Behavioral Tartgeting help to reach that exact target group while saving advertising budget?

	Classic media planning	Predictive Behavioral Targeting
Target group	Women with children (age 0 – 14)	
Ad unit	Leaderboard, ROS	Leaderboard, intelligent
CPM	€ 25.–	€ 30.–
Accuracy	Medium reaches 29.7 % of target group	~ 80 % accuracy
Scattering loss	70.3 % scattering loss	~ 20 % scattering loss
CPM for your target group	€ 84.18	€ 37.50

Savings: 55 % (€ 46.68)

Targeting variables on derStandard.at

The following variables can be chosen from to reach your target group. We recommend to combine three variables at maximum – otherwise the target group will be too small to achieve good results.

Sociodemopgraphy						
Age	14 – 19	20 – 29	30 – 39	40 – 49	50 – 59	60+
Highest qualification completed	Secondary	A-Levels/High School		Higher education		
Household income (mthly net)	< € 2000	€ 2000 – € 3000	€ 3000 – € 4000	€ 4000+		
Per capita income (mthly net)	< € 1000	€ 1000 – € 2000	€ 2000 – € 3000	€ 3000 – € 4000	€ 4000+	
Gender	Male	Female				
Principal income earner	Yes	No				
Household management	Yes	No				
People in household	1	2	3	4	5+	
Children in household	Yes	No	Toddler	Schoolchild	Teenager	
Occupation	In training	Employed	Self-employed	Retired		
Decisionmaker						
Budgetary responsibilites	Making suggestions/Call for tenders		Part in descisionmaking process/ Decide myself		Authorised to sign (solely/with others)	
Corporate Division	Management	Finance	EDP and IT	Marketing, Sales		
	Research & Development		Production/Logistics/Stock Control		Administration/Organization/HR	
Professional Category	Self-employed/ Freelance	Executive	Public Servant/ Employee	Manager		
Company Size	1 – 9 Employees	10 – 19 Employees	20 – 49 Employees	50 – 249 Employees	250+ Employees	
Geographics						
Austria	Vienna	Lower Austria	Burgenland	Upper Austria	Styria	
	Salzburg	Carinthia	Tyrol	Vorarlberg		

Targeting variables on derStandard.at

The following variables can be chosen from to reach your target group. We recommend to combine three variables at maximum – otherwise the target group will be too small to achieve good results.

Consumer Habits						
Intention to move	Apartment	House				
Intention to buy a car	Within the next 12 months					
Preferred grocery vendors	Wholefoods	Discounter	Delicacies	Online-Shop	Supermarket	
Preferred products	Alcoholic Beverages	Beer	Organic	Healthy	Low-fat	Brands
	Long shelf life	New products	Snacks	Convenience		

Product Interests			
Arts and culture	Automobile	Body care & beauty	Computers (hard- / software)
Computer- / Videogames	Consumer electronics	Do-it-yourself	Education
Energy (Power / Gas…)	Entertainment media	Fashion	Flight or train tickets
Furniture	Household appliances	Insurance	Investments
Pet supplies	Products for children	Sports / Fitness	Telecommunication services
Travel/Last-Minute	Visual aids / opticals		

Affinities						
	Books	Economics	Jobs, Career	Lifestyle	Movies (Cinema)	News
	Politics	Science	TV-Movies/Series			

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Targeting variables on derStandard.at

In addition to the above introduced target groups, derStandard.at is able to reach the following special readerships.

Hot Spots	
Beauty, Care & Fashion Lovers	Have a special interest in beauty products and clothes.
Celebrity Gossips	Women, who are interested in fashion and celebrities.
Convenience Cookers	Prefer products that have a long shelf life and/or are easy to prepare.
Families with young children	Family of 3 or more with an interest in baby products.
Fitness & Sports Enthusiasts	Are into sports and fitness and prefer diet/low-fat products.
Gamers	14 – 29-year olds who regularly play computer or video games.
Healthy Eaters	Prefer natural and/or healthy groceries.
Holiday Travellers	Very interested in flight or train tickets as well as (last minute)-travel deals.
Home Movers	Planning to move into another apartment or house.
LOHAS	High income, well educated, prefer healthy/natural foods and are interested in arts and culture.
Luxury Shoppers	High income, always looking for brand and novelty products.
Savers & Investors	Regularly read about investements/funds, insuracnes, or real estate.
Technology & Gadget Enthusiasts	Above average interest in computers (hard- / software) or audio and video systems.
Young Mobile Communicators	14 – 29-year olds who are up-to-date on current mobile tariffs and latest cell phone models.

Thank you for your interest!

We are looking forward to hearing from you.

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